Advertising to Children and the Influencing Agents: Society, Media and Brands[1]

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ABSTRACT
This article aims to discuss the influences of consumerism that exist in the world of childhood. Family, school, peers, culture, the media, brands, all these agents collaborate to form the opinion of children. When does consciousness begin in children on how to buy and what to buy? How can the media influence purchases? How are the parents impacted by this media? In this article, it is concluded that all the influencing agents collaborate to the education of children, but mainly, the parents are responsible for influencing consumption and contributing to the growth of children. This work has also sought organizational communication interface, branding, advertising to children, and e-commerce.

KEY WORDS: advertising to children; child consumer; influencers; media; branding; e-commerce.

1. Child Consumer

"Advertising to children is the one consisting of children, from the newborn to those not yet 12 years of age, from when they are considered adolescents" (BRAZIL, 1990[2], apud VELOSO, HILDEBRAND, CAMPOMAR, 2012). According to IBGE projection data in 2016, the Brazilian population is composed of 206 million people, and in the age group of 0 to 4, we have 3.45% (7,107,000) of female children and 3.61% (7,436,600) of male children, for those aged 5 to 9there are 3.69% (7,601,400) of girls and 3.86% (7,951,600) of boys, totaling 30,096,600 million children in Brazil from 0 to 9. Therefore, this is the approximate age group that this article aims to study, which is 0-6 years old. "The child is seen in our society as something sacred, priceless and irreplaceable" (LEWIS, 2010[3], p.84. apud VELOSO, HILDEBRAND, CAMPOMAR, 2012). However, it was not always so. This view that the child is of

[2] BRASIL. Art. 2º da Lei nº 8069 de 13 de julho de 1990. Dispõe sobre o Estatuto da Criança e do Adolescente e dá outras providências. Disponível em: http://www.planalto.gov.br/ccivil_03/leis/L8069.

[3] LEWIS, L. *Birthdays*. In: MARSHALL, D. Understanding children as consumers. Thousand Oaks, CA: Sage, 2010. p.84

importance is recent, it was from the twentieth century that children have gained prominence in society, developing awareness among adults that children should be respected, having a space to play, rest and study.

Before that time, children were viewed as adults and had importance in domestic activities, as well as the financial part, i.e. they helped parents working outside the home and obtaining income to help the family.

> In the modern age, children were still treated differently from how they are treated today. A brief visit to the history books, particularly those relating to the Industrial Revolution in England, provides information on issues involving children and work. At that time, the use of children in factories was very common as cheap labor. Both women and children were subjected to up to twelve hours of work a day. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 3)

Children were used to clean the chimneys of factories, and so, in 1788 the first law intended for protecting children was created, the Act 1788, aimed on providing some security guarantees for the so-called climbing boys.

> It was only in the nineteenth century that other more comprehensive laws were created in England. It stands out as the most important the "Regulation Act of 1819" (which limited the minimum age to work at nine years and the maximum hours worked in twelve), the "Regulation of Child Labor Law of 1833" (which established paid inspectors to monitor the enforcement of the law) and the "Ten Hour Bill of 1847" (which was limited in ten the number of hours worked by women and children). (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 4)

With the arrival of the twentieth century, there were a number of changes that favored the child, and the idea of childhood was created, so that the infant was protected and had special care. During this period children's toys were manufactured at home by the children themselves with excess material.

From the 1900 the importance of the child grew in the North American middle-class family. With improvements in medicine, the decline in infant mortality, families began to shrink in size, so the children were removed from the labor market. During this period the child began to become a display object of families, someone to be presented to society as status. There were the first luxury product ideas for kids too.

The post-war period brought new prospects for the market, including "the idea of a child who is also a consumer" which showed that advertising to children had the "basic requirements to be considered a promising market: size, purchasing power and specific needs". (MCNEAL, 1992[4] p.4, apud VELOSO, HILDEBRAND, CAMPOMAR, 2012)

Over the years, society changed and women began working outside the home, to contribute to the family budget or to be the main financial agent of the family. In Brazil, there are 67 million mothers, 47% of which work (MELLO, 2015). With this, the children began to stay with relatives, nannies or specialized schools. There was therefore a change in the behavior of mothers "increasing presence of women in the labor market, distancing themselves from their children, feelings of guilt among mothers, more permissive behavior in purchasing decisions for their children "(RABELO, 2007, p. 21).

This influence of the children in the parents' shopping, or shopping for the children themselves, has increased more and more and in different moments of family life, according to a YTV Kids and Tweens Report from 2008, children influence:

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[4] MCNEAL, J. U. *Kids as customers*: A handbook of marketing to children. Nova York: Lexinton Books, 1992.

Breakfast choices (97% of the time) and lunch choices (95% of the time); Where to go for casual family meals (98% of the time) (with 34% of kids always having a say on the choice of casual restaurant); Clothing purchases (95% of the time); Software purchases (76% of the time) and computer purchases (60% of the time); Family entertainment choices (98% of the time) and family trips and excursions (94% of the time). (HOW Marketers, 2010, s.p.)

Therefore, due to the change in family structure and greater participation of mothers in the labor market, one of the ways parents saw to give attention to their children was by giving space and a voice in family decisions, i.e. in the process of purchase decision, as influencers at first and then as consumers.

2. Development and the child: from birth to 6 years old

For each stage in a child's development it is necessary to observe the level of growth and understanding of the world. There is a transition in the understanding of the universe that exists in the children's world, the objects that children will use, whether clothes, shoes, or toys, but mostly toys, need to follow their natural development, enabling them to grow with the necessary stimuli, but without overdoing it so they do not feel discouraged or irritated, by failing to perform a certain task.

It is quite clear that the transition from one stage to another is important for companies that cater to child consumers because the understanding of the child about how their world changes, and therefore also changing their needs and how they understand messages of communication. The company should also be aware of the changes that will occur in the child's relationship with the products that are offered. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 18)

Therefore, there is, according to Piaget (2012), four stages of cognitive development in children, as his Genetic Epistemology shows.

Table 1 - Four stages of cognitive development according to Piaget		
Stage	**approximate age**	**Characteristics**
Sensorimotor stage	Birth to 2 years	The knowledge that the baby has of the world is based on the senses and motor skills. At the end of the period, he uses mental representations.
Preoperational stage	From 2 to 6 years	The child learns to use symbols such as words and numbers to represent aspects of the world, but the child relates to it only through their own perspective.
Concrete operational stage	From 7 to 11 years	The child understands and applies logical operations to experiences as long as they are focused on the here and now.
Formal operational stage	From adolescence onwards	The teenager or adult thinks abstractly, speculates on hypothetical situations and reasons deductively about what is possible.

Source: (KAIL, 2004[5], p.13, apud VELOSO, HILDEBRAND, CAMPOMAR, 2012, p.18)

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[5]KAIL, R. V. A criança. São Paulo: Prentice – Hall, 2004, 545 p.

For marketing, communication with these distinct cognitive development stages have major differences. Children from a small age, due to television, are already affected with advertisement that stimulate consumerism, but in the first two stages of the child's life, the transmitted message needs to impact mainly parents and guardians, as they are the major decision makers in the purchase.

> Children under 2 have limited social development, but that does not eliminate the ability of companies to create and deliver products that are accepted by children or parents. Parents will be highly sensitive to toys that have a gentle and fun feature and help in the development of the child. Children, in turn, have a predilection for simple toys that enable sensory stimulation, through its texture, the sounds it produces and its colors (ACUFF and REIHER, 1997[6], apud VELOSO, HILDEBRAND, CAMPOMAR, 2012)

The next stage of the child's life, from 2 to 6 years old, shows a time when they have a need for "need of stimuli, love and affection, security, and autonomy and power" (VELOSO, HILDEBRAND, CAMPOMAR, 2012). As states Veloso, the stimulus is related to the energy that children have at this stage of life, the search for discovery, information and knowledge. The need for love and affection, which can be seen in the relationship that children have with pets and stuffed animals. The need for security does not allow children to watch films that can scare them, an example is the film Finding Nemo, for a 4 to 5-year-old, the idea of getting lost from their parents may be somewhat frightening, the same goes for TV shows, websites and other communication channels that bring a sense of loss. Finally, autonomy and power is related to the attraction of children to heroes and sports stars as a role model to be followed.

> Children enjoy and submerge themselves in the world of make believe. But they do not put aside the self-centeredness, so, often even playing in a group, each child will be actually playing alone. Toys that require interaction between children 2 to 7 years old only have a chance to work for the one nearest to the end of seven years old. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 23)

Analyzing the concrete operational stage, children aged 7 to 11, who come to observe and understand the other's perspective. "This characteristic will be essential to allow the games to be held in group" (VELOSO, HILDEBRAND, CAMPOMAR, 2012). Starting thusly, a new stage in the child's life, in which they will be able to use logic and reasoning to understand the world, interact with peers, play in groups, with board games that need strategy. However, as the abstract logic is not yet complete:

> The child is not yet able to criticize the logic of the other, thus a trial and error strategy tends to be used instead of a thinking strategy that would allow him/her an effective analysis of the pros and cons of the solutions that are presented. (DAVIDOFF, 2001[7], apud VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 24)

It is a period which, according to Acuff and Reiher (1997), can be called the period of rules and roles, "for it is at this point that the child creates bonds with characters, whether from television, sport or cinema, seeking a definition of what is right or wrong." This is a stage where the child has parents, teachers

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[6]ACUFF, D.S; REIHER, R. H. What kids buy and why: The psychology of marketing to kids. New York: Free Press, 1997.
[7] DAVIDOFF, L. L. Introdução à Psicologia. São Paulo, Pearson-Makron Books, 2001. P. 798.

and characters as role models, they disentangle themselves from the old world and it is when children test parents to identify standards of limits. Their cognitive capacity develops "making their ability for logical reasoning increase dramatically." (ACUFF and REIHER, 1997 apud VELOSO, HILDEBRAND, CAMPOMAR, 2012)

The most popular toys at this age are video games and dolls. The video game, since it brings all valued factors in this phase, which are: challenges, competition, growing complexity, rewards, incentives and variety. As for the girls, you have the Barbie doll as the most desired toy, because it still represents an ideal model.

> The level of interrelation between the different media is making the characters of video games become movie stars (Lara Croft, Tomb Raider and Prince of Persia) and vice versa (Back to the Future, E.T., the Extraterrestrial; Star Wars). These initiatives unfold on television series, cartoons, comic books and websites, which in turn generates huge licensing capacity. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 25)

For marketing, these connections help in the message that will be transmitted to the children, because the characters are in direct and daily contact with them. In addition, group games that in the previous step were not appreciated by children, which in this has high relevance, because there is an acceptance of games for children to have membership in the group, which allows for competition and building of an image. Therefore, products that allow for competition in groups, have a certain adhesion because they are susceptible to the opinions of others. This audience that defines a particular product or application and considers it "cool" and becomes prominent among the group:

> Belk et al (2010)[8] describe cool as a particular impression-related verbalized and embodied performance that requires validation by an audience and represents an important source of status in consumer culture, especially among adolescents. (WOOTEN, MOUREY, 2013, p. 170)

Regarding the inclusion of technology in children's lives, it will be between 2 and 8 years old that digital media will begin to make a difference in shaping the individual, that is, in education. And there are benefits in using technology, but parental monitoring is necessary to contribute to an understanding of the media, or rather, to best enjoy the content that the child is having contact.

> But for children aged 2-8 years, carefully chosen TV programs, movies, apps and computer games offer many developmental and social benefits. These can have even more value through middle and later childhood. Also, social networking sites can have social benefits for teenagers. (LEE BURTON, 2015, s. p.)

3. Consumer socialization: family, school, peers, culture, media

Consumer socialization is an important part of building of the individual, that is how he/she begins to understand himself/herself, being inserted in society and in human relations.

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[8]BELK, W.; TIAN, K.; PAVOLA, H. (2010) "Consuming Cool: Behind the Unemotional Mask." In: R.W. Belk (ed), Research in Consumer Behavior, Bingley: Emerald Group Publishing Ltd, vol. 12, pp. 183-208.

> This process is based on the understanding of the rules governing a certain group, the understanding of which behaviors are accepted. The child, at birth in a given cultural context, does not yet have the necessary knowledge of what is expected of him/her. Over the years, he/she will learn to behave in a way accepted within that larger group. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 31)

This is how the child begins the process of knowledge concerning people and society:

Table 2 - Types of Social Knowledge	
Knowledge related to people	**Knowledge of society**
Recognition, identity and roles	Social knowledge: money, poor, rich, nation, city, etc.
Differentiation between familiar and strangers	Knowledge of institutions: family, school, hospital, parliament, etc.
Feelings, thoughts, intentions and points of view	Knowledge of values, norms, moral judgment, etc.
Relationships between people: friendship, family relationships, etc.	

Source: (Adapted from Lopez, 1995[9], p.84, cited Veloso, Hildebrand, Campomar, 2012, p.31.)

The child consumer in the age of 0 to 2 does not have the option to choose, or rather, has not yet developed into his/her consciousness the factors such as the need for a specific product, brand, toy, status of those toys, so this is the age that parents have the greatest possibility to define which product to buy, what is best for the child, which product has quality and safety.

However, at the age of 3 to 7 years, the child has already started a growth of his/her understanding, what he/she likes, dislikes, what he/she needs and chooses from colors and options of functions. In the socialization process of the child consumer, the bond of parents, siblings, friends, cousins, each of these members of the child's relationship, is important to contribute to learning.

> A key part in infant socialization is behavioral processes. The behavioral processes of socialization refer to what the child should learn about the type of conduct that is expected of her to be part of the group. The knowledge of what is expected behavior by the group facilitates this insertion process. If the child cannot perform the expected behavior correctly, he/she can be purged of the group. Remember that the expected behavior involves what should be done according to the social norms of that group, as well as what should not be done. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 32)

Hence why the family is the first place where the child will mirror to define which product, quality and value he/she can buy. It is in the family that the first discoveries are made and where adults teach the

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[9] LOPES, F. Desenvolvimento social e personalidade. In: COLL, C.; PALÁCIOS. J.; MARCHESI, A. Desenvolvimento psicológico e educação: psicologia evolutiva. Porto Alegre: Artmed, 1995.

most about choices between products, rules of conduct, money, change, how to communicate at the time of purchase.

There is a way to influence directly and indirectly. "The direct influence happens through communication, when parents interact with the child and impart knowledge or talk about some topic that is relevant to the process of socialization" (VELOSO, HILDEBRAND, CAMPOMAR, 2012). In turn, the indirect influence occurs through observation, i.e., "the child is always watching the behavior of those who serve as role models for them."

Peers, which in most cases are the result of social interactions carried out in schools, is another influential group in purchasing decisions of children. There is an influence on behavior, as well as the objects that the other has, which brands are used. "It is in this context that the idea that people want products not only for what they do but also for what they mean" (LEVY, 1959[10] apud VELOSO, HILDEBRAND, CAMPOMAR, 2012). Brands endorse people and set behaviors. Individuals become mirrors of the brand, if something is "cool", i.e. it has audience among a group of peers, it brings a sense of prestige, popularity and uniqueness to the group:

> Themes of popularity, prestige and uniqueness emerge from respondent comments about cool brands, whereas themes of popularity and inferiority surface from comments about their uncool counterparts. The notion that coolness of brands is affected by associations with certain types of people and that coolness coincides with status emerge from comments about brands at both ends of the coolness continuum. The nexus between brand coolness perceptions and the status of brand users is evident in assertions that brands like Ferrari are cool because they are expensive, endorsed by celebrities, or associated with wealthy people. [...] That is, brands were identified as cool or uncool when they were viewed as part of the consumption constellations of aspirational or dissociative groups, respectively. (WOOTEN, MOUREY, 2013, p. 171)

Therefore, the school is the environment in which children have the highest level of social interaction, where you can see that children begin to identify what their peer has and what he/she wants to own too, be it electronic products, school supplies with characters and thus influence the purchases of these items. Among the agents responsible for socialization, teachers are the strongest influence group, so "a role that the school could take would be to teach the rights and responsibilities of consumers and businesses." (OZGEN, 2003[11] apud VELOSO, HILDEBRAND, CAMPOMAR, 2012)

The culture is mainly related to family and school, since it is "basically a set of values, ideas and meanings, that is, a way to see the world shared by a group of people" (VELOSO, HILDEBRAND, CAMPOMAR, 2012). Therefore, the form of family life, the relationship between parents and children, the social relationships that exist in the school, what is the methodology like in the classroom, which social, cultural and environmental contents this child has access to, all these factors lead the child to identify their needs and desires differently, that is, those are the experiences that form the individual, shaping their preferences, collectivism or individualism, his/her need for control or participation in certain situations,

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[10] LEVY, S. Symbols for sale. *Harvard Business Review*, v. 37, n. 4, p. 117-124, 1959.
[11] OZGEN, O. An analysis of child consumers in Turkey internationaljournal of consumer. *Studies*, v. 27, n. 5, p. 366-380, nov. 2003.

focus on results in the short or long term. All these features are formed from the social and cultural relations of the child.

> Cultural differences and child consumer behavior are part of relatively new topics in marketing. This issue has gained increasing importance with the globalization of markets and increased scope of business. Cultural differences between countries certainly impact on the influence of socializing factors. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 47)

Now, the media has emphasis on the formation of children by stimulating desires that he/she does not have, but it presents products that the consumer did not know, sells benefits, advantages, and other information that will make the child feel part of a group of people, by obtaining a product. As the media, it can impact, with more or less intensity, the children, but all of them have their role at different stages of a child's life. For younger children, aged 2-6 years, the media can contribute with:

> Literacy skills – for example, learning letters of the alphabet through programs such as Play School and Sesame Street, or through educational computer games and apps like Teach Your Monster to Read; Numeracy skills – for example, learning to count or identify shapes through programs including Sesame Street and Play School; Social skills – for example, learning cooperation by watching TV programs and using computer games and apps like Toca's Tea Party, and websites such as ABC for Kids, which show cooperative and helping behavior. (LEE BURTON, 2015, s.p.)

For children between 6 to 8 years old, the media already has different contributions, but that constitutes the formation of the individual in the intellectual, social, educational part:

> Intellectual benefits – for example, developing problem-solving and critical thinking skills by playing computer games designed to develop these skills, or developing ethical thinking by comparing family values with values in fiction or documentaries; Educational benefits – for example, encouraging reading, particularly after watching a program or movie based on a book; Social benefits – for example, joining online clubs such as Club Penguin, which teach children strategies for effectively and safely using social networking sites, or playing computer games with friends and Family; Creative benefits – for example, developing skills in imagination, art and modelling, music and media, through using software and apps like My Story or Bubl Draw, or being inspired to make something by a TV show. (LEE BURTON, 2015, s.p.)

Another important factor to be considered is the simultaneous consumption of media, that is, the television is on and the consumer is also with the laptop and the mobile phone.

> New generations are characterized by the ability to interact with a wider range of information sources at the same time. This indicates that these children and adolescents are no longer willing to consume a linear programming, we expect something more interactive and dynamic. (VELOSO, HILDEBRAND, CAMPOMAR, 2012, p. 49)

According to a survey conducted in Brazil, with parents of children between 3 and 11 by theInstituto Alana and Datafolha in 2010, the main leisure activities are: television (80%), playing with other children (68%), cycling (51%) and playing video games (49%). For new media, in research conducted in the USA by Nielsen in 2010, children between 6 and 12already prefer iPad (31%), computers (29%) and iPod Touch (29%).

Despite the decreasing participation of television in the lives of children, it remains one of the first forms of access to advertising of brands, and so it is one of the most criticized by the content that is offered for children. Because of the "great influence groups and persons of reference have on infants, parents are more concerned with the content of television programs (58%) than with the content of the advertisement on commercial breaks (42%)" (INSTITUTE ALANA and DATALHA, 2010), as the advertisements are analyzed by WEBSHOPPERS:, however the content of programs are rarely analyzed or have control. But it is important that parents are prepared for the insertion of new media in the daily lives of children, and preparing for it is something essential so that the family can participate in the technological evolution, since the children were born with all the technology and easily understand the "new technologies", which for them are the native reality. According to the American Academy of Pediatrics, some tips are important for parents to keep a good relationship with the children "it is important to help them learn concepts of digital use and citizenship" (CHILDREN AND MEDIA, 2016, sp.). The tips of the American Academy of Pediatrics are:

> Treat media as you would any other environment in your child's life. Set limits and encourage playtime. Families who play together, learn together. Be a good role model. Know the value of face-to-face communication. Create tech-free zones. Don't use technology as an emotional pacifier. Apps for kids – do your homework. It's OK for your teen to be online. Remember: Kids will be kids. (CHILDREN AND MEDIA, 2016, s.p.)

4. Child e-commerce

Currently in Brazil we have great players working in the children's segment. E-commerces that have major investments in the Business to Consumer (B2C) sector are: Bebê Store and Tricae. That is, they develop the clustering of customers, "segmentation consists of seeing the market, heterogeneous, of a product or service, and divide it into sub-groups or segments that have homogeneous characteristics among themselves in the most relevant criteria for the characteristics of a particular supply "(E-Consulting Corp. 2011, s.p). Since the profile of the buying public of this research are mothers and caregivers, and the object of this research is the B2C e-commerce, we define that the analysis will be carried out between two children's e-commerces and that the focus of the analysis will be: to evaluate the products and communication in general. Specifically, it was analyzed, the communication to impact parents and guardians, if the products are multi-brand or own brand, if there are licensed products, that is, with characters and how the media these e-commerces impact the buying public. The survey was conducted with qualitative perspective and investigation of documents. Some precepts of Culture Consumer Theory (CCT) were used, which "is an interdisciplinary field that includes macro approaches, interpretative and critical to consumer behavior and perspectives" (STRANDBY, 2013 s.p).

4.1. Bebê Store

The store Bebê Store is an e-commerce of the child segment that operates in the Brazilian market. According to Remus (2012), the virtual store was created by a couple, Leonardo Simão and Juliana Della Nina, who had just had children and knew the challenges of buying products that have quality and good

price for their children. The entrepreneurs started the operation in 2009 with their own investment, about U$ 115 thousand dollars and today it is one of the largest e-commerce of products for children. In addition to clothing and accessories for children, Bebê Store is part of the Grupo BB Box, which launched the brands Toy Store and Mommy Store, to meet the sales of toys and products for pregnant women as well.

> From now on, consumers can, with a single cart, shop at three stores, which will help attract a larger audience for all of them. Integration is just one of the novelties of the websites, which have undergone a major overhaul in layout and architecture to be more friendly and with a more dynamic and interactive navigation, which has brought an immediate increase of 30% in sales. (REMUS, 2012, s.p.)

To keep growing, the Startup of children's products, sought investors who believe in the business and could help in their growth, for this, as stated Remus (2012), she had the contribution of Atomico fund, and from Niklas Zennström, co-founder of Skype. Thus, Bebê Store continued in its goal of expanding the product mix to attend from gestation to 14 years.

In e-commerce Bebê Store there are 10 product categories: strolling, food, wellness, clothing, shoes, bedroom and layette, diaper and hygiene, mom, toys, kids, to meet the most needs of parents and guardians, that is to have greater opportunity for the customer to make an order without searching other websites, thus attending to the highest number of online consumers. This is the great advantage of the Bebê Store, the large number of products that make up its mix, now with the purchase of Baby.

The communication focus of e-commerce is parents and guardians because they have clean environment in which the layout was recently changed as before it was more colorful, there was a submenu at the top of the site for brands Toy Store, Mommy, Nappy and Kids, but with the change of layout, they are now divided discretely in the main e-commerce menu.

In e-commerce, there is no area of interactive games for children to play nor a blog to read content related to products, or a child's day to day. It is only a website that sells products for children. But they have licensed products, especially in the clothing and toy departments. Therefore, in addition to the variety of products to meet the parents in the early years of a child's life, it also serves as the child starts to ask for products that have characters.

Communication is mainly through sponsored links, email marketing and social media: Facebook, Instagram, Twitter, YouTube, Snapchat. Some of the strategies used to obtain followers pages were:

> In addition to articles about products for kids, the site highlighted information about health, care and issues relevant to childhood. Disclosure of sweet and fun images of children was another bait to increase the number of fans and win public sympathy. (REMUS, 2012, s.p.)

So, it's a store that meets the needs of parents, it offers a varied product mix, as well as competitive prices. In relation to children, they attend by offering products, especially toys that meet the cognitive, affective and social development of children, as well as when there are special requests in relation to purchase a product that has a character.

4.2. Tricae

The Tricae is also a highlight in the children's world of the internet. To contribute to the relationship with customers and advertising products, Tricae communication is conducted by email marketing, sponsored links, Facebook, Twitter, Google Plus, YouTube, Instagram and through a blog where consumers can read about health and wellness, education, fashion, fun, food, tips, home decorating. Since its foundation in 2011, it has invested to become a brand which is remembered by consumers through actions that facilitate the user experience and that bring interaction with the store.

> Founded in 2011, the startup has already received 20 million euros in investment from Rocket-Internet, Millicom and AB-Kinnevik. Today, the online store offers products for mothers with children 0-12 years old and has a portfolio of 17,000 products ranging from diapers, clothes and shoes to toys, cribs and strollers. (FONSECA, 2015 s.p.)

When it comes to revenue, Tricae found an excellent business opportunity, licensed products. Recently, the online store launched a spring/summer collection 2015 of Tricae and Disney by Tricae brands.

> By the end of the year, the expectation from Tricae is that the collection sells about 300,000 units, with a total turnover of R$ 15 million by the end of 2015. [...] With a concept that combines comfort, practicality, fashion and fun for children, clothes and shoes please moms and dads, and are already available in the Tricae website. (TRICAE LANÇA, 2015 s.p.)

With clothes and shoes using characters from Disney, Tricae will offer parents, "the whole universe full of magic and enchantment that these figures have in children's imagination" (MARCAS PRÓPRIAS, 2015 s.p.). This shows how thinking about parents and children together makes a difference in business success.

It is also the media that turns the characters into heroes for the children, into role models, that's why it is always necessary to resume the need for communication to the public. The importance of having quality content, that is, which generates knowledge for children and peace of mind for parents and guardians. According to research conducted by Nickelodeon Business Solution Research (2006), there are 10 ways to communicate with children.

> 1. Children are crazy for novelties. 2. The power for them is in every discovery. 3. Children have a special relationship with the media.4. Kids love technology: it entertains and gives them a voice. 5. Children have their own opinions. 6. Children are still children ... 7. To hold their attention, be playful and fun. 8. The point of view of the child is not our own. 9. A good character communicatesa thousand words. 10. A child is a sponge. (VIANNA AND MELLO, 2006 s.p.)

As we can identify in the Nickelodeon research, "a good character communicates a thousand words," there is great importance of the characters in children's products because they are a differential for business, that's why the product licensing strategy becomes attractive to increase the product mix:

> The strategy is basically to lend to goods and services the brand of a film, drawing, artist, character, clothing, automobile and others. In return, the manufacturer which receives the right to use the trademark pays the holder royalties, which, in Brazil, rangefrom 2% to 16%, reaching an average of 8%. (MERCADO DE LICENCIAMENTOS, 2016 s.p.)

Thus, by starting to create products with its own brand and the licensing of Disney products, Tricae has a great competitive advantage as it gains in profitability, that is, the product profit margin increases, and in contrast, e-commerce consumers spend more on variations of products, products that are found only in Tricae, creating a differential for the brand.

5. Final Considerations

As we identified in the analysis of this article, the media has a very important role in consumers' lives, especially children's, because it has the power to create the need in the minds of children, defining what the child audience needs and why the child needs that item. Nothing different from the adult world, but the big difference between adult and children's worlds, is that the child was stimulated to want a particular product, without even knowing if it really is good, safe and necessary for her life.

Advertising to children has faint lines in its work, especially depending on the age group you want to reach. The child audience of this research was 0-6 years old, so the relationship of parents and caregivers with the media, new technologies and the influencers that exist in the lives of children, becomes a primary concern. It is also at this stage that children suffer more external influences, the family remains the main influencing agent, but they are also impacted by the school, peers, culture and media. Divided between two areas, school and peers, and culture and media, it can be identified in the first, there is a lot of weight in what is "cool" to a group of friends, that is, what's trending for them, and thus makes that group special, it can be a brand of clothing, liking a character and having everything from it, dolls, games, cars, apps. But the culture and the media, have a direct influence among friends, because both can contribute positively with information that will positively affect children, but also impair learning, for example, influence the excessive use of video games.

Therefore, all influencers are important in the child's education, each with its role in forming the individual as a person who respects society and its differences. However, it is essential that parents accompany and guide the children, so they can absorb the best content they are receiving from all the influencers. Only in this way children will comprehend the content, understand the differences and become a critical citizen with his/her own opinion, who respects differences, can discuss what is said by others (family, school, peers, culture, media) and know what is best for him/her in the future.

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