

The Future of Kids Retail

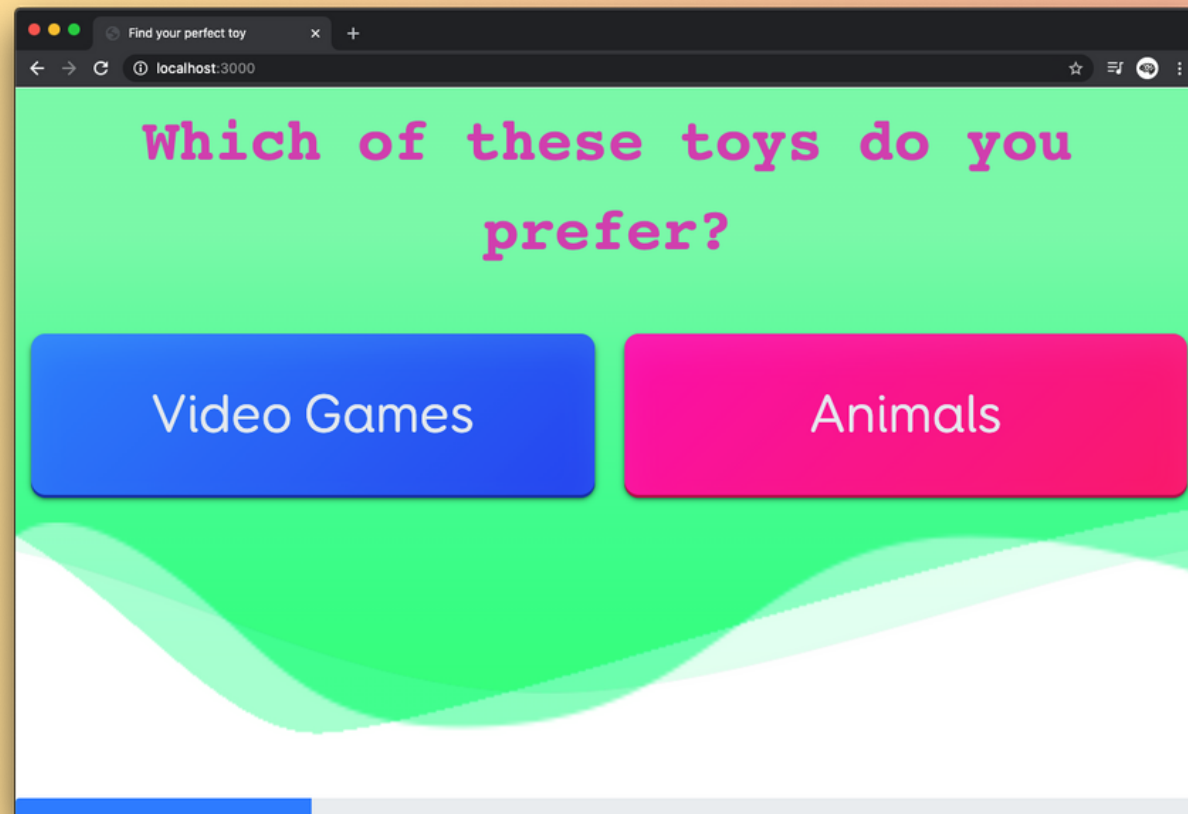
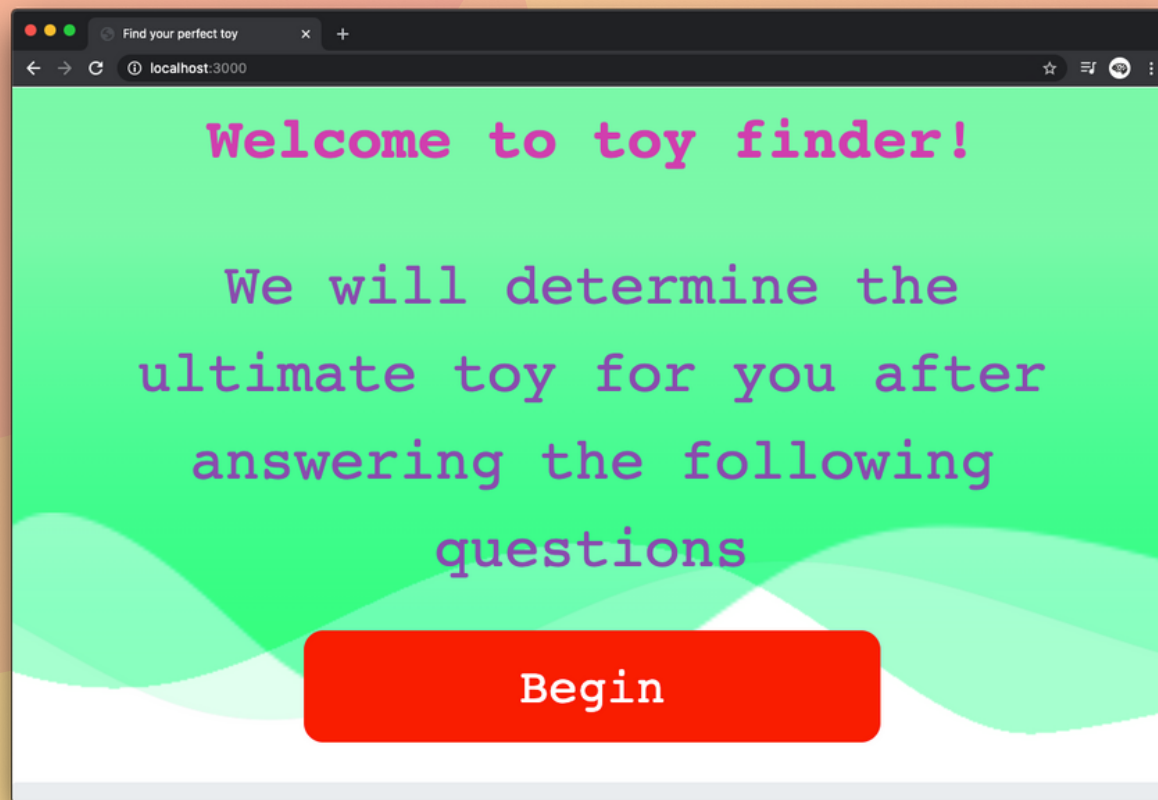
PRESENTED BY LUCAS ZEER

Case Study

Look for 5 innovations in toy distribution

Collect data accross 3 different social platforms



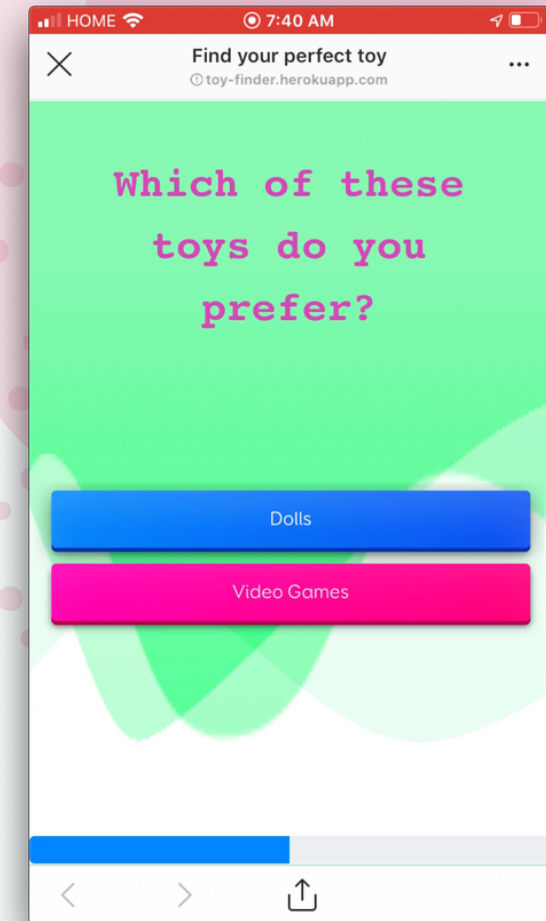
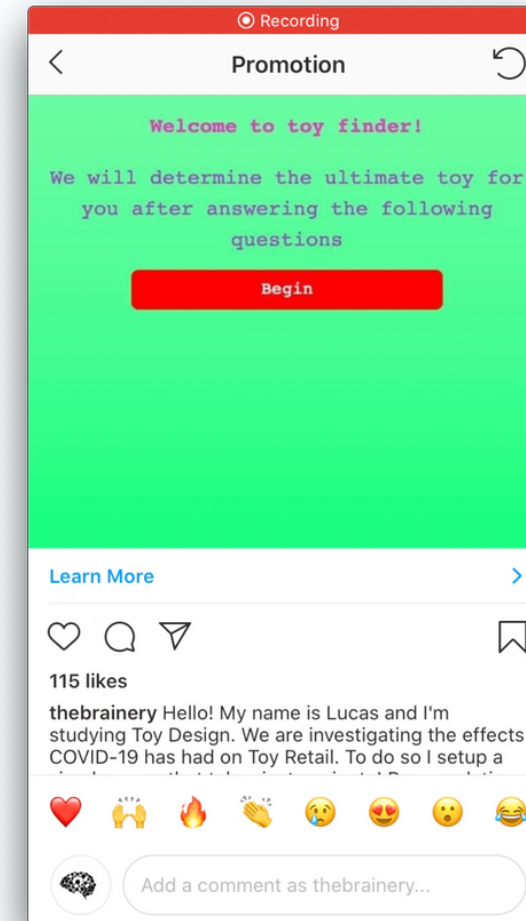
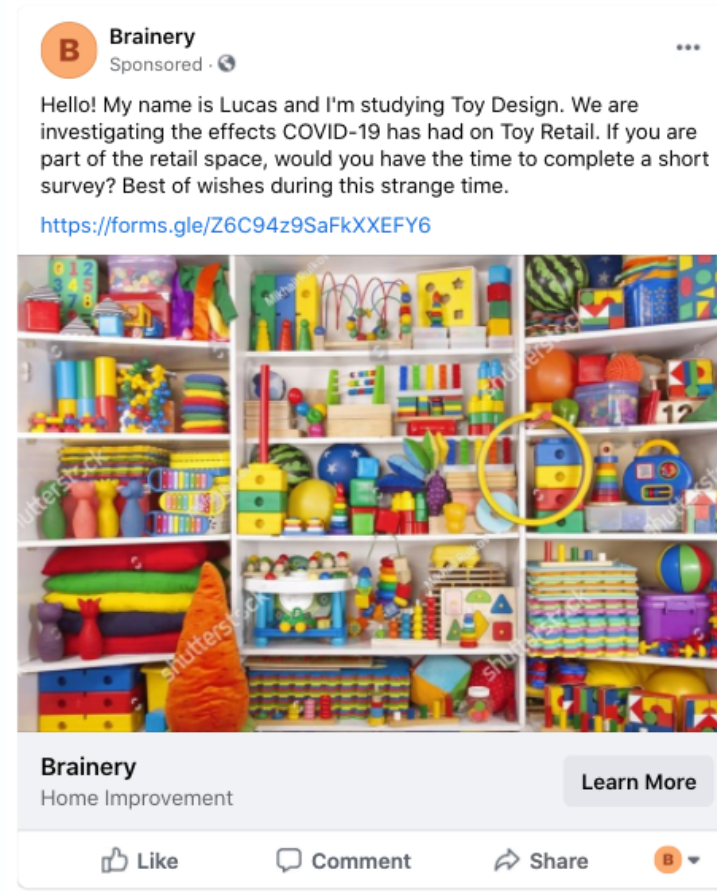


Data Collection

Developed a simple web app in which data could be collected unknowingly. User is presented with a set of yes or no questions, which are used to collect the survey data.

I also used an existing survey by Silvia D'Ambrosio and Ariana Vignati

SOCIAL PLATFORMS



Created Ads/Posts on Facebook + Instagram
+ visited a local toy shop

Hello! My name is Lucas and I'm studying Toy Design. We are investigating the effects COVID-19 has had on Toy Retail. If you are part of the retail space, would you have the time to complete a short survey? Best of wishes during this strange time.

<https://forms.gle/Z6C94z9SaFkXXEFY6>



Results

Results after posting the ad (over period of 8 hours)

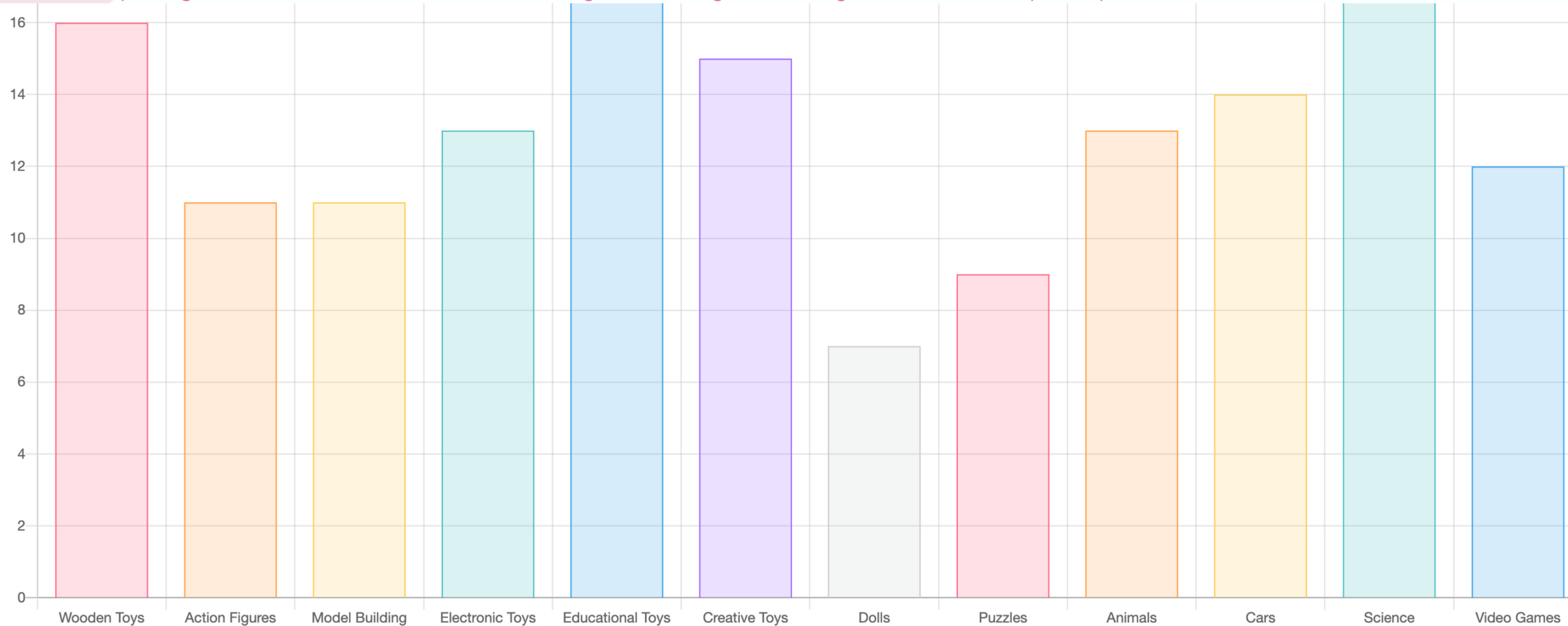
SURVEY / APP

19 people completed the survey (<http://toy-finder.herokuapp.com/data.html>)


The top 3 categories were: Science, Education, and Wooden Toys

The lowest 2 categories were: Dolls and Puzzles.

It was surprising to see Science and Education being of such high interest given that 90% of participants were between 13-17.



202 Results: Post Engagement ▾ 2,784 Reach ▾



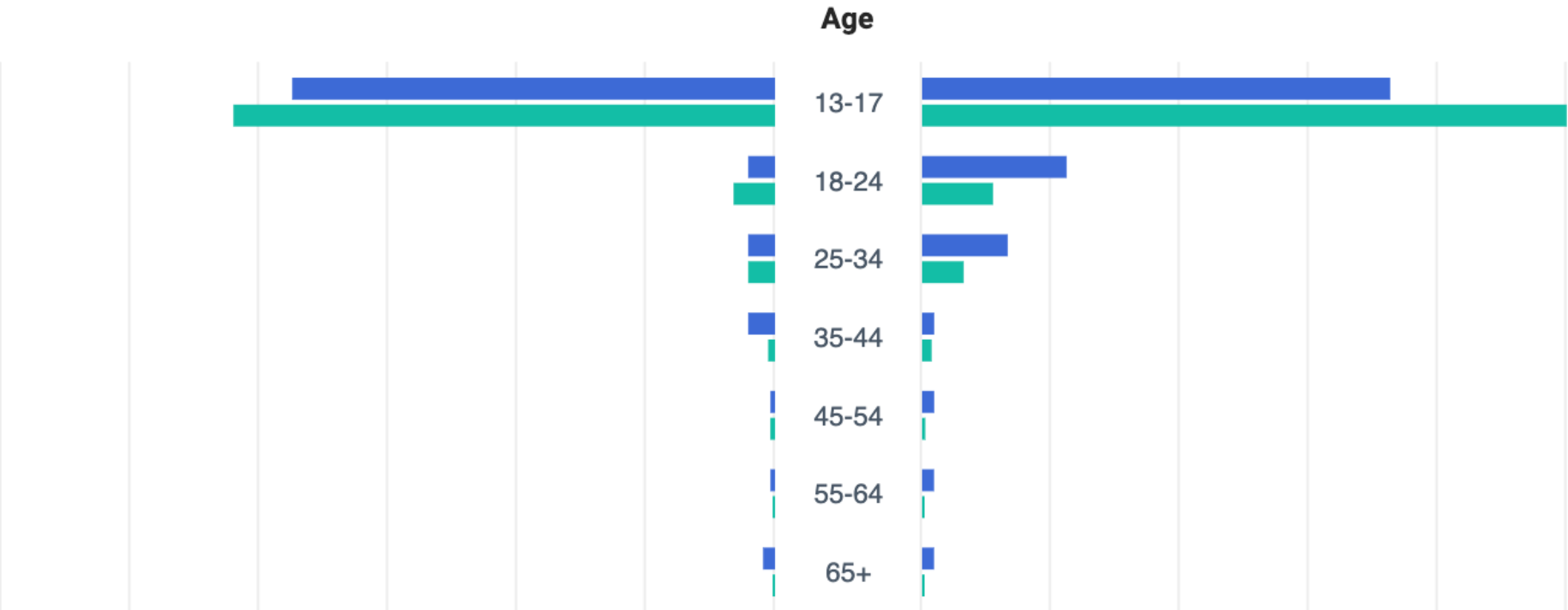
All Women

42% (85)

44% (1,217)

\$0.07

Cost per Result



POST INTERACTIVITY



All Men

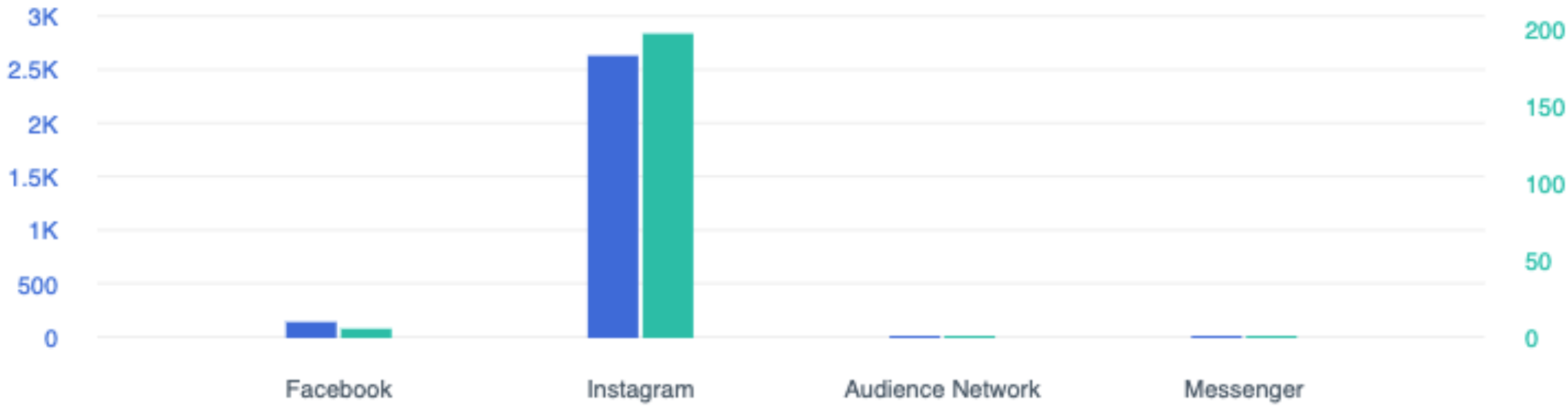
53% (108)

54% (1,490)

\$0.07

Cost per Result

2,786 Reach ▾ 203 Results: Post Engagements ▾ \$13.44 Amount Spent



7% Completed Survey

1% Completed Survey

0.66 EUR / Survey



The 5 Innovations

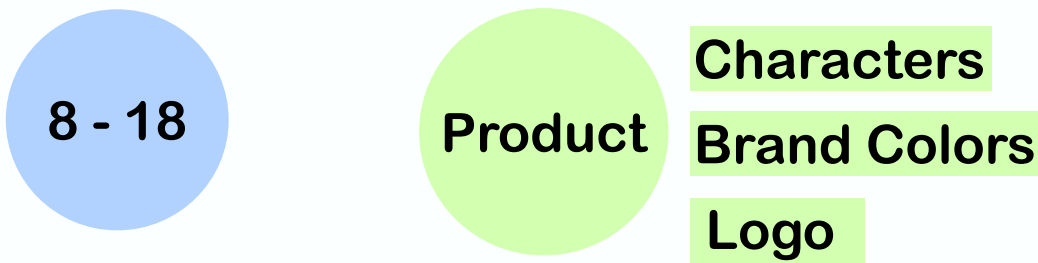
*BASED OF RESULTS, SUCCESS OF TARGETED AD CAMPAIGN, &
PREVIOUS ASSIGNMENT



Creative Copyright

With globalization: it can be very challenging to compete with a target market of comparable products. For smaller businesses: access to manufacturing is also limited, and thus providing a competitive price for your products without economies of scale can seem impossible. This is where creative copyright can come in handy to provide something that competitors cannot replicate. This can be obtained through unique characters, backstories, and marketing materials that create brand loyalty. Thus toy designers need to focus to focus on a balance of brand awareness with physical design.

Target Users Innovation Drivers



System

Content creates an priceless affinity for the toy product
Allows for a sale of product at a premium



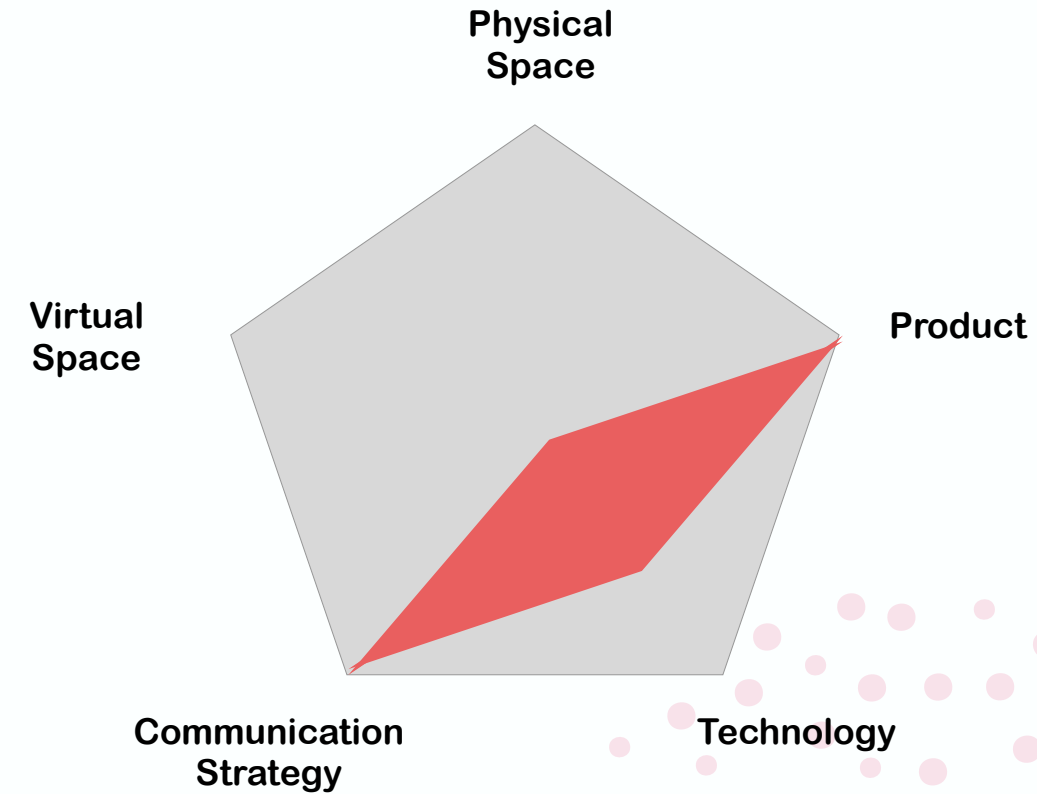
Needs



Communication

Tv, Websites, Social Media

Radar Position



Education

With a cultural emphasis on education, toy companies need to focus attention on parents just as much as kids. Furthermore, education as a target allows for the delivery of secondary products like follow-along guides, instruction videos etc. Education toys also can target a large audience (even adults) if provided through a flexible enough medium.

Target Users Innovation Drivers



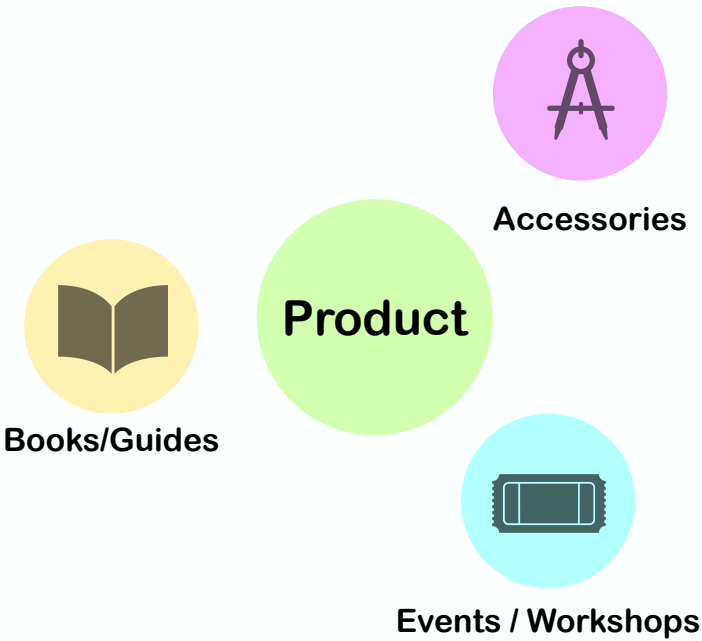
- Characters
- Brand Colors
- Logo

System

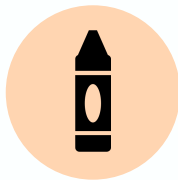
Product: Parents buy product because of its possibility to engage their children in stem etc.

Service: Parents pay for classes / workshops for futher education

Communication: Parents purchase books/guides and other learning materials surrounding the product



Needs

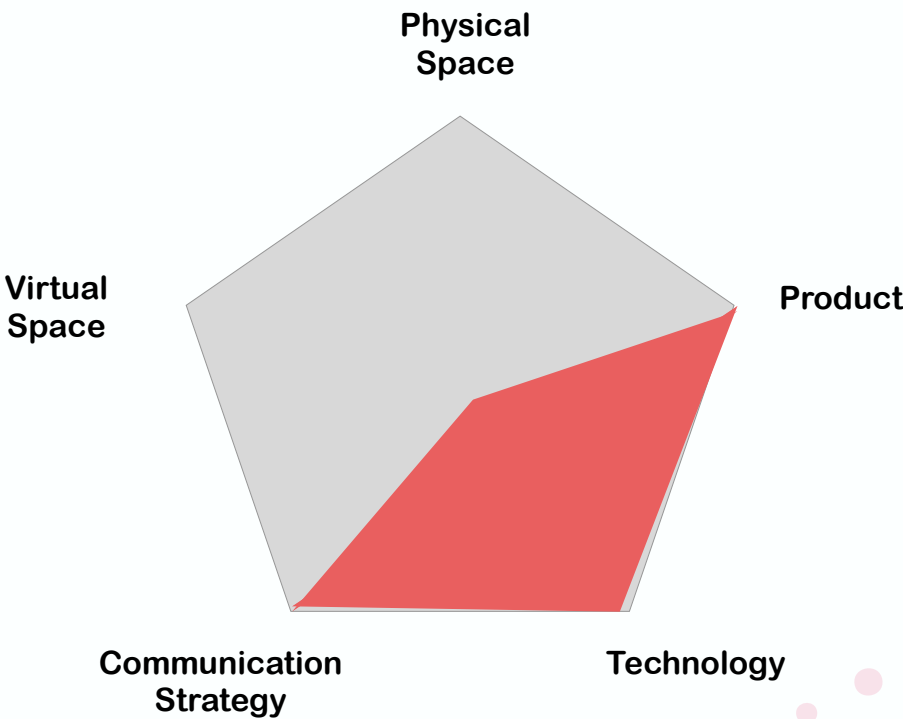


Communication

Websites, Social Media

Focus marketting on areas where parents will be doing research, say searching online for: "Best way to teach my child programming" etc

Radar Position



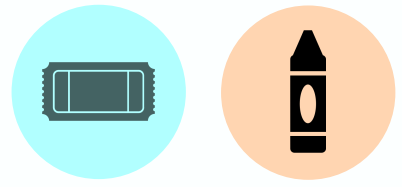
Personalization

Many parents are moving online for toy shopping so that they can compare prices and see more variety. However online experiences do not provide the space for an added personal touch. Think of build-a-bear workshops for example. The service around the bear turns the experience into something priceless.

System

Space: Workshop environment in which kids personalize their toy
Service: Applications, and hardware for building the end result

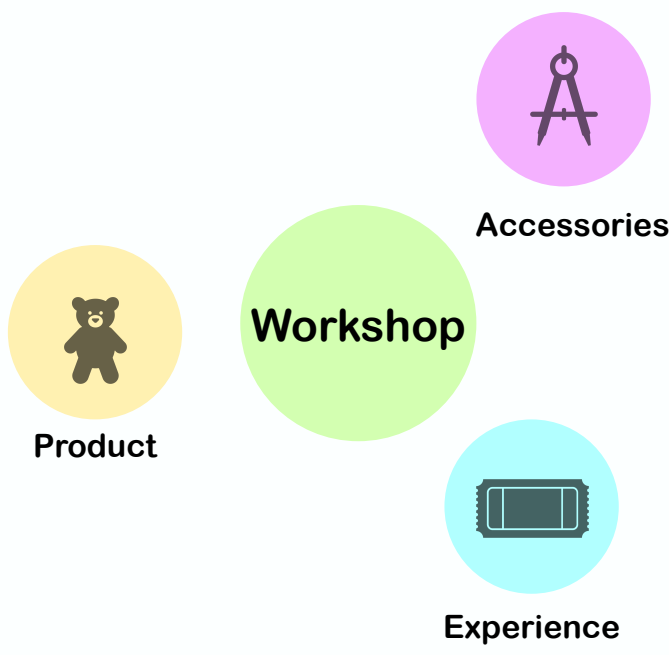
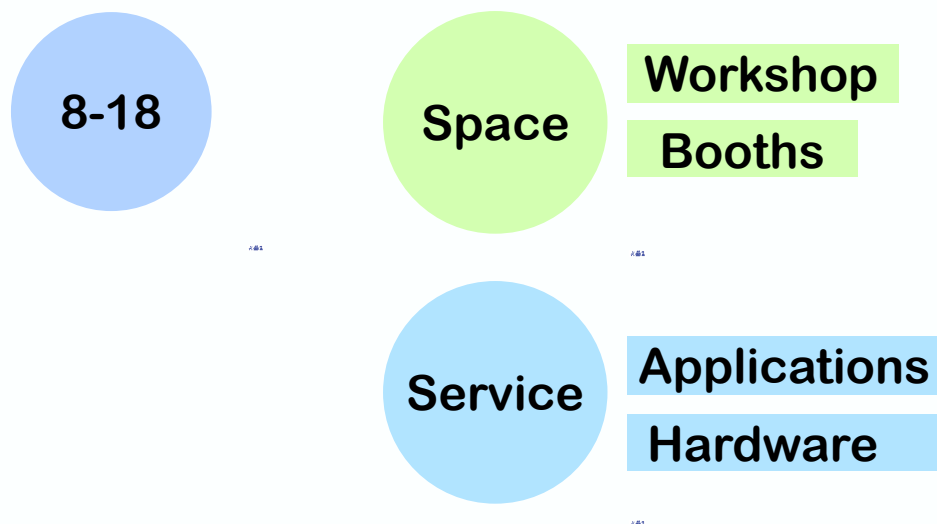
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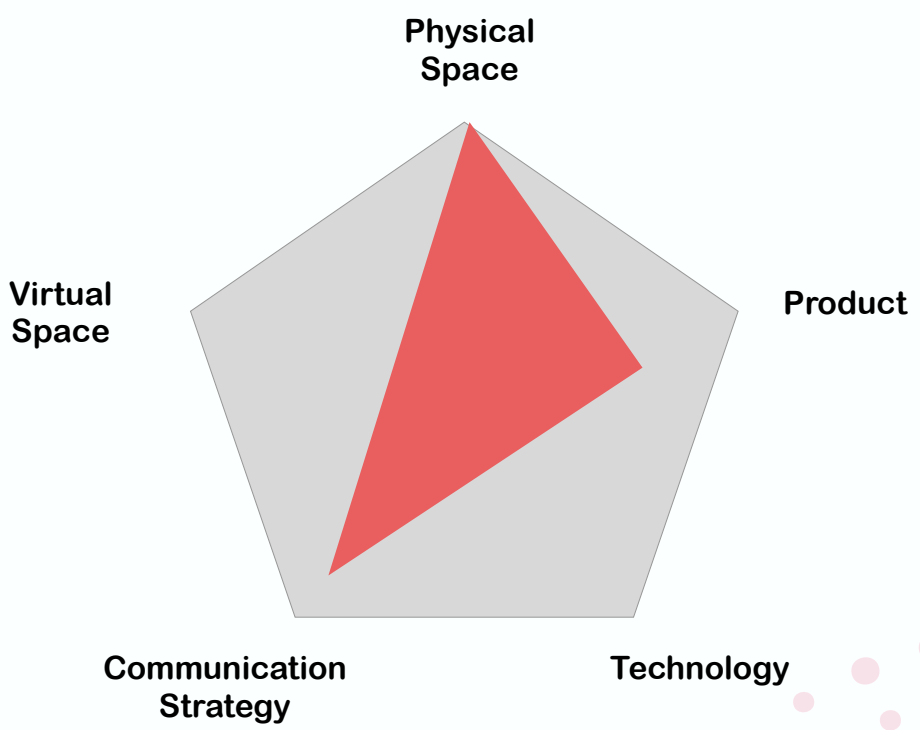
Communication

TV, Social Media, Events
Ex. Setting up workshops, and tv ads to excite children around the experience

Target Users Innovation Drivers



Radar Position



Subscriptions

Parents are looking for very cheap options for toys, and getting parents to pay more then \$5 for something at the markets seems to have little to no success. This can be frustrating for toy designers who want to incorporate high end materials and technology into their product. Therefore, looking to cheap toys with subscription models is an interesting approach.

Ex. A toy w/ accompanying freemium app (where paying for updates unlocks exciting features)

System

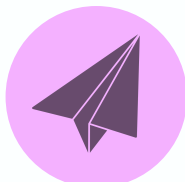
Service: App w/ subscription or continual delivery of premium features



App

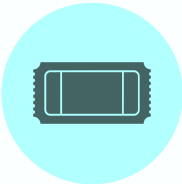


Product



Subscription

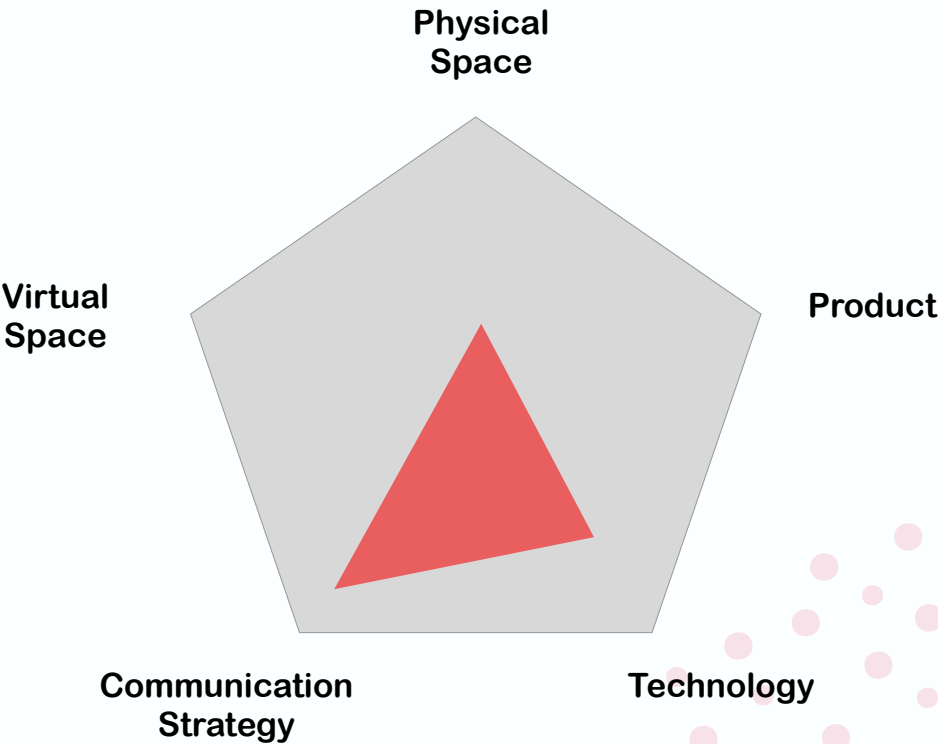
Needs



Communication

E-Commerce, Website
Accessories, subscription tiers, premium updates

Radar Position



Target Users Innovation Drivers



12+



Service

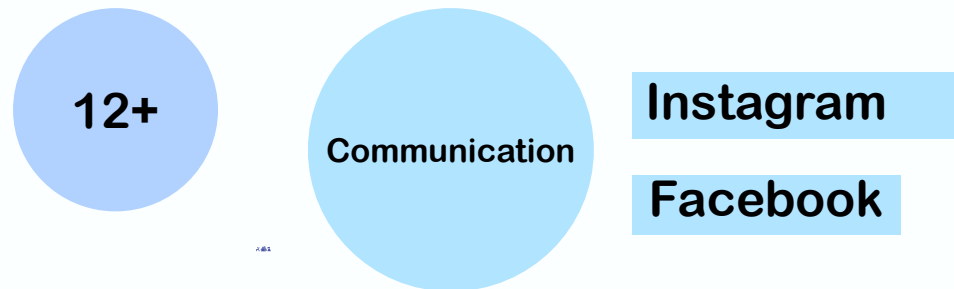
Applications

Content

Targetted Advertising

Utilizing Targeted Advertisement can help zoom in on potential customers in ways that a store front cannot imagine.

Target Users Innovation Drivers



System

Communicate with Ads geared towards customers with higher affinity, save costs advertising and make more sales

Use Facebook or Google Ad services to setup targetted campaign
Join based on sub groups that are likely to desire your product



Facebook



Instagram



Google

Needs

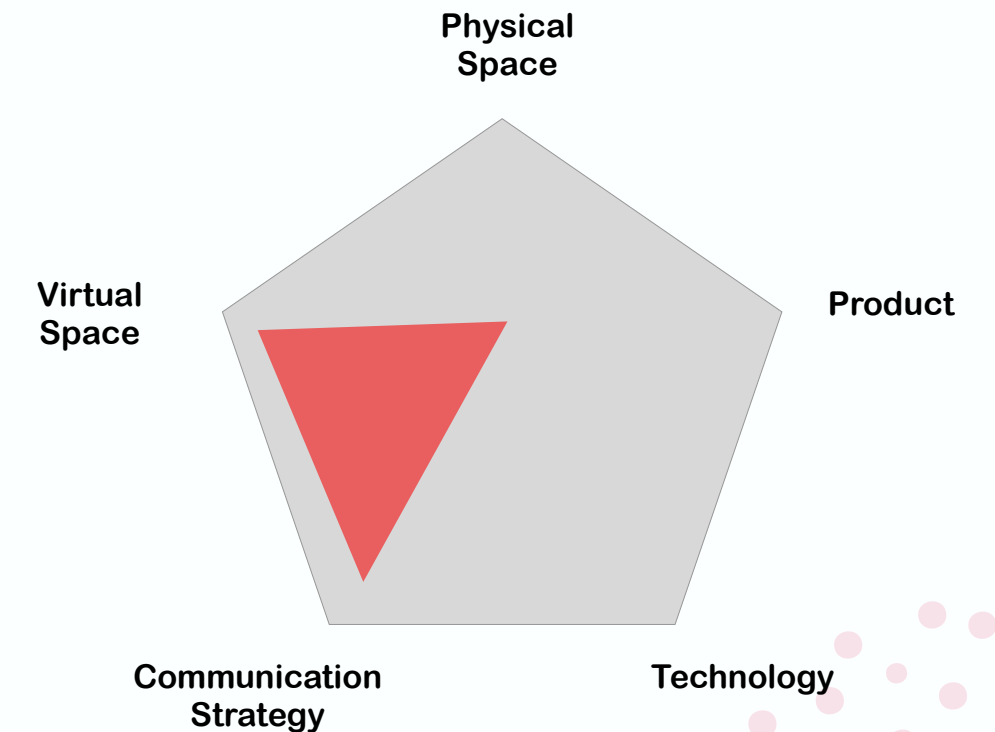


Communication

Website, Social Media

Facebook Ads, Instagram Ads, Google Ads

Radar Position





Thank You!