MIND THE GAP

THE RETAILERS POCKET GUIDE TO KIDS & TEENS

UM

SVEN WEISBRICH, 41, 2 KIDS
MEDIA CEO
@VICEBRIDGE
@SVENPERFORMT

500 MILLION

1988

„TOBIAS, CAN WE PLAY AMIGA?“

VS.

2018

„MR. KASSNER, WHAT‘S THE WIFI PASSWORD?“

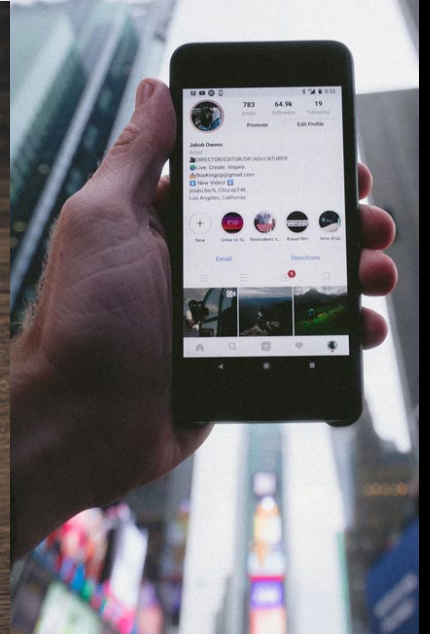
GENERATION XYZ

GEN Z
9-24 YEARS
2 BILLION

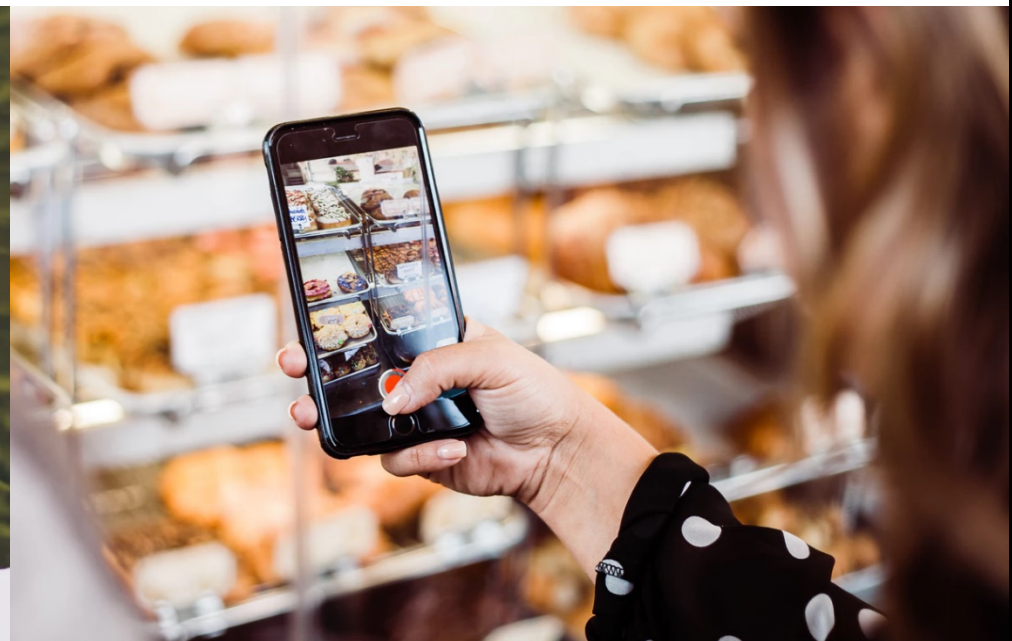
GEN ALPHA
0-9 YEARS
700 MILLION

WORKFORCE
DECISION MAKER
CONSUMER

INFLUENCER KIDS



TRENDSETTER



IDENTIFY AND EVALUATE TRENDS

IF YOU GONNA DO IT - DO IT RIGHT

STANDING UP FOR SOMETHING

WAVE X
REMIX CULTURE

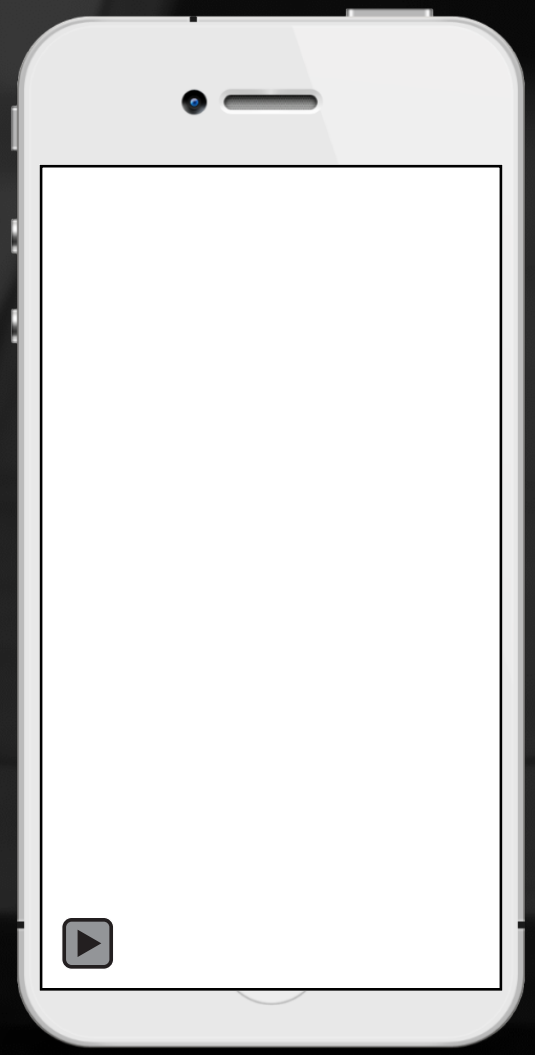
PURPOSE DRIVEN BRANDS

SHOULD TAKE A STAND

THE NEW ROLE OF SOCIAL MEDIA

WAVE X

17M Follower



Joelle Joanie Siwa
@itsjojosiwa

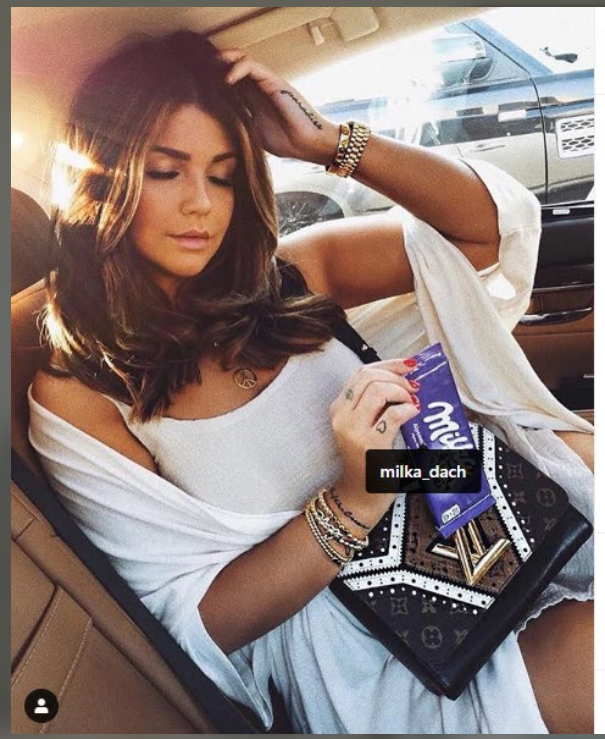
14M Follower

Richard Tyler Blevins
@Ninja

WORLD OF GAMING

FORTNITE x

Dagi Bee
Bibi
BIBI
YouTube Originals
LEFLOID
VS THE WORLD
HAPPY
Birthday
INFLUENCER > STARS



novalanalove • Folgen
Bezahlte Partnerschaft mit milka_dach
Happiness Street

novalanalove Anzeige• Egal wo ich unterwegs bin🚕✈️🚢 @milka_dach schmeckt für mich überall wie ein Stückchen Heimat ❤️🇩🇪🏡 deshalb darf sie auch nicht auf Reisen fehlen! In dem Fall im Stau der Dubai Rush-Hour 🙈😅 und hier kommen meine 5 Gewinner der vollgepackten Schoki-Pakete sponsored by @milka_dach :

18. JAI

Kom

Ryan ToysReview
19,483,253 subscribers
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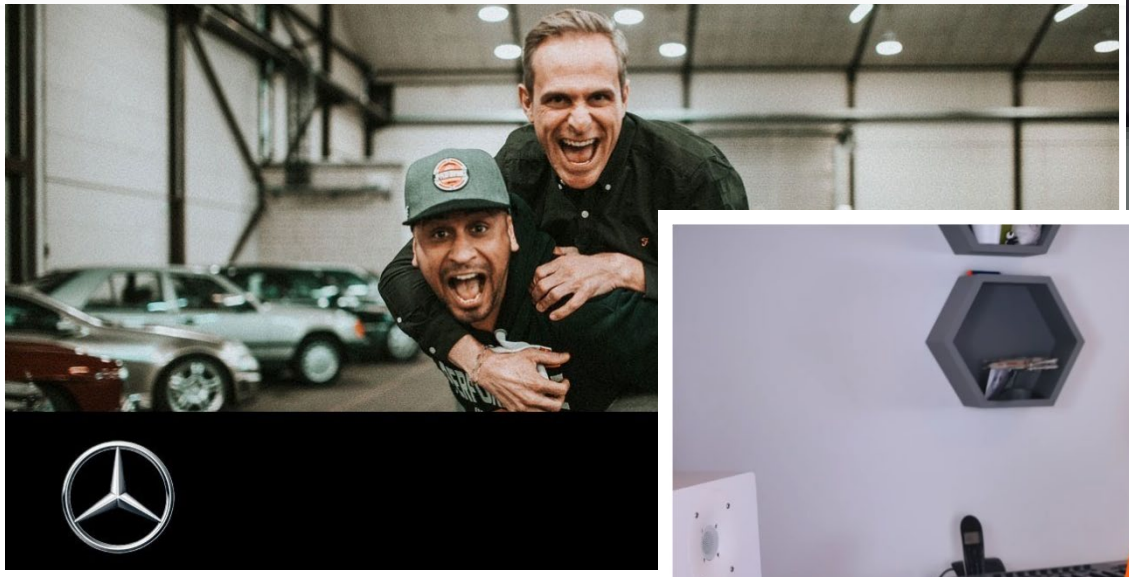


#driftinghomeforxmas
JP Performance und Matthias Malmedie in den heiligen Hallen von Mercedes-Benz
2,550,498 views

Mercedes-Benz Deutschland
Published on 3 Dec 2017

Die Zerstörung der CDU.
14,488,138 views
1.1M 53K SHARE SAVE

Rezo ja lol ey
Published on 18 May 2019
SUBSCRIBE 923K

THE FUTURE CHILDHOOD

NINTENDO LABO
VARIETY KIT
MAKE PLAY DISCOVER
NINTENDO SWITCH
6+

CODERKIDS

HABA
DIGITALWERKSTATT
BOX

VOICE IS STANDARD

SMARTPHONE = BASIC NEED

RETAIL BUYING STUDY™

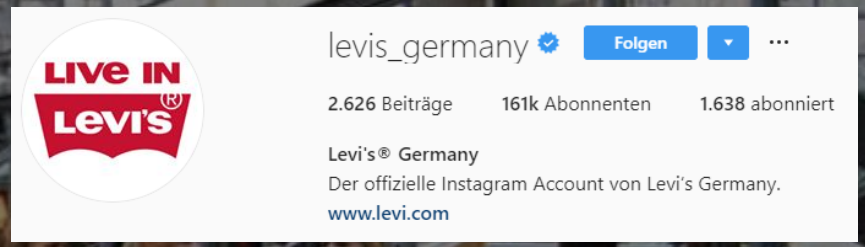
SHOPPING EXPERIENCE

IN-STORE + DIGITAL

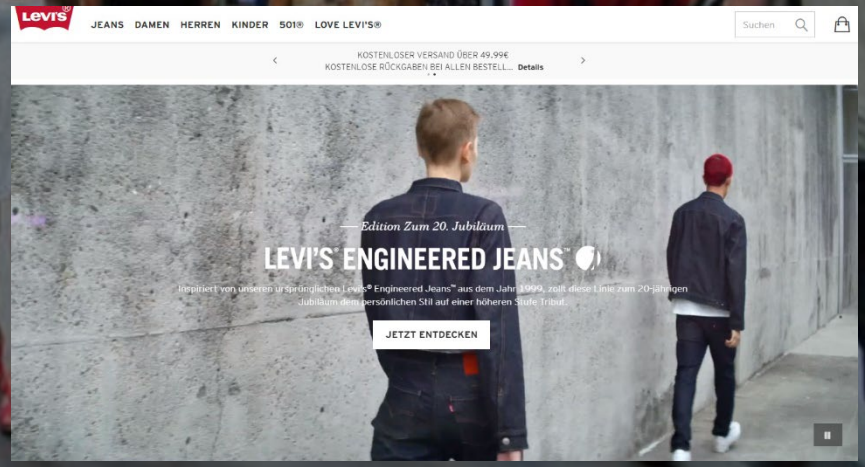
CONNECTED IDEAS

?

Instagram



Website



THE THREE KEY INSIGHTS FOR THE KIDS & TEENS CMO

1

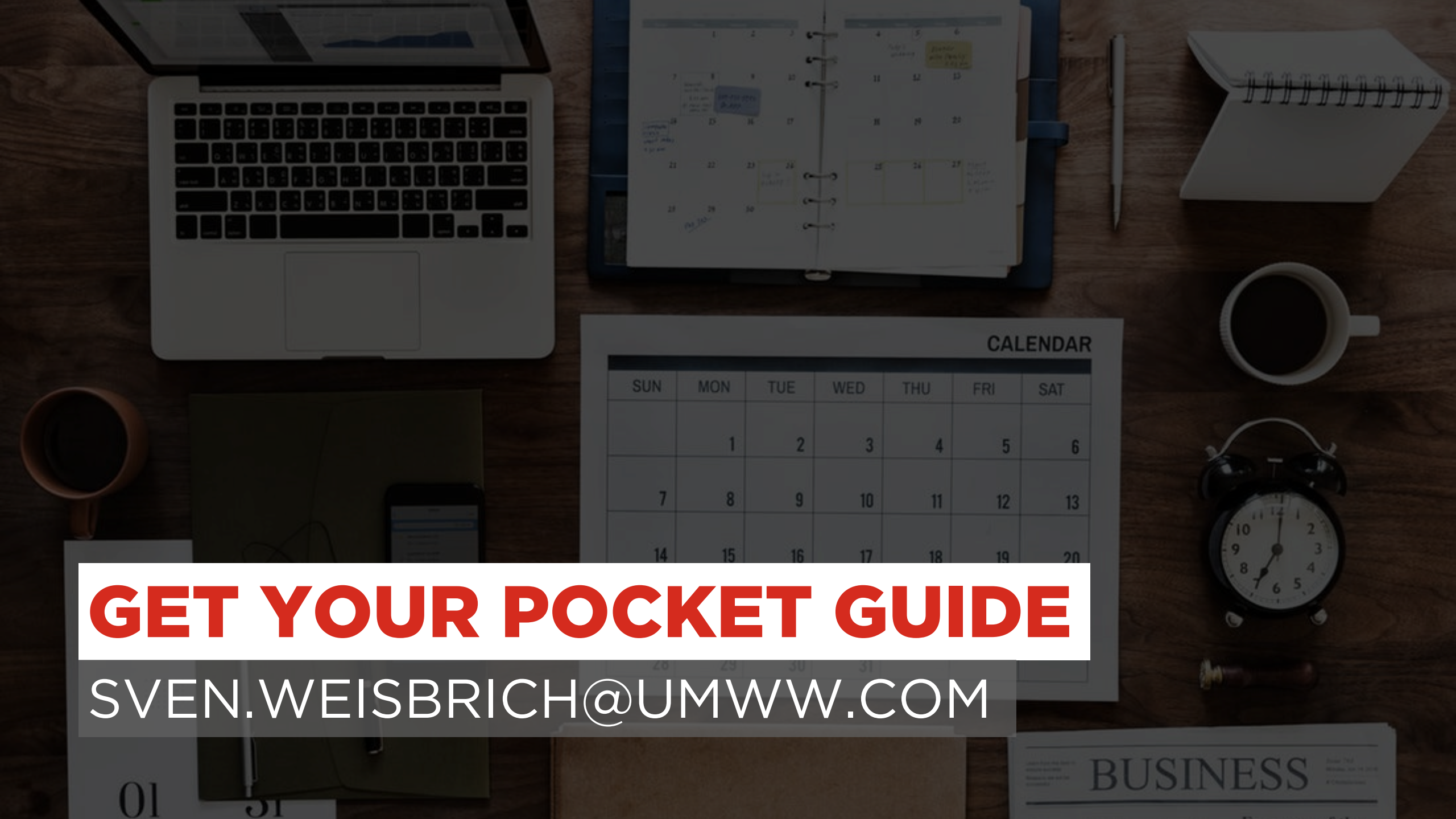
BE BENEFICIAL FOR KIDS AND TEENS

2

THINK IN CONNECTED IDEAS FOR THE RIGHT MOMENTS

3

BUILD YOUR MARCOM ORGANISATION BASED ON TRANSFER



GET YOUR POCKET GUIDE

SVEN.WEISBRICH@UMWW.COM

UM
THANK
YOU