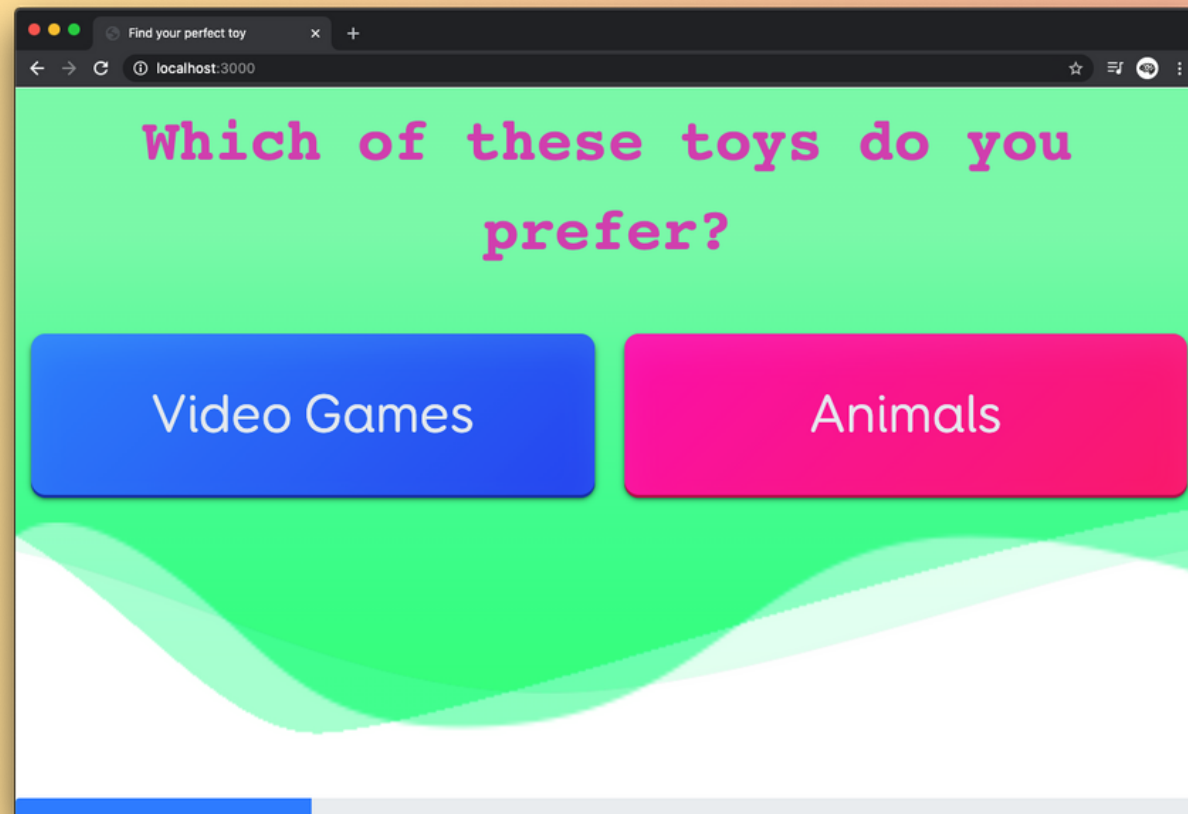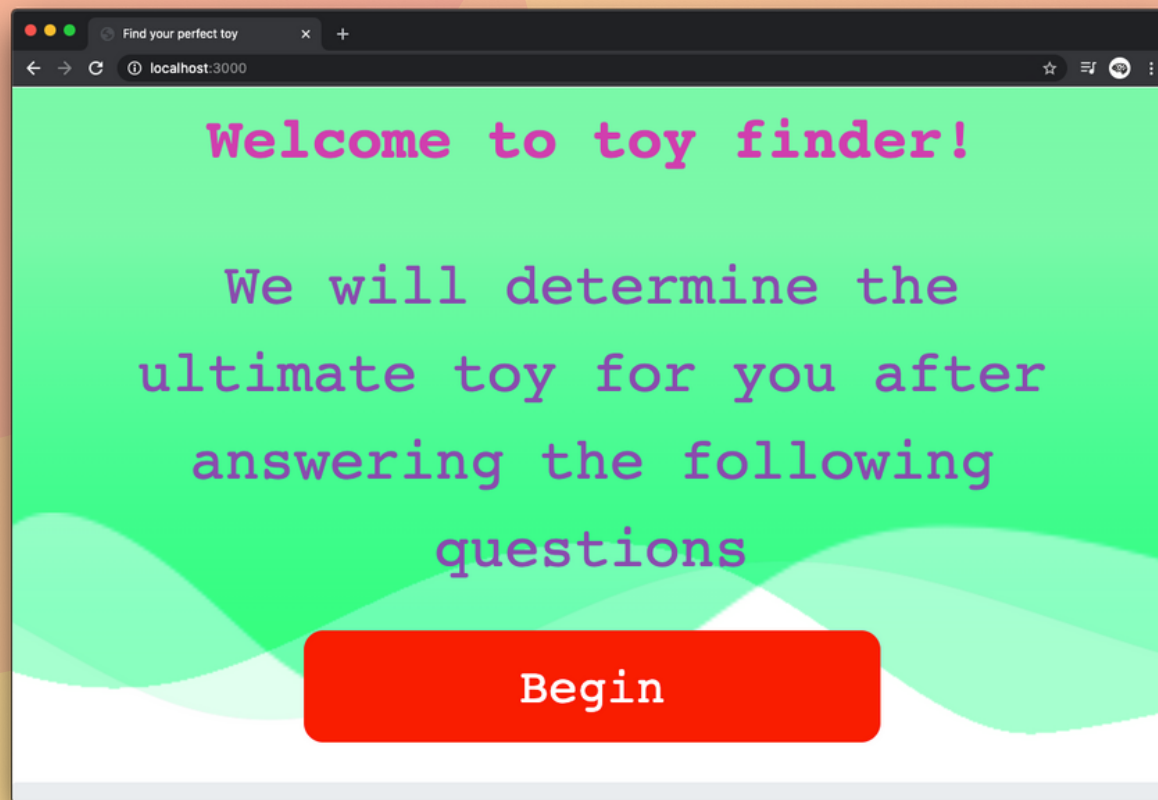# The Future of Kids Retail

PRESENTED BY LUCAS ZEER

# Case Study

Look for 5 innovations in toy distribution

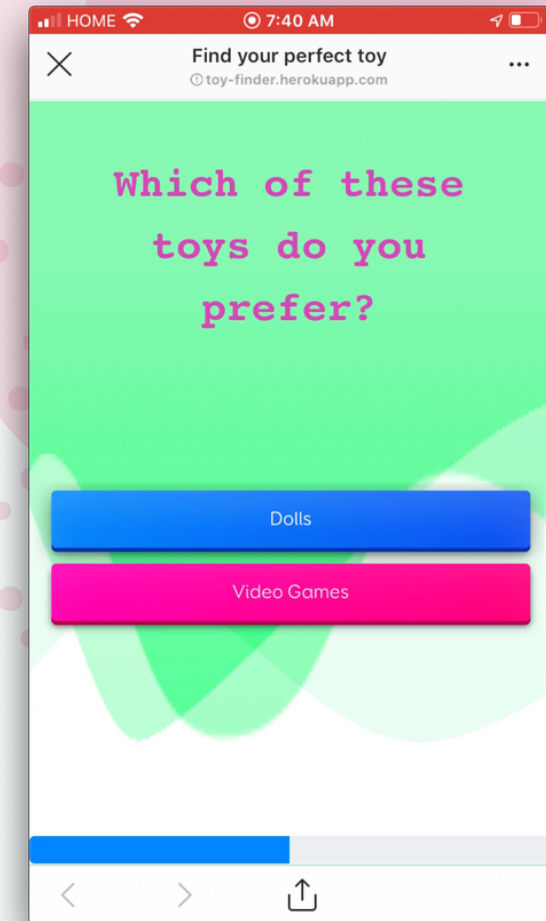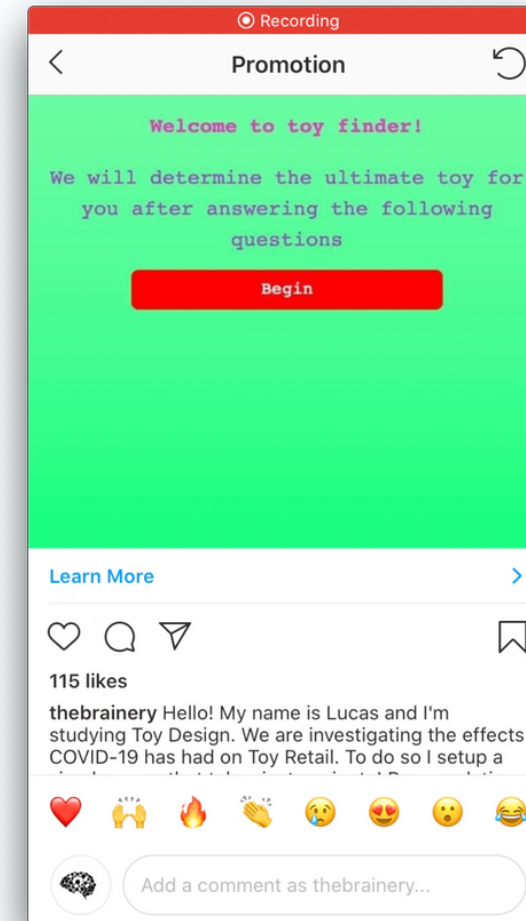Collect data accross 3 different social platforms
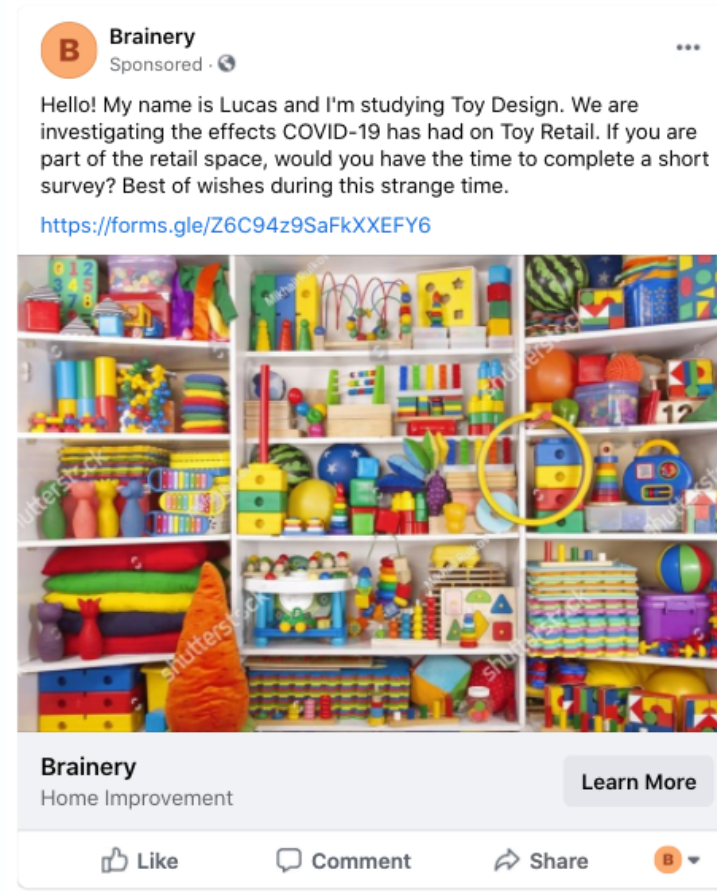
# Data Collection

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

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

# Results

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

# SURVERY / APP

19 people completed the survey (http://toy-finder.herokuapp.com/data.html)
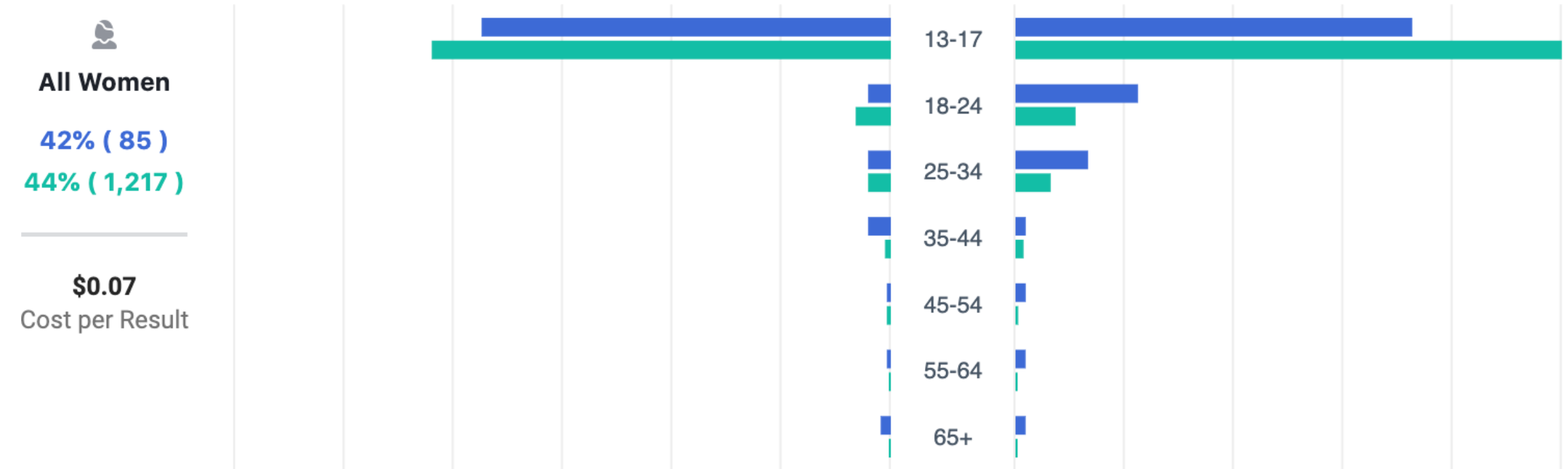The top 3 categories were: Science, Education, and Wooden Toys
The lowest 2 categories were: Dolls and Puzzles.
It was surprising to see Science and Education being of such high interest given that 90% of participants were between 13-17.
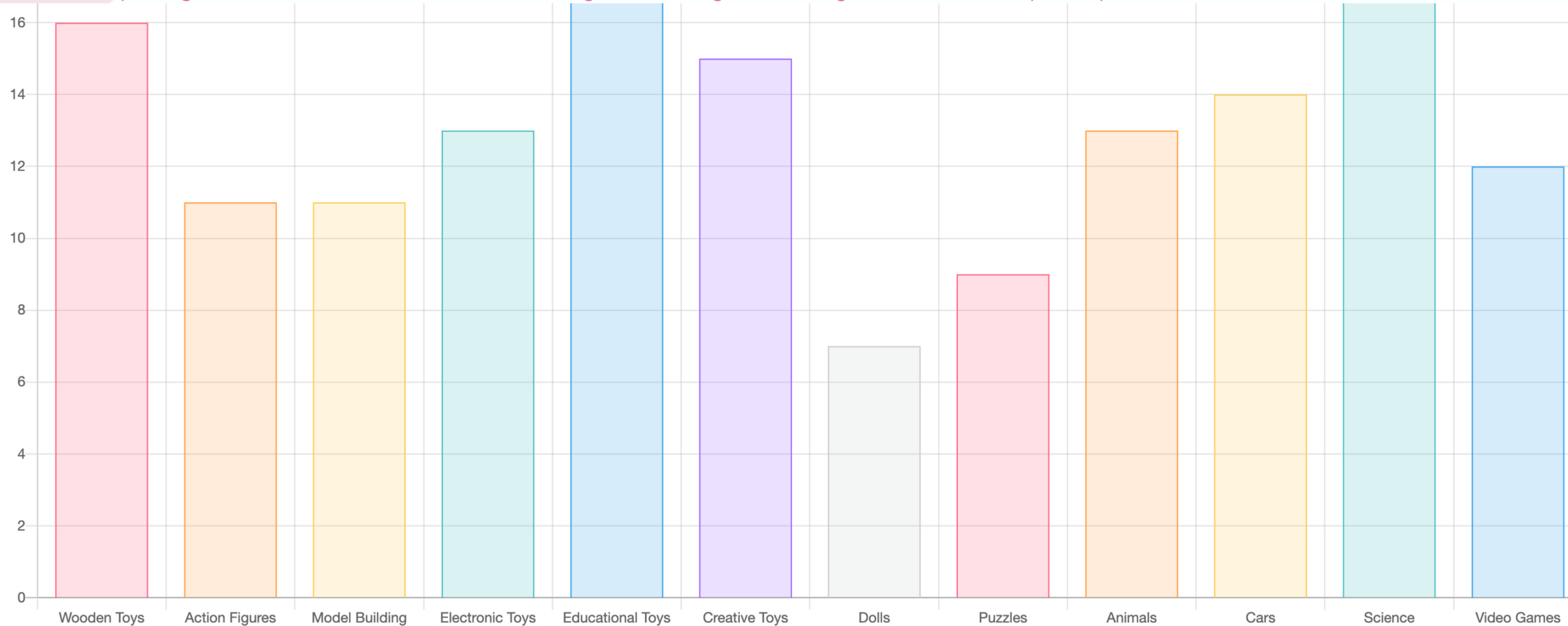
**202 Results: Post Engagement** ▾    **2,784 Reach** ▾

**Age**

**All Women**

**42% ( 85 )**
**44% ( 1,217 )**

**$0.07**
Cost per Result

| | 13-17 |
| | 18-24 |
| | 25-34 |
| | 35-44 |
| | 45-54 |
| | 55-64 |
| | 65+ |

**All Men**

**53% ( 108 )**
**54% ( 1,490 )**

**$0.07**
Cost per Result
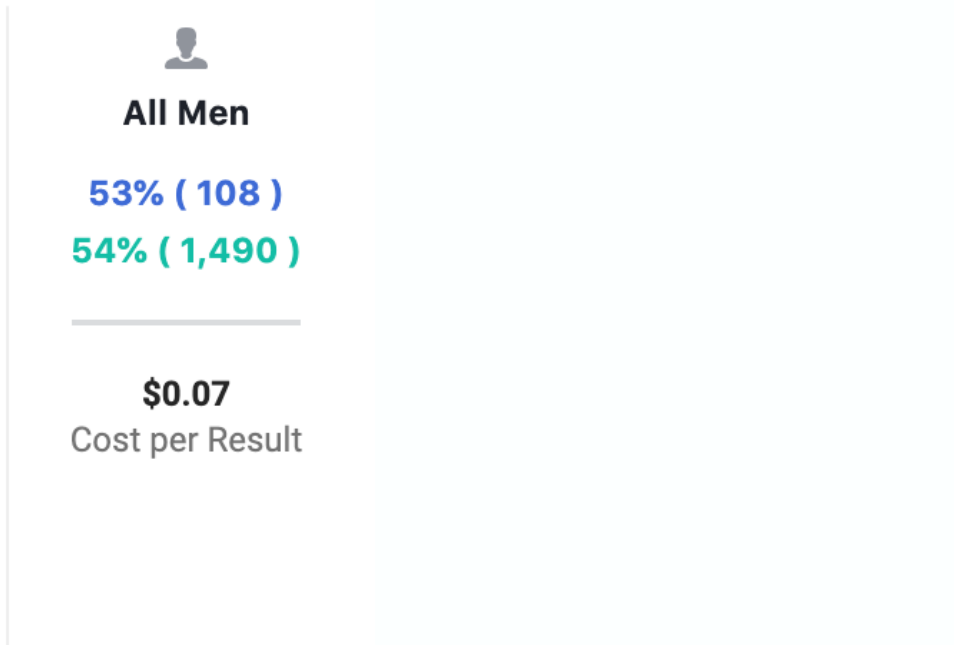
**2,786 Reach** ▾    **203 Results: Post Engagements** ▾    **$13.44 Amount Spent**

| 3K | | | | |
| 2.5K | | | | 200 |
| 2K | | | | |
| 1.5K | | | | 150 |
| 1K | | | | 100 |
| 500 | | | | 50 |
| 0 | | | | 0 |
| Facebook | Instagram | Audience Network | Messenger | |
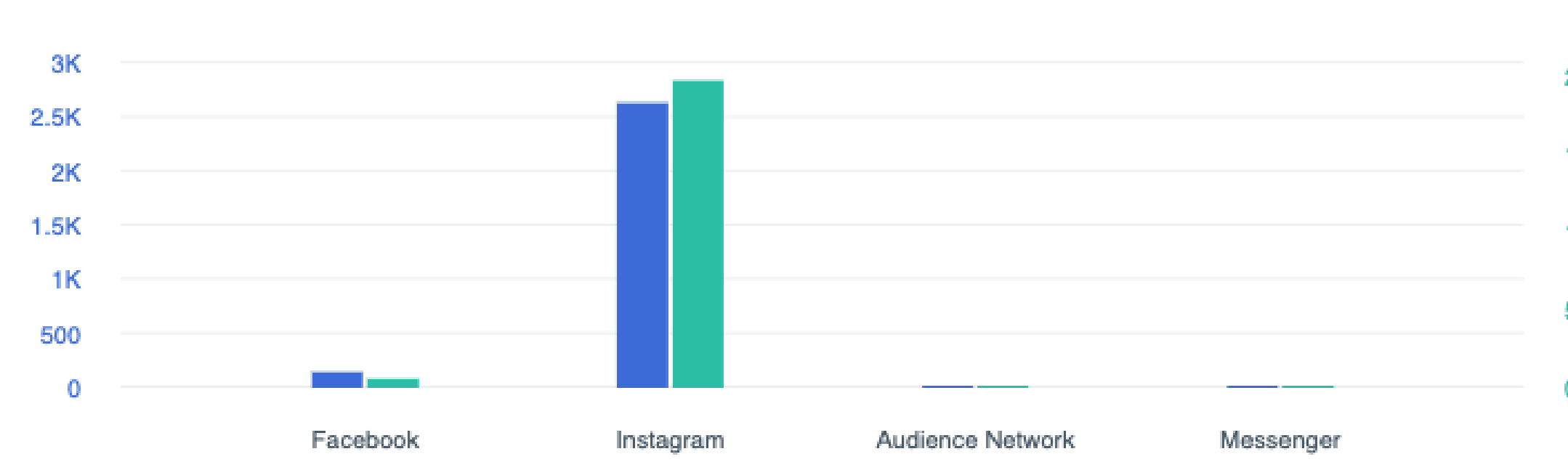
**7% Opened Site**

**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 c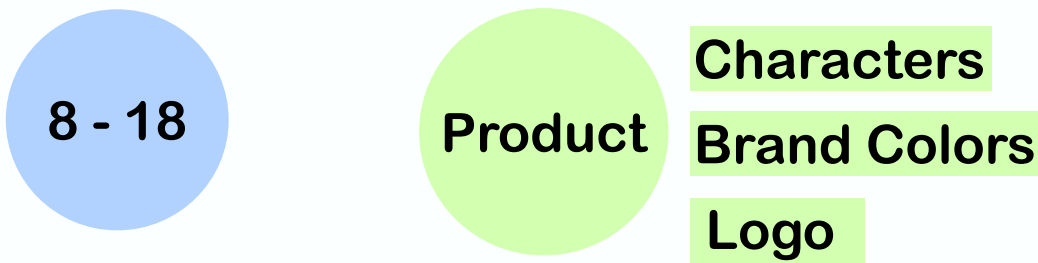ome in handy to provide something that competitors cannot replicate. This can be obtained through unique characters, backstores, and marketting materials that create brand loyalty. Thus toy designers need to focus to focus on a balance of brand awareness with physical design.

## Target Users

8 - 18

## Innovation Drivers

Product

Characters

Brand Colors

Logo

# System

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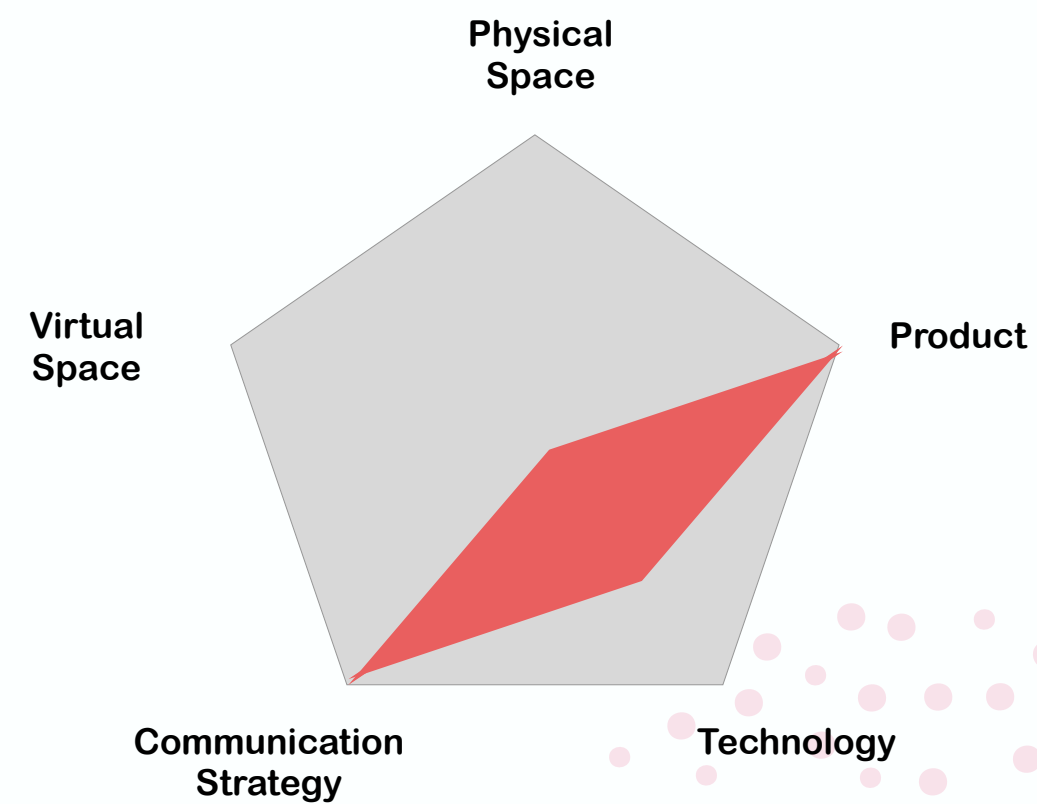Allows for a sale of product at a premium

TV

Books

Brand

Games

Movies

Stickers

# Needs

# Communication

Tv, Websites, Social Media

# Radar Position

Physical Space

Virtual Space

Product

Communication Strategy

Technology

# 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.
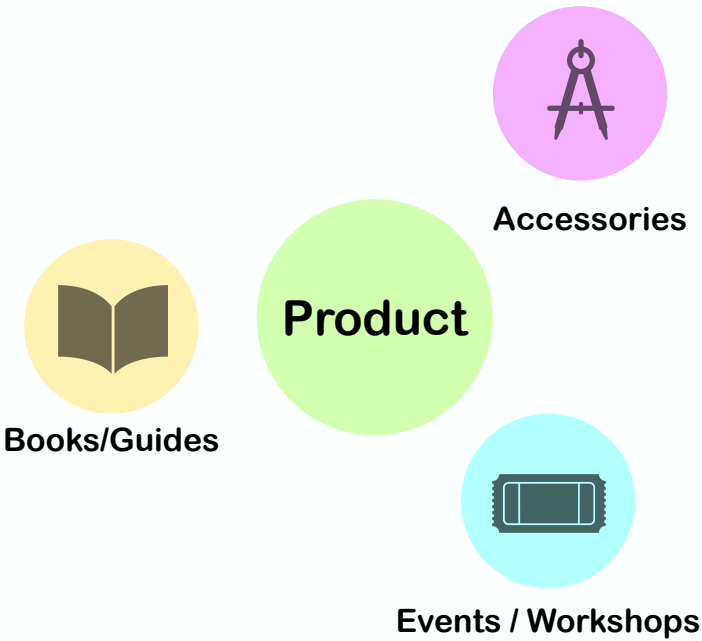
# System

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
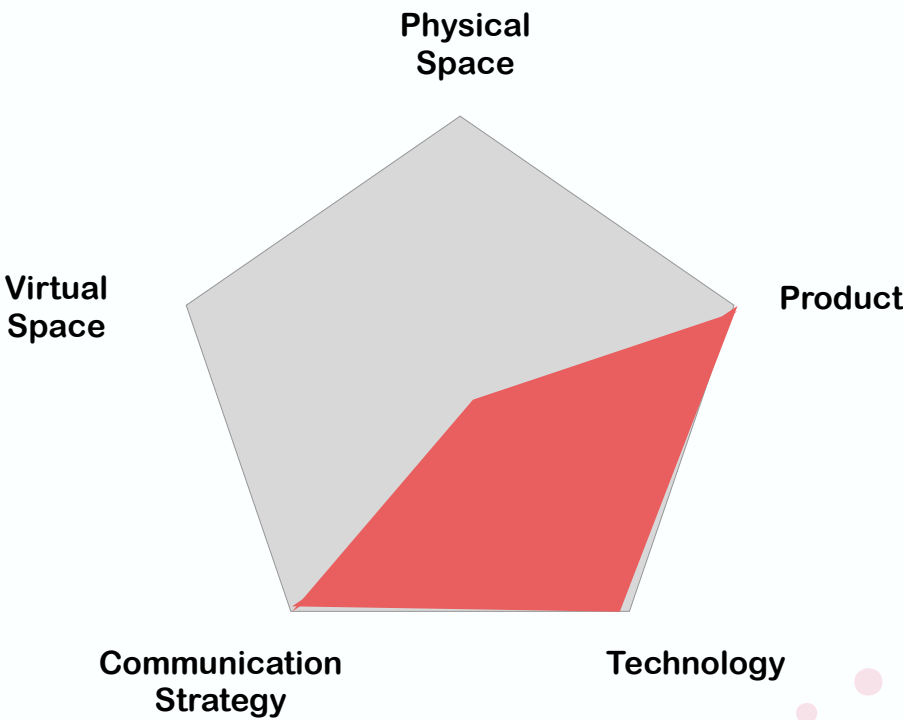
Websites, Social Media

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

## Target Users

13+

## Innovation Drivers

Product

Characters

Brand Colors

Logo

Accessories

Product

Books/Guides

Events / Workshops

## Radar Position

Physical Space

Virtual Space

Product
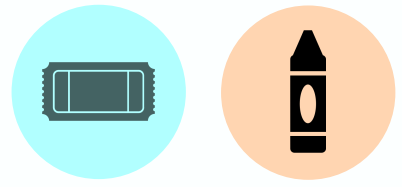
Communication Strategy

Technology

# 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 turnes the experience into something priceless.

# System

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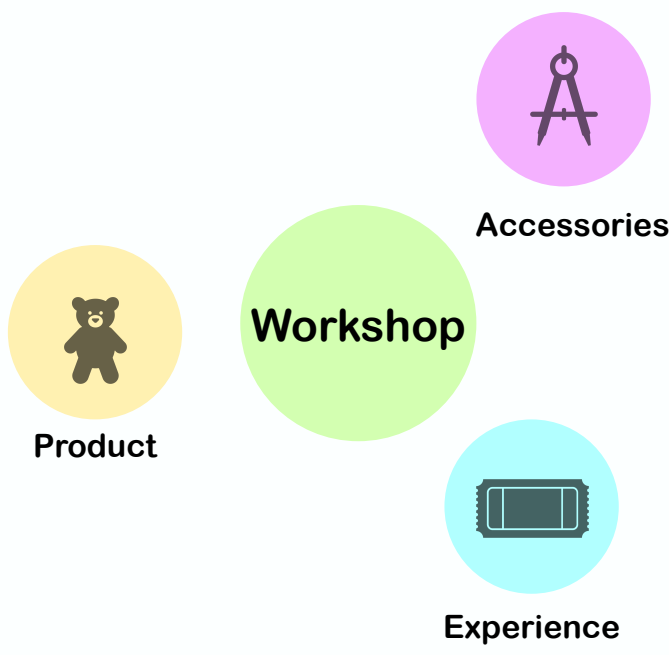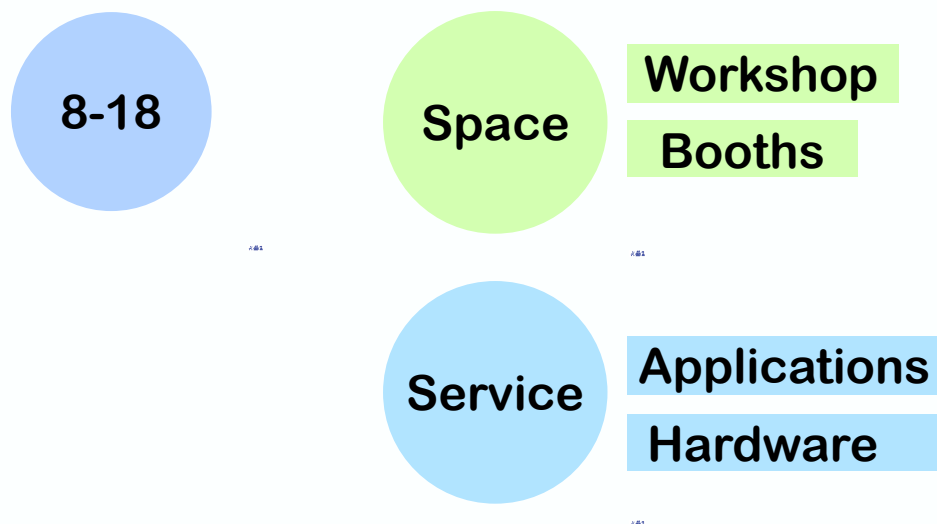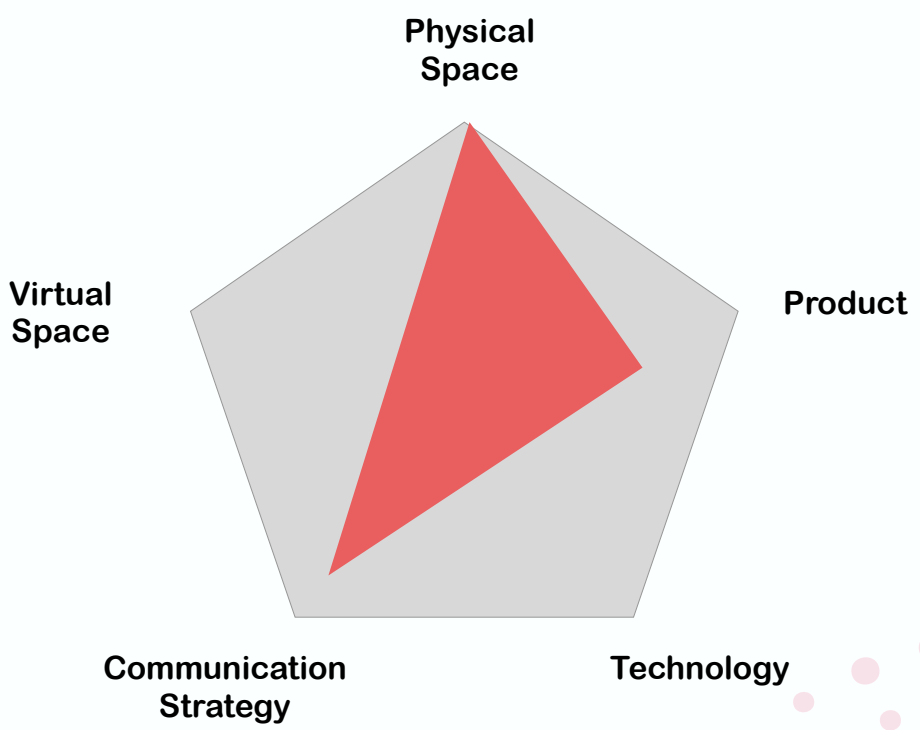
# Needs

# Communication

TV, Social Media, Events

Ex. Setting up workshops, and tv ads to excite children around the experience

# Target Users

8-18

# Innovation Drivers

**Space**
**Workshop**
**Booths**

**Service**
**Applications**
**Hardware**

Accessories

Workshop

Product

Experience

# Radar Position

Physical Space

Virtual Space

Product

Communication Strategy

Technology

# 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)

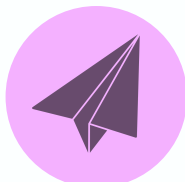# System

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

**App**

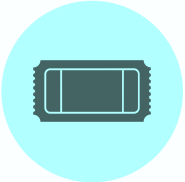**Product**

**Subscription**

# Needs

# Communication

E-Commerce, Website

Accessores, subscription teirs, premium updates

# Radar Position

Physical Space

Virtual Space

Product

Communication Strategy

Technology
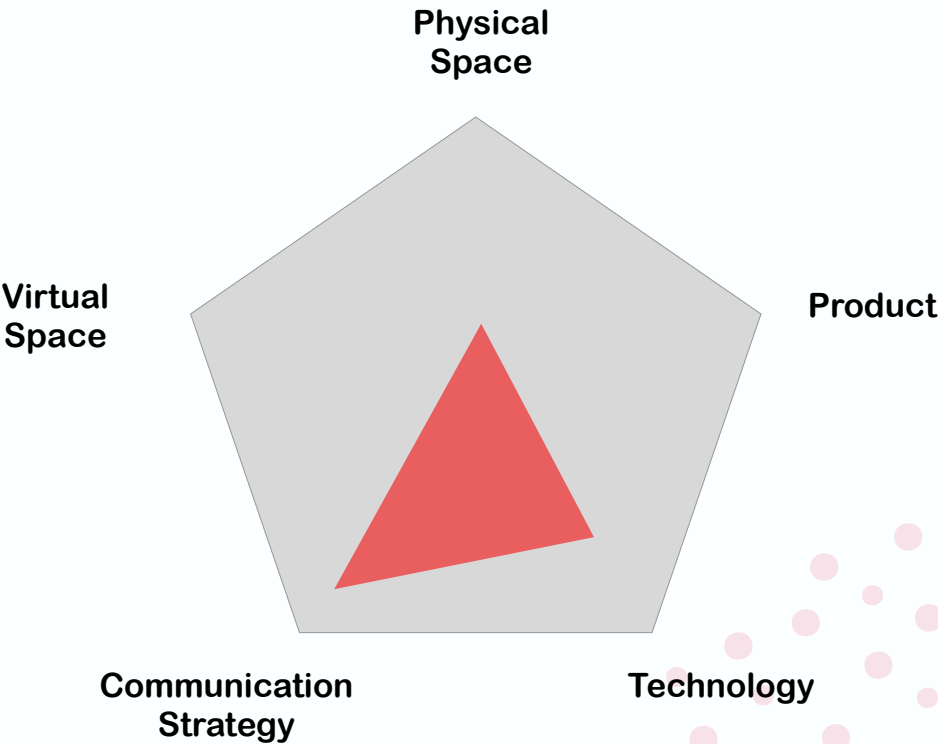
# Target Users

# Innovation Drivers
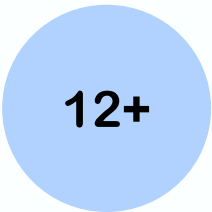
**12+**

**Service**

**Applications**

**Content**

# Targetted Advertising

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

## System

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

## Needs

## Communication

Website, Social Media

Facebook Ads, Instagram Ads, Google Ads

## Target Users

## Innovation Drivers

12+

Communication

Instagram

Facebook

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

## Radar Position

Physical Space

Virtual Space

Product

Communication Strategy

Technology
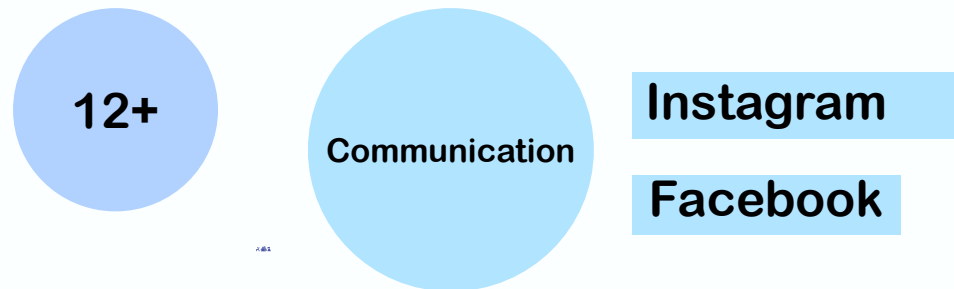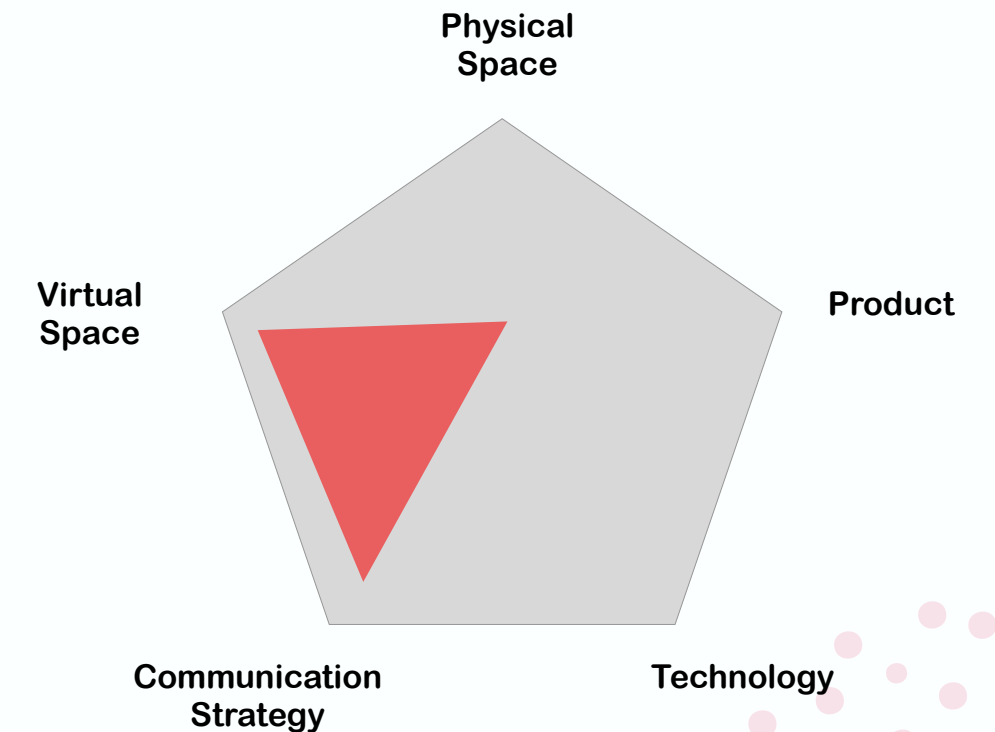
## TARGETTED ADVERTISING

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

## CREATIVE COPYRIGHT / BRANDING

Toy sellers are moving towards a direction of higher degrees of branding. I believe this is due to global competition such as knock-off Alibaba products. Thus technology / ideas alone just wont cut it.

## SUBSCRIPTIONS

Monthly deliveries of cheap products and magazines vs. single payment products help insure continual revenue.

## PERSONALIZATION

Build-a-bear like experiences in which children get products with a personal touch. These experiences are hard to replicate, and therefore give stores a unique sales advantage.

## FOCUS ON EDUCATION

Stores need to target parents just as much as children. With a cultural shift towards fostering passions in STEM: science, engineering, and math toys are all the rage.

# Thank You!