

SUPER AWESOME

Everyone is a kids
and family brand
now

Data, observations and
recommendations for companies
interacting with kids and families
during Coronavirus.



This is an unprecedented situation. Over half the world's children are now at home, **probably for the next six months.**

Every consumer-facing
product and service is
now **a kids & family
brand**



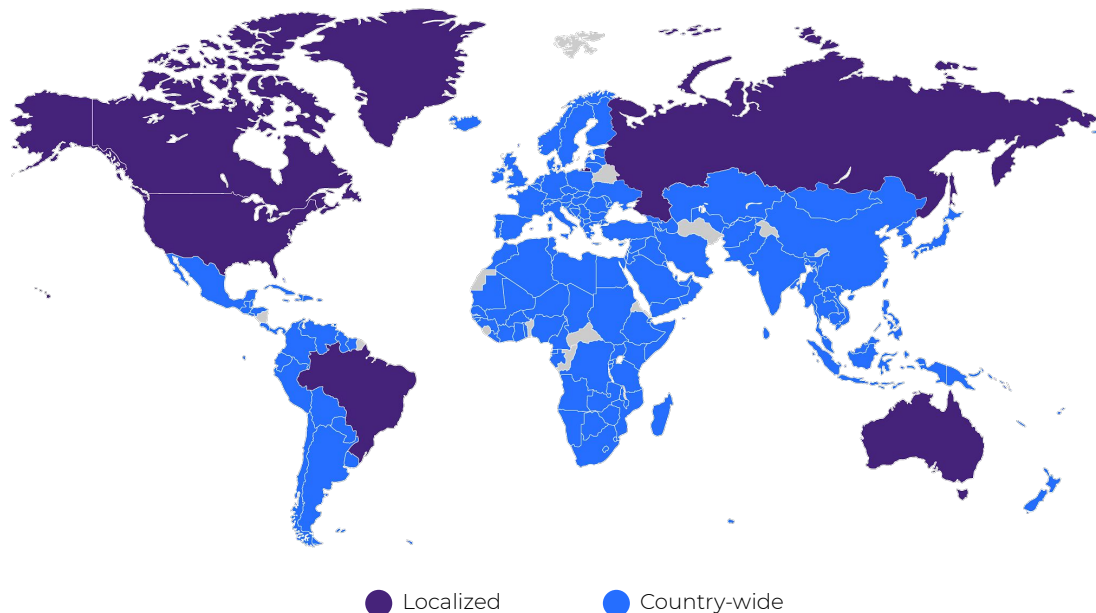
This is the biggest school shut-down in history

- 1,534,227,915 affected learners
- 87.6% of total enrolled learners
- 184 country-wide closures

Just over seven in ten US kids are having to stay at home because their school is closed (71%). 10% are still attending school; just under one in ten are in isolation (9%) and the same number are still attending school because their parents are key workers.

In the UK, 78% of kids are staying home as their school is closed and a small proportion are still in school (6%). Fewer are therefore staying at home because of isolation (7%), and around 8% of kids are still attending school because of parents who are key workers.

Global monitoring of school closures caused by COVID-19

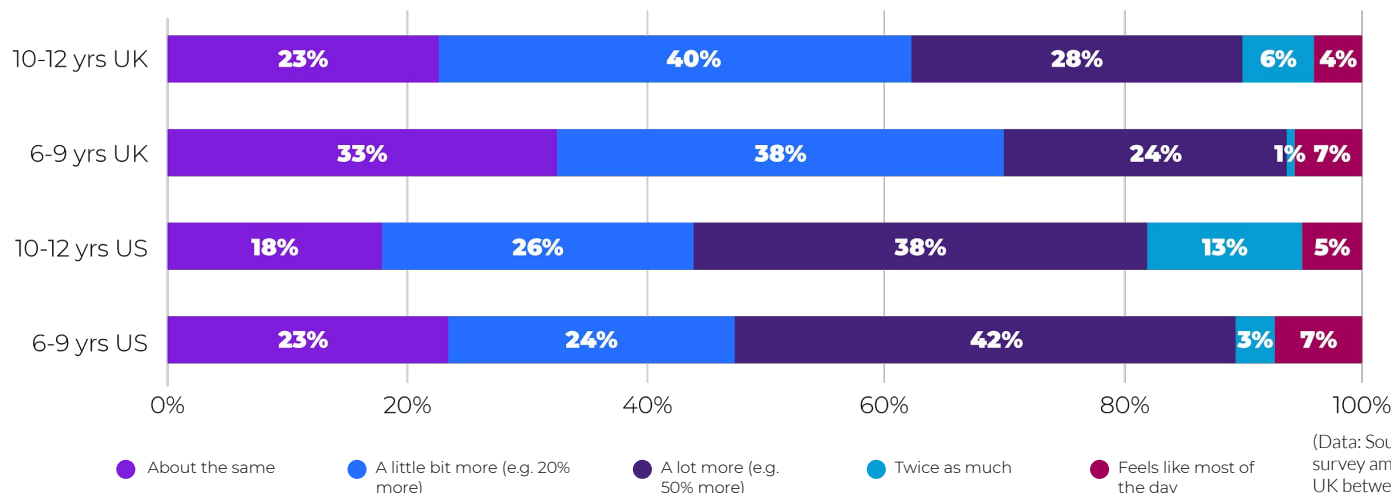


Kids' daily screen-time has **grown by 50% overnight**

In this unprecedented situation, school has effectively been replaced by remote, digital learning. But it also means that free time is also being replaced by digital time.

In general, we see the widest reported increases in screen time in the US, where over half of all kids are claiming an increase in screen time of 50%.

How much more time are you spending on a digital device now compared to before the Coronavirus started?



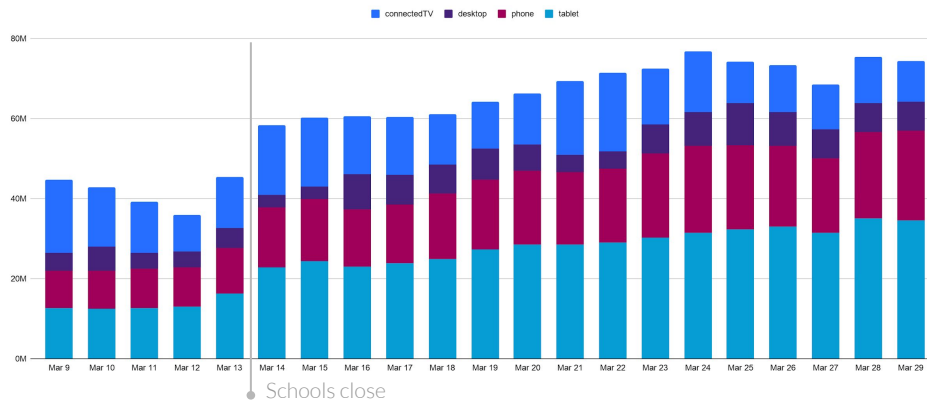
(Data: Sourced from SuperAwesome's survey amongst 667 kids in the US and UK between the age of 6 - 16 years old)

Kids' traffic has doubled in volume, likely a permanent shift for this period

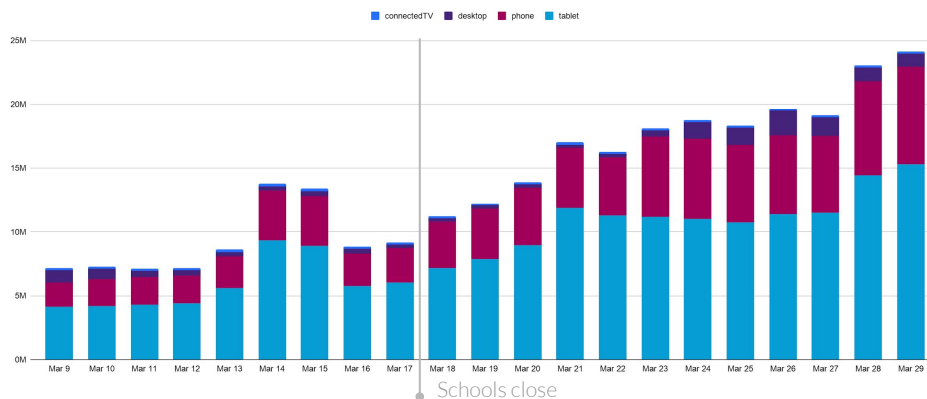
- Weekday traffic has effectively doubled in both the US and UK but this doesn't just reflect more time out of school;
 - The same screens are being used for both education and entertainment
 - Screens are replacing outdoor time and friends where isolation policies are in place
 - Home schooling has fewer hours (and thus more breaks)
- Connected TVs are primarily a US phenomenon (in material volume). Our survey data indicates this is more likely to be younger users
- The US shows an increase in desktop traffic which is possibly a proxy for education-based activities and/or indicative of more multi-child households going into lockdown

(Data: Sourced from SuperAwesome's AwesomeAds which powers kid-safe advertising across thousands of apps, games and services on mobile, tablet, OTT/Connected TV and desktop)

Traffic from kids apps and services for the last 3 weeks (US)

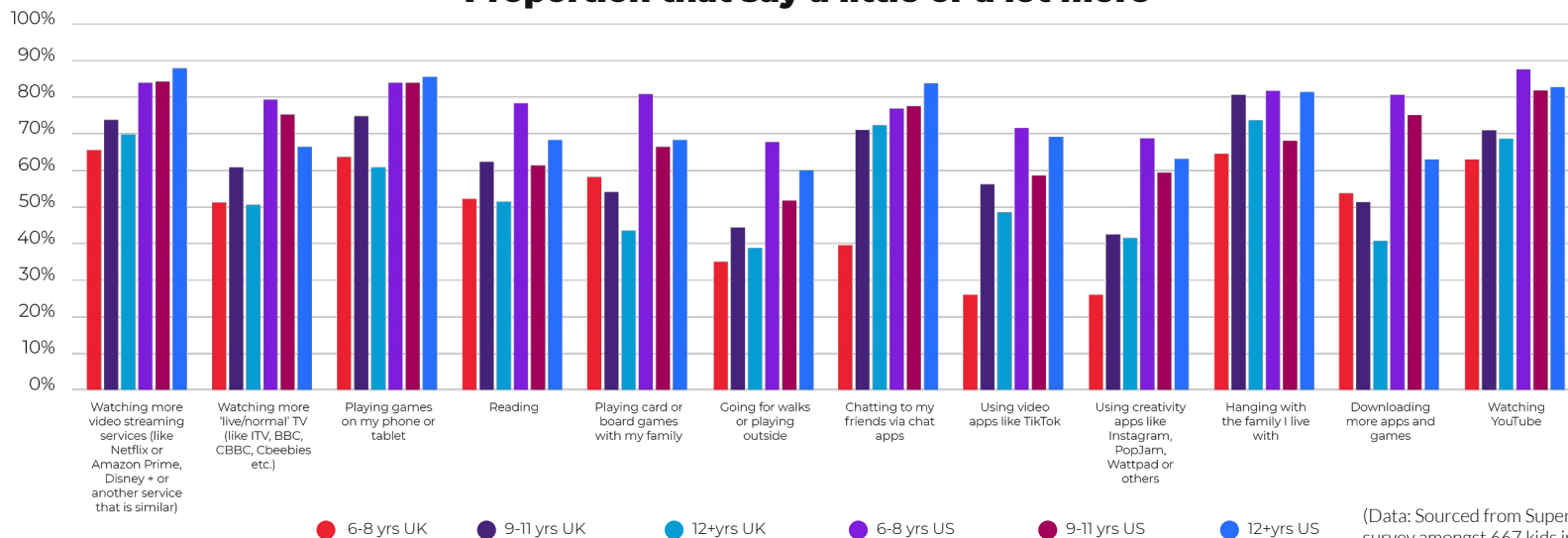


Traffic from kids apps and services for the last 3 weeks (UK)



Now you are spending more time at home, what are you doing more of with your time?

Proportion that say a little or a lot more



(Data: Sourced from SuperAwesome's survey amongst 667 kids in the US and UK between the age of 6 - 16 years old)

TLDR: More of everything

1. More video streaming services
2. More games
3. More chatting to friends or family

It's easy to look at this graph and say that 'kids are just doing more of everything' and you would be mostly right. However gender split data shows that girls typically use chat apps, TikTok, and read more than boys, who weight much more towards gaming. We are also seeing growth in (and expect to see significantly more of) engagement based activity across the genders to make up for the lack of in-person contact at school.

Parents/guardians are under pressure and need help

“What do you think parents
need most to keep kids
occupied at the moment?”

I'm worried the kids will
be bored by Easter, then
what will we do with
them while we work?

Mom of 8, 12
and 14 year olds

From my perspective, social
interaction. It goes against
everything parents try to limit
when it comes to screen time
and e-safety but the one thing
parents think have helped their
child is the chat forum on Teams
where they share work. It has
become the playground.

Teacher, 3rd grade (8-9
year olds)

Videos and interactive resources,
schedules, tactics on how to keep
kids on task, ideas for
organisation, communication
with other parents.

Mom of 12 and 13 year
olds

Unprecedented

The adoption of digital services and brands within the family ecosystem (education, entertainment, communications) which would have taken five years is instead happening **over the next six months.**

What should you do
today and how should
you pivot for **the future**?

How should you respond to kids and families in this environment?

Provide value ✓

Parents need you to engage with content and value. They are trying to balance the education and entertainment of their children, not to mention finding the time to work.

Provide relief 🐱

It's a serious, scary, anxious time. Kids need to be reassured by your messaging. Be calm, be funny, be mindful.

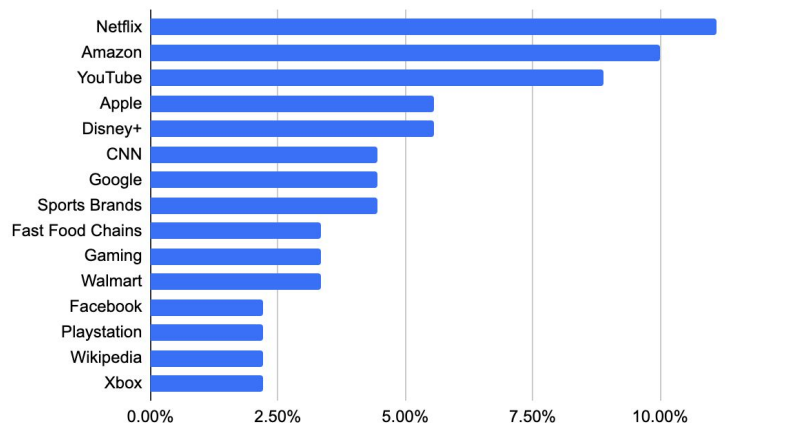
Provide trust 👍

Be one less thing for parents to worry about. Keep your content safe and compliant. Stay dependable.

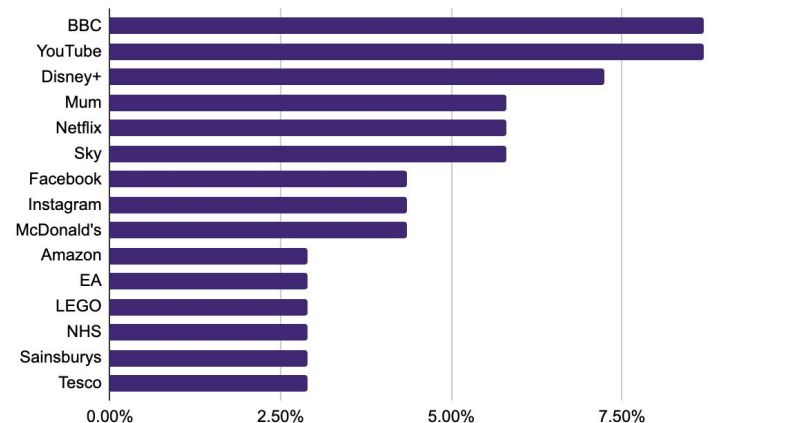
Are companies making a special effort? We asked kids in the US and UK which brands they're noticing during this time.

I noticed my school is trying to help everyone by giving kids breakfast and lunch and chromebooks for kids that don't have one. my teachers have been super great and so has our guidance counselor. i have noticed that mcdonald's and burger king are stepping up and giving kids free kids meals.

Top 15 Brands and Kids (US)

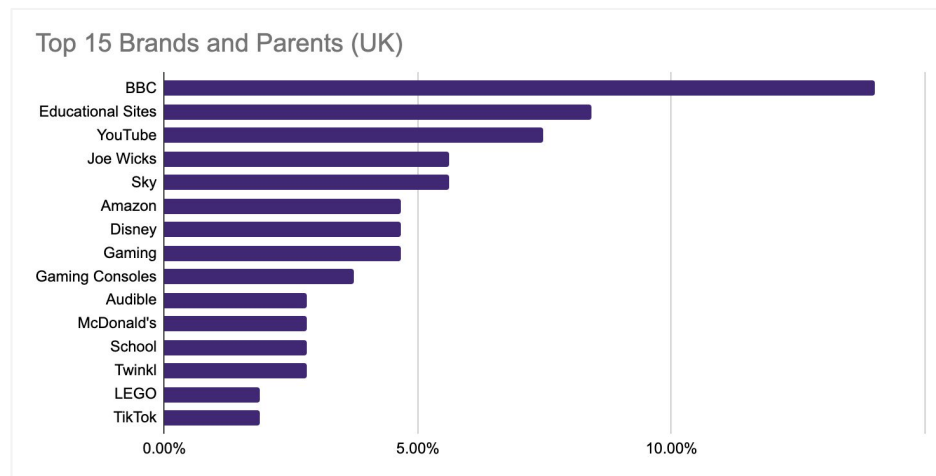
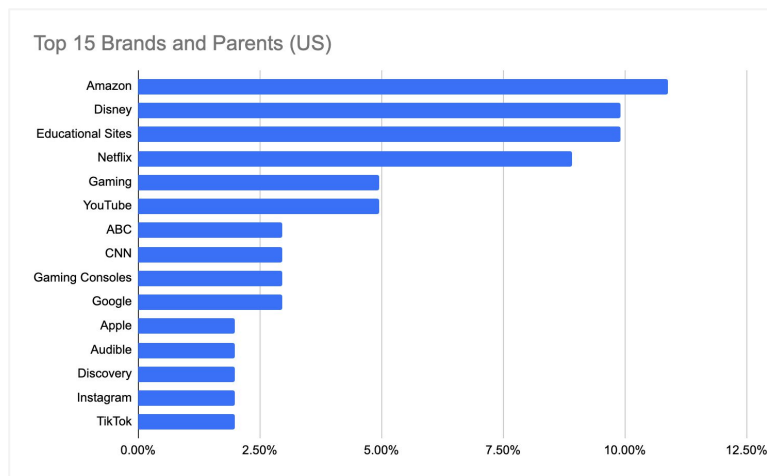


Top 15 Brands and Kids (UK)



We also asked US and UK parents the same question.

“Have you noticed any companies or brands that seem to be making a special effort (more than normal) with you during this time?”



(Data: Sourced from SuperAwesome's Survey amongst 720 parents in the US and UK)



Provide relief



This five-minute stop-motion [YouTube video](#), made entirely with familiar Playmobil figurines, provides simple information on coronavirus prevention. The bright colours and kid-friendly language is reassuring and calming, while also managing to be funny. It provides parents with a useful resource that won't scare their kids.



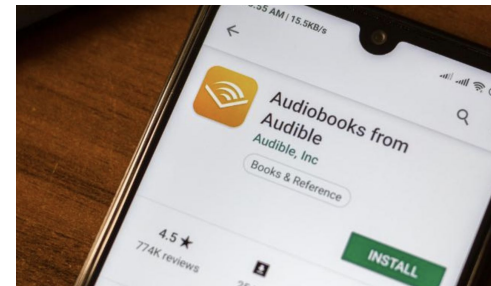
Provide trust



JK Rowling and her team have relaxed the usual copyright permissions surrounding the behemoth book series to [allow teachers to post videos](#) of themselves reading aloud from Harry Potter. This allows enjoyable digital materials to proliferate, giving parents more safe avenues of entertainment for their kids.



Provide value



Amazon-owned audiobooks service Audible is [offering free streams](#) on children's stories across six languages, for as long as schools are closed. For parents figuring out how to balance education and entertainment, this is an invaluable source of content that enables them to keep kids happy while they find time to work.



Provide relief



Dreamworks has shifted Trolls World Tour to a direct-to-digital release, making it available directly for families to stream at home.

This is a huge #KidsAtHome statement, especially considering how many other studios have instead opted to push movies back to later in the year.



Provide value



Toys 'R' Us Canada have closed their brick and mortar stores but diversified their online offering with the creation of Stay-At-Home Play Packs, available at different price points and containing both games and exclusive YouTube content. The mixture of physical and digital content provides impressive value for parents, and demonstrates creative thinking by the brand.



Provide value



Shopkins have added a whole new level to their popular digital game Shop 'n Seek featuring a virtual scavenger hunt that aims to get kids active in a small space.

This combination of fun with the health objective of enabling exercise is exactly the kind of swift response that demonstrates how valuable brands can be to parents.

6 things every company engaging with kids should be doing



1

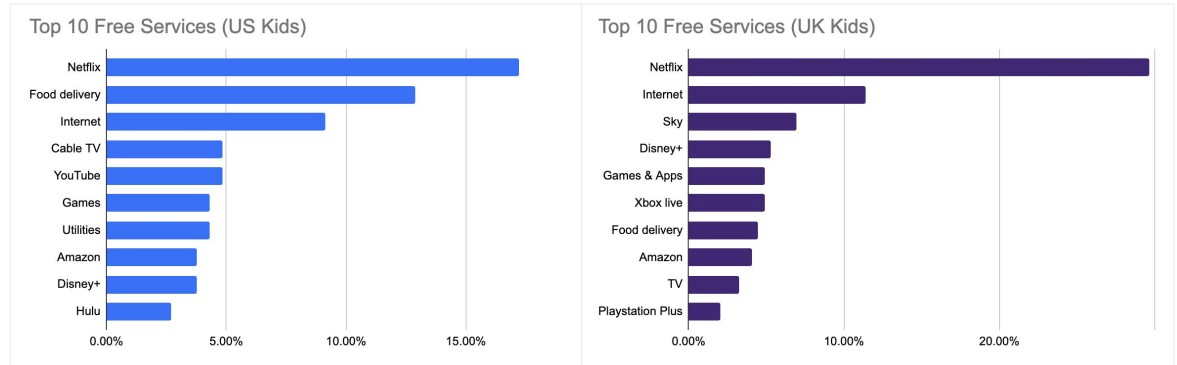
Create a consistent presence, not a campaign

Kids are building affinity with services that provide the content and entertainment they need, whatever form this might take. You need to think about long-term engagement within this landscape over the course of the next few months. **Be a partner, not a purchase.**

During this time, it's important to become part of their life and routine, and be a consistently valuable presence.

With greater device usage comes new engagement patterns. **If you're still targeting the weekend, you're not adapting fast enough.**

If you could pick one service which you normally pay for that could be FREE during this time, what would it be?



Yes Netflix is the clear winner here but this is really a proxy for high quality content (value), consistent supply (relief), and known content (trust). We feel this time and set of circumstances is a huge opportunity for Disney and other subscription services to build a level of brand trust which would take years in other circumstances.

6 things every company engaging with kids should be doing



2

Enable community and connections with friends

Unlimited messaging, video and gaming may seem like a dream come true, but it turns out kids crave the company of friends and family in real life. **Almost 50% of kids in both the US and UK are already missing their friends.** Despite their use of social media platforms, the defining fabric of their social network is still typically IRL. The shift to digital-only is going to be a huge shock over the next few weeks: vacation but without the benefits of vacation.

How can you help them stay in touch and safely replicate some of this interaction? At a minimum, you need to consider which platforms you can use to help kids to build cultural connections to expand outside of their quarantined world.

Almost 50% of kids are missing their friends

How do you feel?	US Kids	UK Kids
Sad to be away from friends	46%	48%
Worried	44%	36%
Bored	38%	22%
Scared	35%	20%
Glad to be at home	30%	23%
Anxious	25%	22%
Happy to be off school	23%	26%
Helpless	19%	11%
Sad to be away from family	17%	8%
I feel like it's an adventure	14%	9%
Excited	13%	10%
Angry	12%	6%

5 social questions to ponder

1. What is the new birthday gift?
2. How do we replicate birthday parties in a digital setting?
3. What is the new field trip?
4. What do we replace sports and school competitions with?
5. How do we enable new learning experiences remotely?

6 things every company engaging with kids should be doing

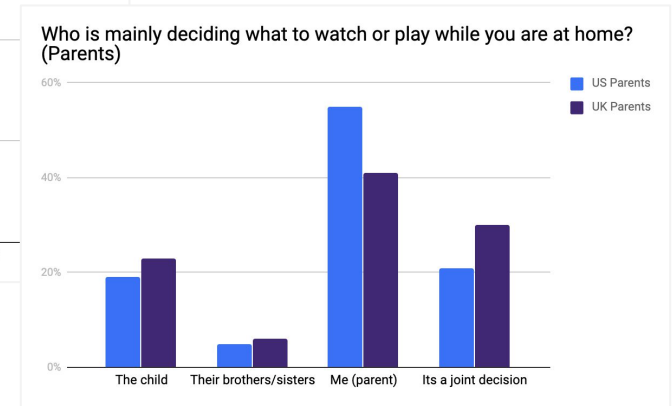
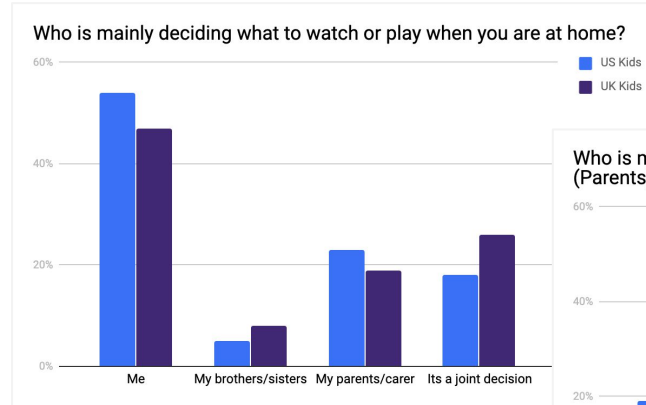


3 Think about whole-family dynamics

At greater levels than before, parents are allowing their kids to control the decisions on what they're doing online. To support parents, brands have a responsibility to create safe digital environments that kids want to opt into, and that parents can trust.

We're already seeing unprecedented family engagement in terms of activities and this is unlikely to diminish. Family compatibility will drive many household decisions for the next six months, so you need to think about how you're appealing to the requirements and needs of all family members.

Kids think they're in control. **So do parents.**



6 things every company engaging with kids should be doing

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4

Use multiple touch points and think about 'play'

With increased usage a permanent feature for the foreseeable, kids have materially more device mobility than normal. The concept of 'play' will shift under the new restrictions, and you need to be ready to meet kids with the content they need.

Build competitions. **Keep their brains and bodies active. Encourage them to explore, discover, exercise, and compete.** It will be more memorable than leaned-back digital experiences, and replace a lot of what's missing in a kids' typical day. This helps relieve some of the stress of being indoors.



5

Don't just entertain, educate & inform

Where are kids getting their news about the world from right now?

Above all, brands need to demonstrate usefulness in this time. This can take many forms, including keeping kids safely occupied while parents try to maintain structure in their home and work lives.

Entertainment is just a part of the package: parents need to trust that brands are also educating and informing their kids during this time of increased internet usage.

6 things every company engaging with kids should be doing



6 Build trust in your approach to everything

With more autonomy there is going to be greater exposure to non-compliant, non-safe spaces for kids. **Parents and teachers need platforms they can trust.**

Just because this is a new world, doesn't mean you get a free pass. We're already seeing anecdotal backlash against enterprise communications platforms (which were never created for family usage to begin with) that are struggling with parental trust.

Now more than ever it is imperative to make sure that your messaging and content is appearing in the right places, alongside equally suitable content.

Checklist for companies who are suddenly being used by kids

1. Appoint an interim Chief Children's Officer immediately: a single person who has responsibility for thinking about kids engagement with your enterprise offering.
2. If you are planning to support this audience, have clear messaging of development roadmap for kids/family/education.
3. Ensure your product managers are familiar with all kids digital privacy laws e.g. COPPA, GDPR-K etc.
4. Create an on-ramp for parents and teacher to access kids' digital experiences.
5. Include clear, plain-language in all privacy policies, user agreements and instructions for both kids and parents/guardians/teachers.

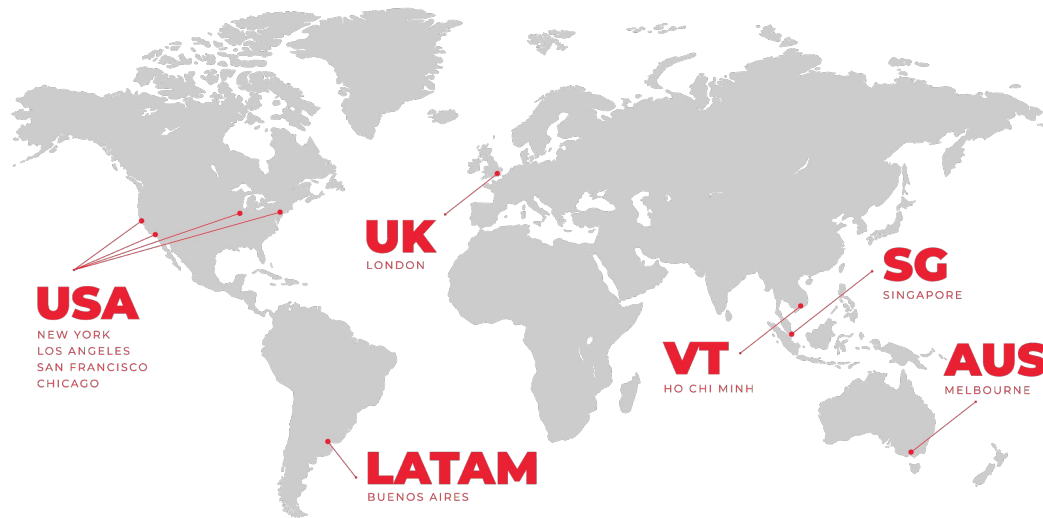
How can we help?

SuperAwesome powers kid-safe digital engagement for hundreds of companies around the world. Every month our kidtech enables over 12 billion transactions (kid-safe advertising, community and parental consent) across thousands of kids/family/educational apps and digital services.

With over 160 FT employees, we are the biggest kidtech team in the world, dedicated to building a safer internet for the next generation.

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Our Global Offices



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