

# Marketing to Teens - US - November 2012

## Scope and Themes



*“Expecting to catch any significant volume of time from a teen is unrealistic as they bounce between media, and as a result companies that recognize and embrace the transient nature of teens’ attention will be best placed to engage with this audience. However, at the same time, an environment of broader health awareness may be starting to gain momentum, and limitation of screen time may be one outcome. Staying on the right side of the overall best interests of the teen may well position companies better in the long term.”*

– Ika Erwina, Analyst

## In this report we answer the key questions:

- **What can marketers do to capture this distracted audience’s attention?**
- **What are the challenges in encouraging teens to limit their screen time?**
- **What can companies do to reduce or prevent bullying?**

Teenagers are in a unique and hybrid position, and to view them as younger adults or as older children would only take into consideration a part of their identity. For the most part, they are still financially dependent upon their parents, and yet they are entering the very beginnings of adulthood and may be taking on new responsibilities like finding a first job. There really is no typical teenager, and this report explores how demographic characteristics among teens impact the ways in which marketers need to adjust their messages when reaching out to this important young group.

Despite myriad differences, there are key shared characteristics—teens have grown up in the midst of a technological explosion, and as a result, are more than

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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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### Scope and Themes

comfortable with computers and mobile devices, in fact these devices are an extension of their lives. Their technological savviness is a double-edged sword for marketers.

On the one hand, reaching teens has become easier because they are constantly connected. Companies have their choice of media in reaching out to this audience.

On the other hand, teens are casually comfortable with technology, and it is normal teen behavior to take in different streams of information simultaneously from various technological sources; teens are a distracted, multitasking audience.

A key focus for marketers is their ability to distinguish their message from the cacophony of media noise.

This report builds on the analysis presented in Mintel's *Spending Habits on the Teen Consumers—U.S., August 2011*, *Mintel's Teens and Finance—U.S., January 2009*, *Spending Power of the Teen Consumer—U.S., April 2008*, as well as the 2006 report of the same title and a previous edition published in 2004.

The focus of this report is the U.S. teen consumer aged 12-17.

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