THE INSIGHTS FAMILY

CLASS OF 1

DATA CASE STUDY

# HOW OUR DATA IDENTIFIES ACTIONABLE INTELLIGENCE

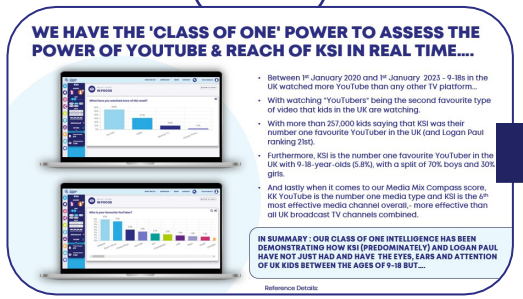
This example is how our data foresees advertising & media, brand management, content, licensing, product development and sales & category management opportunities years ahead of time. Our tools enable you to not only view and track the rise but also see what brands hold the market share. You can also profile your audience by not just age, gender, location but by their attitudes, behaviour and consumption too!

kids INSIGHTS®



# ONCE UPON A TIME THERE WAS:

1




A powerful, real time, data driven portal with billions of data points

2



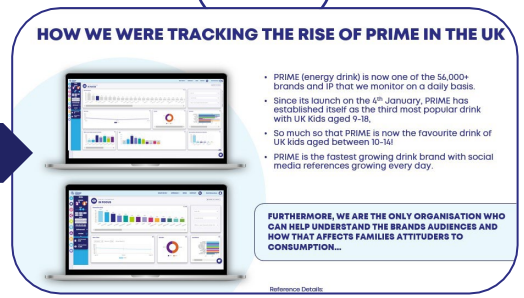

Giving you the ability to translate trends into actionable strategy

3




And the power to spot trends, imagine a brand's next steps and refine future strategy

4




You can track the rise of more than 56,000 historic and new brands & IP

5



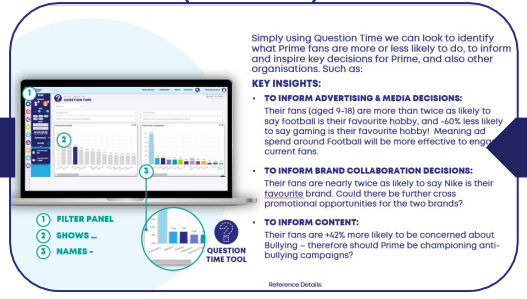

In a way which has never been imagined before

6



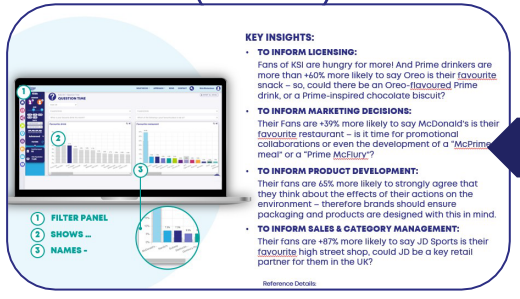

Our intuitive portal enables you to make data informed decisions when forming your strategic plan

7




Tools such as "Question Time" enable you to quickly identify unique insights into relationships in the data

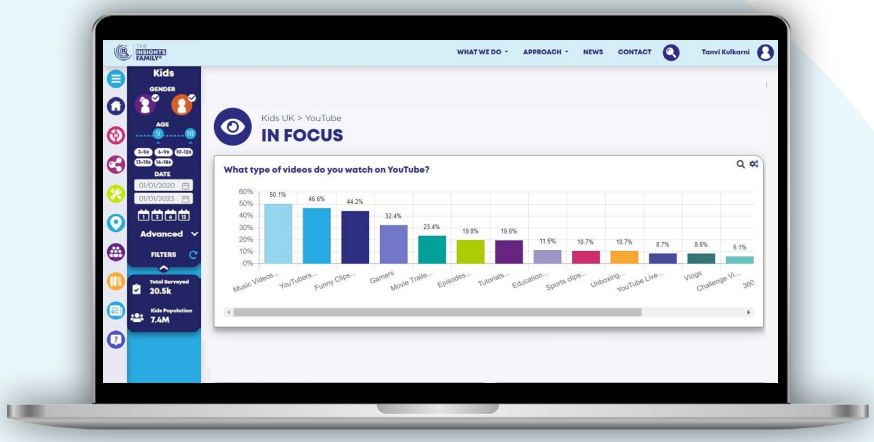
8




And these tools can easily be refined to focus on your specific audience(s)

© The Insights Family 2023

# WE HAVE THE 'CLASS OF ONE' POWER TO ASSESS THE POWER OF YOUTUBE & REACH OF KSI IN REAL TIME....







- Between 1st January 2020 and 1st January 2023 - 9-18s in the UK watched more YouTube than any other TV platform...
- With watching “YouTubers” being the second favourite type of video that kids in the UK are watching.
- With more than 257,000 kids saying that KSI was their number one favourite YouTuber in the UK (and Logan Paul ranking 21st).
- Furthermore, KSI is the number one favourite YouTuber in the UK with 9-18-year-olds (5.8%), with a split of 70% boys and 30% girls.
- And lastly when it comes to our Media Mix Compass score, YouTube is the number one media type and KSI is the 6th most effective media channel overall,- more effective than all UK broadcast TV channels combined.

**IN SUMMARY: OUR CLASS OF ONE INTELLIGENCE HAS BEEN DEMONSTRATING HOW KSI (PREDOMINANTLY) AND LOGAN PAUL HAVE NOT JUST HAD AND HAVE THE EYES, EARS AND ATTENTION OF UK KIDS BETWEEN THE AGES OF 9-18 BUT ALSO....**

QUESTION TIME TOOL

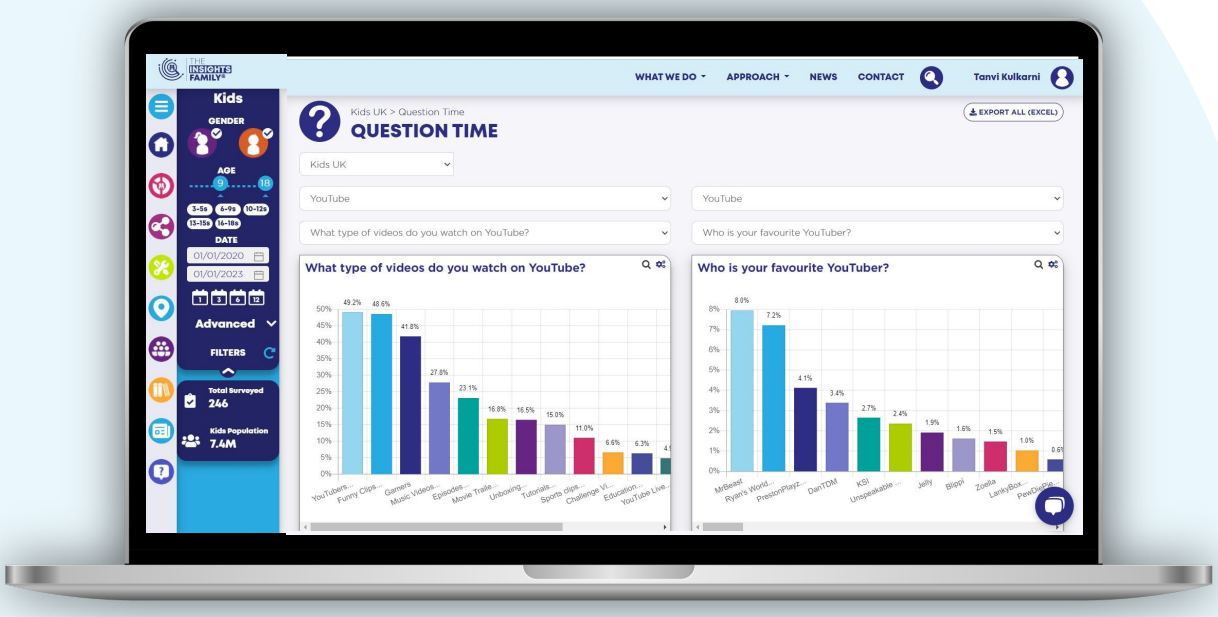
IN FOCUS

© The Insights Family 2023

Kids Insights UK data: 01 Jan 2020 – 01 Jan 2023, 9-18s

# ...WE CAN TRANSLATE THAT INTO ACTIONABLE INTELLIGENCE TO INSPIRE AND INFORM DECISIONS...

**QUESTION TIME TOOL** **IN FOCUS**




- The power of the KSI brand with 9-18's between 1st January 2020 and 1st January 2023 is demonstrated by him being the 5th most popular famous person...
- ...With KSI fans nearly twice as likely to trust him than average.
- The popularity and trust of KSI means his fans are +21% more likely to purchase licensed food/drinks, illustrated by our **Question Time tool**.
- Our **Question Time tool** also demonstrates that they are more likely to purchase video games and music related to their favourite YouTuber.

**WE PROVIDE A STRATEGIC BACKDROP TO ENSURE THE RIGHT DECISIONS ARE MADE IN AN ITERATIVE WAY. BUT WE STILL GET SURPRISED SOMETIMES....**

© The Insights Family 2023

Kids Insights UK data: 01 Jan 2020 – 01 Jan 2023, 9-18s

# ...OUR ONLY SURPRISE ON THE 4TH OF JANUARY WAS WHY HAS IT TAKEN SO LONG....













- PRIME, a leading global lifestyle beverage brand founded by entrepreneurs and influencers Logan Paul and KSI, announced its expansion and the launch of *PRIME Energy*.
- The ready-to-drink energy line marks the brand's third product in its portfolio, which launched in January 2022 with the coveted flagship beverage PRIME Hydration. *PRIME Energy* will be available in five flavours, all of which contain 200mg of caffeine and zero sugar.

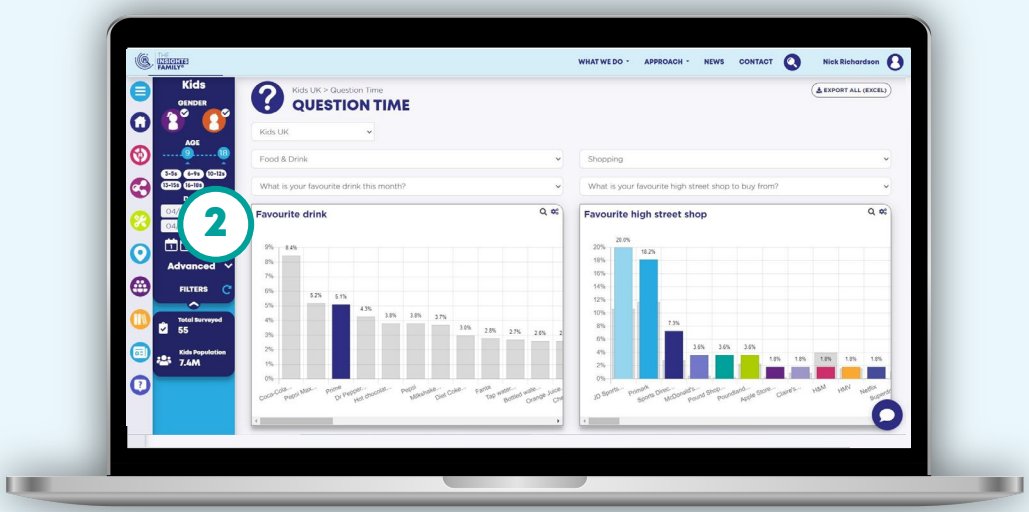
**SO, LETS DEMONSTRATE HOW WE ARE IN PRIME POSITION TO PROVIDE A NEW LEVEL OF UNDERSTANDING ON PRIME'S PERFORMANCE AND ITS CONSUMERS....**

© The Insights Family 2023

# HOW WE WERE TRACKING THE RISE OF PRIME IN THE UK




**1** **The graph enables you to see that PRIME is the 3rd most favourite drink with that group**




**2** **The graph enables you to not only see that PRIME is the 1st favourite drink with that group but also, by clicking on the bar which represents PRIME the rest of the data on the page will focus on just that audience.**

- PRIME (energy drink) is now one of the 56,000+ brands and IP that we monitor on a daily basis.
- Since its launch on the 4th January, PRIME has established itself as the third most popular drink with UK Kids aged 9-18,
- So much so that PRIME is now the favourite drink of UK kids aged between 10-14!
- PRIME is the fastest growing drink brand with social media references growing every day.

**FURTHERMORE, WE ARE THE ONLY ORGANISATION WHO CAN HELP BRANDS UNDERSTAND THEIR AUDIENCE AND HOW THAT AFFECTS FAMILIES' ATTITUDES TO CONSUMPTION...**

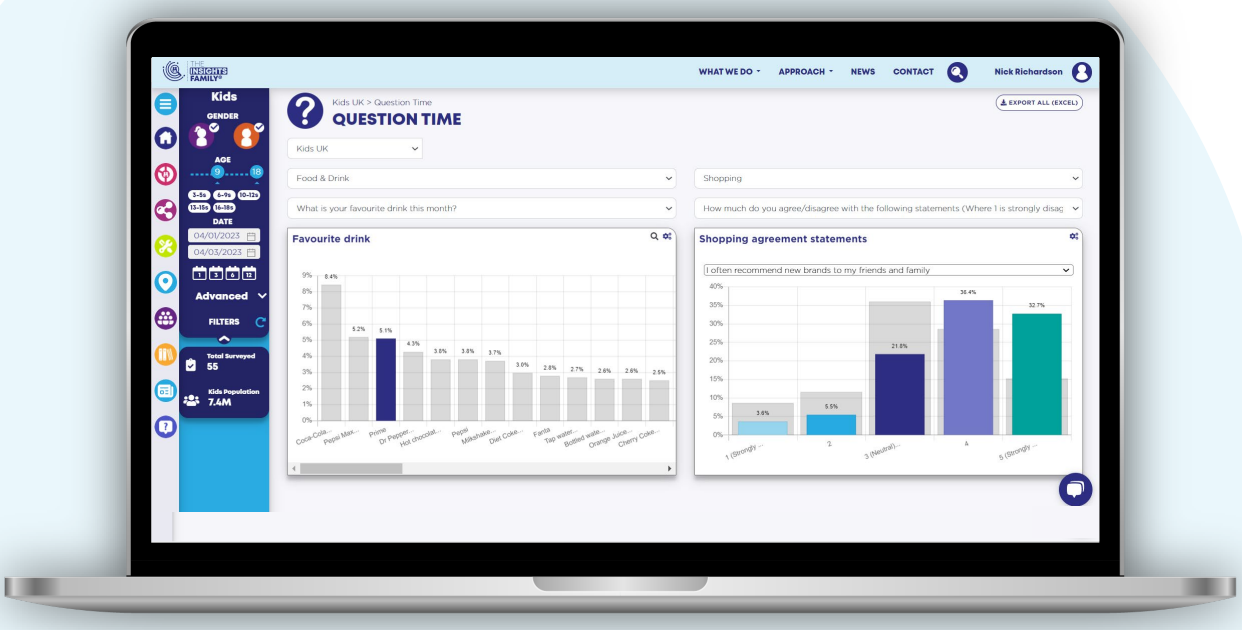
**QUESTION TIME TOOL** **IN FOCUS**

© The Insights Family 2023

Kids Insights UK data: 04 Jan – 04 Mar 2023, 9-18s, 10-14s

# THAT PRIME DRINKERS ARE THE PRIME INFLUENCERS

**QUESTION TIME TOOL** **IN FOCUS**

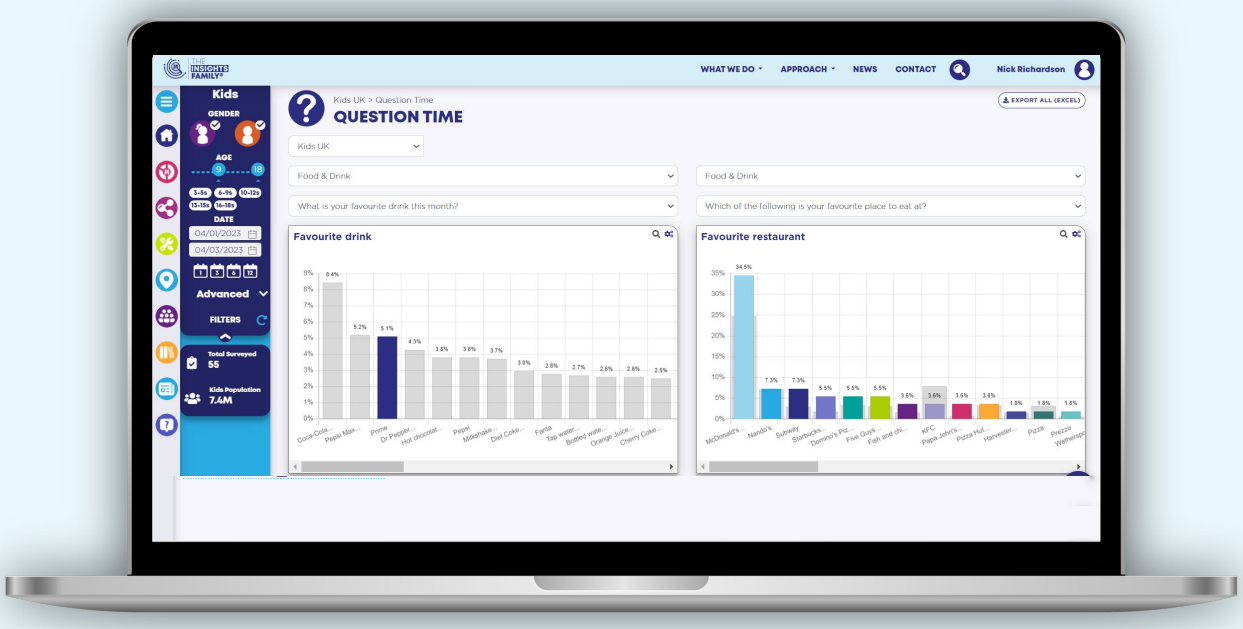



- It has also impacted the % of 9-18 year olds who spend money / bought food & drink. In the same time period (4th January – 4th March).
- Influence on grocery spend (4th January to 4th March 2022) amongst kids in the UK aged between 9 and 18 has increased too!
- Using our **Question Time tool** we can see that 9-18-year-olds who say PRIME is their favourite drink are +62% more likely to recommend new brands to their family and friends, whilst fans of Coca-Cola are less likely than average to strongly agree that they recommend their favourite brands.
- And furthermore, our intelligence can inspire strategies and plans across your business – including: Advertising & Media, Brand Management, Content, Licensing, Marketing, Product Development and Sales & Category Management. Let us demonstrate how….

**SO, THIS IS THE HERE AND NOW….WHAT NEXT?**

© The Insights Family 2023

# HERE IS A TASTE OF HOW WE COULD UNLOCK PRIME ORGANISATIONS FOR PRIME, ITS PARTNERS AND ORGANISATIONS SUCH AS: Anti-Bullying Alliance, JD Sports, McDonald's, Nike, Oreo and The Premier League.




© The Insights Family 2023

**QUESTION TIME TOOL** **IN FOCUS**




1. **FILTER PANEL - Filtering our data to focus on kids 9-18 in the UK, and data we have captured between 4/1/23 and 4/3/23.**
2. **The graph enables you to not only see that PRIME is the 3rd most favourite drink with that group but by clicking on the bar which represents PRIME the rest of the data on the page will focus on just that audience.**
3. **Using our Question Time function enables you to cross reference data from other questions in our survey, and by highlighting PRIME fans only, we can see how they are likely to over, or under-index compared to other groups.**

Simply by using **Question Time** we can look to identify what PRIME fans are more or less likely to do, to inform and inspire key decisions. Such as:

## KEY INSIGHTS:

- **TO INFORM ADVERTISING & MEDIA DECISIONS:**

  Their fans (aged 9-18) are twice as likely to **say football is their favourite hobby**, and -60% less likely to say gaming is their favourite hobby! Meaning ad spend around Football will be more effective to engage current fans.

- **TO INFORM BRAND COLLABORATION DECISIONS:**

  Their fans are nearly twice as likely to say **Nike is their favourite brand**. Could there be further cross promotional opportunities for the two brands?

- **TO INFORM CONTENT:**

  Their fans are **+42% more likely to be concerned about Bullying** – therefore should PRIME be championing anti-bullying campaigns?

© The Insights Family 2023

Kids Insights UK data: 04 Jan – 04 Mar 2023, 9-18s

QUESTION TIME TOOL

IN FOCUS




1. **FILTER PANEL - Filtering our data to focus on kids 9-18 in the UK, and data we have captured between 4/1/23 and 4/2/23.**
2. **The graph enables you to not only see that PRIME is the 3rd most favourite drink with that group but by clicking on the bar which represents PRIME the rest of the data on the page will focus on just that audience.**
3. **Using our Question Time function enables you to cross reference data from other questions in our survey, and by highlighting PRIME fans only, we can see how they are likely to over, or under-index compared to other groups.**

## KEY INSIGHTS:

- **TO INFORM LICENSING:**

  Fans of KSI are hungry for more! And PRIME drinkers are **more than +60% more likely to say Oreo is their favourite** snack – so, could there be an Oreo-flavoured Prime drink, or a Prime-inspired chocolate biscuit?

- **TO INFORM MARKETING DECISIONS:**

  Their Fans are **+39% more likely to say McDonald's is their favourite restaurant** – is it time for promotional collaborations or even the development of a "McPrime meal" or a "PRIME McFlury"?

- **TO INFORM PRODUCT DEVELOPMENT:**

  Their fans are **+65% more likely to strongly agree that they think about the effects of their actions on the environment** – therefore, packaging and products should be designed with this in mind.

- **TO INFORM SALES & CATEGORY MANAGEMENT:**

  Their fans are **+87% more likely to say JD Sports is their favourite high street shop**, could JD be a key retail partner for them in the UK?

**Our work does not stop there, and unlike conventional research we continue to monitor and track meaning...**

© The Insights Family 2023

Kids Insights UK data: 04 Jan – 04 Mar 2023, 9-18s

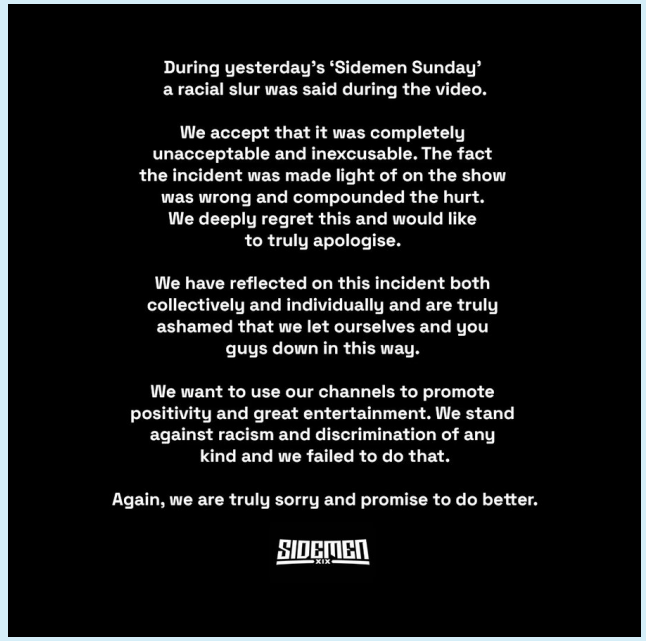
# AND THEN THIS HAPPENED

On April 3rd, KSI made a public apology for saying a racial slur during a Sidemen video (which was later deleted) and announced he is taking a break from social media as, in his own words, he has been ‘messing up a lot’ lately, but how has that affected what kids and teens think of KSI and PRIME?










© The Insights Family 2023

# THE IMPACT OF WHAT HAPPENED NEXT...

One of the significant benefits of our methodology is that we continue to track the impact of all events on kids, teens, parents and families' attitudes, behaviour and consumption.

We know from our extensive research that compared to their predecessors, Gen Zs are empowered and have strong values, with more than 1 in 10 saying they would not forgive someone who has done something wrong.

For the two weeks since the incident on the 4th April, the incident has had a significant impact on KSI's popularity, reducing by nearly a third, with UK kids aged between 9 and 18.

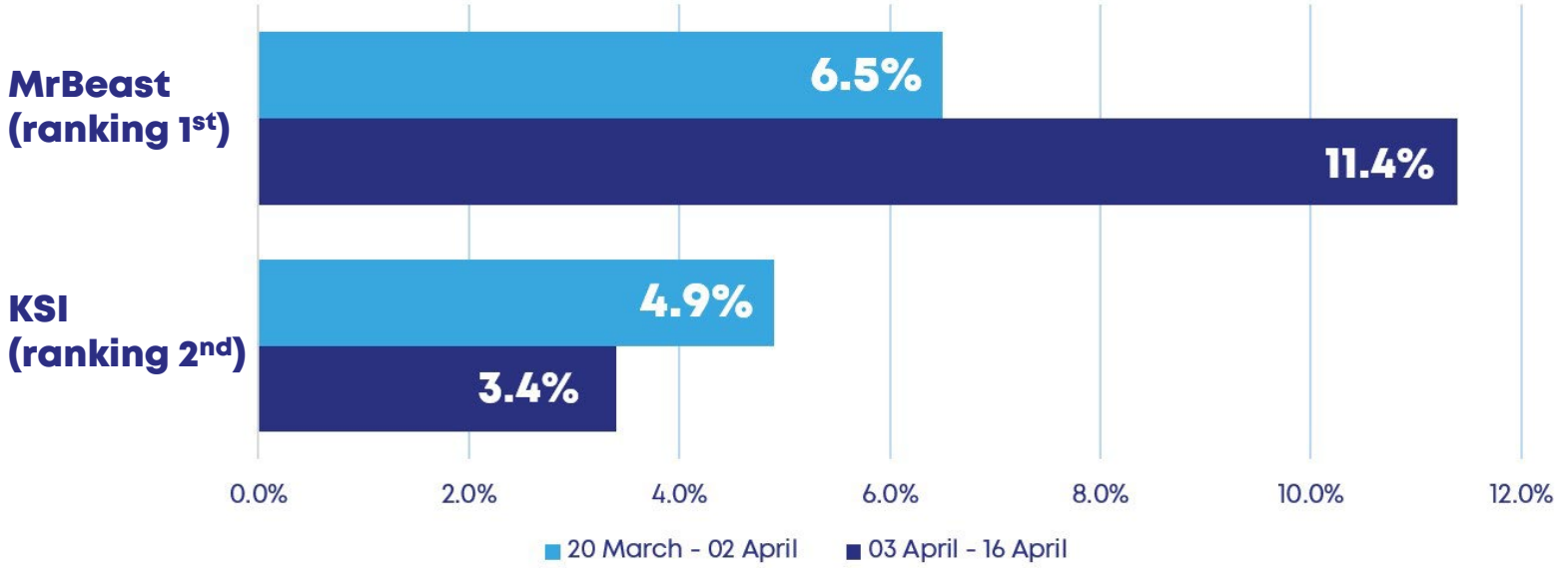
That said, whilst KSI himself has suffered a significant decline in popularity, the same cannot be said for PRIME, which rather than experiencing any backlash, has, in fact, continued to grow in popularity (by a further +14%) as the favourite drink of 9 to 18-year-old kids and teens in the UK.

Let us leave with you this final insight - in the two weeks since this - we have seen MrBeast's popularity with the same age group, grow by +75%. And everything we have told you about KSI, his audience and the opportunities which are there - we can do all that and more on MrBeast and the never-ending story of the evolution of the kids, teens, parents and family ecosystem....





## FAVOURITE YOUTUBERS (UK 9-18s)




© The Insights Family 2023

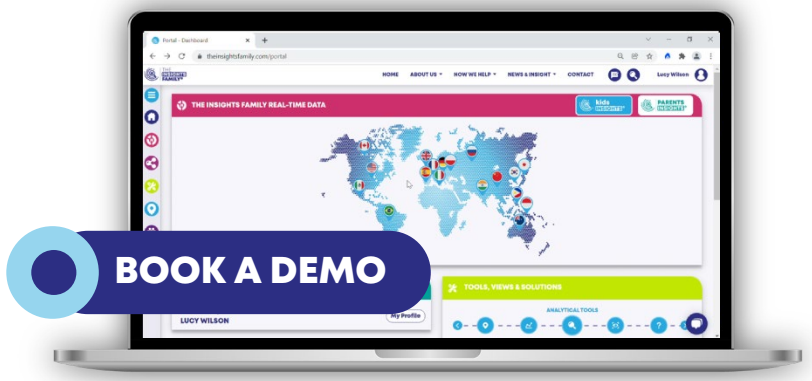
Kids Insights UK data: 20 Mar – 02 Apr vs 03 Apr – 16 Apr 2023, 09-18s

# ALL THAT IS LEFT TO ASK IS WHAT ELSE ARE YOU WAITING FOR?

## RESEARCH, DATA & INSIGHTS THAT CONNECT YOU WITH THE NEXT GENERATION.

From the only company who can provide the most comprehensive real-time market intelligence on kids, teens, parents, and families.






## DON'T JUST TAKE OUR WORD FOR IT

**CONTACT US**
The Insights Family, 76 King Street ,
Manchester, M2 4NH, United Kingdom
+44 (0)161 528 7982
hello@theinsightsfamily.com
www.theinsightsfamily.com

© The Insights Family 2023