



BrandChild: Remarkable Insights into the Minds of Today's Global Kids and Their Relationship with Brands

Martin Lindstrom

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Praise and Reviews "This is a must read book... Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation..."- Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management"BRANDchild will be a valuable addition to our industry's literature."- Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson"Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-focused marketing wisdom."- Stann Rapp, MRM Partners Worldwide and co-founder of Rapp CollinsTwens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries (throughout Europe, Asia, the United States and South America). Several renowned experts share their unique views on kids' trends and fascinating marketing techniques. Packed with practical advice on how to create kids' brands, including more than 50 previously unpublished case studies, BRANDchild proposes innovative ways of marketing to this young audience.

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