

# STUDY OVERVIEW

**BRAND LOVE®** is SMARTY PANTS' annual youth and family brand equity study. It is the go-to resource for organizations eager to understand how brands perform and why. The study:

- 💡 Tracks the **LIFESTYLES** and **BEHAVIORS** of kids, tweens and teens ages 6-17
- 💡 Identifies the **BRANDS** that capture families' hearts, time and purchase power
- 💡 Assesses key brand metrics such as **AWARENESS, AFFINITY, USAGE** and **POPULARITY**
- 💡 Uncovers the **KEY DRIVERS** of successful brands
- 💡 Provides data on **BRAND HEALTH** as families create their new consumer normal



## 2020 BRAND LOVE

A Brand Equity & Lifestyle Study of Kids & Teens

### BRAND LOVE® BY THE NUMBERS

12

**WAVES OF THE ANNUAL TRACKER**  
*data available on most brands from 2009*

33

**ATTRIBUTES EVALUATED PER BRAND**  
*cool, affordable, good design, age-appropriate and more*

19

**CATEGORIES**  
*apparel, tech, food, IPs, networks and more*

9500+

**U.S. YOUTH AGES 6-17 AND THEIR PARENTS**  
*sample of 19,000+ total respondents*

300

**BRANDS**  
*from Roblox to TikTok to Chick-fil-A to Nike*

27K

**REASONS WHY FAMILIES LOVE BRANDS**  
*open-ended verbatims for each brand*



# 2020 PACKAGE PRICING



## KIDS & PARENTS IN-DEPTH CATEGORY ANALYSIS \$28K

A 40- to 50-page custom analysis of one brand along with comparison to up to 12 competitive brands (as defined by client). Includes:

- 💡 Kidfinity™ and Parentfinity™ scores
- 💡 Awareness
- 💡 Love
- 💡 Kid popularity
- 💡 Usage, frequency and context
- 💡 Brand perceptions
- 💡 Category drivers & performance
- 💡 Changes from year to year
- 💡 Open-ended learning
- 💡 Opportunities for growth



## TEENS & PARENTS IN-DEPTH CATEGORY ANALYSIS \$28K

A separate 40- to 50-page custom analysis of one brand and up to 12 competitive brands (as defined by client). Includes:

- 💡 Teenfinity™ and Parentfinity™ scores
- 💡 All other metrics as outlined above



## BOTH IN-DEPTH CATEGORY ANALYSES \$28K + \$14K

Purchasers of both the Kid and Teen reports receive a 50% discount on their second report for a cost savings of \$14K



**PURCHASERS ALSO RECEIVE** for each purchased analysis:

### BRAND INCLUSION

Purchasers can add two brands of choice to the 2020 study

### BRAND SCORES & RANKINGS SPREADSHEET

Contains all 2009-2020 Kidfinity™ or Teenfinity™ and Parentfinity™ scores and rankings, organized by total, youth age, gender, and age x gender

### BRAND ATTRIBUTE SUMMARY

A spreadsheet of the 33 brand attribute scores for all 2020 brands among youth and parents, organized by total, youth age, gender, and age x gender

### CROSSTABLATIONS

Full crosstabs for one brand on each of the closed-ended measures, tabbed by total, youth age, gender, age x gender, household income and ethnicity

### VIRTUAL PRESENTATION

One presentation and consultation session lasting up to two hours

