

Press release

Xbox, Minecraft and YouTube top list of children's favourite brands

A new study reveals the most popular brands that children are engaging with – and Xbox, Minecraft and YouTube top the spring 2015 list.

The data from the 2015 CHILDWISE Playground Buzz report shows that only one brand YouTube features as a favourite among all children, whatever their age or gender.

CHILDWISE Playground Buzz is a new brand-tracking report which measures the favourite brands of eight to 16-year-olds across products including TV, music, games, websites, apps and gadgets.

The report is based on interviews with 1,103 children in schools across the UK. It is designed to give an indication of the most mentioned brands among tween (age 8 to 12) and teen (13-16) boys and girls.

“The favourite brands among children are dominated by those that appeal either equally to both genders, or mainly to boys,” says Matthew Nevard, CHILDWISE research executive. “Xbox, the most-mentioned brand overall, failed to make the top 10 favourites among girls.”

“Boys tend to pick the same few brands as their favourites, often related to gaming or football. However, girls’ brands are more varied and span TV, music, websites, apps, games and more,” he adds.

“Playground Buzz looks at what children have been talking about recently and what their favourite things are. Brands mentioned have been extracted and are listed as a top 10.”

“The first issue in spring 2015 is dominated by a few power brands mentioned by children of all ages.”

Top favourite brands among eight to 16-year-olds are...

- **Tween boys (8 to 12): Xbox, Minecraft, YouTube.** Interested in gaming brands with the top seven brands all connected to gaming in some way
- **Tween girls (8 to 12): Minecraft, iPad, YouTube.** Varied interests from games to gadgets , websites , television , books and music
- **Teen boys (13-16): Xbox, Minecraft, YouTube.** Heavily into gaming
- **Teen girls (13-16): YouTube, Pretty Little Liars, Instagram.** List YouTube as favourite brand. The rest of their top five filled with website and television shows

The study also looks at how children perceive their feelings and personalities across 14 different indicators. Children are more likely to see themselves as 'happy' compared to any of the other personality traits profiled.

However, older children, especially girls, describe themselves as stressed. Boys are more likely than girls to consider themselves 'happy', 'active', 'relaxed' and 'cool'. Girls are more likely to consider themselves 'nice', 'stressed' and 'lazy'.

Playground Buzz is designed to give insight into the behaviours and attitudes of young people across age and gender. This helps effective segmentation, targeting and positioning.

"Understanding the ever-changing interests of children can help brands tailor their products and promotion to gain competitive advantage," says Matthew Nevard.

"Playground Buzz provides up-to-date information on which brands children are talking about, and which they have the strongest affiliations with. The results are split by gender and age to highlight the differences of interest among children depending upon their demographic. The report highlights new brands which could gain in popularity, alongside most established and regularly used brands."

"Children were surveyed using the CHILDWISE Schools Panel. Interviewing children in school ensures a robust sample, representative of the entire child population, and allows children to express their views free from parental influence" says Matthew.

Editors' note

CHILDWISE Playground Buzz will have spring, summer and autumn editions each year, coinciding with the academic school terms. CHILDWISE is an independent market research agency specialising in children and young people. CHILDWISE has a programme of published independent research and also conducts research for government agencies, charities, broadcasters, publishers and brands.
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