



Exploring Planet Youth

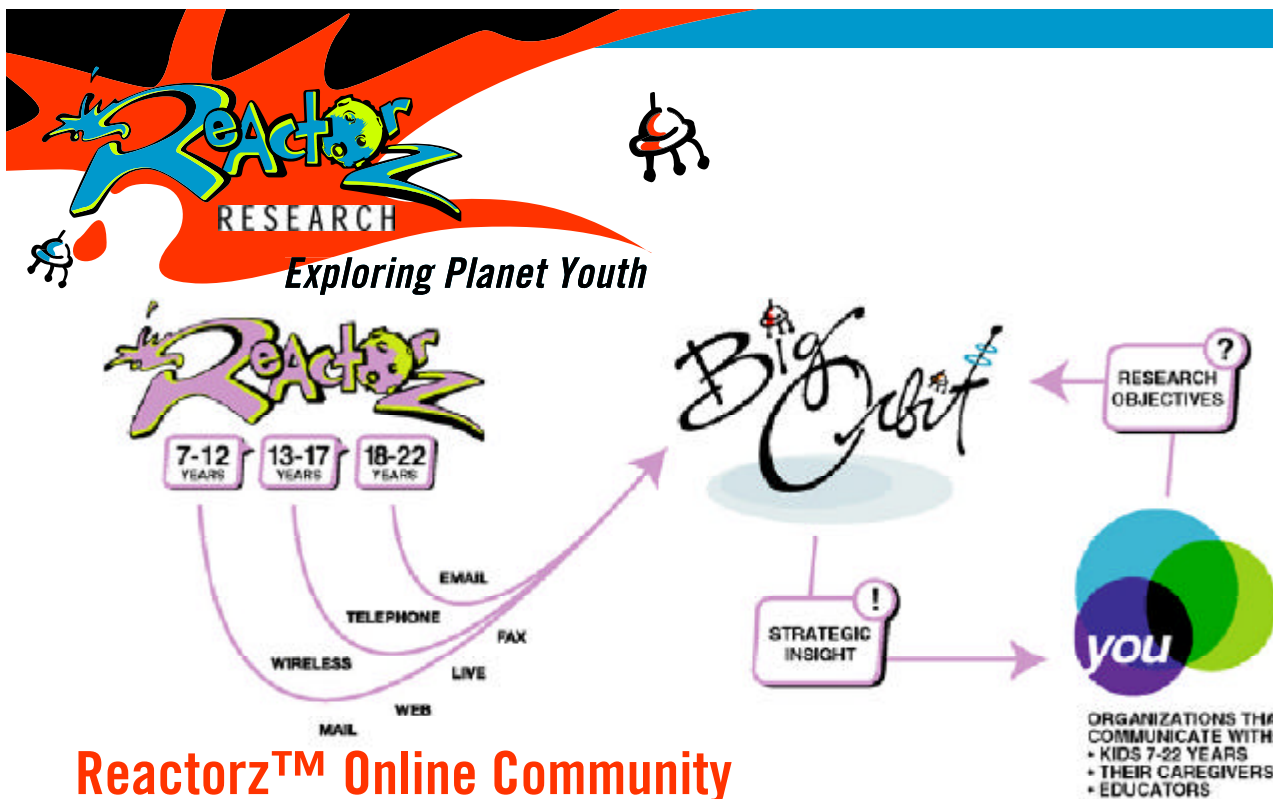
Big Orbit's Youth Powered Research Engine

At the heart of every service we offer is the desire to involve, challenge and reward youth for their genuine insight and participation. Big Orbit's youth advisory community Reactorz™ provides our clients with an unprecedented opportunity to quickly and effectively consult interactively with thousands of kids from across Canada and bolster their youth market research with a qualitative research perspective. Reactorz™ is Big Orbit's commitment to shift the treatment of youth as "consumers" to "co-developers" of the products, services and promotions that touch their lives everyday. It provides the interface to globally, interactively and seamlessly link, communicate and share the preferences, interests and insights of youth both with organizations that care about communicating with youth and with young people themselves. Working through the Reactorz website and more traditional research methodologies (telephone, mail, in person interviews), Reactorz matches the tools to the task and the required sample group to provide clients with the insight and assessment they require.

How does Reactorz™ Work?

Reactorz™ has two components - the online community and the traditional research methodologies utilizing quota sampling. The online community facilitates quick, efficient interaction with an existing pool of youth from 7 to 22. Their demographics are tracked, though they do assume access to a computer and internet connection. The traditional research methodologies can supplement online research or take the place of it where required by the client. Youth of all ages, and adults who work with or care for youth, within specific demographics can be recruited to participate in the research.

How does the online Reactorz™ work? Our experience tells us that the best way to gather quality information from our panel of Reactorz™ members is to not only provide them with compelling content and thought-provoking problems but to make sure they feel that their opinion counts with Big Orbit (and our clients!). A cash or prize incentive gets us part of the way there. The real magic lies in the feeling of being heard. Reactorz members are informed of the research results and products and services that enter the market with their participation. Members see how they can make a difference. This motivates them to share their honest and thoughtful opinions with us. The Reactorz Research team analyzes the interaction with the members to provide clients with the insight they require.



Reactorz™ Online Community

Reactorz™ is a safe community of kids aged 7-22. Each member is empowered to participate in a supportive, non-critical, creativity enriched environment. Members provide us with their insight and opinion on product and service design, innovation, entertainment, creative design and most importantly - approaches to communicating with them. Polls, discussions, surveys and online chats are used to provide young people with a soapbox for their thoughts, gather information and to facilitate targeted and thorough research for both Big Orbit and its clients. We can reach our members through a variety of different media including: in-person sessions, email, wireless, web, telephone, fax and mail.

The online community is naturally segmented by age into three groups: 7-12 years, 13-17 years and 18-22 years. Reactorz™ kids have permitted us access to many of their personal traits and characteristics which allows Big Orbit to qualify participants by age, gender, geographic location, personal interests, tastes, preferences and overall Reactorz™ community activity level.

Reactorz™ Traditional Research

The Reactorz research engine is not limited to its members and the online community. Reactorz employs its expertise in the youth market to reach youth more effectively during telephone or in-person interviews, mail or fax surveys, email and online research that has been tailored to the sample and research requirements of the client. Traditional research can be coupled with the online community or it can stand alone. Within this format Reactorz can be used to involve youth below or above the age demographic of the Reactorz online community and to interact with parents, educators and other adults who work with or care for youth of all ages. The values of the online community translate easily



to the traditional research as Reactorz continues to provide youth and adults with the feeling of being heard and feedback on the impact of their input.

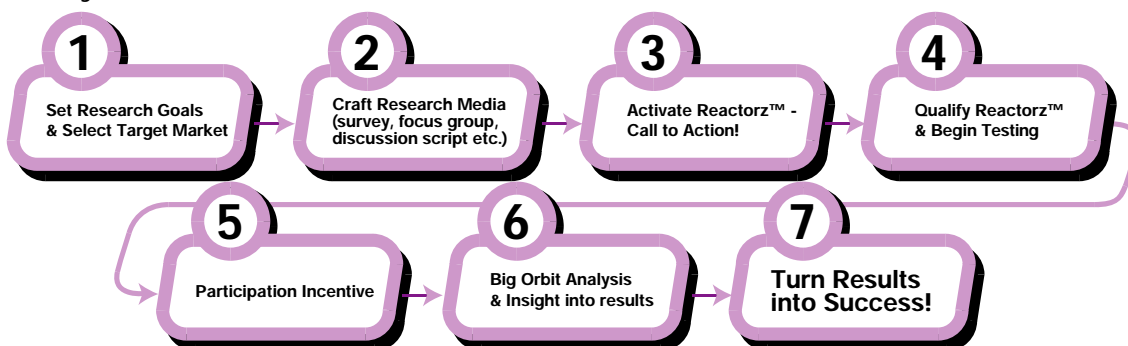
The Value of Reactorz to You

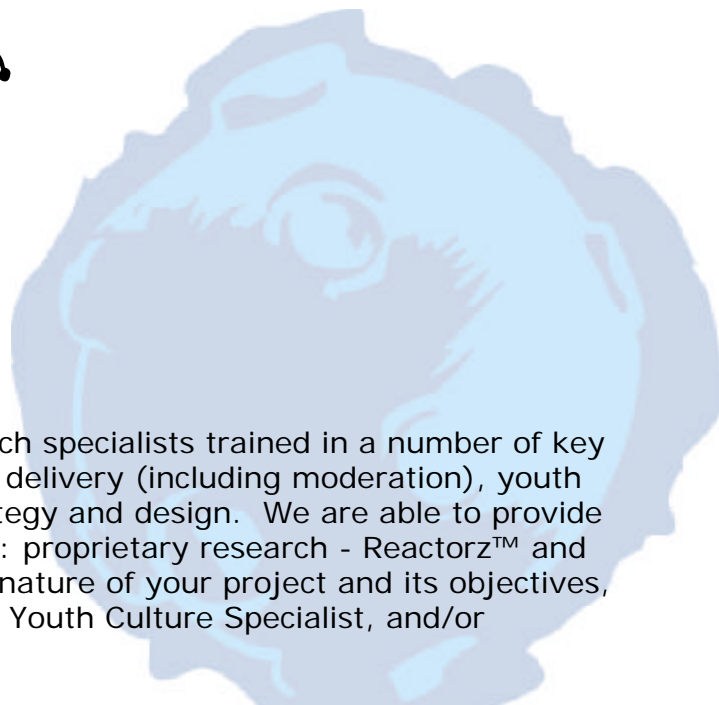
1. Deepen your understanding of your ever-changing target market through customized qualitative research and market micro-segmentation - tailored to your needs.
2. Access to Big Orbit's Youth Culture Specialists. It's our business to know the prevailing trends in the youth market.
3. Bring a true customer-centric focus to all product development, marketing and promotional efforts. Through Reactorz™, Big Orbit is able to involve thousands of youth in two-way communication.

Our aim is to help mold product, service, content, message and message innovations to better serve the consumers that use it everyday.

Reactorz™ Research Methodology

Big Orbit understands that each client project is unique. The Reactorz™ Research Team will sit down with you to craft your research project by determining its objectives and selecting the best methods to implement the research as well as the right deliverables for you. Every research project will culminate in a report that will include analysis, insight from the kids themselves and recommendations for further study.





Reactorz™ Research Team

Big Orbit has assembled a team of research specialists trained in a number of key areas including: research media design & delivery (including moderation), youth culture, data analysis and marketing strategy and design. We are able to provide valuable insight through a combination of: proprietary research - Reactorz™ and background research. Depending on the nature of your project and its objectives, you may be assigned a Research Analyst, Youth Culture Specialist, and/or Community Moderator.

Through Big Orbit, you can gain access to a diversified youth sample space and tailored research analyzed by our specialized team of researchers. Big Orbit will provide you with the information you need to make the right decisions about your next interaction with the youth market.

Stay Informed

In between research projects stay informed on youth trends, thoughts, and activities by subscribing to a monthly Reactorz™ Report customized to your industry. Each month a selection of Reactorz™ online community activity will be summarized and distributed to subscribers based upon the subscriber's stated interests (eg. music, internet, current events, education). Reactorz™ Reports may be further customized to include monthly questions posted to the community and summarized exclusively for the use of the subscriber.

Big Orbit Inc.

Founded in 1991, Big Orbit is a youth-focused marketing and creative consultancy that provides strategic consulting, creative, research and implementation services. Based in Toronto, Canada our turnkey solutions optimize communication and creative dollars while delivering innovative and creative solutions to our clients. Big Orbit's portfolio includes work for organizations such as Kraft Canada, Canadian Space Agency, Okee Dokee Stickers, UNICEF Canada, TVOntario and The Children's Group.