

## CASE STUDY



Retail, Clothing



Teens, 13-17



North America

### Customer profile:

Our customer is a specialty retailer of casual apparel and accessories, principally serving the U18 market, with a core focus on 13-17 year olds. Their stores operate nationwide throughout North America in tandem with an ecommerce site which ships globally..

### Customer objective:

Our customer wanted to create an always-on, kid-safe, digital presence reaching teens across America. Specifically, they wanted to drive clicks to their retail pages, understanding the buying power - or influence - that U-18s hold.

Brand-safety combined with a large scale was key to our customer when reaching their target audience of over 13s.

### Safely reaching kids using SuperAwesome's platform:

Gaming and watching video content rate highly with teens online - both of which are effectively reached with the SuperAwesome video solution.

For this campaign, our retail customer used standard pre-roll via AwesomeAds - the only 100% compliant ad platform developed specifically for the U18 market - across contextually relevant gaming/video sites and apps.

This was complemented by our KidSafe YouTube product, the brand-safe solution to running your video ads on YouTube. KidSafe YouTube uses our deep kids insights, matched with a 3-step moderation process to consistently deliver relevant, safe ads to the right users.

### Results:

Across YouTube the VTR was **3x industry standard**, demonstrating how effective brand-safe, contextual targeting can be.

Using our analysis tools we were able to inform our retail customer that the best performing channels were teens bloggers with a fashion focus, such as Emily Canham and NikkieTutorials. This fits with their target audience, ensuring relevant high-quality clicks were delivered.

Keeping their brand safe, whilst scaling to an extensive reach means our customer was able to effectively interact with new users in a safe way, and drive ROI.

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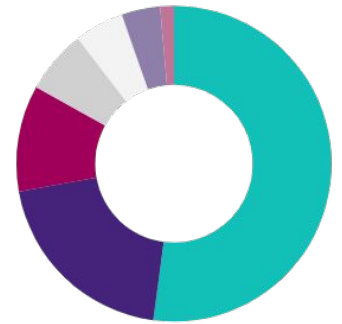
### Audience insights:

SuperAwesome are the foremost authority on the kids digital ecosystem, using our specific kids knowledge to inform and empower our customers. Gone are the days where parents made all the decisions about what their families wore. With kids spending more and more time online, interacting both with brands and with their peers, what they wear and where it's from forms an important part of their identity. To execute a successful retail campaign it's important to understand these trend changes.

### Spending power:

Only 16% of US teens rely on their parents to buy things for them. 84% are financially independent when making purchases. Our customers realise this, using SuperAwesome's tools to build specific, compliant campaigns for their U18 audience.

- Cash
- Debit Card
- Parents Do It For Me
- Cash Card
- Cell Phone
- Paypal
- Other



### Teens' favorite brands:

When we look at teens' favorite brands across the US, overwhelmingly Nike comes out on top across both genders. Nike is also top across the "favorite commercial" category with 17% saying they see their favorite commercials across YouTube. This association proves how vital a comprehensive, digital campaign can be when reaching the teen audience.

Knowing that teens see their favorite commercials on YouTube meant we were able to advise that our teen retail clients focus their efforts here to capture that attention.

### Device ownership:

80.8% of teens across America own a smartphone, followed by a laptop device. Having this insight means our customers can tailor creatives per device, or upweight to best reach their audience.

