

Who we are, what we do

+ TRU is the global leader in understanding tweens, teens and twenty-somethings. For more than 25 years, we've provided the insights that have helped many of the world's most successful companies and organizations develop powerful connections with young people to grow their businesses and brands. Our work has led to the development of countless new products, ground-breaking marketing campaigns and flourishing brands.

TRU has pioneered the field of youth research. More importantly, we continue to innovate. We're at the forefront of developing new methods for uncovering deep insights about young consumers and creatively conveying those insights to clients.

TRU is a division of Research International, the world's largest custom-research firm, which has offices in more than 50 countries. We're also part of Kantar, the insights and consultancy arm of WPP.

+ OUR CLIENTS

"TRU's insight has proved invaluable to our brand."

THE NBA

What do Coke and Pepsi agree on? Nike and Adidas? Yahoo and Google? The NFL and the NBA? Sony, Nintendo and Microsoft? TRU, of course! In fact, more than 200 of the world's leading companies rely on TRU to help them grow their brands among tweens, teens and twenty-somethings.

+ OUR PEOPLE

"The experts at TRU are extremely helpful, practical and absolutely dedicated to the highest quality work. They provide expert guidance and impeccable problem-solving skills."

THE CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

TRU's staff comprises professional researchers, agency refugees, former consultants, ex-brand managers and various other luminous souls who share a commitment to translating youth insights into business results. Peter Zollo, TRU's CEO and co-founder, has been described by Business Week as "the nation's teen-marketing guru." He has written a trilogy of award-winning books, including Getting Wiser to Teens.

+ OUR INSIGHTS

"TRU is an invaluable strategic partner for us ... we're so glad we can rely on them for more than teens."

Ogilvy & Mather

For more than 25 years, TRU has uncovered some of the most significant and transformative insights across the youth lifstage.

> Quoted in virtually every news and trade publication, as well as many network news programs, from The Wall Street Journal, New York Times, USA Today and Advertising Age to "ABC World News," "Today," "20/20" and "48 Hours."

> From the White House to governors' mansions and Capitol Hill, TRU has played a prominent role in developing the strategy behind a host of norm-changing youth social-marketing campaigns.

> As trend forecasters, TRU has created an important lexicon for marketers to help them deeply understand and connect with young people, from Centergy™ and VIPremium™ to Heller-Sheltered, Authenticitude, the Babied Boom™ and ShamelessMess.



"TRU is so well liked that everyone wants access!"

JOHNSON & JOHNSON



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Tween + Teen + Twenty-Something Solutions



"TRU is the master, the foremost authority on marketing to teens."
PEPSI-COLA COMPANY





"TRU is our **lifeline** to this market."
MTV NETWORKS



The world's leading syndicated youth-insights program

+ The TRU Subscription is an integrated, multi-faceted insights program. As the world's most renowned youth-research service, it offers the vantage point from which to monitor the ever-changing terrain of young people worldwide.

THE TRU U.S. SUBSCRIPTION: TEENS + TWENTY-SOMETHINGS

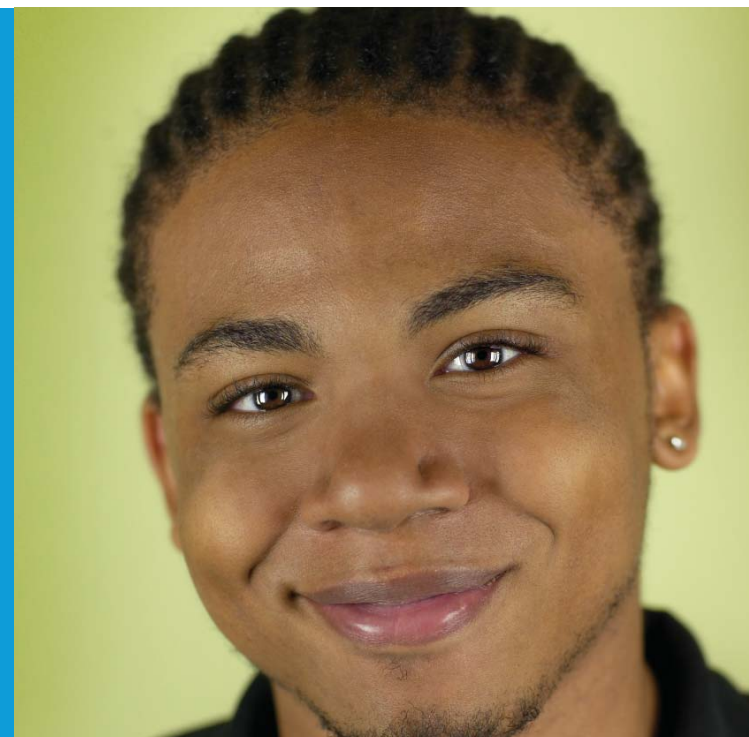
The TRU U.S. Subscription provides clients with the most robust data, the deepest insights, and the most respected thought leadership about young Americans. It includes three key deliverables, focusing on teens and twenty-somethings:

- > **The TRU Study** boasts the timeliest intelligence on anything and everything about teens and twenty-somethings—from lifestyles and trends to attitudes and values, media, products and brands. TRUStudy.com puts it all on your desktop in a searchable format with a built-in cross-tab tool that allows you to customize to your heart's content.
- > **The TRU Presentation** is an annual wow 'em event given at your site. It brings teens and twenty-somethings to life and sparks clients' creative thinking by providing a unique strategic filter for deeply understanding this cohort. Subscribers call this simply "the best research presentation ever!"
- > **The TRU View®** trend e-report, delivered two Tuesdays a month, is an entertaining immersion into youth culture. Graphical, analytical and fun, TRU View keeps you current on Millennial trends, while TRU's expert insight inspires actionable ideas to help you connect with this dynamic market.

THE TRU GLOBAL TEEN SUBSCRIPTION

The TRU Global Teen Study provides an indispensable understanding of the new global teen. It's for multinational brands that desire both a global platform for their youth-marketing efforts and the insights to be able to execute with cultural accuracy worldwide. Three key deliverables comprise the Global Subscription:

- > **The TRU Global Teen Study**, collaboratively fielded and analyzed with TRU's on-the-ground researcher partners throughout the world, reveals the new global teen. Patterned after the TRU U.S. Study, it captures powerful cultural and regional learnings, providing revelatory insights, intelligence and implications to grow your brands now and in the future.
- > **The Global TRU Presentation** showcases TRU's pioneering thinking on global teens, synthesizing key themes with highlights from the world's most comprehensive study about teens worldwide.
- > **The TRU View® Global Edition**, prepared in conjunction with TRU's local research partners in each of the participating countries, keeps subscribers in synch with emerging youth trends worldwide.



"Your performance was nothing short of **virtuoso**..."
YAHOO!



World-class custom research, TRU-style

+ TRU's unparalleled understanding of tweens, teens and twenty-somethings benefits clients by adding invaluable context and expertise in designing, conducting, analyzing and presenting custom research. And, we do it all in a way only TRU can—with insight-generating energy, creativity and clarity.

At its heart, TRU is a strategic consultancy with consumer research as our medium. We creatively design and blend innovative methodologies to deliver breakthrough insights that transform businesses.

Our team of experts—including youth-specialist moderators, analysts, strategists and on-staff videographers—will help you and your team discern on-target learnings and generate relevant implications. And, we'll communicate it all TRU-style—telling stories, which reveal meaningful insights that clients are able to immediately apply to their businesses.

CUSTOM-RESEARCH HIGHLIGHTS

- > **Qualitative:** We're fluent in innovative and traditional methods, with a specialization in deep-dive exploratories. What sets us apart is the unique expertise we bring to each project, our unbridled passion for discovery and our proven ability to translate learning into insight that drives brand success.
- > **Quantitative:** TRU delivers data-driven insights within a framework of cohesive, creative narratives. We offer a full range of quantitative capabilities, from innovative segmentation and tracking studies to brand-equity research, industry landmark studies and PR survey research that yield media-winning news.

> **Trendwatch®** is TRU's propriety panel of creative, insightful, multi-cultural and hyper-connected teens and twenty-somethings that clients can tap into in myriad ways—both remotely and in person.

> **Omnibuzz®** is our on-demand omnibus survey of tweens, teens and twenty-somethings, offering clients an easy, inexpensive way to get timely quantitative results.

> **International:** TRU conducts qualitative and quantitative studies throughout the world, providing clients a seamless global offering. Our network of more than 50 Research International partner offices allows for turnkey operations, ranging from multinational quantitative youth studies to in-home ethnographies in the world's largest cities to the most rural of locations.

> **Social Marketing:** As an advocate for young people, TRU provides critical direction for many of the nation's most prominent and successful social-marketing campaigns, keeping young people safe and healthy. Our work has made a real difference—from being put to use at the grass-roots level to being presented at the very highest rungs of government.