

KI: DSCOR: P

THE U18 MARKETING PLATFORM



Exclusive report

Top Brands for U18s

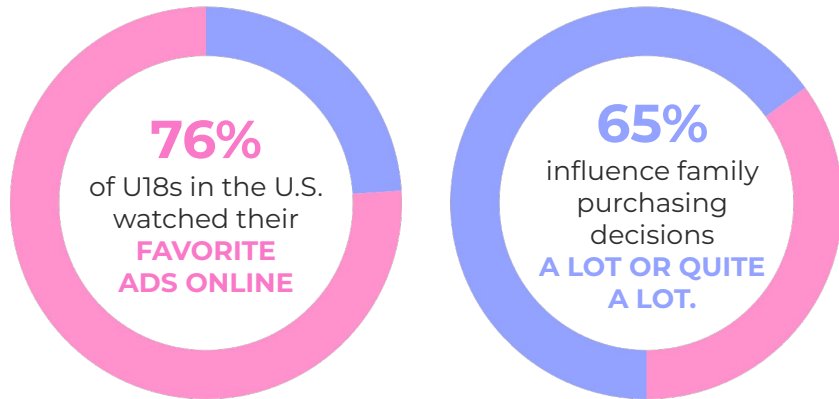
United States - 2024

We know that the U18 target in the U.S. seems to be **highly predisposed and permeable to the ads of their favorite brands, so knowing which ones they are and what makes a brand a favorite is a must for any brand that wants to be successful in this segment.**

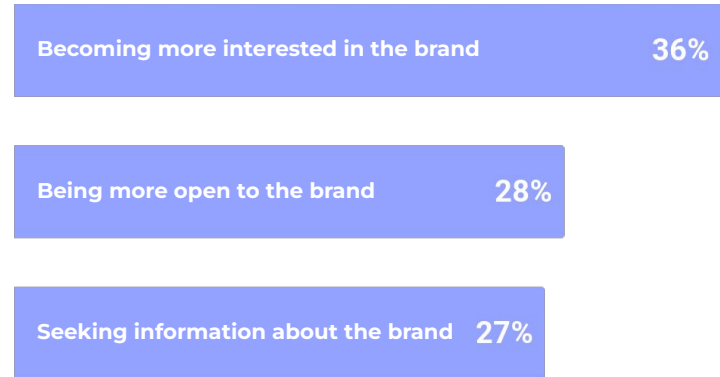


Context

Favorite Ads and Purchase Influence



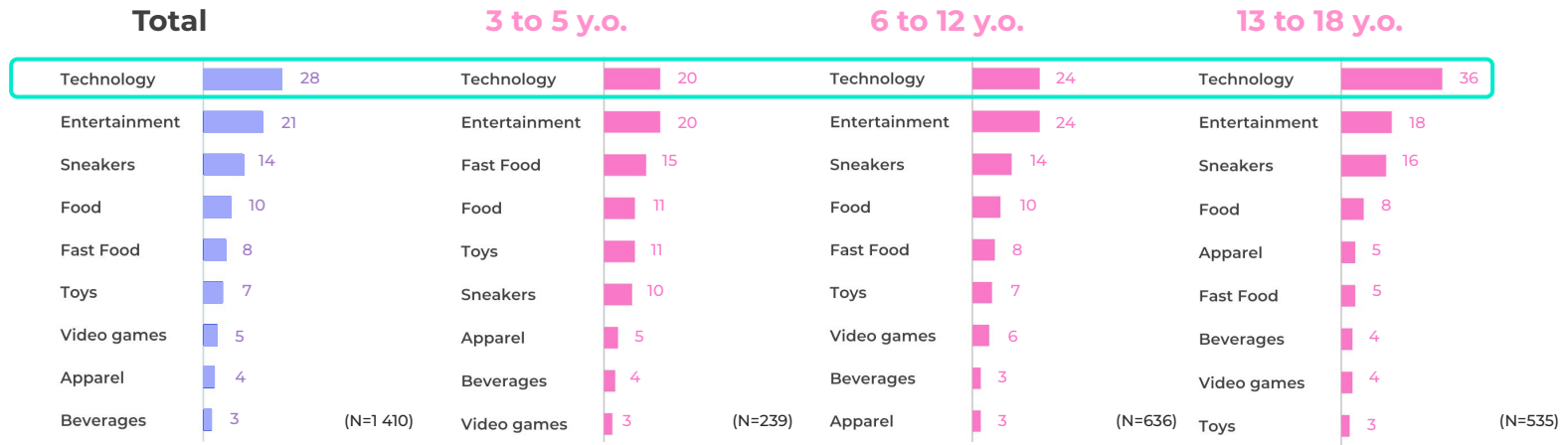
Actions they took after watching the ad



61% of U18s in the US approach the brand in response to the ad.

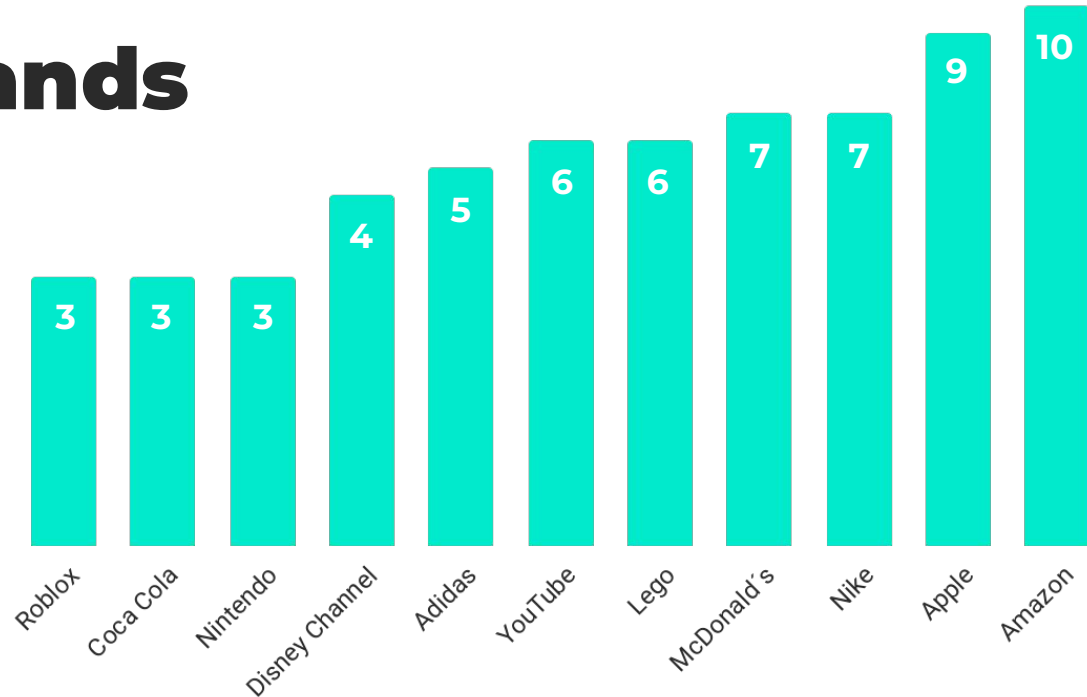
Favorite brand category by age

Technology brands lead the ranking of favorites, mainly thanks to teens from 13 to 18 who prefer them the most. Among kids and tweens there is a **tie between technology and entertainment** brands. Finally, differences are observed in **fast food brands**, which enter the top 3 among kids 3 to 5, but are replaced by **sneakers brands** among kids 6 to 12.



Top 10 Favorite brands

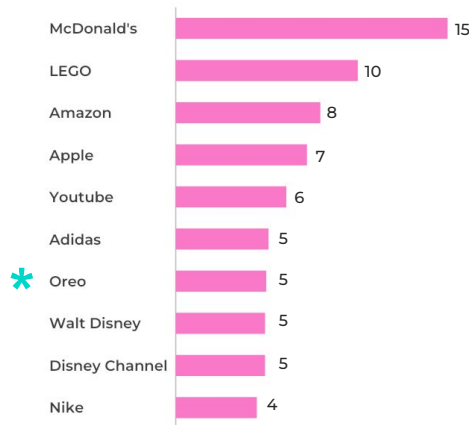
Amazon and **Apple** lead the podium of favorite brands in the U18 segment in the United States.



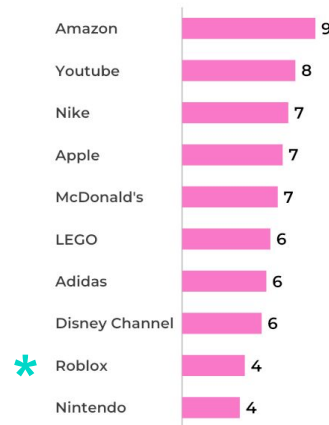
TOP 10 favorite brands

Amazon is the favorite Brand included on the top 3 of all age segments. 6 to 12 y.o. have the less differentiated ranking.

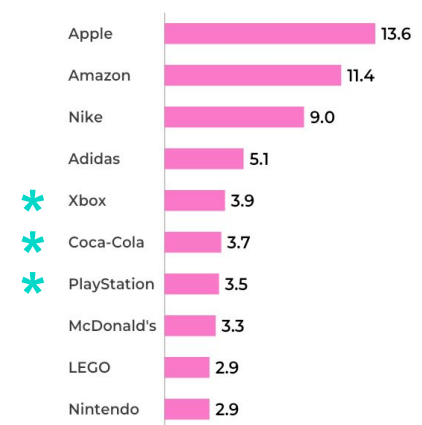
3 to 5 years old



6 to 12 years old



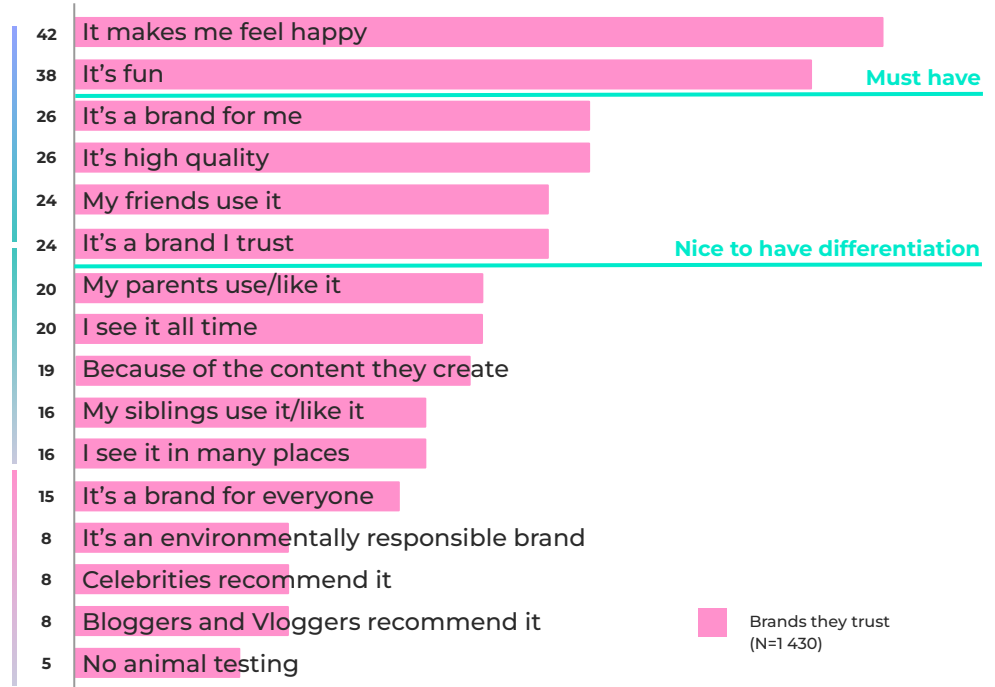
13 to 18 years old



* Favorite Brand only to this target

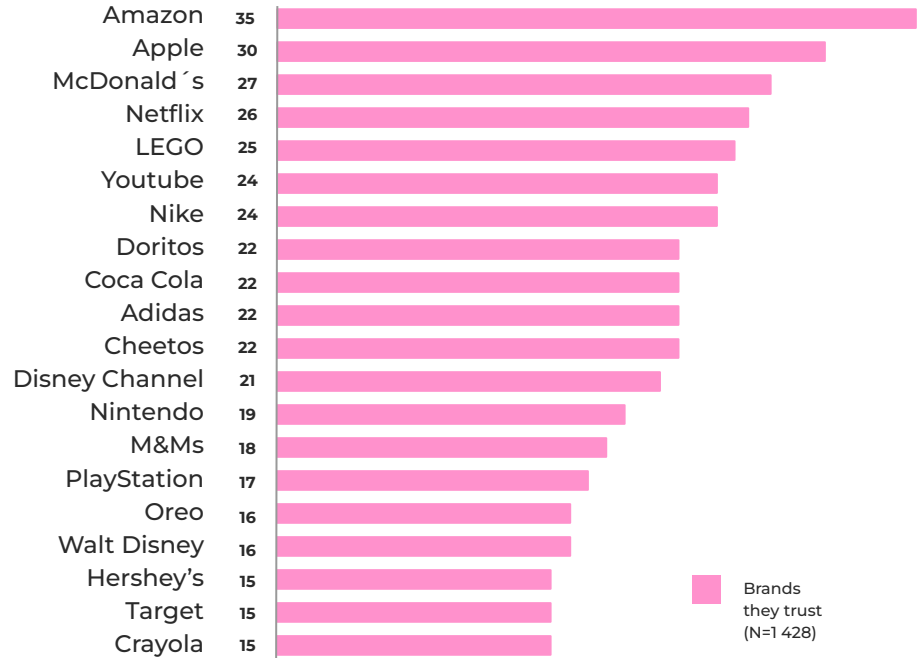
Driver for choosing favorite brands

The US market is more demanding in terms of quantity of drivers for a brand to become a favorite. **Bringing happiness/fun** is a mandatory condition to be a favorite, but it must be accompanied by **achieving consumer identification, being of quality, being shared by friends and generating trust.**



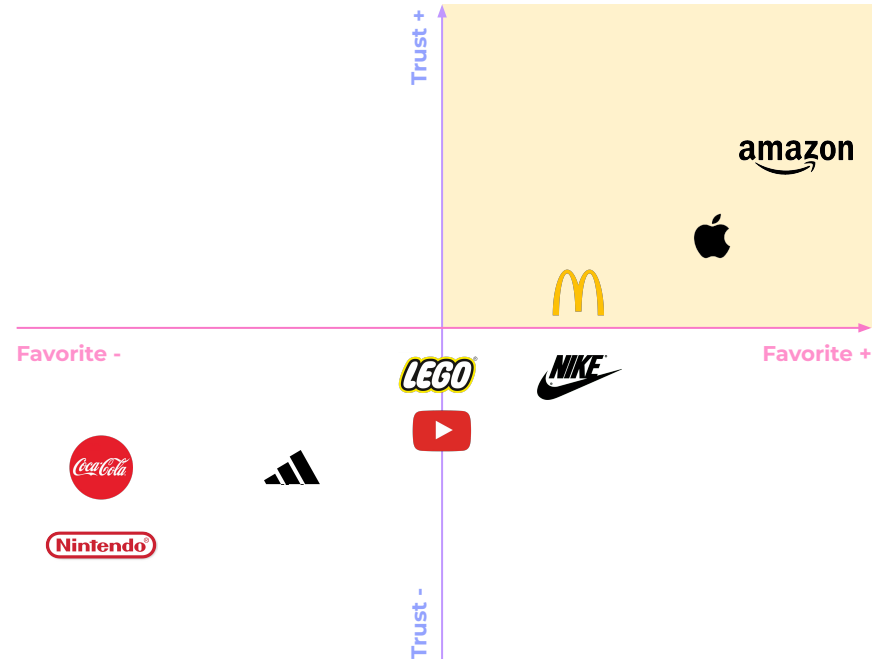
Brands they trust

Amazon, Apple and McDonald's are the most trusted brands among U18s in US.



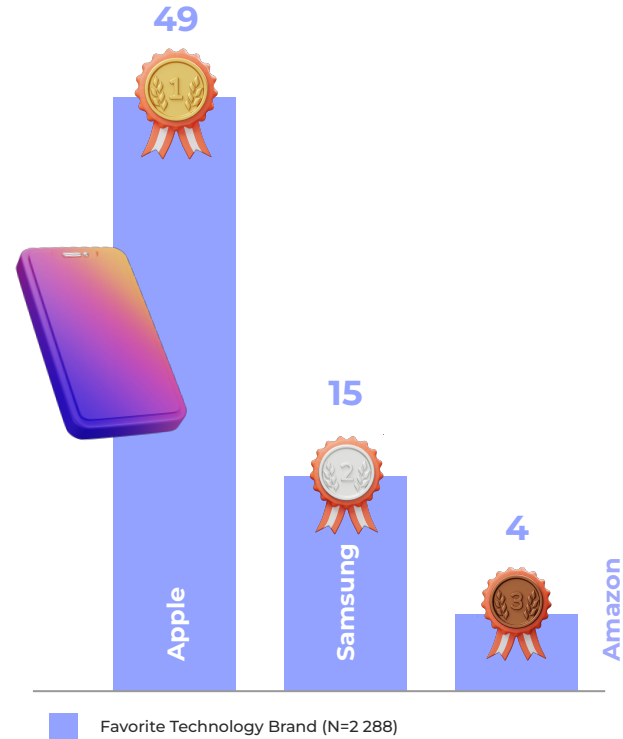
Favorite and trusted brands

Amazon, Apple and McDonald's are the brands that enter the *Golden square* as both favorites and trusted.



Favorite TECHNOLOGY Brands

By far vs. its closest competitor, **Apple** comfortably leads the ranking of favorite technology brand.



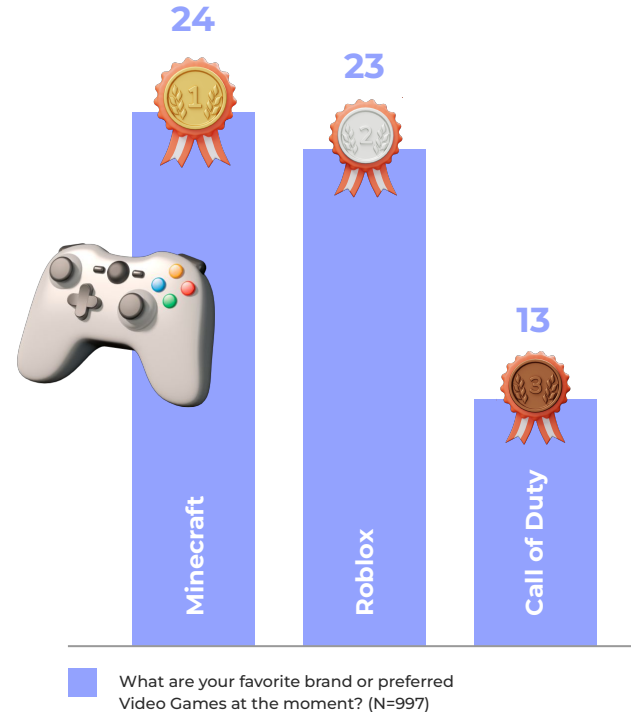
Favorite SVOD platforms Brands

Disney + is the robust leader of the SVOD platforms, followed by **Netflix** and **Prime Video**.



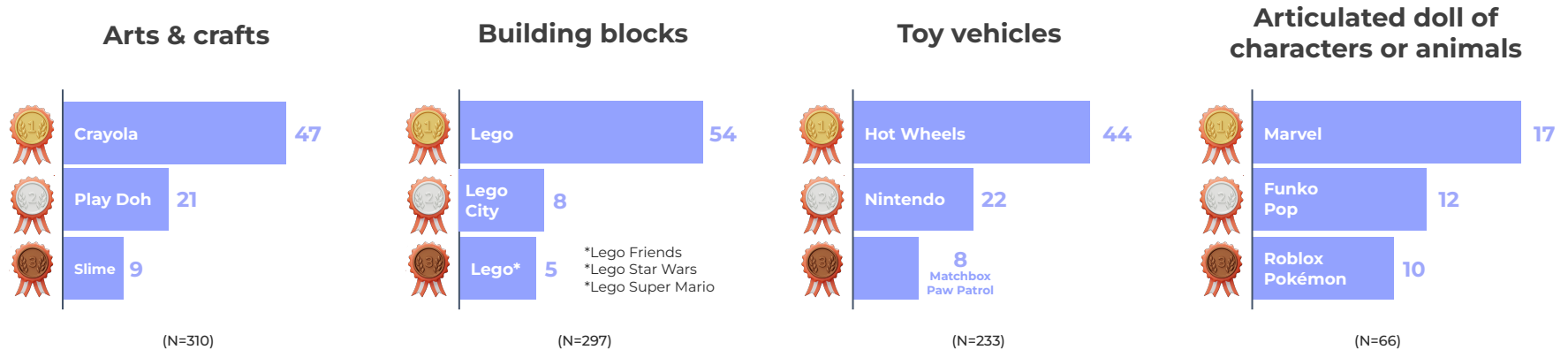
Favorite VIDEO GAME Brands

Minecraft and Roblox lead the ranking with a minimal difference and Call of Duty completes the podium of favorite video game brands in the US.



Favorite TOYS Brands

Crayola, Lego and Hot Wheels are the preferred toys brands on each of the segments, leading with large gaps vs their followers.



Favorite SNEAKER Brands

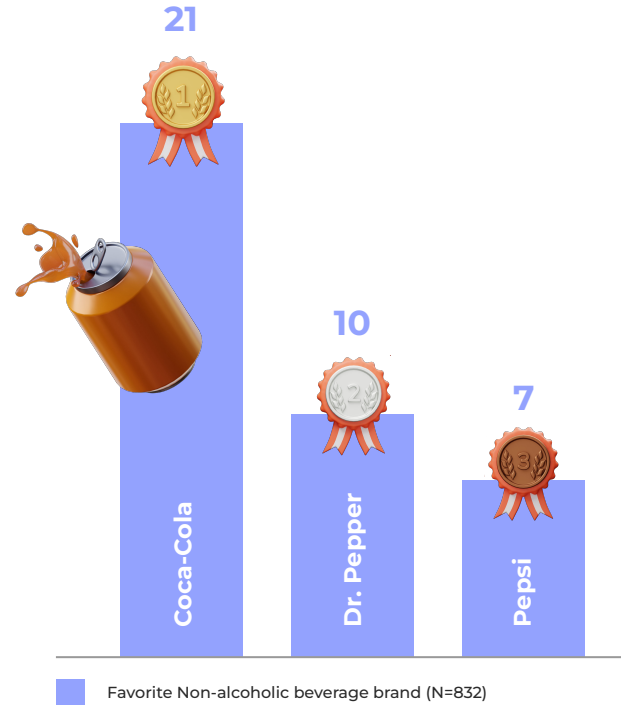
Nike is the favorite brand when asked specifically about sneakers, followed by **Adidas** and **Skechers** in 3rd place.



Favorite BEVERAGE Brands

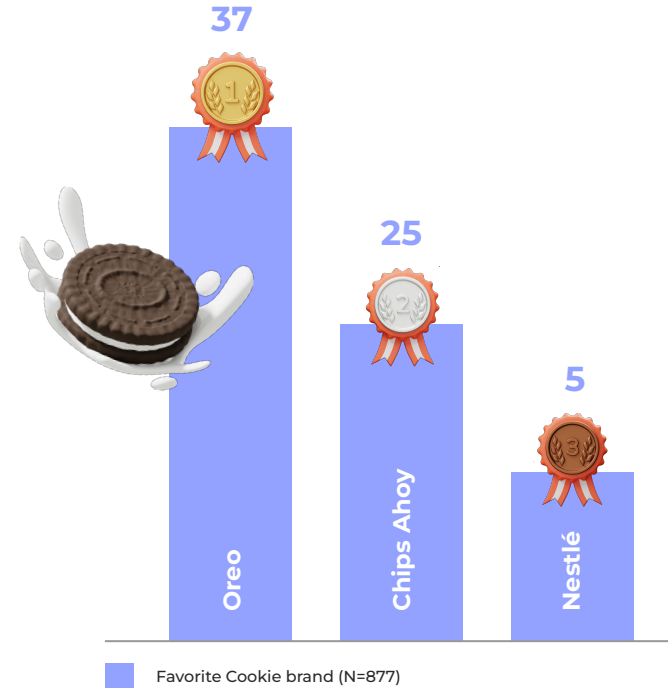
Coca-Cola is the favorite non-alcoholic beverage brand.

Dr. Pepper is 2nd, followed by **Pepsi**.



Favorite COOKIE Brands

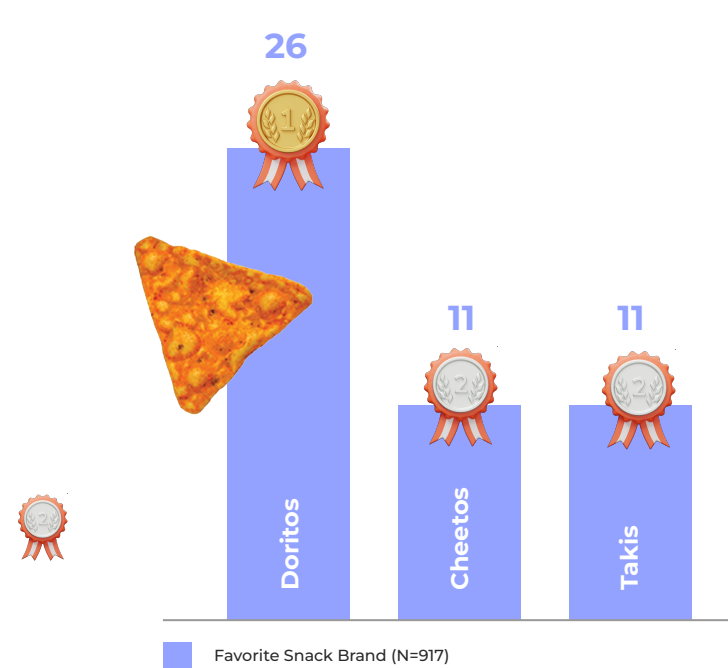
Oreo takes the first place as favorite cookie brand, with a wide gap vs. its follower **Chips Ahoy**. The third brand, **Nestlé**, is far behind but manages to enter the podium in a very fragmented market.



Favorite SNACK Brands

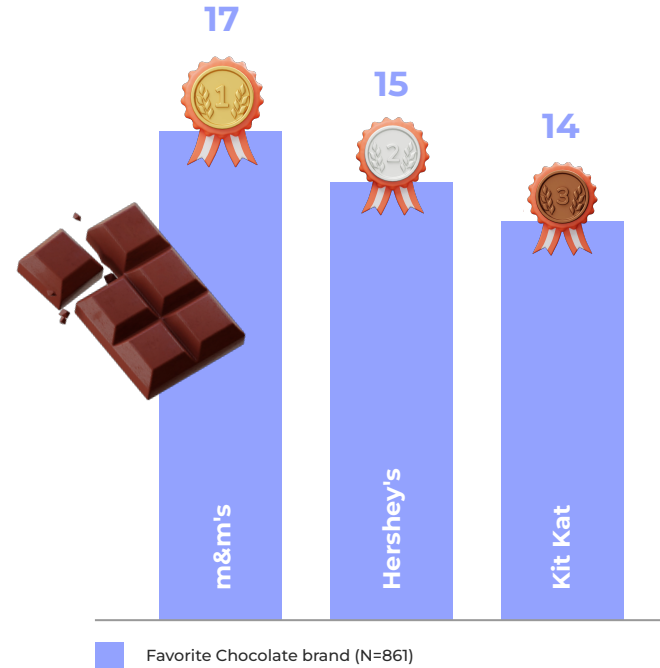
Two of the three favorite snack brands in the US belong to PepsiCo:

Doritos and Cheetos.



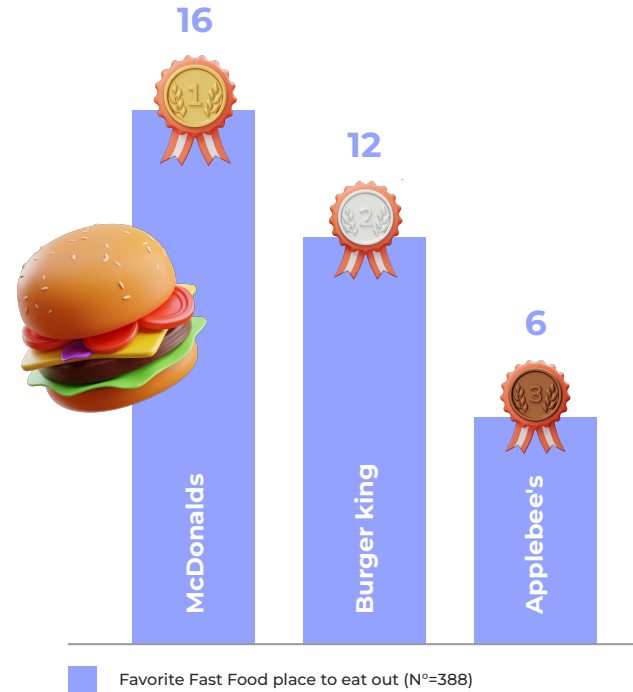
Favorite CHOCOLATE Brands

In the chocolate category, the ranking of brands is very even, with little difference between them. **M&M's**, **Hershey's** and **Kit Kat** make up the podium of favorites.



Favorite FAST FOOD Brands

McDonald's, Burger King and Applebee's make up the ranking of favorite brands of places to eat out.



Conclusions

- The U18 target in the United States shows permeability to the ads of their favorite brands.
- In the case of technology brands, this is thanks to teens 13-18, who prefer them the most. Among kids and tweens there is a tie between **technology and entertainment brands**.
- Amazon and Apple lead the podium of favorite brands in the U18 segment in the United States. In addition to these two, McDonald's joins the group of brands that make it into the *Golden square* for **being both preferred and trusted at the same time**.
- The US market is more demanding in terms of the number of drivers for a brand to become a favorite. **Bringing happiness/fun** is a mandatory condition to be a favorite, but it must be accompanied by achieving **consumer identification, being of quality, being shared by friends and generating trust**.

Report Technical Data Sheet

21.100 kids & teens

TARGET

Kids from 3 to 18 years
old and their parents,
US residents.

**National Representative
Sample of online population**



FIELDWORK

From January to
December 2023



METHODOLOGY

Online surveys,
through a panel.

**Children from 3 to 5 years old
answer with their parents.**



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Thanks for reading!

Contact us

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