

KIDS MARKETING: AN EVALUATION OF PINAR'S KIDS MARKETING OPERATIONS

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ABSTRACT

While kids marketing is a growing issue in the world, it represents a very important market especially in a country like Turkey, where people aged under 19 represent the 36% of the whole population*. There are several reasons why marketers direct their efforts to kids marketing: First, children generate a market of their own where they can purchase on their own. Second, children have great power to influence their parents to various purchases. Third, as well as an existent market, children represent a potential future market for brands.

In this paper, the concept of kids marketing, its state in Turkey and Pınar's marketing operations directed to children has been explored.

Keywords: Kids marketing, children's consumer behaviour, kids marketing in Turkey, food marketing, Pınar case.

ÇOCUKLARA YÖNELİK PAZARLAMA: PINAR'IN ÇOCUKLARA YÖNELİK PAZARLAMA UYGULAMALARININ DEĞERLENDİRİLMESİ

ÖZET

Çocuklara yönelik pazarlama, tüm dünyada önemini arttıran bir konuyken, Türkiye gibi 19 yaş altı nüfusun, toplam nüfusun %36'sını oluşturduğu bir ülkede özellikle önemli bir pazarı temsil eder. Pazarlamacıların çalışmalarını çocuklara yönelik pazarlamaya yönlendirmesinin çeşitli nedenleri vardır: Öncelikle, çocuklar satınalmayı kendi kendilerine gerçekleştirebilecekleri bir pazarı oluştururlar. İkinci olarak, çocuklar, ebeveynlerinin çeşitli satınalmalarını etkilemede önemli güce sahiptir. Üçüncü olarak ise mevcut bir pazarın yanı sıra, çocuklar markalar için potansiyel bir gelecek pazarı temsil ederler.

Bu çalışmada, çocuklara yönelik pazarlama kavramı, Türkiye'deki durumu ve Pınar'ın çocuklara yönelik pazarlama çalışmaları incelenmiştir.

Anahtar Kelimeler: Çocuklara yönelik pazarlama, çocukların tüketici davranışı, Türkiye'de çocuklara yönelik pazarlama, gıda pazarlaması, Pınar örneği.

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*Turkish Statistic Institution's 2000-2020 projections on population according to age,
http://www.unicef.org/turkey/ut/_ut2_2010.html

Introduction

Kids marketing represents a growing market where the fundamental principles of marketing are valid, but some diverse approaches and applications are seen due to the specialities of this market. These differences may be observed in the management of the 4P's in the kids market. Another distinct point is the necessity of targeting parents as well as kids, therefore techniques and messages used in the kids market are directed both to children and parents. Pınar, as the leading milk and milk products brand in Turkey presents a good case for kids marketing. The brand has products specially produced for kids (Kido) and at the same time products which target both kids and adults. The most important disadvantage of the kids market is the critics on marketing efforts which focus on selling unhealthy and harmful products to kids. In the case of Pınar, this disadvantage stands out as an advantage, while the brand has a product range of healthy products. The concept of kids marketing and the case of Pınar in the milk and milk products market are evaluated in the following paper.

Marketing to Kids

According to the definition of American Marketing Association (October 2007): "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". The tools which are used for to reach the desired results by marketing are called the marketing mix. The 4P's of marketing (E.J. McCarthy, 1960) (product, place, price, promotion) is the most frequently used classification of the marketing mix. Using the 4P's of marketing, marketers use paid public presentations of goods and services in a variety of media to influence consumers' attention and interest in purchasing products / services (McGinnis et. al., 2006; Calvert, 2008:206). The 4P's of marketing is also valid in kids marketing. Marketers try to reach kids by using four of the components according to the dynamics of this special market. While the main settings of the marketing mix elements do not change in the kids market, we see some significant points in the components peculiar to this market.

One of the ‘product’ strategies being used in kids marketing is trying to convince children and their families that they need special foods and materials designed just for them (Berkeley Media Studies Group, 2006: 18). These products are marketed as being more healthy and appropriate for kids. Although, some products do really have these properties, many brands are just using these arguments to create a market opportunity.

There are some considerations about the ‘place’ component for products marketed to kids such as (Berkeley Media Studies Group, 2006: 20); the locations of stores selling both healthy and unhealthy food, location and proliferation of fast food outlets, food and beverage sales opportunities at schools and positioning products on shelves within stores.

An important ‘price’ strategy in the kids market depends on parents sensibility to get the best for their children. One of the last places where consumers are going to cut back is spending on their child, so this comes out as a big advantage for marketers. Another important strategy is to lower the amount of the product compared to others, but still charge the same price.

One of the most important subjects which should be evaluated at the ‘promotion’ stage of kids marketing is how do children view and interpret food marketing messages and to what extent do these messages influence their choices (Ginnis, Peeler&McKinnon, 2007:3). At this point, it is necessary to look over the subject of children’s consumer behaviour.

Children's Consumer Behavior

The development of consumer behaviour according to age can be summarized as below (McNeal, 1999: 37-46):

- The consumer embryo begins to develop in the first year of existence. During the first year, children have their first store visit.
- Around 24 months children make their first in-store request to their parents.
- Around 42 months children make their own in-store selection.

- Around 42 months children make their first assisted purchase.
- Around 96 months (8 years old) children make their first independent purchase.

A noteworthy subject in children's consumer behaviour is that today's kids are different from the former kids. This situation depends on several reasons (Coffey, Siegel & Livingston, 2006:13-18): Computers and internet are changing the way how children reach and share information and how they are being exposed to brand messages. Via internet, children became faster learners who can reach a wide variety of information. Most of the children spend their free time with the computer. In addition to computer, they have much more media in their life like smart phones. Finally, they are more informed and smarter consumers because they search about every detail on the internet and they get so many messages from many channels so they get used to dealing with all of them.

Why Marketers Direct Their Efforts to Kids

There are several reasons why marketers direct their efforts to kids marketing: First children represent a market of their own where they can purchase on their own, second, children have great power to influence their parents to various purchases, third, as well as an existent market, children represent a potential future market for brands. According to this view, children are considered as three markets, in other words three in one market (McNeal, 1999: 12); a current market spending their own money, an influence market and a future market.

- Children represent a market of their own: "Corporations understand that children are a lucrative market. Kids in the U.S. have tremendous purchasing power: children between 3 and 11 years old bought or influenced the purchase of \$18 billion worth of products and entertainment in 2005 (as cited in Brown & Washton, 2006; Berkeley Media Studies Group, 2006: 11)". As a market of their own, children spend the money that they get from their parents or other sources.

- Children have great power to influence their parents: Many sales of kids products are due to kids insistence on their parents. Children can now carry their parents into buying things. The results of a 1998 study displays that nagging was

responsible for 40% of trips to 'entertainment establishments like the Discovery Zone and Chuck E. Cheese', one of every three trips to a fast-food restaurant, and three out of every ten home video sales (Western Media International: 1998).

- Kids determine much of the spending of their parents. So, they have a great persuasive power.

- Children represent a future market: As a long-term marketing movement, marketers plant seeds of brand recognition in children at very young ages in the hopes that these seeds will grow into a lifetime relationship. One of the most important aspects of kids market is that they represent a future market. "Companies are creating brand-conscious consumers before they are even out of diapers (Stockwell, 2005:12)". According to this idea, marketing should begin in childhood. Companies target kids as a primary audience in their marketing practices because marketing to kids enable companies to benefit in long term, as well as in short term sales. Marketers want to reach children not only to sell their products, but to develop customers for life. This is leading to the industry's dream achievement: 'cradle-to-grave brand loyalty' (Berkeley Media Studies Group, 2006: 11). Since children represent a future market, some companies which even do not have any products directed to kids are targeting kids as consumers. These smart companies are making a long-term investment by directing some special efforts to kids.

Marketing Directed to Kids / Marketing Directed to Families

Products / services for kids are being marketed to parents, as well as to kids. Though kids have serious effects on the buying behaviour of their parents, parents' control can not be denied. Therefore, parents are a very important target audience for marketers during their efforts directed to kid products.

Marketing is a two-way process which should satisfy both consumers and marketers. In the case of kids, it is important for marketers to be able to satisfy kids as consumers. But there are some difficulties for marketers special to the kids market. In addition to satisfying children, marketers should also satisfy parents (McNeal, 1999:24). It is usually a hard process to satisfy both children and parents at the same time because they are two different target audiences who's expectations are

usually diverse from each other. While children like all products which are fun for them and decide on what to buy emotionally, parents choices usually tend to be from healthier products, adequate prices and rational choices. For these reasons, marketers should find messages which are effective for both sides. Many times, it may be necessary to direct different marketing messages through various communication channels to kids and parents.

Parents' role in kids marketing can be in two main ways which shape the purchase behaviour either in a positive or negative direction. Marketers are aware of parents' sensibility to get the best for their children and marketers are using this as an opportunity. In contrast, sometimes parents are seen as obstacles to the lucrative kid's market. In fact, marketers call parents 'gatekeepers' because parents often try to block children's exposure to popular consumer culture (Stockwell, 2005:5)". This tendency of parents differ according to the market. In markets which serve for the good of children, such as education, health, educational toys, ect., parents usually display a positive attitude towards purchase. But in markets such as fast food, toys, candy, ect, parents usually display a negative attitude towards purchase. At this point, they become gatekeepers who prevent their kids from buying.

Marketing Techniques used in Kids Marketing

In marketing variety of techniques are being used to attract the audiences attention, interest and purchasing behaviour. The same effort is valid in kids marketing. Marketing aimed at children has been visible for long, but the scale and sophistication of today's marketing campaigns go far beyond previous examples. While previous efforts have focused on traditional advertising and techniques, the modern repertoire include many new methods (Stockwell, 2005:1). Today, marketers use many channels and alternative media mixes to increase their campaign's effectiveness.

1.Tv Advertisements

For a long time, television has been the most important channel in kids marketing. According to the research (Aksaçlıoğlu,Yilmaz, 2007: 15) directed to 5th grade students in Turkey with high family incomes, 35.1% of students have their

own tv in their rooms. Television is still a dominant venue for advertising but marketers are exploring new ways to market to children through online media and new marketing channels (Calvert, 2008:212). Though tv still remains its importance, online marketing practices has started to take more attention.

2. Online Media

Internet and new technologies has deeply changed our lives and marketers are exploring new ways to reach kids online, by using websites, banner ads, social media, advergimes, viral techniques ect. Therefore, marketing efforts directed to children via these new medias should be studied attentively.

In Turkey, there were 26 million 500 thousand internet users in 2009 (as cited in internetworldstats.com, 2010; Okay & Aydoğan, 2010: 285). According to the research of Aksaçlıođlu and Yılmaz, more than half of the students (56.8%) spend time with their computer, more than 2 hours a day (Aksaçlıođlu, Yılmaz, 2007:15) This statistic shows that children may be exposed to a lot of marketing messages via internet for a serious amount of time.

2.1. Websites

Many brands choose to design special websites targeting kids. These websites' goal is to deepen the child's engagement to the brand and create virtual brand experiences. As well as static websites which include information and stories about the products, brands frequently use interactive channels to reach kids. These interactive channels include; advergimes, forums, contests, viral tools, ect. Another important issue about these sites is that they are being used to gather personal information and product selections of its visitors. These information are being used for customer databases.

2.2. Banner ads

Banner ads are online advertisements which appear on websites and direct the user to another page when clicked. Although, online advertising has many different formats, banner ads are the most prevalent form of web advertising (Zeff and Aronson 1999; Choi & Rifon, 2002:13). "Many ads include animation in an attempt

to increase their attentional capture (Burke, et. al., 2004)”. Banners with their colourful and dynamic structure are being used to catch audiences’ attention. But there are many approaches which posit that banner ads are abrasive and ineffective in reaching consumers.

2.3.Social Media

Social media includes many online channels such as; blogs, microblogs (e.g. Twitter), wikis (e.g. Wikipedia), social networks (e.g. Facebook). These platforms are being used by companies to reach their target audiences in social media. Blogs are known as virtual diaries, formed by individuals or companies. Microblogging is a social media tool which includes people to share what they are doing with instantaneous messages. Wiki’s enable many users to share content about an issue. People can share their knowledge about a company or a brand via wiki’s. Social networks are platforms which are formed among people of common interests. While people are spending a serious amount of their time in these platforms, brands are using this media as an important channel to reach their consumers.

2.4.Advergaming

Advergaming are special designed games for brands and products. Advergaming are online video games with a subtle commercial message where commonly product placement is used (as cited in Eisenberg, et.al. 2002; Calvert, 2008:209). Advergaming usually have a simple structure but they have the power to create desire to continue the game and to share the game experience with friends (Maden,Göksel, 2009:242). “Marketers are increasingly building brand awareness and loyalty through video games. A successful game means a successful product as the consumer is engaged, interested, and focused on the product (Calvert, 2008:211) ”. While computer games are among the most popular activities for children, using games as an advertisement platform to reach this special market is a clever marketing idea.

2.5.Viral Marketing

Viral marketing is word of mouth marketing which occurs in digital platforms. Viral marketing takes place with the diffusion of advertisements and other

sorts of information in the digital platforms. Viral marketing promotes the exclusivity of a product and creates desire for children to be among the first to have (Stockwell, 2005:8). Marketers use videos, games, e-books, text messages, ect. to develop viral effects. Companies sometimes hire influential, trendsetting young people to promote products among their friends by spreading the word like a virus. This word of mouse occurs through the spread of gripping messages in the online environment. Some companies go one step further and choose the kids who are going to spread the word for them. In order to find these, companies choose the coolest and most influential kids who are called “alpha kids” (Stockwell, 2005:8).

3.Sponsorship

Sponsorship is supporting organizations or people for their activities and projects. Sponsorships may include financial or material supports. Companies can sponsor events in many fields such as; sports, art, education, health and environment. Many food product companies support variety of these events to display their sensitivity in the fields.

4.Point of Purchase (P.O.P.)

P.O.P. is a marketing effort which enable the effective usage of purchase points. Point of purchases are being used to attract the attention of consumers in the purchase environment, inform consumers about the products and purvey them to purchase desicions. For P.O.P. to be effective in the kids market, these efforts should create an environment that is fun and trendy, and where everything is coordinated to reinforce the brand’s core image (Aeffect, Inc., 2000:18). For this, brands are using colourful and noteworthy materials to draw childrens’ attention within the purchase zone.

5.Product Placement

Product placements are formed by incorporating products and brand elements into TV programmes, movies, computer games and books. Product placements are being used to catch the attention of the target audience within the context of the programme, movie, game or the book. Thereby, the problem of consumers skipping marketing messages by zaping or turning the banners off is being surpassed.

6.Event Marketing

Event marketing and corporate sponsorship of events for the purpose of accomplishing strategic marketing objectives, have evolved rapidly (Cunningham&Taylor, 1995:123). Due to the many disadvantages of traditional media; including cost, clutter and fragmentation, events which companies can have face-to-face contact with their target audiences have become a valuable contributor to the marketing communications mix (Sneath, et.al., 2005:373). Marketing to kids through events are a frequently used method to direct kids interest and enhance their brand loyalty.

7.Grass Roots Marketing

Grass roots marketing is “the process of building brand relationships with schools, churches, and influential community members and exploiting social issues as marketing opportunities (<http://www.asu.edu/educ/eps1/CERU/Articles/CERU-0502-115-OWI.pdf>). With grass roots marketing, companies can reach their target audiences in places where they spend most of their time and have the chance to influence them within these environments.

8. Marketing at School

Schools are allowing brands to access children at school. These marketing efforts take place via (jaggster.com/media/presentations/Marketing%20to%20Kids.ppt): Sponsored educational materials, supplying schools with technology in exchange for high company visibility, exclusive deals with fast food or soft drink companies to offer their products in a school or district, contests and incentive programs.

9. Product Licensing

Product licensing in kids marketing is marketing toys, clothes and other materials related to the movie industry to kids. Product licensing is using images, characters or logos of entertainment products, with the purpose of selling products in for different markets. Using popular cartoon characters is very inspiring and persuasive for kids. When children see famous characters on the package of a

product, even though they do not even know what the product is, they want to get it. Also, they equate their positive feelings about the character with their perception of the product.

10. Packaging

Packaging is an important brand component in all markets. But packaging plays a bigger role in the kids market. It is common to use popular cartoon characters, striking colors and designs in the packages of kids products. Also, adding a toy or a game within the package is another method which is being used in packaging.

11. Guerilla Marketing

Guerilla marketing is an approach which aims to reach the most effective results by low budgets. Therefore, guerilla marketing depends on original, creative, fun and surprising marketing ideas. In public spaces like bus kiosks, many examples of guerilla marketing directed to kids may be seen.

Food Marketing to Kids

There are some important statistics about the kids market, which show that this special market is gradually enhancing and food marketing is one of the most important segments of this market:

- Marion Nestle, chair of the Department of Nutrition and Food Studies at New York University estimates that \$13 billion a year is spent for marketing to American children, only in food and drink industries. Half of this budget consists of food advertising (Taylor, 2010:111).
- For the past three decades, childrens' spending has roughly doubled every ten years, moreover, it has tripled in the 1990s. Kids aged 4 to 12 spent \$2.2 billion in 1968 and \$4.2 billion in 1984. By 1994 the figure climbed to \$17.1 billion, and by 2002 their spending exceeded \$40 billion (as cited in James McNeal, 2002; Taylor, 2010:111).
- In 1960s, children influenced about \$5 billion of their parents' purchases. By 1984, that figure increased ten-fold to \$50 billion. By 1997, it had

tripled to \$188 billion. (as cited in Campbell, Davis-Packard, 2000; Taylor, 2010:112).

- Research on internet advertisements directed to kids and teens indicate that, websites give a great space to food advertisements and these products are usually unhealthy ones which include high calories (Alvy & Calvert, 2008, 710-713).

Kids Marketing in Turkey

In Turkey, people aged under 19 (27 million people) represent the 36% of the whole population. Market researches in Turkey specify that, due to the characteristics of their age, it is fairly hard to find statistics about the kids market. But there are many indicators which show that this market is gradually growing, especially in urban areas (<http://www.capital.com.tr/Haberler/Detay.aspx?HaberID=18266>). Children in Turkey are spending a serious amount of their time watching tv and using their computers. During these periods, they are being exposed to many marketing messages (Karadağ Çaman, Bağcı Bosi, 2010:47). For all these reasons, kids marketing in Turkey is an outstanding subject for research.

In Turkey, there are many examples of kids marketing applications. One of the largest companies 'Doğuş' has gathered a Children's Symphony Orchestra in which music students aged 11-18 are giving classical music concerts all over Turkey. An important bank of Turkey 'Garanti' has a mini bank project directed to kids. Garanti mini bank offers an account special for kids. Garanti is supporting the project by Garanti mini bank International Kids Film Festival. As well as Turkish brands, many international brands such as Frito Lay, Algida, Coca Cola ect. conduct their kids marketing applications in Turkey. In the continuing section of this study, Pinar's marketing efforts directed to kids are going to be analyzed in detail.

Analysing the Case of 'Pinar'[†]

Pinar started its activities in 1975 by introducing Pinar Milk. Currently, it has a very wide product range; from milk to meat products, from flour to cheese, from

[†] Information about the Pinar case has been obtained by Pinar's product manager Volkan Özekinci and assistant product manager Demet Kocaoğlu's answers to a semi-structured question form and by internet review.

water to fruit juices and from fish products to mayonnaise. In Turkey, Pinar has been the leading company in its sector for last three decades. According to Brand Awareness study of AC Nielsen, Pinar products are at top place for meat, milk and pasteurised cheese and are among top 10 products for other food categories. In this study, Pinar's milk products have been explored.

Pinar is reaching child audiences with many of its products. They are targeting children with their special milk designed for kids, child follow on milk (over 1 year) first step grow up milk (6-12 months) and Kido (6-12 years). Also, Pinar's bare milk and organic milk are being consumed by children. But Pinar's main sub brand for children is Kido.

Objectives

The attention of this paper is directed to kids marketing, with the objectives of; displaying a general look into the state of the field and analysing the kids marketing efforts of one of the most important Turkish Brands "Pinar", to have an evaluation of a Turkish kids marketing case.

Methodology

In the literature review part of the study, the academic literature on kids marketing, some international, national reports and kids marketing applications has been reviewed. Information needed for the analysis of the Pinar case has been obtained using two different research methods; first by having a semi-structured question form answered by Pinar's product managers and second by internet review.

Pinar's Marketing Communication Applications Directed to Kids

- **Pinar Kido:** Kido is Pinar's main sub brand for kids. Kido's operations are directly targeted at kid consumers. Under the brand Kido, Pinar has cocoa, strawberry and biscuit flavoured milks, banana and cocoa flavoured puddings and practical cheese. Kido's market share among all milk sales in Turkey are 6% as revenue and 32% as tonnage weight (AC Nielsen, 2010).
- **Pinar Kido Website:** Pinar has a special website for Kido (www.kido.com.tr), which is designed in a way to attract the interest of children.

The sections and applications of the website are; visitor entrance, announcements, competition awards, communication forms and Pinar kido mystery agents.

Through the website, children encounter Kido's cartoon characters; Oki, Doki and Kido. Doki and Oki are Kido's bestfriends. Kido has been depicted as a super talented, smart, friendly and a charming hero. There are applications which allow children to download images and videos of these characters.

The website provides an interactive platform for children. As soon as children visit the website, they click on 'enter the game' button and they get into a total adventurous world. The site also includes online games for children. Namely, Pinar is using advergames within Kido's website. Many games have been turned to competitions and Pinar Kido has given many awards to the winners of these games. In 2009, Kido has presented the winners a Disneyland tour to Paris with their families.

Kido.com.tr is a website which users should become a member to enter the site. For membership the site is collecting information (name, e-mail, username, parents name, telephone number, city, school ect.). Thereby, the brand is gathering important data about its young customers, which can be used in databases.

Kido.com.tr has been visited by 1 million 235 thousand guests. The games on the site has been played for 1 million 750 thousand times. Players has competed for a trip to Disneyland, for Nintendo Wii Sports Pack and many other gifts.



- **“Pinar Show” Campaign:** Pinar show, consisted of puppet characters which all represent an organ of the human body. The show's main idea was that, the

human body is mostly appreciated by human organs, thereby organs get the best joy of Pinar products. TV commercials was the main marketing communication channel of the campaign. Pinar used Turkish stars to vocalize the puppets and created a commercial series which was fun both for children and parents. After the campaign's success, Pinar decided to present the puppets to its customers by a P.O.P application. Pinar gave away puppet characters to its customers who bought a definite amount of Pinar products. Pinar won a golden Effie Award with Pinar show campaign in 2007.



- **Pinar Paint Competition:** Pinar paint competition goes back to 1981. It has the objectives of increasing elementary students' interest on art, and discovering young talents.



- **Pinar Children Theater:** Pinar's children theater is staging dozens of child plays every year all over Turkey.



- **Grass Roots Marketing:** As an important part of their marketing to kids, Pinar had many attempts to build relationships with charity foundations, government departments and schools.

- **Social Responsibility:** Pinar's social responsibility applications directed to the kids markets are; scholarships, collaborations with non-profit corporations, sponsorships and milk support.

- **Scholarships:** Pinar is establishing scholarships to a lot of children in Turkey.

- **Collaboration with LÖSEV:** The brand has a collaboration with LÖSEV (Foundation for Children with Leukimia).

- **Pinar Children's Health Center:** Pinar established Pinar Children's health center within Kocaeli University.

- **Sponsorship:** The brand has been the main sponsor of the National Mother-kid health congress. On the world milk week, a symposium is being organized every year in corporation with Turkish Ministry of. This organization aims to raise the consumption of milk.

- **Milk support to Preschool children:** With the collaboration of Ministry of Education, about 4132 preschool students' need for milk has been supplied.

General Evaluation of Pinar's Marketing to Kids

As its marketing communication strategy to kids, Pinar is focusing on channels which are being commonly used by children. These channels include; TV, kid magazines and websites. Marketing techniques used by Pinar for kids marketing are mainly; tv, internet (website, advegames), P.O.P., product placement, event marketing, grass roots marketing and marketing at school.

There are some oppurtunities and threats of Pinar's target market. Oppurtunities of Kido are; the intensive child population in Turkey, Kido's different taste than bare milk and Pinar's strong brand image among mothers. Threats of Kido are; competitors usage of licensed characters as a promotion tool, target audiences changing all the time due to the definite age interval, the need for having steady and intense communication efforts to affect children who have a lower intention to have brand loyalty compared to adults and the gradually increasing price competition.

While building its marketing mix for children, Pinar gives great importance to consumer and market research to be able to understand the dynamics of the market accurately. For this, they are using monthly Nielsen reports and having tracking research periodically. To define the product range and marketing strategies, they are differentiating the market by segments.

Pinar's target audience (especially for Kido) is kids of 6-12 ages and mothers of this group who wants their children to eat products which are both fun and healty. While the brand is continuing the marketing communication efforts directed to their main target children, their marketing communication efforts directed to mothers are going on in accordance. For mother's, Pinar is using P.O.P. activities such as mother-kid taste days within stores. The brand is planning on to expand their marketing efforts directed to mother's in the near future.

To be able to define children's likes, Pinar uses several research methods. Focus group meetings, tracking, taste tests and taste activities are among these research methods which are being used.

In the litererature review part of the paper, it has been mentioned that, although the main setting of the marketing mix compenents do not change in the kids market, some differentiations occure. It is possible to see some significant points

which differ and which do not differ from the adult's market in the case of Pinar (Table 1):

<p>Product:</p> <ul style="list-style-type: none"> ➤ Pinar has special milk products designed for kids; child follow on milk, first step grow up milk and Kido. ➤ Pinar created 'Kido' as its main sub brand for children. ➤ Together with these products, Pinar's bare milk and organic milk are also being consumed by children. ➤ Thereby, we see that Pinar created a product range special to the kids market, but they are also targeting children with products which are also being marketed to adults.
<p>Place:</p> <ul style="list-style-type: none"> ➤ Pinar's milk products targeted at kids are being sold with a wide distribution channel. Supermarkets, convenience stores and schools are in this distribution channel. ➤ Almost every supermarket and convenience store in Turkey are distributors of Pinar products.
<p>Price:</p> <ul style="list-style-type: none"> ➤ Looking at the difference between Pinar's milk directly marketed to children and Pinar's milk marketed to adults, we do not see an important price distinction.
<p>Promotion:</p> <ul style="list-style-type: none"> ➤ Marketing communication efforts take place via; tv, websites, online games, kid magazines, in-store applications, school and social-cultural events. ➤ As well as to kids, Pinar is directing its marketing efforts to mothers. ➤ Pinar is a brand which targets children with a product range of healthy food. Thereby, the negative effects of marketing directed to children is not a threatening topic for Pinar, as it is for fast food marketers.

Table 1: Arrangement of 4P's in Pinar's Kids Marketing

Conclusion

Children take a role in the marketing scene by affecting their families' purchases, by becoming consumers on their own and by representing a future market. Right along with children's close relationship with marketing starting in their first year of existence, current kids usage of internet, other media and their effects on kids consumer behaviour rise the importance of kids marketing. Kids marketing represents a very important market in Turkey, where children have a great intensity in the population. In this paper, the concept of marketing, marketing to kids and important aspects of kids marketing has been covered. After some general information about the state of kids marketing in Turkey has been given, the Pinar case has been analyzed according to the theoretical information.

While Pinar is reaching children with their child follow on milk, first step grow up milk, Pinar bare milk and Pinar organic milk, their main sub brand for children is 'Kido'. Pinar's marketing communication applications directed to kids has been explored in the names of; Pinar Kido and its website, Pinar Show campaign, grass roots marketing efforts, scholarships, collaboration with non-profit corporations, children's health center, sponsorship, paint competition, children's theater and milk support to preschool children.

When marketing to kids, marketers use the marketing mix components (product, price, place, promotion) appropriate to the dynamics of the kids market. Pinar's arrangement of the 4P's in kids marketing has been discussed in the paper. Pinar created a product range special to the kids market, but they are also targeting children with products which are also being marketed to adults. Looking at the place component, it is seen that Pinar's milk products targeted at kids are being sold with a wide distribution channel which includes supermarkets, convenience stores and schools. There isn't an important price distinction between Pinar products marketed to kids and Pinar products marketed to adults. At the promotion phase, it is seen that the brand is using television, websites, online games, kid magazines, P.O.P., marketing at school, social responsibility applications and marketing efforts directed to mothers.

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