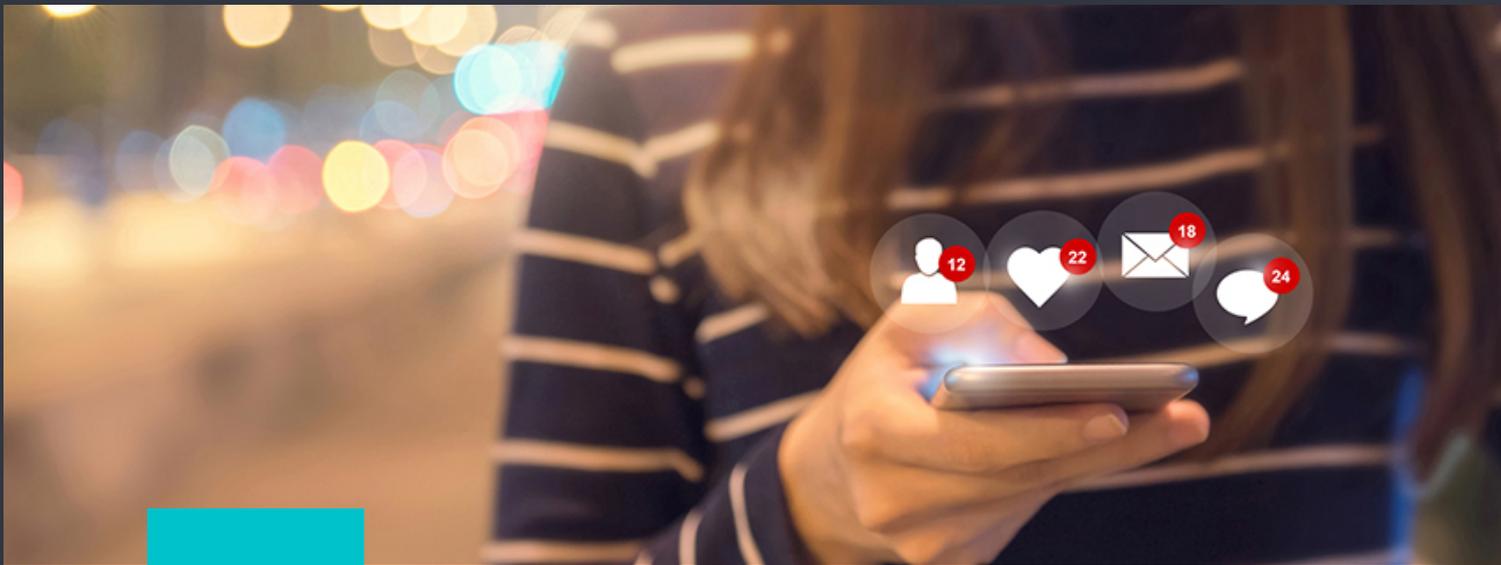


ISOLATION INSPIRATION

Views from The Hub Kids & Youth about
brands in a new environment

APRIL 22nd 2020



The Hub

Discovery Kids & Youth

The Hub Kids & Youth is your window into young people and the world they live in. Combining customer insights with our kids & youth industry knowledge to help our clients current and prospective move forwards and fuel change

GENERATION Z & GEN ALPHA ARE OUR DIGITAL NATIVES, AND WE BELIEVE THE CURRENT CLIMATE IS A PRIME OPPORTUNITY FOR BRANDS & ORGANISATIONS TO INNOVATE AND COMMUNICATE WITH THEM IN THE SPACES THEY HAVE ALWAYS BEEN, WHILST PROVIDING SOLUTIONS TO SEE THEM THROUGH THIS TIME

Ed Tech is massive at the moment, being used by teachers, pupils and parents alike: Quizlet is one of these EdTech giants whose USP is its use of AI to track how students of all ages are doing when using its wide range of digital flashcards, and then tailors courses accordingly. **Kahoot**, a very different proposition allows students & teachers to create fun games in order to test knowledge and understanding. It is perhaps the sort of tool needed to keep engagement up without the structure of school as it allows mass participation and a community feel to competition. Both these brands are offering free access while students are at home.

We think that we will see more 'out of the box' approaches cropping up in the UK and beyond with entrepreneurial spirit prompted by the Covid crisis as educators, parents and students search for ways to make learning relatable and inspiring during trying times. An example of this is **Flocabulary**, a US based company that creates educational hip hop songs and videos non-traditional way to learn across subjects, primary age to 18yrs.

But, we must remember that not all young people have access to technology or the internet. Giving rise to a growing technological vulnerable.

BUT open to all is the BBC, who have launched BBC Bitesize Daily, an educational programme of curriculum relevant content (video, quizzes, articles), to be delivered daily across all its key channels, such as iPlayer, the Bitesize website, BBC Sounds and the app, and utilising famous faces and top notch organisations to engage.

Mental health and well being a growing sector has also seen significant press coverage as young people enter the second month of lock down. Life is particularly stressful and Gen Zs & Alphas are seeking apps that help them cope. **Calm**, a meditation app is one of the number 1 stress and anxiety apps and it has been introducing more kids' friendly content via its Kids category.

At face value **Joe Wicks**, is doing a great job at addressing physical well being, but we also think that the structure and routine that his workouts help with also really assist with mental wellness - Kudos to Joe!

Of course **entertainment and social media apps are also growing and reaching new audiences as socialising behaviours change**. Friendships and personal connections with others are still everything to Gen Zs. It's a disappointing time for many, who have seen exams cancelled, proms put on hold and their futures now up in the air.

Houseparty the group video chat blends things like Heads Up, Trivia and Quick draw to put a different slant on just the standard video chats. However, with the security and protection of young people paramount, this app has come under scrutiny for its limited privacy features.

TikTok has been buzzing around for some time in GenZ circles, but there's nothing like social isolation to up an apps popularity. Given it is all about the short form videos beloved by this generation (and often a key reason cited for their love of YouTube), TikTok #challenges enable friends to interact through funny shorts and amuse themselves in the process

YOUNG PEOPLE ARE LOOKING TO STAY CONNECTED TO THEIR PEERS MORE THAN EVER & RETAIN A CONNECTION TO LIFE BEFORE THE CRISIS. BRANDS & SERVICES DESIGNED TO HELP THEM THROUGH THESE CHALLENGES WILL BUILD THE FOUNDATIONS FOR FUTURE ENGAGEMENT

SOME KEY QUESTIONS DISCOVERY CAN HELP YOU WITH:

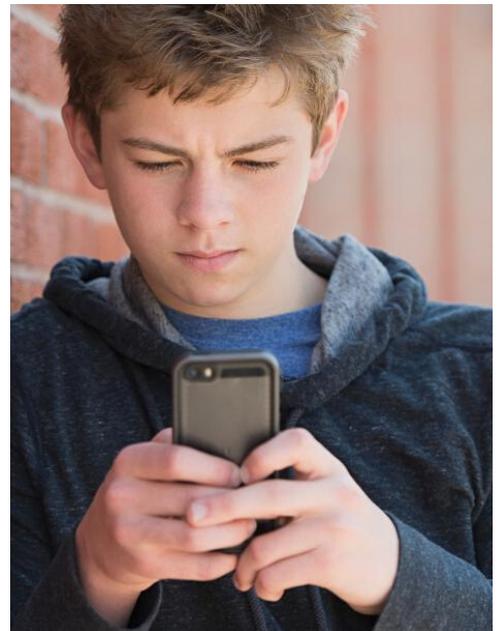
- What are kids, teens & 20 somethings thinking about your brand?
- What are their core needs and desires during this time?
- What are you doing to capture sentiment?
- Competitor approach and reactions?

- What are you doing to be part of the 'lockdown' narrative and communicate appropriately and effectively with this audience?

During this time, young people and the adults in their lives are engaging most with brands and services that are providing solutions and helping them to thrive during changing circumstances. As a full service agency with over twenty years experience we can help you shape your response and guide you through your research needs as well as actually run research when you need it

We are here to help:

- **A collection of views about life in social isolation from some of our young people have been recorded for The Hub. These vox pops supplement our findings and understanding of young people - just drop Afra a line on her email below to request them or you can view them on our website**
- We are experts at remote research methodologies
 - *we created and run the online platform The Thinking Shed*
- Help you set up a research response
 - *we are offering free advice to all clients programming out their research response*
- Provide quick 'health check' qual and quant reactions
 - *collating resources and adding our own quant & qualitative tracking info around key topics*
 - *The ability to tailor questions to your needs and brand for a low cost commitment*
- Provide consultancy when you might not want to reach out to customers
 - *Maybe you don't want to reach out just yet, but need an opinion e.g. regarding communication messaging, just ask our opinion and we will point a collective 100yrs of experience at it for you*



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