

KIDS INSIGHTS

# **Top 3 Reasons Why A Kids Concept Is A Powerful Branding Tool**

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# Top 3 Reasons Why A Kids Concept Is A Powerful Branding Tool

Have you noticed the increasing customer segment of kids and families and wondered:

- **Why do brand owners across industries increase their focus on kids and families?**
- **How powerful are kids and families for our brand?**
- **How do we communicate and connect with kids and families?**

Then you are absolutely not alone.

Kids and families are a growing customer segment, which companies (brand owners) are aware of, but for many is a challenging customer segment to communicate with due to its complexity.

Let's have a look at why a kids concept is a powerful branding tool.

1

## **When you take the child by the hand, you take the parent by heart**

Children are the key to the heart of their parents, so with a communication package aimed directly at children, which also trigger positive emotions in parents, you have the possibility to develop and increase brand perception and loyalty among families.

Positive activation of children creates positive brand awareness with their parents. Meaning, it increases the rate of returning customers and their willingness to recommend your brand to family, friends and colleagues. That's why more and more companies see children as a golden opportunity to secure the optimal brand experience.

## 2

## The Powerful Pester Power

Today's consumers can get what they want, when they want. As a result, they are more curious, demanding and impatient than ever before. And then there is Pester Power, which is the ability children have to make their parents buy something by asking for it many times until they get it.

Increasing consumerism has made kids more brand aware than young people in any previous generation. When we refer to the child as 'influencer', we do only not mean low involvement products like candies, toys, games or clothes, or any other children's products. We're talking about high-involvement products as well. It may be strange to imagine children having a say in deciding on a vacation, or the purchase of a particular make and colour of car, bank or even a house. But their voices count, even in high-value purchase decisions.





We advise to take the kids seriously, meet them at kids level with respect and in an educational and entertaining way, because the power of kids is unavoidable as they have a huge influence over their parents purchase decisions.

### 3

## Children are an important part of the total customer experience

Have you ever made a customer journey map with the perspective of a family?

A customer journey map is a visual or graphic interpretation of the overall story, from an individual perspective, of their relationship with your brand over time and across channels. To ensure kids and their families the best customer experience with your brand, a child concept enable you to set new standards in your industry – both in quality and quantity. By quality means a tailor-made Kids program with maximum synergy to the overall brand model, while at the same time being developed with

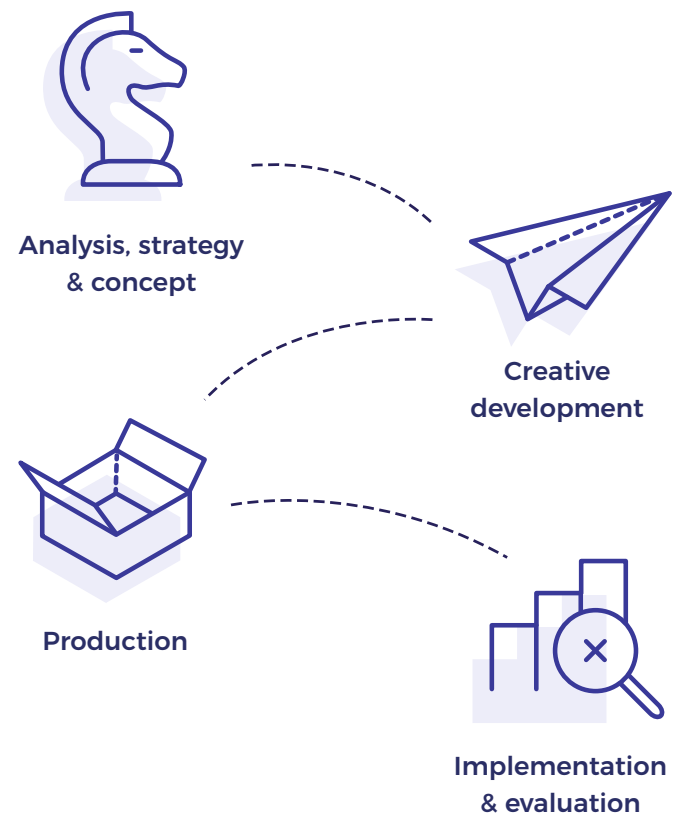
a focus on the different needs in the target group – from babies to a 12-years-old. By quantity means a tailor-made Kids program, with off-spring in your core product, giving potential for all relevant touch points in the customer journey.



## Why us

KIDZbranding is a Scandinavian niche company, with extensive experience in powerful children and family branding. Positive activation of children creates positive brand awareness among adults and this is what we offer in the child concepts we develop. We explore our clients customer journey from a child and family perspective and find the sweet spot for what actually works for our clients overall branding.

We study children, their way of play and interests. We use focus groups in our work to constantly keep us updated of what children like and do not like – and what actually works in real life. Our creative thinking, edutainment background, sustainable foundation and insights in your target group is why we are able to offer you a true partnership for your child and family customer segment.



**Call us on +45 21 85 90 31  
or visit [kidzbranding.com](https://kidzbranding.com)**