

**“My Media, My Ads”, Nickelodeon’s latest research study, aims to gain a deeper understanding of kids’ media usage and their perception of advertising.**

# MY MEDIA MY ADS

The extensive study utilised both qualitative and quantitative research methods, combined with the latest industry data from Ofcom, Thinkbox and Childwise.

- 10,000 minutes of online interviews with parents and kids 6-13
- Face to face interviews with 20 children and 8 families
- Facial coding techniques



## Key findings

### Kids are everywhere

With more devices available in their homes and a sharp rise in personal ownership, kids are increasingly splitting time across multiple devices and touch points.

Despite multi-screening, advertising is still deeply engaging with high recall across a variety of platforms.

### TV is essential

TV is still the strongest message driver, however layering in multiple platforms will introduce a multiplying effect, adding incremental value helping to drive KPI’s and awareness.

The study revealed that 3 in 4 parents think you need to cross promote in order to drive recall, enhance perceptions and likeability.

### Environment is key

When engaging with kids, it isn’t all about being everywhere.

Kids are more engaged with messages which are placed within a relevant environment and 8 in 10 parents stated they don’t mind advertising if it’s relevant and suitable for the audience.

## Here's our recipe to create the perfect ad:

Today's Nickelodeon Special

# THE PERFECT KIDS' AD

### Ingredients:

- 1 key message
- Characters
- A hook – music/jingle/catchphrases
- Clear or interesting voice over
- A melted and colourful palette
- Lashings of humour

### Method

- Preheat your TV to Nickelodeon!
- Stir together your key ingredients.
- K.I.S.S: **Keep it simple stupid**
- Allow for a **measured pace**
- Talk to them on their level
- Reinforce the key message **visually and verbally**
- Keep it visually uncluttered
- Repeat, repeat, repeat
- Cook for 20 to 25 minutes until golden and delicious then serve sandwiched between great shows and characters from the comfort of your sofa.

