



TWEEN TRENDS





Building an Identity

- 8-12 year-old girls are leaving childhood and beginning to synthesize their adult identities and personal style.
 - Who am I?
 - Where do I fit in?
 - What is cool to me?
- To understand how today's tween girls are shaping their identities, we must understand the influences in their lives
 - What inspires her, who is informing her, and what motivates her

The image is a collage. The top half shows the back of a woman with dark hair, wearing a silver necklace and a dark, possibly black, dress. The bottom half shows a woman with long blonde hair smiling, wearing a shiny, metallic blue dress. A white banner with rounded ends is positioned horizontally across the middle, containing the text 'TWEEN INSPIRATION' in a pink, outlined, bubbly font. The background of the collage is a pattern of small, overlapping squares in various colors, creating a halftone or dot-matrix effect.

TWEEN INSPIRATION



Inspiring Personalities

- Some of the most popular tween brands are based around a set of characters with archetypal personality traits
- These archetypal personalities have traits that are universal, which makes it easy for the audience to relate to them
- Through these characters the tween girl will understand how their own interests coincide with these personality traits so they can begin to understand where they fit in among their peers



Charlotte's Dress-Up Game



Inspiring Personalities

- The **Beacon Street Girls** are Charlotte, Avery, Maeve, Isabel, Katani and one dog, Marty, each with distinct backgrounds and personalities, described in the book series and through an interactive website. The website goes into further detail of their lives and encourages girls to leave comments in each character's communities. It also features a dress-up game for girls to style their favorite character- they can choose styles, fabrics as well as accessories like shoes, bags and jewelry.
- The wildly popular **High School Musical** production from Disney has a quiz featured on their site to determine which character you are like
- Tween band **Girl Authority** features 9 girls all with their own distinct identities, with a tagline that exclaims "Be the girl you want to be!" The group sold 73,000 copies of their debut album through viral marketing alone.



E-mail

Lindsay, 8, VA: Oh my geez, I love you so much. I love the character you



What Makes YOU a Claire? Tell us & win!

is Back

(ve had since kindergarten (eliquemovie!): Youtube! (y Rush)

we LUH-V Claire!!!)



Aspirational Characters

- Idealized characters show the young audience what is considered "cool"
- These characters inspire tween girls to shape their interests to what is popular among their peers



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Aspirational Characters

- The multi-million dollar **Hannah Montana** brand is based off of the Miley Stewart character that struggles in her life with all the same problems of a normal teen, but at night she throws on a platinum wig and becomes the self-assured pop star Hannah Montana. Her extraordinarily talented alter-ego is kept a secret from everyone except her closest friends and family.
- Tween book series **The Clique** follows the life of the five girls from Westchester County who happen to have a preoccupation with looks, fashion, makeup and wealth. The books flow with dialogue of luxury brand names leaving a young audience with a keen sense of brand awareness
- CW's **Gossip Girl** is based on the life of an UES group of teenagers that just happen to be much cooler than anyone you know.



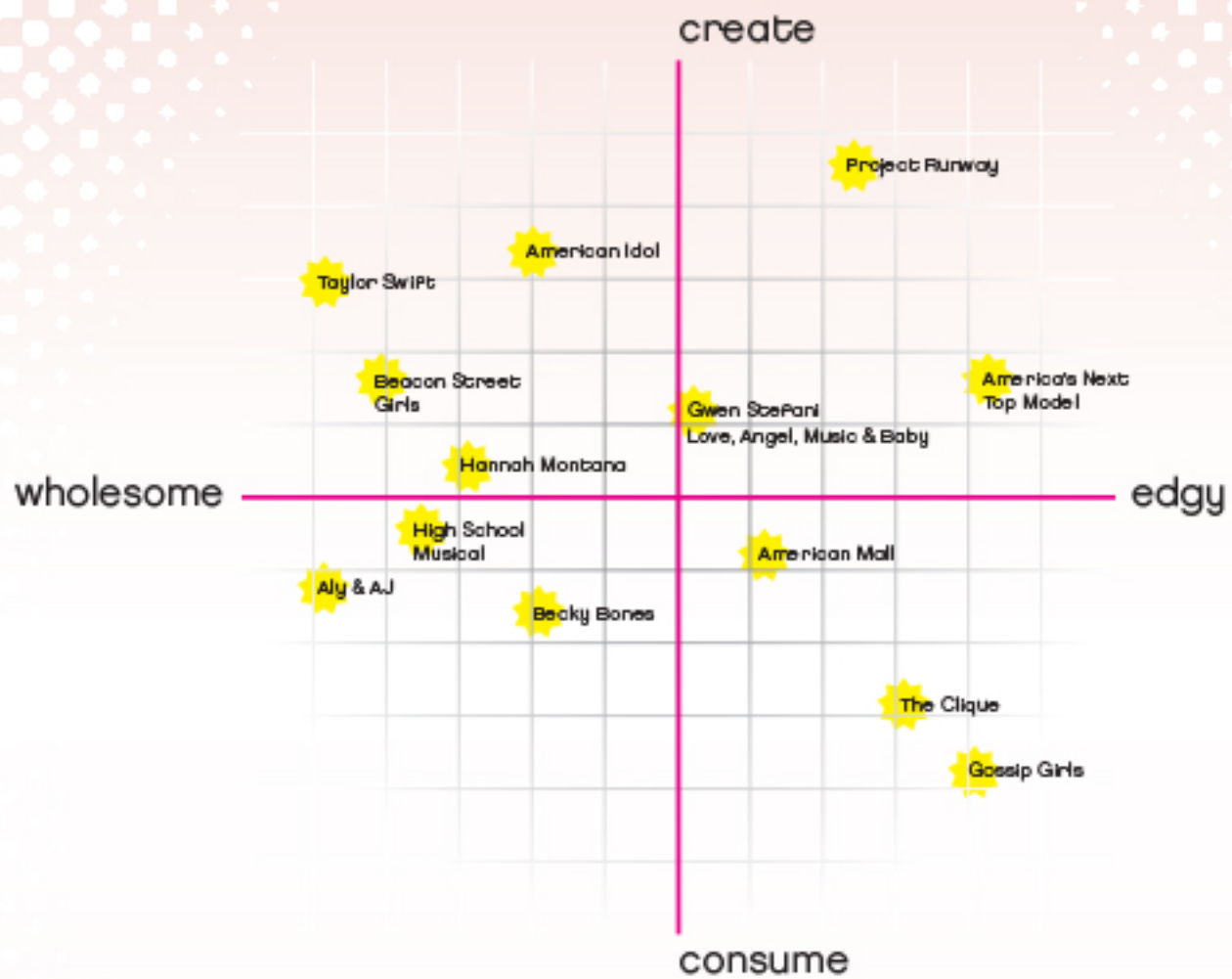
Inspiring Reality

- Popular reality shows depict real characters and the traits and talents that make them popular
- These characters have the potential to be more impactful simply because they are real
- Shows like American Idol and America's Next Top Model that depict the transformation of a regular person into an idealized character, generate added excitement for the tween audience through the potential that fame can happen to anyone



Inspiring Reality

- Fox Television's **American Idol** pulled 12 million votes for last season's Idol final, with a large portion of their audience in the Pre-teen, Teen age group. The show successfully puts together an in-depth look at each contestant, telling the story of how they reached the chance to be an Idol.
- The challenges and drama of **Project Runway** show the fascinating backstage of fashion design. The accompanying website of the show features weekly challenges for viewers to participate in the process as well as an interactive fashion dictionary to educate the viewer on garment design
- Each week viewers can watch model hopefuls be transformed into glossy magazine spreads on **America's Next Top Model** amidst a whirlwind of drama that maintains an interesting dynamic for the show



Inspirational Axis

- Inspirations for this market fall along a spectrum of either being wholesome or edgy
- The characters inspire the audience to either pursue their creative talents, or develop their personalities through consumption

Implications of Inspiring Characters

-Opportunity to relate

- Stories enable tweens to imagine the "big picture" and put their anxieties at ease
- Well developed characters are like them
 - Complex feelings and relationship issues
 - Varied interests in art, sports and popular culture
- Being relatable is a catalyst to capture and maintain attention until the audience no longer finds the characters to be relevant to their lives

-Opportunity to inspire possibilities

- Characters who have the same real life issues, yet rise above and transform into stars
 - Hannah Montana = awkward girl by day, self-assured rockstar by night
 - High School Musical = the new kids who land a lead part in the school musical
 - American Mall = Mall janitors make it big as a rock band
- Tweens relate to these characters by watching them realize their own dreams of popularity
- They spark interest and provide motivation to develop talents

-Opportunity to shape personality

- Inspirational characters inspire their audience to be like them
- Interest in the characters can influence their future choices to further solidify the tween girl's own personality





TWEEN ACTIVITIES



Personalized Play

- Entertainment opportunities for this age group focuses on the ability for the user to personalize the experience
- Through the exploration of personalizing activities, the tween continues to develop their tastes in design and fashion.
- Self-promotion then becomes an important aspect of this kind of play, enabling tweens to show off their personalities and receive feedback through peer acceptance or rejection



Personalized Play

- Real and virtual world **Webkinz** pets span the divide between physical and virtual play. The plush toys come with a unique code that owners use to officially adopt their toy online. Kids play games on the website to earn KinzCash which they can use to personalize their pet's room. Connecting with friends in Webkinz world allow the users to show off their rooms to others.
- Celebrity dress up game, **Stardoll** gives the players the chance to style their favorite stars with trendy fashions and complete the look with accessories. There is also a Me Doll option, to create yourself as a doll and purchase virtual clothing and accessories with Starpoints earned by participating in the website features. Then, the user can spontaneously try out a wide range of style profiles. The site now has over 20 million users worldwide.
- Self-promotion is made easy by **Piczo.com**, which offers ready made templates and features to design a personal webpage that reflects a teen's personality. No technical skills required.



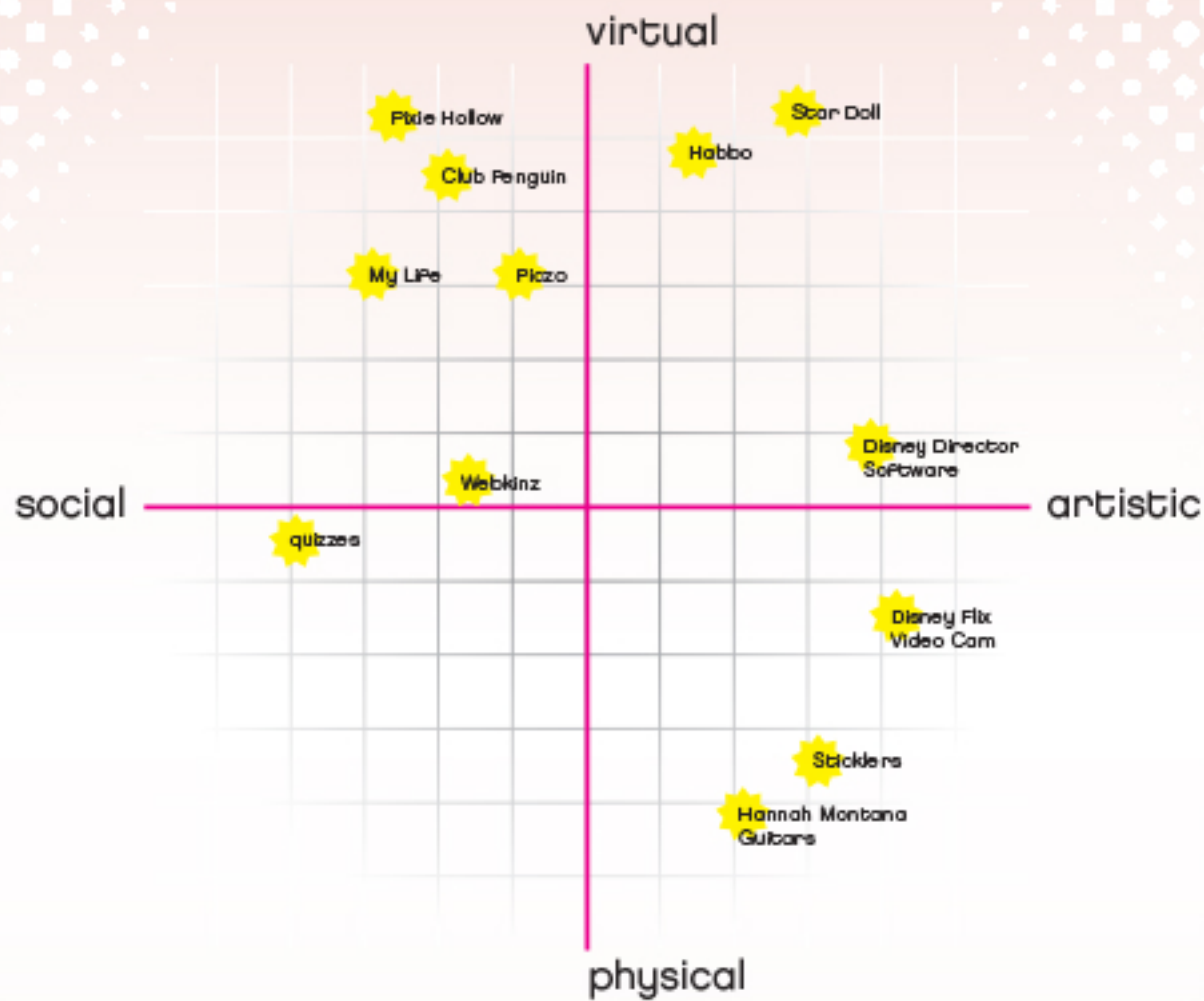
Technology for Tweens

- Products made specifically for tweens emulate their adult counterparts in an only slightly less sophisticated manner
- The technology enables them to explore their interests with simplified products that makes play fun, not overwhelming
- Because of outlets like Piczo or Myspace, the potential to be heard and gain fame among their peers and beyond is an attainable fantasy, motivating the young audience to exploring pursuits like filmmaking and music



Technology for Tweens

- Aspiring filmmakers can practice their skills with the **Disney Flix Digital Camcorder**. The accompanying **Disney Director software** exposes tweens to film editing, allowing users to play with editing clips and adding sounds and graphics to the video.
- The **Hannah Montana Guitar** is smaller than traditional guitars, making it easier for small-statured tweens to pick up the instrument and learn how to play. The instrument also retails from \$149, making it a less risky purchase for parents to let their tween explore an interest in music.
- The **Firefly** mobile phone, targeted especially for tweens, includes a **flyKicks** feature with a software application that allows kids to create video slide shows, edit pictures and even edit music files to create personalized ringtones.



Spectrum of Activities

- Play for tweens is seeing a shift from the physical world to the virtual world with many more options linking tweens to others via the internet
- Much of the offerings for this age group focuses on developing social relationships either on a local level or worldwide
- New technologies are enabling tweens to express their creativity through specialty consumer electronics that are just slightly less sophisticated than their adult counterparts

Implications of Tween Activities

-Opportunity to develop through virtual play

- Technology enables tweens to spontaneously explore their preferences and tastes that support their unique personalities
 - Ability to quickly and constantly explore through personalizing virtual worlds and dolls again and again
 - Kids learn to develop who they are and where they fit in by participating in the website communities and interacting with other unique tweens

-Opportunity for self-promotion and comparison

- Social networking sites allow tweens to show off their artistic talents by developing personal websites that promote their unique style preference
- By searching other members sites, the tween can compare their tastes to others, be inspired by the differences, or further understand their likes and dislikes

-Opportunity to explore talents

- Technologies specifically made for tweens with a less expensive price point create an opportunity to explore multiple interests in order to understand better their natural talents
- What results is a natural inclination towards discovery through trial



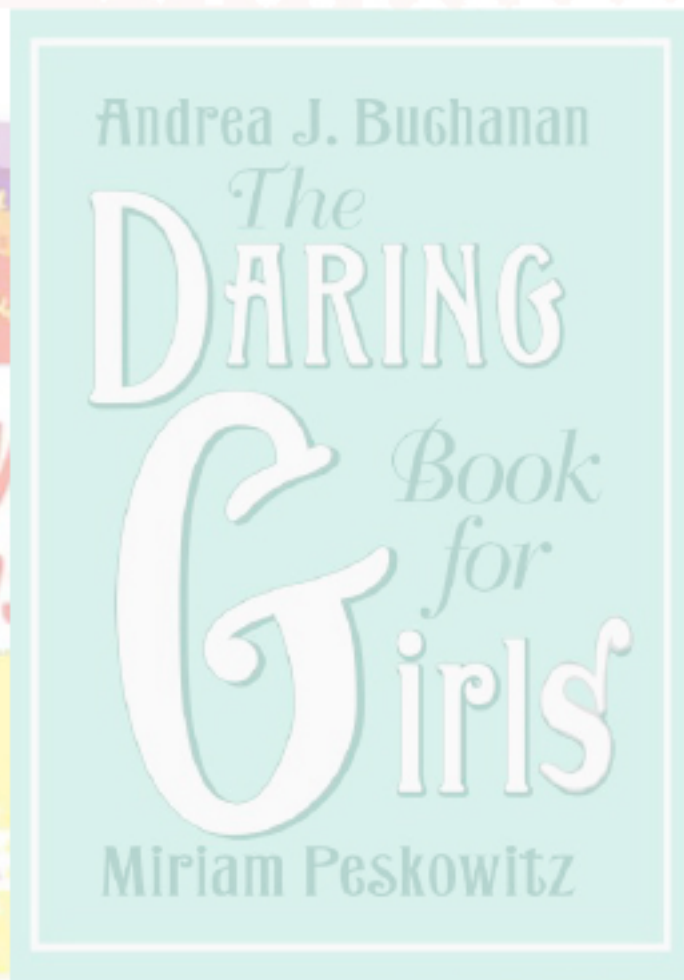


INFORMATIVE SOURCES

seventeen

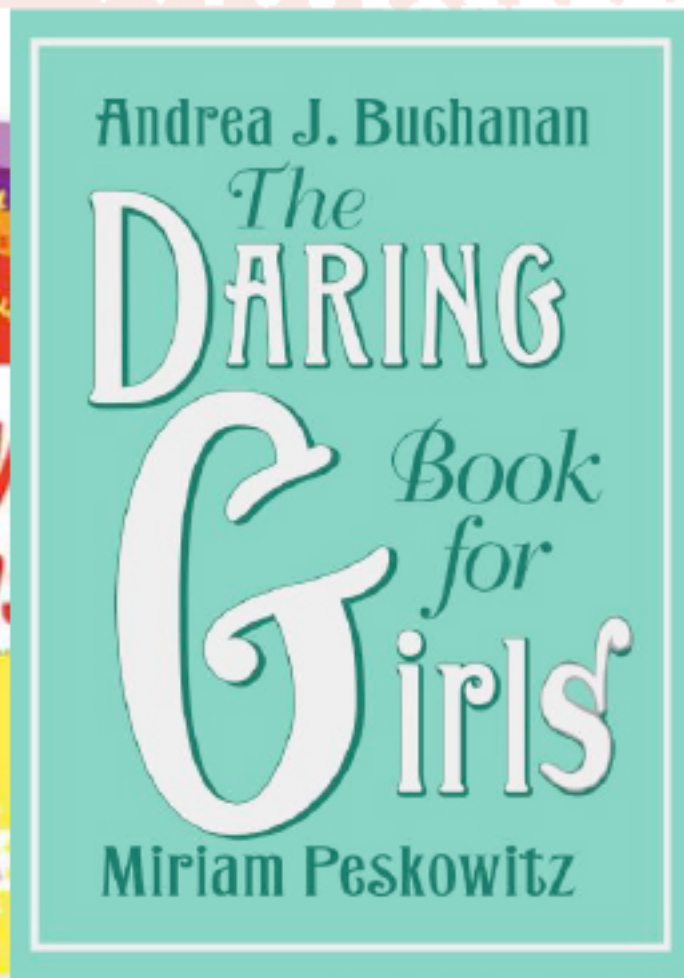
now on your phone!

www.seventeen.com



Informing Positive Development

- Information sources that focus on positive development through writing about how to navigate difficult situations tween girls find they are facing at this stage in their lives
- Reading advice and hearing stories from other girls their age help to ease their anxieties while they are in transition



Informing Positive Changes

- **Discovery Girls** offers articles and inspiring stories that help tween girls navigate through the difficult changes in their relationships and lives
- From the publishers of Discovery Girls, **The Fab Girl's Guide** book series goes in-depth into specific issues that are relevant in tween girls' lives
- The **Daring Book for Girls** is billed as a manual for everything a young girl needs to know, including stories on female heroes in history, secret note-passing skills, science projects, friendship bracelets, double dutch, cats cradle, the perfect cartwheel or the eternal mystery of what boys are thinking.



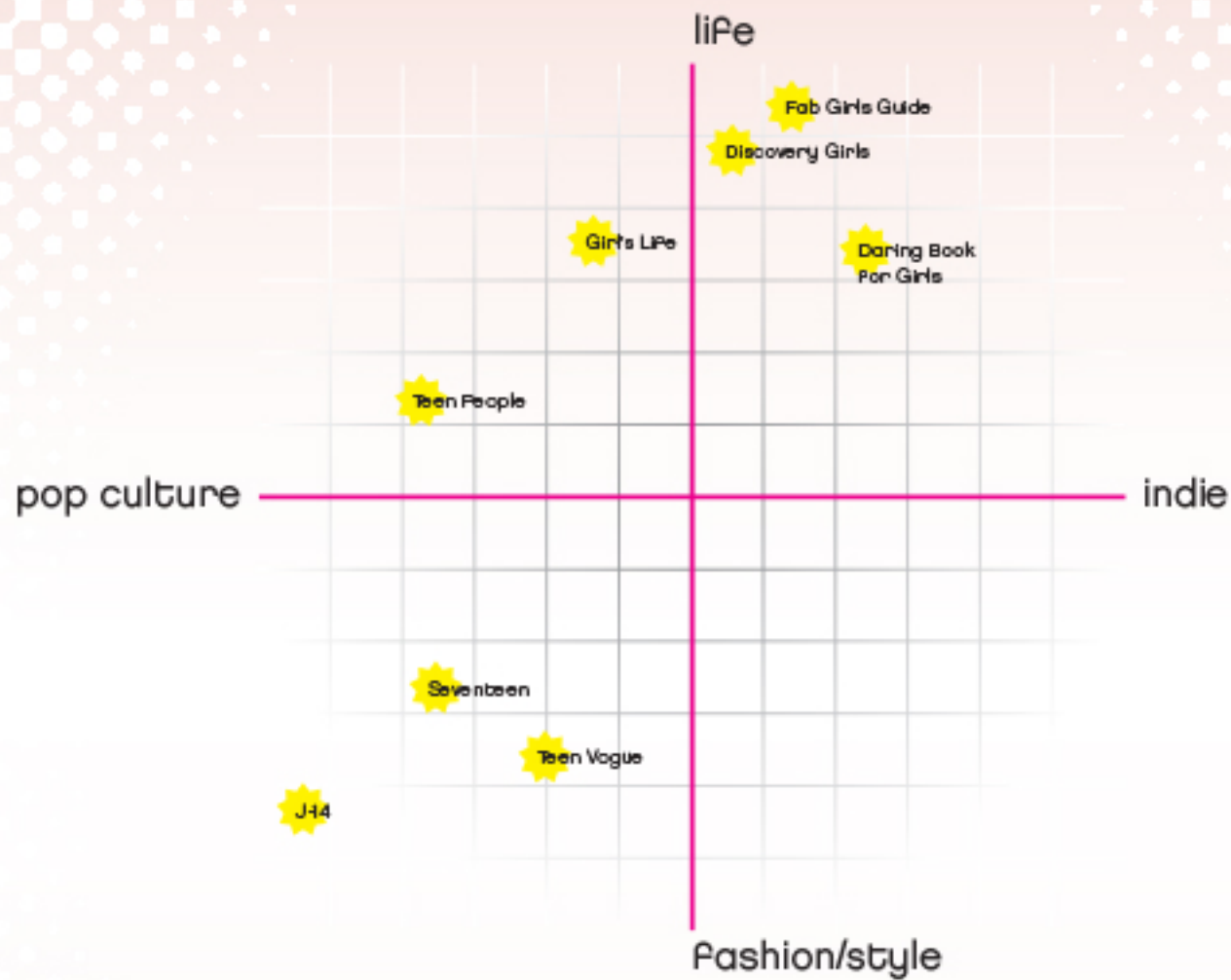
Fashion and Popular Culture

- Magazines that cater to the trends in teen culture, from fashion and beauty to celebrity gossip
- Informs tweens on what is popular, helps them to develop tastes that will be accepted by their peers, and gain self confidence by doing so
- These publications dynamically display information that is exciting for the reader and reflects their passion for their culture



Fashion and Popular Culture

- Teen fashion bible, **Seventeen**, informs tweens and teens of fashion and beauty trends among their peers. Articles also help to develop healthy grooming, beauty and exercise habits that can have a significant impact on a girl's self-esteem.
- Keeping up on popular culture builds confidence simply by the feeling of being in the loop. **Teen People** informs teens of the popular celebrities that inspire their lives.
- **J-14** follows all the teen celebrities with dynamic layouts, everyday photos of celebrities and profiles of celebrity fashion.



Spectrum of Information Sources

- Popular tween information sources seem to fall in two distinct categories- informing development, or informing fashion and popular culture
 - Both sides of the spectrum have proven to be significantly relevant to their audience
- An opportunity exists to inform this age group of relevant independent culture and cultivate a positive community of leaders in culture.

Implications of Informative Sources

-Opportunity to gain credibility

- Knowing what is relevant to the consumer and capitalizing on informative features that will solidify the brand as a credible source
- Develop a portal to jump to links that they regularly visit or new ones that will inspire them

-Opportunity to react to current tastes of target

- Informing ourselves with the information that is informing the target market will help us react quickly to what is relevant in their lives
 - Popular fashion trends
 - Celebrity media influences
 - Issues affecting the target market
- Positively impact their lives with resources to help them navigate changes in their lives
 - Links to articles
 - Polls for opinions on issues

-Opportunity to expose our audience to new and exciting interests

- Most information sources only follow popular culture
- Inspire the consumer further by informing them on indie culture, expanding their choices
 - Help them set themselves apart and feel good about themselves for being a leader among their peers

