

RESEARCH DOCUMENT TEMPLATE

How to emotionally connect with teens?

Mincheva, Plamena P.M.M.

Lost Media | Fast Fashion

Table of Contents

Research Question.....	2
Methodology.....	2
Summary.....	2
Validation	3
Conclusion	3
Sources	3

Research Question

The primary question being examined in this document is: “How to emotionally connect with teenagers?” This research focuses on understanding how to engage teens aged 15-17 with a social cause and, more specifically, how to make them resonate with a topic and use related applications on a daily basis. The broader goal is to explore how to connect with teens deeply enough to influence behavior, particularly regarding fast fashion and the global usage of cheap clothing.

Methodology

For this research, the Literature Study method, a part of the Library Research approach in CMD (Communication and Multimedia Design) methods, is employed. The research draws on existing studies, theories, and marketing techniques that focus on teen behavior, especially concerning trends, the internet, and social media. The methodology aims to discover effective strategies for creating emotional connections with teens through the use of marketing techniques, authenticity, and personalization.

Summary

To emotionally connect with teens and drive behavioral change, especially in relation to fast fashion, four key marketing strategies emerged from the research:

- **Authenticity** – Teens are highly skeptical of traditional advertising, which often appears overly polished. They prefer transparency, unpolished presentations, and real-world impact. Brands must be genuine and avoid outdated slang or forced efforts to relate.
- **Emotional Connection** – Building long-term emotional ties requires making teens feel special and included by fostering a sense of community. This aligns with teens' natural search for belonging and identity.
- **Social Proof** – Teens are highly influenced by their peers and social influencers. Collaborations with influencers can significantly boost a brand's reputation and increase its emotional appeal among teens.
- **Personalization** – Teens express themselves creatively and value personalized experiences. Brands that allow creative interaction, such as sharing user-generated content, enhance emotional connection and increase product usage.

Validation

These strategies are validated through their alignment with key teenage developmental traits. Teens are navigating identity formation, craving peer approval, and are motivated by belonging to communities that reflect their values. By addressing these needs, brands can effectively connect with teens on a deeper level. Marketing techniques like authenticity, social proof, and personalization have proven successful in engaging this demographic.

Conclusion

Incorporating these four strategies into a marketing plan or product development can effectively build trust with teens and cultivate a deep emotional connection. By prioritizing authenticity, brands can gain the trust of skeptical teens, while personalization through creative expression and tailored experiences ensures the long-term engagement and connection that is essential for success.

Sources

Bharwada, C. (4 August 2016 r.). *Marketing to Teens – Five Key Points*. Извлечено от LinkedIn: <https://www.linkedin.com/pulse/marketing-teens-five-key-points-chintan-bharwada/>

Brooke, C. (10 November 2022 r.). *8 Keys to Connecting with Teens on Social Media*. Извлечено от Business2Community: <https://www.business2community.com/social-media-articles/8-keys-connecting-teens-social-media-01807524>

Iona Lewis-Smith, L. P. (2021). *How adolescents understand their values: A qualitative study*. Извлечено от <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7802049/>

OkCredit. (18 March 2021 r.). *Business Tips: How to Effectively Target a Teen Audience?* Извлечено от OkCredit: <https://okcredit.in/blog/how-to-target-teen-audience/>

OpenMic. (4 January 2023 r.). *How can brands successfully reach teen consumers?* Извлечено от The Drum: <https://www.thedrum.com/open-mic/how-can-brands-successfully-reach-teen-consumers>