

Kids Talk Brands and Advertising

Source: www.kidsreen.com By: Erin Miller/Nickelodeon Kaleidoscope



Research revealed that brand awareness resonates with kids as young as 8 and 9 years old. And while articulating what a brand name means to them is difficult for most kids and teens, it doesn't mean that they don't know what a brand is. Most tied their definition of a brand to a store/company or a "symbol." Interestingly, many kids described a brand as the "type of clothes you wear," or "where your clothes are from." Whether or not they actually purchase name-brand clothes, they're referencing them. This is further proof of the impact brand names have on this category.

According to kids and teens, there are several attributes that make a brand important, with quality and "the way it looks" rated as the most important. If kids or teens have a less-than-great experience with a brand, they tend to reject it and are reluctant to give it a second chance. From a social perspective, brands are a direct reflection of personality, therefore brand acceptance relies heavily on peer approval. This makes brand choices especially significant to tween and teen girls. As one girl in 7th grade said, "You get more respect if your clothes are more expensive. I get lots of compliments on my Hollister jeans because everybody wants them."

When exploring what non-branded products mean to kids and teens, they commonly refer to them as poor quality, "cheap" or "something others haven't heard of." In fact, because non-branded products have such a strong link to quality, many kids and teens won't even consider using/purchasing non-branded items in the electronics category.

Kids and teens typically hear about new brands from friends and other kids in school. The perception of a brand as "cool or popular" is the most important reason to consider a new brand experience. Additionally, when considering trying new brands, more than 50% of all respondents said it's "very important" their friends have good things to say about it.

Kids and teens are very aware of fashion brands and what they stand for. 71% of boys and 68% of girls think brand-named clothes are important. In fact, kids in middle school (ages 11-13) are interested in various different brands and use them as a way to connect with friends. And, because kids are actively searching for places to fit in, their brand choices are well-thought-out and they tend to gravitate towards brands that are pre-approved by their peers.

Boys often need personal experience with a brand before they become loyal, whereas girls are more likely to experiment or purchase brands based on name and reputation. Moreover, girls commonly use the brand name when talking about their accessories. For example, they'll often refer to items as "My Juicy bag" or "My Ugg boots." Premium or higher-end brands such as Juicy Couture and Coach are extremely popular with girls in this category.

When looking at the categories where brands aren't as relevant, food and beverage was most frequently mentioned. Food and beverage is largely about taste, and while this doesn't mean brands can't be important in this category, it simply shows there are few instances where brand imagery has a stronger resonance than product experiences.





QSR Kid's Meal Recap



Wendy's

Collect all 5 U.B. Funkeys! From CD games to a 3D board game, these toys are cool.

Coming Soon: Scooby-Doo! The mystery begins

Hardee's/Carl's Jr.

Collect all 4 toys from the CW TV Show "Dinosaur King." Toys include: Art Kit, Disc Spinners, Viewer, and Matching Game.

Coming Soon: Monsters vs. Aliens

Burger King

For Girls: Collect all 3 toys from The Daring Book For Girls.

For Boys: Collect all 3 toys from Dangerous Book for Boy.

McDonald's

For Girls: Collect all 8 American Girl books.

For Boys: Collect all 8 Lego Racers .

Coming Soon: Hot Wheels & Barbies

Taco Bell

Get a surprise toy with every kids' meal purchase—styles will vary by location.



KFC

KFC Kid's Laptop Meal: This one-of-a-kind kid's meal comes in several different box designs featuring fun puzzles and games.

Chick-fil-A

Collect all 5 Great American Road Trip toys. Explore USA with these amazing books and games. Learn fun facts about our country from east to west, north to south.

Subway

Subway is featuring Taste For Adventure Toys. Collect all 6—Hat, Compass, Step Tracker, Adventure Journal, Adventure Holder, and Endangered Species Expedition Map.

Popeyes

Popeye's Louisiana Kitchen presents Crayola Color Surge Drawing Sets. Each premium set includes 2 pieces of Color Surge paper and 2 Color Surge markers along with an insert showing creative ideas.

Sonic Drive-In

Collect all 4 Smart Cube Smartagon toys. Each cube is filled with fun facts from the World Almanac for Kids.



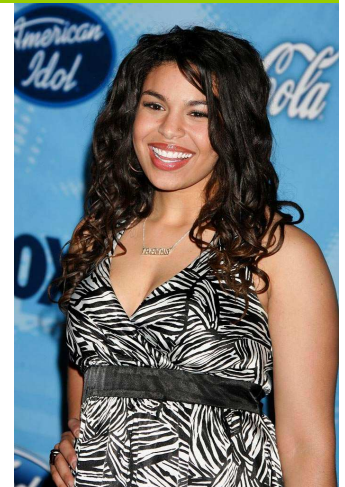
What's Hot Snapshots

Music News

Source: www.msn.com Music News c/o Entertainment Tonight

Jordin Sparks set to join Britney Spears on tour.

Former "American Idol" star Jordin Sparks will be Britney Spears' special guest on the second North American leg of the tour, says a blog post on Britney's official web site.

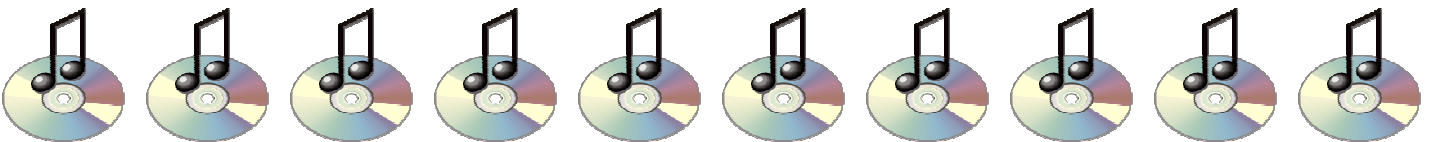


"Britney's show is incredible and for me to be a part of it is a great opportunity," said Jordin Sparks, who won in the sixth season of "idol."

Jordin will perform at concerts in cities such as NYC, L.A., Boston, Philadelphia, Miami, Detroit, Chicago and more before wrapping on September 26 and 27 at the Mandalay Bay Events Center in Las Vegas.

Previously announced opening act Kristinia DeBarge will appear on all dates, and tickets are on sale now, the blog post said.

Sparks recently released her sophomore album, "Battlefield," which centers on themes of love gone wrong.



Weekly Top Pop Downloads from iTunes— August 23, 2009

Pop—Top 10 Songs

1. Party in the USA—Miley Cyrus
2. I Gotta Feeling—Black Eyed Peas
3. Send It On—Disney's Friends for Change
4. She Wolf—Shakira
5. Boom Boom Pow—Black Eyed Peas
6. Whatcha Say—Jason DeRulo
7. Fire Burning—Sean Kingston
8. Obsessed—Mariah Carey
9. One Time—Justin Bieber
10. Battlefield—Jordin Sparks

Pop—Top 10 Albums

1. Kate Earl—Kate Earl
2. The E.N.D (The Energy Never Dies)—Black Eyed Peas
3. The Fame—Lady GaGa
4. Imperial Blaze (deluxe version)—Sean Paul
5. The Essential Michael Jackson—Michael Jackson
6. Here We Go Again—Demi Lovato
7. We Sing. We Dance. We Steal Things—Jason Mraz
8. Send It On—Disney's Friends For Change
9. 19—ADELE
10. Number Ones—Michael Jackson



What's Hot Snapshots

TV News

Source: www.kidscreen.com; Just Kid Inc.

Tween tube: How US kids 11 to 12 are watching TV

Tweens age 11 to 12 are finding plenty to like about TV these days, but there's an opportunity to give them more of what they love. According to Just Kid Inc. data collected in January 2009, only 28% of 11 to 12's surveyed agreed "they can hardly ever find what they want to watch on TV." And more often than not, kids are watching re-runs (68% said most of the TV they watch is repeated content), but almost all kids prefer to watch first run episodes. A full 86% said they prefer to watch TV when they're seeing episodes for the first time.



Children this age still prefer kids channels such as Nickelodeon and Disney Channel, but their appeal starts to wane for kids as young as 10, while the appeal of all-family or non-kid channels (i.e. MTV, ABC, Comedy Central) increases significantly for tweens compared to kids between age 8 and 10. Additionally, the older kids are continually adding new shows to their "playlist." Interestingly, cartoons are still the top pick amount tweens when it comes to the genre they like to watch on TV.

TV remains the top form of entertainment, but more kids in this age range are saying they would rather go online or play games than watch TV (40% of all kids said they would rather play video games than watch TV).

Multitaskers that they are, however, these 11 to 12 year-olds are also taking advantage of ways to marry TV and online. A third of the kids in our sample report watching TV online (34%), although fewer have downloaded TV shows from iTunes (21%).

Top List of what 11 & 12 year-olds like to watch: 86% Cartoons; 80% Live Action Comedies (Hannah Montana, The George Lopez Show); 52% Music Shows (American Idol, Dancing With the Stars); 50% Game Shows; 35% Other Reality Shows (Survivor, Big Brother); Sports or Sports Shows; 34% Live-Action Dramas (Degrassi, Lost); 14% Talk Shows (Rachael Ray, David Letterman); 7% News Shows; and 6% Soap Operas.

Top 10 Broadcast TV Shows

Source: Nielsen Media; Week of August 10, 2009

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|-----|----------------------------|-----|
| 1. | America's Got Talent (Tue) | NBC |
| 2. | 60 Minutes | CBS |
| 3. | America's Got Talent (Wed) | NBC |
| 4. | NCIS | CBS |
| 5. | Two and a Half Men | CBS |
| 6. | The Big Bang Theory | CBS |
| 7. | The Mentalist | CBS |
| 8. | CSI: Miami | CBS |
| 8. | Millionaire | ABC |
| 10. | Big Brother (Thur) | CBS |
| 10. | CSI: NY | CBS |

Top 10 Cable TV Shows

Source: Nielsen Media; Week of June 8, 2009

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| 1. | The Closer | TNT |
| 2. | Royal Pains | USA |
| 3. | Nascar Sprint Cup | ESPN |
| 3. | WWE Entertainment (WWE Raw) | USA |
| 5. | Monk | USA |
| 6. | WWE Entertainment (WWE Raw) | USA |
| 7. | NFL Pre-Season Football
(Cardinals vs. Steelers) | ESPN |
| 8. | NCIS | USA |
| 8. | Army Wives | LIF |
| 10. | NCIS | USA |

What's Hot Snapshots

Movie News

Source: www.cloudywithachanceofmeatballs.com & www.wikipedia.com

Coming Soon: Cloudy With a Chance of Meatballs

September 2009, Columbia Pictures and Sony Pictures Animation's "Cloudy With a Chance of Meatballs" will be the most delicious event since macaroni met cheese.

Inspired by the beloved children's book, the film focuses on a town where food falls from the sky like rain.



Bill Hader, star of "Saturday Night Live" and "Night at the Museum: Battle of the Smithsonian," will voice Flint Lockwood, a young inventor who dreams of creating something that will improve everyone's life. Finally while trying to solve world hunger, he develops a method to directly convert water into food and releases the effects on the world. Hunger is eliminated as weather delivers food, but a problem of global proportions soon evolves when the food weather machine that Flint invented develops a mind of its own, and starts wreaking havoc on the world. Flint is now saddled with the task of stopping his maniac creation to stop the ensuing chaos.

Book News

Source: www.Amazon.com

Fancy Nancy: Explorer Extraordinaire!

For the fanciest girl around, the outdoors are out of this world! Fancy Nancy and her best friend, Bree, set out to explore the fascinating world of wildflowers, trees, leaves, birds, and of course, butterflies in the exclusively glamorous Explorers' Club.



NY Times Top 10 Children's Books

1. Goldilicious
2. Listen to the Wind: The Story of Dr. Greg and "Three Cups of Tea"
3. Gallop!
4. Marley Goes to School
5. Fancy Nancy: Explorer Extraordinaire!
6. Tea Parties
7. Llama Llama Misses Mama
8. Swing!
9. Elephants Cannot Dance!
10. The Curious Garden

With recipes for pinecone bird feeders and extra-fancy lemonade, an official club bird, and an exclusive map of the territory, Fancy Nancy is one Explorer Extraordinaire!

Written by: Jane O' Connor
Illustrated by: Robin Preiss Glasser

What's Hot Snapshots

Gaming News

Source: www.IGN.com

Where the Wild Things Are Video Game

As Maurice Sendak's classic kid-lit title gets the Hollywood treatment this fall from Warner Bros., its Interactive Entertainment division is also prepping a *Where the Wild Things Are* video game.

Set for an October mass-market release (in tandem with the theater movie release) on Wii and DS, PS3 and Xbox 360, the game sees players stepping into the role of young Max as he explores and journeys across the island, overcoming obstacles and battling creatures, working with the Wild Things to escape safely.



Going Green News

Source: www.kidscreen.com

Disney intros Friends for Change: Project Green

Looking to get kids to help out the planet, the House of Mouse has launched a multi-platform environmental initiative called Disney's Friends for Change: Project Green.

Familiar Disney faces like Miley Cyrus, Selena Gomez, the Jonas Brothers and Demi Lovato are a few names among the many who are participating in outreach messages that are slated to debut on Disney Channel, Disney XD, Radio Disney and on Disney.com.

The initiative invites kids to band together and help the environment across four areas: Climate, water, waste and habitats. Participants can learn practical ways to preserve the planet and track the impact. They'll also get the chance to vote on how the US\$1 million in donations from Disney will be divided and invested in various environmental causes over a year.

Disney Channel and Radio Disney will begin broadcasting the on-air messages, encouraging kids to join them in registering and pledging environmental stewardship, along with making small changes in their daily lives that can have a positive impact on the world.

Kids can log-on at Disney.com where they can commit to take everyday actions—turning off the lights, switching to reusable water bottles. They can also invite friends to join and interact as their collective impact on the planet is tracked and their votes determine the distribution of charitable contributions.

