

# Teenagers as a TA in Serbia

IAA Serbian Chapter

Venue: Economics Faculty in Belgrade

Date: 1<sup>st</sup> of June 2012

The logo for the IAA (International Association of Accounting Academics) features the letters 'IAA' in a bold, white, sans-serif font. The letters are set against a dark blue background that has a subtle gradient from left to right.The logo commemorates the 20th anniversary of the Faculty of Economics in Belgrade. It features a large, stylized '20' in a dark blue color. To the right of the '20', the text '20 GODINA' is written in a bold, dark blue font, followed by 'U SRBIJI' in a lighter blue font. Below this, a horizontal line separates the text 'POSVEĆENI' and 'PROFESIJI', both in a dark blue font.



**It is a common truth that teenagers are hard to reach as they don't have strong views and beliefs because they are still searching for them.**

**But, as we live in a world of digital communications, their behavior can be monitored and answers to some of our questions can be found.**



**And here is what GfK research showed...**

**First of all, 20% of them never watch TV, read daily newspaper nor magazines.**



**As for the radio, it is constantly losing the battle to YouTube and other internet channels where they can listen to any music they like.**

But, after all, they do spend time in front of TV, and it is mostly during the weekends – watching sports, movies or some TV series.



Most of their free time is spent on internet...



*“I search for product information on internet, it is more practical than to go into store and forget most of the questions I was about to ask.”*

*“I read blogs because it helps me find out something that they wouldn't tell me about product in store. And sometimes, I also leave my impressions about products.”*

*“I leave comments on forums, and they can be either good or bad – depends on my experience with the product.”*

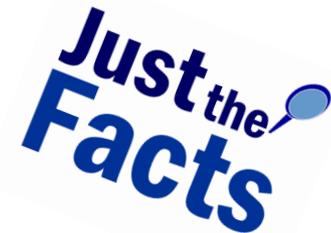
*“I mostly play videogames on internet, such as Angry Birds.”*



...but it is interesting that 60% of them never clicks on banners, even tough they see what is the offer...



...and to grab their attention content must be a combination of comedy, joy, entertainment and facts.



**This task, as teenagers say, is successfully done by  
Nike, Adidas and Zara – as they are their most  
favorite brands...**



**ZARA**

...but as well by Coca-Cola, Apple, Google and again Nike – the coolest brands.

*Coca-Cola*



Google™





**Now they do spend most of their time online, but they also do it 'offline'...**

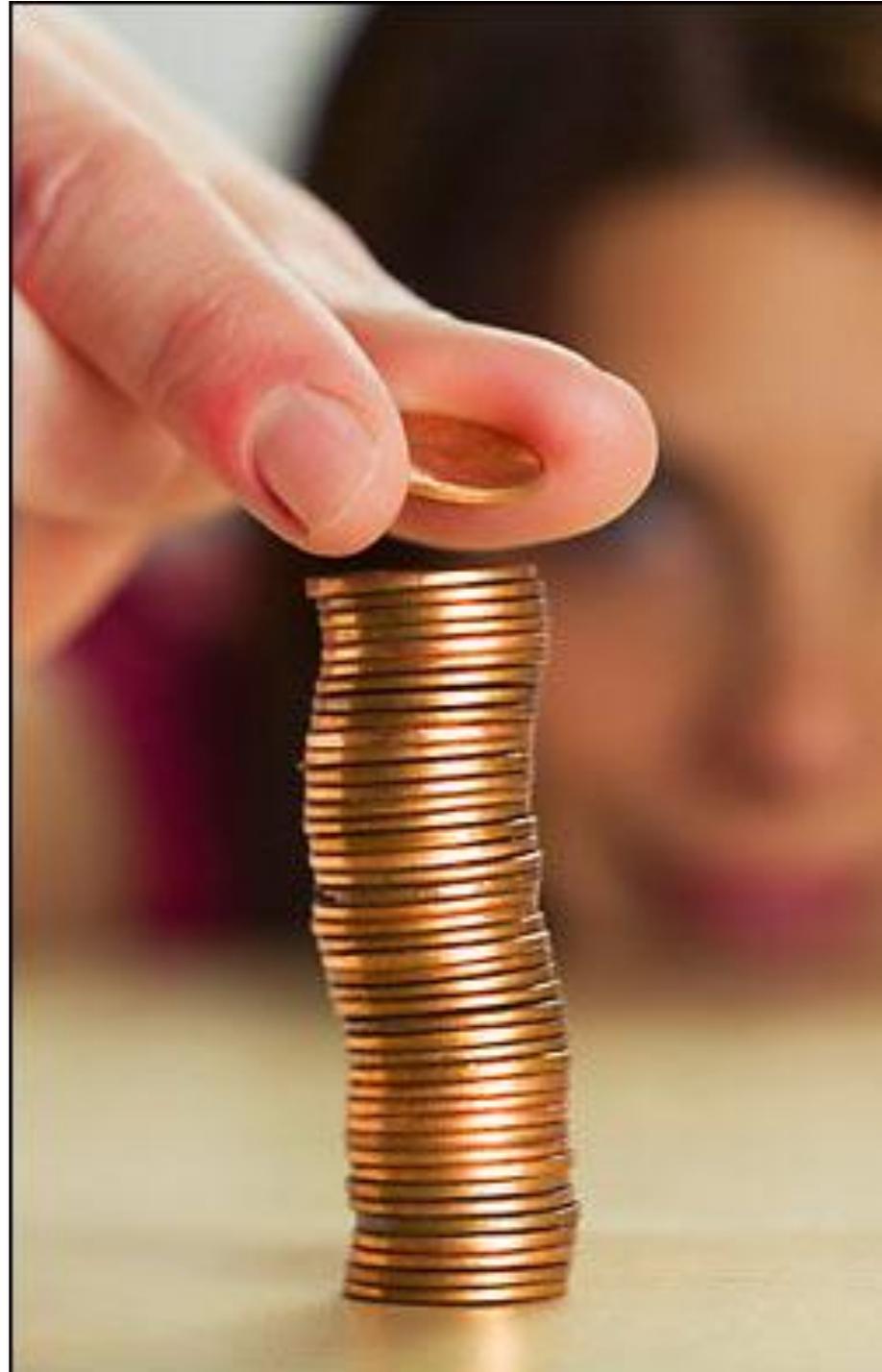
...and 70% of them spend that time in cafes or clubs...



...which is somewhat strange  
as their 2<sup>nd</sup> rated value is  
**health**, right behind the  
**friendship** and followed by  
**love** and **life enjoyment**.



**It is also interesting  
that 78% of them  
have short-term  
savings...**



*“I save money so I can treat myself with some sweets (pancakes, Raffaello treat, Kinder Surprise)”*

*“Sometimes I save money for mobile credit, as I never seem to have enough of it.”*

*“I only save money for some shorter trips, to Novi Sad perhaps, or something like that.”*

*“I always need to save money for headphones as they break very often.”*



**...and that their  
'income' depends  
strictly on their parents,  
eventually on some  
close relatives.**





**And finally, we found that they have strong sense of individualism as they are constantly searching for ways to express themselves, which explains why they don't spend time watching TV, or listening the radio.**

*“It annoys me when brands try to speak with ‘our’ language. It seem to me as if they are trying to ‘stoop to our level’ and be part of our world. It’s like they are mocking us.”*



**They have a great respect of individual success, and this is obvious as their most popular celebrity by far is Novak Djokovic.**



# **In conclusion...**

**Teenagers want to know that they are treated as a target group that has characteristics which are distinctive to other groups, group that is autonomous and finally, group that cannot be ridiculed with lousy mimicking of their slang and inept compliance of their needs.**

**They don't want to see their clones in advertisement, they want to see themselves.**

***“Either they treat teens as kids, in that they should do what they’re told, or they treat them like smaller versions of adults, in that they assume kids have the same values as adults. Neither approach works with teens...”***

***Parry Aftab***

Executive Director of WiredSafety.org

**THANK YOU!**

**YOUNG PROFESSIONALS TEAM**



**A4**



**20 GODINA**  
U SRBIJI  

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POSVEĆENI  
PROFESIJI