



# Employing Cutting-Edge Insights Into The Child & Family Of Today To Develop Socially Responsible Trend-Setting Kids Marketing



Email In The Questions You  
Want The Kids To Answer:  
[kidsinsight@centaur.co.uk](mailto:kidsinsight@centaur.co.uk)

Let These Industry Speakers Take You To  
The Top Of Your Class:

Nick Richards | Director of Marketing  
**Disney Channel**

Catherine Stewart | CSR Community Manager  
**Tesco**

Judy Robbertse | Marketing Director  
**Crayola**

Lucy Gregory | Research Director  
**Cartoon Network**

Jacqueline Harding | Children's Magazine Educational  
Editor | **BBC**

Angela Blyth | Strategic Head  
Of Asda's Kids-Own Range | **Asda**

Ulrik Gernow | Marketing Services Manager  
**Lego**

Stephen Gould | Regional Director - Northern Europe  
**Fox Kids**

Barbara Patterson | Publisher  
**Egmont Magazines**

Mandy Ferguson | Marketing Director  
**McVitie's**

Vanya Hunter | Brand Manager  
**Hasbro**

Adrian Woolford | Marketing Director  
**Hamleys**

Alex Cacouris | Kids Brand Manager  
**Burger King**

Slemon Scamell-Katz | Chairman  
**ID Magasin**

Barbie Clarke Editor | **International Journal  
Of Advertising & Marketing To Children**  
MD | **Kids & Youth**

Gary Pope & Andy Freeman with Dr. Richard Woolfson  
**Kids Industries**

Janine Spencer | Lecturer in Developmental Psychology  
& Cognition | **Brunel University**



Media Partner: **brand** strategy

Actually, there's more to me than meets the eye...

**MARKETING  
WEEK**  
CONFERENCES

# Are You Sitting Comfortably? Then I'll Begin...

Marketing to kids has never been more sensitive: from the health issues surrounding kids food to a potential complete advertising ban to children on the horizon. Just how old is old enough, to make an informed decision to drink coke? Is peer pressure really that important? Come to the conference to find out (all the cool companies will!)

This is your step-by-step guide to responsibly and profitably answering these questions happily ever after with **case studies** and practical take-home advice from the biggest kids brands out there.

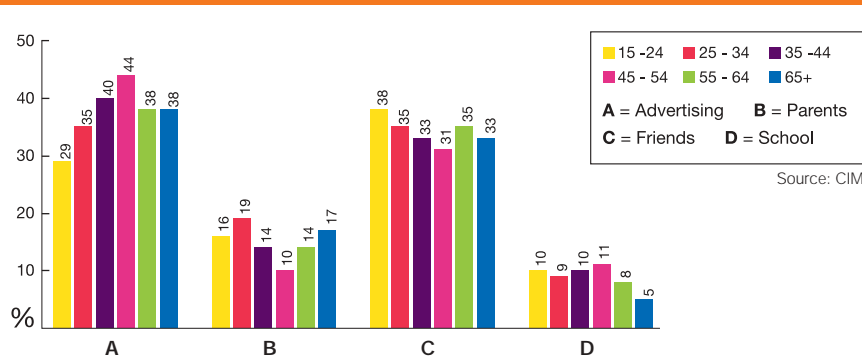
Let this two-day event demonstrate the dynamics of the modern family with a little bit of **Disney** magic. Permit Spiderman to unravel the tangled web of **tv-related trends** for you and Bob the Builder to lay the foundations to a better understanding of kids evolving brand knowledge. Allow **Crayola** to fill in the definition of "cool" for kids and even p p p pick up opinions of the potential marketing ban to kids from **McVitie's**.



Jam-packed with interactive sessions, full to bursting with great speakers, choc-a-block with **virtual playgrounds** and **kids Q&A sessions** through the latest multimedia technology.

Marketing Week's Annual Kids Conference 2004:  
It *is* big and it *is* clever.

## Which Is The Most Important Factor Influencing Children?



Post Conference Workshop | 21.01.04

## The Science & Practicalities Of Trend Hunting

A workshop delivered jointly by Gary Pope, Dr. Richard C. Woolfson and Andy Freeman. After all, 3 is the magic number!

This workshop breaks new ground as it fuses the science of childhood with the art of kids marketing to help you understand how get your brand to that illusive "Tipping Point". You'll receive practical techniques, proven methodologies and scientific insight that will make sense of this potential minefield, no matter what sector you're business is in!

We'll look at how trends emerge and how to spot them, we'll study the life cycle of a trend and we'll unpack the component parts before putting them back together again. The workshop is incredibly interactive and participative, using cutting edge learning techniques that make sure you get as much as possible from the session.



# Day One | 19.01.04 | Getting To Grips With The Psychology Of Kids And Their Families

9:00 Registration & Coffee

9:30 Chairman's Opening Remarks

Barbie Clarke

Editor, **International Journal Of Advertising & Marketing To Children** and MD, **Kids & Youth**



**Delve Deeper Into The Psyche And Make-Up Of Kids And Modern Families To Better Understand Exactly What Makes Them Tick To Create A Winning Marketing Strategy**

9:45 **Getting Into The Mind Of Children To Assess Their Psychological Development and Satisfy Their Needs To Ensure Your Business Markets To Children As Efficiently As Possible**

- ▶ Considering just who the child of today is to develop a suitable marketing strategy
- ▶ Understanding boys and girls at different developmental stages to enable you to influence them at every stage
- ▶ Looking at why kids tastes change so fast so your business can keep up with them
- ▶ Considering the role of age in changing kids' motives and needs and how they react to marketing at different stages of their development
- ▶ Discovering the differences in children across Europe to create a global business foundation

Janine Spencer

Lecturer in Developmental Psychology & Cognition  
**Brunel University**



Psychological Insight

Keynote Address

10:35 **Employing In-Depth Knowledge Of The Dynamics Of The Modern Family To More Efficiently And Effectively Market To Them In The 21st Century**

- ▶ Gain invaluable insight into the characteristics of the modern fragmented, smaller and more complex family to employ the findings into your marketing campaign
- ▶ Scrutinising family spending patterns to unlock future sales potential through detailed knowledge of today's family
- ▶ Considering when we shop as a family and when we shop individually and what the repercussions of this are to your business
- ▶ Deciding the difference between a kid's brand and a family brand consumed by kids to ensure you develop a high-selling product range
- ▶ Evaluating the role of children in family decision making to ensure you don't ignore those with the power to influence a sale

Nick Richards

Director of Marketing

**Disney Channel**



11:20 Morning Coffee & Informal Networking Opportunity

11:50 **Examining The Evolving Brand Knowledge Of Kids To Communicate With Them In Print**

- ▶ Deciding when kids start meaningfully interacting with a brand and how to target them differently at key stages
- ▶ Understanding children's attitudes to advertising in children's magazines
- ▶ Examining how print can drive awareness of your brand with kids
- ▶ Getting to grips with the child's media mix by understanding where magazines sit within it

Barbara Patterson  
Publisher

**Egmont Magazines**



**Predict And Become Part Of The Next Big Craze By Understanding The Ingredients That Make A Hit And Building Trends Into Your Business Strategy**

12:30 **Analysing Current And Past Kids Crazes To Predict The Future Direction Of TV-Inspired Trends**

- ▶ The next generation of TV-inspired hits: what will they have in common and what's coming up?
- ▶ Considering why TV is the genesis of a trend and how your business can play a crucial role in it
- ▶ Discovering how to keep up with the demands a fickle audience to get heard in the proliferation of kids TV
- ▶ Questioning which TV programmes are really worth making spin-off products from to guarantee your product range is a success

Stephen Gould

Regional Director - Northern Europe  
**Fox Kids**



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13:15 Lunch For Speakers And Delegates

14:30 **Defining What Exactly Cool Is And If That Is Really What Kids Are Looking For**

- ▶ When in their development do kids want cool and when do they just want to be spoken to in their own language?
- ▶ Interpreting and researching with kids effectively to make sure you give them exactly what they want
- ▶ Assessing the role of playground hype in promoting "cool" and how to be part of this hype
- ▶ Exploring techniques to help you keep up with "cool" – an ever-shifting and problematic term

**Session continued next page...**



- ▶ Devising solutions to gain parental acceptance without sacrificing the perception of cool

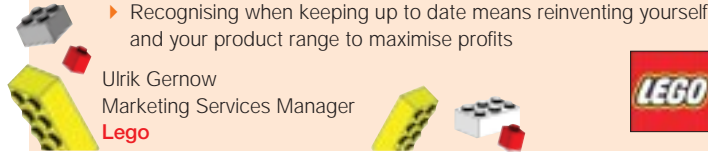
Judy Robbertse  
Marketing Director  
Crayola



15:15 **Employing The Latest Trend Hunting Skills To Build The Elements Of A Hit Into Your Business Strategy From The Outset**



- ▶ Getting to know what's in and what's out at the moment to ensure your brand is the former
- ▶ Exploring how to find techniques to tell us what's hot, what's not and what's on it's way
- ▶ Looking towards our European counterparts: learning from trends beyond the UK
- ▶ Questioning whether we can ever really create phenomena or is it just luck?
- ▶ Recognising when keeping up to date means reinventing yourself and your product range to maximise profits



Ulrik Gernow  
Marketing Services Manager  
Lego

16:00 Afternoon Tea And Informal Networking Opportunity

16:20 **Harnessing The Latest Multimedia To Target Kids In A Relevant Way To Guarantee And Retain Their Interest In A Trend**



- ▶ Assessing the role of multimedia in ageing kids: are they really older quicker, or do they just have more access to the big bad world?
- ▶ What are and what will be the effects of new and developing technology such as enhanced TV, interactive TV and 3G?
- ▶ Choosing which media is best for which ages (and how important the Internet really is) for a suitable and age-specific kids marketing strategy
- ▶ Examining ways to combine more traditional media with latest developments to maximise interest in your brands

Lucy Gregory  
Research Director  
Cartoon Network



17:00 Chairman's Closing Remarks

17:15 Close of Day One

9:00 Registration And Coffee

9:30 Chairman's Opening Remarks



9:45 **Discussing The Bottom-Line Business Implications Of A Marketing Ban To Kids**

- ▶ Considering building up a business around a marketing ban to kids to stay ahead of the game
- ▶ Elastic definitions: what's editorial and what's advertising?
- ▶ Scrutinising where and what the future opportunities are to target kids with your brand to ensure a focused kids campaign

Mandy Ferguson  
Marketing Director  
McVitie's

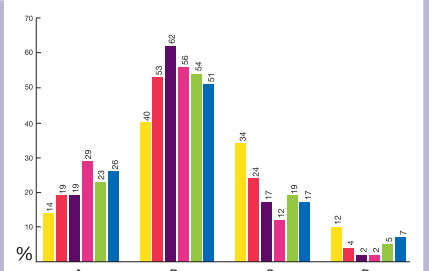
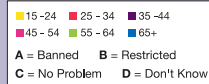
Alex Cacouris  
Kids Brand Manager  
Burger King

Vanya Hunter  
Brand Manager  
Hasbro

Adrian Woolford  
Marketing Director  
Hamleys (subject to availability)



**Should Advertising To Kids Be Banned Or Restricted?**



Source: CIM

10:30 **Creating A Family Friendly In-Store Experience To Maximise Profits By Moving Beyond Pester Power And Working With Mum**

- ▶ Getting past the gatekeeper: how can we convert a child request to parental purchase?
- ▶ Understanding that an in-store environment brings parents and children together to more effectively market towards both simultaneously
- ▶ Harnessing the power of parent-child dynamics when targeting and positioning brands in-store
- ▶ Going beyond pester power: making a pleasurable and engaging environment for kids and a simple and hassle-free experience for the parents to engage the long-term value of family customers

Session continued next page...

- ▶ Investigating children's reactions to different promotional strategies to devise the most suitable and profitable in-store approach

Simon Scamell-Katz  
Chairman  
**ID Magasin**



11:15 Morning Coffee And Informal Networking Opportunity



**Examining How Advertising Food To Children Demonstrates Both The General Sensitivity Surrounding Kids Marketing And The Specific Importance Of Health Concerns To Parents To Ensure Your Company Is Recognised As A Responsible Marketer To Children**

11:45 **Ensuring A Kids Range Meets Two Potentially Incompatible Requirements: Children's Tastes And Mum's Health Concerns**



- ▶ Questioning who is responsible for educating parents on nutrition to ensure your business is seen to take kids health concerns seriously
- ▶ Getting kids to eat healthy food when healthy is equated with boring
- ▶ Differentiating a kids-range from the brand next to it without foregoing the rigorous health requirements demanded of it

Angela Blyth  
Strategic Head of Asda's Kids-Own Range  
**Asda**



12:30 **Food, Obesity & Health: Overcoming The Dangers Of Giving Kids The Food They Really Want**

- ▶ Less active lifestyles and child obesity: is it really all the fault of the food industry?
- ▶ Employing health requirements as a selling-point to mum by advertising your product's stringent health qualities
- ▶ Over-consumption: is the USA phenomenon coming over to the UK?
- ▶ Examining the ethical implications of marketing salt, fat or sugar to children to ensure the integrity of your brand

Reserved For  
**Special Marketing Week Guest**



13:15 Lunch for Speakers And Delegates



**Ensuring You Are Seen To Be Trustworthy And Responsible By Assessing The Real Issues Your Brand Needs To Address In Appealing To Kids, Parents And Teachers**

14:30 **Understanding And Evaluating The Range Of Educational Opportunities Presented In The Home To Appeal To Kids And Parents Alike**

- ▶ Examining popular culture and its link to children's magazines, books and DVD's and identifying emerging evidence to support the medium as an educational tool
- ▶ Recognising the multi-functional role of children's magazines
- ▶ Examining the benefits of educational affiliation in appealing to parents and visual excitement in appealing to kids

Jacqueline Harding  
Children's Magazine Educational Editor  
**BBC**



15:15 **Assessing The Value Of Collect-For-School Campaigns To Implement A Successful Scheme And Avoid Negative PR**

- ▶ Achieving a symbiotic relationship with a school to take your brand to the top of the class
- ▶ Ensuring integrity with your campaign by ensuring your brand is appropriate for a collect-for-schools scheme
- ▶ Adding value without seeming too commercial or exploitative to get your brand accepted in school

Catherine Stewart  
CSR Community Manager  
**Tesco**



16:00 Chairman's Closing Remarks

16:15 Close Of Conference With Afternoon Tea And Informal Networking Opportunity

**FREE - 'Brand Strategy's Insight On Marketing To Kids':**

An 80 page report of top-level data, case-studies, guidelines and expert opinion on kids as consumers, kids' play, kids' food, kids and advertising, kids at school and licensing and merchandising.  
Normal Price: £139 [www.brandstrategy.co.uk/kids](http://www.brandstrategy.co.uk/kids)



## At The Hub Of Marketing Excellence

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Director of Production, Marketing Week Conferences on [mwdirectorofproduction@centaur.co.uk](mailto:mwdirectorofproduction@centaur.co.uk) or 020 7 970 4773

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## HOW TO BOOK

**Telephone** on +44 (0)20 7970 4770 to reserve your place.

**Fax** the completed form to +44 (0)20 7970 4799 to secure your place and then post a copy of the form together with your cheque.

**Post** the completed form with your cheque to: **Centaur Conferences, 50 Poland Street, London, W1F 7AX**  
If sending a cheque under separate cover, please mark clearly the delegate/s name/s and conference.

### DATE & VENUE INFORMATION

**When:** Two Day Event 19th & 20th January 2004, Workshop 21st January 2004  
**Where:** Café Royal, 68 Regents Street  
 London W1B 5EL  
**Tel:** 020 7437 9090 **Tube:** Piccadilly Circus

### DETAILS PLEASE USE CAPITALS

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[www.mad.co.uk/bs](http://www.mad.co.uk/bs)

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If you cancel your registration more than **ONE** month before the event, we will charge an admin fee of £75 + UK VAT. For cancellations received **LESS** than one month prior to the conference date, **Friday 19<sup>th</sup> December 2003**, or in the event of non attendance, a 100% cancellation fee applies, in these circumstances **NO** refund can be given. All cancellations **MUST** be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue.

Centaur Conferences will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply. Payment **MUST** be made in advance of the event, if payment is not received before the conference, delegates will be asked to make payment upon arrival at the event at the registration desk with a corporate or personal credit card. Your fee includes documentation, refreshments and lunch.

**Early bird discount can not be used in conjunction with any other offers.**

### DELEGATE RATES

**Book 4 Delegates  
For The Price Of 3**

#### Book Before 2nd December 2003 & Save £100

- Two Day Conference + Workshop: £1049 + VAT (£1232.57)  
 Workshop Only: £399 + VAT (£468.83)

#### Book After 2nd December 2003

- Two Day Conference + Workshop: £1149 + VAT (£1350.07)  
 Workshop Only: £399 + VAT (£468.83)

- Conference Documentation Pack Only £299 (Documentation Packs are included in the conference price)

NOTE: Special Advance notice price still stands for those contacted. Report will be included in this package.

### PAYMENT PLEASE TICK APPROPRIATE BOXES AND COMPLETE DETAILS

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