



Research Services Guide  
Buzz Marketing Group

connect...impact...understand



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## Buzz History

Tina Wells founded The Buzz in the summer of 1996. The Buzz was a teen run, teen owned company whose primary goal was to inform teens of products and services on the market that were of benefit to them. Tina was lead to The Buzz through working with The New Girl Times as a contributing writer. After the publishing of articles comparing fashion and beauty companies, Tina submitted research reports to these companies and was met with a very positive response. The companies were intrigued to find out what the teen market thought of their products, and Tina enjoyed doing the reviews, thus The Buzz was born.

To start a buzz about The Buzz, Tina hosted a fashion event utilizing the products from clothing lines teens love. The next nine months were spent organizing the first Buzz event, which was met with an overwhelming response from not only teen observers but the participating companies as well. Since early 1997, The Buzz concentrated on the growth of the product review section of the company. For the reviews, The Buzz requested product samples for the ten focus group participants to fully review the items. The teens were very enthusiastic about reviewing the products, and the companies found the feedback beneficial to development. The Buzz compiled the review information and submitted a report targeting the quality and popularity of the products, along with answers to predetermined questions by the company. All of the focus group activity was done free of charge.

Over the past six years, Tina and The Buzz have worked with American Eagle, Aveda, Benefit Cosmetics, Bongo, Candie's, Consolidated Shoe, Cosmepack, Day Runner, Dermalogica, Demeter Fragrances, Dickies, Esprit, Fetish, Foot Traffic, FreeStyle, Fresh, Global Essence, Hard Candy, Hippies, Hot Chillys, Jane, Jumping Joy, Jurlique, KMS, M.A.C. Cosmetics, Marchon Eyewear, New Balance, Nike, 976-Clue, Nose, Oilily, OPI, Padre Publishers, Paper Direct, Philosophy, Poot, Prestige Cosmetics, Saucony, Tart, TerraNova, Ton Clothing, Union Bay, and Zia Natural Skincare, just to name a few.

In June of 2000, Tina relocated the headquarters of The Buzz to Chicago, where she could continue to expand the successful operation. The changes in location also lead to a change in name, to Buzzteen. The new name was chosen because it represents the teen audience well, and will help facilitate the web site, [www.buzzteen.com](http://www.buzzteen.com).

In June of 2001, Wells again decided to change the nature of her venture. Realizing that her services and insight were most needed in other areas, Wells launched buzz marketing group (buzz mg for short), an integrated marketing solutions provider helping companies connect better to youth. Whether it's viral marketing or bowling parties, Wells is the driving force behind ideas that translate into sales for her clients.



## Tina Wells, CEO

Tina Wells has been an energetic entrepreneur from a young age. At 16, Wells began writing product reviews for *The New Girl Times*, a newspaper for young girls. To expand on the reviews, Wells began to submit her findings to the companies, which were impressed with what the teen had to say. This process led Wells to form *The Buzz*, a teen run, teen owned company whose primary goal was to inform teens of products on the market that are of benefit to them.

In April 1997, *The Buzz* began holding events in schools including fashion shows, surveys and information gathering about participating companies' products. Teens were asked to complete surveys about products, giving completely honest feedback. This information was then reported back to the firms, for the mere price of product samples! Participating firms included Aveda, Benefit, Candie's, Day Runner, Dickies, Esprit, Hard Candy, Jane, M.A.C., New Balance, Sony and Steve Madden just to name a few. Through the events, *The Buzz* began a network of teen consultants and trendspotters that would report buzzworthy items in categories like fashion, beauty, health and fitness, entertainment and research.

Wells began her college career at the prestigious Hood College in Frederick, Maryland on a Trustee scholarship majoring in Communications. At the end of her sophomore year, Tina decided to formalize *The Buzz's* business efforts, and began *Buzzteen*. With the partnership of Adam Stevenson, owner of Adroc Productions, Wells took the ideas of *The Buzz* and expanded them to include a web site and full-scale market research activities for companies targeting teens.

In June of 2001, Wells parted ways with Stevenson, and took her ideas one step further. In response to the demand from her clients, Wells launched *buzz mg*, a full service marketing company helping companies connect better with youth. Whether its throwing parties, doing grassroots promotions, or working with new artist imaging, *buzz mg* gives its clients the tools they need to be successful. *buzz mg* offers a much more targeted approach to clients looking to interact with teens in a different way. *buzz mg* specializes in needs analysis, problem solving, and idea generation.

Since June of 2001, besides earning her B.A. in Communications Arts and graduating with honors from Hood College, Wells has worked on research projects for the "What's Your Anti-Drug?" campaign, Miller "Not A Drop" campaign, and Verizon Wireless, and has offered other marketing services to Backstreet Boy Howie D.'s Dorough Lupus Foundation, castmembers from MTV's hit reality shows *The Real World* and *Road Rules*, and many others. Wells has also launched two publications of her own, *BuzzOn*, an e-zine written by teens for marketers, and *BuzzEd*, a teen e-zine written for



teens by teens. Wells has also continued speaking to various audiences all across the country. She was the keynote speaker at the Miller OE 800 Making it Real Business Series, Spirited Sisters Expo, Chicago's Black Women Expo, and many others. She's also been interviewed by Tavis Smiley on his national NPR radio show and Ananda Lewis, and also appeared in Essence, NV, Entrepreneur, CosmoGIRL!, and Link magazines.

As Wells continues to grow buzz mg, you can be sure that she'll continue to provide her clients with the innovative ideas that continue to make them successful!

## Services

**Market Research** Buzz Marketing Group specializes in getting you the info that you need from teens. Whether it's through online research or group discussions, BuzzMG offers research options that will give you the results you need.

**Need Analysis** Many times, clients come to us knowing that their brand is suffering, but don't know what to do about it or even what the problem is. BuzzMG offers needs analysis sessions where clients and BuzzMG staff and teen consultants come together to discuss the brand and current problems/issues.

**Idea Generation** Ideas are a dime a dozen, but everyone's looking for that big idea that takes a brand from "not" to "hot." BuzzMG teen consultants will spend the day with you brainstorming ideas for your brand. You provide us with the topics, and we'll come in and brainstorm ideas with your staff.

**Problem Solving** This service works best for clients who have specific problems and want specific suggestions and solutions. BuzzMG staff and teen consultants come together with the client to discuss the problem and solutions.

**Grassroots Marketing** We like to refer to street marketing as "buzz marketing." Smart marketers have realized that it's important to reach their consumer where they spend most of their time, whether it's in school, at the movies, at the mall, or sports arena. Because BuzzMG understands the young consumer, we know where they go, and where they'd like to interact with your brand.



### Viral Marketing

Today's teens are tech savvy. Because they spend so much time online, marketers have no choice but to reach out to them online. Through our BuzzNetwork, we're able to reach teens online in the most unique and buzzworthy ways.

### Trendspotting

Do you know what the next trend's going to be? We do. Through our international network of consultants, we're able to gather this information for our clients quickly. It's always important to know what the next hot thing is, and our consultants definitely know what's going on.

For more information on these services and for pricing, please email Tina Wells at [twells@buzzmg.com](mailto:twells@buzzmg.com).

## Focus Group/Group Interviews

### Interaction

This type of study can be done with a big group (8-12 respondents), or with a small group (5-7 respondents). A smaller group allows for much more focus and generates much more genuine, qualified data.

### Utilization

This type of study allows for open communication between teens and the client. In this type of study, it is very unlikely that teens will withhold information or comments as it encourages honesty.

### Information

Teens will fill out a basic questionnaire about the product they are testing, and answer up to 15 questions before the group discussion. During the discussion, the group will answer an additional group of questions, which will also be predetermined by the client and BuzzMG.

### Logistics

This type of study assumes that an acceptable group of qualified teens can be assembled in one location.

### Timeline

The turnaround is relatively quick (about four weeks for product delivery), taking into consideration the recruitment process and total number of studies conducted.



**Service** A 90-minute session (5-7 respondents).

**Deliverables** A full length report; video tapes; discussion guide

**Price** \$6,000 and up

*We offer many different types of focus groups including...*

- Advertising & Creative Testing
- Branding & Positioning
- Customer Satisfaction
- Future Buying Behavior
- Idea Generation
- Image Awareness

## Online Study

**Interaction** This type of study reaches teens from different geographic areas. This type of study also allows you to observe the study as it is happening.

**Utilization** Use this type of study when you want to get a broader response than that of a typical focus group. You can use it to facilitate a focus group of 5-7 teens from anywhere in the U.S.

**Information** Teens will be emailed a basic questionnaire about the product or concept they are testing, and will answer up to 15 questions prior to the group discussion. During the online discussion, the group will answer an additional group of questions, which will also be predetermined by BuzzMG and the client.

**Logistics** For this type of study, it is assumed that an acceptable group of qualified teens can be assembled online.

**Timeline** This depends on the depth of the study. An initial response can be expected immediately (audio & Internet archives are available immediately following the group). A topline summary is delivered within 5-7 business days.



**Service** A 90-minute session with 5-7 teens.

**Deliverables** A summary report; session archive (audio & Internet); discussion guide; screener; questionnaire.

**Price** \$7,500 and up

### Advantages of Online Research

- Traditional research results in an untraditional environment.
- Access to the recorded focus group immediately after focus group is completed.
- Immediate results of focus group data allows a quicker determination if the “right” questions are being asked.
- Client will have all access to recorded transcripts while the research is being gathered.
- Online studies allow for participants to interact on a national level, compared to focus groups having to be conducted in regional areas, which limit potential responses because of the lack of diversity.
- Nation-wide online research allows for immediate research that shows regional differences in style.
- Current teens are media and technology savvy; they are comfortable in chat rooms.

### Online Poll/Survey

**Interaction** This type of service requires little to no interaction with the teen.

**Utilization** This type of study should be used when the main goal is quantitative, not qualitative results.

**Information** Teens respond to a 15 question survey, which will be posted on a partner’s web site.

**Stimuli** This method gives the most exposure to stimuli, from visual concept boards to videotapes to Internet commercials, which can be included in the emails and posted on web sites.



### Logistics

For this type of study, it is assumed that a specific web site will provide us with the demographic needed and access the required number of teens for our study, or that we can refer respondents to a specific location on the client web site/ server.

### Timeline

Turnaround for this type of study is relatively quick (1 to 2 weeks). This depends on the amount of teen traffic to the web site, and on the response time to the email.

### Deliverables

A summary report; questionnaire.

### Price

\$10,000 minimum\* and up  
(250 respondents. Each additional respondent \$10 more)

## Buzz Panel

### Interaction

This type of service allows you to interact with 3-5 teens that specialize in a particular area of interest among teens. Areas of interest include: fashion & beauty, sports & entertainment, toys & games, and community & lifestyles.

### Utilization

This type of service is best used when the client wants to gain maximum response from knowledgeable teens on a variety of issues.

### Information

Since these teens are familiar with and comfortable with interacting with clients, they will be very responsive to clients in both formal and informal settings. Additionally, because they will receive a list of questions/ issues that will be discussed at the panel, they'll have the opportunity to speak with other teens, bringing not only their insights, but the insights of other teens as well.

### Stimuli

This method gives a lot of exposure to stimuli, allowing the teen into your workspace and corporation. The teens will inevitably give you more information, as well as a better response, based on the corporate environment.



**Logistics** For this type of study, it is assumed that an acceptable group of teen experts can be assembled at the same place and time with the client.

**Timeline** Due to the type of interaction that takes place, results are instantaneous, with a follow up summary provided within 1 week of the panel.

**Deliverables** Summary report; discussion guide.

**Price** \$4,500 and up

## Personal Interview

**Interaction** Most effective when interaction among peers may be inhibiting or counter-productive.

**Utilization** Appropriate when subject matter is extremely sensitive, and a small group setting may not allow teens to speak openly.

**Information** Allow for a greater in-depth response. Ideal when sensitive information can be gained through a 30-45 minute session.

**Logistics** May be ideal when target market segment is not centrally located.

**Timeline** This depends on the number of interviews involved in the project. It will typically take four to six weeks.

**Deliverables** Full length report; discussion guide; questionnaire; screener.

**Price** \$1,500 and up



## Trends & Insights Research

### Interaction

This type of service requires little to no interaction with the teen.

### Utilization

This type of service is used when the clients wants to find out more about teens, their lifestyles, and overall opinions on their world. This type of research can either be specific or general.

### Information

This research provides an in-depth look into the life of today's teen, focusing on several issues including: relationships, hobbies, shopping, entertainment, current trends, and current feelings toward society. Please note that because this is a customized service, the client will have the final decision over the information provided within the report.

### Logistics

Ideal when an in-depth look into the teen world is needed, but client has a tight deadline, and needs information quickly.

### Timeline

This type of study normally takes 2-4 weeks.

### Deliverables

Full length report; report outline; questionnaire.

\*BuzzMG has access to additional reports and statistics on the teen market. Information is available free of charge when consulting services are purchased. Please contact your sales representative for more details on consulting options.

### Price

\$10,000 and up



## Immersion Experience

<b>Interaction</b>	This type of service is a fully interactive exercise with participants.
<b>Utilization</b>	This type of service is used when clients want to observe the target in their natural environment.
<b>Information</b>	This experience can be designed to educate the client about all aspects of the consumers life, from spending time in their bedroom to going along with a group of teens for a typical Saturday.
<b>Logistics</b>	Ideal when client is looking to gain more qualitative insight into the world of the target consumer.
<b>Timeline</b>	This type of study normally takes 2 weeks, including actual immersion time.
<b>Deliverables</b>	Questionnaire, Experience Outline, Wrap-up report.
<b>Price</b>	\$8,000 and up



## Additional Information

Regardless of the specific qualitative methodology, each design is comprised of five basic stages:

1. Objective Setting
2. Recruitment
3. Discussion
4. Debriefing
5. Reporting and Analysis

## Recruitment

"If it's happening with teens, it's happening at Buzz MG." Buzz MG stands out from the other market research companies in that from bottom-up, the company is directed and operated by young people, which ensure our credibility. We utilize a network of teens from all across the U.S. and the world that register as members at our official web site, [www.buzzmg.com](http://www.buzzmg.com). Besides this global network of buzzTeens, Buzz MG receives advice from a board of 100 teens (the Buzz MG Consultant Board, also known as the BCB), which participates in and facilitates market research studies. These teens have been trained to facilitate as well as participate in market research studies. Buzz MG believes that teens will always feel more comfortable communicating their ideas and concerns to other teens, which is why we utilize this method. Our clients have found that this method uncovers data that does not get revealed when adult "expert" facilitators are used.

For every study, Buzz MG will select participants from its database of BCB Members and buzzSpotters (which will be used when we do not have enough eligible BCB Members for the study). buzzSpotters work closely with BCB Members from their region and topic specialty.

Once the objectives have been established, there are several factors that must be examined before recruitment begins, including:

- Group Demographic Composition
- Group Size
- Group Geographic Composition
- Screening Criteria
- Venue Selection



## Group Demographic Composition

It is always important to keep in mind that qualitative research does not provide quantitative results. We believe that the thoughtful and engaging data BuzzMG offers to our clients provides valuable information that cannot be gained from the traditional numbers and percentages. It is important that participants be chosen to ensure that the group is reflective of the client's target.

### Online Studies

Online studies require a much different recruitment method. It also offers the most possibilities in terms of group composition. Here are the steps used for a group study:

1. Once the target market has been established, BuzzMG will email teens in the database that fit the description.
2. BuzzMG and the client will devise a screening questionnaire, and email it to the perspective group members.
3. BuzzMG will randomly select a group of 5-7 teens for the study, and send them an invitation and password to the focus group.

### Focus Groups/ Group Interviews

Teens feel most comfortable when they are surrounded by their peers. This is why Buzz MG utilizes its network of BCB Members for focus group purposes. By utilizing a group like the BCB, it ensures that teen participants will not have to deal with the anxiety of responding to an adult figure, since they will be in their comfort zones. Utilizing this network also allows for greater depth for the study. This group of teens has seen and studied many different products and services, are experts in their fields. They will be able to offer a better, more unique and valuable response than other potential sources of information because they are not only your target market - they are highly involved in their respective topics (i.e. fashion, entertainment, sports). Currently, BCB Members and buzzSpotters are divided into the following groups:

- Fashion & Beauty
- Sports & Entertainment
- Toys & Games
- Community & Lifestyle

They are also divided into five regions:

- Northeast
- Southeast
- Midwest
- Northwest



- Southwest

If necessary, they can also be divided into age groups. All BCB Members and buzzSpotters are between the ages of 13 and 19, and between 7th and 12th grades.

## Personal Interviews

Once the client's objectives have been established, Buzz MG will compile a list of potential teens. The client will then select as many teens as needed for the study.

## Group Size

### Online Studies

For online groups, Buzz MG recommends using 5-7 teens. Teens feel more uninhibited when using this method. Depending upon your objectives, you may want to conduct as many as fifteen groups (three per geographic region). Please keep in mind that the goal for this type of study is to get the information needed from a traditional focus group in a non-traditional setting, from as many different types of teens as possible.

### Focus Groups/ Group Interviews

Typically, a small number of groups (1-3) are needed to achieve the desired objectives. Conducting two to four groups in the desired target market is sufficient. Conducting more than four groups usually proves wasteful, as most of the information is gathered in the first few sessions and repetition occurs soon afterwards.

Group size will vary depending on the objectives, but most focus groups average eight members, while most group interviews average five. Buzz MG recommends that you over-recruit by 25 percent per group to achieve desired attendance.

Although both group types have their strengths and weaknesses, Buzz MG prefers group interviews because they allow more dialogue between participants.

### Personal Interviews

For personal interviews, BuzzMG recommends using 15-20 teens. This will vary based on the objectives, however.

## Group Geographic Composition

Depending on objectives, research should be conducted in more than one geographic market. For example, what a



teen in California thinks is trendy may not be true for a teen in Alabama. This is especially true if the main objective is to understand the appeal or relevance of a specific product.

## Screening Criteria

Each participant for every study must meet specific criteria concerning age, gender, and other project specific criteria (e.g. family income, sports interests, hobbies).

## Venue Selection

BuzzMG likes to utilize non-traditional venues as much as possible. The more comfortable a teen feels, the more information we will be able to gather. BuzzMG likes to utilize places where teens tend to hang out, to provide a higher comfort level (e.g. skateboard park, pizza place). In the case of a BuzzPanel, we prefer to meet in the client's office or location, allowing teens to interact more with your corporate environment.

## Discussion

To ensure that the discussion/ interview flows smoothly, Buzz MG, along with the client, creates a guide to use with the group (see the Qualitative Research Study Outline).

The Discussion Guide will serve as a summary of what will be covered during the group discussion/ interview. It includes the following information:

- Question topics
- Length of time spent per question
- Which issues will be emphasized
- Organization of questions

The Discussion Guide aids the Buzz MG Group Facilitator in covering all relevant issues and points. It also ensures that we will spend ample time on each issue.

## Discussion Method

### Online Studies

We will utilize the same method for our online studies that we are using for focus groups and group interviews. For our online studies, however, we may take up to 20 minutes to get everyone comfortable with each other because of



the lack of face-to-face interaction.

Online studies allow for much quicker data analysis. Polls and statistics can be generated immediately. The client will also be able to view the entire session.

BuzzMG takes the first 10 minutes of each group to set the ground rules and to introduce the group members. The group facilitator will ask a general question to the group, like "Did you all watch TRL (a popular television program on MTV) yesterday? What did you think about Britney Spear's new video? An icebreaker is always a good way to get the ball rolling.

### General Guidelines for Discussion

Our main goal is to have the teens share as much information as possible. To do this, BuzzMG will always maintain an open and friendly atmosphere, which includes the venue we use. We want teens to feel at ease in every way.

Every teen should feel comfortable voicing their opinions. By utilizing our BCB, this will ensure an added comfort level. But, true to teen culture, some teens may be more responsive than others. The BCB group facilitator will maintain equilibrium in the group.

Teens will not always agree on the issue at hand. The group facilitator makes sure that both sides of the topic are always discussed.

### Focus Groups/ Group Interviews

Buzz MG takes the first 10 minutes of each group to set the ground rules and to introduce the group members. Seating is arranged in a circular formation. The group facilitator will ask people to shake hands and then initiate a team-building exercise such as the Human Knot.

### Personal Interviews

Even though the teen does not have to get acquainted with other group members because of the one-on-one format, it is important to establish a relationship between the teen and the interviewer. In the personal interview, the interviewer will establish a trust and rapport with the teen by finding something in common. For example, the interviewer may discover that the teen is also a fan of the Dave Matthews Band.



## Other Techniques

Here is a list of other methods we use during the discussion:

- Buzzstorming (Idea generation sessions)
- Individual tasks (drawing sketches, for example)
- Role-playing in scenarios asking them to assume the part of salesman, music artist, etc.
- Sorting (Used for new concepts and brand positioning)
- Symbolism (What does a cross represent to you?)
- Team tasks (Solving puzzles and watching the interaction involved)
- Word lists (Association)
- Wish lists (What they want in life)

## Debriefing

Debriefing is an extremely important part of the overall process. During this time, the group facilitator and all assigned staff members review the findings from the meeting. Debriefing is a key step because it allows us to see if all of the objectives have been met.

Debriefing also allows us to review the methods we used to gather the information. We can look at the strengths and weaknesses of the overall session. It is also a crucial step in that it allows the group facilitator and client to review the findings and set the agenda for the remaining groups. This stage serves as a kind of “check-in” so that both BuzzMG and the client have a mutual understanding of how the research is progressing.

## Reporting & Analysis

Buzz MG reports qualitative research back to the client in two ways:

1. In a formal hard-copy report, including graphics, charts, and tables (where applicable)
2. In a Power Point Presentation The report will be sent through the mail and can also be sent electronically, at the client’s request.



### Formal Report Includes:

Review of objectives and methodology: This section includes a review of the study objectives, and also details the particular qualitative or quantitative method we utilized according to: timeline, group composition, and discussion methodology employed.

Executive summary: This section provides a detailed list of topics that will be discussed later in the report.

Conclusions and Recommendations: In this section, BuzzMG will give you a list of suggestions we feel you should implement, using the data we uncovered during the study.

Important Findings: In this section, we will detail the most important findings from the study.

Appendix: In this section, you will find all of the relevant documents to this study, including: questionnaires, discussion guide, polls, surveys, storyboards, artwork, and other relevant materials.

### Power Point Presentation

This is offered to the client as a more visual presentation to be used by the client for internal purposes such as executive board reviews. The slides serve as a complement to the report.

## Frequently Asked Questions

### How are the focus group participants recruited?

BuzzMG has access to a worldwide network of teens and can structure the focus groups based upon the target area for your company. BuzzMG can recommend areas of study that are prime examples of your target market. Potential participants are screened to find the best individuals for the study, providing the most valid and valuable data.

### How does Buzz MG differ from other market research firms?

BuzzMG offers highly concentrated studies of your product or service in a completely honest and reliable format. Young adult facilitators, comfortable environments and a completely teen-focused firm provide efficient, comprehensive and credible information. BuzzMG remains an industry leader due to its young ownership, staffing and worldwide network of teens, sharing our knowledge and expertise with your firm. BuzzMG not only provides answers; we supply concrete suggestions to ensure your product/ service/ advertisement has optimum reach and appeal.



### *What types of research does Buzz MG conduct?*

BuzzMG will tailor research studies to meet your needs. Focus group studies offer the most concentrated and comprehensive data. Firms can also submit surveys or polls to be completed by teens, access the BuzzMG Consultant Board for research and development and with the help of our staff, create a research method meeting your specific criteria.

### *What does Buzz MG charge for its services?*

Each market research project is different, requiring varying rates. Costs will depend upon how detailed (i.e. number of studies, number of markets and areas of concentration) you want your research. BuzzMG's rates are competitive with current market pricing.

### *How are participants compensated?*

Focus group participants are paid a cash stipend for attending. As an added incentive to participate and as an advertisement for your product/service, individuals may be given samples for attending.