

## **Lucy Hughes**

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### **MARKETING TO KIDS > A Measure Of Success**

If we understand what motivates a parent to buy a product, that if we could develop a creative commercial, you know a 30 second commercial that encourages the child to whine or show some sort of importance in it that the child understands and is able to reiterate to the parents, then we're successful.

... With the nag study we were really looking at moms with children between the ages of three and eight. Because the primary focus or recipient of the study their key target was children between those ages. So that's why we focused with that. You know it would be fun to go back out in the field and stretch that a little bit to go from three to eight to like include nine to twelve year olds and thirteen to seventeen year olds.

### **MARKETING TO KIDS > Kids: An Influencer Market**

Children today get a lot of allowance so they have a lot of money coming into them from their parents and grandparents and friends that they can spend. They represent a huge influencer market and this is what the nag study really looks at the amount of influence that they exert over what their parents are buying. And I just read an article that said that today's generation of consumers are about thirty times more powerful than the baby boom generation.

But you're starting to see you know more expensive products now being targeted at children because you know they do have an influence on their parents purchasing behaviour. More high end luxury items whether it's a cruise line, a cruise vacation. A trip you know, going to the theme park, cars, PCs. Yeah with cars it was very interesting. We worked with a radio station and the radio station was targeted towards children primarily it was kids' music.

But obviously when children or children listen to the radio they're often listening with their mom when they're in a car. And so we had a car manufacturer who thought what a great opportunity. I can talk to the mom and to the child at the same time. There are many, many features in a car that really do appeal to kids.

You know when we bought our car you know, we had to buy one that was big enough so that they had enough arm space cause they wanted to be able to watch their DVDs. You know that was a factor though in the type of car that we ultimately bought. So children do have a lot of influence now.

## **MARKETING TO KIDS > It Helps When My Kids Nag Me**

I, I appreciate it if the kids nag me because I am the indulger, I'm the indulger parent because I'm working full time and I don't have enough time to figure out what are those ten products my children really, really want for Christmas or for their birthdays. So having them nag me and then I can understand through their nagging what's really important to them and what they're just you know, a flimsy little wish. So to me it makes my life easier. Maybe, maybe I'm different I don't know, but that certainly helps my life.

## **MARKETING TO KIDS > Response To Critics**

So there are critics of the nag study but what we have to remember is that children's advertising is highly regulated in North America. As well corporations for the most part are socially responsible. We also have to remember that the role the parents' play. As a parent myself I know that there are certain networks on television that my children are allowed to watch and certain networks and day parks they aren't allowed to watch. I have to be involved in their media experience to safeguard them against any exploitations that might occur.

## **MARKETING TO KIDS > What's Next?**

We'd like to take the nag study to Europe next to understand if we find the same type of parents. Do we still find the four segments of the kid's pals, the indulgers, the conflicted and the bare necessities? And do children nag the same way either with persistence or with importance? We tend to think that nagging is universal and that we will find the same characteristics regardless of the country.