

YOUTH MARKET SYSTEMS CONSULTING



The CHARACTER LAB



E-SMART CHOICE

THE PSYCHOLOGY of MARKETING to KIDS

What Kids Buy



and Why

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PARTIAL CLIENT LIST

Johnson & Johnson
Van De Kamps
Hallmark Cards
Western Publishing
United Media
Lucasfilm
Warner Brothers
MCA Universal
Dakin
Kenner/Parker
ABC Entertainment
CBS Television
Disney
Mattel Toys
Hasbro
Pillsbury
20th Century Fox
Saban
Kodak
Jim Davis/Paws

Pepsi Cola
Kid Cuisine
Davidson
Avery
General Mills
Cinar Animation
Chuck E. Cheese
Coke
Hi C
Dominos
Marvel
Tyco
Matchbox
Bandai Corporation
Scholastic Publications
Amblin/Speilberg
Sega
YES Entertainment
The Learning Company
Kidsoft

I Hop
Microsoft
Nestle/Carnation
Nike
Pizza Hut
Quaker Oats
Fisher Price
Danone
Tonka
Broderbund
M & M Mars
Kraft Foods
Evenflo
General Foods
Hunt Wesson
Starlight Foundation
Kelloggs
ASI
National Geographic
Nickelodeon

HOW IRRESPONSIBLE MARKETERS ARE
STEALING THE MINDS OF YOUR CHILDREN

KIDNAPPED

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