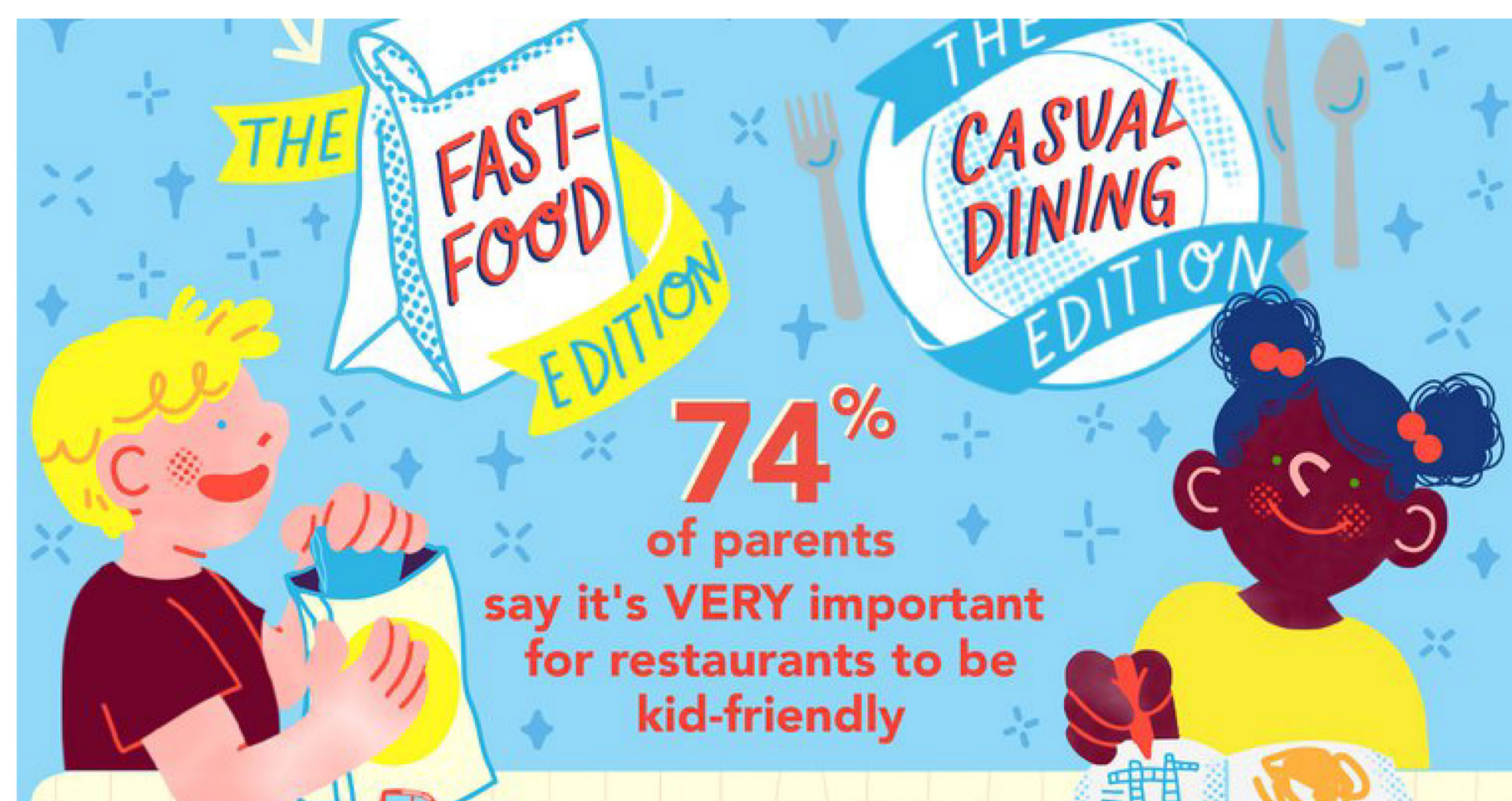


MARKETING

COVID-19 shouldn't stop brands from being kid-friendly



Provided

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Winning with families is just good business, according to research from C3, which in August surveyed nearly 600 parents who dined out with their kids at least once every three months. Two priorities rose quickly to the top of the list of what parents were looking for in kid-friendly restaurants: food + fun.

The most important thing for kid-friendly restaurants was the food. Most parents said they were looking for restaurants that offered kids' meals and food their kids loved. The next most important way for restaurants to be seen as kid-friendly was to provide kids with items and experiences that are fun and entertaining.

When asked about quick-service restaurants, eight in 10 parents said they expected toys to be a part of the kids' meal. Similarly, when asked about casual dining restaurants, parents said they expected their kids to receive activity menus and crayons. Activity menus and coloring play an important role as "wait-busters" when families dine out, keeping kids busy and entertained while the food is prepared.

Not only do parents appreciate the fun factor, but they also said activity menus encouraged creativity and gave kids something to look forward to at sit-down restaurants or while eating at home. Other top contenders that parents mentioned were kids' cups and kids' packaging. Parents wanted kids' drinks to come in kid-size cups with lids — preferably spill-proof — and kid-friendly designs.

Meanwhile, at QSRs, parents expected to see distinctive packaging for kids' meals, so kids realized that they were getting a special meal.

Though some lobbies and dining rooms are open at a capped capacity, restaurants can still continue offering kid-friendly options as businesses shift toward to-go and delivery, according to C3.

"Make it a priority to drop those toys, crayons and activity menus in delivery orders before dashers arrive," the company said. "And remember to include the kids' drinks in a takeout order. Kid-friendliness can be served in-restaurant or to-go."

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