

Marketing to Kids and Tweens - US - May 2014

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“Companies or brands may be enticed to market directly to kids and tweens because they exert influence over billions in annual spending. However, smart marketers will avoid this temptation and build lasting brand equity through a more tempered approach. They will create positive brand experiences that will create loyal customers for life.”

- Fiona O'Donnell, Category Manager

This report looks at the following areas:

- Why is it important to understand kids and tweens?
- Should kids or tweens younger than age 13 be on social media?
- Why are kids and tweens driven to distraction? Why are kids and tweens driven to distraction?

Kids and tweens aged 5-14 account for 13% of the US population in 2014. They are responsible for about \$200 billion in sales a year including direct spending of their own disposable income. In addition to spending almost every penny of their allowance, kids and tweens exert significant influence over what their parents buy. Marketing successfully to kids and tweens has a big payoff, but is fraught with risks. Do it right and, most likely, brands can create a lifelong customer. A mistake will have long-term ramifications both in terms of selling to these kids and tweens when they are older and in terms of the damage they can do today through word of mouth or social media.

This report builds on findings from Mintel's Marketing to Kids – US, October 2012 and the November 2010 report of the same title as well as Mintel's Marketing to Kids and Tweens – US, January 2008. Other related reports include Kids as Influencers – US, April 2014 and Activities of Kids and Tweens – US, November 2013.

This report will provide advertisers and marketers with insights into the attitudes, behaviors, and activities of kids and tweens (and a topline comparison of kids and tweens) including their presence on social networks. In addition, detailed analysis will be provided of kids' and teens' level of awareness of advertising in traditional and nontraditional channels in order to guide marketers to the most effective channels for reaching these young consumers.

For purposes of this report, kids are defined as those in the first through fourth grades. While their ages can vary, they are generally about 6-9 years old. Tweens are those in fifth through eighth grades, or about 9-12 years old.

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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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The issues:

The implications:

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Key points

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