

PARENT ● ● ● PULSE REPORT

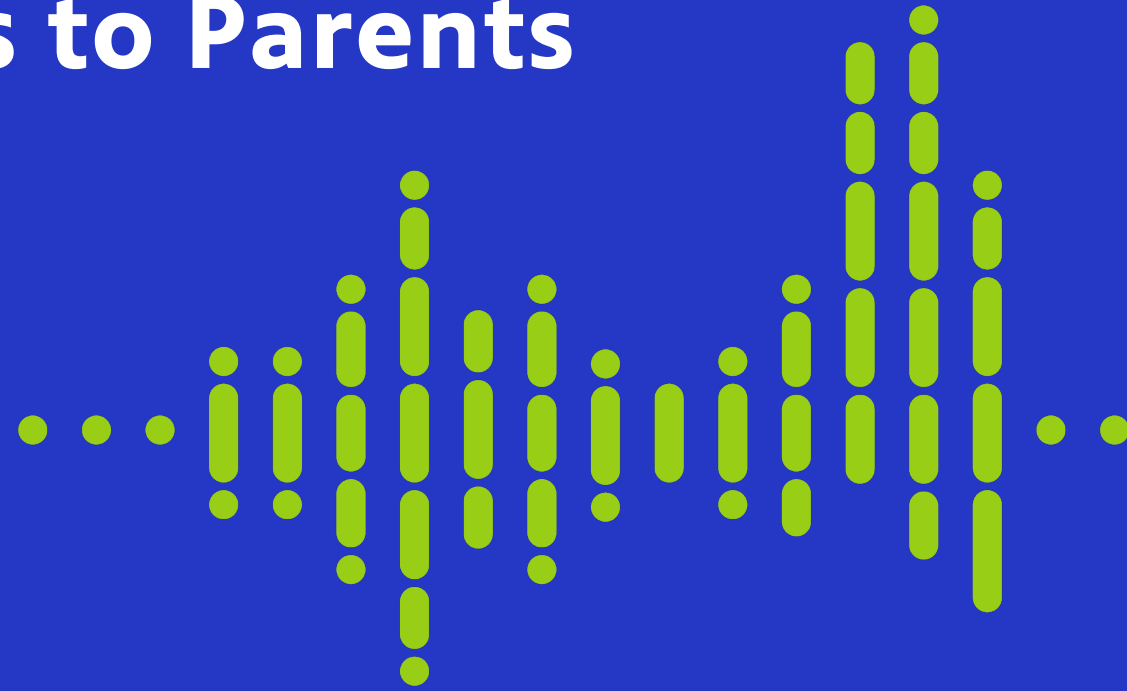
The Latest Trends in
Parent-Approved Marketing



From Insight to Impact: Marketing That Appeals to Parents

Introducing **“The Parent Pulse Report,”** a detailed guide crafted by the PBS KIDS sponsorship team. We've got our finger on the pulse of parental sentiment toward brand messaging, unraveling how they interact with, feel about, and respond to marketing messages today.

Here, we delve into key trends that are reshaping how parents perceive and engage with brands. From the conscientious monitoring of their children's viewing habits to their high standards for brand content, this report paints a vivid picture of today's insightful and discerning parental audience.



What do brands need to know to effectively engage parents today?

Trend 01

Parents **care deeply about the content** their kids watch.

Understand the importance parents place on the content their children consume and what this means for your brands' placements.

Trend 02

Parents **care about the environment** in which brand messages are served in kids' **content**.

Discover why the environment in which your messages are served can make or break parents' trust, and where you can most effectively spend your marketing dollars.

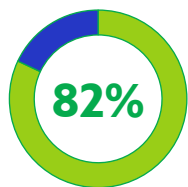
Trend 03

Parents **care about the types of brand messages** their kids are exposed to.

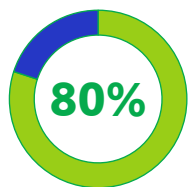
Learn how the style and tone of your brand's message is critical in winning the hearts (and approval) of parents nationwide.

Trend 01

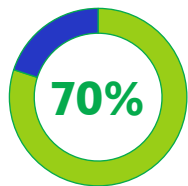
Parents care deeply about the type of content their kids are consuming.



of adults with kids under the age of 12 say **“I am aware of all the programs my children watch on television”**



of adults with kids under the age of 12 say **“The content my children watch on television and online plays a role in their development.”**



of parents say **“I am concerned about my children being on the Internet unsupervised”**

What does this mean for brands? **The content your brand aligns with matters.**

Engaged parents pay attention to the brands featured alongside their children's content, and favor those linked to programming that positively impacts their child's development. Brands that support educational and enriching programming can gain approval from parents, and subsequently, their business.

Conversely, aligning with low-quality or negative content can damage brand reputation and diminish consumer trust. **Thoughtful brand message placement is key to building a positive image with parents and increasing their engagement with your brand.**

PBS KIDS can help

PBS Prioritizes **Education** in its Programming

Brands can rest assured that PBS KIDS shows are high-quality, educational, and most importantly, **trusted by parents**. PBS KIDS was created to fill a void in children's programming with a mission to spark curiosity and learning for all children.

Each PBS KIDS series is centered around a specific educational goal – ranging from social-emotional development and critical thinking to literacy and STEM. Through entertaining and engaging content, PBS KIDS is committed to enhancing educational outcomes nationwide, making it the **top-ranked network for children's educational programming by parents**.

Parents trust and choose PBS KIDS for their family.

86%

of parents say **"PBS KIDS is the leader in quality children's programming"**

85%

of parents say **"I prefer that my child watch PBS KIDS as opposed to commercial children's networks or streaming services"**



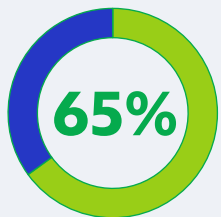
The positive attitude that parents have toward PBS KIDS content extends to brands who sponsor PBS KIDS content.

88%

of parents say: **"I am grateful to the sponsors on PBS for helping to make the programs possible"**

Trend 02

Parents care about **the environment in which brand messages are served in kids' content.**



of adults with kids under the age of 12 say **“I am concerned about the amount of advertising directed at my children”**



What does this mean for brands?

Brands need to consider the unease parents have regarding the sheer volume of advertising directed at children. As such, parents are seeking safer media environments for their kids that prioritize children’s development and well-being over trivial or unsubstantial content.

Brands can serve this need by **putting more marketing dollars into platforms that put limits on the number of spots served during children's content.**



PBS KIDS can help

80%

of parents say, **“I appreciate the limited number of sponsor message breaks on PBS KIDS.”**



As a result...

82%

of parents say, **“I trust the sponsors on PBS KIDS more than advertisers on commercial children's networks or streaming services.”**

Parents appreciate PBS KIDS' limited spots

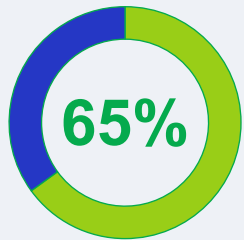
PBS KIDS allow a maximum of three :15 sponsor spots at the beginning of each broadcast program and two :15 sponsor spots at the start of each streaming program, with no-interruptions during the program.

This approach is appreciated by parents co-viewing with their children – and benefits brands. Parents' appreciation for PBS KIDS transfers into appreciation for our sponsor's products and services, which sends more business their way.

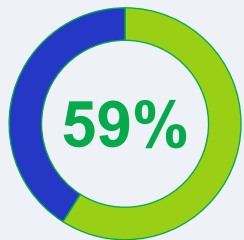
PBS KIDS' uncluttered environment, and category-exclusivity guarantee for sponsors, means your brand stands out.

Trend 03

Parents **care about the types of brand messages** their kids are **exposed to**.



of adults with kids under the age of 12 say **“I have a negative opinion of companies that try to hard-sell their products to my children in their advertisements”**



of parents say, **“I am concerned about the content of the advertisements my child views on commercial kids tv networks.”**

What does this mean for brands?

Parents don't want to see products advertised to their kids in a sensational way and may develop a negative perception of brands who do.

As a result, brands looking to promote their products or services should **craft their messaging to be non-promotional, and directed at parents, not the child.**



PBS KIDS can help

83%

of parents say: **“I respect the sponsors on PBS KIDS for not hard-selling toys in their spots”**

75%

of PBS viewers say, **“sponsor messages on PBS are different & better than advertisements on commercial television.”**



As a result...

69%

of parents say: **“I am more likely to buy a product for my child if I hear about it from a sponsor on PBS KIDS”**

Parents prefer the brand messages on PBS KIDS

Spots on PBS KIDS have proven to be more effective in driving purchase consideration. Why? As a public media entity, the rules on PBS KIDS differ from noisy commercial networks. PBS KIDS' brand messages are crafted to be non-promotional and must be targeted to adult decision makers — not kids. This approach works!

Audiences say they prefer the tone of brand messages they see on PBS KIDS and perceive spots on PBS KIDS to be different and better than the commercials they see on other networks.

The dedicated creative clearance team at PBS KIDS helps sponsors tailor their spot to be PBS-ready so, your brand can reap the benefits of PBS KIDS' unique brand voice.

THANKS FOR READING

To truly connect with today's parents, brands' marketing must respect and reflect their values. Our findings reveal brands should:

- **Align with Educational Values**
- **Choose Responsible Media Environments**
- **Adopt a Thoughtful Messaging Approach**

The Payoff

Such strategic positioning not only garners parental trust and business, but solidifies your brand as a socially responsible player in the market.

Your Next Steps

To benefit from PBS KIDS' unique environment and content, reach out to our **PBS Corporate Sponsorship Team** for information on our corporate sponsorship packages.



Email: **SGPTV@wgbh.org**



Phone: **(800) 886-9364**