

The Future of Kids Retail

PRESENTED BY LUCAS ZEER

Case Study

Look for 5 innovations in toy distribution

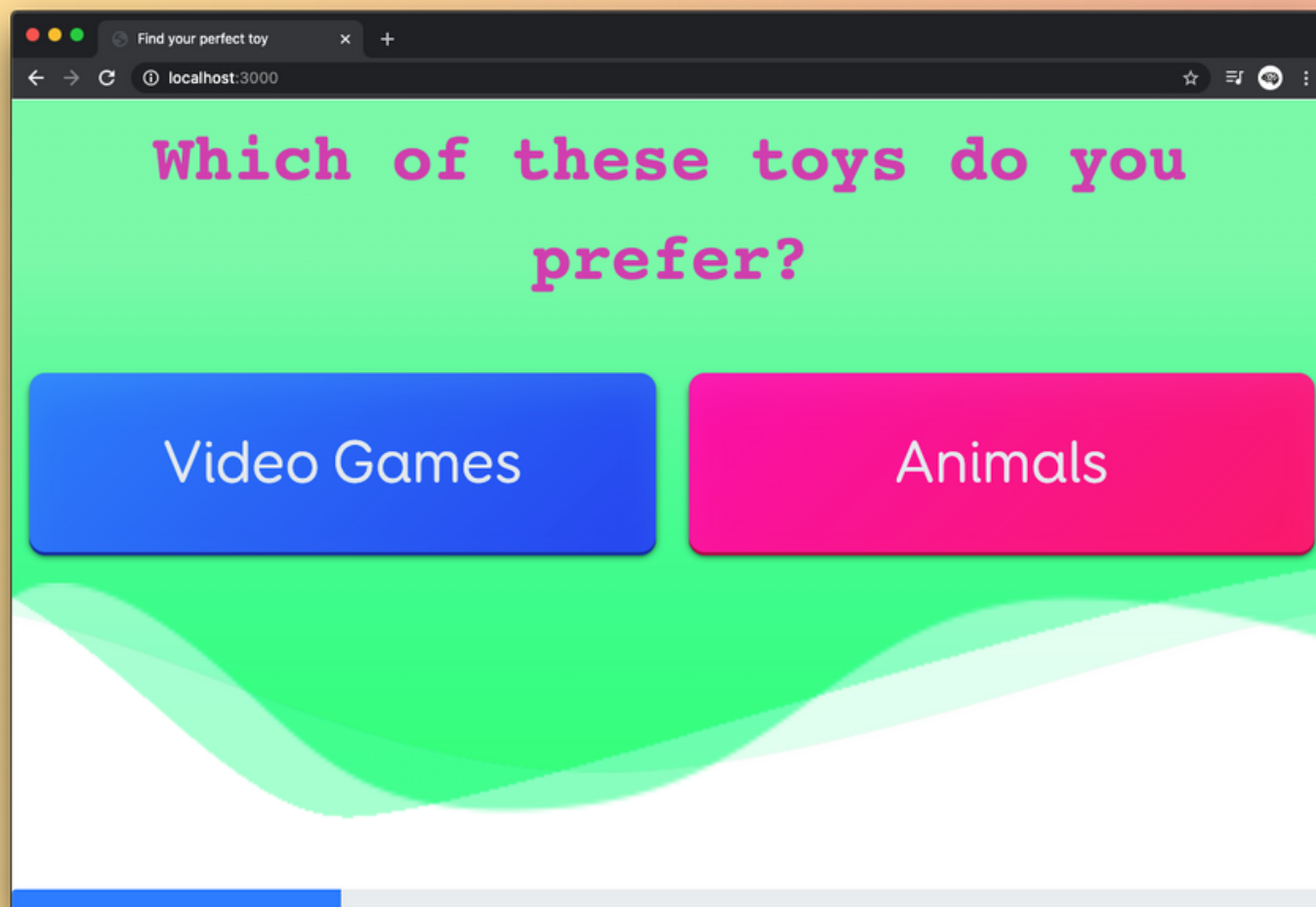
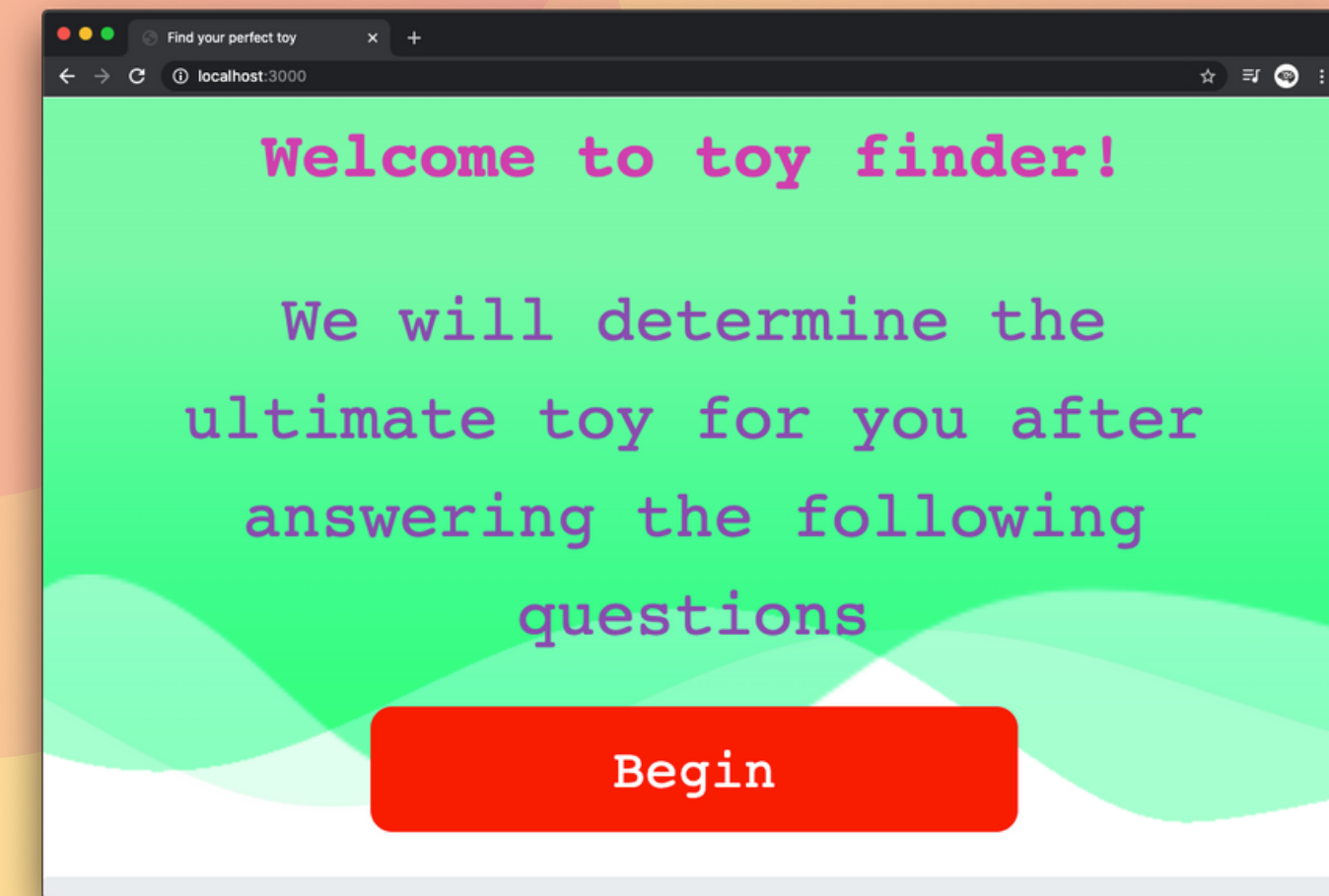
Collect data accross 3 different social platforms



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

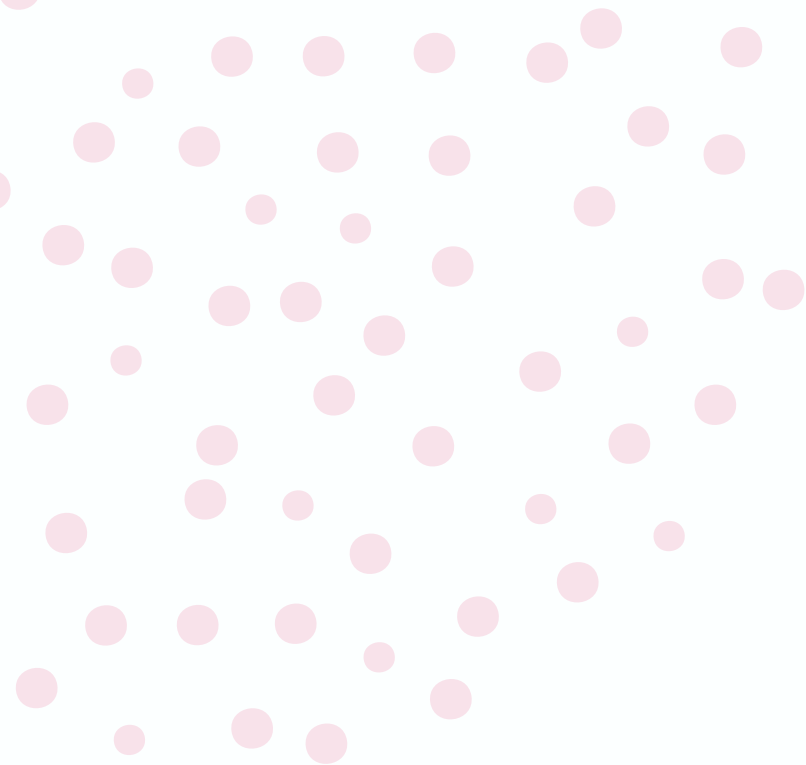
Results after posting the ad (over period of 8 hours)



SURVERY / APP

At this time, no results have come in from the survey, and the web app is yet to launch.

However, I imagine it will be a fun experience for kids primarily.



POST INTERACTIVITY

Although no one completed the survey: the advertisement had 41% user engagement. This shows promise for the web app based survey once launched (85 Views, 36 Engagements)

41%



Demographics

Performance **Demographics** Placement Delivery

36 Results: Post Engagement ▾ 85 Reach ▾

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+



All Men

64% (23)

51% (43)

\$0.10

Cost per Result



All Women

31% (11)

48% (41)

\$0.13

Cost per Result



The 5 Innovations

*GIVEN NO RESULTS CAME IN FROM THE SURVEY (AND NO
CONSTRUCTIVE FEEDBACK FROM LOCAL STORE VISIT)
THE FOLLOWING INNOVATIONS COME FROM MY OWN OPINIONS



Thank You!