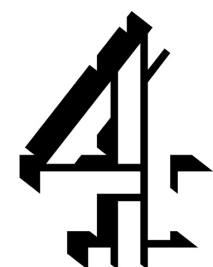


Leading Edge

Leading Edge tribes are the smallest segment in the youth market.



However, they drive taste across virtually all other sectors, impacting on the listening habits and fashions of everyone from rural teenage Emos to the stars of US hip hop. These tribes stand at the gateway of popular culture, and are the main influence over other Tribes like the Young Alts. However, all of these Leading Edge Tribes are hard to manipulate.

For media planners and strategists predicting or changing the direction of the Leading Edge is pretty difficult – but following it is essential. Geeks and Hipsters in particular are classic hit-makers and an awareness of what is blowing up with these Tribes is a prerequisite of youth marketing.

Leading Edge kids tend to be fairly grown up. It takes time, research and mentoring to grow into a true expert, though sharing this savvy with younger kids is a big part of the pleasure in being a Leading Edge tastemaker. With age and knowledge comes an awareness of wider cultural influences and while these Tribes are hugely influential within specific genres or music and fashion, Tribe members can see a wider picture.

Craft Kids are a small sub Tribe but very influential on fashion, food, creativity and more through the power of their blogs and ideas. They make stuff and share it, and their enthusiasm for recycling, knitwear and art makes them recognisable descendents of the once massive Hippy tribe.

Geeks, Indie Scenesters and Hipsters are the holy grail of youth marketing: three fluid and almost intangible Tribes with a massive influence on popular culture, but very hard to predict. Geeks are incredibly gifted and hard to impress, but generous with their time, skills and endorsement for anything that makes them laugh or cry. Indie Scenesters are fans of guitar music who would (and did) love it with or without the cool cachet. They stay ahead of the scene on the web. Hipsters like the newest and best in every section of music, media and fashion. Once they've signified their approval, they quickly move on.

25% 'definitely agree' that they "watch more TV on my computer these days." This was higher than the 19% among all 16 to 24s.

This segment are more "prepared to pay more for good quality wine" than any other segment (Index = 243 vs. all 16 to 24s).

20% 'definitely agreed' that "heavy drinking is more harmful than taking drugs." Among all 16 to 24s it was only 11%.

Brands



Media



Media Consumption

