

**Kids License Monitor: Cool is what others find cool too**

Children send a clear message when they use licensed products, since they say a lot about themselves with these products. A child who sleeps in Batman bedding likes action and would love to be a hero. A Hot Wheels bag indicates a car freak and a girl with a Ninjago lunch box is certainly not very girly. However, the current wave of the Kids License Monitor – for which the market research institute iconkids & youth surveyed a total of 1,268 children between the ages of 4 to 12 online in Germany, France and the UK – also shows that children very clearly differentiate between license themes that may appear on products outside the home and those that they only use in their own room.

The external perception is very important for out-of-home items: What matters is having the theme that others also think is cool. In the new License Monitor, the coolest licenses for the outside among the British boys are Batman, Superman and Captain America as well as Roblox and Nexo Knights for the 7- to 9-year-olds, along with Fortnite and Fifa Football game for the older ones.

British Girls like to show merchandise from Little Mix, Harry Potter and Hotel Transylvania to the outside. Among the younger girls, the items may be from the series Tangled or Peppa Pig, whereas items from Taylor Swift, for example, are liked by older ones.

What is used at home but hardly in public belongs to the guilty pleasure licensed products, which satisfy the children's need for security or a desire for supposedly childish amusement – but which they think might embarrass them among their peers. From the boys' and girls' perspective, such guilty pleasures include products from Winnie the Pooh, Bugs Bunny and Gruffalo. Little boys also think products from Peppa Pig are okay for the inside, for example, but these would never be considered for the outside.

The study also shows that some themes go through a transition from being suitable for out-of-home to suitable for in-home products as children get older. The younger boys still clearly consider Buzz Lightyear cool enough for out-of-home items but later they no longer want to be seen in the schoolyard with these, although they still think the license is nice inside the home.

The current edition of the Kids License Monitor is now available. Important: LIMA members can enjoy attractive special rates!

**Contact person** Sonja Schwarzer, 089/544629-47; [s.schwarzer@iconkids.com](mailto:s.schwarzer@iconkids.com)

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