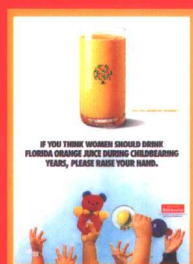
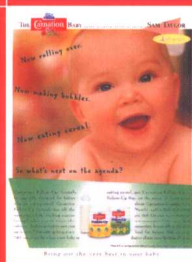
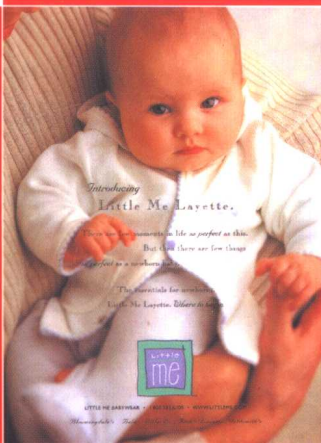
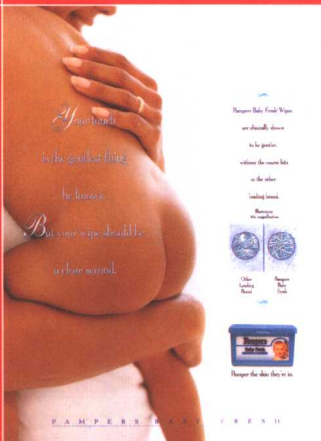
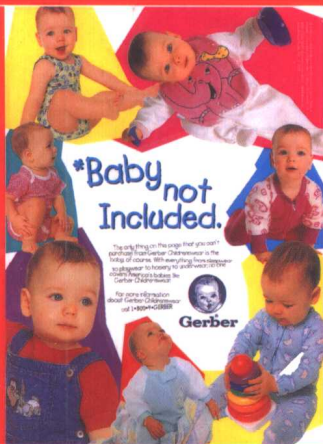


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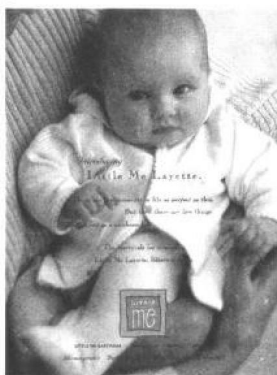
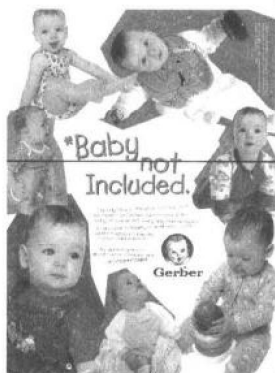
儿童 市场营销



华夏出版社
詹姆斯·U·麦克尼尔 著
张红霞

MARKETING
TO
CHILDREN

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几乎每个消费品行业都在一定程度上开始了儿童营销。这些行业中有的看中的是儿童做为直接消费者的市场；有的看中的是儿童做为影响者或未来消费者的市场；有的看中的则是兼而有之的市场

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© 1997 Hanes Co. Lexington, KY

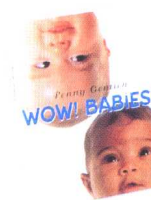
At least this is one article of clothing you can both be comfortable with.

You'll love the way she looks in our new and improved fit. She'll love the cool styles and prettier waistbands. But best of all, Hanes HerWay 100% cotton panties for girls are available in a variety of prints and colors you can both agree on.

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Penny Gentieu Studio

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除了商家，还有一些非赢利组织也开始针对这个细分市场开展营销活动

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summer essentials

It's summertime, and the living is easy—
especially when it comes to clothes.
Here, just what kids need to stay cool,
comfortable, and sun-safe all season long.

**A BRIGHT
COTTON** slip
dress goes on like
a breeze and keeps
girls refreshingly
cool. The matching
reversible-print
hat has an oversize
brim to shield hap-
py faces from the
sun. Daisy dress,
\$28, and hat, \$12,
both by Gymboree.
Foam thongs
by Jantzen, \$8.

By Wendy Smolen
Produced by
Brenda Zagarinsky



为了超越激烈的国内
竞争和寻找更好的商
业机会，越来越多的
企业开始进军海外的
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Pampers Premium
works just like
a mom. It does
three things
at once.

P A M P E R S P R E M I U M

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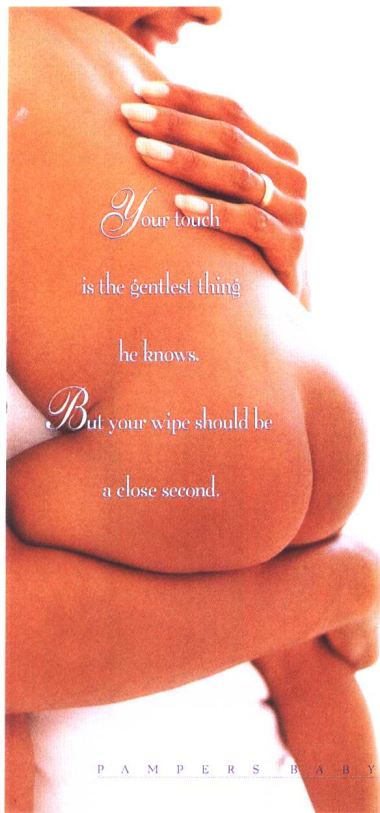
Pampers
Our New
Extra
Soft
Dry
and
Cool

Our
Soft
Absorbent
Core
keeps
baby
dry
and
cool

Our Air-
Flow
Liners
let
air
circulate

Pampers
Premium
Pampers
the soft
side

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© 1998 Pampers Baby Fresh Wipes

Pampers Baby Fresh Wipes

are clinically shown

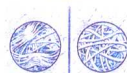
to be gentler,

without the coarse latex

in the other

leading brand.

Illustration
90% magnification



Other
Leading
Brand

Pampers
Baby
Fresh



Pamper the skin they're in.

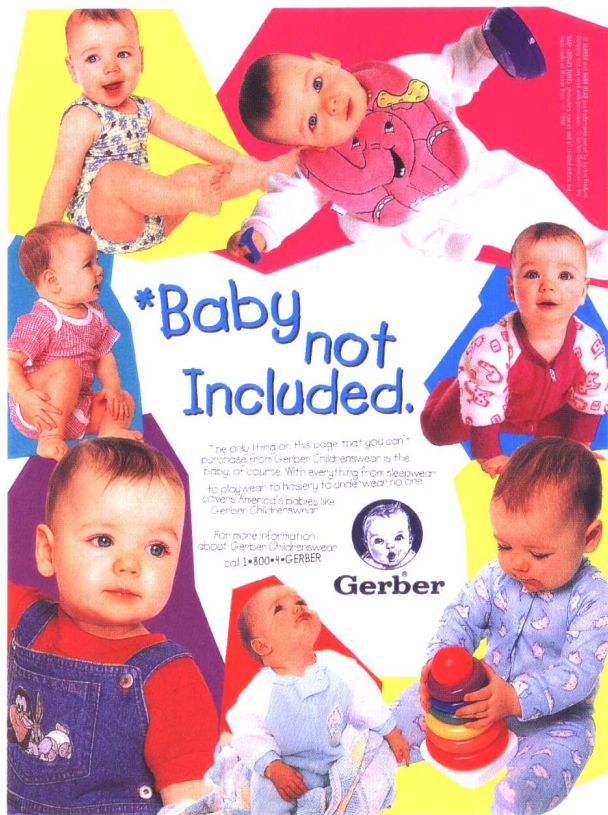
P A M P E R S B A B Y F R E S H

Marketing to Children 儿童市场营销



为什么现在有这么多企业把儿童作为目标市场呢？为什么会出现这么多具有儿童友好性的公司、媒体、品牌和商店呢？为什么现在以儿童为目标市场的营销战略，能与以成人作为目标市场的营销战略具有同等地位呢？

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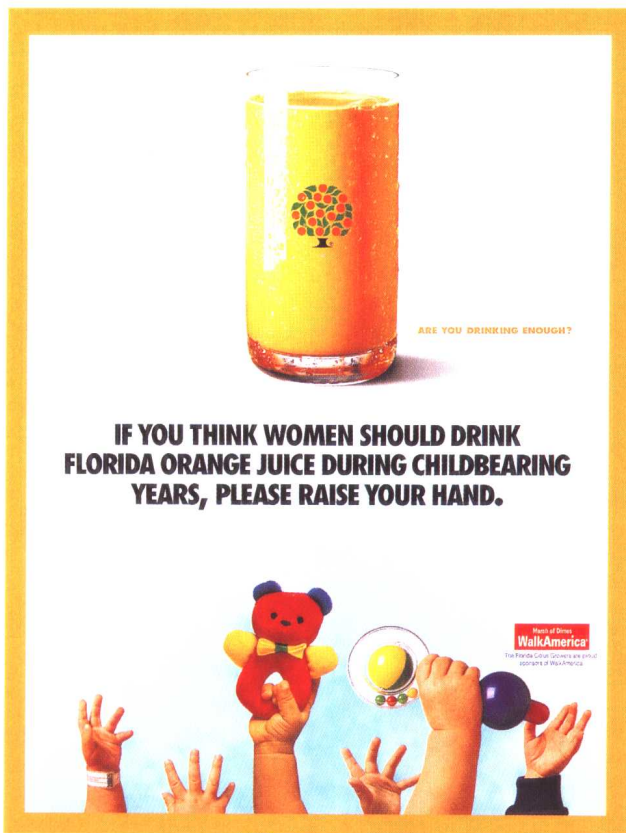
儿童的广告往往放在这些吸引人的节目中，而广告本身也充满了相同的快乐和滑稽的情景。

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On June 2, Disney Opens Its Vault
To Unlock Music, Fun And Fantasy.



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很多以前专门针对成人的品牌现在也在向儿童市场扩张，比如多尔儿童浴液和香皂、波特佳儿童洗发水、快乐儿童牙膏以及佳洁士儿童牙膏等。

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Sip, Sip Hurray!

*Now the Playtex®
Spill-Proof™ Cup is
even easier to sip.*



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