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2005 Spring Issue

SPECIAL STYLE ISSUE

This issue of Take Note has the latest scoop on what's hot with tweens in clothing, accessories and electronics - anything tweens use to define their personal style. Plus we've got some insights on fashion and personal care from our latest YTV 'SWAT' Kids Advisory Panel.

KID RESEARCH

TWEENS' PERSONAL STYLE

On January 29th, YTV and **In-Sync Research** met with 48 kids aged 9 to 12 as part of the ongoing "YTV SWAT Team" (kids advisory panel) and we talked to them about how fashion and grooming relate to their own personal sense of style. Here's what they had to say... **Tweens & Their Brands**
The one thing that came out loud and clear in this focus group was that ALL of these **tweens have amazing Brand Awareness**. Although these 9 to 12 years olds may still be too young to have real long-term brand preference, they are certainly in that phase of their life where they're literally "trying on" new brands to see which ones they like and which help to define their personal sense of style.

Favorite fashion brands these kids mentioned ranged from mass merchandise (Old Navy, The Gap, Roots, Nike), to hip designer labels (FUBU, Mecca, Phat Pharm, Billabong, Exco, Quiksilver). Note: Old Navy is a big favourite and the brand of clothing most kids wore to the actual focus group.

What Tweens Are Wearing Right Now

Kids didn't have to say a word (although they did!) for us to determine what's hot right now. All we had to do is watch what they wore to the focus groups to easily spot the trends.

Girls:

- Silver charm bracelets - almost all the girls (even the one or two girls who didn't consider fashion important) wore them.
- D.I.Y. accessories they personalized themselves such as hats & t-shirts.
- Black chunky boots with silver charms or studs.
- Baggy sweat pants (some with writing on the butt).
- Yoga Inspired Headbands (especially black ones from Lululemon).
- Jeans (Parasucco & Guess!)
- Shaq runners

- Black or pink nail polish

Boys:

- Chains on their jeans.
- Hockey or basketball jerseys (Not just for boys either!)
- Baseball caps
- Air Force 1 shoes (or at least they really wanted them!)
- Jewellery that gives boys "special powers" for example one boy wore a Whale's tale necklace because "it gives me energy" and another a Tiger's Eye bracelet because "it gives you strength."
- Pants worn low to show your boxers.

Electronics: The New Fashion Accessory

When we asked kids to bring in their favourite accessory that helped to define their personal style - we were surprised to find out how many kids brought in electronics. At first we thought they misunderstood the question, but it turns out these electronics are part of who they are. Items many of them brought included: Gameboy, Tamagotchis, Cell phones, MP3 players. The 2 hottest items they all wanted: an **iPod** or **GameBoy DS**.

Sentimentality & Favourite Clothing

We were surprised to learn how sentimental these kids were: often an item of clothing was deemed their favourite because a family member had given it to them. For example, one 10 year old boy brought in a pair of jeans and said they were his favourite "**because my sister bought them for me**". Another boy said "**This jersey is important to me because my parents bought it for my birthday.**"

PERSONAL CARE & GROOMING

These kids showed some definite BRAND PREFERENCE in the personal care category and amazing BRAND AWARENESS. Surprisingly, none of them were even remotely embarrassed to discuss personal care items like deodorant, hair gel, cologne or lip gloss - in fact quite the opposite. One boy aged 9 shouted out with pride, "**I wear deodorant, so I don't stink!**" Here's more on what they had to say...

Favourite Personal Care Items: Boys & Girls

Smelling good was the most important attribute for both girls and boys in the personal care category. And for the most part, they preferred the same brands - the only real exception being AXE deodorant which is considered 'just for boys'.

"It has to smell good." Girl 10

"I like to smell good." Boy 10

Brands mentioned as favourites by these kids included:

Toothpaste: Crest & Colgate were both the equally preferred brands for both girls & boys. Pretty much all the kids said mint was their favourite flavour and made a point of noting they didn't like the super sweet taste of kid toothpastes (like bubblegum or cotton candy). Note: Tweens unanimously felt that kid toothpaste with cartoon characters (like Disney) were bad for your teeth and are perceived to be for kids younger than them (as old as 7 years old when we probed).

"I use Crest & Colgate because it's cooler and minty than the kids' kind." Girl 10

"Toothpaste for kids isn't really good for you. It has candy in it!" Boy 9

Deodorant: Speedstick or Lady Speedstick, AXE. Despite the fact that AXE targets males 18 to 24 years with their "get the girl" strategy - tween boys as young as 10 are crazy about it and many of these kids use the deodorant.

Perfume & Cologne: Tweens aren't really wearing fragrances yet. Sometimes they use mom or dad's, but only for special occasions.

Face Wash: Cetaphil & SpectroGel are two brands frequently mentioned.

"I use SpectroGel for my pimples" Boy 10

"I use Clean & Clear and Cetaphil on my face because they're really good - plus sometimes I use oatmeal scrubs" Girl 11

Body Wash: Dove, Dial, Herbal Essences (boys mentioned this brand too!)

"My mom doesn't like Dove (bodywash) that much, so I sometimes buy it with my own money." Girl 11

Shampoo: Pantene Pro V, Head & Shoulders, Garnier's Fructis, Dove

"I'm getting a lot of dandruff." Boy 11

"I use Dove, KMS, Pantene Pro V and Herbal Essences shampoo. I have dry and damaged hair so I get a lot of split ends, so I try different varieties." Girl 11

Other Personal Care items: These kids didn't seem to have brand preferences for other personal care categories such as: soap, hair gel, body lotion and mouthwash. They don't see much difference between these types of products...for now. One boy said that personal care brands weren't as important as clothing brands because it's in their homes, so other kids don't see it.

"I would use any soap" Boy 11

KID TRENDS

FASHION

Fashion Bytes

- **Jean scene:** longer than the classic Capri, this spring's jeans are cropped just above the ankle with a big, wide cuff. Unique looking appliqué, graffiti and embroidery are giving jeans that desired customized feel.
- **Shoes:** the pointed toe look has softened, but kids still seem to prefer super chunky (e.g. big, loose high tops, chunky heeled boots), which explains why the wedge is back with a vengeance.
- **Not so short shorts:** 40's style long, knee-length shorts, gauchos and culottes will hit the scene. Hopefully things won't take a turn for the worst with the Dukes Of Hazzard movie this

July. The short skirts we could handle, but Daisy Duke's-that may be cause for concern!

- **Not just for tacky tourists:** The fanny pack has regained its cool status! Yahoo!
- **Highfalutin:** Low-rise takes a back seat as pants are being worn higher, and belts that cinch at the waist are the accessory du jour.
- **The Seth syndrome:** On boys we'll see everything from urban/prep to punk/skater, or perhaps a combination of both (a la Seth Cohen of The O.C.).
- **How charming:** The YTV SWAT panel made it official: Every little girl has a charm bracelet. And they aren't the tacky chunky plastic charms of the 80s. These charm bracelets are usually silver and stylish.

Classy Cool Couture

We wanna be the first to tell you about a new kiddie clothing line coming to Canada. **Royal Brat** is one luxury line for kids and tweens that didn't get its start by selling to the fully-grown, or as a tweenie bopper brand extension. Instead, it's a clothing line that kids can call their own. The name denotes an irresistible cheekiness that will have them clamouring for the velour skirts and hoodies, cell phone holders, and T-shirts with crown logos and lines like "Palm Beach Princess." These clothes are for the jet setter in every kid, even if that just means their weekly trip to the mall.

Knockoff Power

Nothing makes a celebrity-crazed kid feel more like her idol than donning tonnes of bling, and who can blame them. Pick up any magazine, tween or otherwise, and you'll see all the A-listers decked out in "must-have" items. If you've noticed the influx of youngsters carrying **Louis Vuitton**, or **Prada** knockoffs you're not onto some rich kid phenomena, they're fakes and kids are carrying them in droves.

High Design Meets Low Prices

Karl Lagerfeld and **Isaac Mizrahi** are just a few of the couture designers that have joined forces with bargain basement stores like H&M and Target to design **a line of affordable clothing** for everyone. This follows the trend towards pairing cheap fad items with expensive staples. It's been dubbed the "**high-low look**" where kids are spending a lot of money on staples, such as jeans or a good pair of boots. But then when it comes to more trendy items, like this season's blazer or a one-event dress, they head to H&M and Old Navy.

Clean Tweens

Tweens may be too young for makeup and shaving, but they're just the right age for simple fragrances, lip balm, and hair gel (boys) and accessories (girls). Many companies have realized the growing demand in hygiene products for the younger set and have developed products that appeal to them, without frightening Mom and Dad. In fact, it's great news to parents who want to make good grooming a treat and not a chore!

A few tween products worth mentioning:

- **Mary-Kate and Ashley Olsen Aquafresh** was the first kid's toothpaste to use a live celebrity/non-cartoon character to promote oral hygiene. With the slogan, "It's How You Smile," the toothpaste launched in August 2003, packaged using old shots of them as 13 year-olds to appeal to a younger audience.
- **OT** ("overtime") is a new line by Proctor and Gamble that includes shampoo, hair gel, deodorant and body wash all themed around sports! The products are perfect for the 9-14 year-old set - with names like "pit defense" and bright red and yellow packaging with a sport-like grip - even the grimmest of boys will want to wash up.
- As the YTV SWAT panel and gym teachers everywhere can attest to, **AXE** is cool with boys. **AXE** has changed the dynamics of deodorant by positioning the product as a must-have item for young males that want to do well with the ladies. And since it's cheaper than cologne and

doesn't smell like your dad, boys are buying it like hot cakes. In response, P&G has come out with **Red Zone** spray and Gillette with **Tag** (available soon).

Pint-sized Paris Hiltons

Make-up marketing is maturing and they're aiming the wand at preteens. Thanks to sophisticated teen magazines like Elle Girl and Teen Vogue that list "must-have" brands and celebrity favourites. Add that to the huge increase in celebrity licensing (Jessica Simpson, Beyonce, MK&A, etc.) and the younger skewing packaging making makeup isles look more like a candy store than a department store. Cosmetic companies are targeting kids the way toy and food companies have been for years with cute cartoony packaging and catchy names. Since today's kids have a level of sophistication like no generation before it's no wonder that they're trying to look the part. It often starts with mascara and lip gloss-most moms think it's okay as long as it's tasteful and not overdone. "**Training-wheel**" **cosmetics** that help ease these kids from Bonne Bell to the higher end lines such as MAC and Benefit have been around forever. But these days it's not strange to see an 11-year-old pull a Lancome Juicy Tube from their purse. And it isn't necessarily Mom buying the products. Usually they get them as a gift from an indulgent relative or they save up for it themselves.

Wearable Technology

Kids love gadgets and electronics, so it's no wonder that they've infiltrated the fashion industry. Fashion isn't just about the fabric you wear, but it's also what you wear in terms of technology. Almost every kid clothing line has hoodies, knapsacks, toques and pants equipped to tote a portable MP3 player and headphones, cell phone, digital cameras, etc. The following are a few examples of how fabric and technology are merging for the younger set:

Boyz in the Hoodio

Combining music with fashion, **GapKids** and **Wild Planet toys** have created the Hoodio for music savvy children. The machine washable winter jacket features a waterproof FM radio control panel embedded in one sleeve, with removable speakers built into the hood, and a detachable power pack hidden in a pocket.

Motorola has joined forces with Burton to release outdoor attire with built-in electronic gadgetry. Motorola cell phones will be built into Burton snowboarding jackets, helmets and hats by the end of the year. The jackets have padded pockets to hold your cell and Mp3 player with a device on the sleeve to toggle between music and phone calls sending the signal to the hood. These clothes use **Bluetooth technology** (allowing wireless devices like headsets and computers to communicate with each other over a short range). So much for logos making clothes stand out. Blue Tooth is the fashion statement of the new millennium. In similar news, **Motorola partnered with Apple Computer** last July so we bet they're going to come out with an iPod phone and it'll be the "it" item for next Christmas.

DIY'ing For Personalized Shirts

The DIY trend continues to go strong! One thing that is particularly popular is stenciling shirts. By simply printing out a black & white image, cutting out the negative areas, and painting over the image onto fabric - crafty kids are designing their own garb. Anything and everything is showing up on shirts, but favourites include movie images, music/band stuff, and fave quotes. Of course the trend stems from the desire to be an individual, but there's also the fact that items like official band t-shirts have shot up in price the last few years - why pay \$50 back for a plain tee with a logo when you can make one for under \$10?!

If You Can't Eat 'em, Wear 'em

There seems to be a lot of food-related jewelry making an appearance lately. In particular, we keep seeing colourful cupcake charms. In fact, now that we think of it, cupcakes seem to be showing up in other places like bags and tees... What's up with this sweet treat getting all the attention? Aside from the fact that they are the cutest member of the pastry family and very popular right now, we think it might have to do with the waistline watching craze, as well.

Out With the Old, and In With the...Old?

Just when you thought it was safe to finally rid the attic of those band t-shirts and multi-coloured legwarmers...think again! Your kids will love you when they find out mom's got the real deal. That's because 2005 will be all about mixing old with new, and no one decade rules this year. Whether it's 70's tie dye or 80's Converse, tweens will be springing into fashion with a cool mix of fun and carefree trends from the past. Mary-Kate & Ashley Olsen are leading the pack with their famous Bohemian Gypsy style (didn't we do that look to death in 2003?). And layering is still big, as are oversized accessories such as big beaded/chunky necklaces and bracelets, charm jewellery, eye-catching purses, and aviator sunglasses. Other style icons this year include Ashlee & Jessica Simpson, Lindsay Lohan, and of course the 90210 of Generation Y: The O.C. cast.

DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the buzz on the street, the mall, the Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff.

NEWS FROM SALES & CO-MARKETING

GREAT FAMILY PROGRAMMING IN APRIL ON YTV

If you are looking to sponsor great family programming, check out YTV this April. Specials and stunt events on YTV typically garner kid audiences in the +15-20% range so call your YTV account manager for your chance to sponsor one of the following stunt events or properties:

April Fool's Day: Friday April 1st

Celebrate an afternoon of pranks and jokes with 3 hours of back to back April Fools themed episodes of YTV's top shows.

Geek Week: April 11-15th

It's cool to be a geek, so YTV celebrates geeks and geek culture with this week long event, featuring your favourite geeks: Jimmy Neutron, Dexter and Timmy from Fairly OddParents. And to end this event, YTV is premiering a new one-hour special **Timmy & Jimmy Power Hour** (where Timmy from Fairly OddParents enters Jimmy Neutron's world and becomes 3D animation and vice versa) on Friday, April 15th @ 5pm.

Make YTV part of your media buy and contact your YTV sales representative or visit ytvmedia.com.

GREAT FAMILY MOVIES: 2 EXCLUSIVE CANADIAN PREMIERES



Charlotte's Web 2: Wilbur's Great Adventure

In this animated sequel to the classic movie Charlotte's Web, Wilbur befriends a lonely lamb and shows him the joys of farm life. Premieres on YTV Sunday, April 10th @ 4pm.

Stuart Little 2

In this live action sequel to the hit movie Stuart Little, Stuart and Snowball the cat set out across the city to rescue Margola the canary from a falcon. Premieres on YTV, Sunday, April 24th @ 4pm. Starring Michael J Fox, Geena Davis and Nathan Lane.



Contact your YTV sales representative or visit ytvmedia.com for more details on great family movie packages.

YTV'S WEIRD ON WHEELS DELIVERS KIDS



Act now to leverage YTV's kid expertise and become a sponsor of Weird on Wheels, YTV high-energy traveling road show. Allow thousands of kids across Canada to experience YOUR BRAND within a live & interactive YTV environment. Traveling to 24 Canadian cities (at event such as the Calgary Stampede, Edmonton's Klondike Days, the CNE and PNE) from May to September 2005. Weird on Wheels delivers a positive brand experience through customized interactive games & activities.

Contact Sinatra Nathaniel at (416) 530-5188 or visit ytvmedia.com for more information.

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



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