

# A BRAND NEW RESEARCH TOOL

BRIGHT  
YOUNG  
MINDS

OpinionPanel

TO IDENTIFY THOSE WHO ARE BRIGHT, YOUNG AND CAPABLE OF AMAZING THINGS

FOR RESEARCHERS, MARKETEERS, BRAND SPECIALISTS, DESIGNERS AND POLICY DEVELOPERS

BRIGHT  
YOUNG  
MINDS



**THE CONNECTEDS: 12%**

Inherently connected, the social hubs that define, not just join them - the network brokers



**THE CREATIVES: 8%**

A proven aptitude for producing exceptional and original ideas and concepts - highly creative



**THE MARKET MAVENS: 10%**

Those who pride themselves on their in-depth knowledge and formed opinions on brands and products



**THE CIVIC ACTIVIST: 8%**

Young people who have a keen interest in "big society" and the motivation to shape and affect it



**THE CURIOUS MINDS: 19%**

Embrace innovation and have a thirst for in-depth knowledge about things that interest them

Plus category opinion leadership!

**BRIGHT YOUNG MINDS HAS BEEN DESIGNED FOR PROFESSIONALS WHO NEED TO RESEARCH AND DEVELOP IDEAS WITH TALENTED YOUNG PEOPLE.**

Based on our high quality panels of over 120,000 students and young people aged 16-28, Bright Young Minds offers an incredibly rich, high-value, profiling tool connecting you with the brightest, the most connected and the most creative



# OpinionPanel

PLUS UNIQUE CATEGORY  
PROFILING  
FOR:

## How you can use Bright Young Minds:

- For qualitative, quantitative, face to face and online research
- For large scale ideation, new product development (NPD) and innovation, concept testing and evaluation, policy development
- Brand and communications creative development and testing
- Identifying the Bright Young things among YOUR customers

## What makes Bright Young Minds special?

- It is a uniquely effective tool for connecting brand owners, marketing, creative and design professionals with the young, connected and creative people who drive successful and growing brands.
- It really works. In our tests, The Creatives significantly outscored other demographically matched respondents in terms of openness, idea generation, fluency, rarity and originality. Similarly, The Connecteds massively outscored their control group peers in terms of independent on-line assessment tools such as Twitalyzer and TwitterGrader.
- In addition to our segmentation, each panellist is also profiled by category interest and involvement e.g. gaming; finance; music; fitness & many others
- Bright Young Minds is derived from a unique and detailed profiling system driven by academically verified concepts and scales.



## About OpinionPanel

OpinionPanel is an independent research business set up to represent the views of students and young people to social and market researchers, policy makers and major youth brands.

We own and manage the UK's largest specialist panel of students before, during and after their time at university. We apply the highest standards of identity verification and offer large incentives to participate in research. If you pay peanuts you get monkeys. That's why we are always fair.

Since 2004 we have recruited our panels by invitation from UCAS. All our student respondents have verified 'ac.uk' academic email addresses. All our non-student respondents are sent their voucher incentives in the post, eliminating problems around multiple identities.

Our services run from basic sample provision to detailed full-service projects incorporating qualitative and quantitative methods. By blending our knowledge of students, higher education and commercial marketing with access to our market leading panels and sector knowledge, we bring a fresh and insightful approach to all the clients we serve. A commitment to high-quality research is at the heart of our business.

For more information visit: [www.opinionpanel.co.uk](http://www.opinionpanel.co.uk)