Youth Now & Next

Who we are

A quirky & brainy team of researchers, strategists, and developmental experts.

We bring **youth voices** to the creative process, to inspire you to inspire kids and teens!

FILM
DANISH FILM INSTITUTE

+ insight strategy group

We can help you with every part of the development process!

From early stage concept exploration to late stage refinement, we tailor our approach and outputs to whatever stage you're at.

White Space Identification

Concept Development & Storyboard

Pilot & Series Optimization

Spin-offs

Cross-platform & Brand Strategy

- ✓ Kid culture deep dives

- ✓ Co-creation workshops with kids and producers

- ✓ Group testing and optimization
- ✓ Quant

- ✓ Co-creation sessions
- ✓ Quant

- ✓ Ethnographies
- ✓ Quant

We partner with clients to fuel brand & business strategy:

Decode People

- Segmentation
- Targeting strategy
- Shopper marketing strategy
- Trend radar

Grow Brands

- Brand positioning
- Brand portfolio strategy
- Brand communications
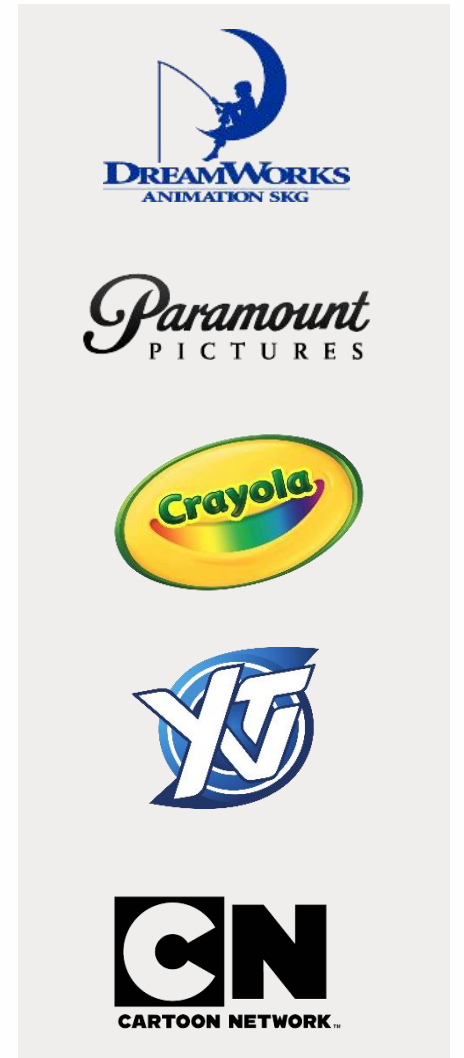- Brand builder/tracking
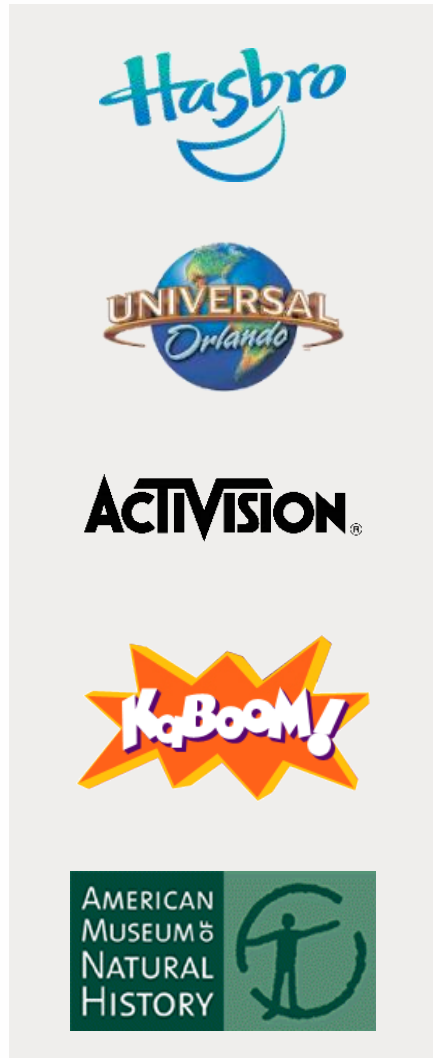
Innovate Products & Experiences

- Concept ideation, testing, and refinement
- Product positioning
- Customer experience design
- Omni-channel experience strategy

Media and Entertainment Expertise

- Authority studies
- Cross-platform media behaviors
- Media testing
- Ad sales strategy
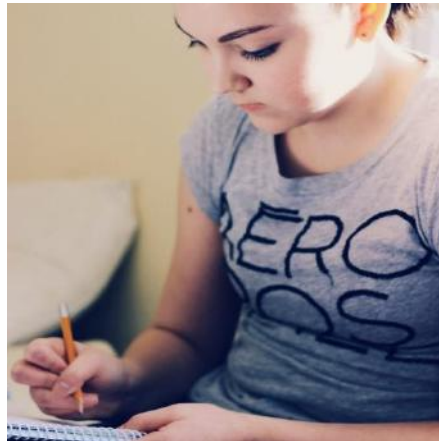
Some of our clients:

How much Danish I know

Tak

Jeg er allergisk over for nødder.

...So thank you for your patience and knowledge of English!

Roadmap

Always

Now

Next

Call to Action

insight strategy group

Always

Timeless truths about growing up

DANISH FILM INSTITUTE + insight strategy group

As kids grow, they hit key physical milestones

2-5 ▶ • Throw a ball

6-8 ▶ • Roll, bat, kick, and throw a ball

9-12 ▶ • Aim accurately

13-17 ▶ • Beat their parents in sports

They hit key cognitive milestones

2-5
- Create story elements
- Feel impatient and easily frustrated

6-8
- Create simple stories
- Be patient

9-12
- Create complex stories
- Sustain attention and multitask

13-17
- Create story worlds
- Overcome frustration independently

What's Star Wars about?

Obiwan said, 'Hey, bub, don't use those levers. Use The Force!'

DANISH FILM INSTITUTE + insight strategy group

And they grow social-emotionally

2-5

- Develop a sense of self
- Learn gender differences

6-8

- Develop individual identities
- Associate mostly with own gender

9-12

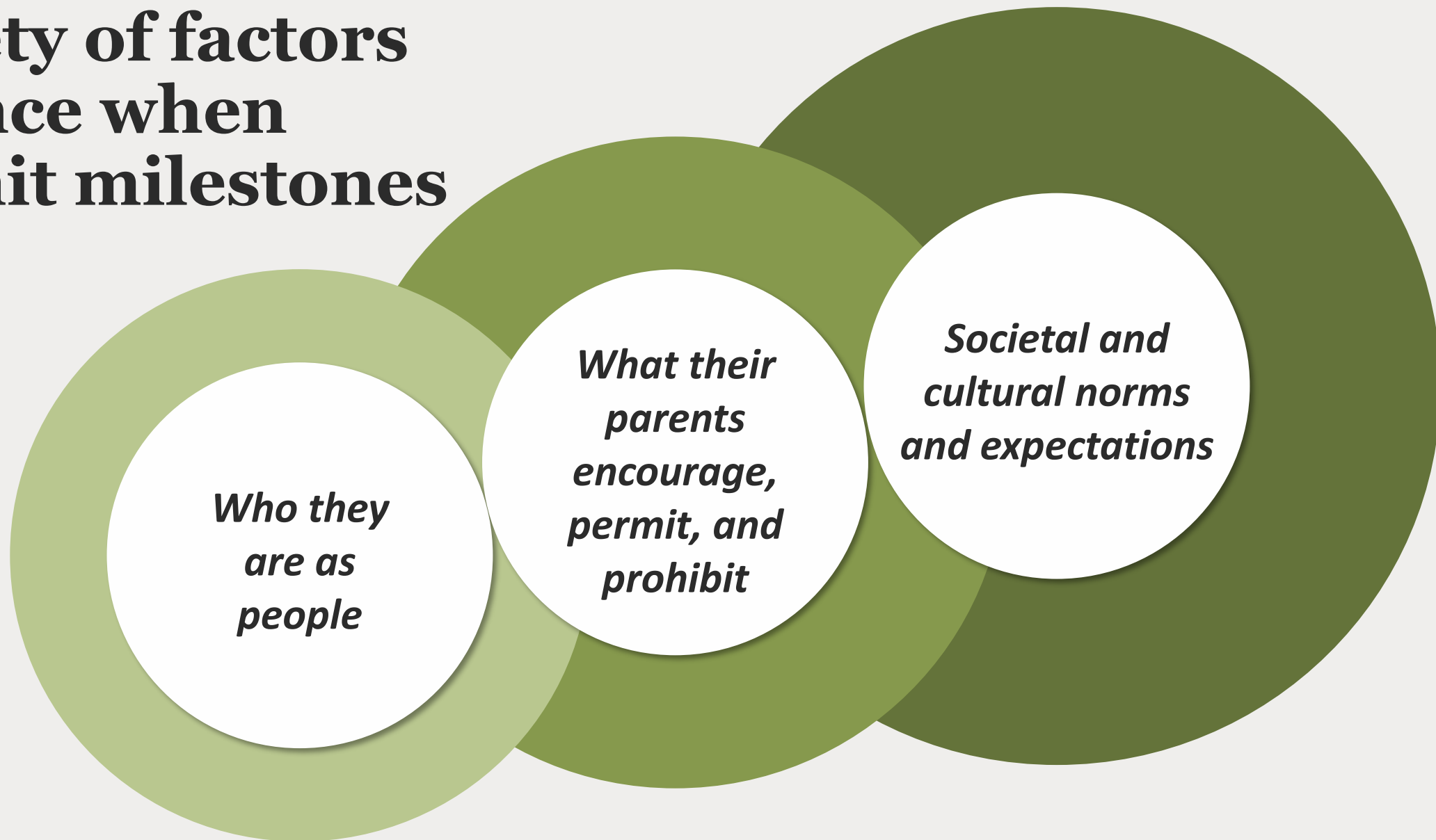- Define identities within peer groups
- Romantically curious

13-17

- Define needs to belong vs. stand out
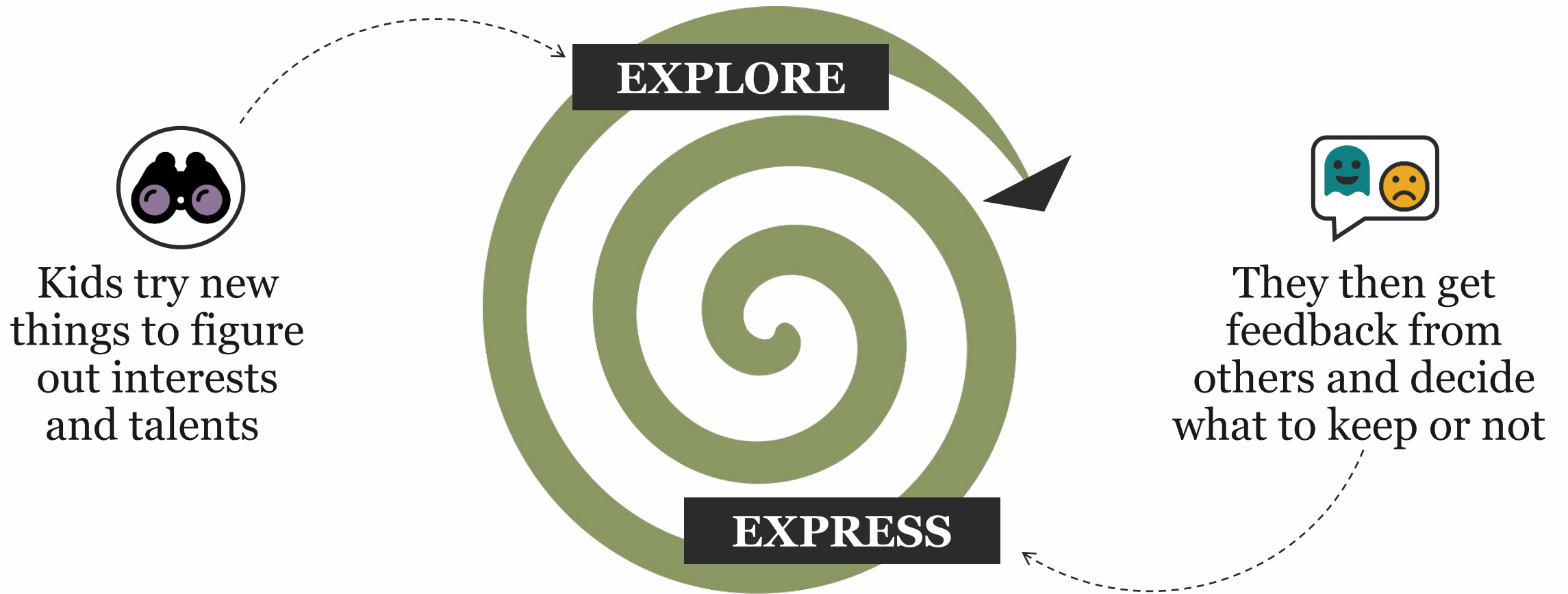- Romantically exploring

Play Dates ▶ Play Mates ▶ Posse

DFI DANISH FILM INSTITUTE + insight strategy group

A variety of factors influence when teens hit milestones

Who they are as people

What their parents encourage, permit, and prohibit

Societal and cultural norms and expectations

FILM
DANISH FILM INSTITUTE

+ insight strategy group

As part of the work of growing up, kids and teens continually reinvent themselves

EXPLORE

EXPRESS

Kids try new things to figure out interests and talents

They then get feedback from others and decide what to keep or not

FILM DANISH FILM INSTITUTE + insight strategy group

They use fandom to Explore and Express their personalities

Kids try new things to figure out interests and talents

They then get feedback from others and decide what to keep or not
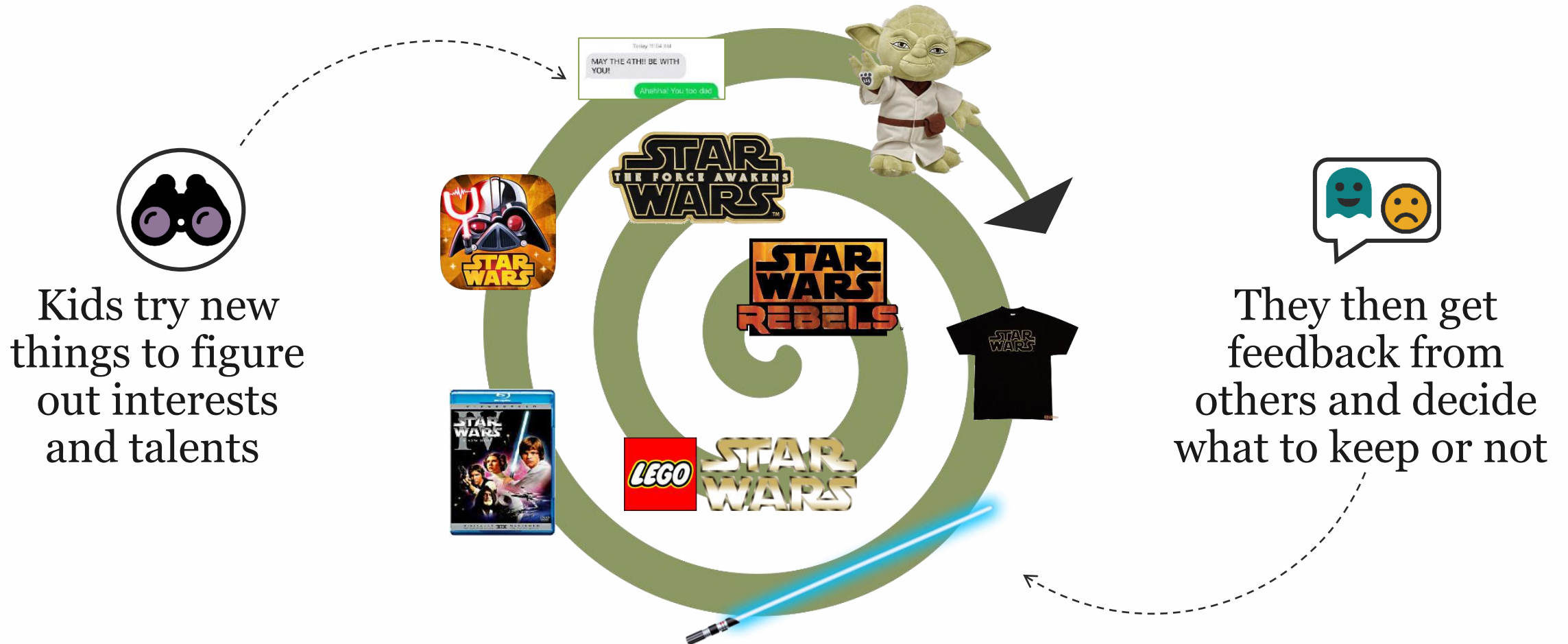
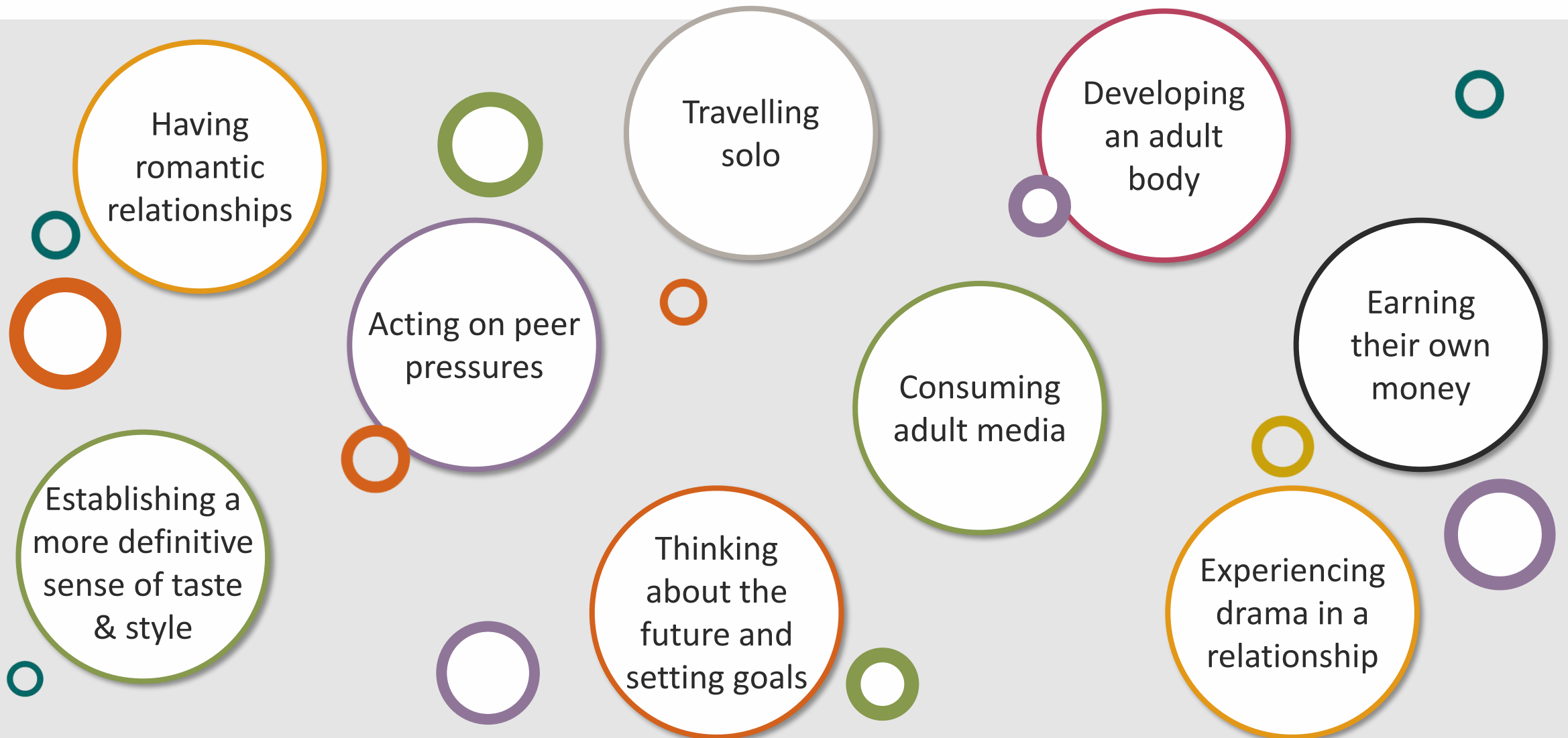Here are some teen identities that might feel familiar

But there is no *typical* teen

And age doesn't correlate with maturity level

The kid side is still very much present

At some point, most teens deal with...

- Having romantic relationships
- Travelling solo
- Developing an adult body
- Acting on peer pressures
- Earning their own money
- Establishing a more definitive sense of taste & style
- Consuming adult media
- Thinking about the future and setting goals
- Experiencing drama in a relationship

DANISH FILM INSTITUTE + insight strategy group

Jessie, 13

KID

Socially Shy

▸ Still into Katy Perry and cartoons

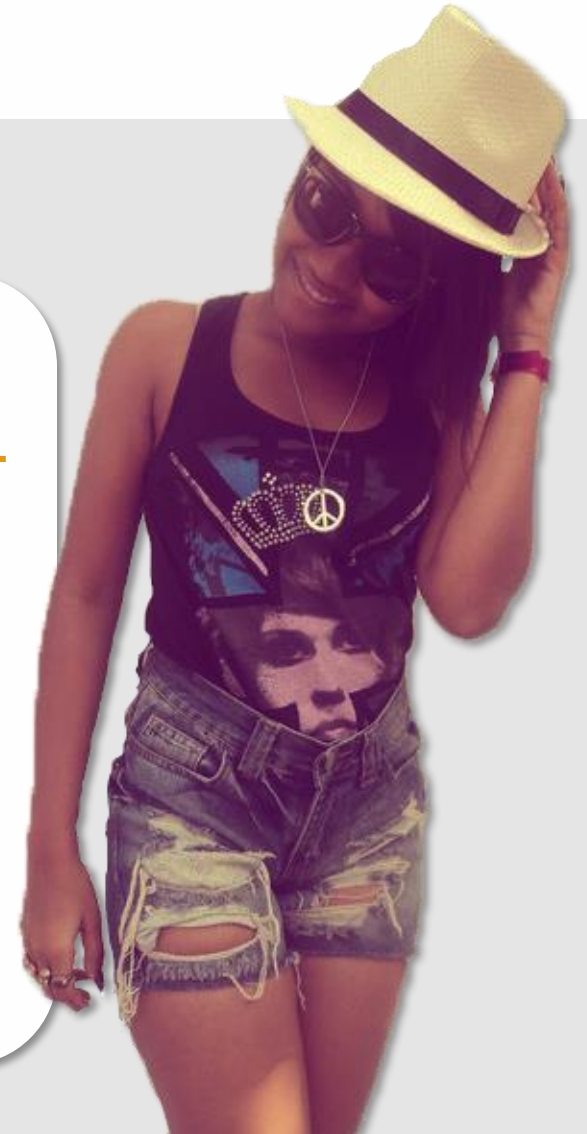▸ Never kissed a boy

TEEN

Strong Peer Influencer

▸ Helps style her friends

▸ Concerned with fitting in

▸ Just became a vegetarian

ADULT

Focused on the Future

▸ Serious about school

▸ Looking at colleges and scholarships

▸ Plans to take over parents' bakery

DANISH FILM INSTITUTE

Nicolay, 15

KID

Low Frustration Tolerance

▸ Throws temper tantrums

▸ Whines and complains

▸ Over-dramatic

TEEN

Concerned with Looks

▸ Acne, braces, cracking voice

▸ Image at school is a big priority

▸ Thinking about changing religions

ADULT

Responsible at Home

▸ Has a part-time job to help single mom

▸ Babysits his younger sister

▸ Does chores without being asked

Jonathan, 17

KID

TEEN

ADULT

Lots of Fears

▸ Can't ride a bike

▸ Never slept away from home

Drama with Parents

▸ Directs much of his verbal anger at authoritative figures

▸ Feels his parents are too restrictive

Earns Own Money

▸ He needs money to buy all the latest trends in fashion, gaming, and technology

DANISH FILM INSTITUTE + ⬤ insight strategy group

So cater to the *always…*

Optimize Exploration

Make exploration easy, especially via Google

Provide continual newness to deepen brand relationships

Optimize Expression

Provide many ways to participate in fandom: easy ways to connect and share, public progress tracking, visual communication tools & partnerships

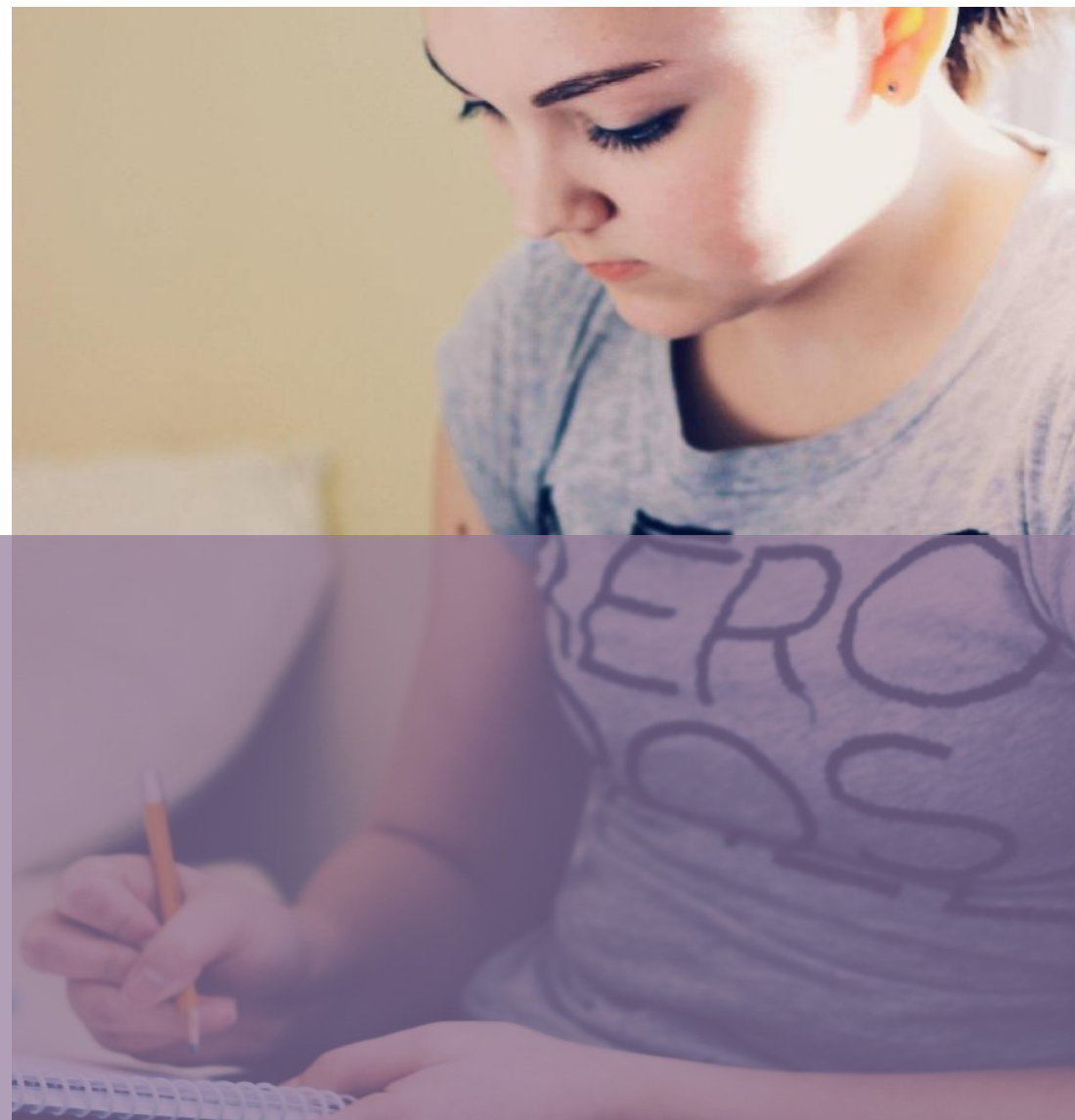**Provide shareable "snacks"** of favorite content

Reflect the Transitions

Depict the messy mix to make characters most relatable (naïve, confident, careful, silly, reckless, etc.)

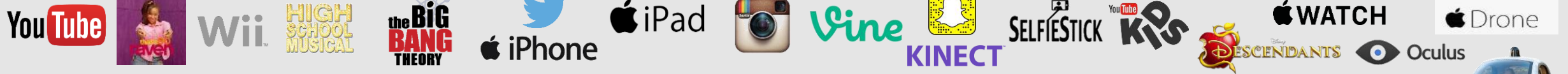Consider stories that combine **safety, risk-taking, and consequences**

DANISH FILM INSTITUTE + insight strategy group

Now

FILM
DANISH FILM INSTITUTE

+ insight strategy group

Teens' lives have been shaped by the environment and events of the past decade

2005   2010   2016

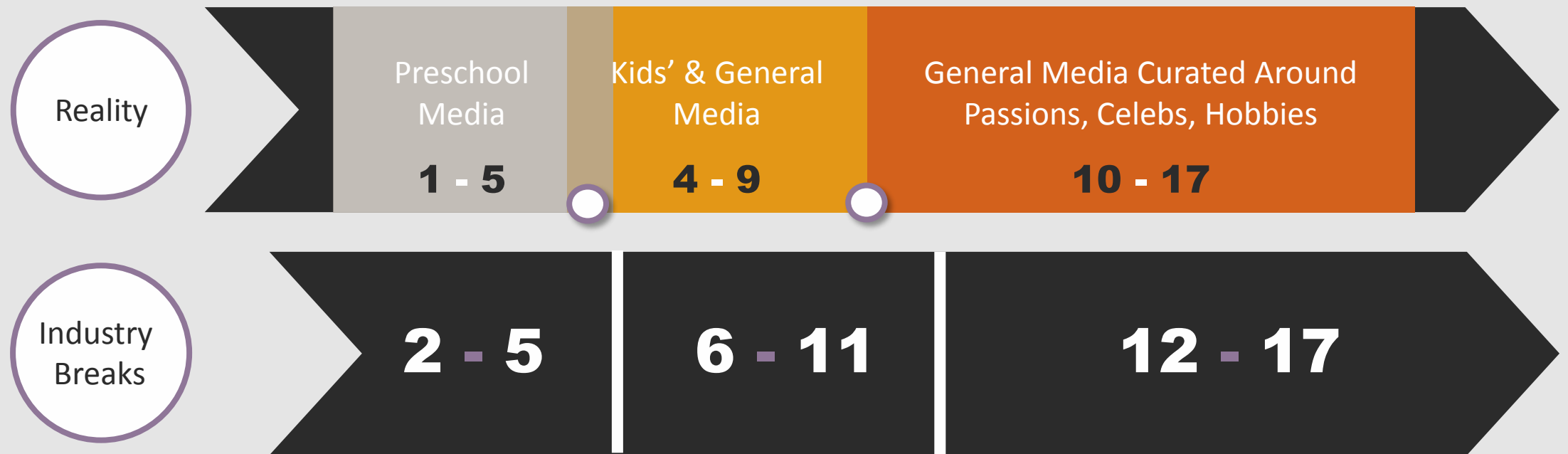# Always-on, pervasive media **intensifies** and **accelerates** their explore/ express cycle

Curatorial Content Seekers

Pragmatic Choice-Makers

Constantly Connected

Self-Image Shapers

Socially Conscious

Cross-Platform Media Users

Diverse inputs have created a
thoughtful, open-minded generation

	Millennials ▼	**Gen Z** ▼
Raised to feel...	Special	Responsible
Outlook tendency...	Optimists	Pragmatists
Follow their...	Dreams	Senses
Relying on their...	Wikipedia smarts	YouTube + Tweet smarts
Working first for...	Themselves	The good of the group
Competition...	Is with others	Is with themselves
Grew up in a time of...	Possibilities	Limitations
Technology is...	A device	The "cloud"

FILM
DANISH FILM INSTITUTE

+ insight strategy group

Traditional media age breaks are broken

Kids watch up, to see what's next.

Reality

Preschool Media	Kids' & General Media	General Media Curated Around Passions, Celebs, Hobbies
1 - 5	4 - 9	10 - 17

Industry Breaks

2 - 5	6 - 11	12 - 17

DANISH FILM INSTITUTE + insight strategy group

Kids and teens demand full *control* over their media explorations and expressions

Choice of Content

▼

With every choice available
at any time

Choice of Platform

▼

With access everywhere
(so mobile often top choice)

The Power to Go Deeper

▼

Across platforms and formats (e.g., learn more about characters,
create fan fiction, immerse in the mythology/lore, play the stories)

DANISH FILM INSTITUTE + insight strategy group

They choose content by need fulfilled, not by format

| How much time they have | Their current mood | Where they are | Who they are with |

What's so great about Snapchat?

In their media choices, teens and young adults appreciate what Snapchat is so great at providing...

Immediacy	Authenticity	Variety
Alleviates FOMO (fear of missing out)	Feels more real than reality TV	Lots of different opinions and inputs
Help me be there.	Give me the truth.	I'll make up my own mind.

PFI DANISH FILM INSTITUTE + insight strategy group

So meet teens where they are *now*...

☑

☑

☑

Be everywhere, anytime

By providing apps that stream all past and current episodes/versions of shows/content, and work well on mobile

Give them control

By providing ways for them to learn more about your content before, during, and after consuming it

Never go dark

By providing kids plenty of ways to interact with your brand in between major releases

Next

DANISH FILM INSTITUTE + insight strategy group

In 2013, Insight Kids identified five emerging trends in youth culture that are now the norm

Whole-Child Parenting

Sustainable World Movement

The Maker Movement

Brilliantly Simple Design

Physical Wellness Awareness

These trends trickled down, coming from adults

Whole-Child Parenting
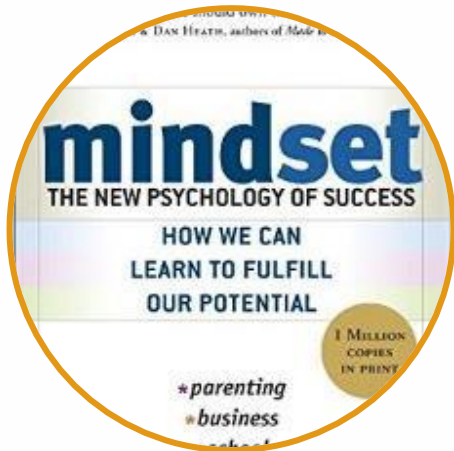
Sustainable World Movement

The Maker Movement

Brilliantly Simple Design

Physical Wellness Awareness

Different trends dominate young people's lives today, this time driven by them

Kid Experts and Entrepreneurs

Atypical Is Typical

Nonfiction Addiction

Google Brain

Digital/ Physical Wall Tumbling Down

Kid Experts
and Entrepreneurs

DANISH FILM INSTITUTE

+ insight strategy group
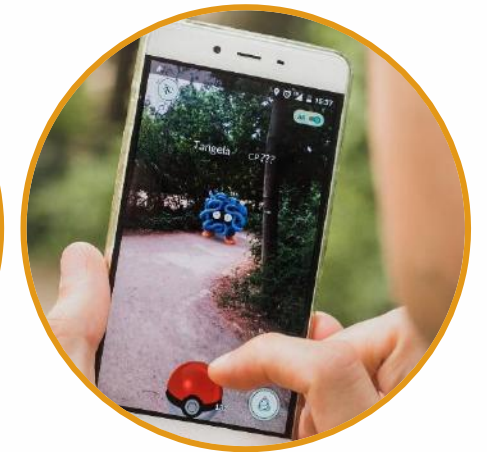
Today's tools let young people rule

Kids can explore and share their passions in broad and deep ways – *no matter where they live*

Does your five year plan take into account... The Kidconomy?

What to do:

Empower young people to...

Discover	Use tools to build and create	Participate and share passions

Atypical
Is Typical

DANISH FILM INSTITUTE

+ insight strategy group

Today, acceptance is instinctual

Youth today inherently accept others because authentic diversity surrounds them and is within them

Does your five year plan take into account... Intolerance Intolerants?

What to do:

Reflect all kinds of diversity in content, products, and experiences...

Gender identification	The new normal family	Blended families	Learning styles

Nonfiction
Addiction

I'' FILM
DANISH FILM INSTITUTE

+ insight strategy group

From...
show me how

To...
watch me and learn

FILM LA
DANISH FILM INSTITUTE

+ insight strategy group
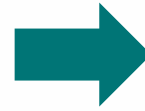
Teens' nonfiction diet is varied, including UGC

- Tutorials
- Pranks and bloopers
- Reality programs
- Ads/trailers
- Behind-the-scenes
- Music videos
- "Making of" content
- Cast interviews

insight strategy group
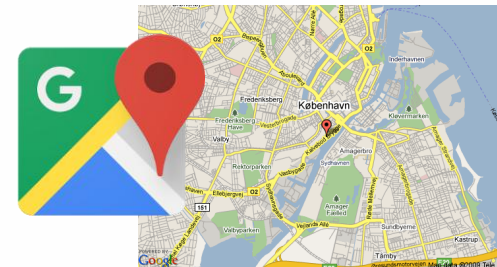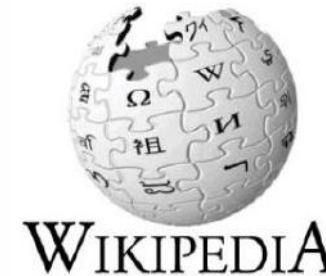
User-generated sub-genres emerge constantly

What's on My iPhone?

Lip Sync Videos

Try Not to Laugh

What *is* on her iPhone?

Believe me... you don't care.

But sometimes teens find **inspiring** stuff

DANISH FILM INSTITUTE + ⬤ insight strategy group |
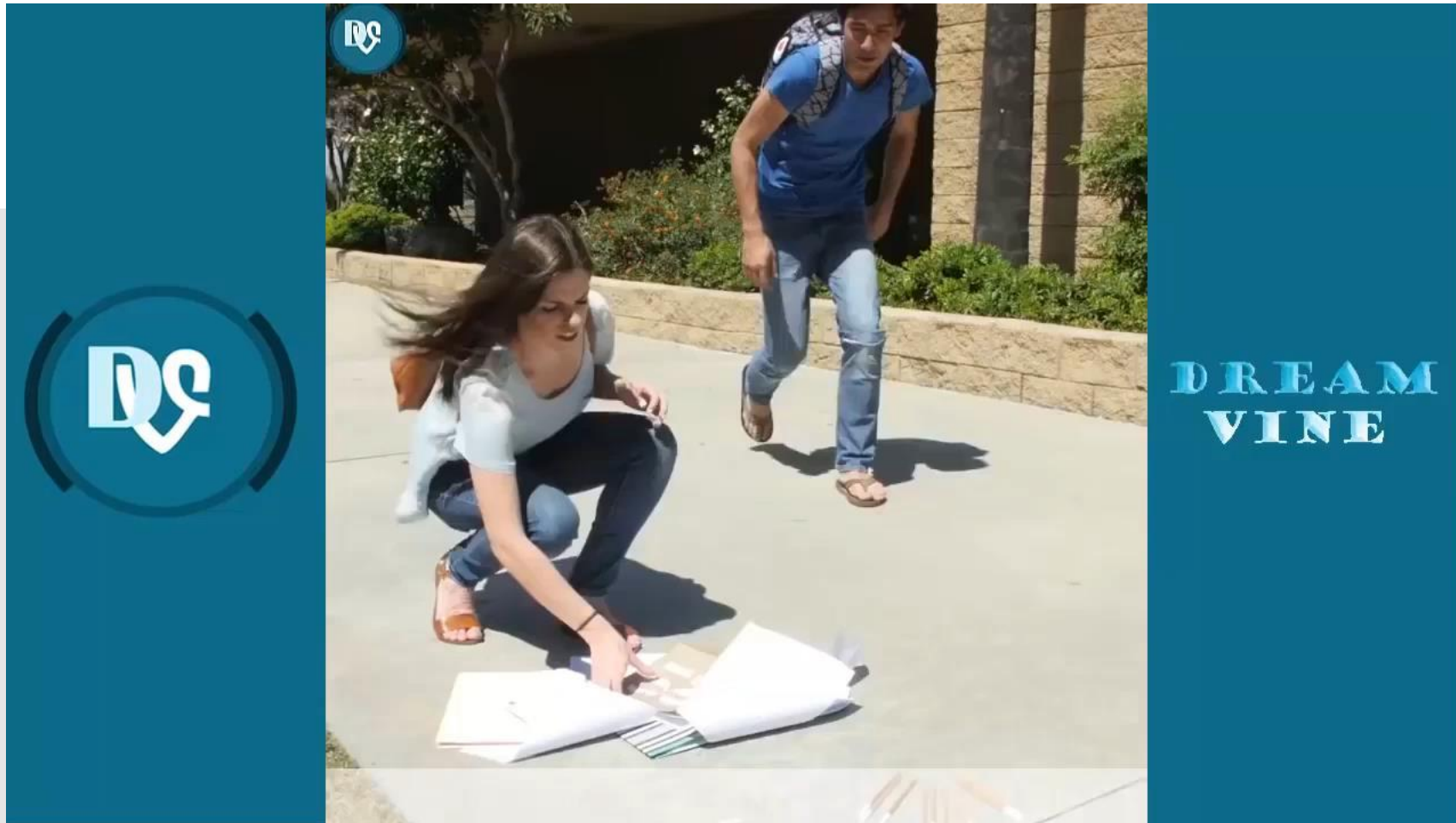
Does your five year plan take into account...
Self-Taught Teachers?

What to do:

Support story-based content with related nonfiction content that will round out the brand universe (how-tos, behind-the-scenes, etc.)

Consider digital stand-alone nonfiction, both long- and short-form

DANISH FILM INSTITUTE + insight strategy group

Google
Brain

FFDA
DANISH FILM INSTITUTE

+ insight strategy group

Young people have the world at their fingertips

This leaves them with more time and energy for higher-level thinking.

WAY BACK WHEN...
- ✓ Limited research tools
- ✓ Need to memorize, retain, and recall

NOW...
- ✓ Information is instant
- ✓ No need to memorize specific details

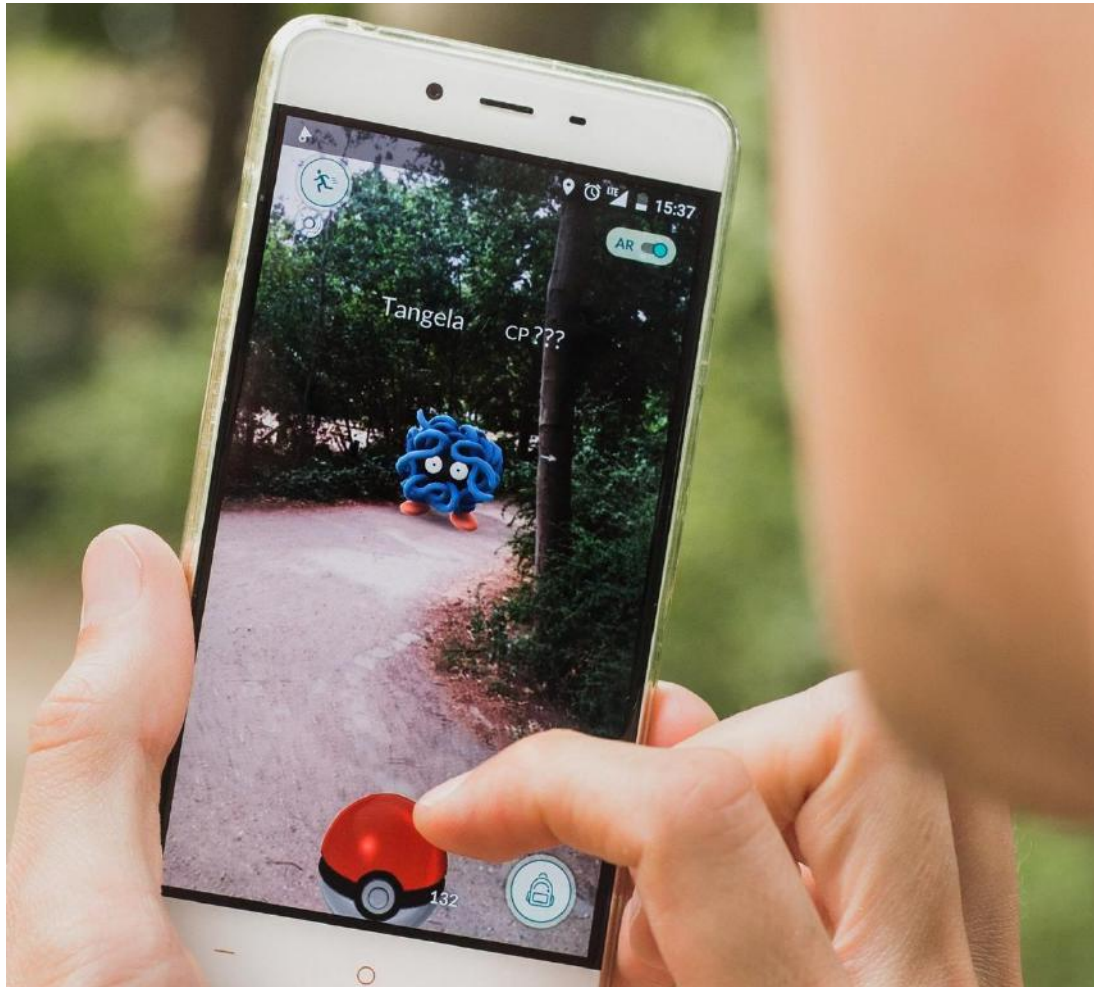# Does your five year plan take into account... **Strategy Masters**?

What to do:

Keep the info coming and at their fingertips

Don't be afraid of complex processes that normally would have been out of kids' reach

Show characters putting their minds to work, creating and innovating, step by step

DANISH FILM INSTITUTE + insight strategy group

Digital/Physical
Wall Tumbling Down

FILA DANISH FILM INSTITUTE + ◯ insight strategy group

Young people don't see the line between the digital and physical worlds
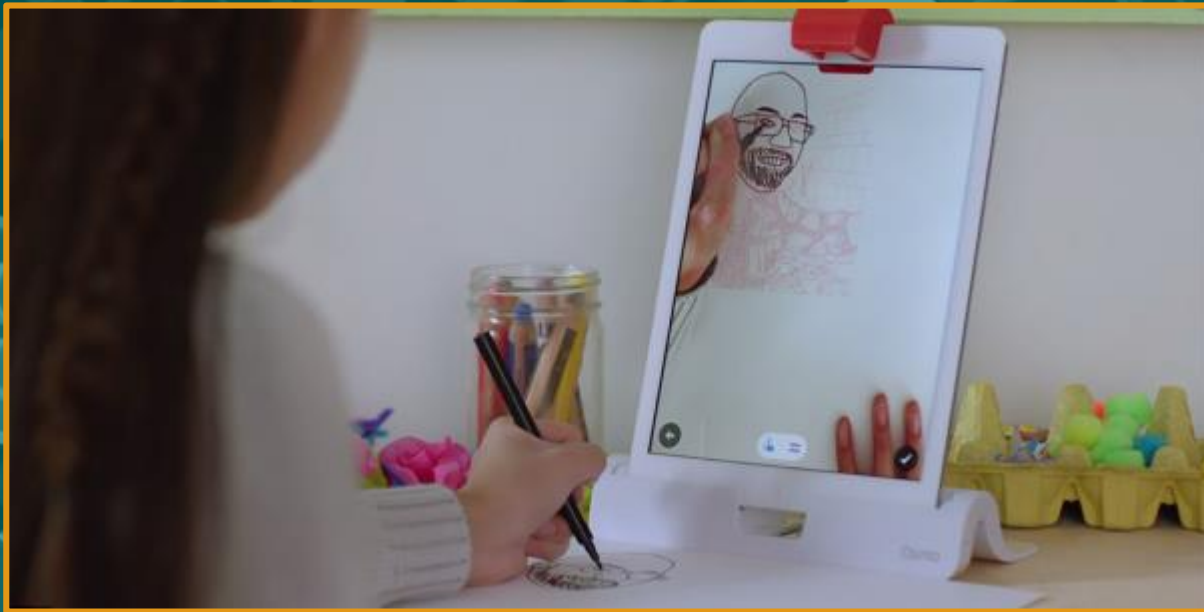
They seamlessly weave between tangible and digital worlds, mashing up play patterns and their favorite IP

DANISH FILM INSTITUTE + insight strategy group

Does your five year plan take into account... Virtual Realists?

What to do:

Create enriching and safe VR and AR experiences for kids and teens

Show characters living the way kids and teens today do – in both the digital and physical world

Foster creativity, don't dictate it

Calls to Action

How to move forward

How can we support kids today on their way to tomorrow?

Kid Experts and Entrepreneurs	Atypical Is Typical	Nonfiction Addiction	Google Brain	Digital/Physical Wall Tumbling
✓ Empower young people to: • Discover • Build and create • Participate and share	✓ Reflect all kinds of diversity	✓ Support story-based content with related nonfiction ✓ Consider digital stand-alone nonfiction	✓ Keep the info coming ✓ Don't be afraid of complexity ✓ Show characters putting their minds to work	✓ Create safe and enriching VR and AR experiences ✓ Foster creativity, don't dictate it

Don't forget that they are still not adults!

☑ **Youth content creators have a responsibility to support the next generation**
- Cognitively, social-emotionally, physically
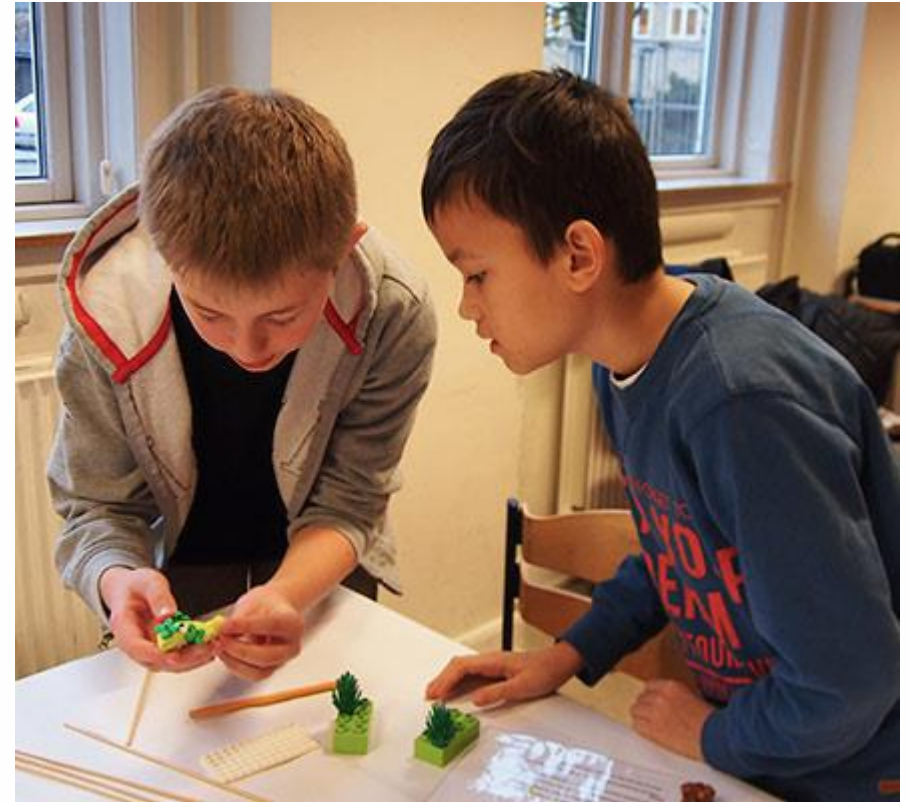- Helping them Explore and Express

DANISH FILM INSTITUTE   +   insight strategy group

Empower higher level thinking but preserve open-ended exploration and expression

☑ **Resist the urge to over-complicate or add tech to everything**

☑ **Use tech to its best advantage to let kids...**
- Explore their world
- Express themselves and get feedback
- Level up
- Revise and retry

Be there for kids and teens beyond the screen

☑ **Inspire tangible engagement and interaction**

☑ **Provide a 360° experience**

Thank You!

Sarah Chumsky *VP*

SarahC@InsightStrategyGroup.com

212.584.2313

www.insightstrategygroup.com