

Tuning into the i-generation

Contributed by Camargue
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How Do We Keep Up With a Moving Target?

Date:Â Â Â Â Â Thursday 29 January 2009

Time:Â Â Â Â Â 8.30am - 5.30pm

Venue:Â Â Â Â Â Sadlerâ€™s Wells, London EC1R 4TN

Youth culture is evolving faster than ever.Â To engage effectively with the young people of today, we all need to learn how to speak their language.

The childrenâ€™s market has always been a complex segment to target and the emergence of new media technologies is making it even more difficult to engage with this group.Â Where simple print and TV advertising used to be sufficient, marketers now need to dig deeper to be sure of understanding how children communicate with brands.

On Thursday 29 January, Research Conferences is holding a one-day event aimed at giving professionals across the marketing and advertising spectrum insight into todayâ€™s young consumers.

The conference features some of the UKâ€™s best known childrenâ€™s broadcasters, including the BBC, Disney and Channel who will discuss how children are consuming media, how they are influenced and why they stay loyal to a brand.Â They will be joined by industry experts from Unilever, Google and Ofcom who will focus on how the internet is transforming learning and how to develop innovative products that resonate with children.

The event will show delegates how to create relevancy for children â€“ whether it be through advertising, research or new product development.Â Â If youâ€™d like to join us on the day, please contact Emily Luscombe or Maja Rode at Camargue on 0207 636 7366.Â Â Please also highlight this event to your readers, who can get further details at <http://research-live.com/conferences>.