

The YTV Take Note newsletter covers the latest on kid research, trends and more. If you wish to UNSUBSCRIBE, please scroll down to the link at the bottom of this page.



September 2005

SPECIAL BACK-TO-SCHOOL FASHION ISSUE

This issue of Take Note has the scoop on hot back-to-school fashion trends, plus some kid insights from our latest survey on YTV.com.

KID RESEARCH

KIDS & FASHION

No more summer camp or sleeping in - it's time to go Back-to-School (BTS). And to celebrate that exciting time of year when kids get to see their school friends and check out what everyone is wearing, we've dedicated this issue to BTS Fashion.

Almost 4,000 girls and boys aged 6 to 15 responded to a BTS fashion survey on YTV.com that asked them about: who and what influences their fashion choices; what items they think are cool for BTS, and; what's important regarding their own personal sense of style. Below are some highlights of what they said.

Kids Are Hip Hop N' Hot

We asked kids to identify the phrase that best describes their personal motto for dressing and 'Hip Hop N' Hot' is the clear winner with 34% of girls and 31% of boys.

Personal Motto	Girls	Boys
Hip Hop N' Hot	34%	31%
Layered is Lovely	21%	6%
Pleasantly Punk	11%	14%
Uniquely Vintage	8%	7%
Old School Preppy	7%	8%
I'm a little bit Country	7%	4%
Super-Freak	6%	14%
Gotta Be Goth	5%	4%
Jocks Rock	3%	10%

Question: The phrase that best describes my personal motto for dressing is:

Vintage is Fine if it's Not Mine

Despite the popularity of vintage clothing with A-List celebrities, kids are divided on whether or not it's cool. The majority of kids do not like vintage (61% of boys & 53% of girls); while the other half (40% of

boys & 47% of girls) say they like or love vintage.

Statements about Vintage:

	<u>Girls</u>	<u>Boys</u>
Someone else's stuff? Yuck!	28%	38%
Vintage is fine if it's not mine	25%	22%
I own some vintage, but mostly new	34%	30%
I love vintage!	13%	10%

Question: The following statement about vintage / second-hand clothing best applies to me:

Sport Inspired Clothing is Cool

Sport inspired clothing, especially skateboarding, basketball and soccer, is big with kids. Tennis inspired clothing is particularly popular with girls; 18% of girls think tennis inspired clothing is cool.

Kids think that clothes influenced by these sports are cool:

<u>Sport</u>	<u>Girls</u>	<u>Boys</u>
Skateboarding	20%	24%
Basketball	16%	22%
Soccer	16%	17%
Surfing	14%	11%
Football	4%	10%
Tennis	18%	8%
Golf	3%	6%
Yoga	9%	3%

Question: I think clothes that are influenced by these sports are cool. (check all that apply).

Male & Female Celebrities with the BEST Fashion Style

What does skateboarder extraordinaire, Tony Hawk and Teen Queen, Hilary Duff have in common? Kids voted them as the #1 male and female celebrities with the best fashion style.

Top Male Celebrity Top Female Celebrity

- #1 Tony Hawk (12%) Hilary Duff (17%)
- #2 Will Smith (11%) Avril Lavigne (15%)
- #3 Eminem (9%) Fergie from the Black Eyed Peas (9%)

Question: Which male / female celebrity has the best fashion style? (pick one)

What's Cool for Back-to-School

Cell phones and iPods, oh my! We gave kids a list of 13 items and asked them which ones were cool; electronics are clearly hot fashion accessories this year.

Here's how they ranked:

- 1. Cell Phone 81% of kids said they're cool
- 2. iPod 71%
- 3. Flip Flops 36%
- 4. Low-rider jeans 33%
- 5. Retro sneakers 30%
- 6. Bell bottom jeans 26%
- 7. Preppy T-shirts 25%

- 8. Vintage/destroyed jeans 22%
- 9. Blazers 20%
- 10. Cropped jeans 18%
- 11. Bohemian & peasant skirts 16%
- 12. Wedge heels 14%
- 13. Cowboy boots 10%

Electronics Define My Personal Style

The majority of kids, 73% of boys and 65% of girls, think electronics like a cell-phone or iPod help to define their personal style.

	<u>Girls</u>	<u>Boys</u>
I strongly agree	38%	50%
Agree	27%	23%
Undecided	20%	13%
Disagree	9%	5%
I strongly disagree	6%	8%

Question: Please rank the following statement, "Electronics, like a cell-phone or iPod, help to define my personal style".

MUST- HAVE item for BTS: Boys Vs. Girls

When asked, if they could have just ONE NEW Back-To-School item, the most popular answer with boys was a 'cool pair of sneakers' (43%), and with girls, 24% said a 'great fitting pair of jeans'.

<u>One New BTS Item</u>	<u>Girls</u>	<u>Boys</u>
Cool Pair of Sneakers	18%	43%
Throwback Jersey	3%	15%
Great Fitting Pair of Jeans	24%	10%
Custom Made Tee	7%	9%
Vintage / Destroyed Jeans	8%	9%
Jean Jacket	9%	7%
Polo Style Tee	2%	4%
Mini Skirt	22%	n/a
Peasant Style Skirt	6%	n/a

Question: If I could only have ONE of these BTS items it would be a NEW: (Pick One):


Source: This information was obtained from the BTS Fashion survey on YTV.com conducted August 2005. A total of 3,921 respondents (aged 6 to 15) participated in the survey; roughly split by gender (59% girls & 41% boys).

KID TRENDS

BACK- TO - SCHOOL FASHION

Summer clothes FALLow Suit

A lot of summery clothing will make its way into the back-to-school wardrobe via layering: camis over



long sleeve tees, and miniskirts with opaque tights underneath. Cropped pants and capri's don't need to be packed away either as kids wear these summer staples with high boots. Summer dresses may continue to be worn, but with a cardigan or long sleeve shirt underneath. The full length prairie (boho) skirt will be paired with cowboy boots. And Bermuda shorts will continue to be worn, but for fall we call them "knickers" and pair them with tights.

Yee Haw

The western comeback has been simmering for a while, but thanks to Jessica Simpson and the Dukes of Hazzard movie, the style is picking up speed: The cowboy boot is officially back and vests and plaid shirts are the next cowgirl items to go hog wild.

Head Strong

Hats are topping off every look this season-whether you fancy yourself a skater, prep or a classic dresser. Some popular headgear includes cowboy and newsboy hats, fedoras and berets. For those who like to show some hair, headbands make an outfit look pretty and pulled together.

Accessories

Gone are the days when all you needed for school were some pens and paper. Kids back-to-school must-have supplies now include techie gadgets-especially cellphones. Thanks to special handsets and family plans that make it more affordable, parents are finally biting-and teachers will be none too happy when the ringtones go off in class.

Since fashion and cell phones go hand in hand it's rather fitting that Baby Phat has released a pink, diamond-encrusted cell phone-it's a pricey tween girl favourite. Then there's the cute little Firefly. With its five buttons and safety controls this phone is clearly aimed at kids -- and their parents.

Other gadgets and gizmos that classify as must-have supplies include electronic organizers, MP3 players and even handheld gaming devices-especially where "keeping up with the Jones" is concerned.

Options for Eyecolour

One-day Colour contact lenses allow kids to change their eye colour to match their outfit. We've known that tweens have been into custom contacts since their introduction, but never have they been so accessible and easy to use.

Harajuku Girls

Tokyo street style has been gaining in mainstream popularity ever since Gwen Stefani introduced her Harajuku Girls-that "imaginary" gaggle of cute Japanese girls who appear in her latest music videos and accompany her to almost every public appearance. Harajuku is a fashion district in Japan where trendsters dress in a very flashy, offbeat style. Think Hello Kitty accessories, wild hair styles and bright, mismatched clothing. The Harajuku look has taken hold in many a magazine spread and some of the funkier kids in class have adapted it as their own.

Vintage

The vintage look is so popular now even magazines like Seventeen feature a Vintage 101 section to give the lowdown on how to shop for this style.

Vintage offers appeal for those in search of a unique look, not to mention the thrill of the find and the fact that vintage shopping, if done right, is often cheap. Second-hand shopping is also one sure way to ensure that no one else will be wearing the same off-the-rack item.

Those turned off by the thought of someone else's old clothes are in luck! There's a vintage look in almost every fashion line-broken-in tees, ripped jeans and the constant borrowing of styles from yesteryear.

Clashin' For Fashion - A Summary

Today's fashion appears to be a combination of many looks. Mixing and matching items, eras, fabrics and styles to come up with a look that is at times shocking and always unique dominates almost every magazine spread. Think sporty track pants with a flowered blouse, or a plaid cowboy shirt with a frilly skirt. However, this aspirational styling is something that most kids would never dare to don. Doing so might lead to alienation as most kids are still ruled by the "are people going to laugh at me?" concern. The reality is that most of them are buying off the rack at the same stores as everyone else in town. However, with the help of young fashion influencers (the bigger risk-takers who are more receptive to trends) and with so many celebrities donning this funky mix 'n' match style, it's just a matter of time before it's the look du rigor.

Things You Won't See on the Playground

Out for fall 2005: ponchos, Ugg boots, and low-rise flared jeans

Furby Fahion?

Many kids will be trying to find a reason why a new fangled Furby needs to top the back-to-school list. Popular in the 90s, his reintroduction includes many upgrades like different fur combinations and the ability to express emotion. Furby might also be more accepted in the classroom as he is now equipped with an off switch, so teacher interruptions are a thing of the past. But the main reason he might make it into the shopping basket: "every kid will have one" and few parents need more reason than that!

DISCLAIMER: The trends the YTV Trend Huntaz comment on come from the buzz on the street, mall, Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff.

NEWS FROM SALES & CO-MARKETING

NEW IN OCTOBER

Thanksgiving

What's better than seconds of Thanksgiving turkey? Well, that would be **YTV's Classic Thanksgiving Day Specials** starting at 11am on October 10th! YTV has put together a great line up of specials that will give our viewers a real reason to leave the table early, including:

- **Alvin & The Chipmunks - A Chipmunk Celebration**
- **Rugrats Thanksgiving**
- **A Charlie Brown Thanksgiving**
- **Garfield's Thanksgiving**
- **Care Bears - Gram Bear's Thanksgiving**



YTV Celebrates Halloween

It's that time of year again - no not Christmas or Labour Day. It's Halloween! And this year YTV has pulled out all the scary stops. Halloween starts off early with the premiere of our new game show/reality series **GHOST TRACKERS!** Beginning Thursday October 6th at 7pm, viewers can watch as kids compete and test their mettle exploring haunted places.

But the really scary stuff starts October 11th with 4 BRAND NEW Halloween specials starring your favourite YTV stars! As well as repeats of Halloween Favourites Charlie Brown, The Flintstones, along with SpongeBob, Jimmy Neutron, Garfield and much more.

Our new spooky specials include:

- **Danny Phantom in 'Fright Night'**
- **Hi Hi Puffy Ami Yumi in 'Talent Suckers'**
- **Being Ian in 'Scream Because I Know What You Did To That Psycho Last Summer'**
- **Jacob Two Two in 'Jacob Two Two & The Halloween Hullabaloo'**



For details about these special packages which also include fright movies plus the family classic, *The Wizard of Oz*, contact your Account Manager or visit ytvmedia.com

Treehouse TV Celebrates Dress Up Week

For our special Pre-school viewers, Treehouse will be airing Halloween themed programming during Dress Up Week - a 5 day long event, Thursday, Oct 27th to Monday, October 31st. Allow us to customize a sponsorship or promotional program for you.

For sponsorship & promotional opportunities on Treehouse TV, contact your friendly Account Manager or visit ytvmedia.com.

A BIG OPPORTUNITY THAT DOESN'T COME AROUND OFTEN

This November, we have a prime, pre-holiday season promotional window available in The Zone, which is as rare as a kid who's never heard of *SpongeBob SquarePants*!

The Zone, hosted by Sugar & Carlos, is Canada's #1 afterschool hosted daypart with YTV's top kid shows including: *SpongeBob SquarePants*, *Fairly OddParents*, *Danny Phantom* and more.

Integrate your brand's product, movie, video game or service into The Zone this November using branded content, entertaining vignettes, or relevant product reviews. There are oh so many options. Drive additional awareness with a deep micro-site on YTV.com.

The holidays are coming fast so don't delay!

Reach kids at this critical time of year. Contact your Account Manager or visit ytvmedia.com for more info

HO-HO-HOLIDAYS

This December, YTV will run a fantastic line-up of fun and entertaining holiday themed programming. Always popular among our core kid and family viewers, we've got non-stop holiday specials on the calendar beginning November 28th.



For info on numerous large and small holiday sponsorship packages contact your Account Manager or visit ytvmedia.com.

'The 10' IS BACK FOR THE HOLIDAYS!

We did it for Back-to-School and now, The 10 is back by popular demand. In honour of the 2005

Holiday Season, YTV will compile a list of the top 10 must have items for kids during the holidays.

Get YOUR product on this top 10 list. To be a part of this exclusive opportunity contact your Account Manager or visit ytvmedia.com for more info.

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers.

[YTV Take Note Feedback](#)

next newsletter

Watch out in October for the next issue of Take Note for more findings from YTV.



Contact Info



SALES (Chris Arthur) Carthur@Corusent.com



MARKETING (Tracy Heikel) Tracy.Heikel@Corusent.com



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