

Passion Points Posts

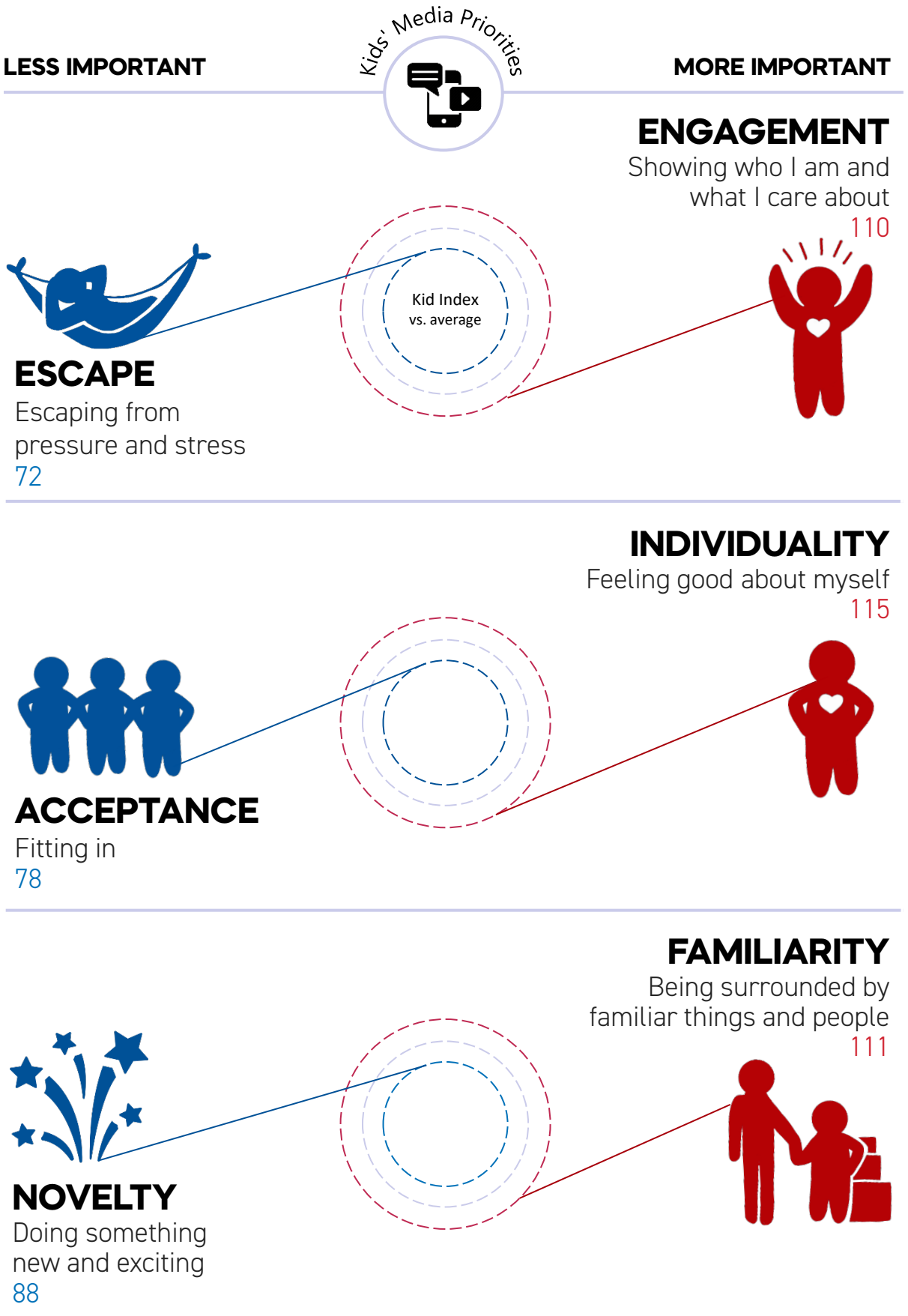
Bite-sized emotional insights for ambitious brands and media properties



July 22, 2020

Kids Have Passion Points, Too!

Our latest data suggest surprises ahead for developers and marketers of kid content. Three tried-and-true themes – escape, acceptance and novelty – appear to have fallen victim to COVID-19.



Are you developing content and communications for the kids you knew, or the ones around the next corner?