



MLN Research

GROWING UP DIGITAL

Marketing to Kids in a Tech-Forward World



"It's OK. I like drinking my own blood."

"My lips are too tired to tell you anything else!"

...EXPECT THE UNEXPECTED!



...Teacher.

...Student.

...Idea Protector.

...Traffic Cop.

...Time Keeper.

...Question Asker.

...Coach.



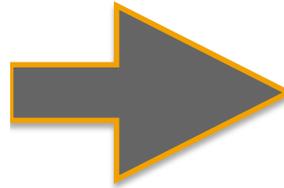
What's different about the current generation of kids?

What insights stay the same from generation to generation?

What marketing strategies are being used to target kids today?



Who the heck are these kids today!?



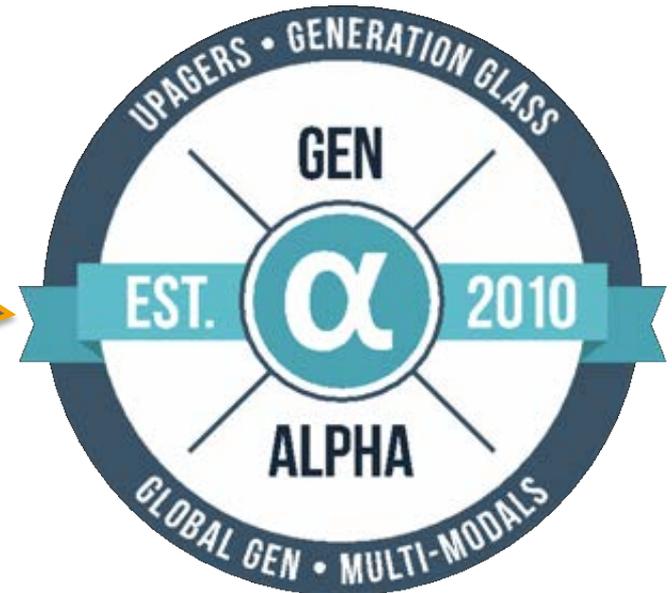
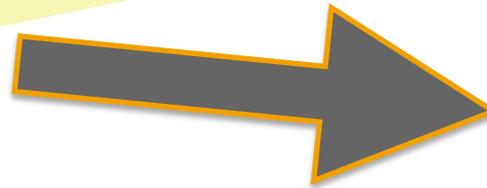
~~GENERATION~~





Who the heck are these kids today!?

MILLENNIALS





Kids 12 & Under

- **Come from smaller families.**
- **Moms work outside of the home**
- **Live tightly scheduled, highly monitored lives.**
- **Still play outside but are less physically active.**





Digital Natives

I'm a digital native, which means I was born in the age of technology...so it comes natural to me!

My parents are digital immigrants, which means they can learn technology but they have to work at it.





...they start using devices early.



...favorite toys have a digital component.



...kids multi-task with tech.



...nearsightedness is more common.



Kids are wired to highly sophisticated and complex visual imagery.

They communicate fast—and by using symbols and images.

The average attention span of a Gen Z kid is 8 seconds.

They often have difficulty focusing.



NETFLIX

hulu



Disney
CRUISE LINE





**KIDS' EATING HABITS
ARE IMPORTANT TO
PARENTS**

***LOCALLY GROWN,
ORGANIC
FOODS ARE IN.***







THE UNIVERSAL TRUTHS:

- ✓ **KIDS LEARN VISUALLY**
- ✓ **THEY WANT VARIETY AND CHOICE**
- ✓ **THEY LOVE SECRETS AND SURPRISES**
- ✓ **CHILDREN SEEK OUT THE NEW AND DIFFERENT**
- ✓ **KIDS EMULATE AND IMITATE**
- ✓ **THEY'RE PACK RATS AND COLLECTORS**
- ✓ **KIDS LOVE TO LAUGH.**



YOUNGER KIDS ARE...

- ✓ ***EGO CENTRIC***
- ✓ ***DOMINATED BY FANTASY AND IMAGINATION***
- ✓ ***LITERAL MINDED***
- ✓ ***SEEK OUT SAFETY, SECURITY, AND FAMILIARITY***





OLDER KIDS ARE...

- ✓ **STARTING TO DEVELOP LOGIC AND REASONING SKILLS**
- ✓ **APPRECIATIVE OF REALITY**
- ✓ **LOOKING FOR SOCIAL RECOGNITION**
- ✓ **REJECTING THINGS THEY LOVED AS CHILDREN.**



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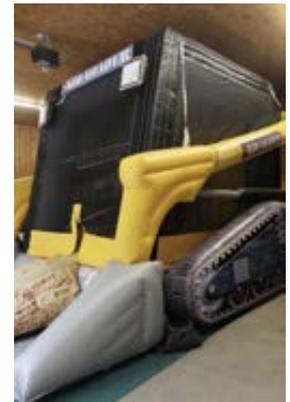
FACILITATING **INSIGHTS**

GIRLS & BOYS





HARMONY





MARKETING TO KIDS





***THE NEW
TWIST:
MARKETING
PROGRAMS
AIMED AT
PROMOTING
HEALTHY
BEHAVIORS***





TV advertising is still king—but TV viewing is shifting to viewing on line, on mobile devices, and by watching DVR recordings.





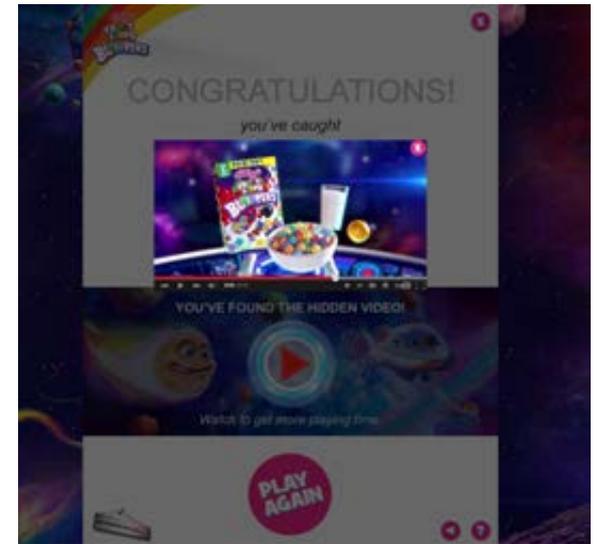
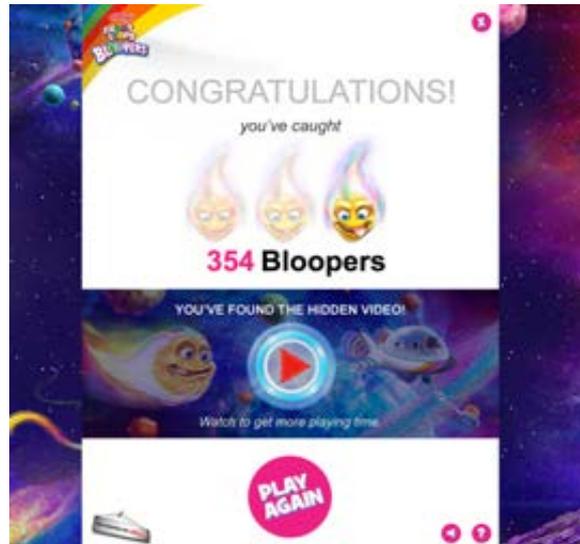
DESPICABLE ME 2 WAS INTEGRATED INTO ZYNGA'S 'DRAW SOMETHING 2' GAME

**KIDS SEE LOTS OF COKE
BRANDED APPEARANCES**





FROOT LOOPS BLOOPERS





TOMS

Shop ▾ How We Give ▾ Our Tribe

THE PASSPORT

21 MAY 2015

ONE DAY
WITHOUT SHOES

Instagram your bare feet #WITHOUTSHOES

TAKE A PIC = GIVE SHOES

▶

The banner features a person skateboarding barefoot on a concrete ramp with a metal fence. In the background, there are colorful, small houses. The text is overlaid on the image, with a play button icon in the center.



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