



Capabilities Overview
Buzz Marketing Group

connect..impact..understand



About Buzz MG

Review of Capabilities

Brand Development
"Buzz Marketing" Plans
Consulting
Content Development
Creative Services
Event Marketing
Idea Generation
Licensing
Market Research
Marketing Planning
Online Marketing
Product Placement
Promotions
Trendspotting
Web Design

About Us

We are an integrated marketing solutions provider specializing in the youth market. Our goal is to help our clients better target and understand youth. Segments are: kids (5-7), tweens (8-12), teens (13-18), and young adults (19-24). Niches include: urban trendspotters, African-American, Hispanic, and Asian. We want to help you connect, brand, impact, and understand. Consider our ability to add value for brands, new concepts, and key accounts.

How We Do It

International reach, local impact. We have a 9,000 member youth panel (national and international), publish 2 quarterly publications, and conduct 10 monthly surveys and polls. We place emphasis on involving youth, needs analysis, idea generation, and problem solving.

90% of teens like to get information on new products from their friends. - Buzz MG BuzzSpotter Advertising Survey



About Buzz MG

In Our Network...

Australia
Austria
Belgium
Brazil
Canada
China
Colombia
Denmark
England
France
Germany
Ireland
Italy
Japan
Nepal
New Zealand
Portugal
Singapore
South Africa
Spain
Sweden
Switzerland
The Netherlands
Vietnam

So What Is A Buzzspotter?

BuzzSpotters are the pulse of Buzz MG. This international network of youth keeps us up-to-date on trends in several different categories including: fashion and beauty, sports and entertainment, toys and games, food and beverage, and lifestyles and community.

BuzzSpotters are selected on a peer-to-peer basis through our proprietary selection process. Whether they're keeping us up-to-date on the latest "buzz" words or sounding off on a hot topic, they're creating youth culture.

Buzz Consultant Board (BCB)

BCB members make up the foundation of Buzz MG's consulting staff. This elite network of teen consultants educate our clients on a daily basis. Whether they're discussing a cultural phenomenon or explaining everyday teenage behavior, they're helping our clients make the decisions that matter.

Local Impact. Global Reach.

Buzz MG was founded as a company for teens by teens, focused on what teens want to know and should know about what's happening in their world today. To make a difference, we give something back by offering scholarships, community service, education and donations to schools and communities across the world. We've developed a methodology for defining trendspotters and realize that every client needs a different type of trendspotter.



Research Methodology

Buzz Marketing Group's approach to market research is founded on a philosophy of aggregating and analyzing data from as many resources as possible. We believe that a careful evaluation and weighing of several resources will yield the most accurate trending studies. Our combination of primary and secondary research studies ensure that our clients get the most accurate and complete outlook available. Our data comes from the following sources...

BuzzSpotters

Our network of 9,000 youth between the ages of 7-24, provide us with an abundance of "youth intelligence." This network is used as a resource for ethnographies, focus groups, personal interviews, immersion experiences, surveys, and polls. Overall, this panel is composed of trend influencers, and represent all of the "tribes" we have identified, which include: independents, preppies, technies and alternatives.

Buzz Youth Institute

Selected BuzzSpotters, psychologists, sociologists, trendsetters, and tastemakers make up this specialized panel that advises us on all syndicated research reports. Members include Dr. Naomi Marmorstein, an adolescent psychologist from Rutgers University; Bianca Alexander, Senior Makeup Artist from MAC Cosmetics; and Ben Barry, the founder of the Ben Barry Agency. Each syndicated study will include biographies on all BYI members that contributed thoughts and opinions to the report.

Blue Pulse

Our proprietary trend pulse provides us with information on a quarterly basis. In each pulse, we interview 526 members of our panel. Participants are 50% male, 50% female, and the pulse includes a compilation of the thoughts and opinions of our trendspotters nationwide. International pulses are conducted twice a year.

Bear Stearns & Co. Equity Research Department Partnership

Through our longstanding partnership with the Bear Stearns Equity Research Department, we are able to access general market research and market trends as they pertain to retail, soft goods, luxury goods, and hard goods. This information is utilized when we are providing general landscape youth profiles and data.

U.S. Census Bureau & Bureau of Economic Analysis

Statistics from both bureaus are utilized in providing general information on teens, tweens, and young adults.



About Buzz MG

Our Client List

American Eagle
Bongo
Candie's
Consolidated Shoe
Dickies
Down Under Gear
Esprit
Foot Traffic
FreeStyle
Hippies
Hot Chillys
Jumping Joy
Marchon Eyewear
New Balance
Nike
976-Clue
Nose
Oilily
Poot
Reebok
Saucony
Steve Madden
Supa Dupa
Tart
Ton Clothing
Union Bay

BMG
Columbia Records
Epic
Hollywood Records
Interscope Records
Jive Records

Midas Records
RCA / J Records
Universal
Worldwide Talent Group
Zomba Recording Corporation

CosmoGIRL!
ESSENCE
Hearst Magazine Group
INTOUCH Weekly
Laforce & Stevens
Link
Retail-Merchandiser
Scholastic
Seventeen
Time, Inc.
YouthBiz

Aveda
Benefit Cosmetics
Clairol
Colorlabs
Conair
Cosmepak
Dermalogica
Demeter Fragrances
Fetish
Fresh
Global Essence
Hard Candy
HoMedics
Jane
Jurlique
KMS

Komb-In Hot Head
MAC Cosmetics
NIVEA
OPI
Philosophy
Prestige Cosmetics
TerraNova
Tony + Tina Cosmetics
Whitehall-Robins Healthcare
Zia Natural Skincare

Grey Advertising
GlobalHue
McCann Erickson

Ebony Marketing Research
Nsights Worldwide
Pert Survey Research

American Airlines
Bear Stearns, & Co.
Council Travel
Cre8tive Licensing
Cybiko
Day Runner
Dorough Lupus Foundation
Funosophy
Gellyz Pens
Giving Back Fund
Padre Publishers
Paper Direct
Princess Melissa
Rehtmeyer Designs & Licensing
What's Your Anti-Drug? Campaign

Angel

Challenge

Brand MIDAS Recording artist ANGEL via online and in-market visibility. Create consistent communication between ANGEL and her fans. Create relationships with ANGEL and other teen/tween brands.

Solution

We created www.angelfaith.net, an interactive web site targeting tweens and teens. We created Angel Alert, a weekly newsletter sent out to all of her fans. We created and launched the ANGEL Online Store, which sells ANGEL lip gloss, loungewear, and a variety of other products. We created and launched her brand at the International Licensing Show in NYC. We created relationships with brands including Bratz, Seventeen, Bongo/Candie's, and Macy's.

Results

ANGEL's team had over 10,000 members before album release, and her brand awareness increases daily.

Bear Stearns

Challenge

Educate senior analysts and investors on teen market.

Solution

We created the Gen Y Consumer Call series where retailers, investors, analysts, and media can speak with up to 10 teens at one time.

Results

Over 2,000 people subscribe to our "Reality Call Reports," and excerpts have been featured in Barron's and Smart Money.



ONDCP

Challenge

Create a survey addressing the ONDCP's questions about teens and their knowledge of illicit drugs.

Solution

Buzz MG created a 45 question survey which was written by our teen staff. Our BuzzSpotters administered the survey to their peers.

Results

The ONDCP was able to identify "new" drugs and garner feedback on its current campaign.

The "Reality Cares" Foundation

Challenge

Increase awareness for the "Reality Cares" Foundation.

Solution

Buzz MG partnered with INTOUCH Weekly magazine. We created a media campaign that included print, TV, radio, and Internet. We created product placement opportunities for NIVEA, Atlantic Records, Surly Girl Studios, NFG, and Tony + Tina cosmetics.

Results

Over 50 reality TV stars attended the event, including Omarosa Manigault-Stallworth, Heidi Bressler, Ethan Zohn, Jenna Morasca, Rob Mariano, Amber Brkich, Leah Gillingwater, Sam Solevey, and many others. The event, held at Kenneth Cole NYC, was featured in a 2 page spread in the May 31st double issue of INTOUCH Weekly magazine. The event was also covered in People magazine, US Weekly, several internet sites, radio shows, and newspapers.

GlobalHue & Miller Brewing Co.

Challenge

Get feedback from teens on a “Not A Drop” campaign.

Solution

The Buzz Consultant Board (BCB), the most-skilled multi-cultural youth board within the BuzzNetwork, critiqued the overall campaign.

Results

Miller Brewing Company better understood the opportunities within the youth market for an alcohol prevention campaign. Miller Brewing Company also identified celebrities and activities that were most important to youth.

Pert Survey Research

Challenge

Get feedback on Schieffelin & Somerset brands Hennessy and Tanqueray.

Solution

Buzz MG conducted in person surveys with men and women, ages 21-40, in restaurants and lounges in Chicago, New York City, and Washington, D.C.

Results

Over 2,000 people were interviewed within a four week period. Respondents were also added to mailing lists for later promotions.

“I love it when I’m walking in the mall and I get a sample of a new beauty product or snack. I definitely like to try things before I buy!” – Karina, 17, Montgomery, AL

Dorough Lupus Foundation

Challenge

Create lupus awareness among youth. Create events that would raise money for the foundation. Introduce the DLF to corporations that are not familiar with lupus.

Solution

“Bowl for the Cause,” a bowling event created to raise money and awareness among youth. “Howie” and “Caroline” shoes by Steve Madden, which raised money for the DLF. We created DLFTeenTeam, an online panel of youth from all over the world.

Results

“Bowl for the Cause” raised over \$25,000 for the DLF. The “Howie” and the “Caroline” raised over \$25,000 for the DLF. The DLFTeenTeam now has over 2500 members from countries as distant as Nepal. The DLF was introduced to a host of corporations, including Teen People, American Airlines, Crate & Barrel, House of Blues, Steve Madden, Chapstick, and many others. To date, we have garnered over 35,000,000 media impressions.

Tony + Tina

Challenge

Brand the name with teen consumers. Introduce new products through creative, innovative techniques. Garner feedback about the products.

Solution

Buzz MG used our BuzzSpotter network of youth (based nationally and internationally) to spread the “buzz” about Tony + Tina. Teens were given tons of new products, including a series of lip glosses, which were our “featured product.” The spotters created custom makeup looks based solely on Tony + Tina cosmetics, and carried discount coupons, postcards, stickers, and other info that they could give to consumers who inquired about the brand. To ensure Tony + Tina received feedback, ideas and suggestions from our spotters, we created a custom survey to provide the essential information they needed.

Results

Tony + Tina experienced a 25% increase in web site traffic, which led to a major site upgrade. The lip glosses that were promoted by our spotters also became the #1 holiday product (it was so popular that by the time we started our spring program, the lip glosses were no longer a part of the promotion!).

Verizon

Challenge

Get feedback on Verizon Wireless's new teen prepay brand FREEUP.

Solution

Buzz MG conducted six "In-The-Mix" 90 minute discussions with African-American, Caucasian, and Hispanic youth between the ages of 16 and 24.

Results

VZW was given insightful feedback on how youth view the FREEUP brand and VZW competitors, including Virgin Mobile, Nextel, and Cingular.

Down Under Gear

Challenge

Re-introduce the brand to consumers. Educate consumers on the DUG "lounge" philosophy. Drive consumers to stores to purchase DUG.

Solution

Create the DUGLife team. Online marketing and promotions. Product placement and celebrity endorsement.

Results

The DUGLife team has over 250 members. They promoted all summer at concerts, malls, movie theatres, and events. The team distributed all types of DUG swag including t-shirts, headbands, stickers, and tank tops.

DUG has been featured on more than 25 teen websites. Team members have posted thousands of messages and placed banners on numerous websites, chat rooms, and message boards garnering over 5 million page views. We hired Melissa Howard from Real World: New Orleans, as the company's spokesperson.

"I usually ask my friends for their opinion when I buy something. I trust their advice." – Jennifer, 16, Orlando, FL

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.

Essence Girl

Challenge

Introduce ESSENCE Girl to teens. Create a fun and interactive event.

Solution

The “ESSENCE Girl: What’s Cool?” Mall Event was created. It included a live runway show, a panel discussion featuring industry experts, and an autograph signing with Columbia recording artist Solange Knowles.

Results

Over 500 people attended the event. Attendees were treated to gift bags full of freebies from sponsors, which included Johnson & Johnson, Sally Hansen, and Maybelline. In addition to sampling, we also surveyed teen girls and compiled the results in a research report that was given back to the sponsors.

Publications

BuzzOn

BuzzOn is a series of publications written by teens for the marketing industry, and focuses on fashion, beauty, entertainment and lifestyles.

BuzzEd

BuzzEd is distributed to the 9,000+ BuzzSpotters in our network. Clients are able to include surveys, polls, and advertorials in BuzzEd. BuzzEd is sent out to BuzzSpotters on a quarterly basis.

Tina's Top Ten

Tina's Top Ten is a monthly ezine that reports on the hottest trends in fashion, beauty, entertainment, and lifestyles. Each issue also contains info on a city that's been "BuzzSpotted."

Press

Print

Essence
Ad Age
Brandweek
PR Week
InTouch

Online

BET.com
CNN.com
NYTimes.com
USAToday.com
WashingtonPost.com
WWD.com

TV

Studio Y
Teen Summit
To Tell The Truth
Ananda Lewis Show
CEO: FYI
WEBFN
CNN

Radio

Tavis Smiley Show
Babble On, XM Radio



"You can spend millions advertising products to teens, but simply placing a T-shirt on the next big celebrity can yield you a much higher return"

- Retail Merchandiser, January 2004

"It's time for teens to stop being passive and start being active. This is their world"

- LINK, May 2000

"Teenagers are asking 'who can give the look I want for the least amount of money?' ...they are value-conscious shoppers, but at the same time they are spending a lot"

- Washington Times, May 2004

"(Teens are) much more selective with their purchases, and not just buying a record because the lead singer's a hottie"

- BrandWeek, May 2002

"Teens aren't buying into the hype anymore"

- FN, January 2003

"Tweens showed us all who the real bosses are. We're talking about a sophisticated group of people who haven't lived a day of their lives without hearing 'You've Got Mail'. Not only are they telling mom and dad how to spend their money, they're spending their own cash too"

- Retail Merchandiser, September 2002



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"There's really just not one way to get me interested in a product. I like what I like, and I'll try different things whenever I want. It's pretty simple." - Chelsea, 17, Cherry Hill, NJ