Focus on Small Business: Addie Swartz and Accessories for Girls Who Are "between Toys and Boys"[1]

As Addie Swartz's two daughters approached the pivotal "tween" years, she—like many mothers—struggled to find something to help her girls bridge the gap between Barbie and Beyoncé. Frustration stoked her entrepreneurial spirit, and the Beacon Street Girls, a new lifestyle brand for girls ages 9 to 13, was born.

NO DOLLS OR ICONS

The Beacon Street Girls invites tweens into a rich and exciting contemporary world in which values matter, friendships are everything, and community service is important.

In promoting the brand, Swartz comments that all of Beacon Street Girls's marketing initiatives need to understand and speak to two audiences: tween girls and their parents/older gift-buying relatives. Their goals are to:

- Build awareness among stakeholders.
- Create interest and desire in tweens to engage with the brand and share with their peers.
- Drive customers into the stores to seek and purchase Beacon Street Girls products.
- Encourage tweens and their parents to come to the website.

Marketing programs are aimed to promote retailer presence, push to the web, and leverage the tween consumer to promote the brand via web-based viral marketing programs. In describing her market further, Swartz divides the market into two segments, the primary and secondary. The primary market consists of girls ages 9–13 years, with the "sweet spot" being the older 11- to 12-year-old tween. These girls are entering middle school, a time of new friendships, body changes, and growing-up experiences. They are media-savvy, looking for fun and possibilities, admiring of teenagers, but still want to be kids. They are in the early stages of navigating the often rocky waters of adolescence and desperately want to fit in. The secondary market consists of their mothers, fathers, aunts, uncles, and grandmothers who seek positive role models and messages for their daughters/relatives.

DISCUSSION QUESTIONS

1. What are some ways that Beacon Street Girls can promote its brand in order to meet the company's goals?
2. What ways can Beacon Street Girls market to the tween girls?
3. How can it also reach the parents of the tweens? In what ways is the marketing message different or the same?
4. How can Addie Swartz continually develop and promote the brand that has meaningful, value-driven tween girl properties that are also relevant, cool, and realistic?