

The Great Tween



Buying Machine

Marketing to Today's Tweens

Siegel . Coffey . Livingston

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EPM Communications,Ira Mayer



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The Great Tween Buying Machine David L. Siegel, Timothy J. Coffey, Gregory Livingston, 2001 **Encyclopedia of Children, Adolescents, and the Media** Jeffrey Jensen Arnett, 2007 Publisher Description Brandchild Martin Lindstrom, Martin Lindström, Patricia B. Seybold, 2003 Praise and Reviews This is a must read book Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation Philip Kotler S C Johnson Sons Distinguished Professor of International Marketing Northwestern University Kellogg School of Management BRANDchild will be a valuable addition to our industry s literature Lester Wunderman Chairman Emeritus and founder of Wunderman Cato Johnson Lindstrom s fascinating tour de force may have you staying awake for 60 hours in order to mine the kids focused marketing wisdom Stann Rapp MRM Partners Worldwide and co founder of Rapp Collins Tweens 8 to 14 year olds are an increasingly powerful and smart consumer group that spent 300 billion across the globe last year and influenced another 350 billion spend through their parents Based on the world s most extensive study of tween attitudes and behaviours and now available in paperback BRANDchild is the first book to look in depth at the phenomena behind global kids and their relationships with brands Conducted by Millward Brown the leading global market research agency the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries throughout Europe Asia the United States and South America Several renowned experts share their unique views on kids trends and fascinating marketing techniques Packed with practical advice on how to create kids brands including more than 50 previously unpublished case studies BRANDchild proposes innovative ways of marketing to this young audience **kidfluence** Anne Sutherland, Beth Thompson, 2003-08-22 Kidfluence details the latest research on the demographic and socio cultural trends of young adults born after 1980 Generation Y This what works and what doesn t book provides marketers and advertisers with sometimes surprising findings on what information and products these kids really want and how to reach them most effectively without turning them off completely *Gen BuY* Kit Yarrow, Jayne O'Donnell, 2009-08-07 Discover the forces driving the decisions of today s most sought after consumers According to recent statistics members of Generation Y shop 25 percent to 40 percent more than the average consumer In Gen BuY Yarrow and O'Donnell argue that these voracious and fearless consumers have revolutionized the way Americans shop by turning traditional sales and marketing strategies upside down Based on solid research the book offers an in depth look at what motivates these young people to buy certain products and reject others The authors reveal what makes these consumers tick how they define power why they loath manipulation and why they rely on technology and show marketers how they can tap into the buying power of this burgeoning group of consumers Shows what it takes to successfully woo and win young consumers with purchasing power Filled with surprising insights into the psyche of Gen Y buyers Written by an expert in consumer research and a well connected media consumer author Gen Buy is a must have resource for marketers advertisers retailers and manufacturers who want to understand the new generation of consumers

BrandChild Martin Lindstrom, 2004 Praise and Reviews This is a must read book Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation Philip Kotler S C Johnson Sons Distinguished Professor of International Marketing Northwestern University Kellogg School of Management BRANDchild will be a valuable addition to our industry's literature Lester Wunderman Chairman Emeritus and founder of Wunderman Cato Johnson Lindstrom's fascinating tour de force may have you staying awake for 60 hours in order to mine the kids focused marketing wisdom Stann Rapp MRM Partners Worldwide and co founder of Rapp Collins Tweens 8 to 14 year olds are an increasingly powerful and smart consumer group that spent 300 billion across the globe last year and influenced another 350 billion spend through their parents Based on the world's most extensive study of tween attitudes and behaviours and now available in paperback BRANDchild is the first book to look in depth at the phenomena behind global kids and their relationships with brands Conducted by Millward Brown the leading global market research agency the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries throughout Europe Asia the United States and South America Several renowned experts share their unique views on kids trends and fascinating marketing techniques Packed with practical advice on how to create kids brands including more than 50 previously unpublished case studies BRANDchild proposes innovative ways of marketing to this young audience Marketing to Tweens and Teens Larissa Faw, EPM Communications, Inc, 2011-06-14

Branded (Virginia Tech Common Book Ed) Alissa Quart, 2006-06-29 *What Kids Buy and why* Dan S. Acuff, Robert H. Reiher, 1997 Introducing the foolproof Youth Market System a one of a kind methodology for analyzing what appeals most to kids what different age groups respond to and how product developers and marketers can reach this lucrative group of consumers **Marketing to Teens and Tweens** Marsha Cohen, 2001 **Marketing to Teens & Tweens** Karen Raugust, 2007-01-01 Marketing to the New Super Consumer Timothy J. Coffey, David L. Siegel, Gregory Livingston, 2006

Branded Alissa Quart, 2003-01-06 In *Branded* Alissa Quart takes us to the dark side of marketing to teens showing readers a disturbingly fast paced world in which adults shamelessly insinuate themselves into friendships with young people in order to monitor what they wear eat listen to and buy We travel to a conference on advertising to teenagers and witness the breathless and insensitive pronouncements of lecturers there We meet the unofficial teen sales force for a new girls perfume the unpaid daughters of the company's saleswomen and observe the attempts of mega corporations to purchase the time and space for product placement in schools We witness the aggressive and potentially emotionally damaging ways in which adults seek to control vulnerable young minds and wallets But we also witness the bravery of isolated and increasingly Internet linked kids who attempt to turn the tables on the cocksure corporations that so cynically strive to manipulate them Eye opening and urgent *Branded* exposes and condemns a segment of American business whose high paid job it is to reduce teens to their lowest common denominator to systematically sap youth of individuality and creativity Engaging and thought provoking *Branded* ensures that consumers will never look at the American way of doing business in the same way again In

Branded author Alissa Quart spotlights the most nefarious of youth marketing techniques revealing eye opening facts about the commercialization of today's teens including 31 million teens now spend upwards of 153 billion on leisure expenses clothing CDs and makeup a year 55% of American high school seniors work more than three hours a day to earn the money to fulfill their need for stuff A growing number of high schools are sponsored by corporations Textbooks regularly mention Oreo cookies and math problems contain Nike logos Teenagers not only play ball in gyms rimmed with logos but also spend their English classes coming up with advertising slogans for sponsors all under the auspices of their so called public schools In the last two years cosmetic surgery rates for teens have gone from 1% to 3% of the total 4.6 million surgeries performed each year Teen liposuction has doubled breast augmentation has increased by almost a third in the last five years

Marketing to Teens and Tweens in the Post - 9/11 Era EPM Communications, Ira Mayer, 2002-01-01 *Kids as Customers* James U. McNeal, 1998-10-01 The indispensable marketing handbook for companies marketing to 4-12 year olds a market McNeal describes as having the greatest sales potential of any age or demographic group He explains how children get their money where they shop what they buy what persuades them to select products They influence adult spending and in the future will control even more purchasing dollars Shows businesses how to cultivate today's children those living abroad as well as in the U.S. into loyal long term customers This book is essential reading for anyone interested in communicating with the youth market

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