

A Brave New World

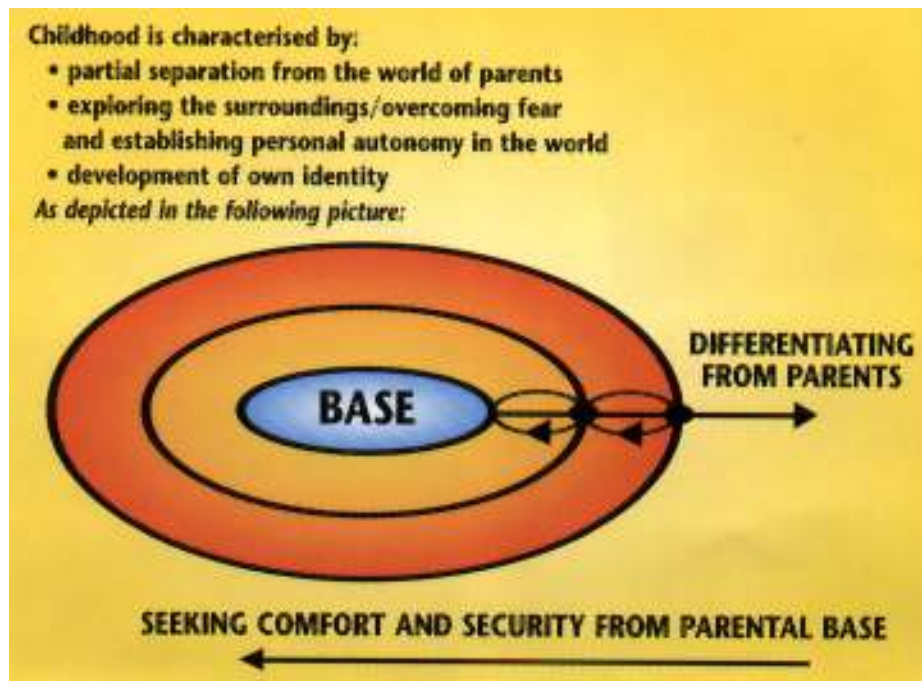
Asking direct questions won't help you to understand how young customers really feel. When asked, children usually tell you what you already know. You do not discover anything new.

In order to get a better understanding of the young consumers behaviour we need to reach beyond what they say to what they actually do and why.

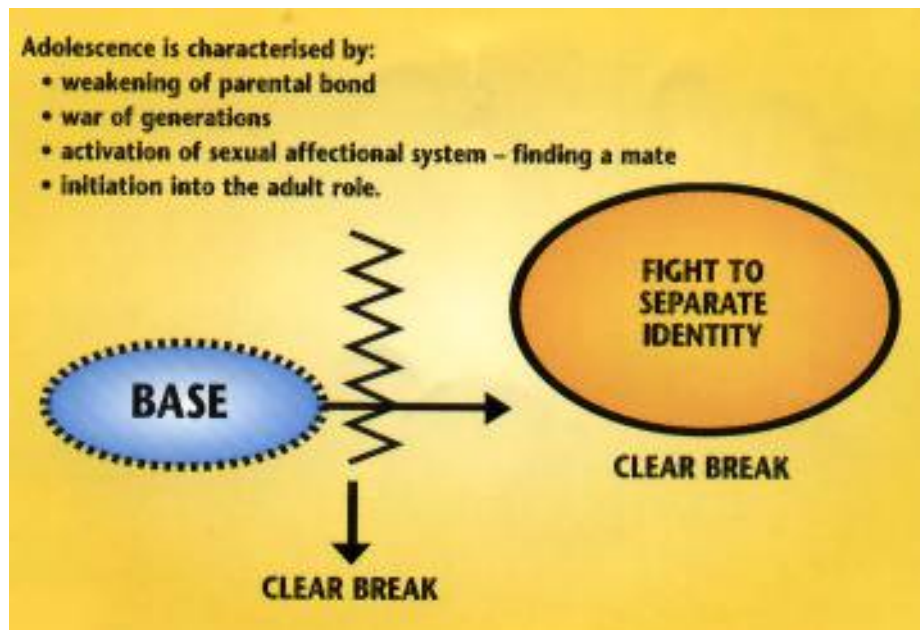
The biggest problem we face when we research young consumers is that we do our research as if we were in a lab instead of facing the reality of young consumers lives, however paradoxical it may be.

At this point in time you must be able to leave the security of the world of theoretical models and enter into the new world of reality which is full of contradictions.

An overview of the Child's mind set



An overview of the Adolescent's mind set



We conducted some research into perception of ice-cream in the UK among 8-10's and 13-14's. This revealed a paradoxical pattern of behaviour. When young consumers say they want new products they actually mean that they want products with increasingly sophisticated names, however, the taste should be easy to recognise, usually variations on a theme. There are two components to taste: one is in the body and the other is in the mind. "Taste in the body" should be kept simple, while "taste in the mind" is very sophisticated. The proof is that over 90% of ice-cream bars sold in the UK are vanilla based.

The ambiguity surrounding young consumers is further revealed in their perceptions of advertising. Brought up on a diet of video games and television these young computer literate consumers want exciting images, colours, action and adventure.

To compensate for the sophistication of the imagery there is an impoverishment of the story line. Stories that appeal to them are usually very simple, basically "goodies vs baddies".

To address this strange combination of simplicity and sophistication companies that want to form an ongoing relationship with their young market need to develop a new communication strategy that addresses their market perceptions, however contradictory these perceptions may prove to be.

Cultural Imprint is a company which specialises in decoding people's behaviour in relation to products and services in a given culture. We are an International company with offices in London and Australia, and representative offices in South America and Germany. We have been operating in the UK since 1988.

We draw in the latest research discoveries made in the world of pure science, and apply them to business and policy problems. We use neurology, linguistics, psychology and anthropology to help our clients understand how best to communicate with their target audiences.