

# Fandoms & Passion Points:

Revolutionising the  
digital advertising  
market for kids &  
families



How to build lasting connections  
with Gen Alpha & Gen Z audiences

# ***SUPER AWESOME***

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SuperAwesome





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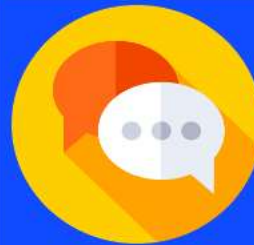
Kids and teens are an extremely **important yet elusive** audience.

These kids are incredibly dynamic, navigating **a hyper fragmented media landscape**, and immersed in culture that is moving faster than ever before. **Simply knowing where they are is no longer enough.**

Brands must **connect**  
**with younger audiences**  
**authentically** if they are  
to maximize the impact  
of their advertising



Show up in  
their spaces



Speak their  
language



Connect on a  
personal level

# Research & insight that drives impact



**Meta Story**



**International  
Survey**



**Audience  
Segmentation**



**AWESOME  
INTELLIGENCE**

**Awesome  
Intelligence**



# Key Pillars of Exploration



**Mapping**



**Defining  
Connections**



**Leveraging**

**1.**

**Knowing where kids are  
& what they consume  
is not enough**





## In action: passion journey

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9 yo boys

### Boy, 9 years

Passion: Social media & YouTube

6+ platforms used daily



Social Media  
Comedy, action, thriller

On demand:



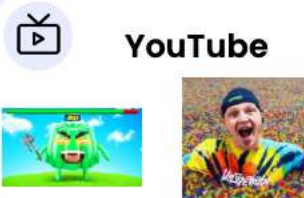
PC gaming



### Boy, 9 years

Passion: Tech & gaming

6+ platforms used daily



PC gaming



9 yo girls

### Girl, 9 years

Passion: Sports & physical activities

10+ platforms used daily



YouTube  
DIY & Crafting, educational, life hacks

On demand:



Video games



### Girl, 9 years

Passion: Education & learning

1+ platforms used daily



Video games



Mobile gaming





**But...**

**Children's development means that age and stage needs to be accounted for**

When it comes to reaching kids we can't abandon demographics completely, especially when it comes to age. Because kids are much **more dynamic** than their older counterparts, some of what they like naturally changes and evolves over time.

Knowing **how** and **when** to tap into their different passions and fandoms is key in leveraging these correctly.

## Piaget's Stages Of Cognitive Development

Sensorimotor	Preoperational	Concrete Operational	Formal Operational
Birth - 2 Years	2 - 7 Years	7-12 years	12 Years Onwards
Understands the world through senses and actions	Understands the world through language and mental images	Understands the world through logical thinking and categories	Understands the world through hypothetical thinking and scientific reasoning

## Gender

Gender plays a lower role across many passions. Only 2 of our seed audiences show a gender bias

**2.**

Passions and Fandoms  
enable deeper connections  
with young audiences





# Connecting with **Passions** and **Fandoms** has huge potential to increase resonance and loyalty

**74%**

Feel more positive  
about brands that  
share their Passions

**71%**

Feel more positive  
about brands that  
collaborate with  
someone or  
something they are  
fan of

**72%**

Feel more  
positive about  
brands that  
have the same  
values as them.

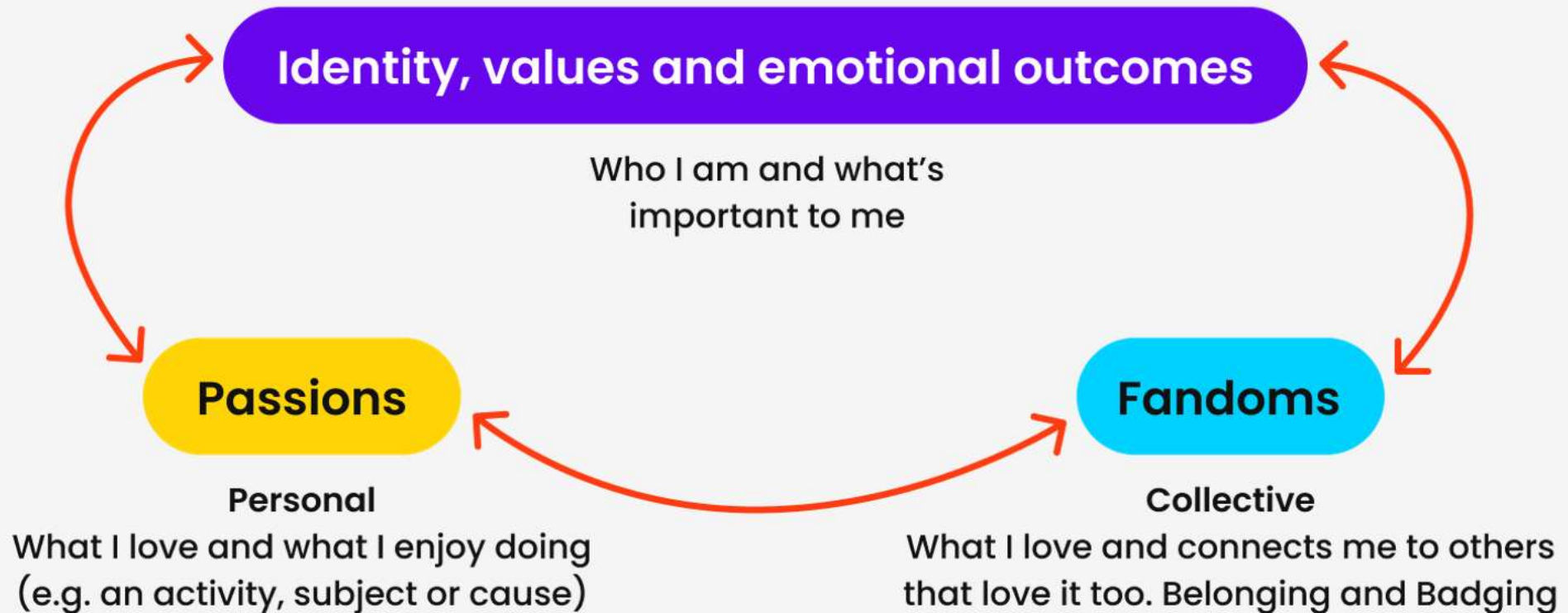
**3.**

**Fandoms and passions  
create **deep resonance**  
with young audiences**





# The Interplay Between Identities, Passions, and Fandoms Is Undeniable



**4.**

**However, passions  
and fandoms are not  
one and the same**





# Passions and fandoms share some important similarities, united by

1. Deep Interest

2. Emotional Engagement

3. Commitment

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**3 in 5**

kids engage with their **passion** daily

**56%**

kids engage with their **fandom** daily

# But at their core come from a different place of motivation



## Emotional Outcomes of Passions and Fandoms

Passions are about *personal participation* around deep interests

### TOP VALUES – PASSION

Fun	Creativity	Curiosity
Determination	Resilience / Respect	

Passions	Fandoms
1. Relaxation	1. <b>Creativity</b>
2. <b>Self-confidence</b>	2. Relaxation
3. <b>Improved wellbeing</b>	3. Reduced boredom
4. Reduced boredom	4. <b>Self-confidence</b>
5. Creativity	5. <b>Feeling connected to others</b>
6. Reduced stress	6. Reduced stress
7. Making new friends	7. <b>Teamwork</b>
8. Feeling connected to others	8. Making new friends
9. <b>Independence</b>	9. Improved wellbeing
10. Self-expression	10. Self-expression

Fandoms are *about consumption* around deep interests and connection within its invested community.

### TOP VALUES – FANDOM

Fun	Creativity	Teamwork
Friendship / Curiosity	Courage	



# And that results in different engagement

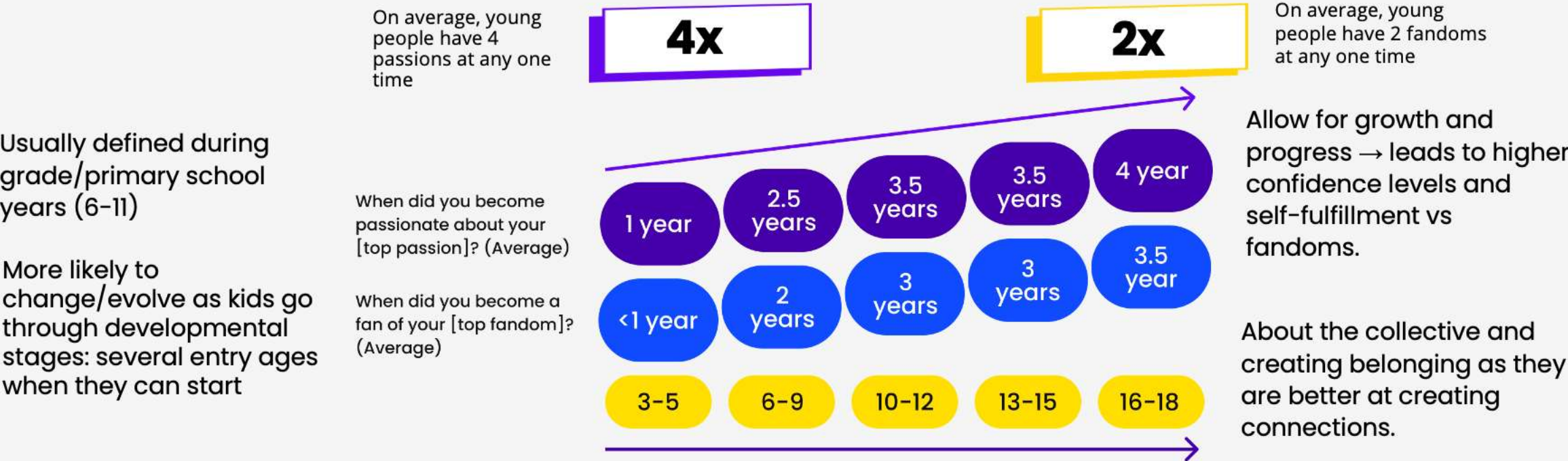
How young people engage with their passions and fandoms varies and while the social aspect of both is evident, fandoms are predominantly content led.

## Engaging with Passions & Fandoms

Passion Points	Fandoms
Talk to friends – 43%	Watch videos or related shows – 47%
Watch videos or shows related to it – 43%	Talk to friends – 40%
Talk to family – 42%	Talk to family – 38%
Play games or use related apps – 25%	Follow related social media – 23%
General internet browsing – 23%	<b>Play games or use related apps/buy merch (tie) – 22%</b>

Source: SuperAwesome Fandom and Passion Study, Q. P14 In which, if any, of the below ways do you engage with your passion for [TOP PASSION]?; F14 In which, if any, of the below ways do you engage as a fan of [TOP FANDOM]?, Kids 3-18, Germany, UK, USA, 2024. Base: N=3750

# While both passions and fandoms endure and deepen as kids age, fandoms are acquired and shed more frequently than passions



Source: SuperAwesome Fandom and Passion Study, Q.F5. When would you say you became a fan of [TOP FANDOM]; P5. We're also interested to know how long you've been passionate about [TOP PASSION], Kids 3-18, Germany, UK, USA, 2024. Base: N=3750



# Fandoms are highly engaged



## Purchases related to the Top 3 Types of Fandoms

Video Game IPs	Creators on Social & Streaming Platforms	Movies & TV Show IPs
In-game purchases 53%	Digital subscriptions 24%	Digital subscriptions 15%
Digital subscriptions 20%	Music & audio 19%	Gifts & souvenirs 22%
Gadgets & tech accessories 15%	Books & reading materials 14%	Books & reading materials 25%
Books & reading materials 13%	Gifts & souvenirs 16%	Music & audio 14%
Gifts & souvenirs 11%	In-game purchases 13%	In-game purchases 14%



Badging is an important expression of a fandom and is a pivotal way to engage with both brands and fandoms

89%

say they're connected to a fandom

55%

rated a 9 or 10 on how big a part their top fandom plays in their life

Source: SuperAwesome Fandom and Passion Study, F1. What fandoms would you say you were connected to? F7. On a scale of 1-10, how big a part does being a fan of [TOP FANDOM] play in your life?, Kids 3-18, US/UK/DE, 2024. Base: N=3,750

# So, what's more important – the passion or the fandom?

1.

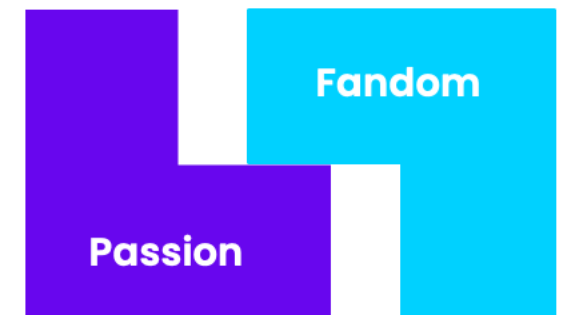
Passions shape brand perceptions and contribute to a child's sense of self  
Align with these passions to tap into identity to create a stronger connection.

2.

Fandoms elevate this relationship by adding a social dimension. They allow kids to connect with others who share their interests. This belonging further strengthens the bond between kids and brands

3.

Leveraging both passion and fandom has the power to amplify the benefits of both for maximum impact.





# 4 steps to creating more meaningful relationships for greater resonance and loyalty



**01.**

**Know your audience deeply**, understand values, identify their passions and fandoms



**02.**

**Authentically align with their values** and reinforce positive emotional outcomes with your brand interactions



**03.**

**Embrace passions:** Connect with passions by creating engaging content and experiences. This could involve special events, limited edition products



**04.**

**Leverage the power of fandoms to extend reach and engagement**

Partnering with influencers or creators popular within the fandom. Look at collaborations, launch co-branded products, cross-promotions, or themed events  
Offer exclusive experiences and merchandise

## Fandoms and Passions in action

In action how brands are leveraging passions, fandoms and values

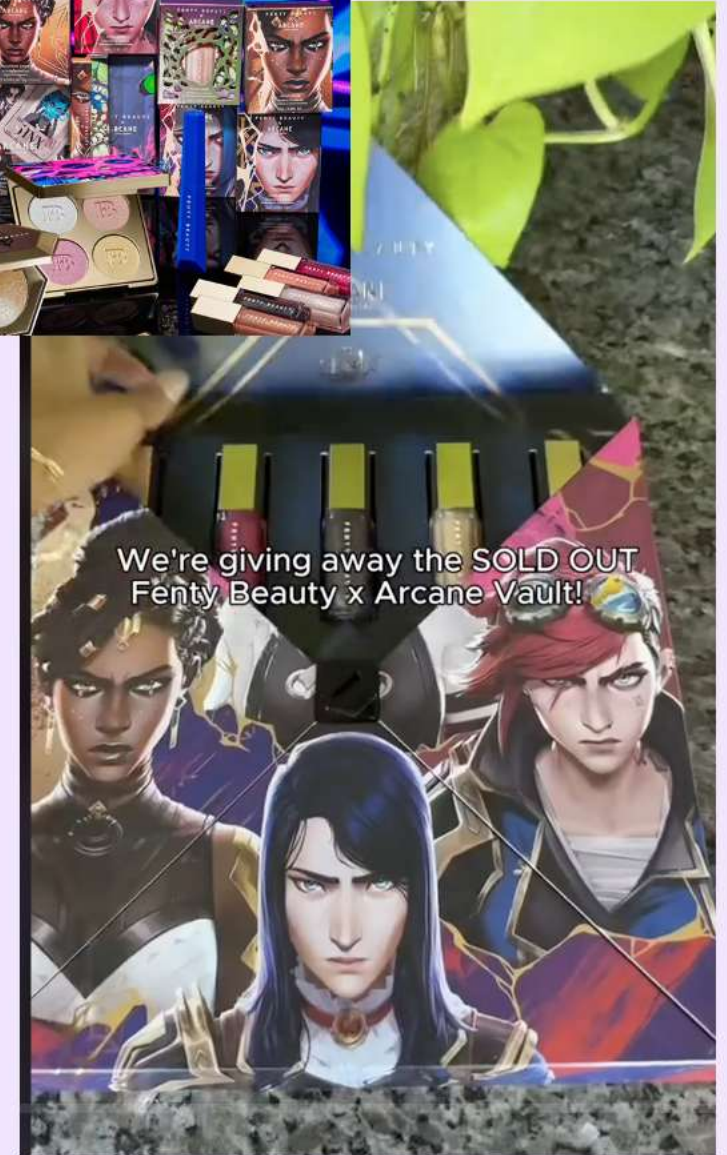
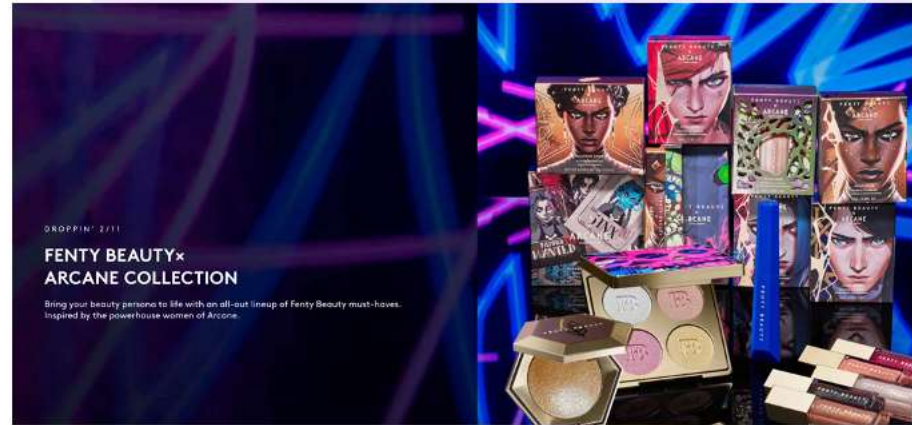
### ***Gaming, entertainment & music passion x fandom***

#### **Arcane**

The Arcane fandom leverages multiple passions, from gaming to music to animation to TV content. Colliding in a melting pot of content that unites fans across media through multilayered passions and fandoms. (Imagine Dragon x Arcane for example).

Hotly anticipated 3 episode drops fueled the fandom with plenty of collaborations to tap into from Fenty to Uniqlo and Burger King. Fashion and Beauty influencers were happy to talk about two of their passions in one.

**Leverage multiple passions to broaden reach, use collaborations to extend the audience.**





## Fandoms and Passions in action



### campaign

LATEST + CREATIVE WORK + TOP BRANDS & AGENCIES + EXPERIENCES + THE KNOWLEDGE + EVENTS + JOBS + Q

TRENDING: FEATURES & ANALYSIS THE A LIST SCHOOL REPORTS MARKET REPORTS PODCASTS

### McDonald's knows it should be thinking 'fans', not 'customers' – and I'm lovin' it

Playing on the brand's own fandom by connecting it to others is the pinnacle of

by Matt Michalik



In action: how brands are leveraging passions, fandoms and values

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## Food and drink passion x fandom

### McDonald's

Is it a fandom or a passion? It's polarising but to die hard McDonald's loyalists, it's a fandom, based on content, formed with the first taste of a Happy Meal, converted to a guilty pleasure.

McDonald's has also mastered the art of collaborating with other fandoms to leverage and maximise appeal with ties to content via Happy Meal gifts, special edition meals and collectibles/merch. The have created a brand community that has become a passionate fandom.

# We've entered a new era of fragmented fandoms

Finding your exact tribe has never been easier, but for brands this means IP needs to work harder to cut through.

# 74%

named a fandom not referenced by a single other person in the survey



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 **Giraffe**  
Insights

# What did we do with all of this?



# The segmentation has been embedded into our new tech, the Awesome Intelligence Tool as seed audiences.

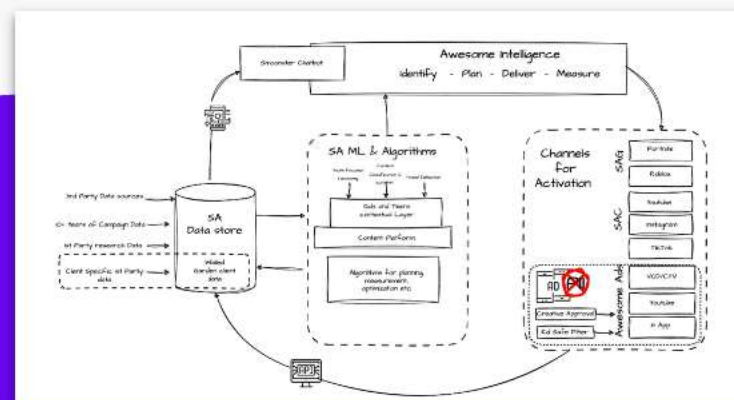


		Gamers	Pop-Culturists	Classics	Creatives	Players	Hobbyists
3X Audience Subgroups	3-9	Curious Gamers	Imaginative Pop-Culturists	Caring Classics	Playful Creatives	Junior Players	Crafty Hobbyists
	10-12	Socially Connected Gamers	Insightful Pop-Culturists	Empathetic Classics	Connected Creatives	Amateur Players	IRL Hobbyists
	13-18	Advanced Gamers	Experimental Pop-Culturists	Conscious Classics	Trendsetting Creatives	Pro-Players	Eclectic Hobbyists

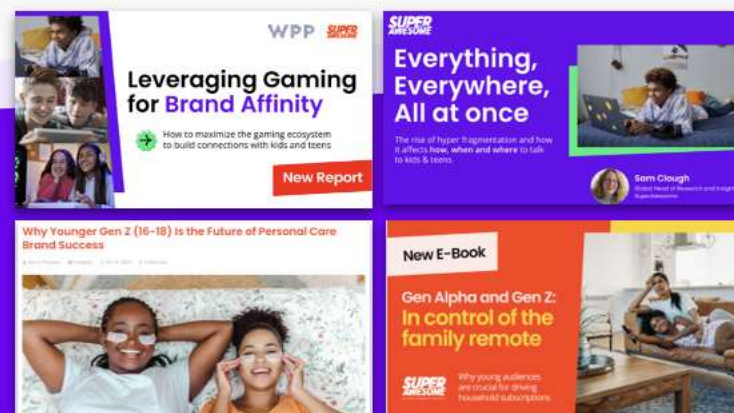




# AWESOME INTELLIGENCE



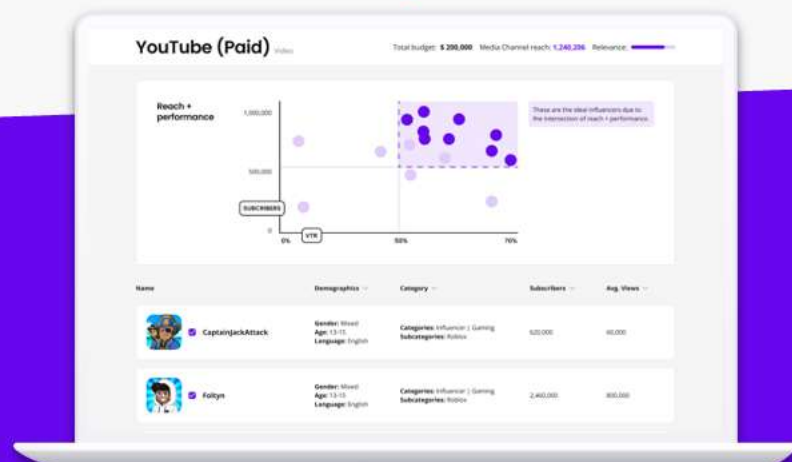
Tech developed to be extensible to move at the speed of kids



Scaled, safe data from SA and our trusted partners

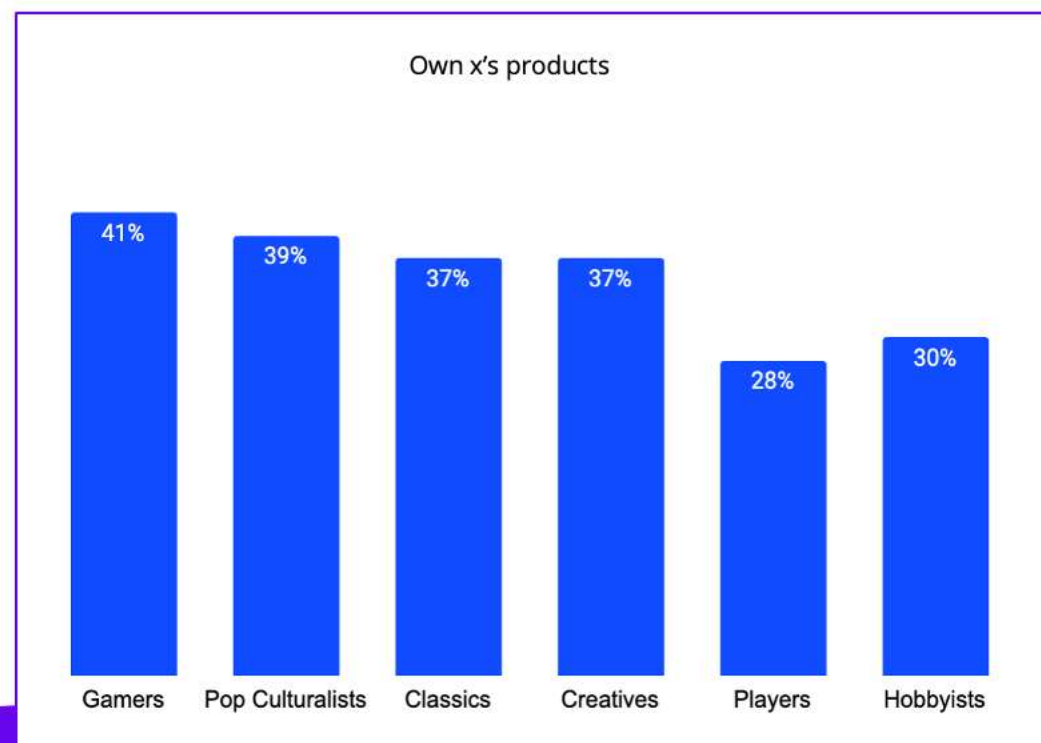
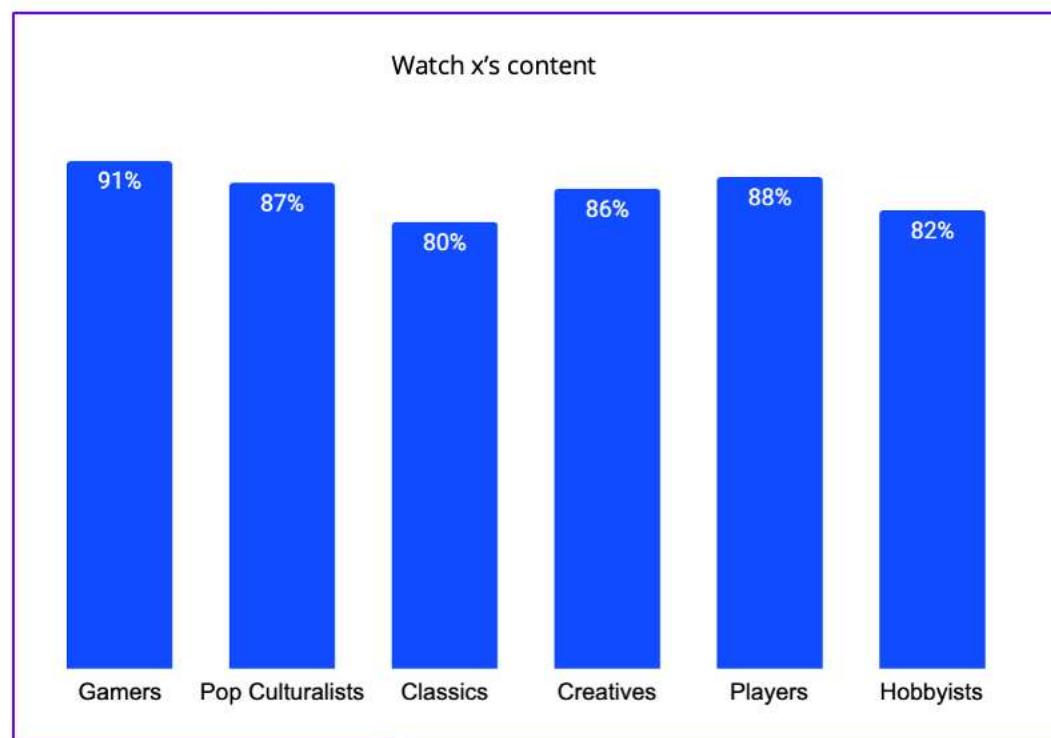


Culminates in rich, safe experiences for kids & teens



Activations in any one environment are more effective because of our combined data gleaned from every platform

## Identify the best audience for your IP based on campaign goals.

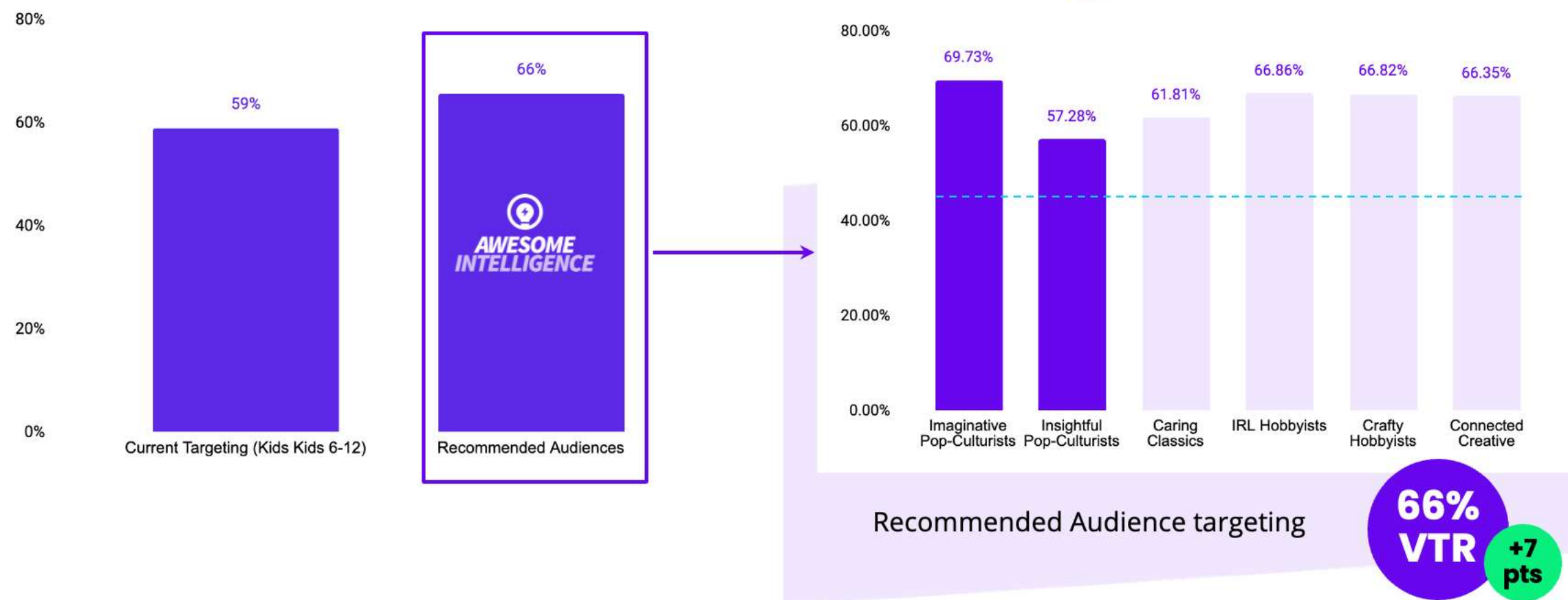




# An increasingly targeted approach



## Campaign efficacy



Source: SuperAwesome Early Testing Campaign Data

# What next?

- We will continue to add data into the tool, not limited to campaign performance data
- We are keeping the segmentation dynamic (e.g. embedding the typing tool in our trackers)
- Delving deep to understand our audiences even more



# Download **The Report**



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