

Audience Research & Social Media Platform Recommendation for Hamleys

Introduction

Hamleys is a premium toy brand known for offering high-quality toys, games, and interactive experiences for children and families. To promote Hamleys effectively on social media, it is important to understand its target audience and select the most suitable platform based on their behavior and interests.

Audience Research

1. Age Group

- **Primary audience:** Children aged **3–12 years**
- **Decision makers:** Parents aged **25–45 years**

Children influence toy preferences, while parents make the final purchase decision.

2. Gender

- **Both male and female**
Hamleys offers toys for all genders including educational toys, dolls, action figures, puzzles, and games.

3. Location

- **Urban and metro cities**
- Countries where Hamleys has stores such as **India, UK, UAE, and other international markets**

Urban parents have higher purchasing power and exposure to branded toys.

4. Demographics

- **Middle-class and upper-middle-class families**
- Parents with stable income and focus on quality products for children

- Nuclear families with working parents

5. Interests

- Children's entertainment and fun activities
- Educational toys and learning games
- Parenting content
- Birthday gifts and festive shopping
- Family outings and mall experiences

6. Behavior

- Parents actively search online for:
 - Safe and educational toys
 - Trusted international brands
- High engagement with:
 - Product videos
 - Reels featuring kids
 - Reviews and recommendations
- Purchase decisions influenced by:
 - Visual content
 - Offers and festive promotions

7. Pain Points

- Difficulty finding **safe, durable, and educational toys**
- Overwhelming options from local brands with low quality
- Need for **trusted brands** for children
- Looking for **unique gift ideas** for birthdays and festivals

Platform Recommendation

Recommended Platform: Instagram

Why Instagram is the Best Platform for Hamleys

- Instagram is highly popular among **parents aged 25–45**
- Strong focus on **visual content** like Reels, Stories, and Posts
- Perfect for showcasing:

- Toy demonstrations
 - Kids playing with toys
 - Store experiences
 - Festival and birthday gift ideas
- Instagram Reels help reach a **wider audience organically**
- Features like **Stories, Highlights, and Influencer Collaborations** increase brand trust
- Parents often discover new brands and products while scrolling Instagram

Conclusion

Based on audience research, Instagram is the most suitable social media platform for Hamleys. It allows the brand to visually connect with both children and parents, showcase product experiences, and build emotional engagement. Using Instagram effectively can help Hamleys increase brand awareness, engagement, and sales.