

The 7th Annual Fall Conference . . .

September 15-17, 2003
Hotel Intercontinental
Chicago, IL



Teen POWER 2003

BRAND NEW FOR 2003!

- Trend Leading Teens as Reporters of their World - Live!
- A Special Panel Discussion of Ethics and Youth Marketing
- Special Workshops:
 - A. A Crash Course in Teen Marketing
 - B. Talking to Teens - Without Speaking Their Language
 - C. New Marketing Methods in a New Teen World
- Teen Marketing Leaders Including: Pepsi Cola, Courtroom TV, Teen People, Pacific Sunwear, Dr. Pepper/Seven Up, Cincinnati Bell, Boost Mobile, Kyocera Wireless, Memorial Health System
- Plus, much more!

SPECIAL KEYNOTE ADDRESS:

From Tweens to Teens: The Changing World of The Most Difficult Demographic on TV

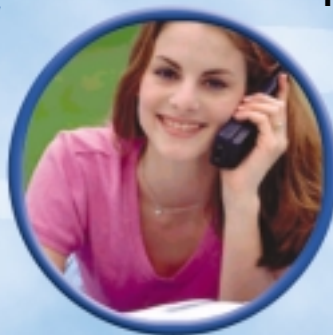
Tom Lynch, Founder & Creative Force, The Tom Lynch Company and creator of shows including Lil' Romeo – Nickelodeon's new series premiering this Fall and The Secret World of Alex Mack – the show that essentially created the tween genre.



SPECIAL FEATURE PRESENTATION:

Commerce, Culture and Community

Ron Pompei, Award-Winning Architect and Sculptor. Best known for his creative direction and design of the Urban Outfitters, Anthropologie and Discovery Channel Stores.



Visit us at www.kidpowerx.com
Register Today! 1-800-882-8684





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Donna Sabino
*Group Director, Research &
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Nickelodeon
Magazine Group*

Dear Colleague:

TEENS ARE A \$300 BILLION INDUSTRY

Teen boys and girls aged 13-19 are the hottest demographic in the United States! Teens are constantly searching for new products. Teens want to spend their hard-earned bucks because they're now paying more attention to trends.

The changing minds of teens make marketing to this elusive group a hard task.



Marketing campaigns try to reach teens "where they live," by zeroing in on what they're interested in at the moment. Marketers try to use teen lingo, music and interests to get them hyped up about a product. Teens are constantly looking for the next new thing.

You need to know how your brands will hold up with fickle adolescents and have to stay alert to what teens want. At the **7th Annual Teen Power Conference**, you will discover how your products and services can stand out against the sea of competitors! Once again, we will help you unravel all of the mysteries and secrets that occupy the minds and lives of today's teens.

You will hear from these teen marketing leaders:

- Alloy, Inc.
- Gardner, Carton & Douglas
- Cincinnati Bell
- Memorial Health System
- GTR Consulting
- Grunwald Associates
- Kids and Youth
- G Whiz
- Doyle Research and Associates
- Alloy, Inc.
- Courtroom Television Network
- Teen People Magazine
- Pacific SunWear
- GJP Advertising
- Boost Mobile
- Teenage Research Unlimited
- Kyocera Wireless
- Pepsi Cola Company
- Next Generation Radio
- Dr. Pepper/Seven Up
- AMP Insights
- KidShop
- The Geppetto Group
- Mindshare

You don't want to be the company that is left out - that would be an expensive mistake. You need to seriously pursue the teen market and get a jump on what the competition is doing. Join your peers at this cutting edge conference, **Teen Power 2003**, on **September 15-17** at the **Hotel Intercontinental in Chicago!**

Don't miss out! Call 1-800-882-8684 today!

Sincerely,

Candi Schwartz

Candi Schwartz
Managing Director
Kid Power Xchange
www.kidpowerx.com
info@kidpowerx.com

*P.S.
Don't miss the special panel
discussion on "Ethics and Youth Marketing"
at 11:45am on September 16th!*

Register Today! Call 800-882-8684 or 973-256-0211

MONDAY, SEPTEMBER 15, 2003



8:30 -9:00 Workshop Registration

9:00 - 12:00 Workshop A

MAKING THE GRADE: A CRASH COURSE IN TEEN MARKETING

Ever felt like you missed the first day of school? Like you're playing catch up in the classroom because no one taught you the fundamentals?

If you're new to teen marketing, or if you've been doing it for awhile but want to brush up on the basics, this session is for you. Come let The Geppetto Group provide you with knowledge no teen marketer can afford to be without. You'll leave grounded in the four psychological themes that drive teens to feel and behave as they do, as well as a checklist of do's and don'ts that no teen marketer should be without. Most importantly, you'll have the opportunity to roll up your sleeves and apply Geppetto's time-tested teen insights to your own marketing challenges. This hands on session will be worthwhile classroom time for everyone!

Workshop Leader:

Sonya Schroeder

Senior Strategic Planner

The Geppetto Group

12:15 - 3:15 Workshop B

TALKING TO TEENS - WITHOUT SPEAKING THEIR LANGUAGE

Marketers take a big risk when trying to "talk to teens" by using awesome, cool, phat, dope, off-the-heezy, teen-speak. The first 90 minutes of the workshop will explore how to establish relevance with a teen audience without trying to talk like a teenager does. Using examples of "Day in the Life" presentations--prepared by our teen consultants -- we will depict the seemingly mundane day-to-day experiences of young adults. We will extract the common nuances, emotional connections, and consistent mindset that drives young adults' daily experiences. We will also detail case studies that demonstrate marketer's successes at establishing relevance with a teen audience.

Following the 90 minute presentation, we will facilitate an interactive panel discussion with high school students. Workshop participants will be given the opportunity to submit questions to ask of the panelists. The theme of the panel discussion will be building brand relationships through understanding their world.

Workshop Leader:

Alisha Kolski

Vice President

AMP Insights (formerly Y-Access), an ALLOY Company



3:30 - 6:30 Workshop C

REACHING THE ELUSIVE TEEN: MARKETING TIPS, TOUCH AND TRACTION

The teen marketplace is getting more and more complicated. As increasingly busier teens get inundated with more and more activities, priorities, life pressures and product pitches how can marketers break through to create compelling product appeals that achieve brand preference and build brand loyalty?

This workshop will explore a range of marketing methods to most effectively and efficiently connect teens to branded products and services. Beyond the tried and true of advertising, what can marketers do to build surround marketing programs that connect in meaningful ways to teen lifestyle?

We will explore the dynamics of KidShop's Brand Action Audit. We will identify key elements in the Teen Marketing Tool Box. Then, we will explore and build branded marketing programs that engage a complete range of marketing methods that include and integrate strategy, positioning, packaging, advertising, promotion, internet, strategic partners, buzz marketing and more.

You will emerge from this workshop with insights and disciplines that will enable you to build innovative programs for your brands to achieve new and compelling connections with your increasingly important teen consumers.

Workshop Leader:

Paul Kurnit

President & Founder

KidShop

DAY ONE

TUESDAY, SEPTEMBER 16, 2003

7:45 - 8:30

REGISTRATION AND BREAKFAST

8:30 - 8:40

CHAIRPERSON'S OPENING REMARKS

John Geraci

Vice President of Youth and Education Research
Harris Interactive

8:45 - 9:25

HIP HOP NATION: DECODING THE URBAN MYSTIQUE THROUGH A TEEN'S EYES

Unless you've been off on a deserted island over the past decade (lucky you!) you probably know that urban marketing is the hottest thing going in the teen market. From Sean John to Def Jam, from And One to Phat Farm, from Mecca to Rap Snacks, a mind-numbing number of brands are tapping into, and marketing, the urban mystique. But in many instances their products have been embraced-not just by their target urban audiences-but also by mainstream suburban kids eager to own, wear, or listen to a little piece of the urban attitude.

This presentation will dissect the urban mystique, for the first time, through a teen's eyes. We'll explore the REAL reasons urban has become such a powerful teen marketing tool, identify ways brands can tap into the urban attitude, and offer our predictions about upcoming alternatives to urban-other arenas with their own authenticity and appeal to teens. Most importantly, we'll offer practical ways to incorporate these trends into your marketing and advertising plans.

Sonya Schroeder
Senior Strategic Planner
The Geppetto Group

Chris McKee
Chief Creative Officer
The Geppetto Group

KEYNOTE ADDRESS

9:30 - 10:30

FROM TWEENS TO TEENS: THE CHANGING WORLD OF THE MOST DIFFICULT DEMOGRAPHIC ON TV

Judging from Tom Lynch's own personal experience of trying to raise four boys, he will relate the shows he creates to the imagination of children, while focusing on shows that are adventurous and allow kids to just be kids. In today's fast paced society the youth has more aptitude for technology, and consequently matures at a faster rate than in the past.

Tom Lynch
Founder and Creative Force
The Tom Lynch Company



10:30 - 10:50

MORNING REFRESHMENTS/ EXHIBIT HALL REVIEW

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10:50 - 11:40

THE TEEN STATE

The teen market is more dynamic and complex than ever before. This talk will focus on the state of teens and the teen business today and will explore key issues and implications both teens and marketers are facing.

Never before has there been so much action in teen marketing with more products in more categories addressing this vibrant and growing consumer marketplace. They are lifestyle driven by music, videogames and technology. Today's teens are active consumers, brand aware and life savvy. They influence and directly power family purchases in a dizzying array of high ticket lifestyle consumption entertainment, computers, vacations, cars, even the family home.

Today's teens have more news and knowledge than any generation that has preceded them. They are close to their parents yet feel the need to rebel to find their own identities. They live with a deluge of pressures and fears, highlighted in school and on the news on a daily basis. They are taught to be vigilant about violence, terrorism, child abduction, internet safety and, increasingly, even food.

There are new pressures on teen marketers today. We are accused of manipulating and exploiting kids. The kid industry is under attack for selling products to teens that are presumed to make them greedy, violent and fat. How do today's teens feel about all this? How are parents, teachers and peers supporting them? How are marketers dealing with them? And, what are the prospects for teen futures as consumers and social citizens?

Paul Kurnit,
President & Founder
KidShop

11:45 - 12:45

EMPOWERMENT OR EXPLOITATION?: A PANEL DISCUSSION OF ETHICS AND YOUTH MARKETING

Most who forge careers in youth marketing do so out of a deep-rooted concern and interest in children. Many feel that kids and teens should have products and services which are geared towards them and which reflect what they need and want, that there has never been a better time to be a child, and that youth marketers have contributed greatly to the well being of children. Yet, as young consumers have become more and more powerful in the economy, the amount of advertising and marketing messages targeted to them has proliferated. With the increased attention on youth as consumers has come criticism that rather than empowering children, youth marketers are taking advantage of them.

Are we empowering or exploiting young consumers? Should organizations have more clearly defined ethical standards for youth marketing? Should the youth marketing industry be regulated?

This panel session will present the views of some leading experts in youth marketing and a group discussion will follow. Expect a provocative and highly interactive session!

Moderator:

John Geraci
Vice President of Youth and Education Research
Harris Interactive

Participants:

Debbie Solomon
Sr. Partner, Group Research Director
Mindshare

Dan Drath
Director of Custom Research
Teenage Research Unlimited

Rochelle Wainer, Ph.D.
Senior Manager, Strategy and Insights
Pepsi Cola Company

Teen Power 2003 - Register Today! Call 800-882-8684 or 973-256-0211

12:45 - 1:45

LUNCHEON FOR ATTENDEES & SPEAKERS

1:45 - 2:25 **Concurrent Sessions: Choose A or B**

A. UNDERSTANDING THE IMPACT OF DIVERSITY ON YOUNG ADULTS

More than one in 3 teens in the United States today is considered to be either Hispanic, Black, or Asian. Teens in the US today are 60% more likely to be non-white than their grandparents' generation was. And, in some school districts, more than 100 languages are spoken.

AMP Insights will explore how cultural diversity has impacted teens in the United States. Learn and understand what characteristics unite teens in today's world as well as identify characteristics that are unique to specific ethnic segments. AMP Insights will offer guidelines for communicating with the teen population as well as niches within that population.

Alisha Kolski

Vice President

AMP Insights (formerly Y-Access), an ALLOY Company

B. REACHING TEENS WITHOUT TALKING DOWN

More and more, marketers are reaching into the school system in an attempt to reach teen audiences as they develop Brand loyalties. These efforts often generate a backlash within educational communities and the press, negating the positive buzz they may generate.

As local, state and national education budget are slashed, however, there are countless opportunities to reach teen students by giving them an engaging alternative to teaching tools. These curriculum initiatives can help teachers and administrators achieve educational goals, send a positive brand message to parents and even generate good PR for the marketer.

The perfect example is Court TV's Forensics in The Classroom Curriculum. The curriculum - now in 4000-plus High Schools across the country - is a FREE turn-key teaching tool which allows High School students to use real Forensics to solve a mystery, while learning standards-based chemistry. The Curriculum and its positive press have had an enormous impact for Court TV on Brand awareness, ratings and revenues.

Find out how a \$60,000 investment reaches 400,000 students and 1.2 million consumers without EVER seeming like marketing, and why the American public school system hopes that your company is next!

Evan Shapiro

Senior Vice President, Marketing

Courtroom Television Network

2:30 - 3:10 **Concurrent Sessions: Choose A or B**

A. BUILDING SYNERGIES AND CONNECTING MARKETING PARTNERS WITH ONLINE/OFFLINE PROMOTIONS

Learn how PacSun utilizes marketing partnerships as a key sales and traffic-generating tactic for connecting with teens in the various ways they live their lifestyle.

You'll be guided through the R&D and implementation aspects of a national promotion/case study that incorporates win-win value for several of its key brands and promotional partners in the music, cell phone and publishing industries. Exposure points include:

- Online merchandising
- Community content
- E-mail
- Direct marketing
- In-store.

Evaluating success and keeping the partnerships going strong will also be discussed.

Glenn Wilk

Director of E-commerce and Online Marketing

Pacific SunWear

B. HOW TO CREATE EXTRAORDINARY VALUE FROM A NEW BRAND DIRECTED AT TEENS

How did this team take an existing, non-profitable product category and create a thriving business by targeting teens? Learn how Cincinnati Bell and GJP Advertising collaborated to create the first teen targeted wireless brand in North America. A brand that has become one of the most successful in the prepaid wireless category. This presentation will demonstrate the value of creating the right brand positioning and then introducing it with a fully integrated communications campaign. This is not only a communications story, but rather a business story that shows how a company can profitably create brands for the teen market.

Peter Jeffery

CEO

GJPAdvertising

Don Daniels

Vice President of Corporate Marketing

Cincinnati Bell

3:10 - 3:30

AFTERNOON REFRESHMENT BREAK/ EXHIBIT HALL REVIEW

3:30 - 4:10 **Concurrent Sessions: Choose A or B**

A. EXPERIENTIAL EVENT MARKETING: CREATING EVENTS THAT CONNECT WITH AND DRIVE YOUNG PEOPLE

Experiential marketing provides brands targeting teens with the opportunity to dynamically envelope their core consumer to deliver a true brand experience through interaction. Learn how to create an event that is right for your brand AND teens, and to integrate it throughout the marketing mix to create a winning brand experience.

- Why event over advertising
- Creating the right association for your brand
- Activating the event at retail & in advertising - integrating it
- Pitfalls
- Payoff & measurement

Matt McRoberts

Marketing Director

AMP (Alloy Marketing & Promotions), an ALLOY Company

Matt Smith

Brand Manager

Dr. Pepper/Seven Up

B. DRIVEN TO CREATE HEALTH

With many disease and injury prevention messages the first requirement with kids and teens is to GET THEIR ATTENTION! Memorial Health System in South Bend, Indiana used focus group research with preteens and teens to find a way to really drive the health message home through an exciting vehicle called the HEALTHWORKS! HUMMER. This edgy health education classroom on wheels is an extension of Memorial's three year old HealthWorks! Kids' Museum which now sees over 30,000 children a year. The traveling HealthWorks! Hummer will be on site at the Teen Power meeting and the Memorial team will share the thinking and learning behind this exciting approach to health education. They will also outline how the HealthWorks! Hummer program can come to almost any community in the U.S.

Phil Newbold
President
Memorial Health System

Diane Stover
Vice President
Memorial Health System

Becky Zakowski, R.N.
Visionary Potentiator of Pumped-UP Kids,
HealthWorks Kids' Museum

4:15 - 5:15

TREND LEADING TEENS AS REPORTERS OF THEIR WORLD, LIVE

This highly interactive session will utilize a panel of 10 to 12 influencer teens that are on the forefront of trends to help attendees understand current teen behavior, attitudes, beliefs, and trends. These teens will be "employed" as reporters of the "teen experience." Each teen will be asked to fill out a detailed "homework" assignment in advance of the session which will ask specific questions about the world in which they live.

During the session, Gary will be presenting the analyzed findings of the "homework" assignment touching on the teens' attitudes, behaviors, and beliefs. His analysis will also provide insight on the current teen trends in virtually every category including retail, fashion, footwear, packaged goods, personal care products, beverages, insurance, website planning and design, video games, broadcast and print media, as well as social marketing. He will also draw on current available quantitative research.

Finally, attendees will be prompted to ask questions of the teens that will be available live via a Computer Assisted Telephone Focus Group. The respondents will participate via telephone from their own homes. The attendees will hear the teens over the speakers and "view" the group on the computer screen via an Internet link. The attendees would be encouraged to develop questions for the teens prior and during the session and will ask their questions in a talk show style format.

This session will allow attendees to learn more about teens in general as well as participate in an innovative technique for conducting qualitative research.

Gary Rudman
President
GTR Consulting

5:15 - 6:30

NETWORKING RECEPTION

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DAY TWO

WEDNESDAY, SEPTEMBER 17, 2003

8:30 - 8:40

CHAIRPERSON'S RECAP

John Geraci
Vice President of Youth and Education Research
Harris Interactive

8:45 - 9:25

TEENS AND TECHNOLOGY: USING ELECTRONIC MEDIA TO CONNECT WITH THE NEW "INFLUENCERS"

Peer influence is the most effective way to reach teens. And electronic media - especially the Internet - is rapidly increasing the impact of teen influencers. This session will profile these 'power teens,' based on new results from the industry's most detailed surveys of teen media and technology use. Grunwald research identifies not only who these power influencers are, but how they differ from other kids across a broad range of technology and media habits. Find out:

- How influencers use TV, the Internet and other media.
- The impact of power influencers on product searching and buying
- How power influencers communicate with other kids
- How to reach power influencers
- What these 'power influencers' like (and dislike) on the internet and elsewhere
- The real importance of multitasking: how simultaneous use of multiple media affects behavior
- The role of parents and schools in shaping influencers' behavior

Findings will be drawn from Grunwald Associates 2003 surveys of teen/parents and media, as well education decision-makers. Since 1995, widely-respected Grunwald surveys have provided hard numbers and analysis to help identify target segments, craft marketing messages, develop product plans, and get buy-in from partners, management and investors. Grunwald research partners include Kodak, BellSouth, AT&T, the Corporation for Public Broadcasting, and the U.S. National School Boards Association.

Peter Grunwald
President
Grunwald Associates

9:30 - 10:10

SO HOW SHOULD WE MARKET TO TEENS?

Based on unique research carried out amongst major global marketers, and with teens and families, Barbie will consider the implications of the growing pressure to ban advertising to kids in Europe and will look at the global implications of this.

- With the threat to ban advertising to kids in Europe, how are marketers responding to the added challenge that reaching their target will bring
- How likely is it that the existing ban in Sweden will expand globally
- How worried should we be about the growing discomfort about marketing to kids reflected in the press in Europe and the US
- What do kids themselves think, and what do major marketers

think (based on unique research carried out by Kids and Youth in the US and Europe)

Barbie Clarke
Managing Director
Kids and Youth

10:10 - 10:30

MORNING REFRESHMENT BREAK/EXHIBIT HALL REVIEW

FEATURE PRESENTATION

10:35 - 11:35

C3SM: COMMERCE, CULTURE, AND COMMUNITY

Tapping into the hearts and minds of the teen consumer today requires more than just cool music and finding a good deal. Constantly assaulted by media and marketing, today's teen consumer is ever-more savvy to retailers attempts at "reaching out to them." For a successful brand to resonate with this audience the psychographics of this consumer must be understood in addition to the demographics. Successful new ventures in this space require rethinking retail from concept to design. The C3 approach-creating environments and spaces where social interaction is facilitated by commerce and culture - has fast become THE critical success factor to connecting with this audience and keeping their attention. Join us for Ron Pompei's overview on how to leverage the C3 philosophy for your brands.

Ron Pompei
Award-winning architect and sculptor
Best known for his creative direction and design of the Urban Outfitters, Anthropologie and Discovery Channel stores



11:40 - 12:20

BRAND PROMOTION ON A SHOESTRING BUDGET

Join Sherry Handel for this interactive workshop which incorporates Ms. Handel's expertise in the areas of brand marketing and entrepreneurship. With marketing budgets facing further reductions executives must be resourceful and find creative ways in which to build their brands with minimal investment and maximum results.

In this interactive workshop Ms. Handel will share:

- Case examples of successful Brand Promotion Exchanges in the youth market.
- How to think more entrepreneurial when planning the promotion of your brands.
- How to identify prospective brand building partners
- How to leverage partnerships to strengthen brand awareness, identity and reach

Sherry Handel
Entrepreneur, Teen Marketeer
(a/k/a "The Blue Jean Brander")
Author of the acclaimed book:
Blue Jean: What Young Women are Thinking, Saying, and Doing

12:20 - 1:30

LUNCHEON FOR ATTENDEES & SPEAKERS

1:30 - 2:10 Concurrent Sessions: Choose A or B

A. THE TEEN BRAIN: HOW A TEEN'S BRAIN DEVELOPS HAS A DIRECT IMPACT ON HOW YOU COMMUNICATE WITH HIM/HER

An overview of developmental milestones and the impact these developmental changes have on teens interaction with your product or brand

Jane Lacher
Vice President
Strategic Planning, G Whiz

B. DEEJAYS, GREAT MUSIC, GRASSROOTS MARKETING: REACHING TEENS THROUGH RADIO

You know how passionate teens are about music - but did you know that teens continue to rely on their favorite radio station to be their primary source for their music? Teens remain loyal to and heavily involved with their favorite radio stations - and consistently tell us that radio is the most effective way to reach them -- yet few advertisers really understand how to effectively use teen radio. Next Generation Radio will take you through the data behind teen media habits and demystify the world of teen radio. We'll play examples of excellent creative work and share some secrets to developing a winning radio effort.

Rick Berger
President
Next Generation Radio

2:15 - 2:55 Concurrent Sessions: Choose A or B

A. INCORPORATING TECHNOLOGY INTO TEEN RESEARCH

Technology influences so many aspects of teens' lives today. They watch DVDs, surf the internet, download music, instant message with friends, and of course, talk on their wireless phones - every teen's lifeline!

Teens seem to communicate more 'virtually' than they do face-to-face. This session will show you how to use the technology that teens are so comfortable with to get more bang out of your qualitative marketing research projects!

Join Doyle Research Associates and learn about these technology-driven research approaches for teens:

- Virtual discussions using web cameras
- Wireless phones as an on-site research tool
- Online bulletin boards
- Online chats
- Telephone groups

We'll give you the who, what, when, where, why, and how for each of these methods so you can put your learning to use immediately.

Mindy Predovic
Senior Research Associate
Doyle Research Associates

B. WIRELESS TEENS: A PANEL DISCUSSION

Teens and wireless - a perfect fit! This panel comprised of leaders in the Teen Wireless market will discuss teens' wireless habits, the products that are made specifically for teens as well where the industry is headed.

Don McGuire
Vice President of Global Marketing
Kyocera Wireless

Steve Sanford
Vice President of Marketing
Boost Mobile

Don Daniels
Vice President of Corporate Marketing
Cincinnati Bell

2:55 - 3:15

AFTERNOON REFRESHMENT BREAK/EXHIBIT HALL REVIEW

3:15 - 3:55 **Concurrent Sessions: Choose A or B**

A. MACRO TRENDS

TEEN PEOPLE Macro Trends is an insightful look into the mindset of today's teens via TEEN PEOPLE's 12,000 Trendspotter™ community. Exploring how societal shifts affect teens' perceptions of the world around them and, subsequently, behavioral habits, the study provides actionable marketing solutions and programs for a broad spectrum of clients.

Paul Caine
Publisher
Teen People

B. USING TEEN TALENT TO PROMOTE YOUR PRODUCT AND YOUR BRAND

What better way to grab the attention of the teen market than by including teens in your next advertisement or promotion campaign?!

Thinking about featuring a teenager in a print ad or a television commercial? Want a famous teen to be your brand spokesperson?

At this session we will talk about how to make this a reality. We will cover implementation issues, including potential legal risks and liability limitation methods through both contracting and practical mechanisms.

This session is a must for anyone who wants to include teens in their next promotion.

Liisa M. Thomas
Team Leader, Youth Marketing & Privacy Practice Group
Gardner Carton & Douglas LLC

4:00 - 4:40

REACHING GEN Y ALL DAY LONG: CONNECTING WITH TODAY'S YOUTH THROUGH ALTERNATIVE MEDIA CHANNELS

Today's youth are surrounded by a wide array of media choices. How do you effectively grab their attention and retain their loyalty with the extensive options available to them on a daily basis? Understanding who they are and where they are

is paramount to effectively interacting with this generation.

360 Youth, an Alloy Company, shares insight into understanding this demographic and essential tactics to reaching them amidst the ever-growing media landscape.

- Customizing Messages to Specific Consumer Groups
- Effectively Utilizing Alternative Media Channels
- Clutter Cutting Tactics
- Know Your Audience/Proprietary Research on Media Habits and Consumption
- Case Studies

Derek White
Exec. VP
Alloy, Inc.
General Manager of Media & Marketing Companies

4:40

END OF CONFERENCE

WHO WILL ATTEND . . .

This conference has been researched with and developed for Senior Executives, VP's, Directors and Managers of:

- Product Marketing
- Brand Management
- Youth Marketing
- Merchandising
- Market Research
- Advertising
- Sales
- Trends
- Corporate Planning
- Packaging
- New Product Development
- Public Relations
- Promotions
- Media



MARK YOUR CALENDAR!

KID POWER LATIN AMERICA

October 15-17, 2003
The National Hotel
South Beach, Miami, FL

TWEEN POWER

December 2-4, 2003
Harrah's
Las Vegas, NV

KID POWER 2004

May 4-7, 2004
Disney's Yacht & Beach Club
Orlando, FL



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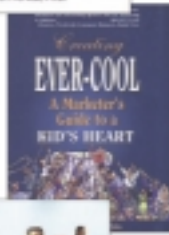
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GO FOR THE GOLD!

It is time to start preparing your submissions for next year's **Kid Power Awards**. The **Kid Power Awards 2004 Ceremony & Dinner** will take place May 5 in conjunction with the annual **Kid Power 2004** conference in Orlando. The award will honor, recognize, and promote the most innovative kids marketing campaigns over the past year.



Applications are open to all companies, agencies and associations across the globe. All campaigns must be targeted to kids two to twelve years old and must have been executed between January 1, 2003 and December 31, 2003.

Not only will your campaign be judged by our objective panel of judges made up of recognized leaders in the kids marketing arena, they will also be judged by kids themselves.

For more information, visit our website or to receive an application please email info@kidpowerx.com

Here is what the winner of the 2003 Kid Power Gold Award had to say..

"We are thrilled to win the gold award as it celebrates a campaign that we are very proud of and dedicating to developing each year along with our partners and sponsors. We are delighted that the judges recognised our unique, well



integrated, relevant and responsible way of connecting with our worldwide audience of kids." - Shari Donnenfeld, Executive Director of Research & Marketing, Fox Kids Europe"

Shari Donnenfeld and Carol Snell of Fox Kids show their jubilation as they accept the 2003 Kid Power Gold Award

THINK BIG

Maximize your market exposure through sponsorship and exhibit opportunities at **TEEN POWER 2003**.



Maximize your market exposure through sponsorship and exhibit opportunities at **TEEN POWER 2003**. There is simply no better way to increase brand awareness in the marketplace, announce new products or services and promote new strategic partnerships. Choose from various creative educational, branding or networking components that will help take your organization to the next level.

There are still a number of sponsorship and exhibit opportunities available. Reserve yours today!

To learn more about these and other marketing opportunities, please contact:

MATTHEW SINGER

Director, Sponsorship Sales at 212-885-2769

Fax: 212-885-2762 or Email: msinger@kidpowerx.com

Special Thanks To:

packaged facts

Tweens constitute a large, complex, and lucrative market, full of individuals who are rapidly building the foundations of brand loyalties and product usage patterns, as well as influencing the buying patterns of those around them. Develop your tween-oriented strategy and harness the analytical insight of market experts with the latest report from Packaged Facts, The U.S. Tweens Market. Explore it online at www.PackagedFacts.com.

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The U.S. Kids Food & Beverage Market - Valued at a colossal \$11 billion and growing, this study addresses the market comprised of foods and beverages marketed to children aged 5-14 across three categories: meal items, snacks and desserts, and beverages. Cookies, fruit rolls, yogurt, pudding, ice cream, peanut butter, cereal, and lunch packs are also discussed. Brand share data, demographic profiles, advertising expenditures, historical 1996-2000 sales data and projections through the year 2005 are also included. Strategies of key companies, including Bestfoods, General Mills, Nestle S.A., and Kellogg Co. are explored. To purchase copies of these reports, or for more information, please call **1-800-298-5294** or visit www.packagedfacts.com.



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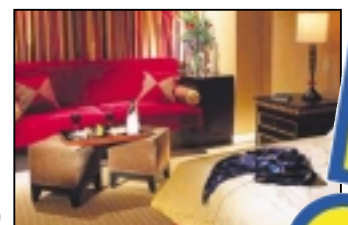
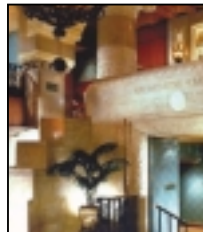
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