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Importance of whey components in items for children (incl. brand and marketing aspects)

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research GmbH**

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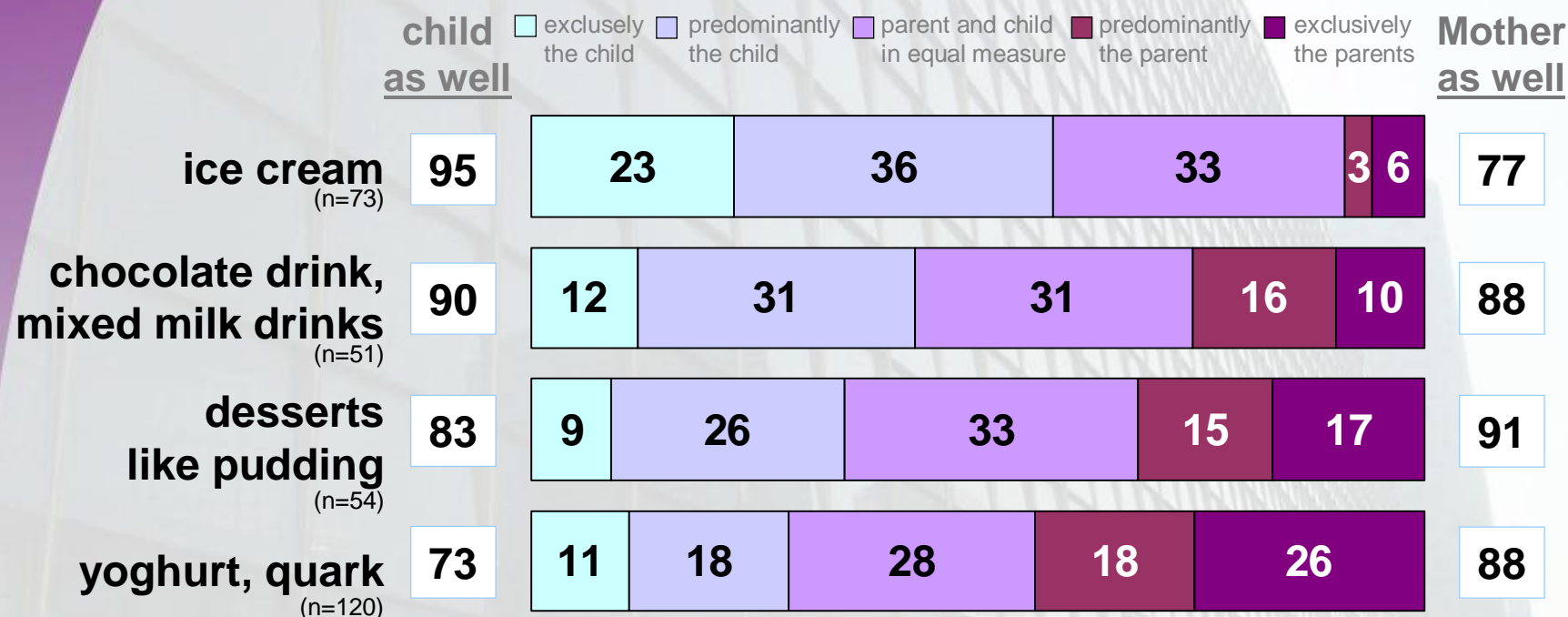
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Who is the target group - moms or the kids?

Who has influence on buying the product?

When the product was bought,
the influence came from ...



- What would you say: All in all, who has how much influence on the fact that this product was bought? Base: n = 2375 buying acts; percentages

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Kids hold the power!

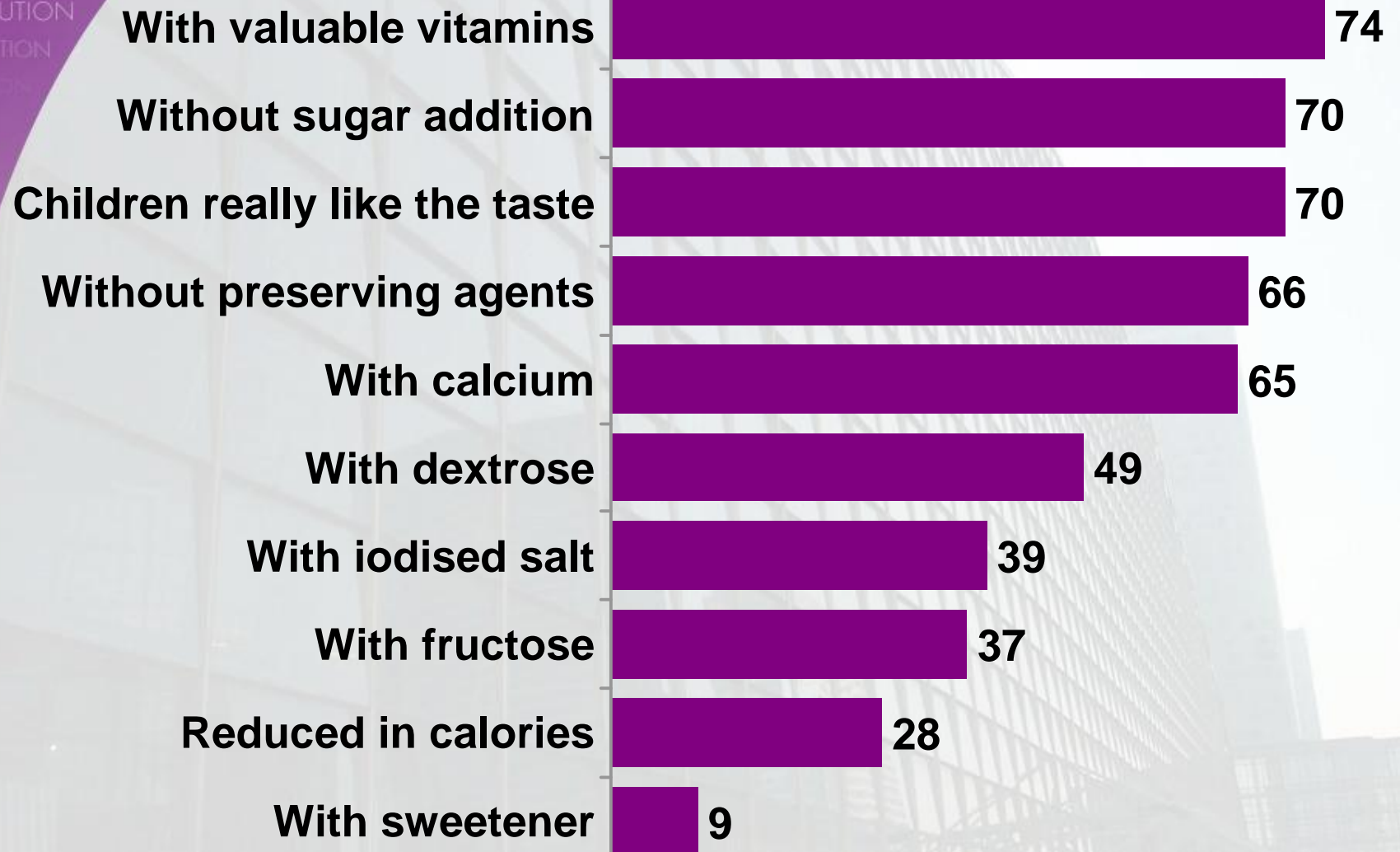
**However,
one must not neglect the
moms, either!**



How good do moms consider various attributes of products for children to be?

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"very good"



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**“The” children as such
do not exist**

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Which age?

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**DIFFERENTIATION OF YOUNG TARGET GROUPS BY AGE**

- e.g. in Germany, where school-age starts at ~ 6 years -

KIDS	BABYS	0 - 1 years old	Stimulation to be a “clever” baby
	INFANTS	2 - 3 years old	Deployment of own will-power, start of effective prevailance v-à-v of mom
	PRE-SCHOOL; KINDERGARTEN	from 3 years	Receptive of advertising on TV, recognising brand logos
		to 6 years	Socialisation in groups outside immediate family influence
	SCHOOL CHILDREN	6 - 7 years	Fast learning processes, but still intact “happy child’s world”
		8 - 9 years	Critical analysis of everything, typical: “fanatic realism”

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The desire to get a clever child: a future CEO



managing
director



DIFFERENTIATION OF YOUNG TARGET GROUPS BY AGE

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KIDS

BABYS

0 - 1 years old

Stimulation to be a “clever” baby

INFANTS

2 - 3 years old

Deployment of own will-power, start of effective prevailance v-à-v of mom

**PRE-SCHOOL;
KINDERGARTEN**

from 3 years

Receptive of advertising on TV, recognising brand logos

to 6 years

Socialisation in groups outside immediate family influence

SCHOOL CHILDREN

6 - 7 years

Fast learning processes, but still intact “happy child’s world”

8 - 9 years

Critical analysis of everything, typical: “fanatic realism”



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AGE IN YEARS

Pre-School

3 4 5 6

Pupils

7 8 9

Tweenager

10 11 12 13

Adolescents

14 15 16 17

! Clear dissociation from anything 'childish'

! But, as yet, only soft pre-youthfulness, not full power of youth



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What Tweenager like

YES

Eminem



"... is really cool"

"... Eminem dresses in a fairly normal way, too..."

"... he is more normal and a lot better than Robbie Williams"

NO

Robbie Williams



"... he's queer"

"... he acts as if he were really great, wants to be different by doing crazy things ..."

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Which gender?



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- ~ Friends
- ~ Toys
- ~ Media
- ~ Colours
- ~ Clothes, Fashion
- ~ Idols

Boys and Girls live in separate worlds

Boys ...

- ... are more competitive
- ... are more physical
- ... want action
- ... identify with idols

Girls ...

- ... are more integrative
- ... are more quiet
- ... admit liking romanticism
- ... are more projective, want to be with their idols



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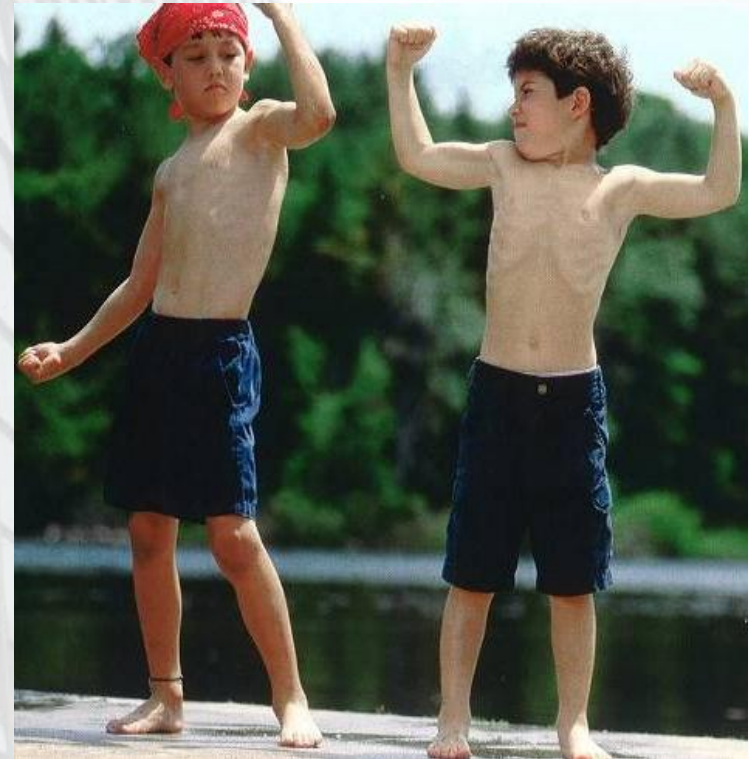
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To boys, what is status?

- ~ Status is important, yet a fleeting asset
- ~ Acquiring status is possible via action and competence, e.g.
 - è in sports
 - è in language competence and proficiency
 - è by being particularly clever



To girls, what is status?

- ~ Status as a means of drawing attention to oneself is less dominant
- ~ Status is drawn from being socially integrated, i.e. by
 - è belonging to a certain group of friends
 - è relationships within the group



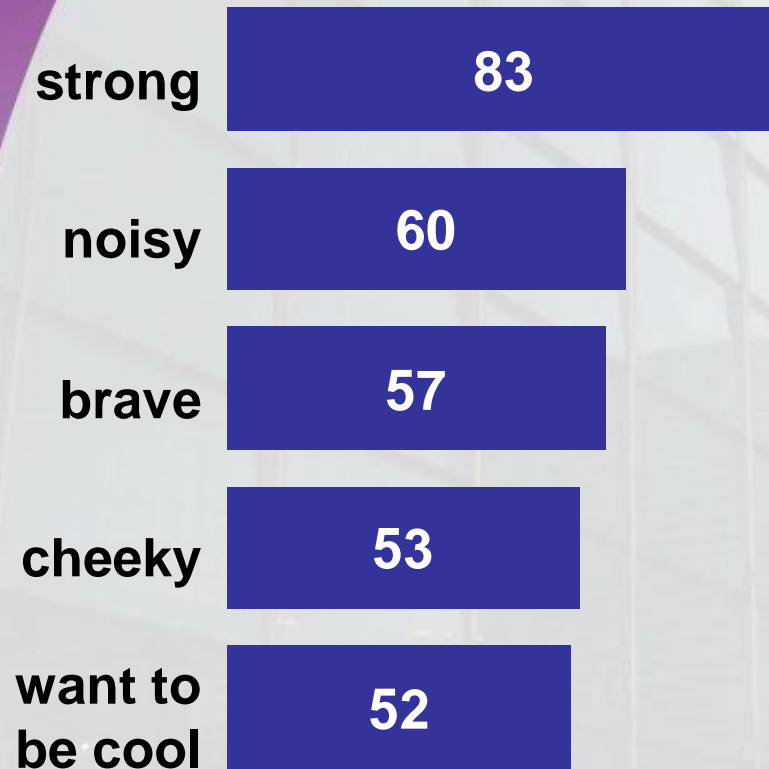


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Which characteristics do boys have - and which do girls have?

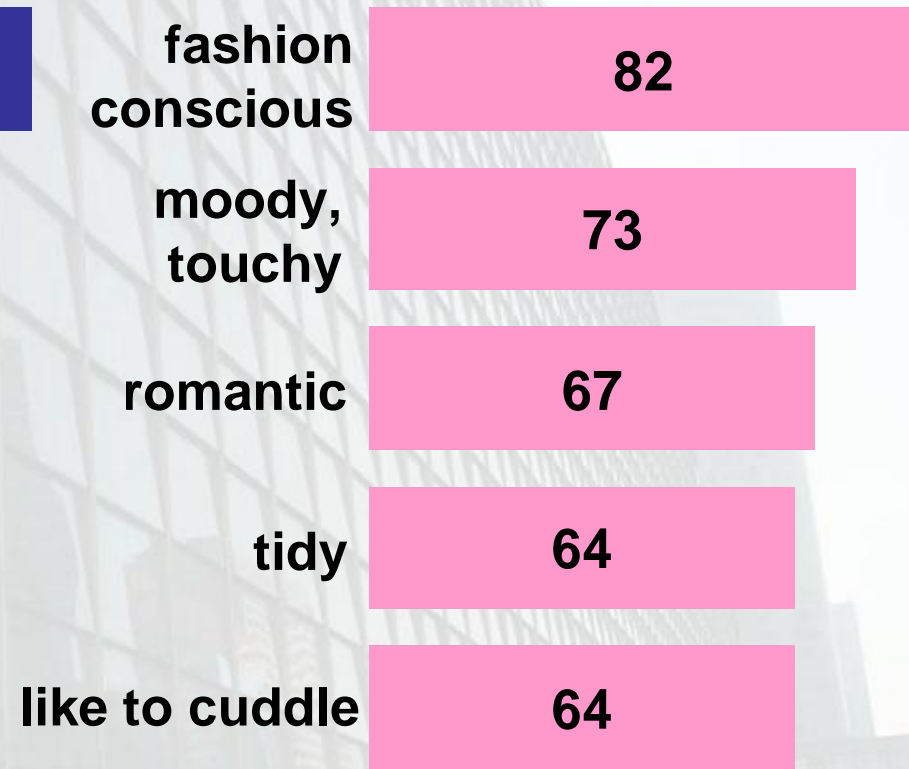
Boys are ...

Total / n = 307



Girls are ...

Total / n = 307



- Children aged 8-12 years n = 307; percentages



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Differences between boys and girls with regard to: Male stars

"... I think he is really cute"

"... Wow, those beautiful eyes "

"... I would love to meet him some time "

"... he looks so phat "

"... I have a poster with him on it hanging in my room "



"... Oh, well, not really my cup of tea "

"... He looks really queer "

"... Wimp "

"... That really is a softy guy "

"... He really is shitty "

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Which Country?

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A look towards Europe or: "Germany is different"



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Fed. Rep. of Germany

72%

15%

6 yrs. and older

10%

**Children aged 3 to 4 years in
child care facilities**

**Proportion of mothers of
children aged 5 to 10 yrs.
Working fulltime**

School-starting age

Full-time school



United Kingdom

96%

73%

5 yrs. and older

standard

Children in Germany vs. in "anti-Mixa countries" (UK-data: rdsi)

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- ~ In UK, 55% of the 8 to 10year olds own a mobile phone.
In Germany 16%.
- ~ Consumer desires:
 - è In England, 5 to 7year old girls ask for game consoles or mp3- players, in Germany: dolls.
- ~ Lifestyle:
 - è Heroines of 5 to 7 year old girls in UK:
Pussy Cat Dolls; McFly
- ~ Heroines of 5 to 7 year old girls in Germany:



**The German kids lag behind those in the other countries
by about 1 to 2 years**

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How can one approach children, appeal to them?



What would you make children pick out healthy, wholesome products?

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If my **friends** choose it too

If it is food made

specifically for kids

As part of a **meal at school**

If the entire **family** eats it

Cartoon / Film character on the pack

Through **advertising, commercials**

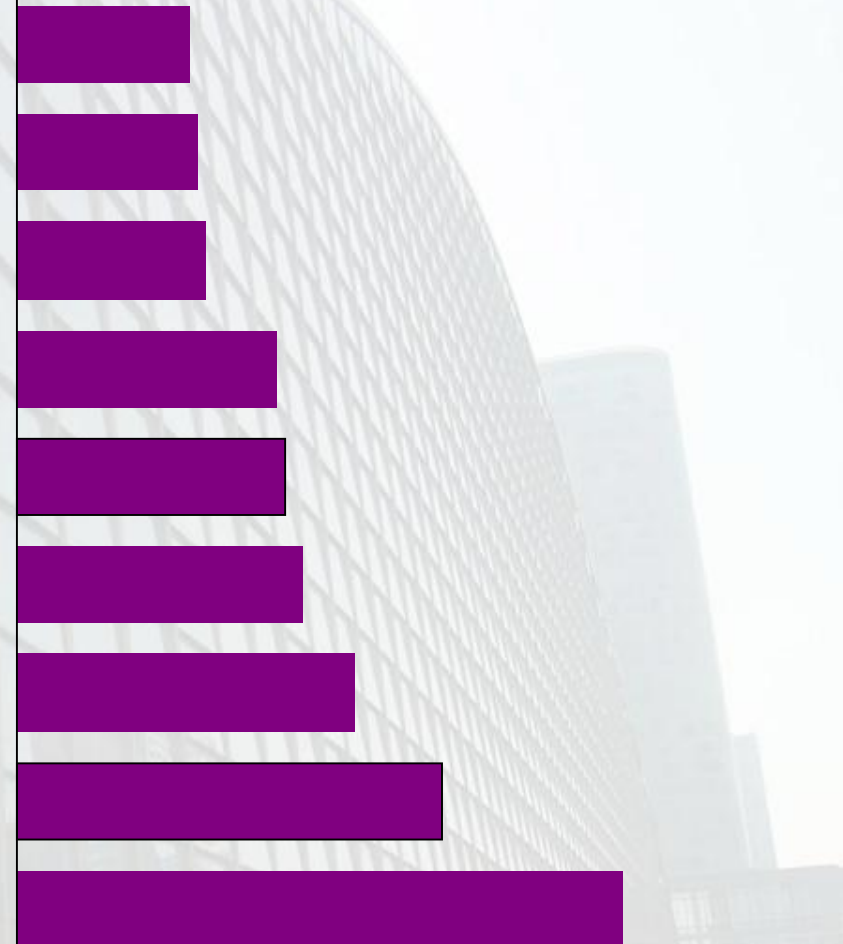
If I learn about it at **school**

Because of my **mom** or my **dad**

If there were a

free game included in the pack

0 20 40 60 80 100



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Poly-sensuality

sensory experience of products

stage-manage products



Regarding the products:

- ~ several (taste) components
- ~ a great feeling in one's mouth
- ~ playing around with it (in mouth), must be fun to have
- ~ inspiring product shape
- ~ should be convenient / practical to handle
- ~ have a good name

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Successful children products (in Germany)





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Psychological benefit: the Core Needs

—

**Blend in, integrate messages on
nutrition into the life-world of the
young target group**



What are Core Needs?

**mental + psychic +
+ physical
basic demands**

**Motivate our
thinking, feeling
and behaviour**

- mental** : e.g. investigate the world, discover and understand it
- psychic** : e.g. to be loved, to feel secure
- physical** : e.g. to move a lot, to exert oneself



What children like about baking





Important basic needs of children

- Fun, enjoyment, laughter
- Friends, friendship
- Instant gratification
- Appreciation, belonging
- Orientation, feeling at home, familiarity
- To grow up, to be taken serious
- Looking up, to admire
- To discover the world

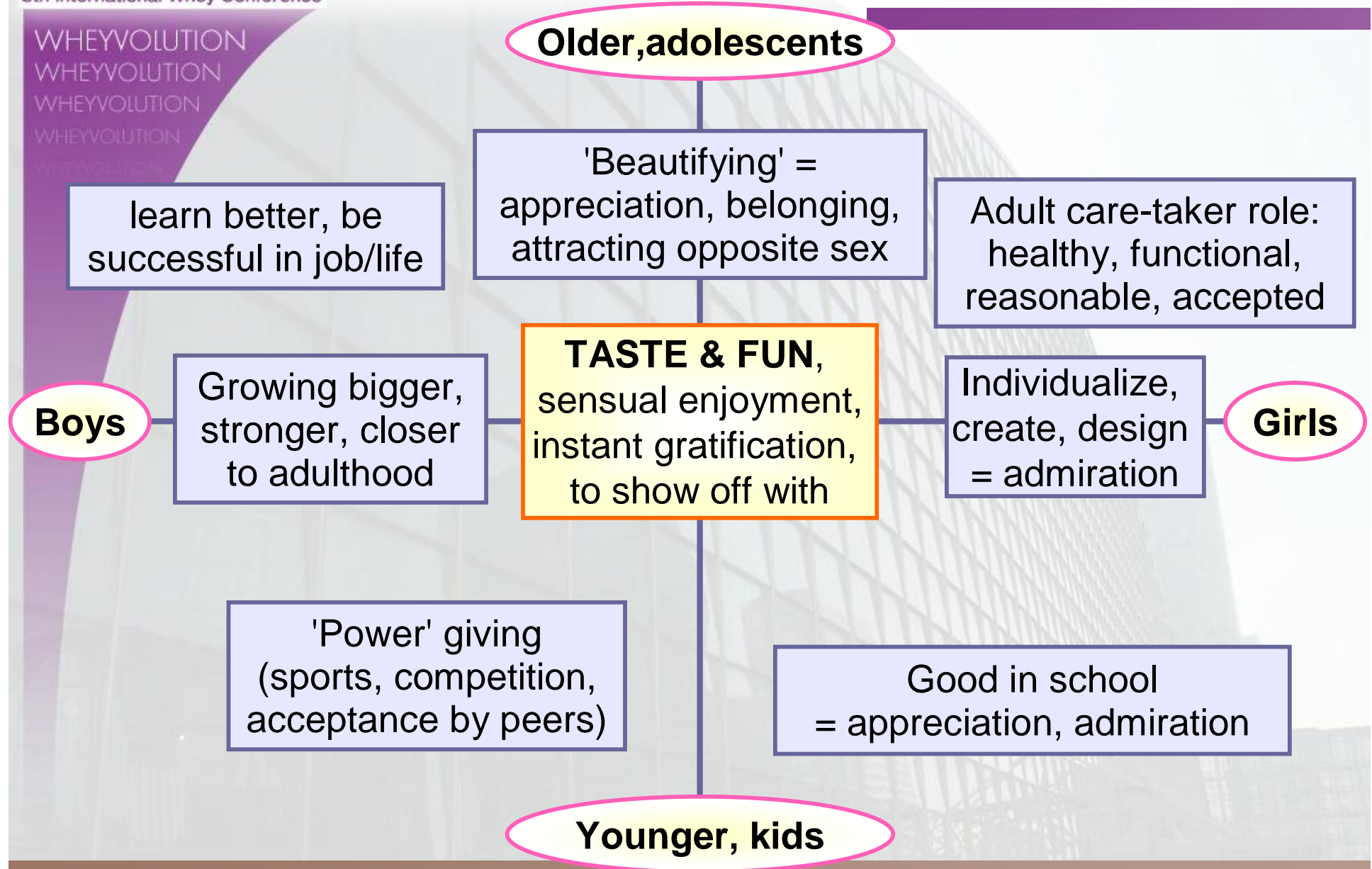
Important basic needs of adolescents

- Fun, enjoyment, laughter
- Experiences in a group
- Acceptance, appreciation
- Acceptance by the other gender
- Individualisation
- Discovering being an adult



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Whey meets Core Needs



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**Create relevance through the What:
Subjects, emotions, stars**

2008: The favourite characters (among German kids)

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10-12
years



6-7
years



TREND: The most popular people - GIRLS

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6 - 9 years

2008

17 - 19 years



Tokio Hotel



La Fee



Heidi Klum



Brad Pitt



Heidi Klum



Jonny Depp

6 - 9 years

2007

17 - 19 years



Tokio Hotel



Heidi Klum



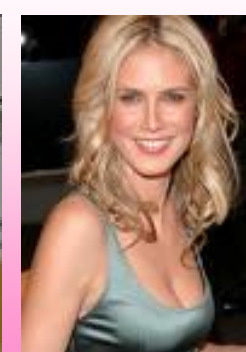
Lukas Podolski



B. Pitt /
J. Depp



Robbie Williams



Heidi Klum

TREND: The most popular people - BOYS

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6 - 9 years

2008

17 - 19 years



M. Ballack



Lukas Podolski



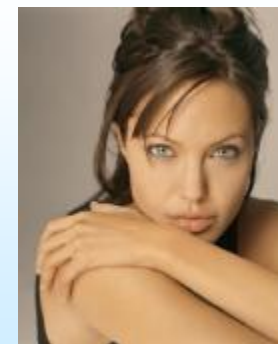
Oliver Kahn



Stefan Raab



Heidi Klum /
Oliver Kahn



Angelina Jolie

6 - 9 years

2007

17 - 19 years



M. Ballack



Lukas Podolski



Oliver Kahn



M. Ballack



Stefan Raab



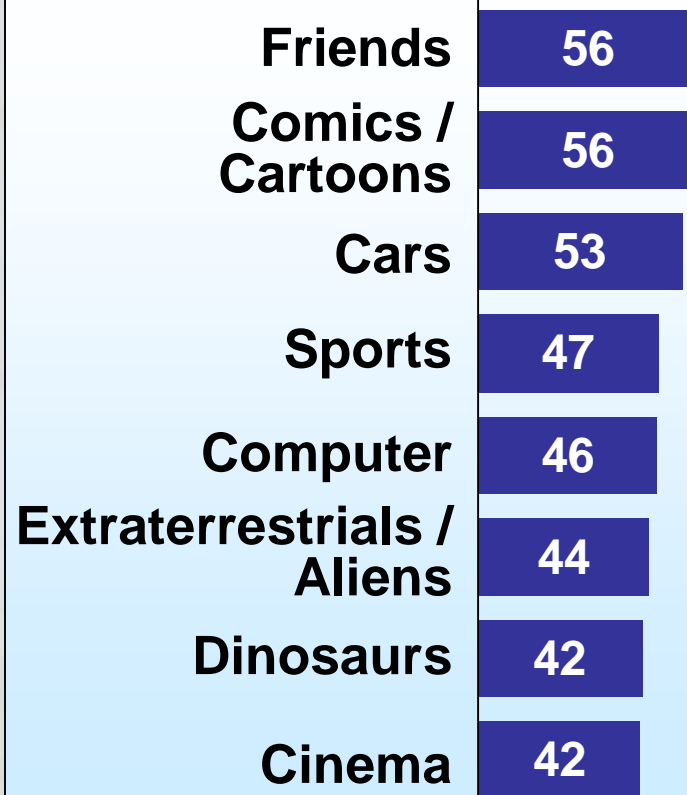
M. Schumacher



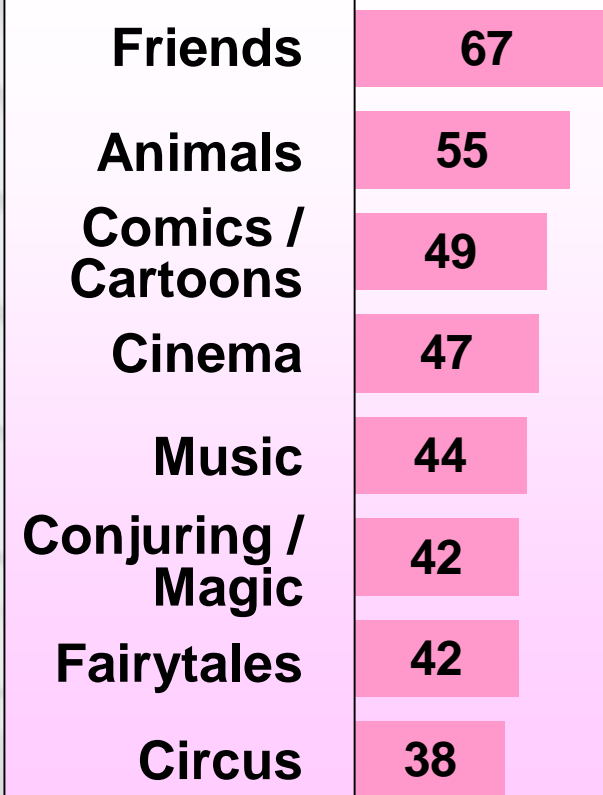
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The 8 most attractive experience worlds for children aged 6 to 12 years

BOYS



GIRLS





Finally ...

1.

**Decide, which target group you wish to go for:
è mothers or children or both.**

2.

**If you decide on children, make sure you define
your target group very carefully and precisely.**

3.

**Associate your message to the life and
experience worlds as well as to the Core Needs
of the children.**