

DigiKids Participation Options

See your kid media consumer of tomorrow in their emerging emotional priorities today



2020 DigiKids
Passion Points™ Study

Option 1: Syndicated Study

1. The Future Of Kids And Teens

COVID's lasting impact on the emotional priorities of kids, teens, and parents

- Ascending Passion Points
- Which show signs of outlasting the pandemic
- Kids and parents new brand hero

2. The Future Of Kid And Teen Media

Which of these new emotional imperatives are spilling over into the kid/teen media space and will drive app:

- *Adoption*
- *Usage* and the new parent/kid dynamic
- *Satisfaction* and the emotional relevance of the top 10 kid apps

- **Parents OR Kids:** \$35K (\$35K/Cohort)
- **Parents AND Kids:** \$64K (\$32K/Cohort)

Option 2: Custom Extension

3. The Future Of Your App

Add your app or brand to quantify its performance vs. this new emotional gold-standard and how to improve it

- Your apps' new assets and edge vs. comp.
- Emotional white space no one in the category is satisfying
- Post-pandemic messaging, content, and UX territories

- **Parents OR Kids:** \$65K (\$65K/Cohort)
- **Parents AND Kids:** \$100K (\$50K/Cohort)

4. Custom Inclusions*

Add additional topic, screening requirements, or typing tools to explore:

- What makes them emotionally unique
- Topic deep-dives (e.g. post pandemic education)
- New concepts and ideas

* Pricing on request