Top Toy Touchpoints

The ecosystems of kids and parents are made up of many touchpoints.

Today's families are spread over hundreds of platforms, devices and brand interactions, all looking to appeal to their different needs and wants. With a number of ways to access audiences in the modern household, it is no longer sustainable to adopt a singular touchpoint strategy. Having an understanding of not only what kids and families like but also 'where' they are and how they interact with brands is essential.

Take for instance, the average kid aged 3-5 in Australia over the last six months. 62% of this demographic have access to a tablet, with the majority owning their own tablet (53%).* On these tablets, kids are able to access the internet, stream content and download apps and social media platforms. The number one reason kids aged 3-5 give for selecting their favourite site or network is familiarity (15%), followed by easy to use (13%) and fun (13%). The subjective nature of all these reasons means that there is no simple formula for reaching the preschool audience, making it difficult for brands to maintain engagement from this age group.

Products purchased by kids are often driven by characters with on-screen presence. After watching content on streaming platforms and YouTube, the top ways for kids in Australia aged 3-5 to interact with their favourite characters is by purchasing licensed toys (37%), clothing (26%) and video games (19%).

LEGO toys, consistently the number 1 favourite toy amongst kids of all ages globally, successfully leverage popular IP from different content sources in order to maximise their appeal to different audiences. Anna, Bluey and Peppa Pig rank as the top three characters amongst kids aged 3-5 in Australia, two of which have featured in their own LEGO range. Similarly, Sony have produced video games related to these IPs. This demonstrates the power that popular characters have, explaining the success of licensed products.

Licensed toys dominate the top ten new toys that preschoolers in Australia want. Bluey, Spider-Man and PAW Patrol all feature in the top 10 toys amongst this age group. Taking a closer look at Bluey fans, this group are +108% more likely than average to purchase soft toys with their own money and almost four times more likely to purchase action figures than the average kid their age. This suggests that kids who are avid fans of specific content are also more likely to be active consumers, making them a key audience to engage with.

The content which is attracting licensed purchases is expanding. While toys remain the most popular licence category related to TV programmes amongst kids aged 3-9 across the world

(43%), year-on-year growth in this area is the lowest across the mediums we track (+8%). The highest growth area is in fact toys related to video games (+25%), while YouTuber related toys are also experiencing a significant level of growth (+14%). As kids are exposed to more content touchpoints, more opportunities open up for characters to enter different mediums. In Australia, licensed video game purchases in relation to the favourite movie of kids aged 3-5 have increased by +35% since 2021.

By building an expansive presence across numerous touchpoints, IPs can then be adapted to resonate across different generations. Batman is a great example of this. After the first Batman film in 1966, the success of the recent film illustrates the continued success of the IP. Ranking as a top 10 favourite character amongst kids of all ages between 5 and 18 across the world, various iterations of the character, from LEGO Batman to the Batman Arkham games, provide an entry point into the character for all age groups. This allows the character to grow and change while still resonating as recognisable IP to this changing audience.

Successfully understanding audiences, whilst catering to and maximising opportunity on those touchpoints that are significant, is the only way to ensure and build brand affinity. Creating appeal to audiences in today's marketplace requires understanding a range of behaviours, attitudinal preferences and purchasing influences. Not only this, but once created, appeal must also be sustained long term to achieve maximum ROI.

Those brands that resonate the most go beyond being just brands. As in all the examples given, brands that can produce offerings across diverse media and resonate with multiple audiences will always stay on top.

The Insights Family's upcoming content report discusses the importance of embracing multiple touchpoints in further detail. It also looks at today's popular IPs, the linear TV vs streaming battle and the issue of platform saturation, looking closely at these trends and how they are impacting content creators and companies in the industry. It is the second report produced by the company's new Industry Knowledge team, dedicated to identifying the next big opportunities for brands and organisations in the kids, parents and family market. Sign up to download your free copy of our upcoming report here.

* All statistics are taken from the Kids Insights real-time data portal in the last six months (November 2021 – May 2022)

The Insights Family is the global leader in kids, parents, and family market intelligence, providing real-time data on their attitudes, behaviours and consumption patterns.

Kids Insights surveys 7,780 children every week aged 3-18. Parents Insights surveys more than 3,800 parents of children between the ages of 1 and 16 every week. Both services operate in 22 countries across six continents and in total survey more than 469,040 kids and 228,800 parents a year. This means that the company interviews a new family member somewhere in the world every 45 seconds.

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