

ASK STEVE: Marketing to Kids

I have had a few people ask for the hand out to a presentation I did last year on Marketing to Kids. Please find it following:

The subject of Marketing to Children is considered a hot potato these days with issues such as Childhood obesity and healthy food choices dominating the headlines

Why Market to Kids

A - Influence on Parents “Nag factor”

American children aged 12 to 17 will ask their parents for products they have seen advertised an average of nine times until the parents finally give in.

More than 10 percent of 12- to 13-year-olds admitted to asking their parents more than 50 times for products they have seen advertised.

The nagging strategy is paying dividends for kids and marketers alike: 55% of kids surveyed said they are usually successful in getting their parents to give in.

B - Money they spend themselves

Kids these days have more flexible spending money than that of any other generation

74% give allowances

66% of those that give allowances tie them to chores

54% of those that give allowances require their kids to save a portion

59% are satisfied with their current allowance system

51% received an allowance as a child

Age vs Average Allowance

4yrs	\$2.85	11yrs	\$7.92
5yrs	\$3.15	12yrs	\$9.58
6yrs	\$3.85	13yrs	\$10.27
7yrs	\$4.10	14yrs	\$13.47
8yrs	\$4.32	15yrs	\$15.57
9yrs	\$5.52	16yrs	\$17.84
10yrs	\$7.18	17yrs	\$30.66
		18yrs	\$40.10

C - Influence future buying trends

Most visits Avg	Amount
Grocery Stores	\$(16.17)
Eating places and Restaurants	\$(14.00)
Drug Stores and Pharmacies	\$(12.42)
Motion Picture Theaters	\$(10.13)
Record Shops	\$(7.44)
Fast Food Restaurants	\$(6.67)

What do you need to concentrate on to effectively market to kids??

Place

Must be conducive to kids – Consider your store vs Starbucks
Consider kids in build out – Step Stools and lots of glass
Kids seats and High Chairs
Color and Movement
Child oriented customer service
Samples
Handouts and gifts – Stickers, balloons, Stamps

Menu

Colorful and eye-catching
Kid friendly items
Photographs – Kids buy with their eyes
Kids Designer Sundae – Have them do the design work

Packaging

Stanford University School of Medicine.

A team conducted a taste test among 63 children between the ages of 3 and 5 of low income families. The study determined that 60% of the children preferred the food wrapped in McDonald's packaging over the same food wrapped in generic packaging

Clear cup vs. Colored Cup
Consider Colored Spoons
Novelty Straws and Cups
www.gumballhelmets.com
Crayons
Placemats
Toys
Bags

www.shermanrestaurants.com

www.mninternational.com

www.kidstuff.com

Product

Portion – 3 to 5 oz

Condiments – Remember what the kids like?

Price – Cheap enough to justify purchase

Napkins / Wipes

Parent Friendly

Pitch

Community involvement

Education initiatives – school involvement – Store Tours

Co-promote with neighbors for competitions

Get Interactive – build a web base

Look for any opportunity

The beauty of Independent ownership is that the control over all of these principles is in your hands. Experimentation is the key