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August 2004

### **SPECIAL RETAIL & SHOPPING ISSUE**

This issue of Take Note has the latest scoop on what kids are buying or saving for, plus some insights on retail from our latest YTV 'SWAT' Kids Advisory Panel.

### **KID RESEARCH**

#### **KIDS & RETAIL: GIRLS VS BOYS**

There were some interesting differences between the boys and girls when we asked our YTV kids advisory panel to tell us their thoughts on shopping. Here are some highlights...

#### **What Kids Buy With Their Own Money**

Although girls tend to purchase clothing and CDs with their own money, boys buy more sports equipment. Both girls and boys save their own money to purchase video games and gaming consoles.

#### **Price Sensitivity**

Girls appear to be more price sensitive and often select a retail location based on perceived value; whereas boys tend to select stores that have a unique atmosphere and diverse selection.

#### **Reasons for Shopping: Entertainment vs. Need Driven**

Not surprisingly, girls tend to shop for entertainment. They specifically mention window-shopping with their moms on the weekend as a favourite activity. Boys on the other hand, tend to shop when they have a particular need for something.

#### **Mom: The Primary Purchaser for Clothing**

When asked, "Who typically goes out to buy your clothes?" both boys and girls identified their mom as the primary purchaser of their clothes. Girls are definitely much pickier than boys about where they buy their clothes. Most of the girls decide on a retail location with their moms, as shopping appears to be a way for mothers and daughters to connect. Boys seem to be slightly more laid back and often leave it up to their moms to decide where to shop.

## Finding the "Coolest" Stuff

Both girls and boys are clearly influenced by TV and magazines when it comes to finding the 'coolest' stuff. Girls say they consult their friends and siblings about 'must have' fashions, while the boys resort to observing what others around them are wearing before making their own decisions. Regardless of how they determine what's cool, both boys and girls agree that **Phat Farm shoes** are the 'gotta have' fashion trend of the moment. The boys also mentioned Nike Air Force One shoes.

Electronic gadgets like video game systems, cell phones, MP3 , CD and DVD players also topped their "must have" lists.

*Source: The information above was taken from the latest YTV 'SWAT' Kids Advisory Panel session held on June 16, 2004. The YTV SWAT Panel is made up of 12 girls and boys in grades 4, 5 and 6. The study conducted was qualitative in nature and results should be viewed as directional rather than conclusive.*

## KID TRENDS

### ELECTRONICS

#### Battle of the Handhelds

Withstanding no fewer than nine stabs at its handheld market supremacy thus far, **Nintendo** remains the undisputed ruler of the portable gaming empire with its **Game Boy Advance** - for now! It remains to be seen if any of the following soon to be released offerings will take a share of Nintendo's pie...


**Sony's PSP (PlayStation Portable)** - This device features wireless connectivity and will play high quality video/movies and music and will display crisp 3D graphics. The PSP also sports a USB port (2.0) and an infrared dataport, which will be able to connect with PS2 consoles.

**Gizmondo** - Powered by a Microsoft Windows CE.net platform, it sports a 2.8 inch color screen that will allow for great graphics! It provides multimedia messaging, an MP3 player, MPEG 4 movie playing capabilities, a digital camera and Bluetooth capabilities.

**Leapfrog Leapster** - a new gaming device for the younger set that will entertain them while sharpening their reading and math skills!

**N-Gage by Nokia**, a handheld interactive game console/mobile phone/MP3 player/FM radio around the world (60 countries). Consumers will be able to tap into the N-Gage Arena, a virtual place to share in all the things gaming, as well as a place to find other mobile online gamers and compete.

**The Nintendo DS** (name not final) - You didn't think Nintendo would let the competition step up without a fight, did you? Some of its features include wireless connectivity between units for up to 16 gamers where they can play games, have online chats, etc. a wi-fi connection and two screens - one of which is touch sensitive! The real added bonus (and its definite advantage) is that



you can use your old GBA games in this new spiffy unit.

**80% of boys & 53% of girls say they have a FAVOURITE ELECTRONICS STORE. Favourites include: Wal-Mart, Radio Shack, Future Shop, Toys R Us and Electronic Boutique (EB).\***

## FASHION

### Fashion Bytes

- **Tennis & Golf-inspired fashion is in!** For the past few years it was cool to look like a baller (basketball throwback jerseys, warm-up suits, etc.), but this summer preppy tennis or golf pro is the way to go. Polo style T's, argyle & plaid, pleated skirts, V neck sweaters, etc. Similar to yoga, the interest in the fashion is growing even bigger than the sports themselves.
- **Rainwear is all the rage!** Trendsetters are seen wearing brightly coloured rubber boots, Ducky shoes, trench coats, rain slickers and ponchos with nary a puddle in sight! Fancy umbrellas are also a must-have item. It won't be long before this look 'trickles' down to the mainstream.
- **Symmetry is out!** No need to adjust your glasses. Everything is starting to look a little lopsided! Hair is being cut short on one side and worn long on the other. One earring is cool. Shirts are off one shoulder. Skirts longer on one side, and socks are being worn with a different color on each foot.

**62% of girls and 35% of boys say they have a FAVOURITE CLOTHING STORE. Favourites include: Wal-Mart, Old Navy, The Gap and Stitches.\***

## GROCERY

According to the latest YTV Tween Report, potato chips are kids' favourite snack - so we know this new entry into the savory snacks category is sure to be a hit with kids.

### Pringle Prints

Pringles potato chips have decided to spice up the market a bit - and not with a new flavour. **Pringles Prints** will feature a custom printed design on every chip as well as fun facts, animal facts and jokes. We predict lots of fun partnerships like the one in the U.S. between Procter & Gamble (Pringles' parent co.) and **Hasbro, Inc.**, to use questions and answers from **Trivial Pursuit Junior**. This new "Print" technology could be put to some good use, such as letting kids know how many times around the block it will take to burn off said chips.

**Surprisingly, half of all kids (52% girls & 45% boys) say they have a FAVOURITE GROCERY STORE.\***

## SPORTS



## Board?

Skateboarding is a favourite pastime of many, so it's not surprising that new innovations are coming out like gangbusters. Here are a few that made our radar:

- Forget the fancy footwork - meet **e-sk8**, the 4-foot long aluminum electric "streetcarving" skateboard! Simply press a foot button on the front of the deck and the e-sk8 zooms away - no foot power required. The skateboard, which can only go 7 mph, is currently only distributed in the UK - although it is a sign of things to come...
- **SuperJump** and **MBS Mountainboards** are two new styles of boarding that allow kids to ride on rougher terrain and perform jumps higher than ever thought possible - these boards look cool with bigger wheels, beefier decks and in some cases, brakes. There are even some that come with a sail!
- There are also innovations for the Snowboarder - allowing aficionados to practice in the summer. The **Freeboard** has two inner wheels that simulate the snowboard's base - spring-biased casters that can swivel 360 degrees and the outer four wheels simulate the snowboard's edges.

**4 out of 10 kids say they have a FAVOURITE SPORTS STORE...Sport Check was most frequently mentioned.\***

*\* Source: This information was obtained from the Shopping Survey on YTV.com conducted June 2004. Over 1000 completed response were received.*

## NEWS FROM SALES & CO-MARKETING

### NEW THIS FALL ON YTV

We are eagerly anticipating the New Fall Season launch at YTV! Once again we have picked up the best of the best programming which will keep the entire family entertained. Some of our new **live-action** highlights include:

### **Dark Oracle**

Dark Oracle follows the lives of 15 year old twins who discover a comic book based on their alter egos. The twins are plunged into danger and uncertainty as their real lives eerily reflect the comic book storyline.

### **Spy Academy**

Imagine the great race combined with a game show! Each week 3 teams of two tweens will race through various locations, solving problems along the way to become the reigning Spy Academy champs.



### **15/Love**

An edgy coming of age teen drama set in a prestigious tennis academy for up and coming tennis prodigies. This show is loaded with raw ambition, talent and hormones!

### **Gilmore Girls (Season 1)**

If you missed the early years of this wonderful program, now's the time to catch up. The Gilmore Girls is a heartfelt drama about Lorelei, a thirty-something single mother and Rory, her teenage daughter.

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for more details on our new Fall programming. In addition to insights into what's new at YTV, there's a chance to win 1 of 3 grand prizes of 100 Famous Players movie passes, but only if you attend our New Season presentation.

### **NEW! GAMEPAD**

YTV has just launched **GamePad**, an extensive Online Gaming Community for kids on YTV.com. YTV.com is the #1 Canadian youth website, and with GamePad adding a whole new community aspect to the site, its audience – currently 1,000,000 unique visitors/month – is bound to grow.

To find out how you can reach a targeted, involved gaming audience, contact Frank Duyvelshoff at (416) 530-5109 for more info. (And check out GamePad on YTV.com today!)

### **INTEGRATED OPPORTUNITIES ON YTV**

Looking to do something special this Fall? YTV Co-marketing can connect your brand with your consumers via an integrated sales promotion during this highly sought after period. The October window is still available for a fully integrated promotional campaign.

For details on an integrated promotion or various tactical opportunities throughout the fall contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com).

### **YTV IS TOPS FOR TEENS... SURPRISED?**

It may be our best kept secret, but **YTV is the #1 Teen channel... even compared to the**

**conventional stations!** It's no wonder given our range of programs that appeal to this demo such as Inuyasha, Spiderman, Dragonball, and Spongebob Squarepants, plus an array of great movie titles.

And due to the success of our **3 Hairy Thumbs Up** weekend movies at 4pm, we are adding even more movies on Saturday nights at 8pm and midnight! Look for some great teen cult classics this fall such as Edward Scissorhands, The Brady Bunch, Tremors and Hackers.

**Make YTV part of your Teen media buy and contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com).**

### **Tell Us How We're Doing**

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers.

[YTV Take Note Feedback](#)

### **next newsletter**

Watch out in September for the next issue of Take Note for more findings from YTV.



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