

CANADIAN YOUTH KEY INFLUENCERS OF ALL GADGET AND ELECTRONICS PURCHASES

How Canada's youth have become the most important purchase influencers in the technology space.

Most consumers are at a loss when it comes to the technology space. With new electronics and gadgets flooding the market at a staggering pace the average buyer has become plagued by more and more questions. Which brands are best? Which new bells and whistles do I really need? Am I getting ripped off? The thought of buying that shiny new cell phone or laptop has become something of a tedious experience.

So who are people turning to for gadget guidance these days? The technologically astute of course- Canada's clued-in kids.

We asked Nexopia users about gadgets and electronics and this is what we learned:

THE PROOF:

- **88% of teens get consulted every time or from time to time when friends and family are deciding on which gadget/electronic to purchase**
- **60% are consulted by family and friends every time a gadget/electronics purchase is considered**
- **45% of respondents consider themselves experts on gadgets/electronics**
- **Most popular gadget/electronic where respondents helped family and friends make a purchase decision?: iPod/MP3 (73.4%), Mobile phone (60.8%), TV (39.4%), Camera (40.3%)**

“My family is clueless when it comes to technology. I hear all the latest cool stuff on blogs, in magazines, and from other friends. I know what products are the coolest and the best. They just trust me.”

-Teen Respondent



HOT TEEN GADGETS:

89% iPhones
66% Blackberry Storm

LAST TEEN BOUGHT GADGETS:

iPod
Cell Phone
Digital Camera

IMPLICATIONS AND STRATEGIES

Accept The Facts:

Teenagers are playing an increasingly important role in driving purchase decisions for gadgets and electronics, and marketers need tech savvy teens to influence the purchase decisions of their parents. Teens are the ticket to getting your product noticed and moved off the shelf.

Get Inside Their Heads:

Make it your goal to understand Canada's youth demographic - find out what makes them tick. Go where they go, read what they read, play where they play, and network where they network. Partner with experts, who deal with the demographic every day.

Be Visible and Relevant:

Ensure your marketing plans and media buys include targeting the teen market. Ask yourself; "where are teens consuming my message?" and "is my message teen friendly?"

Develop Smart Strategies:

Seed your message in social networks and use forums to build conversations around your product. Partner with other brands that have already been embraced by teens to solidify your brand's relevance. Aim to have your product represented in 'product recommend' sections of teen publications (both online and off) - such as music magazines (Rolling Stone, VIBE, and Alternative Press), fashion and culture mags, sites, blogs, and forums. Harness the targeting power of social media to make sure the right eyes are seeing your product ads. Use seeding in social networking forums to generate viral discussions.

"My parents are lost without me when it comes to TVs, cellphones, and stereos. I have picked out and set up every majority purchase in our house."

-Teen Respondent



Want more?

Nexopia is the leading Canadian social networking site for youth. We reach into the minds of young people- tapping into their attitudes and values, lifestyles and trends, media, products and brands. Our exploratory research includes quantitative surveys and in-depth qualitative research (focus groups, observation, teen panels). These reports are distributed to key Canadian advertising and marketing decision makers with the intent to demystify this niche market and assist with developing relevant and effective communication & marketing strategies.

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