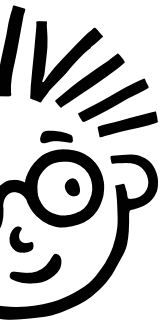




Sparking Children's Curiosity is in Baby Einstein's Brand DNA

Rochelle Wainer, Ph.D.
Head of Global Insights & Analytics at Kids2



The Power of Curiosity

When a baby is born, so is hope for who they will become, what they will achieve, whose lives they will positively impact and what fulfillment they will discover in their own journeys. Yet, there is no single road map that can determine these outcomes; in our ever-changing world, the best way we can support children is by fostering curiosity, which can empower them to chart their own paths.

***“The important thing is to not stop questioning.
Curiosity has its own reason for existing.”***
—Albert Einstein

Curiosity is innate in children, as is evident in the way a baby eagerly explores the world around them using their five senses, learns about cause and effect, and persistently conducts their own “experiments” that help them achieve broader milestones. With enthusiastic support from parents and loved ones, this natural sense of curiosity can flourish throughout life—which research shows is correlated with academic achievement, better relationships and all-around more satisfaction in life.¹

More Than a Namesake, Einstein is Our Inspiration

Albert Einstein is now considered one of the greatest thinkers in history. However, that wasn’t always the case. During his upbringing in Germany during the late 19th century, Einstein resented the authoritative education system and expressed frustration that his “wonderings” were discouraged. As he later told a biographer, “I wanted to learn what I wanted to know, but they wanted me to learn for the exam.”²

Why did Einstein not stop there—disenchanted and uninspired by rote learning? Because of the counter influence of his parents, who valued curiosity above nearly all else. Later in life, Einstein recalled that one of the most formative experiences from his childhood was when his father gave him a compass while he was sick in bed around the age of 5. As he twisted and turned the compass, he marveled that the needle always faced north. “I can still remember,” he wrote during adulthood, “that this experience made a deep and lasting impression on me. Something deeply hidden had to be behind things.”

***“Success comes from curiosity, concentration,
perseverance, and self-criticism.”***
—Albert Einstein

As a multi-passionate learner who mused that he would have become a musician had he not pursued science, Einstein was continually guided by a sense of wonder and a desire to discover. Consider, for example, his theory of special relativity, which was only made possible when he dared to look beyond established facts. As he wrote of the experience in his autobiographical notes, “Gradually, I despaired of the possibility of discovering the true laws by means of constructive efforts based on known facts.” Rather, unquenched curiosity kept him persistent—and eventually made him a world-known Nobel Prize winner.

¹ *Early childhood curiosity and kindergarten reading and math academic achievement* by Prachi E. Shah, Heidi M. Weeks, Blair Richards, & Niko Kaciroti, *Pediatric Research*, 2018

² *The Hungry Mind: The Origins of Curiosity in Childhood* by Susan Engel, 2018

Curiosity is in Our Brand DNA

Baby Einstein believes curiosity powers discoveries, inspires creativity and fuels individual exploration. From its inception as a DVD series in the 1990s to today's line of innovative, developmentally supportive products, Baby Einstein has given parents the tools and resources to confidently engage their children's curiosity.

With research showing that today's parents increasingly value curiosity, Baby Einstein's foundational principles offer parents the unique ability to feel confident that their product choices are supporting their broader hopes for their children. As this desire mounts, Baby Einstein is already there with solutions the market trusts. According to Kids2 Proprietary Global Consumer Attitude and Usage Research 2020, consumers across five key markets (United States, United Kingdom, France, Germany, and China) associate the Baby Einstein brand with: helping babies meet developmental milestones, fostering creative thinking, caring about children's development, stimulating children's senses, and inspiring curiosity.²

“We cannot solve our problems with the same thinking we used when we created them.”
—Albert Einstein

How the Einstein Way Supports Curiosity

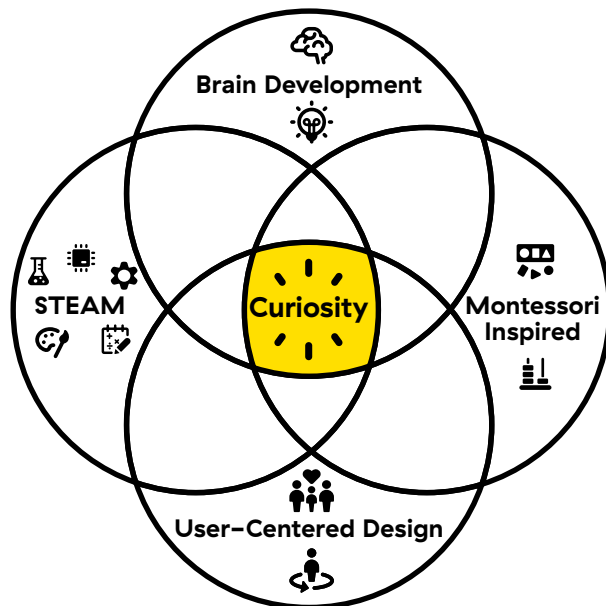
Baby Einstein is guided by “The Einstein Way,” a unique learning philosophy backed by science and built from the best childhood development research:

STEAM: Learning content from the fields of Science, Technology, Engineering, Arts and Mathematics

Brain development: Critical experiences in the first few years of life build a foundation for future learning

Montessori Inspired: An educational method which focuses on a “whole child” approach and having the right environment

User-Centered Design: Based on intuitive and easy to use products built with the child in mind.



By considering the “whole child” and celebrating what makes individuals so brilliantly unique, Baby Einstein helps children develop their curiosity and passions alongside their intelligence. The Einstein Way is applied to all Baby Einstein creates through products and content—with an emphasis on meeting children where they are at in terms of milestones and development so that they can remain curious and confident.

² Kids2 Proprietary Global Attitude & Usage Research, 2020

The core design principles that inform Baby Einstein’s product & content creation include:

- 1. Open-ended Experiences** to invite imagination through free, child-led play. Rather than focusing on a “right” or “wrong” way to engage with a product, each Baby Einstein item is intentionally designed to engage curiosity.
- 2. Real-world Learning** to contextualize concepts. Beloved Baby Einstein characters help introduce children to the world around them through interactive videos, developmentally appropriate toys and more.
- 3. Multi-sensorial Engagement** to boost cognitive development. From high-contrast images to help with vision development to tactile items that help with fine motor skills, each Baby Einstein product is created with children’s development in mind.
- 4. Confidence Development** to reinforce the joy of learning. Feeling a sense of mastery isn’t only a boost of confidence—it’s also a sign to babies and children that their curiosity is rewarded.
- 5. Creative Thinking Stimulation** to strengthen mental agility. Baby Einstein helps children discover that experimentation and persistence are enjoyable.

These principles not only help children’s curiosity flourish; they can also strengthen the parent-child bond and create an environment of discovery within households. In fact, according to results from a 2018 study conducted by Baby Einstein in partnership with Wakefield Research, 97% of parents said nothing makes them feel more confident in their parenting skills than watching their child discover something new.²

Curiosity Led Us to Create Hello Einstein Studios

Built on the foundation of groundbreaking DVDs, Baby Einstein recently launched Hello Einstein Studios, which provides tools for “edutainment” that are at once timely and classic. For the youngest learners, there are Montessori-inspired videos to introduce the alphabet, numbers, manners and more. Children up to the age of 12 will also discover new lessons from STEAM-centric videos and virtual journeys around the world. In this new venture, Baby Einstein is helping children and their families infuse their lives with even more curiosity—just like our namesake Albert Einstein would have wanted.

Researchers forecast that 85% of the jobs that will exist in 2030 have not yet been invented.³

Knowing 85% of the jobs that will exist in 2030 haven’t been invented yet, we want to support today’s parents in helping their kids be as successful as possible in this ever-changing environment. The entertainment we create encourages kids to stay curious by exploring new worlds, music, culture, relationships, adventure, travel, cooking and beyond...

By increasing our edutainment offerings with content across a number of interests and subjects, Baby Einstein adds value to the families that already know and trust our products. With a commitment to sharing interactive, inclusive products and content, Baby Einstein and Hello Einstein Studios are paving the way for families to explore more together. As a companion to our product lines, Hello Einstein Studios is the perfect representation of how The Einstein Way can come to life through fresh digital content.

² The Baby Einstein Survey conducted by Wakefield Research, 2018

³ Report published by Dell Technologies and authored by the Institute for The Future (ITF) and a panel of 20 tech, business and academic experts from around the world, 2018

The Essential Role of the Curious Parent

As children’s first teachers, parents have both the significant responsibility and the incredible opportunity to help their children reach their highest potentials—just as Einstein’s parents did with him more than one century ago.

Kids2 Proprietary Global Consumer Attitude and Usage Research 2020 found that Baby Einstein customers especially value curiosity, real-world educational experiences and raising a well-rounded child.⁴ Across five market segments that represent many parenting buyers, Baby Einstein is trusted by the “Educator Parent” above other competitors. Why? The Educator Parent is eager to prepare their children for success through educational toys with research-backed benefits. This philosophy tends to spill into the way they run their household, as studies suggest that attitudes toward creativity and learning within the home heavily influence the child’s eagerness to learn, create and discover.

Most Important Ways to Parent

Parents indicated what is most important to them when parenting their child—these were consistently top across our five key markets.⁴

Look to give child new experiences in the real world regularly

I want my child to be curious and ask why

Important for my child to be adaptable for the future

I will let my child develop at his/her own pace

As someone who is generally also highly educated, the Educator Parent is a discerning consumer who seeks the best tools to help their children. Research shows these parents already consider Baby Einstein to be a brand that prioritizes creative thinking, cares about children’s cognitive development and can help children meet milestones. Look, for example, to Baby Einstein’s award-winning line of Magic Touch Instruments. Designed to support open-ended play, pique an appreciation for music and bolster self-confidence, each Magic Touch product lends to parents’ greater goals of raising well-rounded, curious children.

The Educator Parent Profile

The Educator parent is focused on educating child, STEM toys & are more educated themselves. They are interested in trying new things and are tech savvy.⁴



22%



18%



19%



23%



19%

Percent of parents per market that match the Educator profile

Conclusion

If there is one thing we can confidently predict, it's that the challenges, demands and opportunities in this world will continue to rapidly evolve, and those with a curious nature will be better prepared to adapt. But, thankfully, there is no age limit on curiosity. Especially for parents who always have the eyes of their children on them, continuing to find ways to express curiosity is mutually beneficial. With Baby Einstein, there is always an open invitation to interact, discover and explore—together.

So, ask this: Where will curiosity take you today?



Curious today. Extraordinary tomorrow.



Rochelle Wainer, Ph.D.

Rochelle Wainer is currently the Vice President of Global Insights & Analytics for Kids2. She leads a team that represents the voice of the consumer and shopper and delivers market place trends for all cross functional teams.

Rochelle is a strategy and insights leader with more than 25 years of experience spanning industries, retail channels and brands. She has first class research knowledge and expertise in qualitative and quantitative methods as well as moderating. Rochelle is skilled at using research to answer complex problems and story-telling with strategic insights. She has a history of developing actionable consumer and shopper insights that lead to successful programs, new products and opportunities.

Rochelle has worked in insists leadership roles for Mattel, PepsiCo and TracyLocke and started her own consulting business, Real World Insights, Inc. Rochelle's role at Kids2, allows her to incorporate her love of toys and consumer products with her expertise in child development.

Rochelle began her career as a trained child and developmental psychologist, earning a Bachelor of Arts from University at Albany and both a Master's and Ph.D. from The University of Connecticut. She is an experienced presenter and recognized for her expertise in families (kids, teens, parents), generational theory and consumer psychology. Her research passion is applying family psychology to the real world.

Rochelle is from New York but currently resides in Johns Creek, GA with her husband, 3 boys and 2 beagles.

kids2



**baby
einstein.**

**bright
starts™**

ingenuity™

We make it easier for parents to create more tiny wins.