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**Rediffusion | D Y R**

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New adventures  
of CALVIN

*By Radhika Palani, Nisha Singhania  
and K Subramanian*

Kids are an audience you ignore at your own peril.

One of every five kids in the world is an Indian. Every third Indian is a kid. Indian kids are a \$5 billion spending power. Not only are they the crucial consumers for tomorrow, they are also impacting a lot of purchase decisions today.

To target this phenomenal potential, it was essential to unravel this bundle of energy and keep up with this vital audience. Welcome to the 'New adventures of CALVIN'

Researching complex, multifaceted kids is no easy task. That's why Rediffusion DY&R used both conventional and un-conventional techniques in it's multi-pronged, six-month long CALVIN project.

To begin with, the CALVIN project **studied published reports** on Indian kids like the Cartoon Network New Generation Study, the AC Nielsen 'Kids Power' study, the Outlook Money C-Fore Survey, the NFO-MBL study and over 150 other articles.

The CALVIN project **used observational approaches** like School Snooping and Mall & Cinema Trails. It conducted Friend Powwows and Rap Sessions. To get the other side of the story, it also administered Parent Polls and had Teacher Talks.

Over and above this to substantiate the findings, the CALVIN project **conducted a quantitative research among 850 children** in five key Indian cities - Mumbai, Kolkata, Hyderabad, Lucknow and Madurai.

Go ahead. Dwell into some pages from a school kid's diary. Meet the simple people with complex tastes.



## My day today

*Their day starts earlier than ours!*

Today is a Monday (i hate Monday's)

and that is why mummy woke me up at 5:30 p.m. a.m.

If it were a Saturday then I would not get up



before 9! I brushed my teeth with this new red

gel toothpaste that I made mommy buy for me.

It is very tasty. I like it. After that I had breakfast with

*Heavy influence on purchase of personal products.*

Papa. Mummy had made cheese sandwich today.

Along with that she gave me my glass of milk which

I did not want to have. Then Papa put it in

the new mug that I got as return gift

on Jai's birthday party.





Parents accommodating as per the kids likes & dislikes

I hate milk, but to make me have it mummy put Bournvita in it.

Then I like the chocolate taste. After that I got dressed in my school uniform, took my tiffin box and went to my school bus, which comes in front of my house at 7 o'clock.

Looking good is critical.

In bus today, Rahul had saved a seat for me

next to him. I hate sitting next to the girls.

All they do is dress up and talk about lipstick,



Accessorizing like adults

purse, pins and God knows what all. If they had their way they would carry a mirror everywhere they went.

Rahul wanted to show me his new walkie-talkie.

His aunty from America got it for him.

Lego blocks replaced by electronic gizmos

It was really cool, even I will ask papa to get me one.

When we reached school, there was assembly

today at 8:15, so we all said our prayers. Today's first

period was Maths, which I like a lot. Mrs. Mathew who

is our Maths teacher had given us homework to

complete, which she started checking. I got all

answers right, except for two. Oh no, papa will be very angry

He wanted me to get full marks

like last time.

High parental pressure to excel in studies





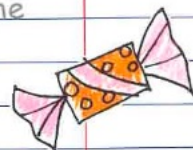
*Pester Power can become blackmail.  
Are these kids becoming increasingly  
shrewd and manipulative?*

At 12:30 we have lunch break. For that mummy had given me biscuits and egg today. I don't like these plain biscuits. I will not eat it, so that from tomorrow mummy will have to give me cream biscuit. But because I was hungry, I bought a Cadbury and Lays chips from the canteen. I still have 65 rupees



left from this week's pocket money. Mummy gives me

100 rupees every week, from which I normally buy



*Learning to use money  
at a very early age.  
Completely their  
decision on how to spend  
their pocket money.*

chocolates, ice cream, some toys or pen, etc

In sports period today, Mathew Sir was choosing the team for inter school sports competition. I have given my name for everything. I got selected for march past, relay race, hurdle race and junior football team. Last year when I won a medal papa brought me my bike. I must try and win this year also.

*Parents resorting to  
blackmail and bribery*



*Pressure to perform in all  
spheres of life. Highly  
competitive environment!*



School gets over at 3:15,

but after that I have Karate classes

in school only. Mummy came to pick

me up from school. I quickly changed my clothes.

I wanted to wear my new Spiderman t-shirt it looks

really good. Mummy made magi for me, while eating it,

I saw Toonami and then my tuition teacher came

at 4:30. I finished all my homework with her and

did my lessons.



*Mechanical lives. Their calendar is busier than ours.*

On school days it is homework and studies all the time,

but on Saturday and Sunday I have a lot of fun.

I go swimming to the club. I go shopping with mummy

and papa. There I like to buy new clothes. We go to the malls

and have lots of fun. We go for movies and

after that we eat out. I like

Sunday because papa is at home,

and I can then do whatever I want.

*Like doing all adult things.  
Is this Generation Adulderon?*

(Even mummy is less strict on those days)



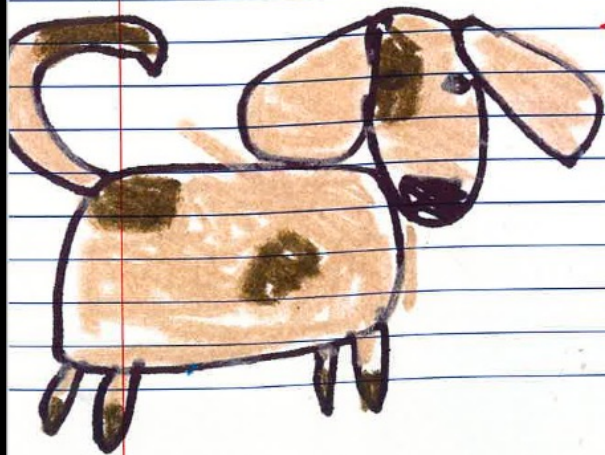


*Extremely comfortable with technology. They will thrive in a virtual world!*

Today at 5:30 Joy (my building friend) is coming over and we are playing Ragnarok computer game.

When he came I beat him with my new metal Bey Blade which has a really strong 'Attack Ring'. After that we went to Samir's house to see his new puppy.

He found it on the road and picked it up.



*Tazzos and BeyBlades have replaced stamps and coins as collectibles*



I also love animals and whenever I see a sick animal on the road, I always go and give it some food. In fact during Diwali the animals get very scared of crackers and so we take them to a sheltered place. Crackers are anyways bad and in school they tell us poor children make them. We have all sworn not to buy crackers so that these children can study instead.

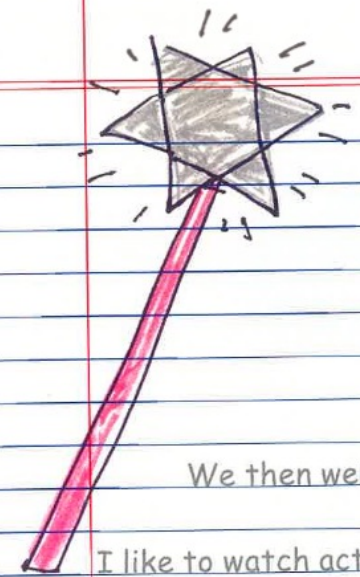
*Very socially conscious. Actively campaign for what they believe in. Are these agents of social change?*

Samir's parents are letting him keep the puppy. We have to think of a name for him now.

After thinking of many names we finally decided to call him Pokemon because his hair is standing up and looks like Pokemon.



Exposed to over 55 ads everyday.  
Marketers actively targeting them!



Heavy influence of media  
They own the remote

We then went home, where I saw Sonepari and Kaboom

I like to watch action, adventure and sports. Earlier I used to see a lot of WWE but now mummy does not let me. She feels I will keep fighting all day. I hate it when she interferes in my life and tells me what to do and what not to do. Why can't she just leave me alone?

Need to be fiercely independent.  
Hate any kind of intervention



Anyways, I like to see ads on TV also. I like funny ads, and ads with children in them. I also like Pepsi

Shah Rukh Khan ads. My favourite ad is the new Asian paints ad in which the girl makes her brother write on walls. I am sure their father came home and shouted at them. I like to listen to music also. I listen to new



Movie stars and cricketers hot favorites

Hindi film songs. Until now my favourite songs are from Bunty and Babli. My favourite actor is Hritik Roshan, I really liked him in the Jadoo movie. I also like Shah Rukh Khan In English movies I like Harry Potter.

I also like to read Harry Potter books

(I got them as gift on my birthday).

Reading as a habit is slowly dying.





*Connected at all times.*

*First generation to be born with a computer*

After watching TV, I surfed on the net and chatted with some friends for some time. At around 8:30 papa came home. Then the remote is with him for news only. At 9:30 mummy starts watching all her stupid serials. I take that time to play on his laptop and games on his new Nokia 6111.

*Techno baby or what!*



*Cellular children*

He has promised me that next year he will get me my own mobile phone. When I grow up I want to make lots of money I want to buy all new things.

Before papa, mummy buys anything new they always ask me.

*Self-sufficient. Emulating adult aspirations. This generation will earn to sponge on their desires.*

That's because I see all this on the net and know about new things before them. I only

told papa that the Sony Vio is a better laptop to buy.

*Influencing purchases that are not meant for them*

Now it's time for dinner. I don't like

all this vegetables mummy makes. Roti is also very boring,

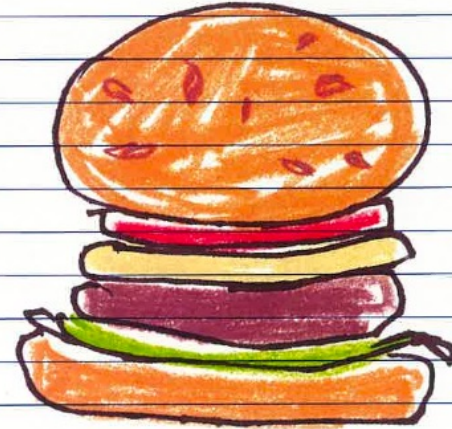
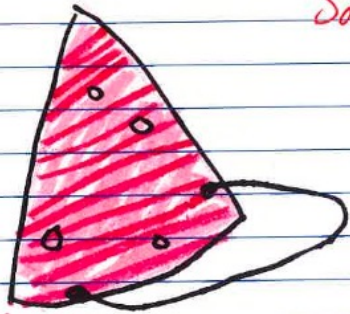
but if I don't eat mummy will shout at me.

I don't know why we can't eat out everyday. I like going

to McDonalds. This year for my birthday we had a party

at McDonalds where I had called all my friends.

*Birthday parties are a means  
of parents and kids to show off.  
Social face is becoming critical*



Maybe in the night

I will ask papa to take me for ice cream.

At night, I packed my school bag and went to my room.

After that I played some more computer games for

some time, and then went to sleep. After all again

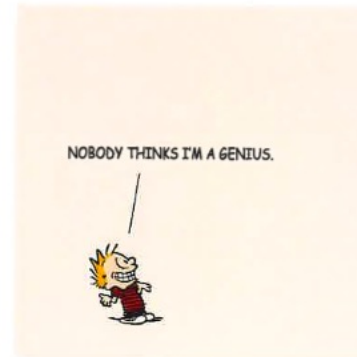
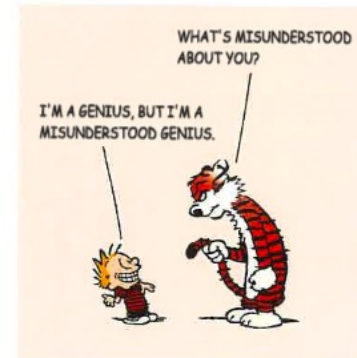
I have to get up at 5:30 tomorrow..

*Are they becoming automatons?*

## REPORT CARD

1. Generation 'Aduldren' - shrewd & manipulative
2. Techno Babies - will thrive in a virtual world
3. Media Mesmerized - will live on interactive TV
4. \$\$ Kids - will earn to splurge on their desires
5. Under pressure - becoming automatons
6. Socially conscious - will be agents of social change

And finally, why it is critical to understand the  
'New adventures of Calvin'?



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