

MEDIA KIT

We are KI - Kids & Family Experts...

And we're the only company of our kind on the planet. We create meaningful connections between families and brands to make businesses even stronger.



www.kidsindustries.com/showreel



OUR SERVICES



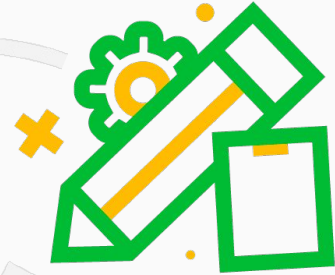
INSIGHT

Qualitative and quantitative research delivered as actionable insights



STRATEGY

Clear, concise solutions for the unique challenges of the Family market



CREATIVE

Creative executions underpinned by insight and delivered across any media or channel

WE FIND THE ANSWERS TO THE KNOTTIEST PROBLEMS IN THE FAMILY MARKET. AND THEN WE EXECUTE AGAINST THEM.

PARTNERS WE PROUDLY WORK WITH

We're lucky to work with some of the brightest and boldest brands in the family market – from Entertainment and FMCG to Hospitality and Gaming.



OUR ACHIEVEMENTS



OUR EXTENDED FAMILY & EUROPEAN NETWORK



- A robust network of European partner agencies
- Each is the leading family marketing specialist in their home market
- 120 years of family marketing expertise
- A combined team of over 100 dedicated experts
- Capability to activate any project, from influencer marketing and app development, through to quantitative research and product innovation anywhere in Europe



More information: www.the-league.eu



COVERAGE HIGHLIGHTS



PREVIOUS SPEAKER OPPORTUNITIES



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FANDOM M

Developed after extensive research and dialogue with over 30,000 individuals, the KI Fandom Model delivers a deep understanding of what constitutes a 'real fan'. It shows how brands can effectively leverage fandom to drive growth through three dimensions of fandom: Interaction Moments, Self-Definition & Social Amplification.

The Fandom Model is specifically designed to decode the intricate factors shaping fandom in young people, teens and adults and KI provides a range of tailor-made solutions to meet the diverse needs of brand teams - from upskilling and creating shared thinking to large scale, bespoke studies.



More information: www.kidsindustries.com/fandom



SOCIAL MEDIA & NEWSLETTER



Website: www.kidsindustries.com

Newsletter: www.kidsindustries.com/ki-talks-signup

LinkedIn: www.linkedin.com/company/973885/ | Kids Industries

Instagram: www.instagram.com/kidsindustries | @kidsindustries

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