

First Steppers is a new expert-endorsed sub-category for brands which meet the socio-developmental and entertainment needs of the smallest children, from 6 months to 2 ½ years.

Having worked with Fundamentally Children to conduct research, DHX Brands believes that the First Steppers category – acting as a stepping stone into pre-school – has the potential to grow not just its own brands, but the pre-school industry as a whole.



“ Our three key TV programmes – *Teletubbies*, *In the Night Garden* and *Twirlywoos* - have been expertly crafted to ensure they cater for the First Steppers audience with engaging and colourful characters, a suitable pace, use of repetition and core educational elements.

says **Victoria Bushell**, VP Global Brand Management at DHX Brands.



“ Our brands are an entry point for character – they are the first time that children really start to resonate with a character. With First Steppers, there is a fantastic opportunity to use this developmental expertise to create a cohesive offer across the board and ensure the products are suitably matched to our content.



## The Research

Fundamentally Children conducted a comprehensive set of research that included online surveys, focus groups and shopper research (across grocers, baby stores and toy stores).

The research discovered that parents with children in the First Steppers demographic, can become confused when shopping by the age appropriateness of products within the broad traditional pre-school category, often leading to fewer purchases. The research also highlighted that parents were actively seeking products from trusted brands to make everyday tasks with their children easier.

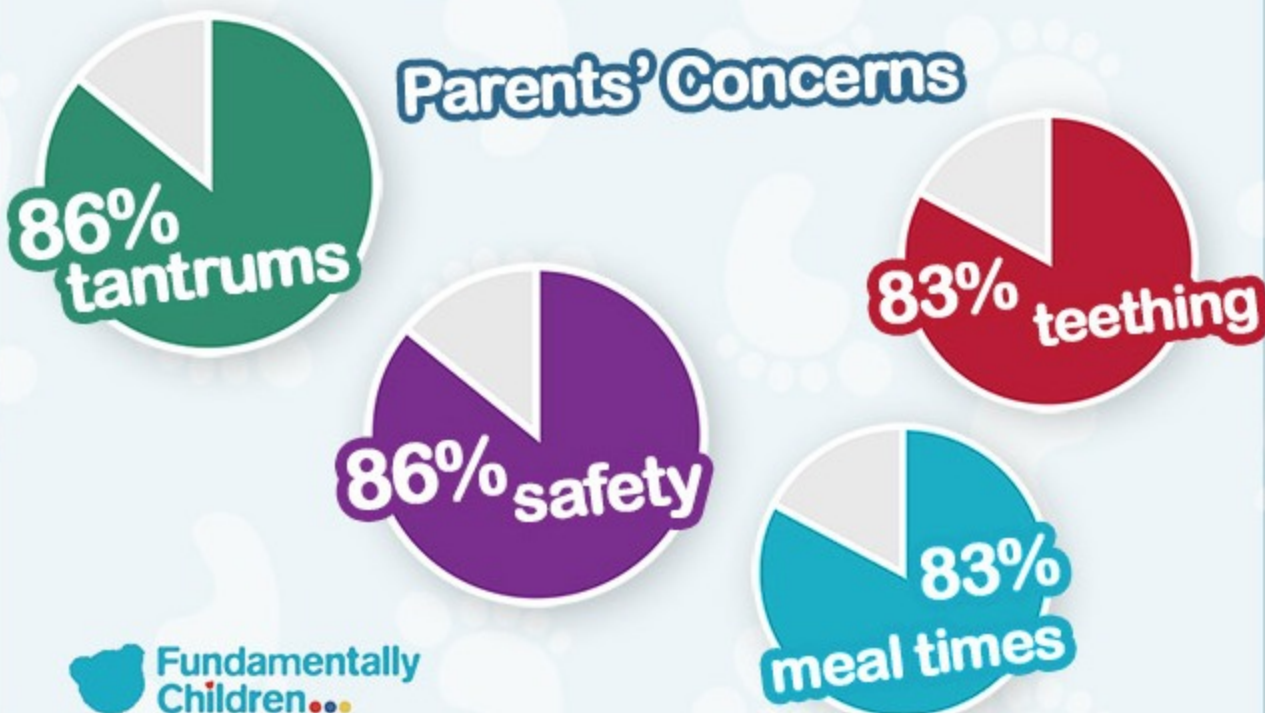
**Amanda Gummer** from Fundamentally Children comments:

“ Children develop rapidly through their first months and years of life. Once the initial amazement at the arrival of a newborn has sunk in, we know parents can feel isolated and unsure of how best to support their babies' development. Creating a First Steppers framework helps everyone understand the important developmental milestones that are achieved typically between the ages of 6 and 30 months, so they are able to make developmentally engaging products and support parents in what is a critical time in any family's life.



The research highlighted the many pain points for new parents of children in the First Stepper age group are primarily based around their everyday life.

For example, parents of 'First Steppers' (6-30 months) said they were most concerned about dealing with tantrums (86%), safety (86%), teething (83%) and eating/mealtimes (83%).



## The Opportunity

First Steppers provides an opportunity to create a more tailored offering for children under 30 months and help make parents' lives easier.

### For Parents

- ✓ Age-appropriate products
- ✓ Trusted and safe products
- ✓ Improved shopping experience
- ✓ Alleviate pain points

### For the Trade

- ✓ Innovative product development
- ✓ Shelf space maximization
- ✓ Incremental sales
- ✓ Increased consumer loyalty and affinity
- ✓ Stepping stone into preschool offering

### For Children

- ✓ Stimulating and entertaining products
- ✓ Developmentally beneficial products

To find out more contact  
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