



SMART KIDS INSIGHT ®

Support Document

■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

SMART KIDS INSIGHTS®

■ Definition

At Smartketing we know that the kid's market is one of the most interesting segments and one with the higher potential in the consumption world. Therefore we created Smart Kids Insights, a new methodology to work with kids, and whose objective is to understand the complex and imaginative children's world.

■ Methodology

Through unique ad hoc dynamics for each study, we achieve deep understanding of the motives and reasons that drive their behaviors.

This new technique is conducted on comfortable and spacious facilities that allow to generate a playful environment to obtain relevant insights.

Besides the Sessions with kids, at the same time we conduct a session with mothers or fathers. There we can probe and widen the reach of the research with the insights of both groups, which are cross compared to prove their veracity and reinforce the information usefulness.

Our clients can interact directly with the kids, which is an advantage for this investigation.



SMART KIDS INSIGHT®



■ Group sessions and reach

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■ Reach

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