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THE INSIGHTS FAMILY CONTINUE TO SCALE THEIR ASIA-PACIFIC OPERATION WITH KEY CLIENT GROWTH & CONFIRM STRATEGIC PARTNERSHIP WITH THE FUTURE PLAYGROUND

22 September 2021, UK – The Insights Family - the global leader in kids, parents, and family research are continuing their rapid growth across the region, with a flurry of new client wins and the announcement of a new strategic partnership with Singapore and Jakarta-based The Future Playground.

The Insights Family, who operate in 18 markets, have expanded significantly across the Asia-Pacific in the last 12 months – launching their award-winning Kids Insights and Parents Insights products in Australia, China, India, Indonesia, Japan, the Philippines, and South Korea – meaning that they survey 2,870 kids per week, which equates to 149,240 kids, tweens, and teens and 72,800 parents across these countries every year.

Under the strategic partnership, The Future Playground will collaborate with The Insights Family to drive growth of their coveted Kids Insights and Parents Insights services as well as growing their custom research department across Asia-Pacific. The Future Playground offers advisory services and a variety of bespoke solutions to organisations in toys, consumer products, licensing and children’s content. With this partnership, both companies aim to unlock more opportunities in Asia-Pacific markets.

The Insights Family has already enjoyed a succession of high-profile regional client wins that include Amazon, Australian Broadcasting Corporation, LEGO, m-six, Pokémon, Viacom, and Warner Bros.

The Future Playground will work closely with The Insights Family to expand its reach to more organizations who can utilize real-time market data on consumption patterns, attitudes and trends of kids & families to drive ROI across their business. Starting with market research and intelligence from seven APAC territories – Australia, China, India, Indonesia, Japan, the Philippines and South Korea, feasibility is also being carried out in other countries based on customer demand. The Insights Family also operate in 11 other global markets including the US, Russia, UK and Germany.

The latest version of its service, Portal 4.0, was launched earlier this year and provides extensive data for users to view, filter, interrogate and analyse to make informed decisions about their business strategies. The platform includes 11 new features such as Persona Perspective, the Trend Tracker, the Country Context Tool, the Media Mix Compass and more.



Nick Richardson, Founder & CEO at The Insights Family comments,

“We are passionate of the critical need for brands and organisations to listen to children. They are our most important citizens, as they represent the future - the next generation of citizens, communities, consumers, employees, and employers.

We have had significant demand for our services across the Asia-Pacific region since we started to scale across the region earlier this year. The partnership with Future Playground enables us to utilize one another’s knowledge and skills to provide clients across the region with access to the only data of its kind, to inform decision making and to drive ROI across their businesses”

Rikhi Narula - Co-Founder The Future Playground, added,

“Asia is home to over 900 million children but reliable local data on children’s consumption habits, trends and attitudes is scarce. Historically the cost of commissioning research in Asia has been prohibitively high and inaccessible to most except for large corporations or institutions. The Insights Family and The Future Playground aim to change the paradigm by offering real-time data and intelligence with an annual subscription, available online to everyone. More Asian organizations stand to benefit from The Insights Family best-in-class digital tools to access real-time, relevant and actionable information.” – Rikhi Narula, Co-Founder of The Future Playground.

To download a copy of The Next Generation of Family Report in APAC, please visit <https://get.theinsightsfamily.com/familyreport/>

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Notes to Editors

The Insights Family is the global leader in kids, parents, and family market intelligence, providing real-time data on their attitudes, behavior, and consumption patterns.



Kids Insights™ surveys 7,380 children every week aged 3-18. Parents Insights™ surveys more than 3,600 parents of children between the ages of 1 and 16 every week.

Both services operate in 18 countries across five continents and in total survey more than 383,760 kids and 187,200 parents a year. Currently, the company interviews a new family member somewhere in the world every minute.

Kids Insights™ and Parents Insights™ operates in Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Poland, Japan, Mexico, the Philippines, Russia, South Korea, Spain, UK, and the US.

Clients include Amazon, BBC, Danone, Disney, F1, Havas, Initiative, Kraft, LEGO, Mattel, McDonald's, MediaCom, Nintendo, OMD, PBS, PepsiCo, Pokémon, Starcom, Viacom, Warner Bros and Wavemaker.

URL: <https://www.theinsightsfamily.com/>

The Future Playground specializes in elevating companies in kids' lifestyle and play. Guided by in-depth local knowledge in Asia and international industry experience, the company offers bespoke services for strategy and marketing, product development, market entry, distribution and licensing.

From our base in Singapore and Jakarta, we work with clients from around the world including brand owners, manufacturers, retailers, content creators, inventors and designers. With rapid advances in technology and media, coupled with demographic shifts and changing consumer preferences, we support clients navigate and grow in the new 'playground'.

The Future Playground has partnered with industry-leading technology platforms such as **The Insights Family**, the global leader in kids, parents and family market research and intelligence; **Kidoz**, the #1 kid-safe mobile advertising network, and **Vuulr**, the leading global online content marketplace for premium film & TV content rights.

For information, you can reach us at *hello@thefutureplayground.com* or visit our website: www.thefutureplayground.com.