

Marketing to Kids - US - October 2012

Scope and Themes



“The primary concern for any marketer targeting kids is that they do not inadvertently offend parents or children’s advocacy groups with cleverly designed campaigns that may be deemed ‘too effective’ or exploitative of impressionable kids—particularly for products that are not seen as beneficial for kids. Aside from this key issue, marketers can look at social, demographic, health, and technology trends to help guide their efforts. For example, obesity and childhood nutrition remain are top concerns that marketers may address in their communication; the increasing cultural diversity of kids aged 6-11 also needs to be considered in advertising, as well as kids’ propensity to engage in multiple media forms simultaneously.”

– Fiona O’Donnell, Senior Lifestyles & Leisure Analyst

In this report we answer the key questions:

- **Can social media be used successfully (and ethically) to target kids?**
- **Though obesity rates have plateaued, to what extent does health remain an issue?**
- **What challenges do marketers face to creatively use new marketing channels to appeal to kids?**
- **How does kids’ fragmented attention to multiple channels present both a challenge and an opportunity for marketers?**

According to the U.S. Census Bureau, the number of kids aged 6-11 is projected to increase by 4.1% from 2012-17 to reach nearly 26.5 million and will continue to account for 8% of the total population over the next five years. Due to a steady increase in their numbers, as well as kids’ “growing up” faster than previous generations—showing an awareness of and desire for specific brands at a younger age—this group of youngsters are a lucrative target audience for marketers.

In addition to age compression, popularly referred to “kids getting older younger,” today’s kids also differ from decades past in that kids 6-11 in 2012 are far more diverse—not only

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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in their racial/ethnic identities but also in their attitudes and behaviors—likely due to increasing exposure to media. Furthermore, access to the internet and increasing technology use has impacted how kids 6-11 spend their free time and how much attention they devote to any one media channel, and this has wide implications on how to best market to kids.

Analysis and insights offered include but are not limited to:

- Kids' weekly earnings and how they choose to spend their own money
- Kids' favorite brands, commercials, and websites and what aspects of these are appealing
- Insights on kids' computer and social media use, cell phones ownership, and media multitasking activities
- How the fight against childhood obesity has presented market opportunities in various sectors
- How new kids' product/service launches are innovating and the opportunities for companies in this space

This report builds on the analysis presented in Mintel's *Marketing to Kids—U.S., November 2010* and *Kids As Influencers—U.S., June 2011*. For the purposes of this report, Mintel defines kids as aged 6-11 years.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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