

YMA YOUTH MARKETS ALERT

TRACKING CRITICAL TRENDS AMONG YOUNG AUDIENCES SINCE 1988

Insurance Companies Use Education, Mascots, And Live Events To Reach Youth At Every Life Stage

At first glance, insurance doesn't seem like a kid-friendly category, so it's interesting that so many agencies are investing in efforts to reach this young demographic. American Family Insurance, for example, recently signed on as the first corporate sponsor for the "Clifford the Big Red Dog Be Big" campaign. Similarly, State Farm has sponsored Nickelodeon's "Go, Diego, Go Live! Tour" for the past two years.

The teen demographic is even more crowded with insurance company initiatives. Nearly all firms have introduced educational efforts aimed at newly licensed drivers.

Even though all insurance companies may be seeking the same result — new paying consumers — the ways insurance agencies approach their youth- and family-directed efforts are distinctly different and are instructive for any company or organization that doesn't normally reach these groups (see spotlight on pages two and three):

Tapping Into The Kid Market

A decade ago, a cute mascot was sufficient early branding. Agencies were satisfied if kids could mimic the Aflac Duck, even if they didn't know what "aflac" meant.

Yet as youth marketing has evolved into a family-oriented fusion, insurance companies are discovering that sponsoring youth efforts is an effective avenue to reach both parent and child. "It's early branding, but parents are paying attention too," says Carole Walker of the Rocky Mountain Insurance Information Association. State Farm's sponsorship of the Diego tour, for instance, included kid-directed PSAs featuring series characters that aired on Nickelodeon. Parents were the targets of local TV, radio, newspaper, and direct-mail ads.

Geico aired commercials in December 2009 that paired its mascot, Gordon the Gecko, with the frog prince from Disney's animated *The Princess and the Frog* as part of a cross-promo-

tional campaign.

MetLife connects with multi-cultural families by running campaigns tailored to specific ethnic holidays and events. The insurer's research suggests distinct differences among various racial and ethnic groups. Hispanic families, for instance, place great importance on higher education. Therefore, its Hispanic-targeted marketing emphasizes the company's college savings plans.

On a local level, many insurance agency offices offer coloring or activity books for children. "This is mainly [offered] to educate about safety from a young perspective and to instill

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FREE STUFF!

Enduring As An Advertising Lure For Brands, Apparel Is Gaining New Corporate Converts As Well

Some 97% of college students are willing to wear a t-shirt featuring a brand's logo or name if it means they will receive a cost reduction, according to Apparel Media Group (AMG). Moreover, 74% say this reduction needs to only be \$1.

These findings are sparking interest among major brands and agencies to explore apparel brand placement, says AMG's Amish Tolia.

AMG matches brands with colleges, youth sports leagues, non-profits, and other organizations seeking sponsors. The brands either donate or reduce the price of the apparel in exchange for logo placement. "Companies pay a lot of money to get on sports teams' jerseys. No one has brought that concept downstream," says Tolia.

Youth sports leagues are one of the more

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Apparel Marketing

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promising opportunities. “Every time a mom looks at her child or a teammate, an ad impression is made. The brand is being ingrained in her mind in a way that digital marketing can’t produce,” says Tolia.

College students have also proven receptive to this form of marketing. AMG’s network reaches more than 750,000 students on 30 campuses, including nearly 50 fraternities and sororities. Epic Advertising, for example, recently distributed 2,000 t-shirts to Indiana University students with its logo and a message instructing students to text 74700 to receive additional information. Students typically fill out surveys to provide feedback.

Although AMG is able to place logos on all forms of apparel, such as hoodies, long sleeve shirts, and hats, Tolia says the “ubiquitous” t-shirt remains the preferred garment for both brands and consumers. [ADVERTISING]

SOURCE: Apparel Media Group, Amish Tolia, Founder/co-CEO, 155 N. Michigan Ave., #417, Chicago, IL 60601; amish@apparelmedia.com; www.apparelmediagroup.com.

HarperTeen Launches Digital Site

HarperCollins’s HarperTeen division expands its digital offerings with InkPop.com, a global interactive writing platform integrating user-generated content, social networking, and community publishing.

InkPop.com allows members over age 13 to submit their own creations and HarperCollins editors review the site’s top five monthly selections to provide feedback and consider for

future publication. The site has more than 10,000 members and 11,000 submissions since its beta launch at the end of 2009.

InkPop will develop additional formats into the site including photography, video, and artwork sharing later this spring. [PUBLISHING/ONLINE]

SOURCE: HarperCollins Children’s Books, Susan Katz, President/Publisher, 10 E. 53rd St., New York, NY 10022; 212-207-7000; susan.katz@harpercollins.com; www.harpercollinschildren.com.

Facebook Users View Lots Of Pages

Facebook users view some 662 pages on the social network each month, according to Google Adcounter and Royal Pingdom, which monitors website usage. Users of the second most popular site, Hi5, view 352 pages per month, while MySpace users view 262. [ONLINE]

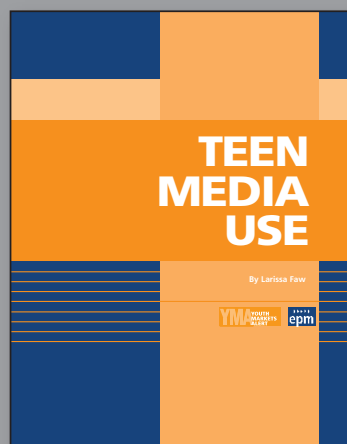
MONTHLY PAGE VIEWS PER VISITOR, SELECT SOCIAL NETWORK SITES

Facebook	662
Hi5	351
MySpace	262
Bebo	249
Friendster	222
LiveJournal	83
Twitter	67
LinkedIn	55

SOURCES: Royal Pingdom, Google AdCounter

SOURCE: Royal Pingdom, Peter Alguacil, Web Analyst, Stansargrand 4, 721 30 Vasteras, Sweden, 011-46-70-492-06-62; peter@pingdom.com; www.pingdom.com

Find Out The Best Way To Reach Today's Teens



DID YOU KNOW:

- 30% of teens want the ability to text in a restaurant order
- The age of teens who listen to satellite radio nearly doubled between 2007 and 2008 (19% to 31%)
- Teens are nearly two thirds more likely than adults to be receptive to receiving cellphone advertising, if they get something in return

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