

Word of Mouth - `Mini Trinnys`

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According to TGI's 2004 Compose survey, over 70% of respondents trusted personal recommendation, compared to 40% who trusted television advertising. An interesting development on the newly released Youth TGI survey is the new "Influencers" measurement which allows marketers to understand how to communicate with kids who provide such personal recommendation to their peers and to assess what media influences them. With reference to 11-14-year-old boys and girls, the new data shows that almost 70% of girls are asked for advice about fashion compared to just over 40% of boys. Among those who ask 11-14 girls for fashion advice, over 50% of them are school friends and over a quarter are their mums!

When examining the attitudes of these "Mini Trinnys [and Susannahs]", it is obvious that they are extremely confident in themselves. They are more likely than the average 11-14-year-old girl, to consider themselves stylish and also "more trendy than [their] friends." They know what they want and aspire to be mature. This is demonstrated through their increased likelihood to be interested in fashion and other "adult" issues. In terms of what they consider to be "really important things in life," they are more likely than the average 11-14-year-old girl to consider political activities, physical beauty, and having an independent job as being really important.

With these "Mini Trinnys" giving fashion advice to their family and friends, it is of little surprise that the group are more likely to have high levels of buying independence themselves. It is behaviour such as this that underpins their higher propensity to be in the top Purchase Responsibility Quintile. This segmentation demonstrates the extent to which a child has independence in making their own purchasing decisions. As such they are 35% more likely than average to go clothes shopping once a week and have a greater likelihood to shop with their friends and not with their parents. They are also more likely than average to have shopped at retailers such as French Connection, Warehouse and Top Shop as well as being more likely to have bought Gucci, Dolce and Gabbana and Yves St. Laurent clothes in the last six months. Not only does the group have influence over others, but they also have higher levels of purchase independence indicated through the brands they buy.

In terms of the group's media consumption, "Mini Trinnys" are more likely than average to agree that they are influenced by media and be heavy consumers of TV, cinema, internet, and magazines. Within the magazines sector, they are more likely than the average 11-14-year-old girl to buy a magazine every week and read titles such as Bliss and Shout. When looking at television, they are 16% more likely to watch more than seven hours of TV on a weekday and to have a greater likelihood to like "glamour" programmes such as The OC, Hollyoaks and Popworld. Interestingly, they are also more likely to agree with statements such as "I learn a lot from TV."

With reference to internet consumption, their confident attitudinal profile is apparent in that they have a greater likelihood to shop online, in fact 34% more likely. In terms of internet communication, over a third use an instant messenger service, and almost 60% use email. Such information can be extremely useful to an advertiser as it highlights one way in which the group communicates with their family and friends. Examination of other means of communication, particular mobile phones, shows that they are more likely to regularly call and text than the average 11-14-year-old girl. "Mini Trinnys" are 37% more likely to make more than 25 calls on every week and 24% more likely to text more than 25 times a week.

The ability for an advertiser to gain insight into "influencers" allows for improved targeting which can spread the popularity of a brand most effectively via word of mouth and be an extremely efficient means of communication.

As Compose tells us, people are more likely to trust what their friends and family tells them over a banner ad or a 30 second TV advert.