



AZ Research... partners with you to capitalize on the next big thing among kids

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Get an inside-out view of kids...  
Not what they claim of themselves, *but what they are*





## “What’s brewing among kids?”

- Understanding the new age kids across the world, is any marketers’ key concern
- While today kids are key consumers and decision-makers, they are also a very fickle-minded and vulnerable set of consumers. Things which make them tick today are things which they refuse to associate themselves with the following month
- Therefore it becomes very critical to understand this segment in a holistic fashion and - identify common themes
  - which can also be tracked overtime  
and
  - which can be used currently for activation



## Why Kanvas Kids...?

Information required to understand kids as a segment and identifying current raging themes with them was :

1. Quite varied – ranging from their habits to dreams to dislikes to values ... in all frames of life
2. Unpredictable – difficult to preempt what kind of information will help see their core
3. Needed an inside out view of the kid – not what they claim of themselves but what they are



## Therefore... Kanvas Kids

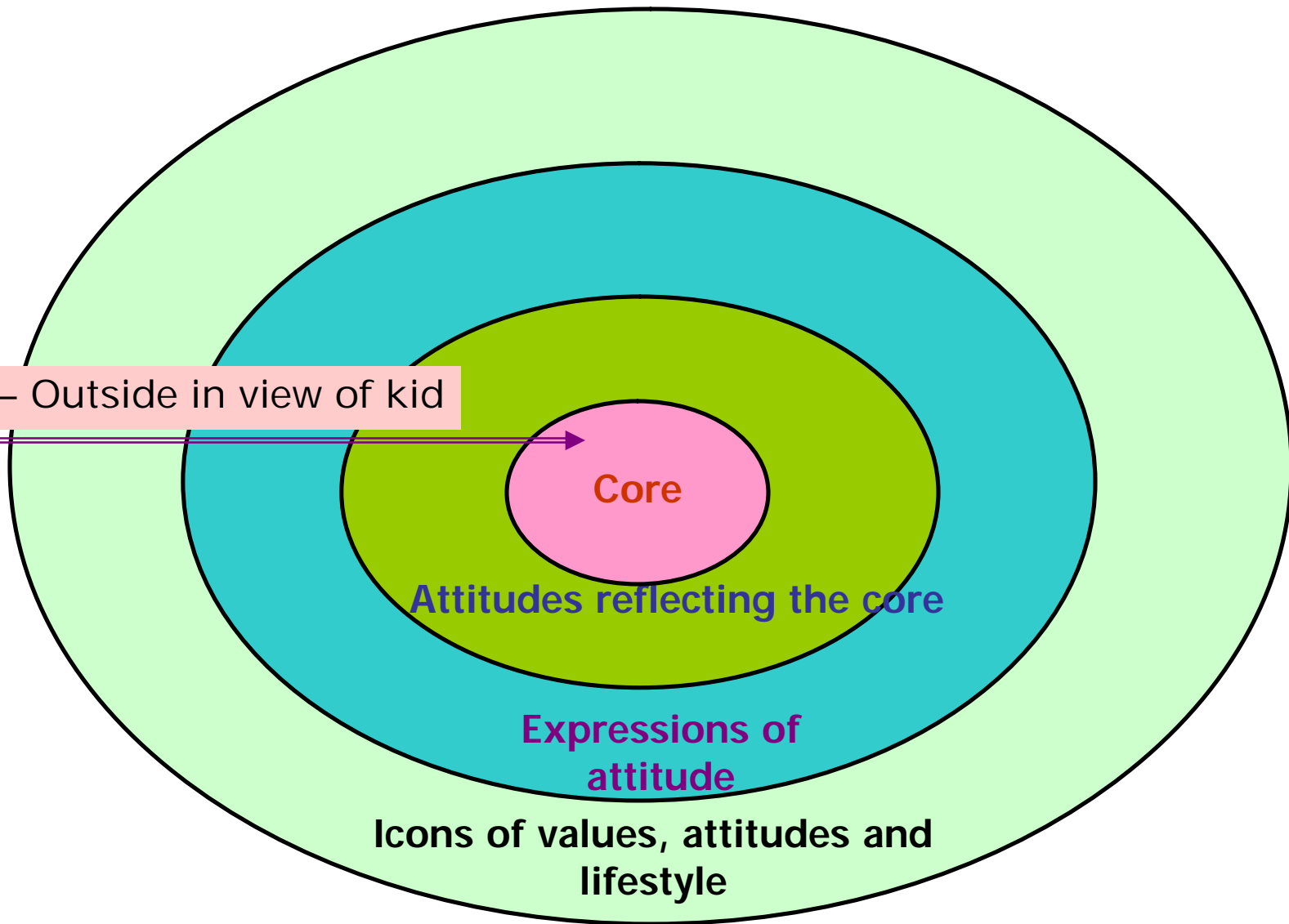
- Therefore, a traditional questionnaire doesn't work
- Associations do not work – fear of failure makes them seek right answers
- Even smiley faces are not very effective – kids don't like being treated childishly



- A mechanism of them talking to a hypothetical friend gives an inside view of their core
- That's the genesis of Kanvas Kids – which is a blend of unique methodologies specifically designed to cater to kids as a TG

Outputs - Inside out view of kid

Analysis - Outside in view of kid





## Methodology...

Thus, data is collected on...

- Their story – experiences, feelings associated, dreams, nightmares, right and wrong as perceived by them
- Their parent's story
- Third party view through observation and environment scan

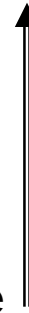
...And analyzed in a framework to arrive upon:

- What values comprise the core
- What are the attitudes which reflect this value system
- What are activities/ expression / behavior which they indulge in to reflect their attitude
- What are the current icons for each of these activities/ expression / behavior



## Methodology...

- Core Values
- Attitudes
- Expressions of attitude
- Icons of values, attitude, lifestyle



Declining rate of change

- Icons may change in a very short time frame, possibly weeks
- Expressions of attitude would also change along with change of lifestyle, though over months
- Attitude and value would take comparatively longer to change

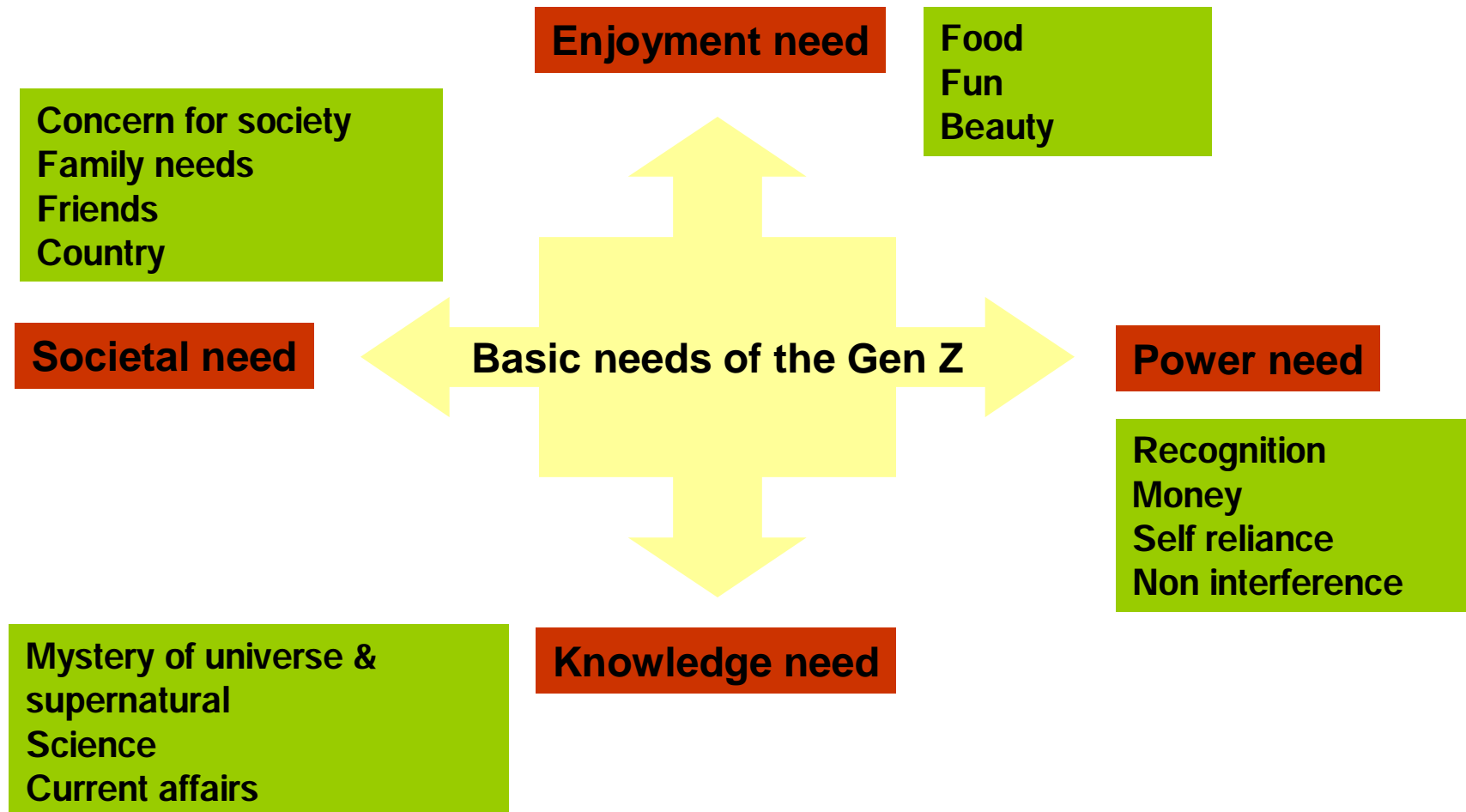
Therefore, only Icons and Expressions of attitude are looked at for assessing trends



## Analysis framework

- Kids have strong variances on aspects like :
  - Aggression
  - Intelligence
  - Extroversion
  - Exposure
  - Money
- Differences also occur by
  - Age
  - Gender
- Despite, these differences, there are common themes running across GENERATION ZIGMA

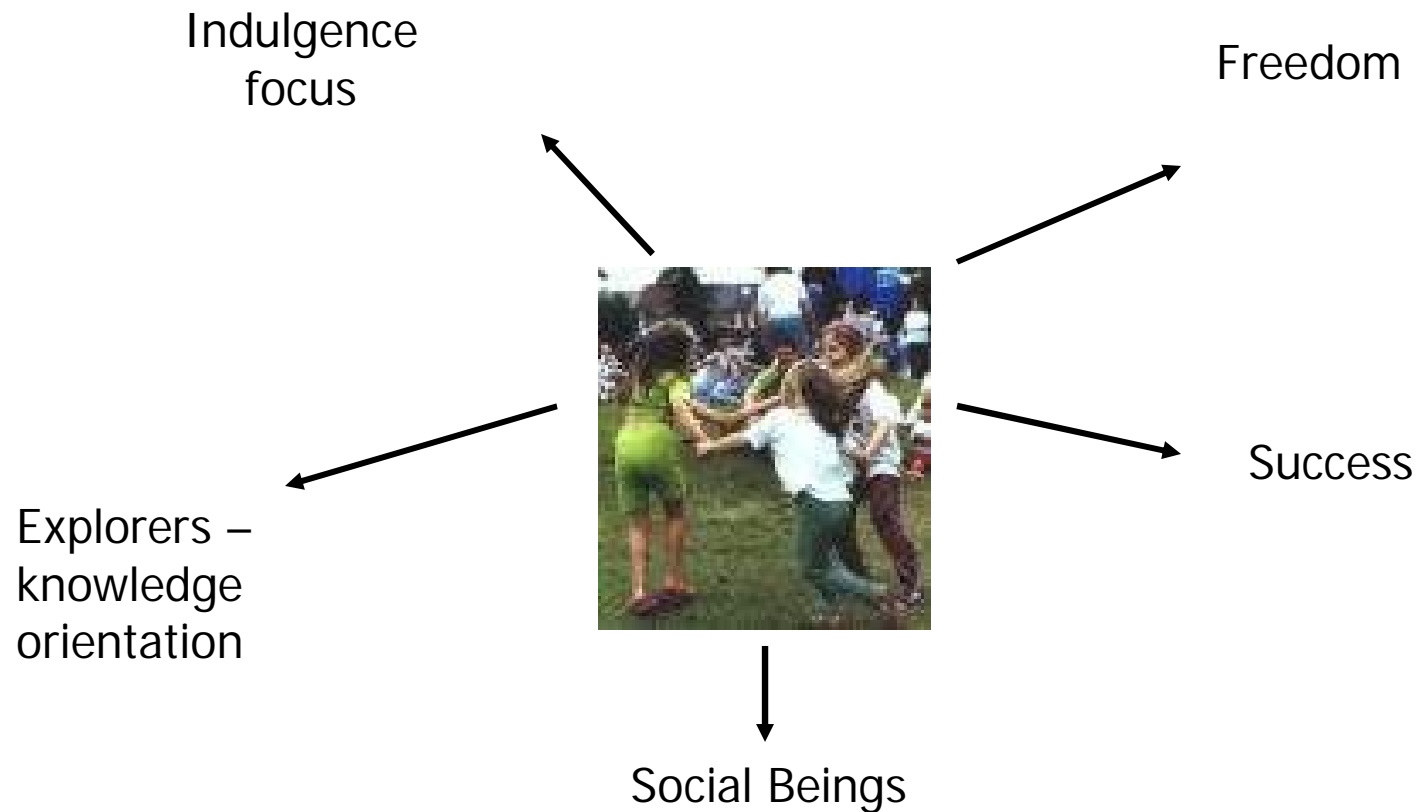






# Analysis Framework

These four basic needs are expressed through five key dimensions which comprise the core of kids (Power broken into success and freedom)









# AZ Research Partners

For a detailed presentation of Kanvas kids – please contact us at the address given below

“AZ Research Partners”  
No. 1174, 1<sup>st</sup> Floor, 12<sup>th</sup> B Main Road  
HAL 2<sup>nd</sup> stage  
Bengaluru – 560 008

Email – [contact@azresearchindia.in](mailto:contact@azresearchindia.in)  
url – [www.azresearchindia.in](http://www.azresearchindia.in)