

LAST TIME WE MET...

A lot has happened in two years!



In 2011,

44%

of teens had a smartphone. In 2013 it's almost doubled to

80%

In 2011, Facebook ruled

2013

supreme and in

Instagram is catching up.

spontaneous response for what teenage girls can't live without:

"My phone!"



Like! Share! Tag!



1 in 2

feel constant pressure to keep up to date with social media.



UNCERTAIN FUTURES

42%

feel the future for their generation is a little bleak.



Top 5 worries for teens:

Getting a good or	
satisfying job.	62 %
Needing to make money.	54 %
Financial stability.	46%
Not being successful.	42 %
Being able to own a home.	37 %

WORLD FUTURE

Teens want a better future for others, not just themselves.

83%

are concerned about what's happening in other countries.

81%
would like to
volunteer their
time to help
those in need.

95% are accepting of other cultures and nationalities.

8 in 10

Say homosexuals should be allowed to marry.

84%
actively take
steps to help
the environment
(e.g. recycling,
buying envirofriendly products).

87%
consider
themselves
environmentally
conscious.

RETAIL FUTURES

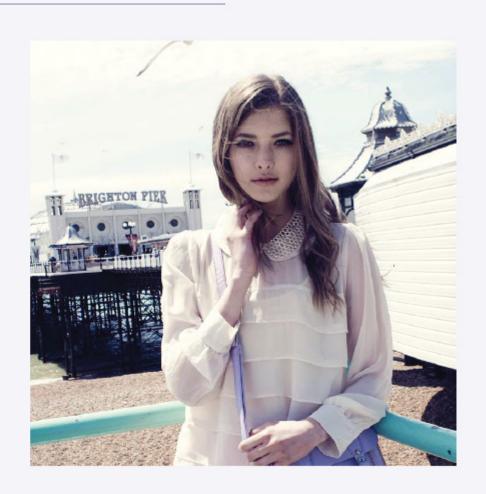
There are

1.143 million

14- to 17-year-olds

in Australia*.

In the last 4 weeks
they spent*:
\$83m+ on clothes
\$27m+ on IT products
\$20m+ on shoes
Almost \$4m on
cosmetics
Almost \$4m on books
Almost \$3m on
accessories



*Source: Roy Morgan Research, March 2013

RETAIL NEEDS

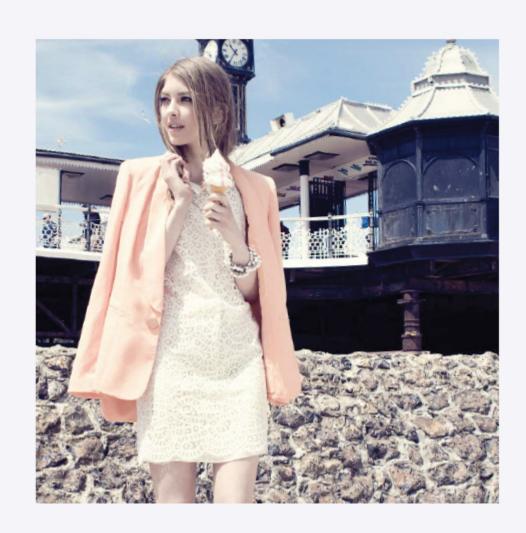
It's important to get the retail basics right...

Friendly staff

(43%)

rates higher
when teens are
asked about
their favourite
stores than
"is available
online"

(38%)



BRAND "ME"

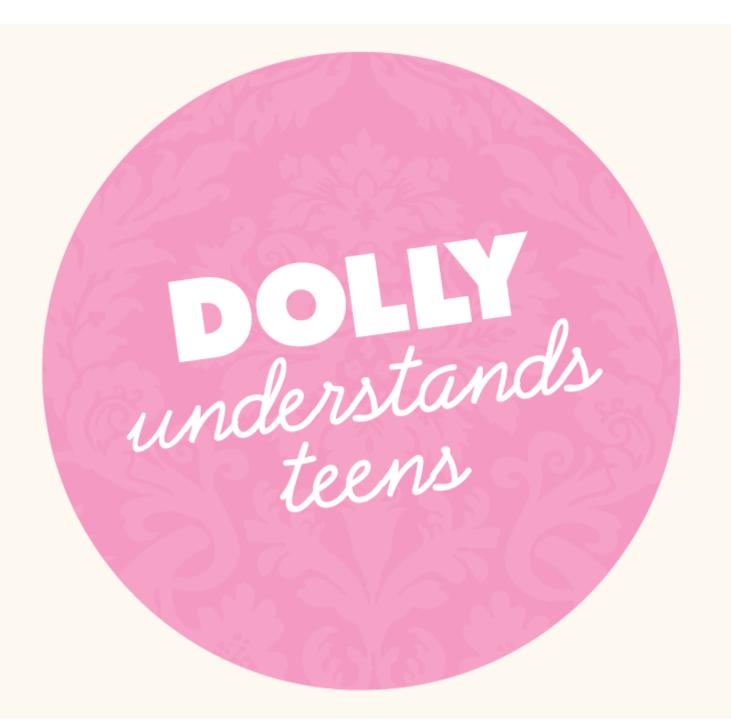
56%

only post photos and updates that are exciting and not from a typical day in their lives.

30%

say there is no point posting something if it doesn't get a "like".





DOLLY'S BRAND AESTHETICS

7 in 10

teen girls get inspiration on what to buy from magazines.

87%

of readers agree DOLLY keeps them up-to-date with the latest TEEN ISSUES.

80%

agree DOLLY is an important source of information about BOYS.

79%

agree DOLLY informs them about BODY and HEALTH.

77%

agree DOLLY is an important source of information about BEAUTY.



So you want to engage with teens...

- <u>I</u>n an environment they trust?
- With a brand they can relate to?
- Across relevant platforms?
- <u>Delivering unique and engaging</u> campaigns and content?

CALL (02) 9282 8871

