

Marketing to Parents - UK - October 2018

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“As the marketing landscape becomes increasingly congested with campaigns centred on social media stars, there are now opportunities for brands to take a different tack, using more aspirational role models that will appeal to parents through their efforts to inspire their children to aim high.”

- Jack Duckett, Senior Consumer Lifestyles Analyst

This report looks at the following areas:

- **Choosing good role models for children**
- **Helping parents navigate childhood obesity**

The young's enthusiasm for social media influencers is not shared by their parents, with just 7% considering social media personalities to be good role models for their children. While it may be tempting for brands to use partnerships with these figures in order to grow their appeal amongst younger audiences, a shift towards more broadly aspirational role models would prove less divisive by appealing to parents and children alike.

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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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