

Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



July 16, 2020

Kid Content in a Post COVID World

Passion Points reveal a whole new set of emotional priorities from parents of young kids on the media they want their kids to consume. Kid viewing habits will follow suit.

LESS IMPORTANT

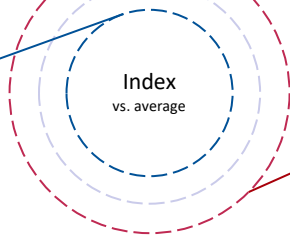


MORE IMPORTANT



My child's school and education
92

FREEDOM

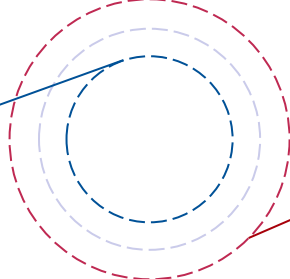


Letting my kids just be kids
123

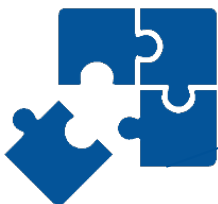


Discovering my kid's strengths and passions
85

FAMILY

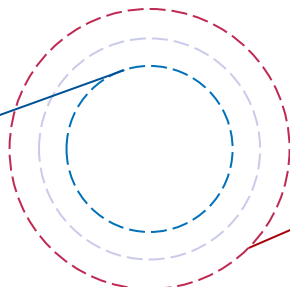


Making memories together
142



Teaching kids to solve problems
72

HOPE



Encouraging a sense of optimism
135



Are you marketing to the kid media gatekeeper in the rearview mirror, or the one around the corner?