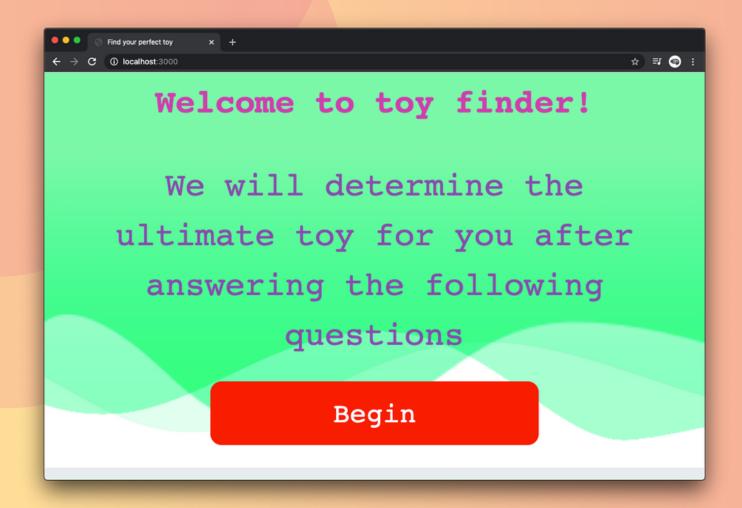
# The Future of Kids Retail

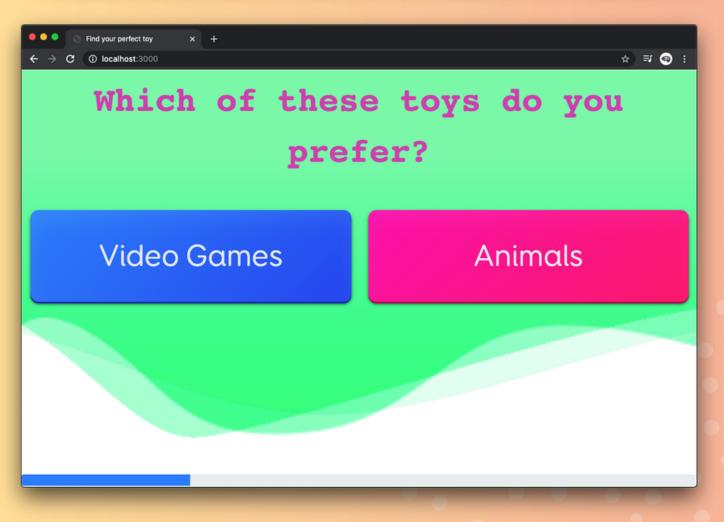
PRESENTED BY LUCAS ZEER

# 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

B Sponsored · 3

Brainery

Home Improvement

25 1 ika

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.

Commont

https://forms.gle/Z6C94z9SaFkXXEFY6



Learn More

Achara



## 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.

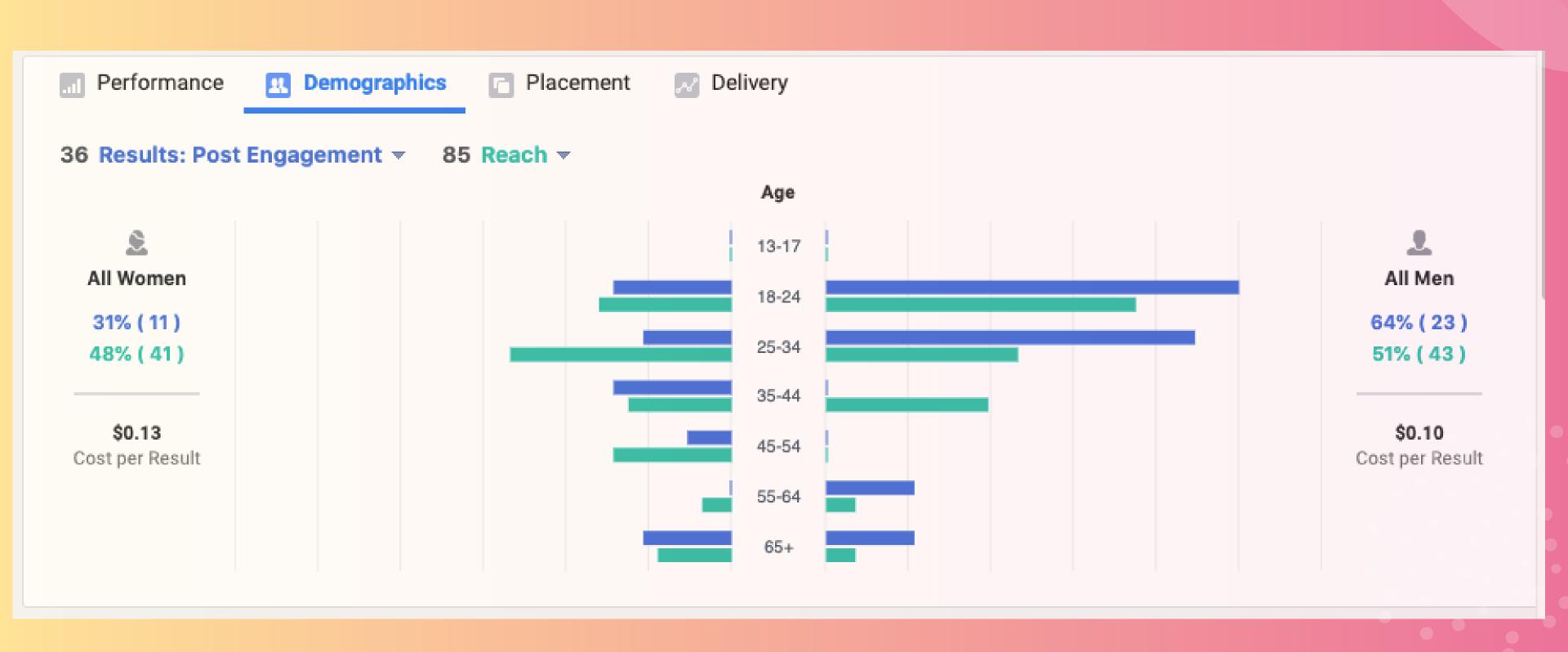


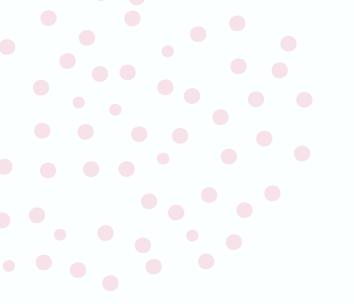
Although no one completed the survey: the adverstisement had 41% user engagement. This shows promise for the web app based survey once launched (85 Views, 36 Engagements)





## Demographics





## 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

## TARGETTED ADVERTISING

Utilizing Targeted Advertisement Toy sellers are moving towards a can help zoom in on potential customers in ways that a store front cannot imagine.

## CREATIVE COPYRIGHT SUBSCRIPTIONS / BRANDING

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.

#### 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!