

Marketing to Teens - China - November 2015

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“Teenagers’ cyber life is yet to be enriched with more fun and playful products which are healthy but not necessarily (and ideally not) educational. When it comes to real world experiences, teenagers are now attaching more importance to the development of a talent or professional skills.”

- Laurel Gu, Research Manager

This report looks at the following areas:

- Fill teenagers’ cyber life with fun and playful products
- Help teenagers express themselves
- Protect teenagers in the digital era
- Give teenagers more practical experiences

There are over 100 million teenagers aged 13-19 in China. They are growing up in a digital era in which they can easily access information and connect with people via their smartphones. This makes it particularly important for brands to fit into their cyber lifestyle, in which “making connections” and “having fun” are the key focus areas.

Given that the teenagers’ educational and leisure needs can be key factors influencing their parents’ purchase choices, and that they will soon become the next generation of shoppers themselves, it is also essential for brands to understand their values and pursuits, so as to be able to develop products and communications that can effectively appeal to their emerging needs for more practical experiences.

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The Consumer - What you need to know

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Apple phone is most popular among teenagers, while domestic brands are catching up

94% of teenagers use QQ

Teenagers use the internet mainly for entertainment

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Almost all teenagers have their own smartphones

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