



**5 insights
from Kids & families
around the world under
lockdown**

Before we start: About BrandTrends

The BrandTrends Suite:

	SERVICE	DESCRIPTION
	BrandTrends Entertainment	In-depth dive into the relative awareness, popularity and merchandise appeal of the top 30 leading entertainment brands among people 0 to 25-year-olds. 
	BrandTrends Shows & Series	Track the relative awareness, popularity and merchandise appeal of the top 30 leading TV Shows & Series among people 0 to 25-year-olds.
	BrandTrends Sports	Assess the relative awareness, popularity and merchandise appeal of the top 30 leading sport brands among people 7 to 25-year-olds.
	BrandTrends Social Influencers	Uncover the efficiency of the social influencers – from popularity to efficiency on purchases - among people 10 to 25-year-olds.
	BrandTrends Forecasting	Predict the popularity, and thus the merchandise appeal, of the Entertainment brands 2 years ahead of time.
	MyBrandTrends	Create your own track of the relative awareness, popularity and merchandise appeal of your selected industry among a specific demographic target.


Full Reporting

We collect 24 Key Measures and even more with the licensing international extension

BRANDTRENDS ENTERTAINMENT

TOPICS

Demographics 

Streaming Video content 

Awareness 

Attitudes 

Ownership 

Purchase Intentions 

Retail Visitation 

THE LICENSING INTERNATIONAL EXTENSION

TOPICS

Most Favorite Names / Brands 


Spontaneous mentions





16 CATEGORIES

Entertainment | Lifestyle | Food & Drinks | Sports | Celebrities | Fashion

EXCLUSIVE - LICENSING INTERNATIONAL MEMBERS

The objective today

What's in the session for today!

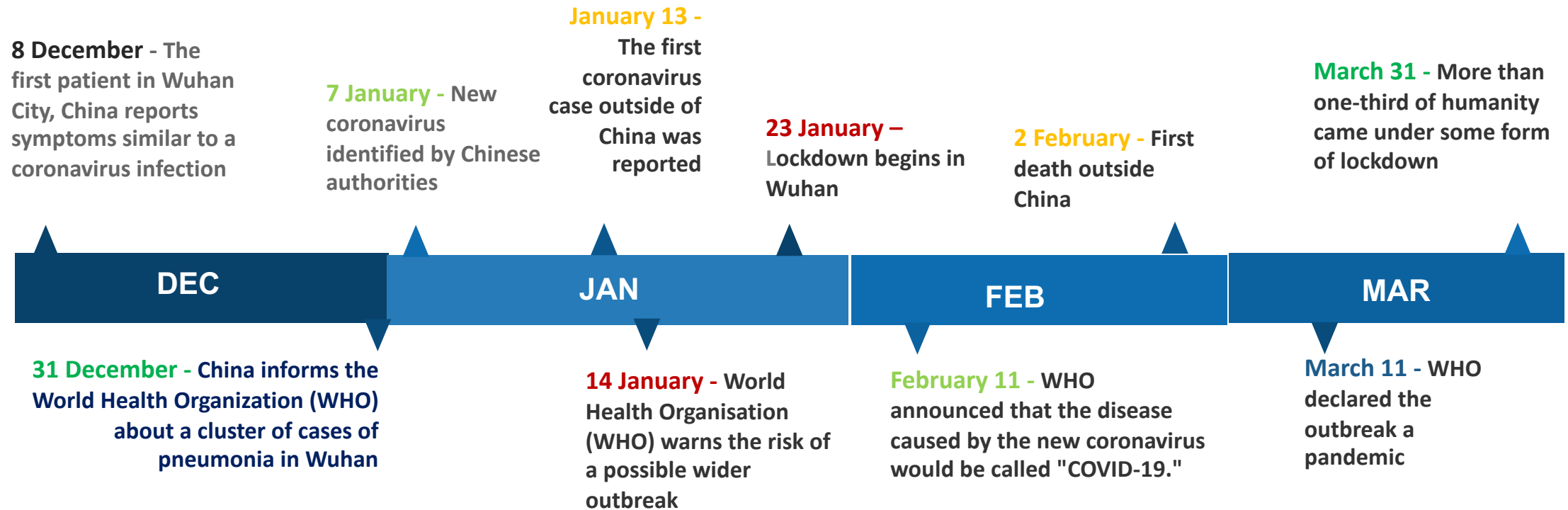


This webinar will explore the changes in relationships between kids and the entertainment brands; and most importantly, how this could be carried on after the lockdown.

Did the kids discover new or/and long existing brands? How do kids relate to brands? **What are the new behaviors marketers will need to leverage** to continue strengthening the relationship with Entertainment brands and delivering effective licensing programs?

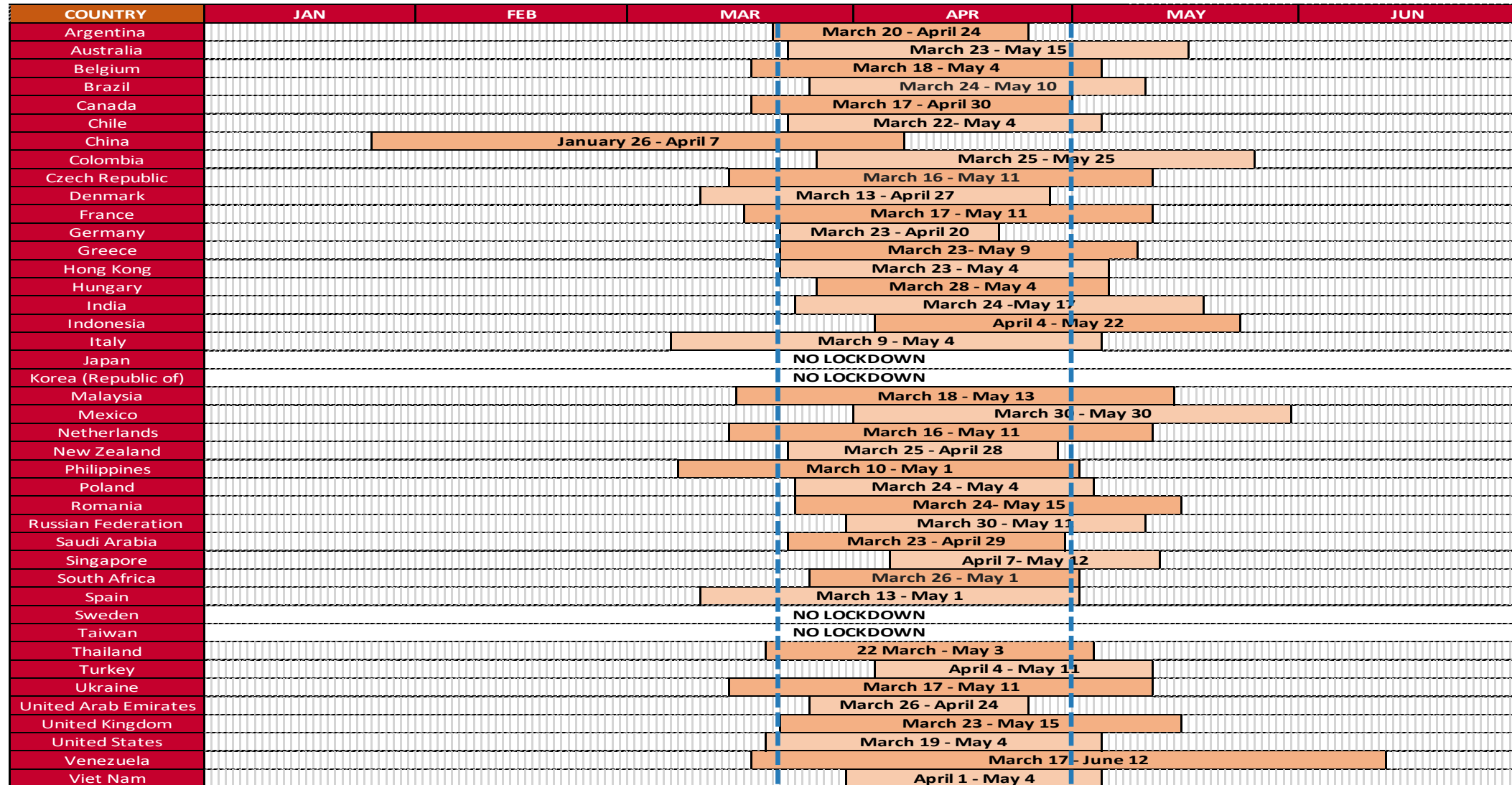
MEASURES IN RESPONSE TO COVID-19

KEY MOMENTS OF COVID-19 PANDEMIC



MEASURES IN RESPONSE TO COVID-19

Timeline



← Mid-March – Early May →



Kids under lockdown

Suddenly,
the world
unfolds
under their
feet!



Cave-in – Place de l'Alma, Paris – November 08, 1915

Kids' lives drastically changed

No more ...



~~School~~



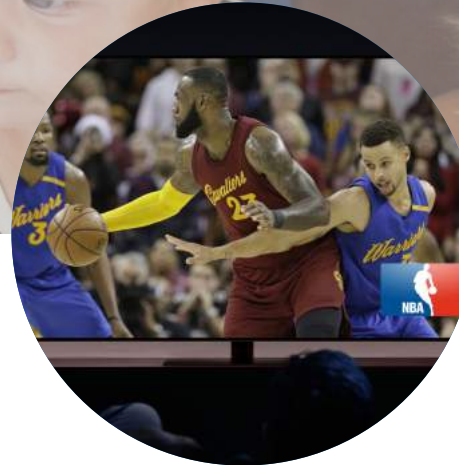
Meaning no more intense interactions with friends, less socializing, forced to adopt eLearning



~~After-school activities~~



Meaning less interactions as well as less 'energy spent'



~~Sports Entertainment~~



More free time



~~New social rules~~

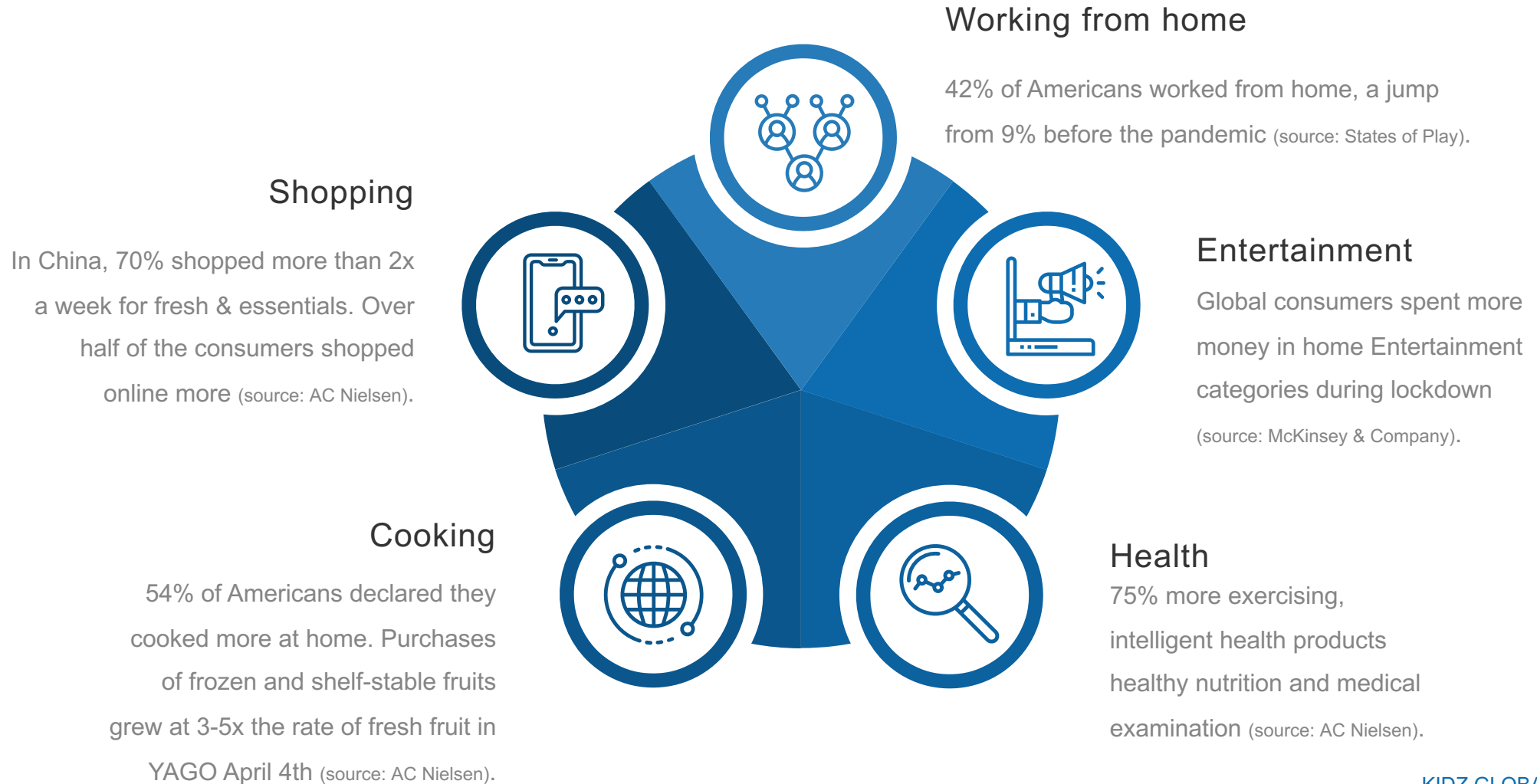


A whole new world to grasp, forced to change their behaviors!

As well as: 3 meals a day + snacks @ home, 100% time with parents for many, no more activities with grand-parents, live in a confined space, no more birthday parties, struggle to spend time with the other parent (when separated) ...

Lockdown redefined parental lives as well

Different needs, new occasions ... and these impacted kids too



1

**Kids had more free time
by themselves**

Amplification of individual Entertainment activities

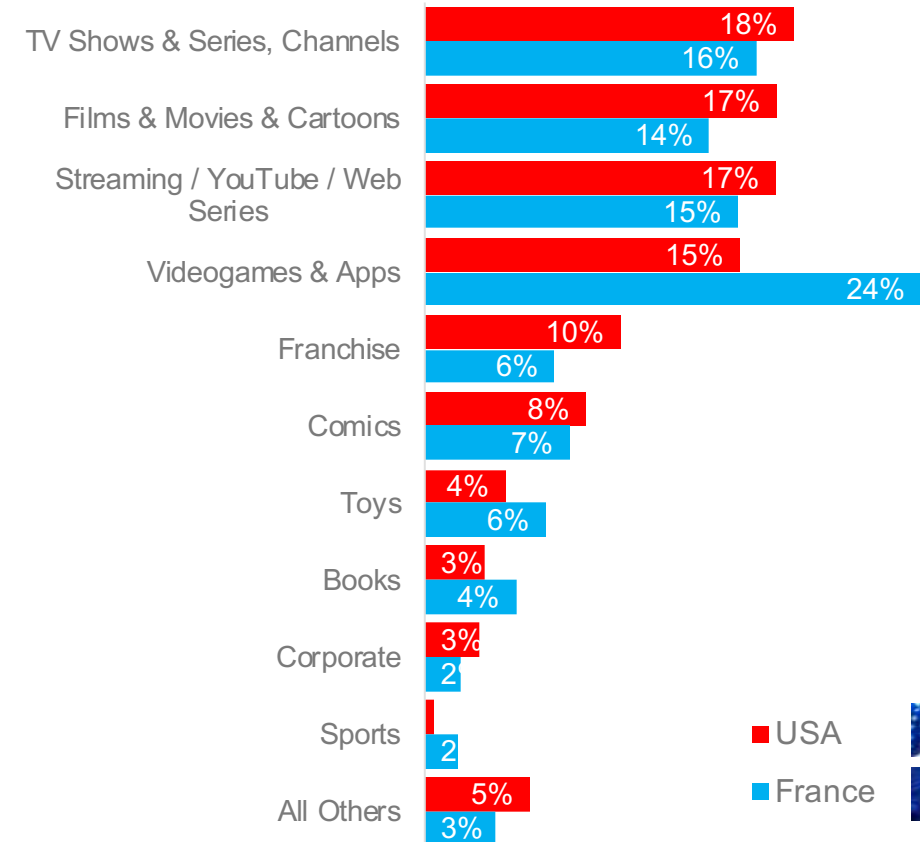
... from the brands they discovered

88%

Of the discovered brands

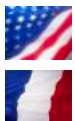
- TV Shows & Series, Channels
- Films & Movies & Cartoons
- Streaming / YouTube / Web Series
- Videogames & Apps
- Franchise
- Comics
- Books

Videogames & Apps , TV Shows, Series & Channels then Streaming dominate the genres



■ USA

■ France



KIDZ GLOBAL



Slightly segmented by gender in the US ...

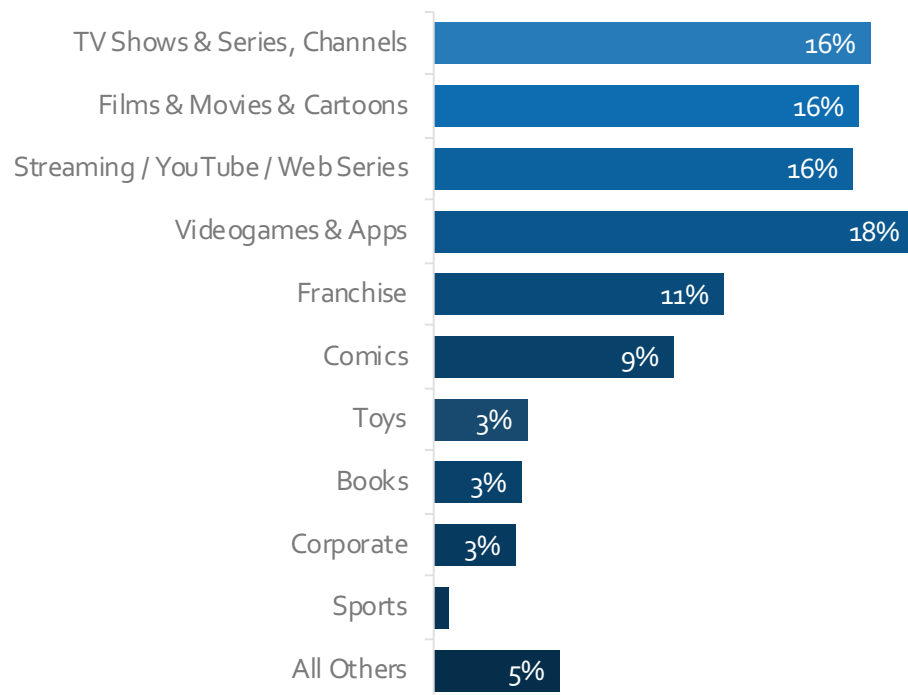
... as in India. Gender segmentation is stronger in the other countries

Discovered Brands – Categories by Gender – Spontaneous Mentions – 3 to 25 years old

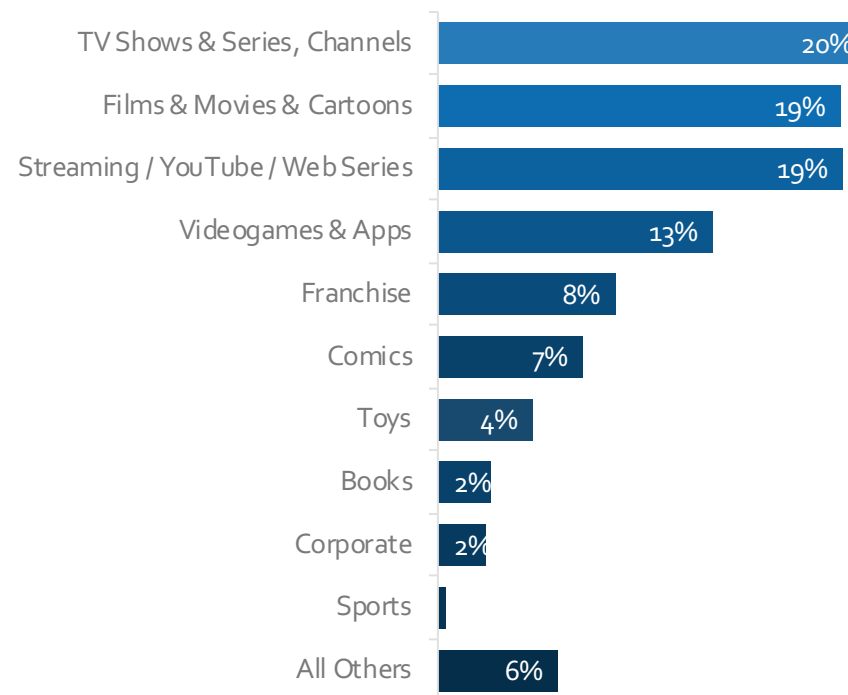
Boys



Girls



American boys were really into more diverse sources of Entertainment, although still on a screen to play videogames



While always important, videogames take over from 10 years old against all genres, especially comics and toys

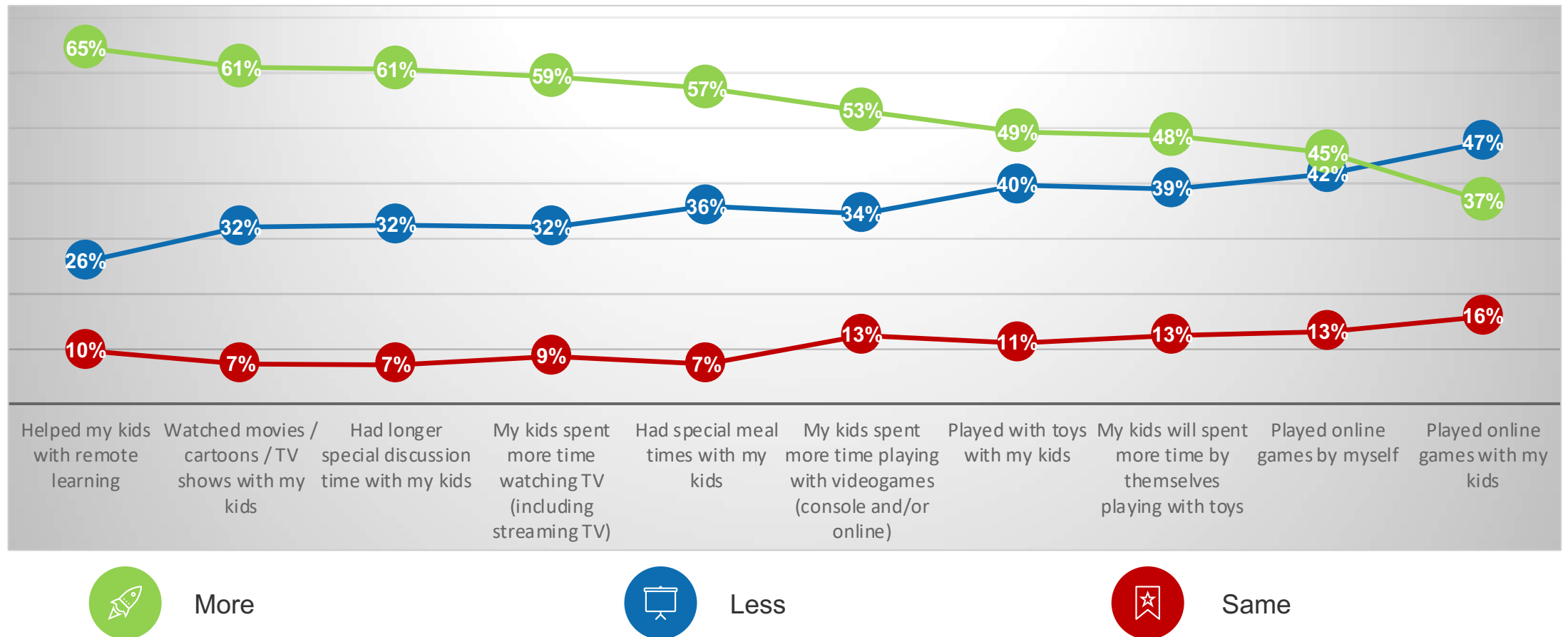
Spontaneous mentions

2

**Kids shared more time
with their parents**

Parents dedicated more time with their kids

First, it's about learning and teaching; second, it's about bonding; third, it's about playing



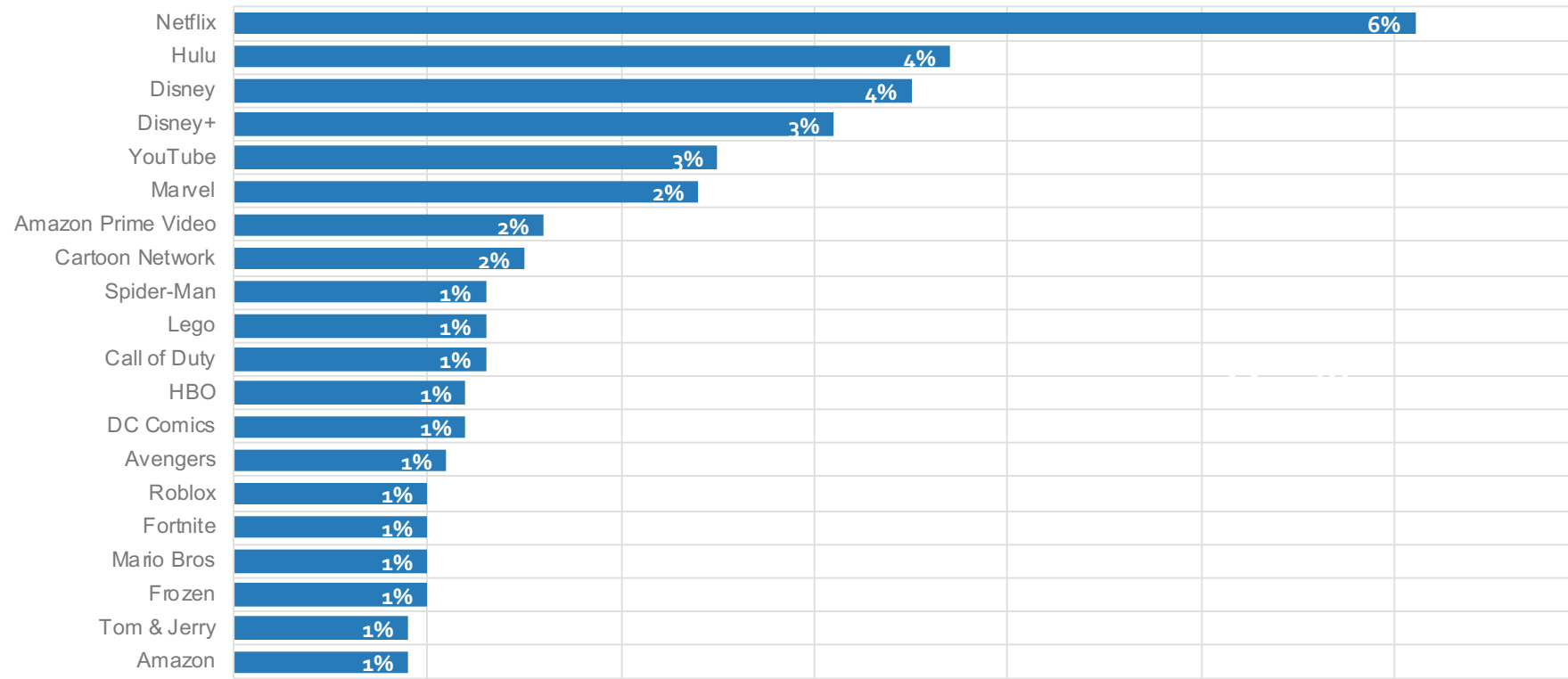
3

**Kids discovered many
Entertainment brands**

It's all about streaming and videogaming

The content provider have been used at length

Discovered Brands – Spontaneous Mentions – 3 to 25 years old



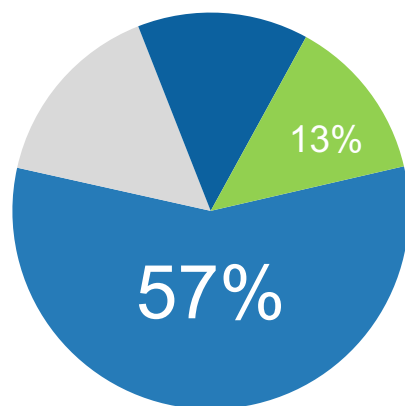
Note: Amazon more likely to be considered as 'Amazon Prime Video'

Spontaneous mentions

Kids also discovered 'old' content

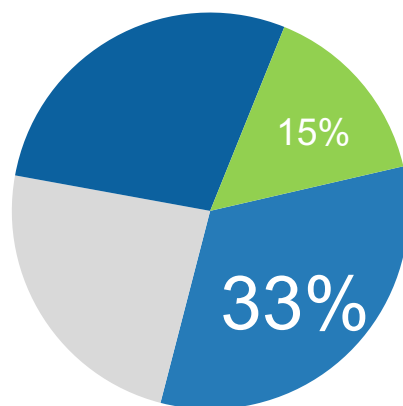
Since they increased their time watching and using, they extended to new content ... that was old!

Discovered Brands by date of the initial release – Spontaneous Mentions – 3 to 25 years old



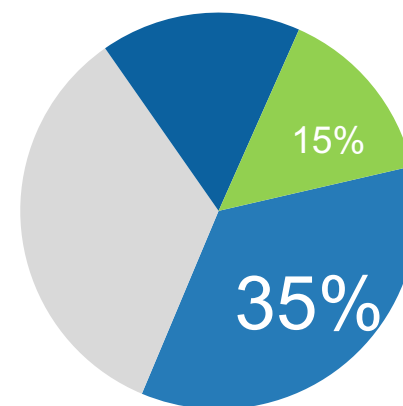
TV Shows, Series, Channels

Mainly the channels first, then the shows and the series



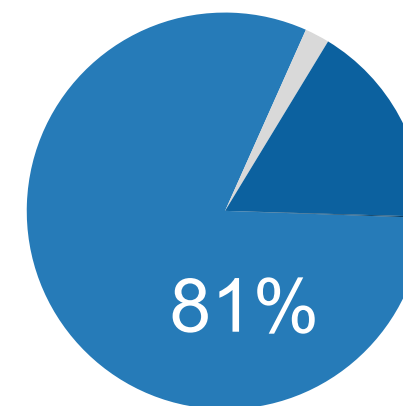
Film-Movies, Cartoons

About Tom & Jerry, Spongebob Squarepants, Star Wars, Mickey Mouse, Toy Story ...



Videogame & Apps

Mario Bros, Sonic The Hedgehog, GTA ...



Comics

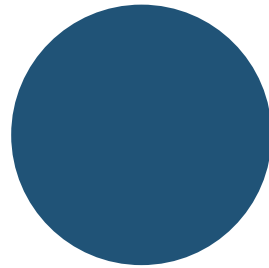
The superheroes: Spider-Man, Batman, Superman, The Flash, Iron Man, Dragon Ball ...



4

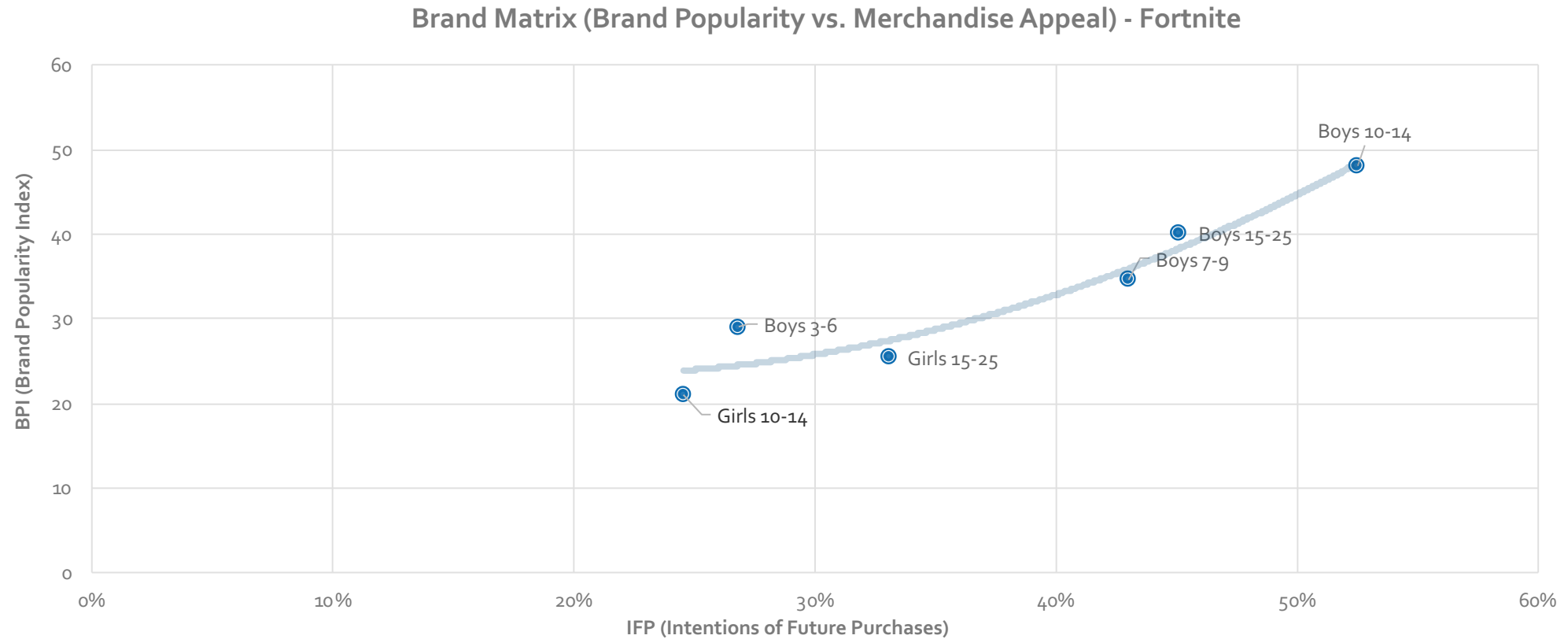
**Relationships with
brands have changed**

Kids over-consumed
Entertainment
content in a short
period of time.



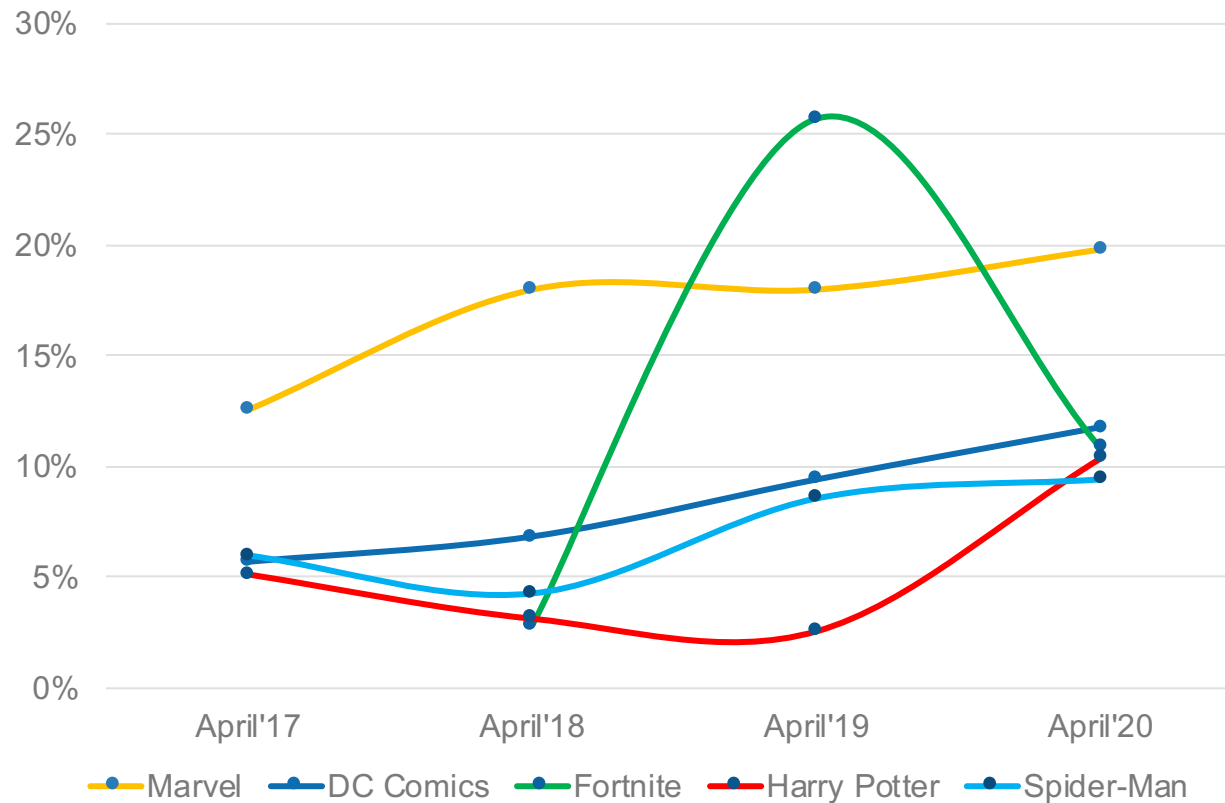
To increase in sales intentions, the brand must maintain popularity

... and we know popularity is a function of awareness and brand affinity

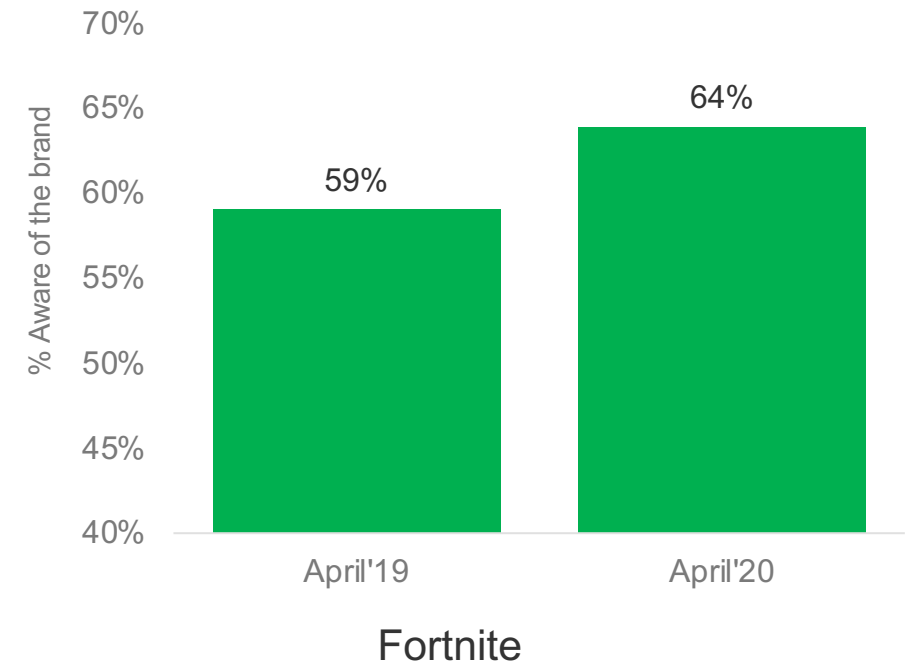


The Fortnite case

Top favorite brands – Spontaneous Mentions – Boys 10 to 14 years old



Attitudes (top box) towards the brand – Boys 10 to 14 years old

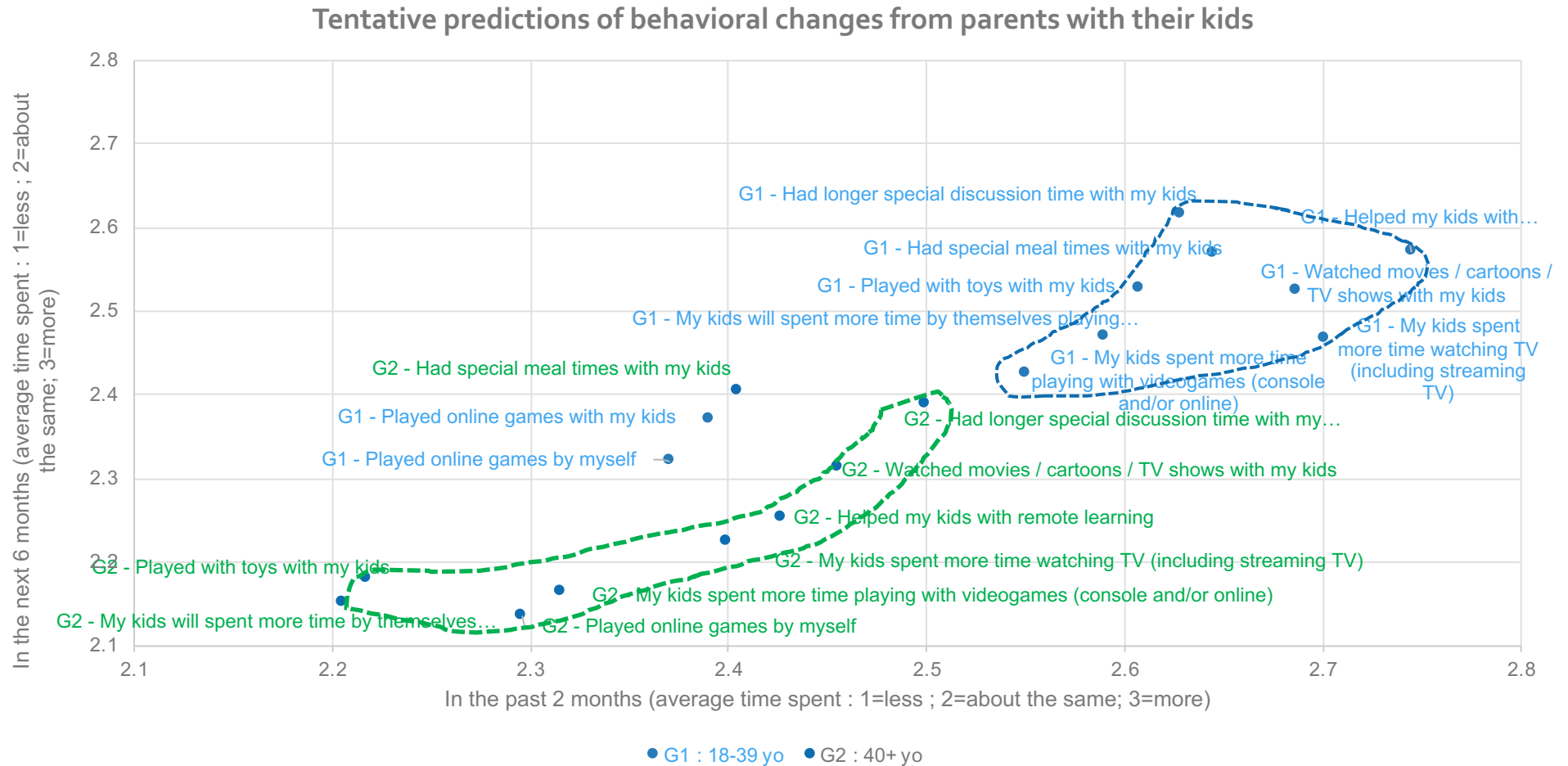


Although still well appreciated (and gaining), and significantly discovered / used, the brand shows some affinity fatigue

5

**Long-term behavioral
changes are considered**

The younger parents are the ones who did more with their kids ... and intend to keep it that way!



In summary

Kids had more free time by themselves

Kids shared more time with their parents

Kids discovered many Entertainment brands

Relationships with brands have changed

Long-term behavioral changes are considered

The lockdown was a catalyst for tech adoption, social interaction changer and new way to live. And it also increased the volume of Entertainment content consumed while altering the levels of relationships with the brands.

Implications

GROWTH





Move quickly to adjust

- Don't let the kids switch from your brands to another one. Provide more content, renewed content ...
- Constantly communicate with the kids and their parents (through live stream platforms and social media)



Understand the 'New Normal'

- This is a new world now that means some changes will stay, some behaviors are gone and some new routines will comfort the kids.
- Survey their needs to create the best marketing offers / products ...



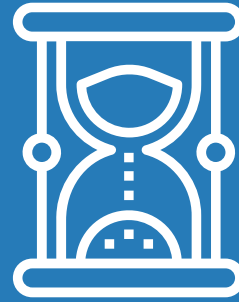
Innovate

- Promote new formats, packages, versions ... for the long hours in the stay-at-home situations.
- Assess the use of the new technologies (3D printing, voice assisting ...) to connect with the kid consumers



Amplify the brand Experience

- Kid consumers continuously shift more towards experiences rather than only product consumption.



Do not forget the parents!

They are the buyers, they could be the gate keepers, they want to be more part of their kids lives!

In a world where digitalization is going to take over a large part of the transactions, create strong eCommerce programs, in line with the brick-and-mortar (omnichannel experience in short), be part of the development in intelligent shopping carts ...

→ Increase you digital & online investments

→ Understand their new shopper journey



THANK YOU FOR YOUR TIME

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