



FIVE CONTINENTS.
SIXTEEN COUNTRIES AND COUNTING.
HALF A BILLION TEENAGERS.

ONE GLOBAL TEEN PROFILE

The 2009 TRU Global Teen Insights Program

*What does it take to connect with today's global teen? It takes the deepest insights, the most robust data, the broadest global research network, and the most respected thought leadership. It takes **The TRU Global Teen Subscription**—the first-of-its-kind research program, offering the key insights, intelligence and implications to fuel ideas and guide strategies to grow brands worldwide.*

Five Integrated Deliverables

Patterned after TRU's best-in-class U.S. program, the TRU Global Teen Subscription is a fully integrated insights program, comprising:

+ The Global Teen Study Report: Produced in an art-directed binder, the Study that tells the tale of two teens: those in emerging and developed markets. It provides the essential intelligence for brands to succeed with youth globally. From branding and buying behavior to media and pop-culture, from trends and technology to lifestyles and values, the Study provides the actionable insights to develop a youth platform globally and execute it locally. It conveys in both broad strategic strokes and in critical detail how to connect with teens around the world.

*The most
in-depth look
ever at global
teens!*

+ TRU-Global.com: An online searchable version of the report, making the data and insights easily accessible to your entire team. Features 250 data charts, in addition to the full analysis.

+ The TRU Global Presentation: A TRU-style showpiece "event" at your site that brings the research to life by immersing all who attend in global youth culture. It provides both strategic insights and tactical implications for succeeding with teens globally.

+ Global TRU View®: Three issues during the year of TRU's famous trend report, created in collaboration with TRU's on-the-ground research partners throughout the world.

+ Global Market Presentations: A series of five webinars, featuring highlights of individual markets' TRU Presentations, conducted by our research partners around the world. Ask your questions directly of our local experts! Year One will feature presentations by Continental Europe, Brazil, China, India and the UK.

Client Service: You'll be assigned an Account Manager, who will be charged with assuring you receive full return on your investment.



THE 2009 TRU GLOBAL TEEN INSIGHTS PROGRAM

BRAZIL CHINA DENMARK FINLAND FRANCE GERMANY GREECE INDIA ITALY NORWAY
SOUTH AFRICA SOUTH KOREA SPAIN SWEDEN UNITED KINGDOM UNITED STATES



The Facts

Purpose: To offer critical insights and thought leadership to assure that you receive the insights and intelligence needed to grow your global brands and businesses among youth. To provide a critical yearly tracking and segmentation of the global teen market.

Deliverables: Five integrated deliverables (see flip side), including: The TRU Global Teen Study in both a printed and online version; The TRU Global Teen Presentation, an exciting in-person presentation of key insights and themes; Global TRU View®, an international version of our famous trend report; and Global Market Presentations via WebEx.

Methodology: Varies country-by-country from online to face-to-face, based on providing best research practices in each market and representative samples of the local teen population within each of the participating countries.

2009 Participating Countries: Brazil, China, Denmark, Finland, France, Germany, Greece, India, Italy, Norway, South Africa, South Korea, Spain, Sweden, United Kingdom, United States (several additional strategic markets to begin in 2010).

Sample Composition: Nationally representative of each country's teen (12-19) population.

Sample Size: 15,000 teens, covering five continents and 16 countries.

Content: Attitudes and values, lifestyles and trends, media and brands.

Analysis: The TRU Global Teen Study is divided into four robust, integrated sections:

- **Global Glance™**, a succinct, stand-alone narrative that compellingly weaves together the study's biggest findings—designed for the c-level executive.
- **Culture Compass™**, an insightful look at global teens' lifestyles, consumer and media behaviors.
- **Beyond Beliefs™**, a rich analysis that dramatically reveals key themes that encapsulate teens globally, including their worldview.
- **Fast Facts™** brief country-by-country "chapters," listing essential market facts and what's hot among local teens, highlighted by a brief summary that captures the unique cultural flavor of the resident teen population.

Rates: 2009 charter rate: \$50,000 USD; 2010 rate: \$75,000 USD.

Release Date: Now available!

*The deepest, smartest
insights into global
teens!*

For more information:

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