



S.K.I.P.

SCARBOROUGH KIDS INTERNET PANEL



We're the KIDS OF AMERICA.
USE S.K.I.P. TO BETTER UNDERSTAND WHO WE ARE.

Get the YOUTH MARKETING INSIGHTS YOU NEED USING S.K.I.P. - the SCARBOROUGH KIDS Internet Panel



- * Improve your **TARGETING** activities
- * Benchmark **AWARENESS** for your **BRAND** in the youth market
- * Create **MEDIA/MARKETING STRATEGIES** that have optimum impact
- * Measure **CUSTOMER SATISFACTION** among kids, teens, and their parents for your product/service

CUSTOMIZED INSIGHTS ON THE YOUTH MARKET

S.K.I.P. is an Internet panel of children ages 5-17 and their parents. You can use the panel to field custom surveys to garner insights about these consumer groups. Whether you are a marketer seeking to test a new product, or a media professional wanting to expand your brand among teens, tweens or another youth segment, S.K.I.P. has customized insights that can help you better understand today's youth. You can also use S.K.I.P. to measure your marketing impact among their parents.

THE BENEFITS OF USING S.K.I.P.

• Panel Prescreening Enables Targeted Insights:

Panelists are profiled on a variety of attributes. This enables you to prescreen and target your study to develop customized questions that derive the answers you need from specific panel segments. The panel prescreening enables marketers to obtain customized insights without having to make the investment required to create a custom study from scratch.

• Reliable Recruitment Techniques, High-Quality Sample:

S.K.I.P. recruits participants using a variety of techniques, including website advertising and word-of-mouth marketing. Partnering with industry-leading websites, the panel recruitment techniques help ensure valid, quality research insights.

• Nationally Representative Sample:

With 75,000 panelists, S.K.I.P. enables you to understand teens, tweens and kids across the country.

• Regional Perspectives:

S.K.I.P. enables you to look at some U.S. regions to compare and contrast local youth/teen market differences.

• Learn About Parents, Too!

Not only can you collect insights on kids, but you can also learn about their parents. S.K.I.P. also enables you to field custom surveys to the parents of the children participating in the panel. Use these insights to understand their lifestyles, interests and shopping patterns.

FROM KINDERGARTEN TO HIGH SCHOOL, ESSENTIAL STUDIES THAT IMPROVE MARKETING ROI

S.K.I.P. can conduct a myriad of research targeted at benefiting your marketing or media strategy, including:

- Customer satisfaction/Tracking studies
- Product usage information
- Brand awareness & preferences
- Shopping patterns & preferences
- Product testing (including concepting, pricing, trial and usage)
- Brand positioning
- Advertising/promotion effectiveness
- Internet site assessment/development
- Social networking

DATA COLLECTION/METHODOLOGY

S.K.I.P. panelists are invited to participate in the online survey via email. S.K.I.P. respondents are given incentives to complete the online surveys. They can earn points by completing survey questionnaires, and then redeem these for merchandise online.

PRIVACY AND COPPA COMPLIANCE

S.K.I.P. is fully compliant with the Children's Online Privacy Protection Act (COPPA). The email addresses of both child and parent are collected upon registration. The parent is given the child's login information and can access their records at anytime to monitor activities. The address information is only utilized for incentive fulfillment activities.

FOR MORE INFORMATION:
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