



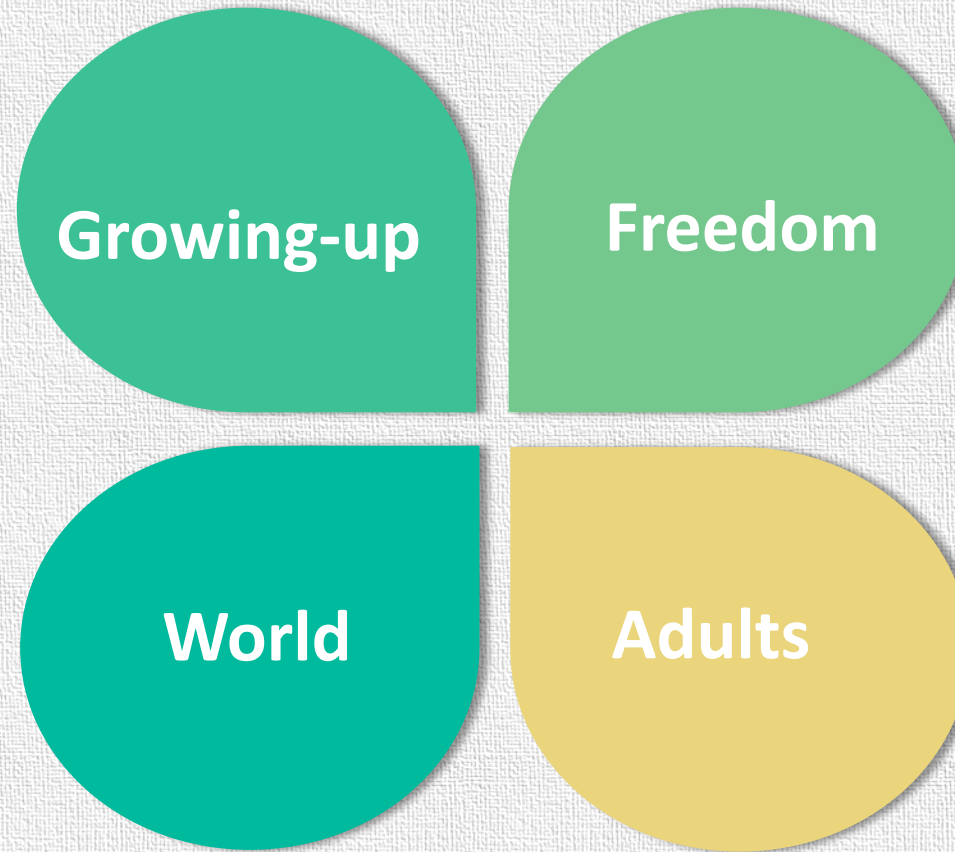
Start exploring



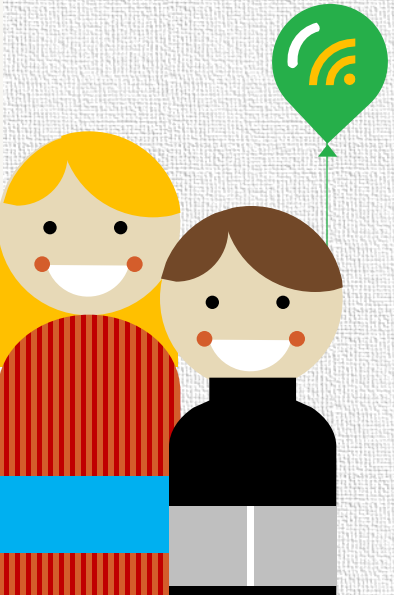
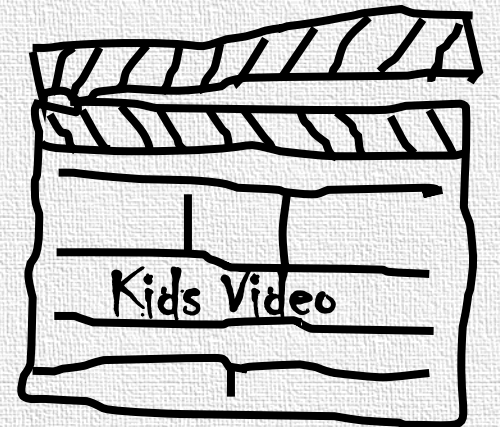
Grow up with Kids

- Ipsos Kids & Family

See the kids' world from their perspectives...



Video



Kids Nowadays are Different...

We think **DIFFERENTLY** about kids

Kids are priority

Kids are special

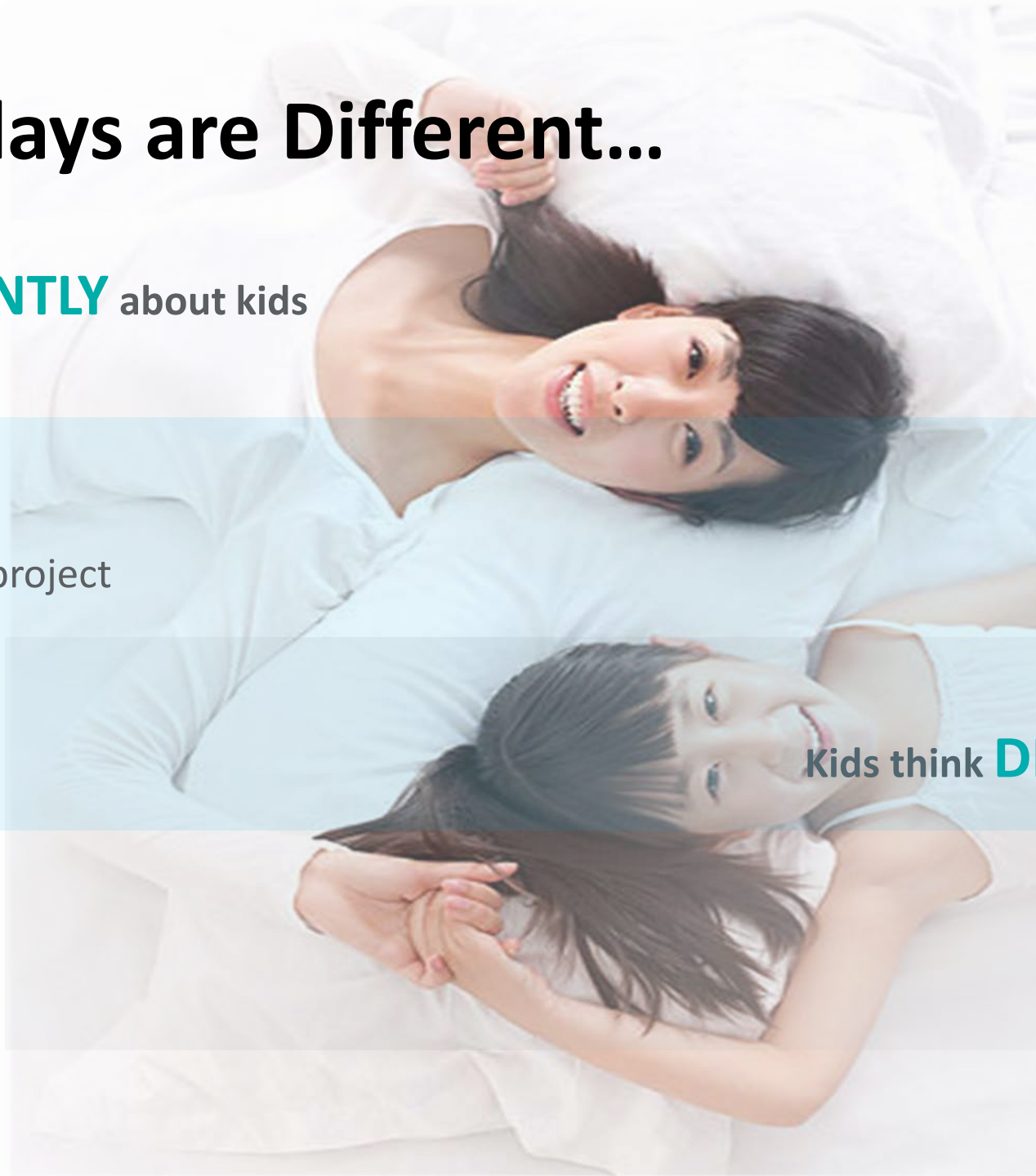
Kids are a long-term project

Kids think **DIFFERENTLY** about us

Kids are empowered

Kids are informed

Kids are connected



A Huge Potential in China Children's Market, but how many of you do really know about kids?

“ The 6th population census ”

1 The population of children aged 0-15 in China by the end of 2010 is **239** million,
18% of the total population

2 Huge space for market development

-- **34%** of mothers have the plan to “ have a second child ”



3 “ Childcare expenses ” in Chinese families in 2014
-- accounting for **11% - 13%** on average of the total household income

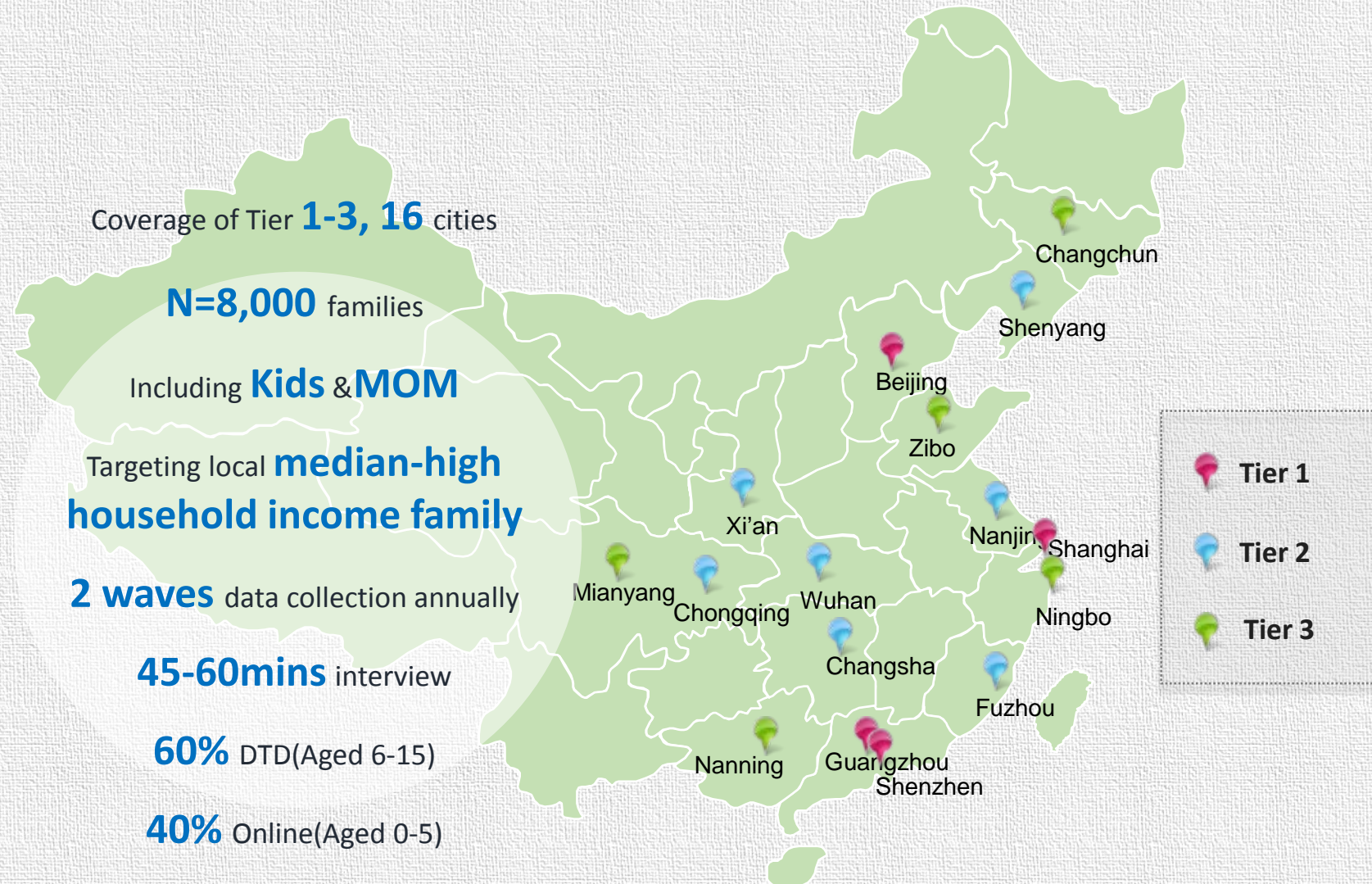
China has become the world's “ second largest ” consumer of children's products,
second only to the United States

-- the market size in 2015 is expected to reach USD **2 trillion**

Data Source:

- The 6th Population Census of the National Bureau of Statistics
- 2015 Ipsos Kids & Family

Ipsos Kids & Family Survey



● **Acknowledge: Kids segmentation**

- Demographic
- Size of segments
- Dynamic of growth

● **Understand: Brand Market Performance**

- Category consumption
- Basic Brand KPI: Awareness, Preference, Consumption

How can Kids & Family help you?

● **Capture: Key elements of media marketing**

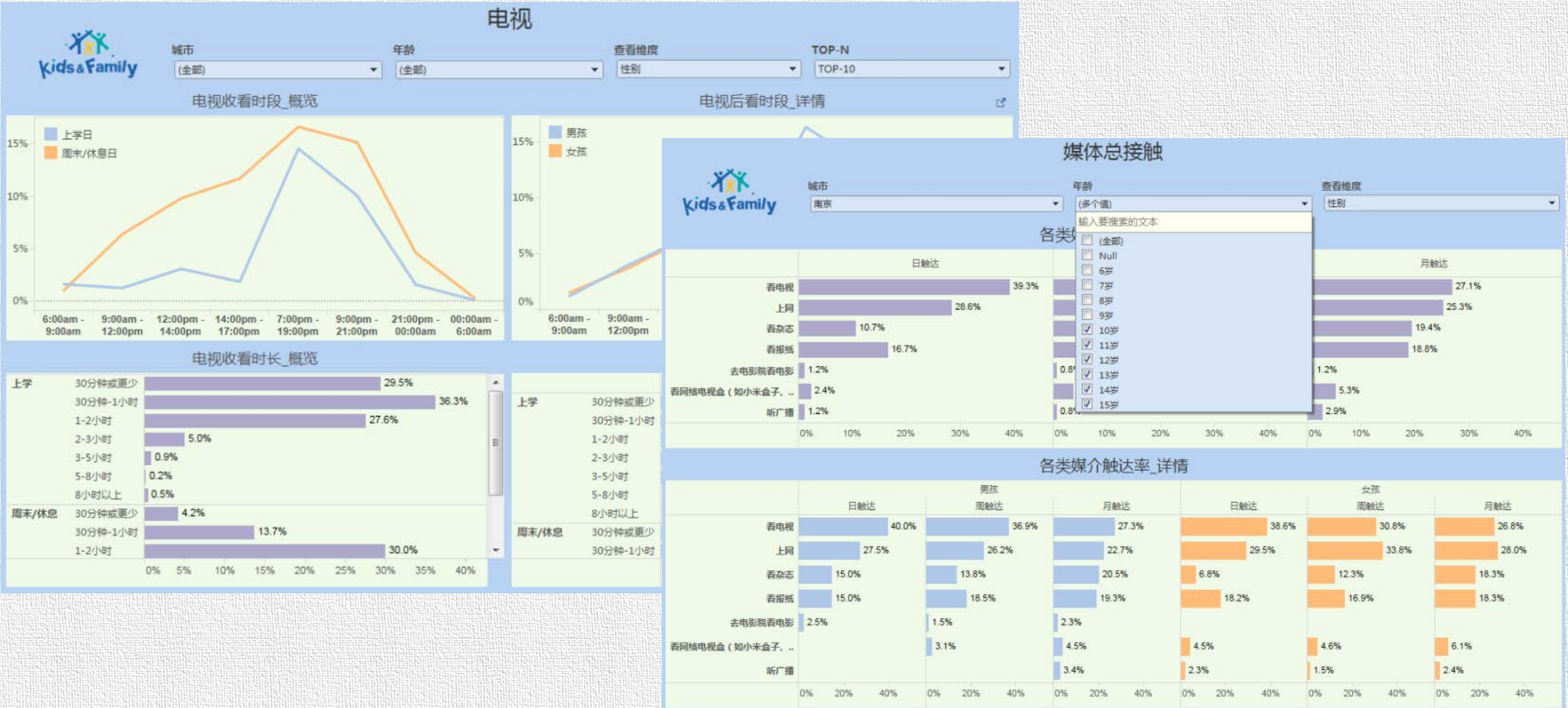
(Traditional vs. Digital)

- Touchpoints
- Media habits

● **Insights : Opportunities**

- Category dynamic
- Differences by target groups
- Differences by city tiers
- Differences by brand users vs. non-users
-

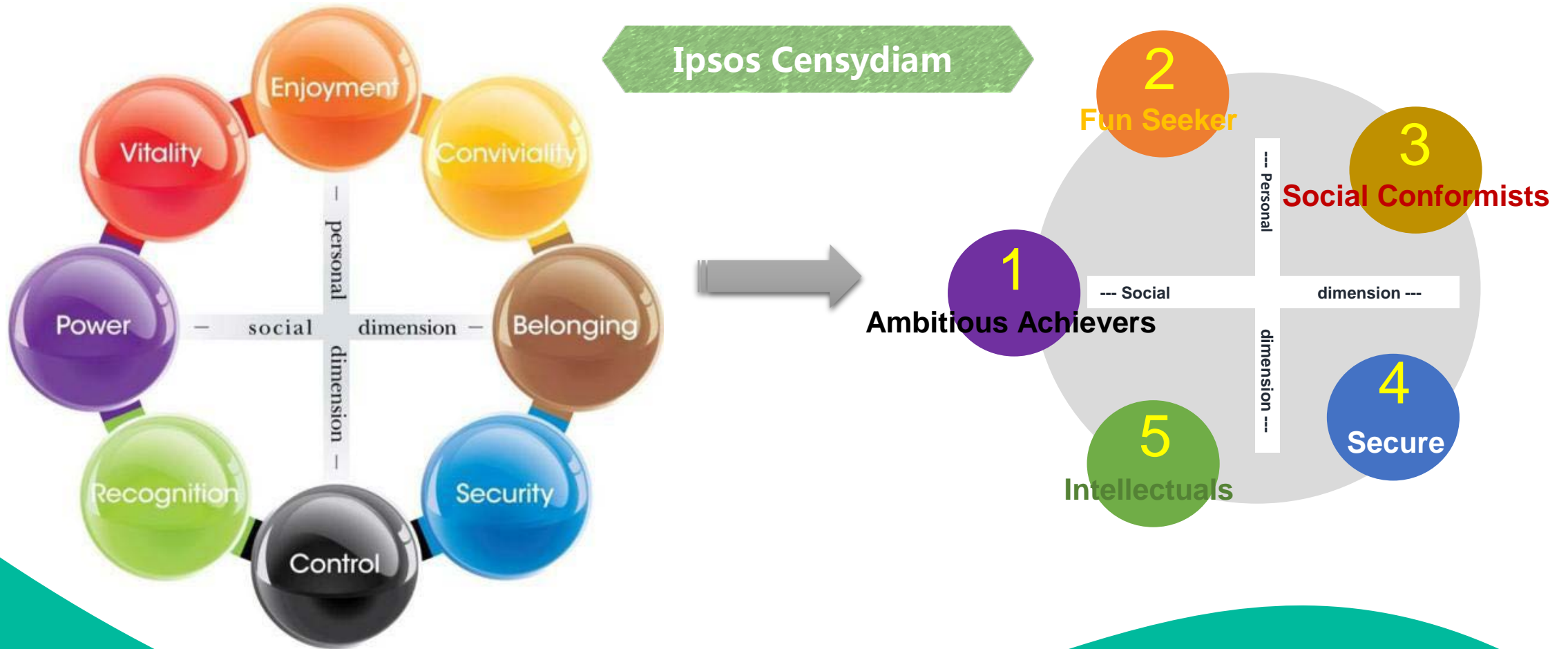
Utilize the Tableau platform to achieve interactive & visual data outputs



**Take you into
the behind-the-data of
KIDS' WORLD**



Guide our thinking about kids' characters and needs



"Cute"

"Competent"

"Brave"

"Sweet"

"Funny"

Secure

Self-discipline
Family oriented
Dependent on
parents



Intellectuals

Smart & assertive
Daring to think
Pursuing self-
personality



Ambitious Achievers

Independent &
confident
Opinion leader
Pursuing the
"best"



Social Conformists

True, sincere
Willing to share
Attentive, caring



Fun Seeker

Simple, happy
Imaginative
Good at finding
fun

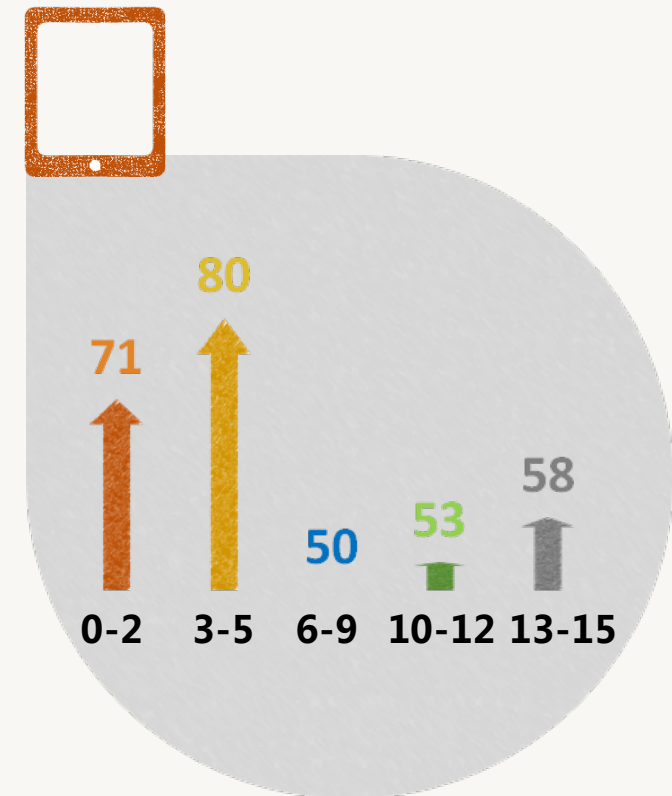
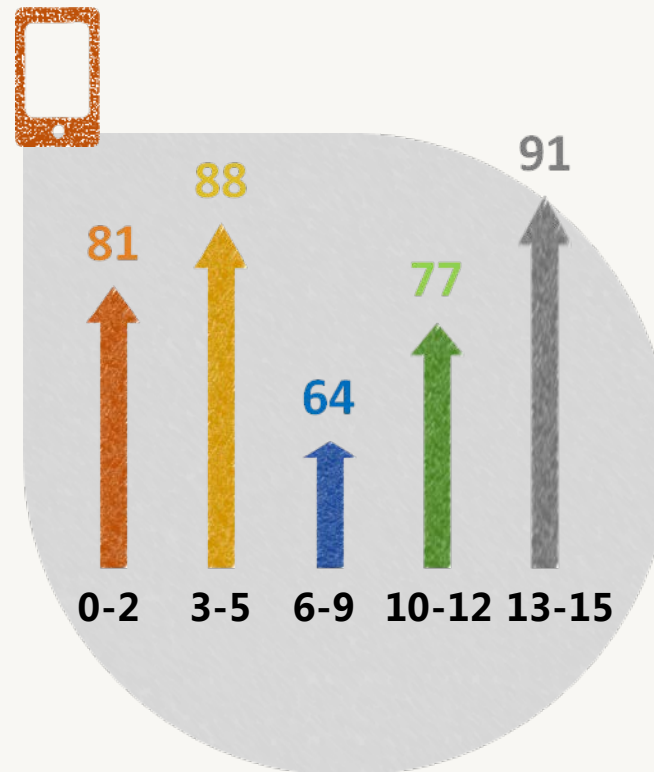
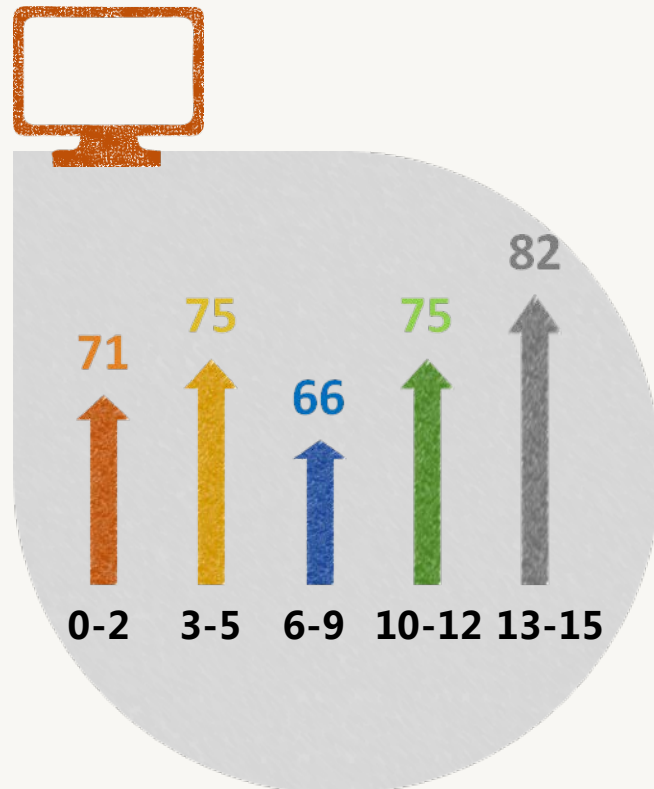


We are Digital Natives



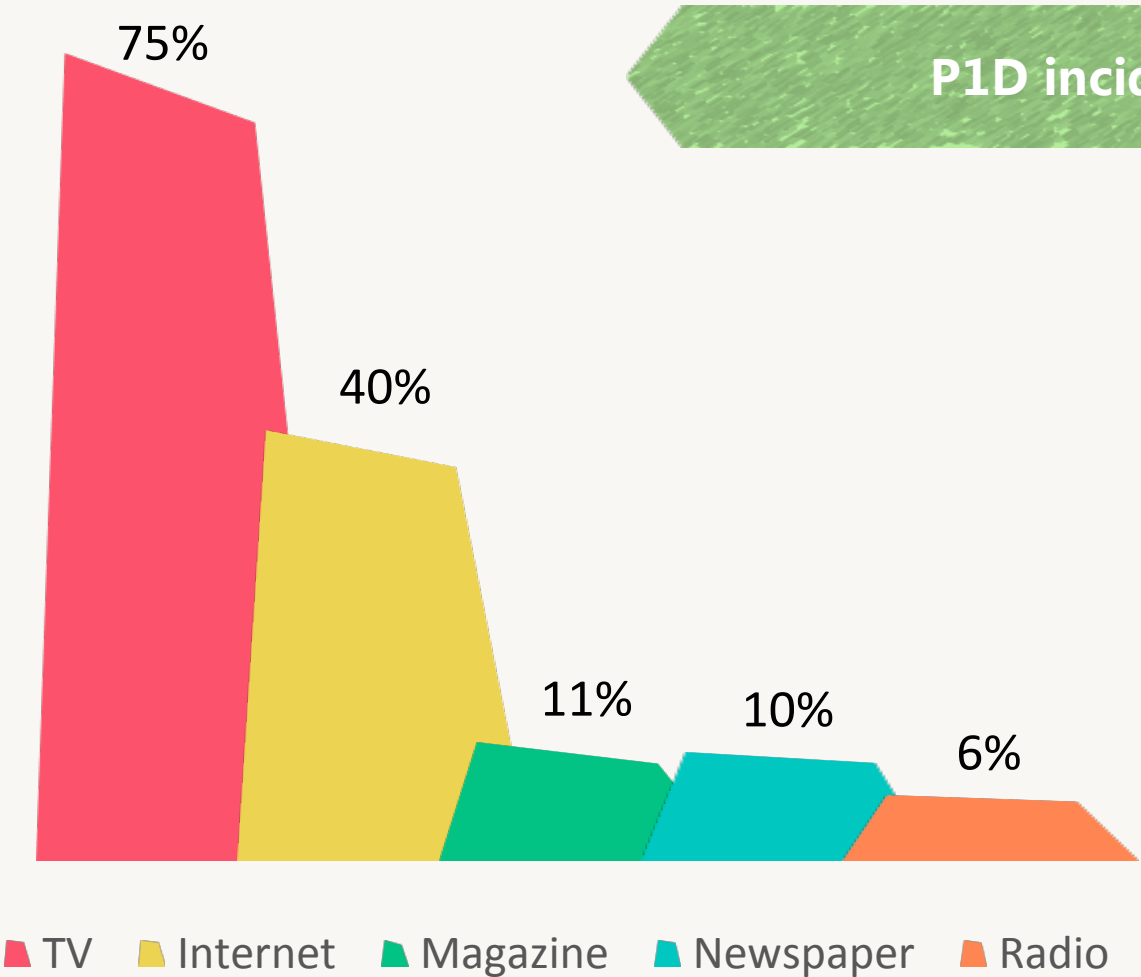
We have a natural closeness to new media

Proportions of using digital devices (%)



TV and Internet are primary media among kids.

And, the internet usage is increased with age.



P1D incidence(%)

	6-9yrs	10-12yrs	13-15yrs
TV	86%	76%	63%
Internet	24%	39%	58%
Magazine	9%	11%	14%
Newspaper	7%	10%	14%
Radio	5%	5%	8%



Xiaoxiao, a preschool boy

Internet is something that connects computer, mobile phone and iPad
Internet is for playing games, and watching videos



Yuanwei, a sixth-grade boy

Internet is like a propagator from which we can know
what is happening around the world
Internet is like a telephone which can draw friends closer
and enable them chat at anytime and anywhere



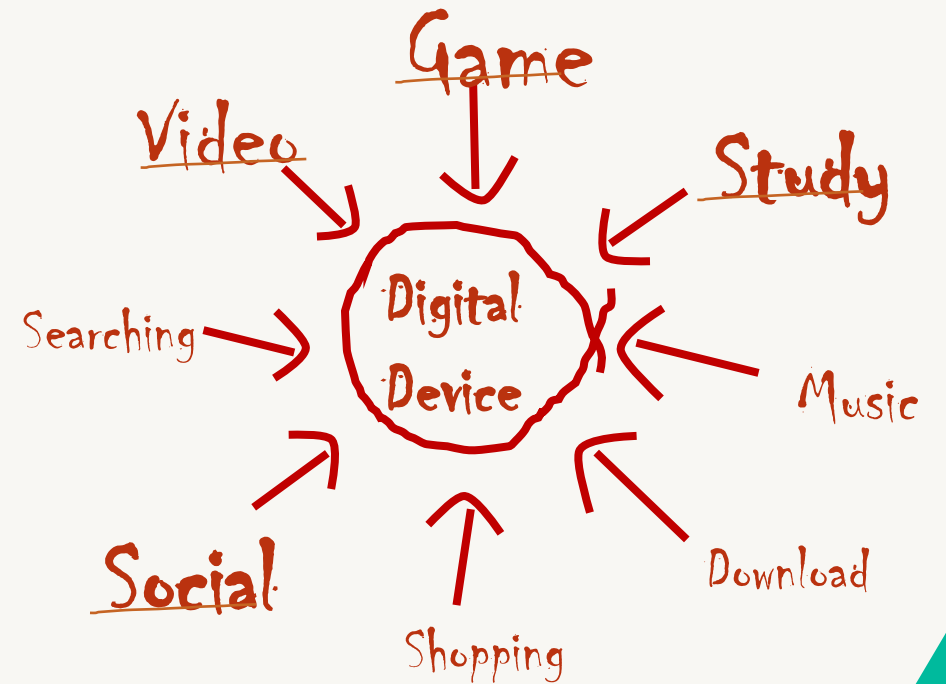
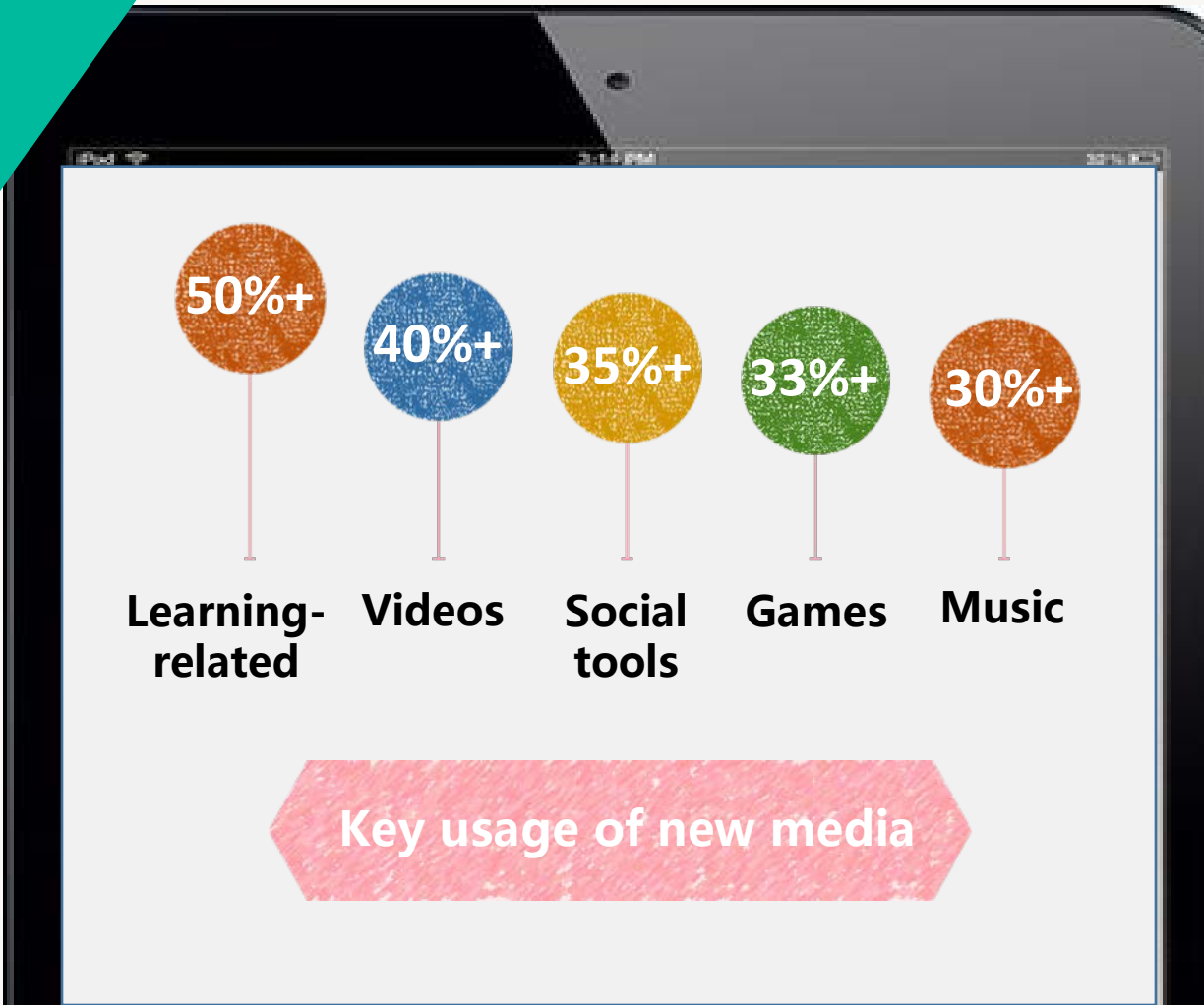
**Manman, a girl in her third year
of middle school**

Internet is a good thing, making people not feel alone

In the kids' eyes:

What is “Internet”?

New media, kids' entertainment toy, social platform and learning tool



Kids' network identity -- Both “Participants” and “Communicators”

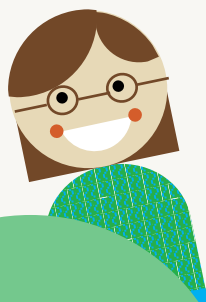
Key usage of QQ



NO.1

Chatting

- Private chat 64%
- Group chats 62%
- Video chat 47%



NO.2

Q-zone

- Browse/Forward 44%
- Post 42%

Key usage of WeChat



NO.1

Chatting

- Private chat 66%
- Group chats 54%



NO.2

The Moment

- Browse/Forward 49%
- Post 40%

Nowadays, kids begin to think, to explore the world around them earlier than ever



Sensory



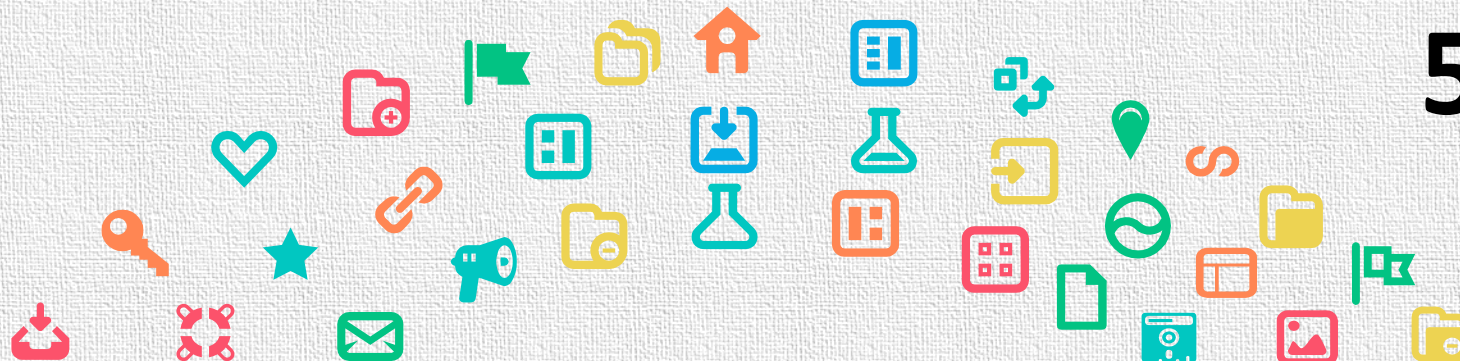
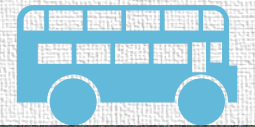
Imagining



Discovering & thinking



Self-shaping



50%+ of parents are
willing to give their kids
enough space and freedom

Great insights, to light up innovation

