



# KIDSDYNAMICS

Kids say the 'darndest' things and never cease to amaze us!

**KIDSDYNAMICS** IS AN EXCITING PACKAGE BY DYNAMIC SEARCH COMBINING QUALITATIVE AND QUANTITATIVE RESEARCH THAT OFFERS AN EXCLUSIVE LOOK INTO THE WORLD OF THE CHILD.

**KidsDynamics employs unique techniques in understanding how children gain emotional attachments to brands at an early age, associative values they bring with them into teenagehood and adulthood.**

Dynamic Search adopts its expertise in both Qualitative and Quantitative Research to observe children at play, an essential learning stage that reveals life from a child's eyes.

- ☑ Children at play – simple and complex tasking
- ☑ Use of projective games
- ☑ Participant and non-participant observation of children
- ☑ Story-telling and responding to children's stories
- ☑ Freeflow brainstorming
- ☑ Creative question and answer sessions
- ☑ Immediate recall and emotional value attached to brands and products



Contact Dynamic Search  
today to learn how to  
make KidsDynamics  
work for you!