

Welcome to R[E]AL Consulting

WHO ARE WE?

we are a design research team that delves into the psyche of the discerning consumer of the X & Y generation market.

_Rafael has conducted extensive field studies utilizing design research methods and is an expert at the study of humans in their natural social interactions.

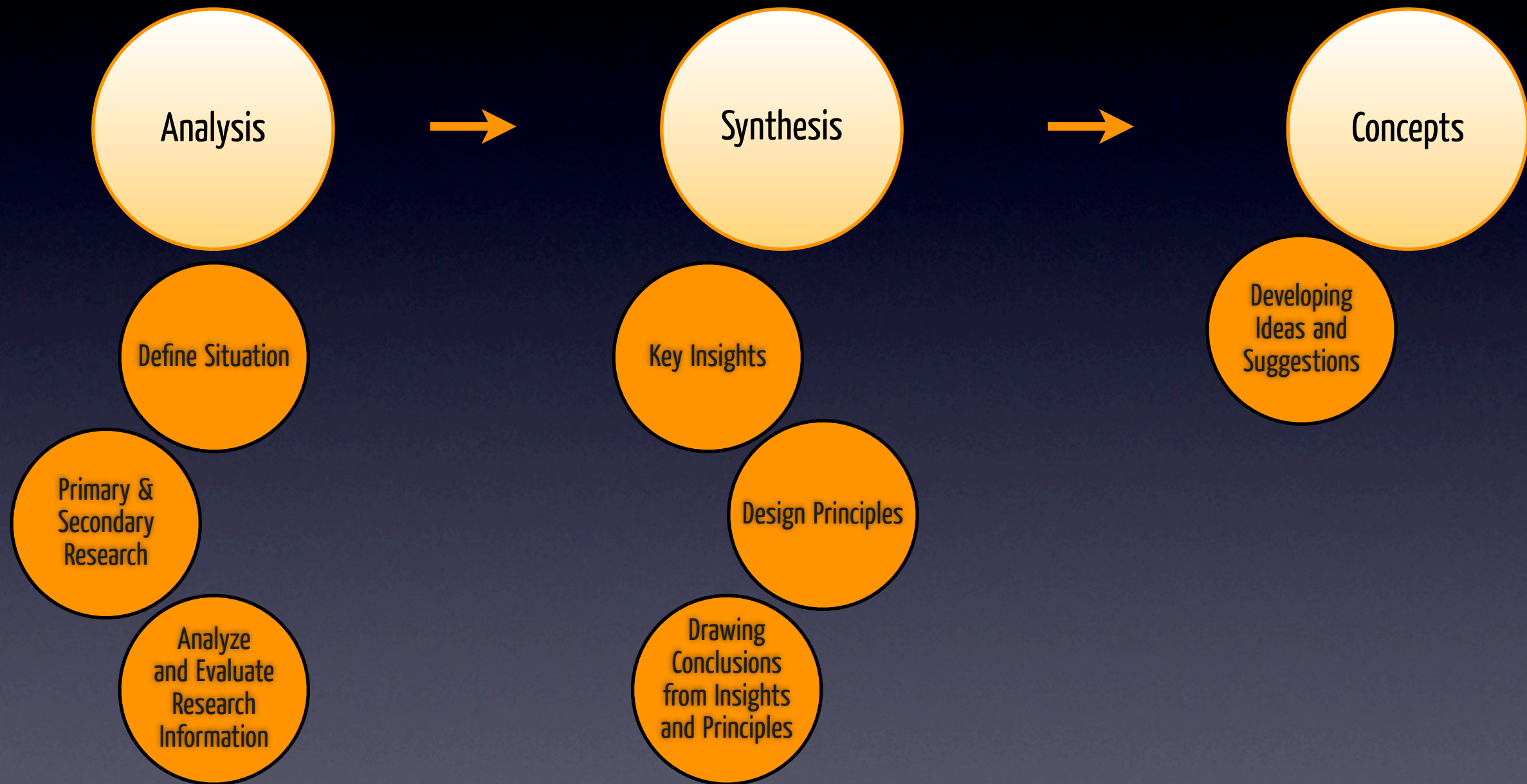
_Lee has been trained in the science of anthropological research and psychological analysis but has done extensive field work in shadowing marketing research teams.



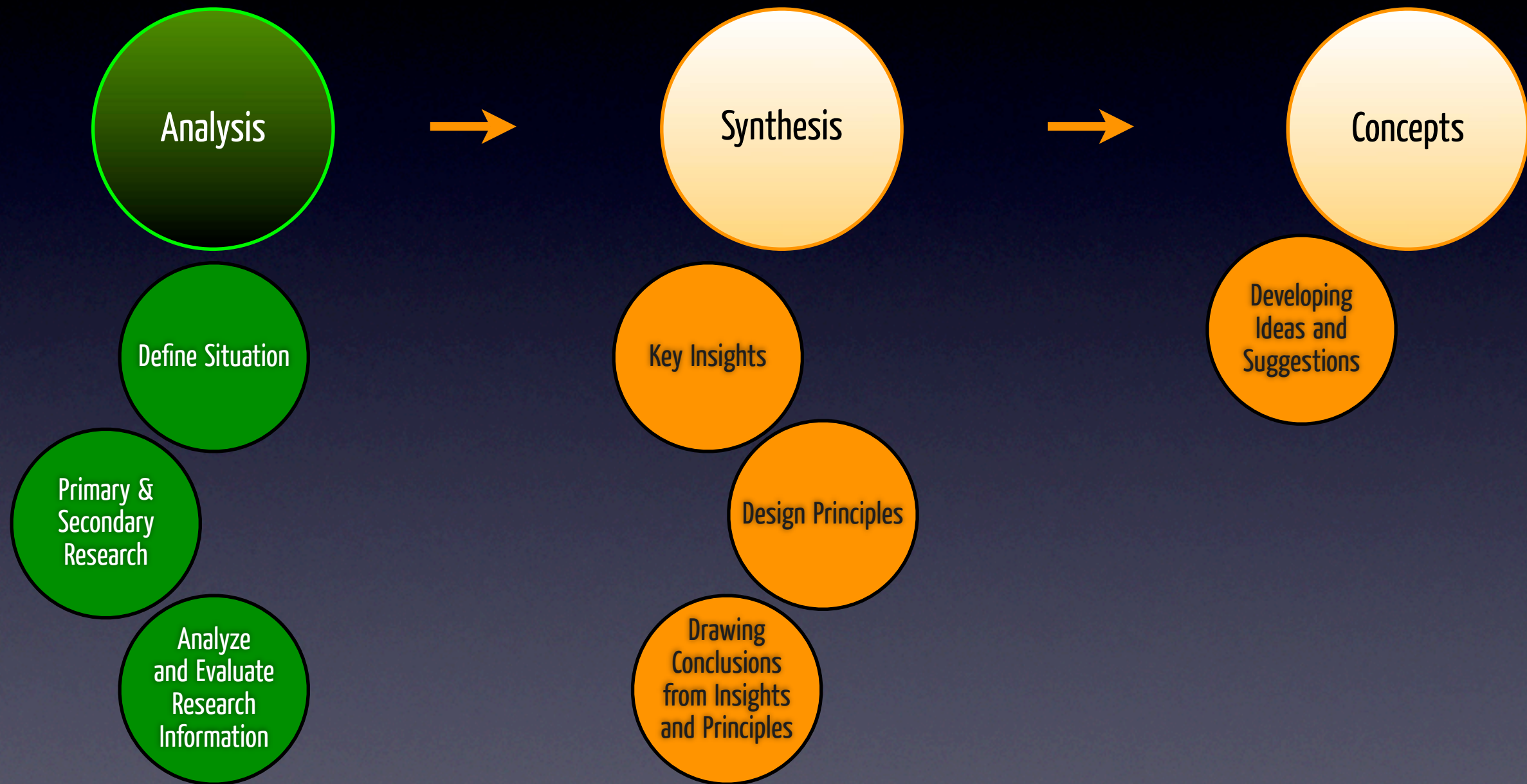
GYMBOREE

R[E]AL Consulting

PROCESS APPROACH



ANALYSIS, Where are we now?



Analysis

Define Situation

Primary &
Secondary
ResearchAnalyze and
Evaluate Research
Information

GYMBOREE

DEFINE SITUATION, Overview

THE GYMBOREE CORPORATION

- _ More than 500 Gymboree Play&Music Program franchises in 26 countries since 1976
- _ Started an in-house apparel label in 1986
- _ Programs are focused on sensory explorations for young babies, to cause and effect, two-way communication, to early listening and language skills.
- _ Designed by child development experts, Gymboree caters to newborns, toddlers, preschoolers (0-5) and their parents to discover the important link between play and learning
- _ Each program level incorporates engaging fundamental activities that help build a child's cognitive, social and physical skills.

TARGET GROUP

Consumer

- _ children (0 to five years)
- _ care giver
(parents, other caregiver)

Customer

- _ parents
- _ grandparents
- _ babysitter
- _ older siblings



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DEFINE SITUATION, Challenges

OVERALL CHALLENGE

For Gymboree to become the go-to source for environmentally-conscious and socially-responsible parents.

NEXT STEPS

- _ define **sustainable parenting**
- _ understand/define target market
- _ discover positive experiences of current customers
- _ understand consumer motivations
- _ explore the Gymboree experience

GYMBOREE





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GYMBOREE

RESEARCH

PRIMARY

- _ Surveys
- _ Digital ethnographic interview
- _ Ethnographic interview
- _ Expert interview
- _ Observational analysis
- _ Shadowing

SECONDARY

- _ Electronic-Media (e.g. Websites)
- _ Mass-Media (e.g. Magazines)
- _ Bureau of Statistics
- _ Available governmental and non-governmental statistics
- _ Journal

Analysis

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Through research, we have
boiled down our findings and
present them as personas

PERSONAS



Parents **Emmi Brand (37) lawyer**
Brad Hunt (38) surgeon
has 2 Children (Susan/Migel)
that attend Gymboree
lives in the West Village in NY

- _ Draws a high combined monthly salary
- _ Demanding careers with little spare time
- _ spends "family time" with their kids by going to Gymboree on weekends
- _ attends the "connection" class
- _ are extremely health conscious



Nanny **Amanda Steward (32)**
full time nanny
married
lives in Brooklyn, NY

- _ live-in nanny that spends her weekdays with a family (Emi and Brad) in the Upper East Side.
- _ decided to become a live-in nanny because her husband travels during the week for work
- _ has no children of her own so became a nanny to satisfy her budding motherly instincts
- _ attends two Gym Classes a week with Susan and G7 w. Migel
- _ glad that Gymboree allows the children to socialize, in a safe environment, with other children

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PERSONAS



Children Susan (1)
Migel (2)

- _ children of busy career-oriented parents
- _ loves playing with their nanny (amanda) but especially enjoys Gymboree sessions with other children
- _ big space to discover/play.
- _ like the interaction
- _ learn how by playing

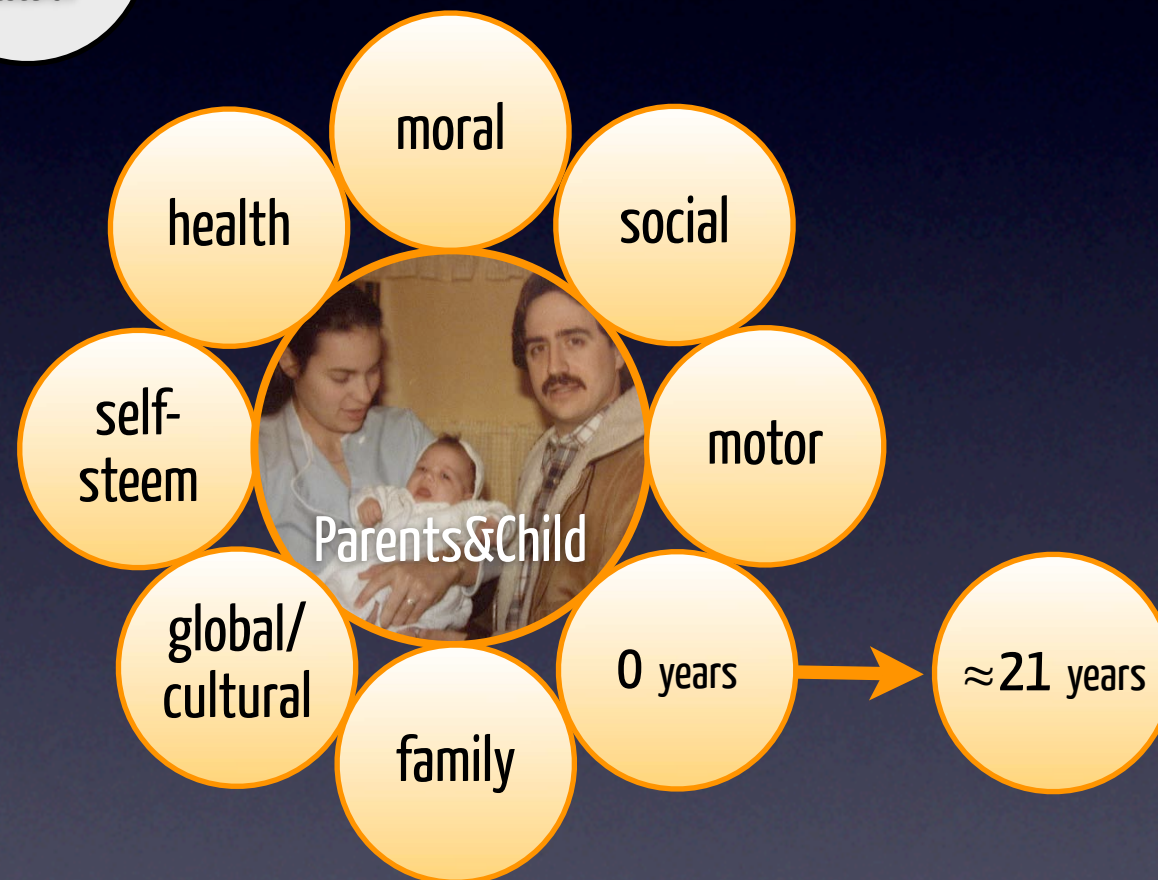


Staff Nancy Brown (30)
part-time and student
single
NYC-Bronx, NY

- _ works in Gymboree Gym
- _ responsible for Classes.
- _ studied sociology
- _ parents/children's interacts
- _ loves to help
- _ It is not only work for her!

Analysis

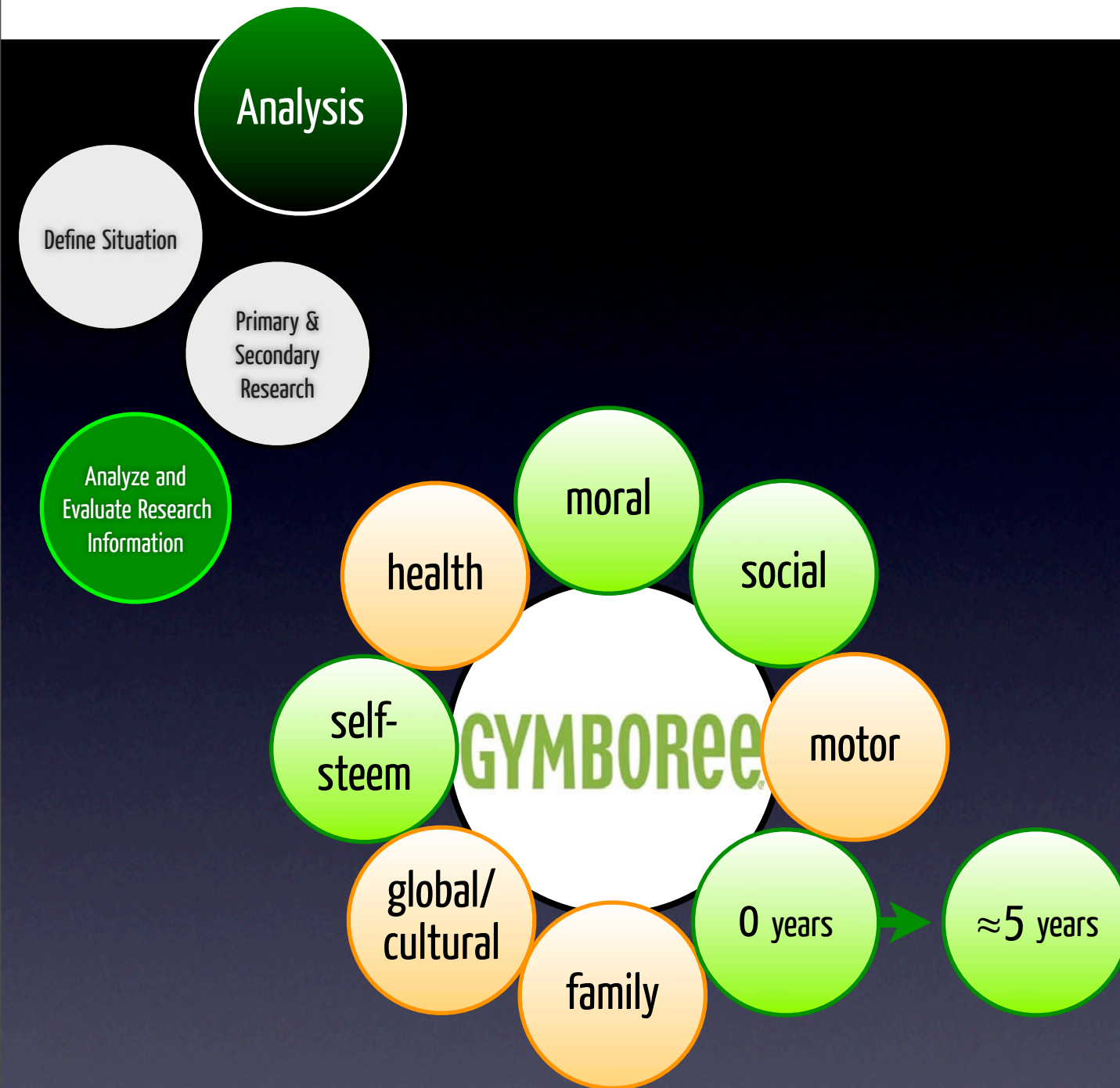
Define Situation

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WHAT IS SUSTAINABLE PARENTING?

Our research discovered that sustainable parenting should encompass the following seven points:

- _ motor skills
- _ social skills
- _ moral wealth
- _ health understanding
- _ self-esteem
- _ global/cultural understanding
- _ family values



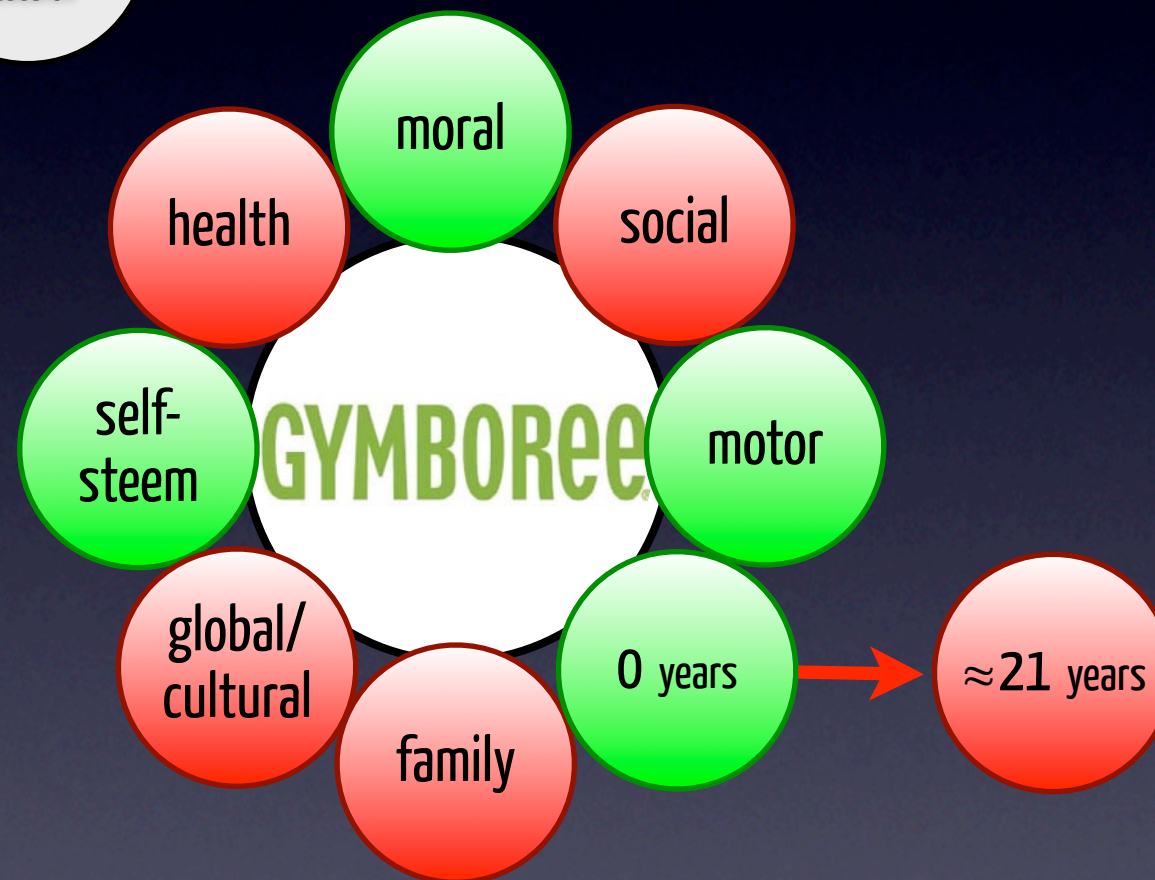
WHERE GYMBOREE STANDS NOW?

Gymboree classes currently fulfills the following points:

- _ motor skills
- _ social skills
- _ moral wealth
- _ health understanding
- _ self-esteem
- _ global/cultural understanding
- _ family values

Analysis

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OPPORTUNITIES

Opportunities in and improving Gymboree as a leader in sustainable Parenting.

The following key points are lacking from Gymboree's core offerings

Analysis

Define Situation

Primary &
Secondary
ResearchAnalyze and
Evaluate Research
Information

strengths

more than 30 years in childhood
education research

loyal following

S.W.O.C Anylysis

weaknesses

due to its large-scale franchise nature,
quality of services may not be
standardizedcommunication weakness within
customer base

opportunities

goodwill

large market share

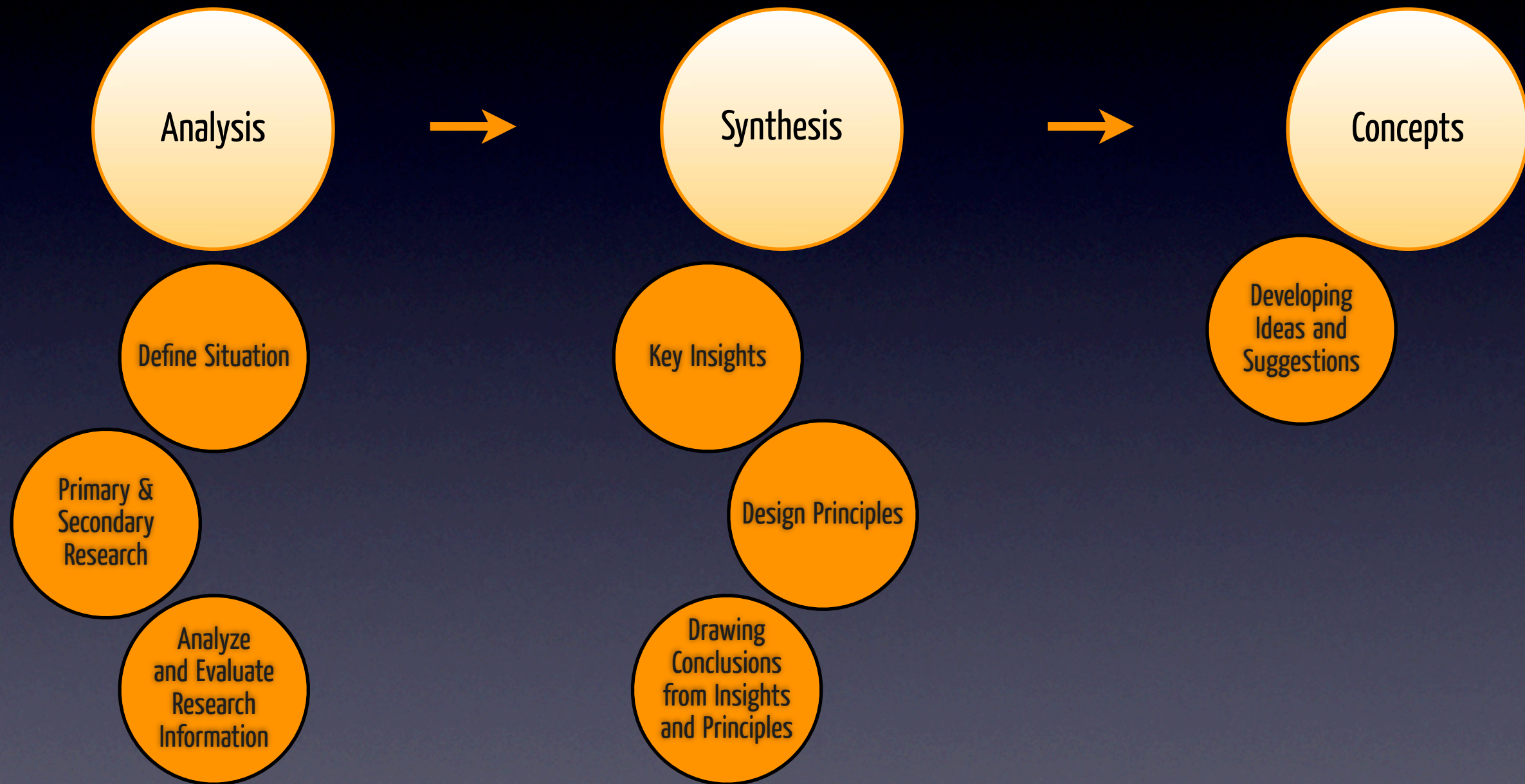
challenges

to be recognized as a forefront for
sustainable parenting

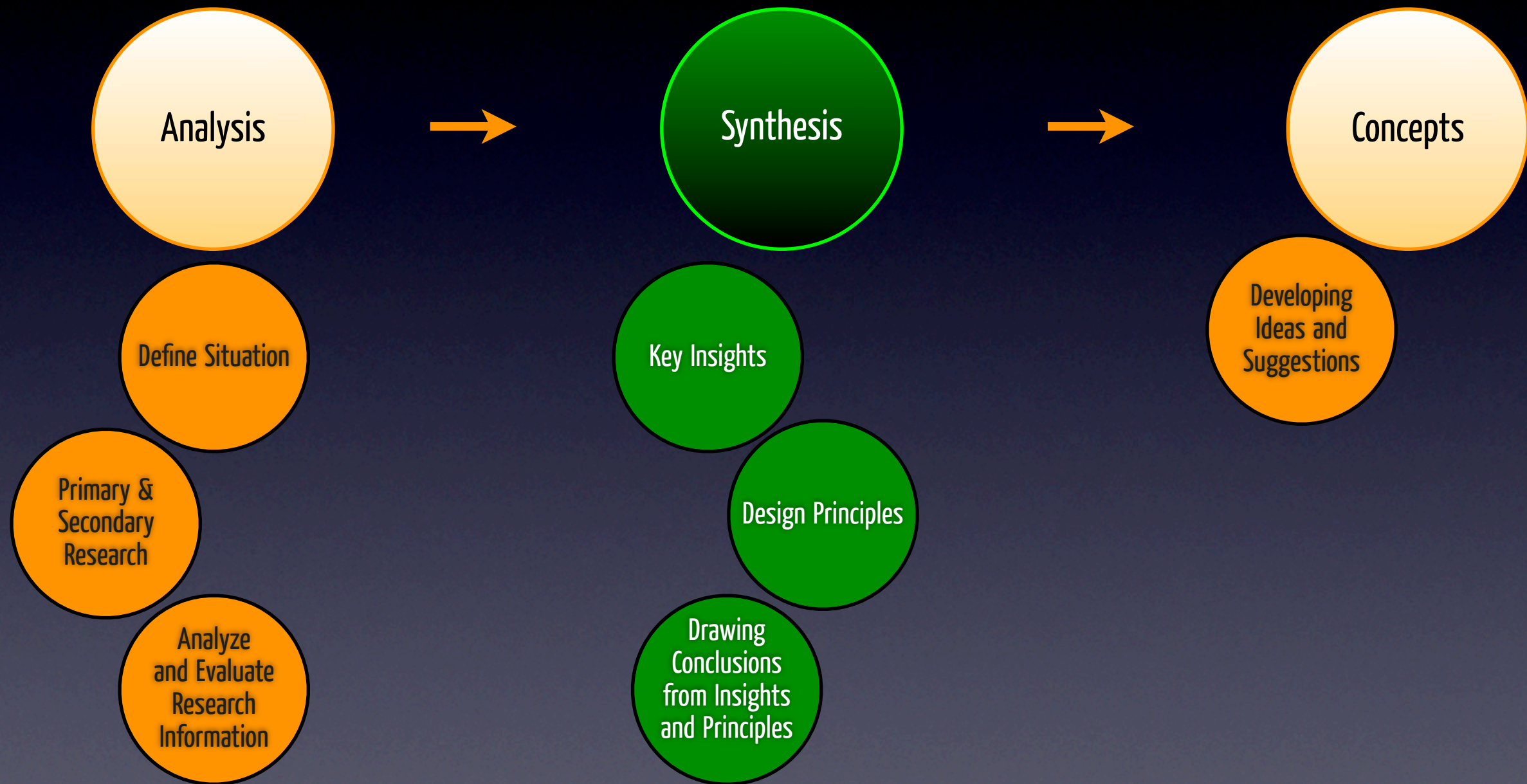
a luxury, not a necessity

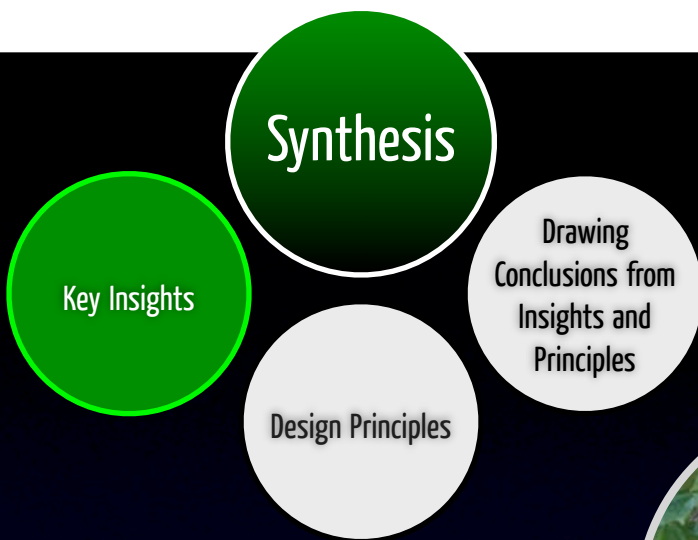
to shine above others in a highly
competitive marketimprove overall customer experience for
return consumption

PROCESS APPROACH



SYNTHESIS, Where do we want to be?





health

nutritional values not touched upon

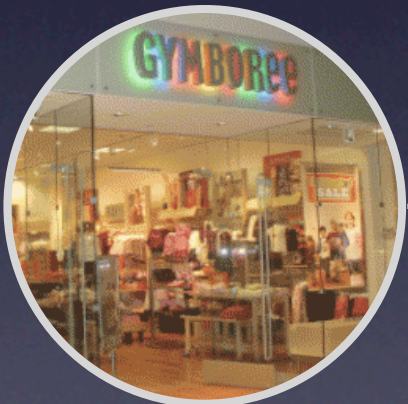
support

there is no service available to provide aid and support in questions concerning the child



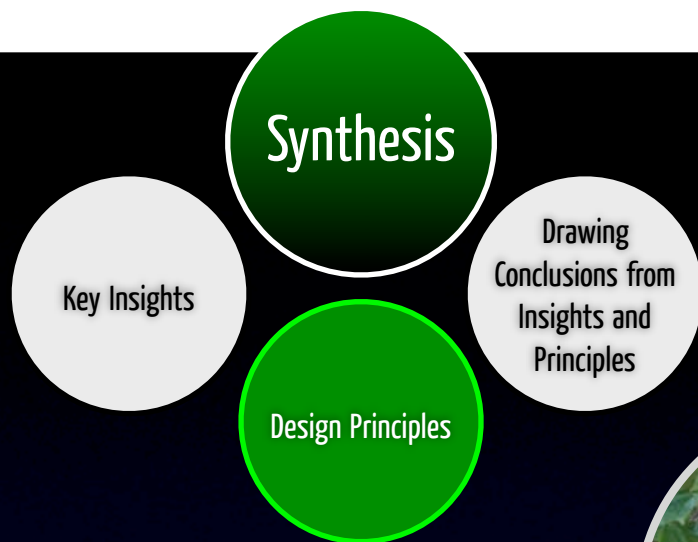
extension

program end too abruptly at age five



apparel

parents are increasingly concerned about sustainability. Especially in terms of garments and apparel.



INITIAL SOLUTION TO THE PROBLEM?

health

Provide nutritional classes and/or offerings that would reflect goals in sustainability as well

support

develop additional support for parents.



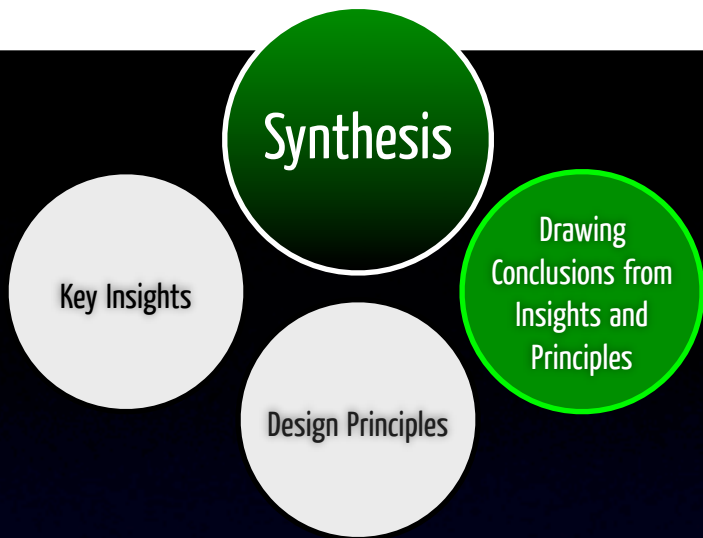
extension

extend classes post the current offering of 5 years to a gradual decrease in classes (so as not to face an abrupt stop)



apparel

address apparel concerns

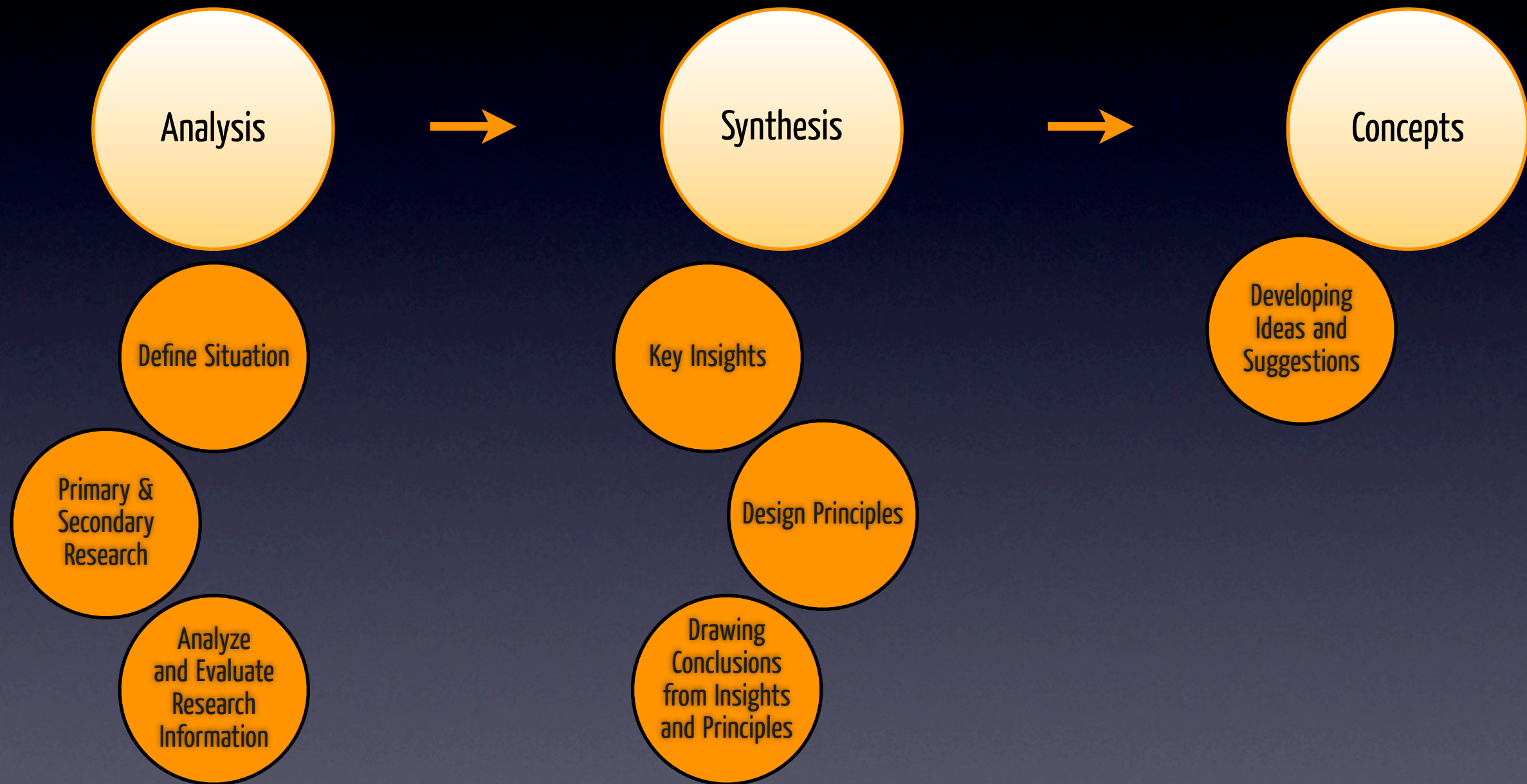


IMPLICATION AND OPPORTUNITIES

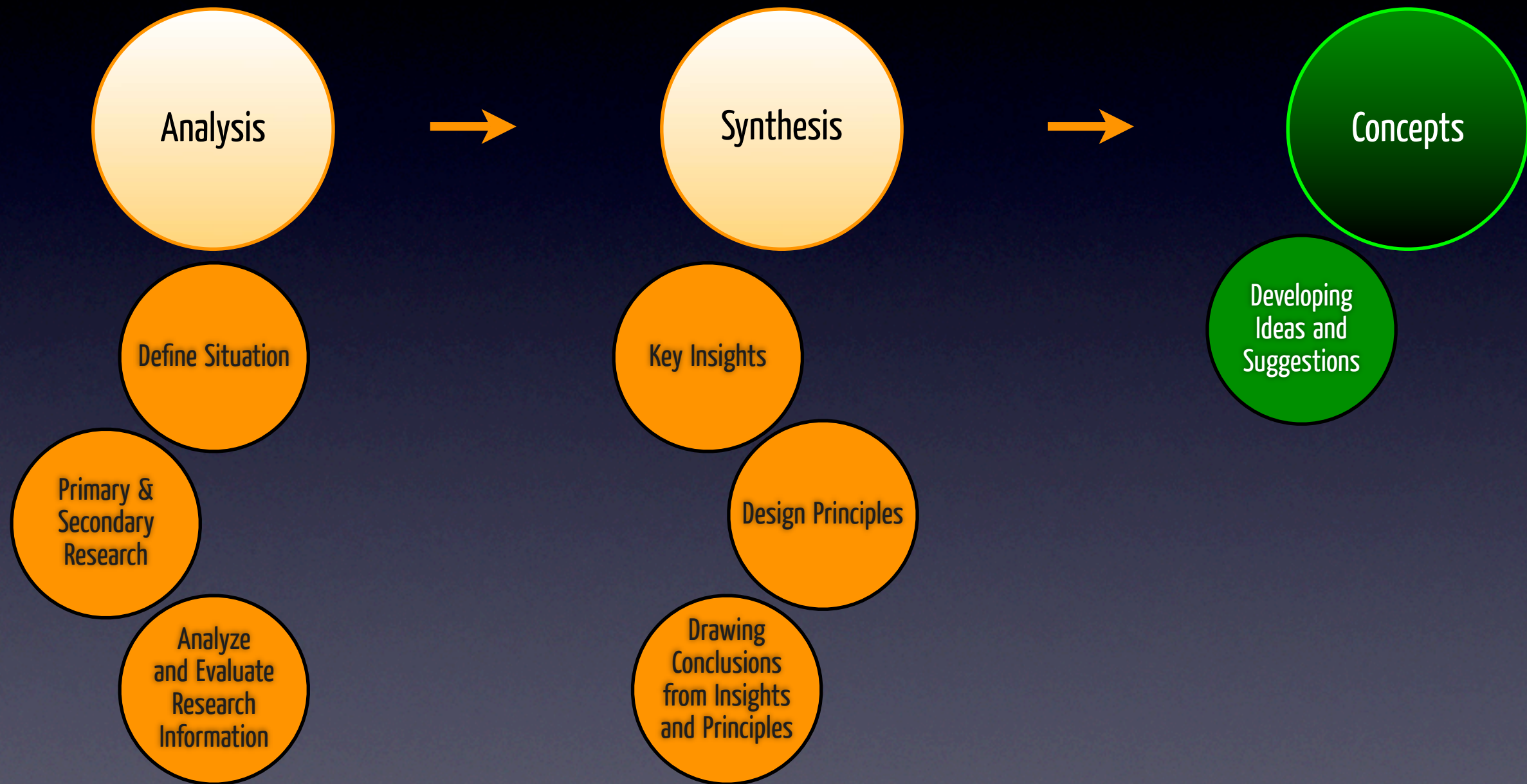


KEY INSIGHTS	DESIGN PRINCIPALS	IMPLICATIONS AND OPPORTUNITIES
Lack of support	Develop SUPPORT	Enhance services
Program end too abruptly	EXTENSION of programs	Leverage program offerings
Nutritional values neglected	Address HEALTH concerns	Emphasize nutritional importance
Sustainability is not assured in the garments bought	Address APPAREL concerns	Emphasize Gymboree's apparel business and endorsement possibilities

PROCESS APPROACH



SYNTHESIS, Where do we want to be?



Concepts

Developing
Ideas and
Suggestions

CONCEPTS

With our initial analysis and synthesis of Gymboree's situation, our research team has developed 8 concepts that will address the 4 design principles



health

- _ nutrition classes for parents
- _ nutrition classes for kids



support

- _ 24/7 support for parents



extension

- _ additional classes for kids aged 5 to 7
- _ after school care
- _ Gymboree Network



apparel

- _ make sustainable clothing available
- _ additional benefits of apparel lines

Concepts

01/08_ Nutrition Classes for Parents



HEALTH



SUPPORT



EXTENTION



APPAREL

One possible way to promote the nutritional aspect of Gymboree would be to create classes on nutritional health that is bespoke to the caregiver.

BENEFITS

- _where and how to buy child-friendly products
- _what a comprehensive daily diet consist of
- _food of particular health benefits
- _how to present/decorate food in a way that is appealing to children
- _how to educate children about nutritions
- _culinary safety and when it is safe to include children in cooking sessions



USA



Japan



Australia



Germany



Grece

Concepts

02/08_ Nutrition Classes for Kids



HEALTH



SUPPORT



EXTENTION



APPAREL

Another option to support the nutritional aspect of Gymboree would be to include nutrition classes for the child.

BENEFITS

- _acquire a taste for nutritional foods
- _absorb visuals and concepts of nutritional food when it is instilled in them
- _the purpose of food and its benefits
- _parents are engaged when the food they just prepared are serve to their child



Concepts

03/08_ 24/7 Support for Parents



HEALTH



SUPPORT



EXTENTION



APPAREL

Parents often have questions about multiple aspects of their children. That could include anything from: counselling, psychological, behavioral help, health and first aid questions, to even apparel sizing questions.

For that reason, Gymboree could provide an in-house child-psychologist/paeditrician service that is easily accessible through a 24/7 hotline.

BENEFITS

- _Gymboree presents themselves as a key component in a child's development
- _Support and education on anything that concerns a child. Whether trivial or not; including, but not limited to: health, learning, apparel, instructions.
- _Solves parents/child issues

Concepts

04/08_ Additional Classes for Kids Aged 5 to 7



HEALTH



SUPPORT



EXTENSION



APPAREL

Parents often feel that the current offerings at Gymboree are good but insufficient if Gymboree wants to be at the forefront of sustainable parenting.

We have developed to extend our class offerings:
- classes that include children from aged five to seven years of age.

BENEFITS

- _ provides children with a sense of continuation in the Gymboree program
- _ lets Gymboree members gradually detach from the safety net of Gymboree



GYMBOREE®
GROWING YOUNG MINDS™

1 2 3 4 5 6 7 8

Concepts

05/08_ After School Care



HEALTH



SUPPORT



EXTENTION



APPAREL

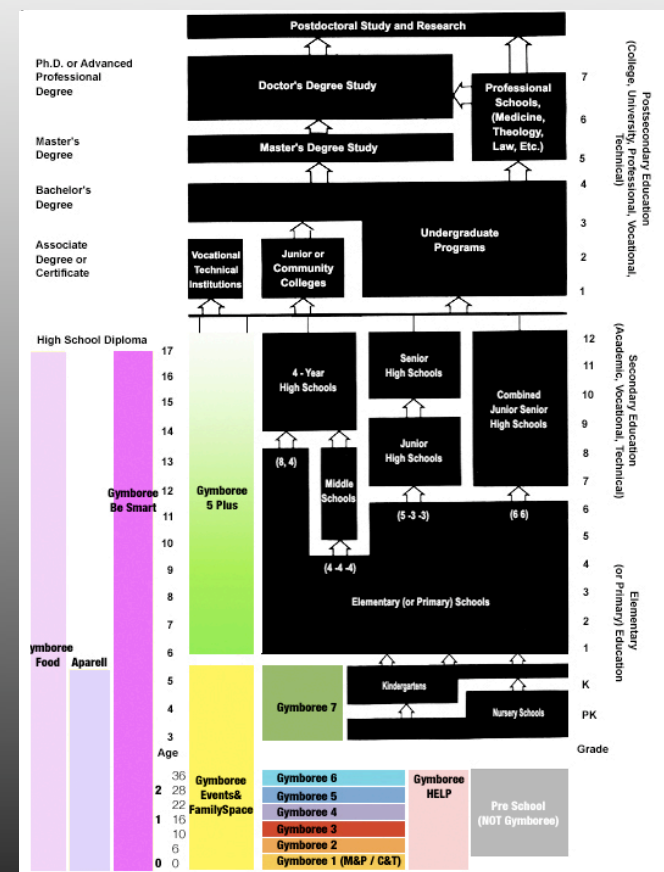
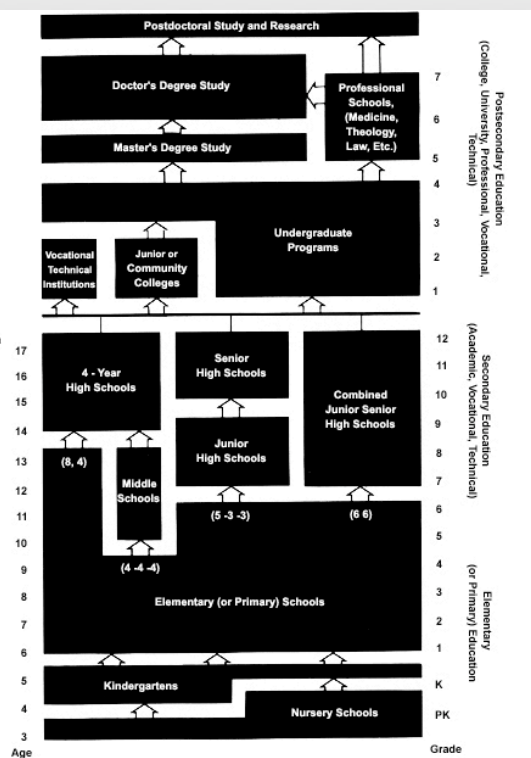
Parents often feel that the current offerings at Gymboree are good but insufficient if Gymboree wants to be at the forefront of sustainable parenting.

We have developed to provide after-school care where children would have a safe haven to do their homework and socialize while their caregivers are unavailable. Similar to having a babysitter with lots of other "siblings".

BENEFITS

_ gives children a space to work and socialize with other Gymboree children and a peace of mind for the parents that their children is watched for

_lets Gymboree members gradually detach from the safety net of Gymboree



Concepts

06/08_ Gymboree Network



HEALTH



SUPPORT



EXTENSION



APPAREL



Gymboree members often search out childhood playmates from similar programs.

With this in mind, we suggest to create an alumnus network that gives membership to all Gymboree members (this could come at an annual contribution). And would feature alumnus email accounts, access to Gymboree support and services, family loyalty plans and/or yearly publications.

BENEFITS

To build a network of Gymboree members to ease communication process and strengthen a sense of alliance

Concepts

07/08_ Make sustainable clothing available



HEALTH



SUPPORT



EXTENSION



APPAREL

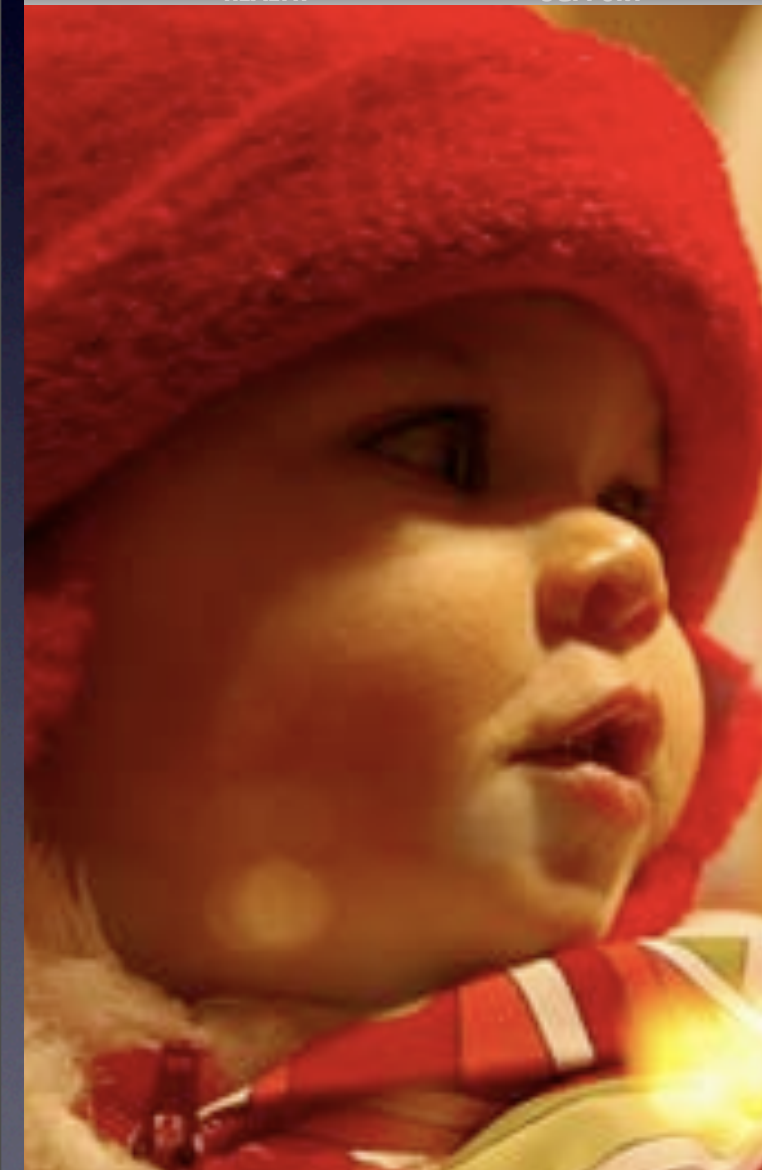
People are increasingly more concerned with organic and chemical-free products. Even with what they wear.

To achieve this, Gymboree's in-house label should fulfill organic production guidelines.

Gymboree could also endorse other organic manufacturers to be child-friendly

BENEFITS

- _ Provide parents with an assurance that the garments they buy, fulfill a certain production satisfaction and are of a definite quality.



Concepts

08/08_ Additional benefits of apparel lines



HEALTH



SUPPORT



EXTENTION



APPAREL

Parents sometimes feel left out when their child participates in Gymboree activities and would access to products that would enhance their parent-child relationship. — To answer this problem, Gymboree have come up with a sister line in the Gymboree label called, GymboreeFUN that introduces a strengthening of the parent-child bond.

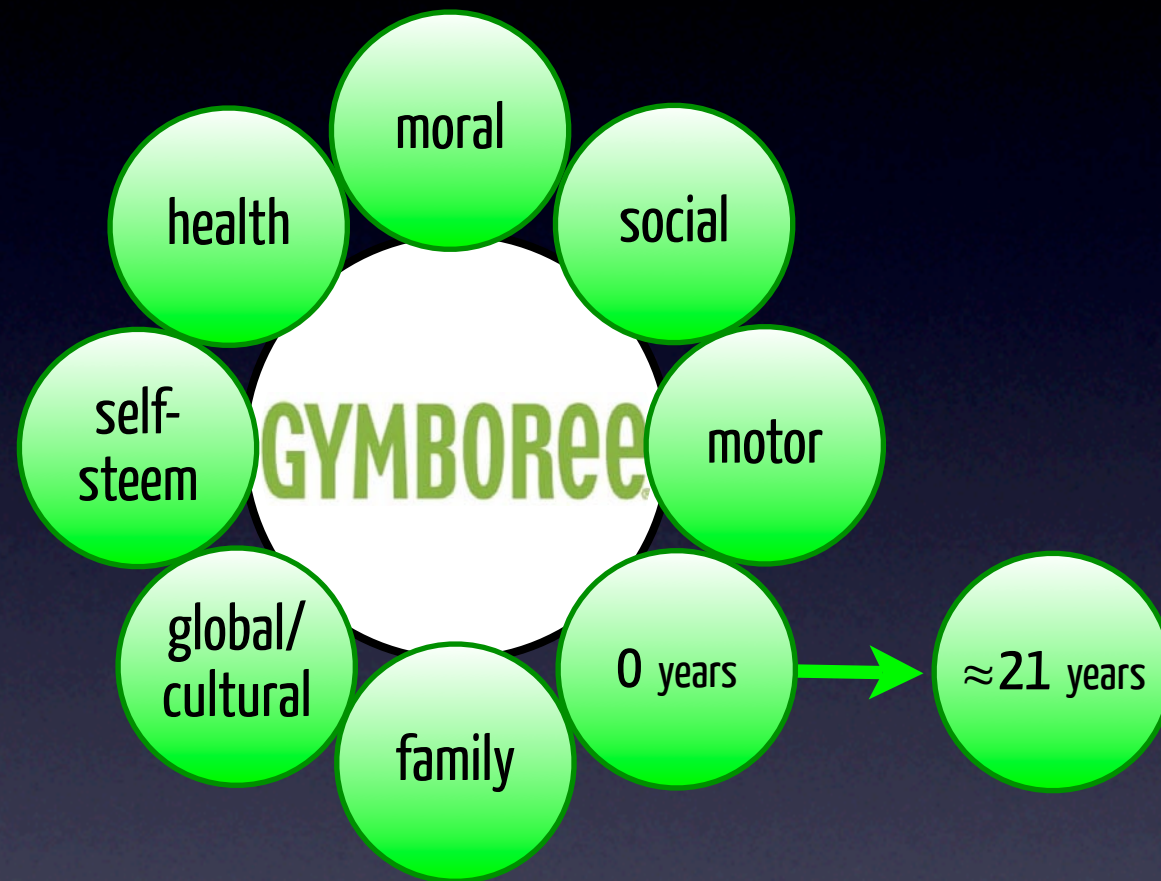
- _ The label would include T-shirts made in both child and adult sizes.
- _ Instructions that come with T-shirts on how to customize each shirt. This would be a shared activity between the parent and child

BENEFITS

- _ A sense of bond is strengthened when the parent is wearing the same T-shirt as their child.
- _ Instructional T-shirts allow parent and child to participate in fun, yet educational activities, outside of Gymboree



Conclusion



AFTER POSSIBLE IMPROVEMENTS

Gymboree classes could fulfill all the following points after the presented improvements:

- _ motor skills
- _ social skills
- _ moral wealth
- _ health understanding
- _ self-esteem
- _ global/cultural understanding
- _ family values



Welcome to R[E]AL Consulting together we're smarter!

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Thank You!

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