

## Five Ways to Reach Teens

<https://www.clickz.com/eight-ways-to-reach-teens/64662/>

What marketers need to know about teenagers' use of devices and media.

**1. Teens communicate via phone with their friends.** Today's teens use mobile phones for voice and text communications for **privacy** to share the details of their lives. Texting allows for asynchronous messages that can be one-to-one or one-to-many. Experian finds that older teens (18-20) use text and e-mail equally. Teens are three times more **receptive** to mobile advertising, according to 2008 Nielsen research. Following this logic, it's understandable that Twitter, which many users **access** via mobile devices, doesn't reach teens because it's a more public communication vehicle that doesn't meet teens' needs.

**Marketing implications:** Add targeted text campaigns to reach teens, and use other mobile marketing formats to attract them.

**2. Teens listen to music.** They're the biggest buying segment of recorded music. The exception to this trend was the conversion from records and cassette tapes to CDs in the late 1980s, when product was **scarce** and expensive. Today's teens are their own DJs, using personal, portable music devices, mobile phones, and computers. Nielsen reports that globally 39 percent of teens listen to music on an MP3 player and 33 percent listen to music on a home computer. Additionally, 75 percent of global teens still listen to some CDs each week.

**Marketing implications:** Assess potential to provide or sponsor music and/or ringtone downloads. Incorporate music-related marketing, such as tour and live event sponsorships and **tie-ins**.

**3. Teens socialize with their friends, preferably away from adults' prying eyes.** Today's teens use video gaming and Facebook to socialize remotely, where they can control their communications. Experian found that older teens view video games as a social activity.

**Marketing implications:** Engage teens' base of friends through **social bookmarking**, forward-to-a-friend, and **IM**. Distribute samples to teens via their online friends and connections. Consider relevant, integrated product placement opportunities in targeted games.

**4. Teens go to movies as a social experience.** Historically, the teen movie-going audience is a major determinant of box office success. Teens see an average of 10.8 movies per year, based on Nielsen's findings.

**Marketing implications:** Assess potential for product placement within movies and **outtakes**. Remember, this placement's reach continues via other screening opportunities, such as DVDs and television. Use video outtakes to sell movies and related products. Test sampling consumer products at teen-oriented movie showings. Use DVD packages for related and targeted marketing, such as package inserts.

**5. Teens tend to have limited access to money.** As a result, they seek free and cheap alternatives. They tend to spend their money on clothes, good looks, and entertainment. Teens are known for finding **loopholes** to get free products and to share content, music, and software. Therefore, it's no surprise that they don't want to pay for content such as newspapers and music.

**Marketing implication:** Consider the pricing impact of teen-related offerings.