

# THE SECRET LIVES OF TWEENS & TEENS

We cannot help but see today's Tweens and Teens subjectively. We tend to view their lives either through our own experiences at that stage of life or through the Tweens and Teens that we personally know.



But the world is a different place and mores, standards and behaviours have changed significantly. And the Tweens and Teens we personally know reveal only what they wish us to know about them.

*Yeah, we miss like the old days when we didn't have to worry about anything.*

*Teen, Sydney*

This study explores the truth about Tween and Teen life.

Only by understanding who they really are can your brands evolve and connect with them more powerfully.

This study is about setting aside preconceptions and misconceptions and gaining a true understanding of Tween and Teens as they really are.

## YOU WILL LEARN ...

What makes an ideal Tween/Teen?

Why loyalty and being nice are central to their icons?

What they don't tell their friends?

What parents don't know about them?

Why they love kids' television so much?

Why Fred and Chonny are today's Youtube sensations?

How their favourite TVC are not aimed at them?

Why eating right is parents job and theirs is to compensate?

Why fast food has become just that?

*Some days when I don't want to eat breakfast, I get out a bowl and spoon and some milk, I stir it around, get my spoon and mix it up then put it on the sink and tell my mum I've had breakfast.*

*Teen, Sydney*

*And some of the stuff you talk to friends about you wouldn't even dare to tell your parents.*

*Teen, Melbourne*

