

Marketing to Teens - US - May 2015

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“The teen years are a unique middle ground; teen consumers are not quite children, not quite adults. A big part of being ‘not quite an adult’ is that teens rely heavily on their parents to buy things for them. This means that brands often have to gain the approval of both teens and their parents.”

This report looks at the following areas:

- Teens' activities
- How to leverage the internet, social media, and mobile devices to reach teens
- Teens' shopping habits

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Executive Summary

Snapshot of teens aged 12-17

The consumer

The majority of teens' time spend sedentary

Figure 1: Top activities done on week days and weekend days, January-December 2014

Teens watch TV with family members, don't always give it their full attention

Figure 2: Teens' most common TV companions, January-December 2014

Teens use the internet to communicate, social media key to reaching them

Figure 3: Top websites visited in the past week, January-December 2014

75% carry cash, those with savings accounts have amassed a small fortune

Figure 4: How much money teens have in cash and in a bank/savings account, January-December 2014

Teens most likely to shop as mass merchandisers, grocery stores

Figure 5: Top stores teens visit, January-December 2014

Humor effective in reaching teens

Figure 6: What teens most like about their favorite commercials January-December 2014

Teens' favorite brands influenced by friends, parents

Figure 7: Attitudes toward favorite brands – Any agree, January-December 2014

Teens tend to be accepting – even more so than kids

Figure 8: Attitudes toward diversity – Any agree, January-December 2014

Half of teens worry about bullies

Figure 9: Top issues that concern teens, January-December 2014

What we think

Issues and Insights

Teens are not quite adults, not quite children

The issues

The implications

Some purchases require approval from both teens and parents

The issues

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The implications

Teens poised to be even more financially conservative than Millennials

The issues

The implications

Trend Application

Trend: Mood to Order

Trend: Non-Standard Society

Trend: Let's Make a Deal

Snapshot of Teens

Key points

Teens aged 12-17 projected to remain stable through 2020

Figure 10: Population <18, by age, 2010-20

With each generation, America becomes increasingly diverse

Figure 11: Population of teens aged 12-17, by race or Hispanic origin, 2010-20

Majority of teens live with both parents

Figure 12: Household relationship and living arrangements of teens, by age, 2013

Kids versus teens – cell phones, social media, and the internet

Figure 13: Kid and teen cell/wireless phone ownership, by gender and by age, April 2013-June 2014

Figure 14: Teen devices used to access the internet – At home or other place, by gender and by age, April 2013-June 2014

Figure 15: Kid, teen internet/social media use, by gender and by age and by use of internet, April 2013-June 2014

Figure 16: Kid, teen time spent online each week – At home or other place, by gender and by age, April 2013-June 2014

Innovations and Innovators

Clothing and retail

Yellowberry is for teens, by teens

Figure 17: "The Yellowberry Company" YouTube video, 2014

H&M partners with Coachella for clothing line

Nasty Gal goes offline

Figure 18: "Nasty Gal Melrose" YouTube video, 2015

Activities and entertainment

Nerf aims to keep teens interested with high power guns

Carnival offers DJ classes for teens

T.R.U.E. Fit takes on sedentary teens

Figure 19: "T.R.U.E. Fit Team training" YouTube video, 2015

Miscellaneous

Aquafina campaign offers teens the chance to explore their passions

Figure 20: "Aquafina Flavorsplash Commercial" YouTube, 2014

Willa uses direct selling to reach teen girls

Figure 21: "Welcome to Willa" YouTube video, 2015

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Marketing Strategies

Overview of the brand landscape

Health, wellness, and safety

FNV to give fruits and vegetables a teen-friendly rebranding

Figure 22: "Prepare to be marketed to" YouTube video, 2015

American Legacy Foundation tells teens to 'left swipe' tobacco

Figure 23: "LEFT SWIPE DAT" YouTube video, 2015

Campaigns warn teens of the dangers of distracted driving

Figure 24: "Manifesto – Texting while driving" YouTube video, 2014

Sugar and spice – marketing to teen girls

Kind Campaign combats girl-against-girl bullying

Figure 25: "We're in this together" YouTube video, 2014

Katy Perry and Claire's caters to teens' desire for versatility

Figure 26: Katy Perry for Claire's "Prism," "Wildflower," and "Kitten" collections, 2014

Stella McCartney and Adidas launch line for active (and stylish) girls

Figure 27: "Adidas StellaSport: For Action Girls" YouTube video, 2015

Clean & Clear partners with transgender teen

Figure 28: "Jazz – Be Your True Self" YouTube video, 2015

Snips and snails – marketing to teen boys

Old Spice follows up 'Momsong' with 'Dadsong'

Figure 29: "Dadsong" YouTube video, 2014

Guitar Hero set for comeback tour

Figure 30: "Guitar Hero Live Reveal Trailer" YouTube video, 2015

Mountain Dew targets teen boys with humor, pro skateboarder

Figure 31: "Come Alive" YouTube video, 2015

Figure 32: "Fireboard" YouTube video, 2015

Teens' Activities

Key points

Teens most likely to spend time on sedentary activities

Figure 33: Top 15 activities done on week days, by age and gender, January-December 2014

Figure 34: Top 15 activities done on weekend days, by age and gender, January-December 2014

Female and higher-income teens most focused on education

Teen girls more likely to use mobile apps

Eight in 10 teens own a cell phone

Figure 35: Attitudes toward cell phones – Any agree, by gender and by age, April 2013-June 2014

Teens do not always want to play the social butterfly

Figure 36: Attitudes toward leisure – Any agree, by gender and by age, April 2013-June 2014

Teens and Watching TV

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Key points

Watching TV is a family affair

Figure 37: Teens' TV companions, by age and gender, January-December 2014

How teens watch TV

Figure 38: How teens watch TV, by age and gender, January-December 2014

Teens likely to eat, text, go online while watching TV

Figure 39: Activities done while watching TV, by age and gender, January-December 2014

Advertising at movie theaters can boost awareness

Figure 40: Attitudes toward media – Any agree, by gender, April 2013-June 2014

Teens and the Internet

Key points

Teens use internet for communication, information, and entertainment

Figure 41: Websites teens visited in the past week, by age and gender, January-December 2014

Figure 42: Teens' use of social media platforms, September-March 16 2015

Figure 43: Adobe Marketing Cloud advertisement, "Woo Woo?," 2014

Teens spend eight hours online each week, most likely to access internet via laptop, cell phone

Figure 44: Hours teens spent online each week – At home or other place, by gender and by age, April 2013-June 2014

Teens and Money

Key points

On average, teens carry \$34 in cash

Figure 45: How much money teens have in cash, by age and gender, January-December 2014

Figure 46: Teens' ATM/debit card and credit card ownership, by gender and by age, April 2013-June 2014

On average, teens have \$931 in a bank account

Figure 47: How much money teens have in a bank/savings account, by age and gender, January-December 2014

The majority of teens do not have money in gift cards

Figure 48: How much money teens have in gift cards, by age and gender, January-December 2014

Figure 49: How much money teens have in other places, by age and gender, January-December 2014

Teens' money given to them, not earned

Figure 50: Where teens' money comes from, by age and gender, January-December 2014

Teens averse to debt, want to be rich

Figure 51: Attitudes toward finance – Any agree, by gender and by age, April 2013-June 2014

Teens and Shopping

Key points

Teens most likely to be saving for college, the future

Figure 52: What teens are saving for, by age and gender, January-December 2014

Figure 53: What teens spend their money on, by gender and by age, April 2013-June 2014

Teens most likely to visit mass merchandisers, grocery stores

Figure 54: Where teens shop, by age and gender, January-December 2014

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Drive me to the mall... or maybe to Starbucks instead

Figure 55: Teens who have visited the mall and mall companions, by gender and age, April 2013-June 2014

Targeting Teens

Key points

Targeting teens

Humor makes ads memorable for teens

Figure 56: "When you get caught bae watching" by Lele Pons, March 2015

Figure 57: "When you see school supplies" by Kaylen Walker, July 2014

Figure 58: "When your parents try to be cool" by Dem_White_Boyz, April 2015

Figure 59: "How long it takes boys to send the right selfie vs. girls" Vine Stars# by Lele Pons, April 2015

Figure 60: "What REALLY should have happened..." by Lele Pons, February 2015

Figure 61: Taylor Swift GIF, April 2015

Multicultural teens more engaged

Special delivery

Figure 62: Favorite commercials, by age and gender, January-December 2014

Teens most influenced by discounts/special offers on social media

Figure 63: What teens want from their favorite brands/stores on social media, by age and gender, January-December 2014

Figure 64: Attitudes toward favorite brands – Any agree, by age and gender, January-December 2014

Teens' Attitudes and Opinions

Key points

Teens and acceptance – teens tend to be tolerant

Figure 65: "It Gets Better Promo," YouTube video, 2013

Teens' in real life: an example of acceptance

Teens and health – eating healthy not a number one priority

Black teens are optimistic about the future

Figure 66: Attitudes toward life – Any agree, by age and gender, January-December 2014

The internet makes bullies feel ever bigger

Figure 67: Issues that concern teens most, by age and gender, January-December 2014

Appendix – Other Useful Consumer Tables

Teens' Activities

On weekdays

Figure 68: Activities done on week days, by age and gender, January-December 2014

Figure 69: Activities done on week days, by household income, January-December 2014

Figure 70: Activities done on week days, by race/Hispanic origin, January-December 2014

Figure 71: Activities done on week days, by region, January-December 2014

Figure 72: Activities done on week days, by county size, January-December 2014

On weekend days

Figure 73: Activities done on weekend days, by age and gender, January-December 2014

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Figure 74: Activities done on weekend days, by household income, January-December 2014

Figure 75: Activities done on weekend days, by race/Hispanic origin, January-December 2014

Figure 76: Activities done on weekend days, by region, January-December 2014

Figure 77: Activities done on weekend days, by county size, January-December 2014

Teens' and watching TV

Teens' TV companions

Figure 78: Teens' TV companions, by household income, January-December 2014

Figure 79: Teens' TV companions, by race/Hispanic origin, January-December 2014

Figure 80: Teens' TV companions, by region, January-December 2014

Figure 81: Teens' TV companions, by county size, January-December 2014

How teens watch TV

Figure 82: How teens watch TV, by household income, January-December 2014

Figure 83: How teens watch TV, by race/Hispanic origin, January-December 2014

Figure 84: How teens watch TV, by region, January-December 2014

Figure 85: How teens watch TV, by county size, January-December 2014

Activities done while watching TV

Figure 86: Activities done while watching TV, by household income, January-December 2014

Figure 87: Activities done while watching TV, by race/Hispanic origin, January-December 2014

Figure 88: Activities done while watching TV, by region, January-December 2014

Figure 89: Activities done while watching TV, by county size, January-December 2014

Teens' and the Internet

Websites visited in the past week

Figure 90: Websites visited in the past week, by household income, January-December 2014

Figure 91: Websites visited in the past week, by race/Hispanic origin, January-December 2014

Figure 92: Websites visited in the past week, by region, January-December 2014

Figure 93: Websites visited in the past week, by county size, January-December 2014

Teens and money

How much money teens have in cash

Figure 94: How much money teens have in cash, by household income, January-December 2014

Figure 95: How much money teens have in cash, by race/Hispanic origin, January-December 2014

Figure 96: How much money teens have in cash, by region, January-December 2014

Figure 97: How much money teens have in cash, by county size, January-December 2014

How much money teens have bank/savings accounts

Figure 98: How much money teens have in a bank/savings account, by household income, January-December 2014

Figure 99: How much money teens have in a bank/savings account, by race/Hispanic origin, January-December 2014

Figure 100: How much money teens have in a bank/savings account, by region, January-December 2014

Figure 101: How much money teens have in a bank/savings account, by county size, January-December 2014

How much money teens have in gift cards

Figure 102: How much money teens have in gift cards, by household income, January-December 2014

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Figure 103: How much money teens have in gift cards, by race/Hispanic origin, January-December 2014

Figure 104: How much money teens have in gift cards, by region, January-December 2014

Figure 105: How much money teens have in gift cards, by country size, January-December 2014

How much money teens have in other places

Figure 106: How much money teens have in other places, by household income, January-December 2014

Figure 107: How much money teens have in other places, by race/Hispanic origin, January-December 2014

Figure 108: How much money teens have in other places, by region, January-December 2014

Figure 109: How much money teens have in other places, by county size, January-December 2014

Where teens' money comes from

Figure 110: Where teens' money comes from, by household income, January-December 2014

Figure 111: Where teens' money comes from, by race/Hispanic origin, January-December 2014

Figure 112: Where teens' money comes from, by region, January-December 2014

Figure 113: Where teens' money comes from, by county size, January-December 2014

Teens and shopping

What teens are saving for

Figure 114: What teens are saving for, by household income, January-December 2014

Figure 115: What teens are saving for, by race/Hispanic origin, January-December 2014

Figure 116: What teens are saving for, by region, January-December 2014

Figure 117: What teens are saving for, by county size, January-December 2014

Where teens shop

Figure 118: Where teens shop, by household income, January-December 2014

Figure 119: Where teens shop, by race/Hispanic origin, January-December 2014

Figure 120: Where teens shop, by region, January-December 2014

Figure 121: Where teens shop, by county size, January-December 2014

Targeting teens

Favorite commercial

Figure 122: Favorite commercial, by household income, January-December 2014

Figure 123: Favorite commercial, by race/Hispanic origin, January-December 2014

Figure 124: Favorite commercial, by region, January-December 2014

Figure 125: Favorite commercial, by county size, January-December 2014

What teens want from their favorite brands/stores on social media

Figure 126: What teens want from their favorite brands/stores on social media, by household income, January-December 2014

Figure 127: What teens want from their favorite brands/stores on social media, by race/Hispanic origin, January-December 2014

Figure 128: What teens want from their favorite brands/stores on social media, by region, January-December 2014

Figure 129: What teens want from their favorite brands/stores on social media, by county size, January-December 2014

Attitudes towards favorite brands

Figure 130: Attitudes toward favorite brands – Any agree, by household income, January-December 2014

Figure 131: Attitudes toward favorite brands – Any agree, by race/Hispanic origin, January-December 2014

Figure 132: Attitudes toward favorite brands – Any agree, by region, January-December 2014

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Figure 133: Attitudes toward favorite brands – Any agree, by county size, January-December 2014

Teens' attitudes and opinions

Attitudes toward life

Figure 134: Attitudes toward life – Any agree, by household income, January-December 2014

Figure 135: Attitudes toward life – Any agree, by race/Hispanic origin, January-December 2014

Figure 136: Attitudes toward life – Any agree, by region, January-December 2014

Figure 137: Attitudes toward life – Any agree, by county size, January-December 2014

Issues that concern teens most

Figure 138: Issues that concern teens most, by household income, January-December 2014

Figure 139: Issues that concern teens most, by race/Hispanic origin, January-December 2014

Figure 140: Issues that concern teens most, by region, January-December 2014

Figure 141: Issues that concern teens most, by county size, January-December 2014

Experian Marketing Services Tables

Figure 142: Teens' cell/wireless phone ownership, by gender and by age, April 2013-June 2014

Figure 143: Kids' cell/wireless phone ownership, by gender and by age, April 2013-June 2014

Figure 144: TV channels watched, by gender, April 2013-June 2014

Figure 145: Types of media followed on social media, by gender and by age, April 2013-June 2014

Figure 146: Frequency of social media use, by gender and by age, April 2013-June 2014

Figure 147: Number of unique websites visited each week, by gender and by age, April 2013-June 2014

Appendix – Trade Associations

Advertising Research Foundation (ARF)

American Advertising Federation (AAF)

American Association of Advertising Agencies (4A's)

American Marketing Association (AMA)

Association of National Advertisers (ANA)

Digital Media Association (DiMA)

Generations United

Interactive Advertising Bureau (IAB)

International Advertising Association (IAA)

World Federation of Advertisers (WFA)

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