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Marketing to Children

**Personal Reflection**

Marketing to Children was something I really never thought about on my own, however it turned out to be such an interesting topic to research and learn about. Marketing in general has always interested me because strategies to get a company’s name or brand out there are always creative and tricky in a clever sort of way. Marketing to Children, however, is a whole other subject because you are subjecting to children, who are younger and may not understand certain things yet. Because of this companies to a certain extent have to ‘think’ like a child would, so their children will respond advertisements.

I think in a lot of ways, companies that are marketing to children directly have it a little easier then companies who aren’t because when your dealing with a child, all you have to do is incorporate a favorite character with your product, just like Sketchers produced sneakers with Spongebob directly on the shoe. The commercials around Christmas are always effective because of the bright colors, playful music and all of the different kinds of toys and electronics that are made available during those months. Holiday commercials featuring those products almost always have the direct response of “I want that!”, making the marketing strategy by the company successful.

Since I work in a daycare, and allowing the children to watch an hour of TV during the day, this project has forced me to pay attention to the commercials that are put in between shows like Yo Gabba Gabba and Handy Manny. It’s opened my eyes more as to how strategies will change when considering who your audience is, and who the target market includes.