

RESEARCH DOCUMENT

How to emotionally connect with teenagers?

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Lost Media | Fast Fashion

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Research Question

In this document, the question “How to emotionally connect with teenagers?” will be explored and answered. You’ll read about which methods I have used, and the summary and conclusion of my findings.

Methodology

The method that will be used to answer this research question is the CMD method of *literature study (library research)*¹. The literature study methodology consists of reading already existing articles and combining the information from them into one summary.

The other method that will be used after the library research is through *interviewing the target audience (field methodology)*². By interviewing the Dutch youngsters, we would want to compare the information from the articles and see if they think the same or our team has missed something.

Introduction

Today's Teenagers are among the first generations to grow up entirely with social media. A report on average screen time statistics by Backlinko Team states that on average teenagers (age 13-18) use their phone on a daily basis for 8 hours and 39 minutes in the year 2021.

With this information, we can come to the conclusion that most teenagers will see advertisements on social media platforms. To further confirm this statement - *An estimated 85 percent of Gen Z uses social media to learn about new products. They’re also shopping. An eMarketer May 2021 report shows that 62.8 percent of 14–17-year-olds have made at least one purchase via a digital channel*³.

¹ <https://cmdmethods.nl/cards/library/literature-study>

² <https://cmdmethods.nl/cards/field/interview>

³ <https://mindstreammediagroup.com/advertising-teens-brands-can-connect-generation-thats-always-phones/>

Summary

Methods to emotionally connect with teenagers to benefit from the effects of the marketing strategy:

- **Use social media for advertising** – since we have specified that teenagers are the larger demographic that uses social media, it would benefit if companies use their social media presence to their advantage. Some of the platforms they often use are TikTok, Instagram, and Snapchat
- **Keep up with the trends** – understanding teenagers requires understanding of their interests and needs. Observing the current trends that teens follow will help any marketing team to come up with a creative idea that will resonate with them. Relatability is always important for grabbing the attention of the desired target audience.
- **Create sharable content** – youngsters constantly share with each other funny posts. By creating shorter and more engaging content grabbing and keeping their attention on your content won't be a problem
- **Use familiar faces** – influencer marketing has become more impactful for teens than using celebrities. *In fact, 70 percent of teens trust influencers more than celebrities and 6 out of 10 teens follow their advice.*⁴
- **Be genuine** – Teenagers tend to have the ability to detect if a brand is not genuine with their message. If we're trying to connect to them emotionally, they would much prefer to hear about a realistic story that is authentic and not just some marketing ploy. (An article from October 8, 2023)

Validation

The current information will be further validated not only through articles but also by gaining insights from Dutch teenagers. The information in this research shows general information about teens all across the world so some information might mismatch with what our target audience actually needs. Having their opinion will help us complete this report and to have an understanding of our target audience.

⁴ <https://mindstreammediagroup.com/advertising-teens-brands-can-connect-generation-thats-always-phones/>

Conclusion

In conclusion, connecting emotionally with teenagers in marketing requires a strategic approach. Companies should leverage social media platforms like TikTok, Instagram, and Snapchat, where teens are highly active. Staying updated on trends and creating relatable, shareable content can help capture their attention. Influencer marketing is more effective than celebrities, as teens trust influencers more. Finally, being authentic and genuine is crucial, as teens are quick to detect insincerity in brand messaging. These methods enhance emotional connection and make marketing efforts more impactful.

The end result of the findings will benefit our team to come up with an end product for the client. By researching, we can come up with a good idea to influence teens to stop buying fast fashion that will also be effective since we now know how to do marketing amongst the youngsters of the Netherlands.

Sources

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