

# C3 LAB

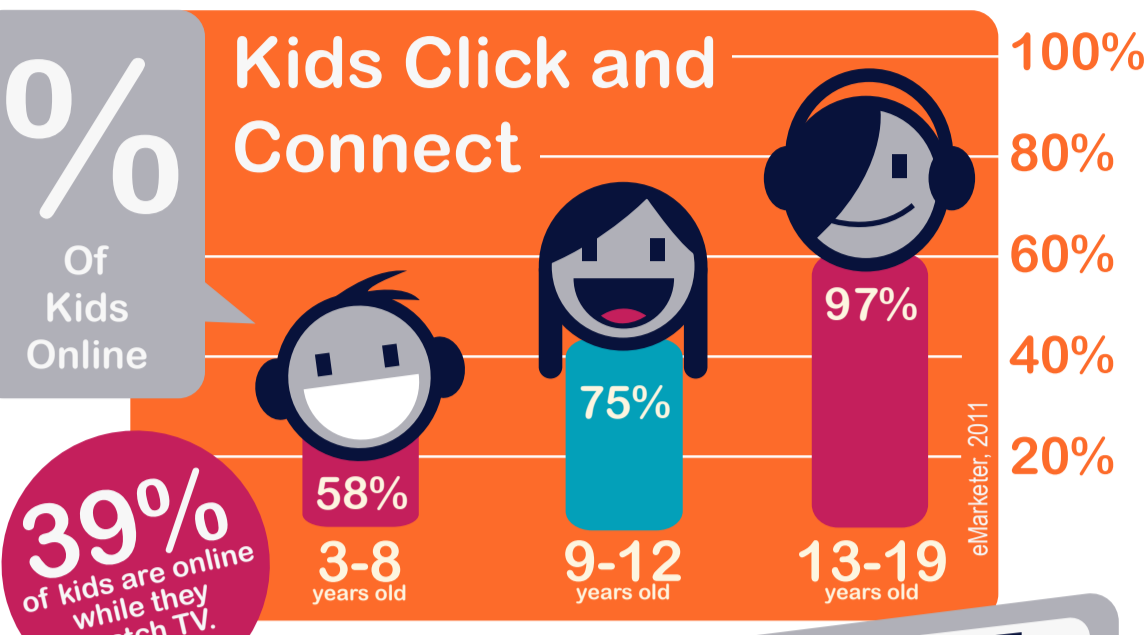
The Art and Science of Family and Kids Marketing



www.c3brandmarketing.com

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## TODAY'S DIGITAL FAMILY

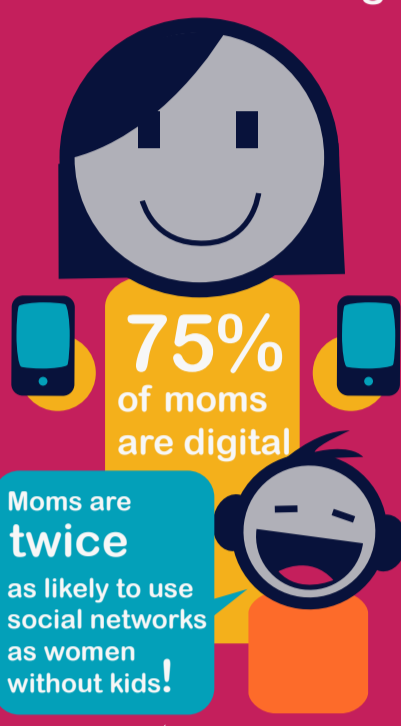


For more family insights to drive your business, please contact:

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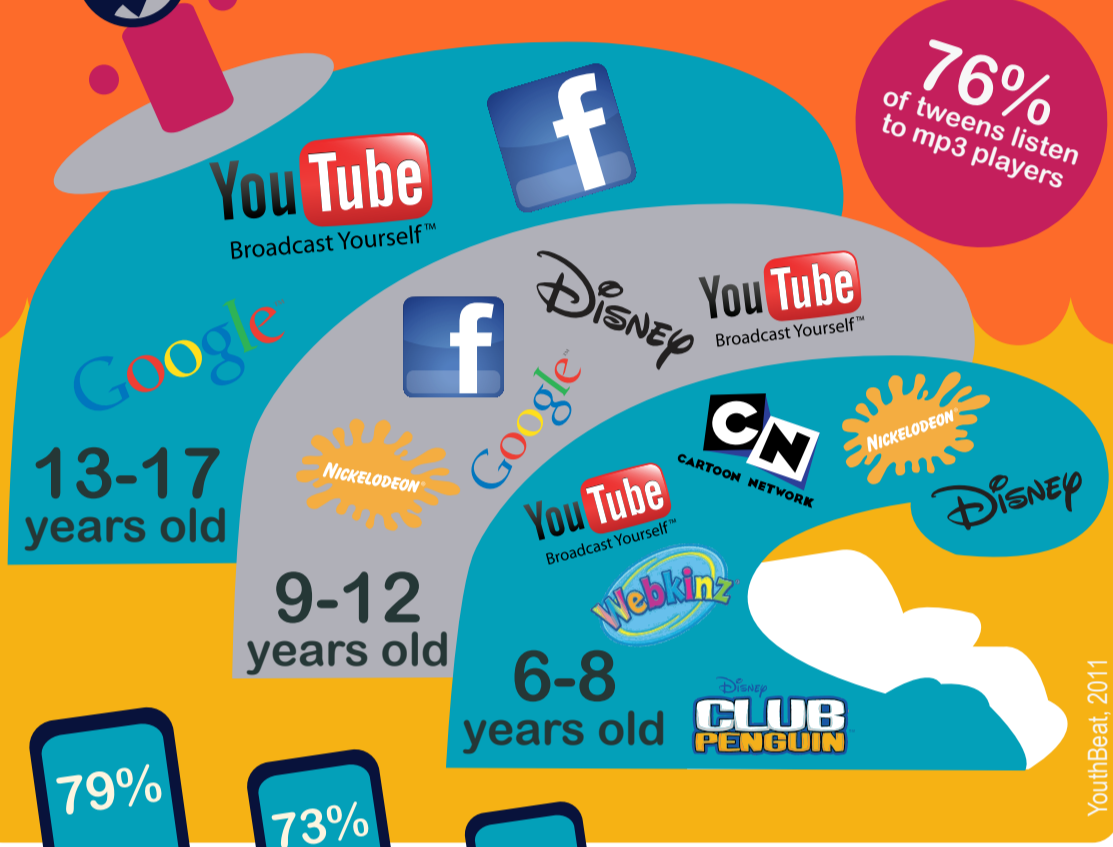
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## Moms Social Networking

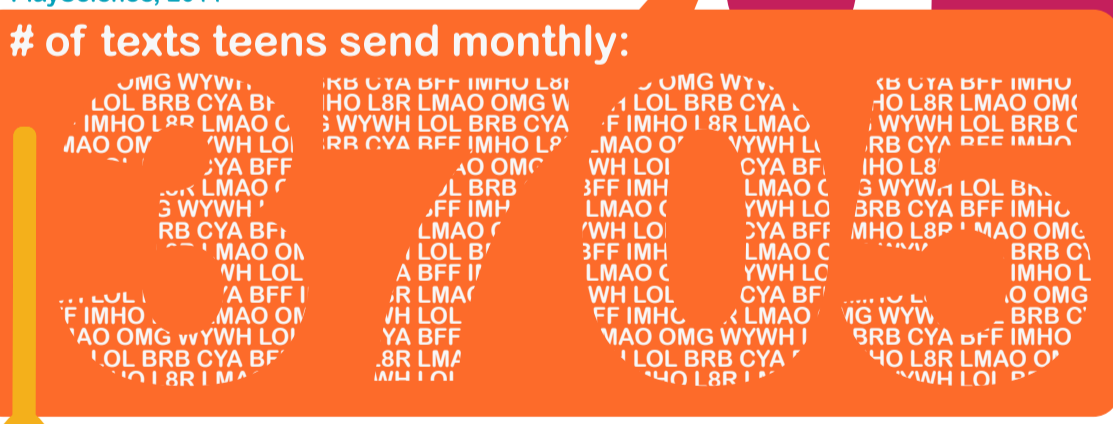


- 82% of digital moms are social networkers
- 17.9% of all social networkers
- 4% of digital moms are bloggers
- 60% of digital moms read blogs

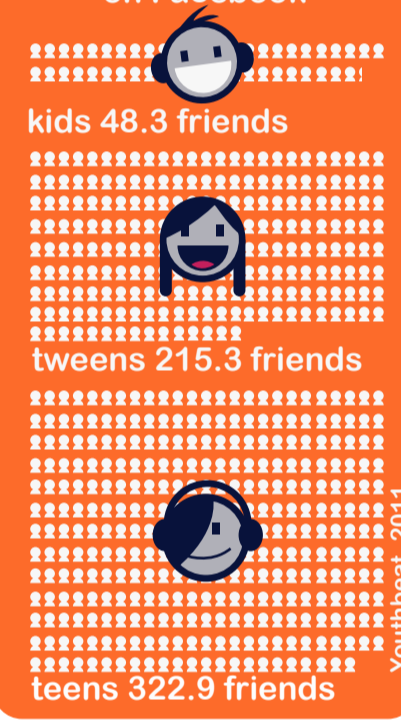
## Top places to surf the net



**84%** of teens have a mobile phone  
**92%** of those teens text



## Kids Facebook



## smartphones are a smart way to reach kids

PlayScience, 2011

## C3 and TECHNOMIC

**RLC Presentation: Families Matter: Learn Why This Value Segment Earns Warrants Your First Marketing Dollar**  
 Presented by Ian Davidson, Senior Manager, Brand Insights at C3 and Kevin Higar, Director of Research and Consulting Services at TECHNOMIC Restaurant Leadership Conference March 27, 2012 at 7:45 am. Operators who place value on family dining occasions typically generate higher check averages, in some cases doubling their average check. Together, C3 and TECHNOMIC will unpack the current landscape, shedding light on which concepts are winning with families, what characteristics they share and the drivers that are resonating in today's economic climate. Operators will leave with a framework for evaluating their current family program and actionable insights to drive family affinity.

**Click to RSVP**

**Teen/Tween Study:**  
 C3 and TECHNOMIC are proud to present **Teens and Tweens: The Dining Habits of Today's Youth**, a new study providing an in-depth analysis of the key consumer needs and attitudes that drive the foodservice behaviors of teens and tweens. The report provides an overview of attitudes toward national restaurant chains, food preferences, dining-out behaviors with friends and family, kids' menu preferences, snacking behavior, convenience-store patronage and technology usage based on survey results from 1,500 consumers.

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## meet the Designers

**Matt Hawkins** is an incessant doodler, papertoy creator, cartoon watcher, banjo player and a wearer of facial hair. Despite all of this, he is happily married with two kids. He has spent the last several years at C3 as a Senior Illustrator/Designer.

**Fiona Kerr** is a student with the Blue Valley CAPS program, interning at C3. She specializes in illustration, and her favorite thing is color. In her spare time, she cares for her pet tarantulas and studies the art of video games.

## Dig Into The Dining Habits of Families



**C3|Creative Consumer Concepts** is a leading family and kids marketing and design agency, collaborating with national and international brands in the restaurant, retail and hospitality industries. We value families, and we exist to demonstrate the value of families for our client partners. C3 builds connections through consumer insights, strategic platforms and dynamic design in the form of comprehensive consumer-facing programs, communications, promotions, products and distribution solutions to make a noticeable difference and deliver measurable results.