



Retail Merchandiser

Challenge

Garner feedback from teens on the hottest licenses from the New York Licensing Show.

Solution

Buzz MG took four BuzzSpotters to the New York Licensing Show. The teens looked at the showcased brands, talked with marketers, and reviewed materials.

Results

The Buzz MG review made the cover of the September 2002 issue of Retail Merchandiser magazine. In addition, both Retail Merchandiser and Buzz MG received requests for reviews in other publications.