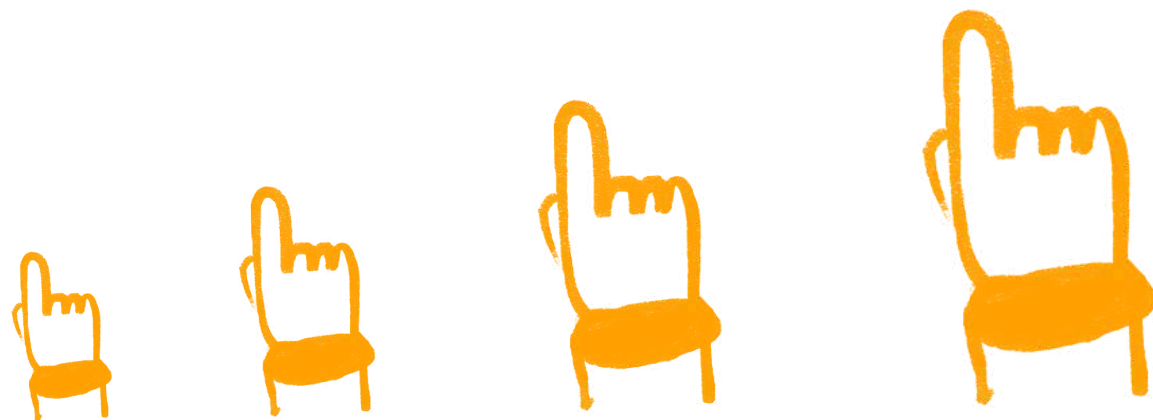


Four ways to build fandoms that grow with kids

Kids stay in fandoms when the language, rituals, humor, and values resonate. It creates a feeling of belonging. But as kids grow, what resonates shifts. Fandoms risk losing kids when they don't offer new ways to belong at different ages. The secret to long-term fandom? Layered segmentation.



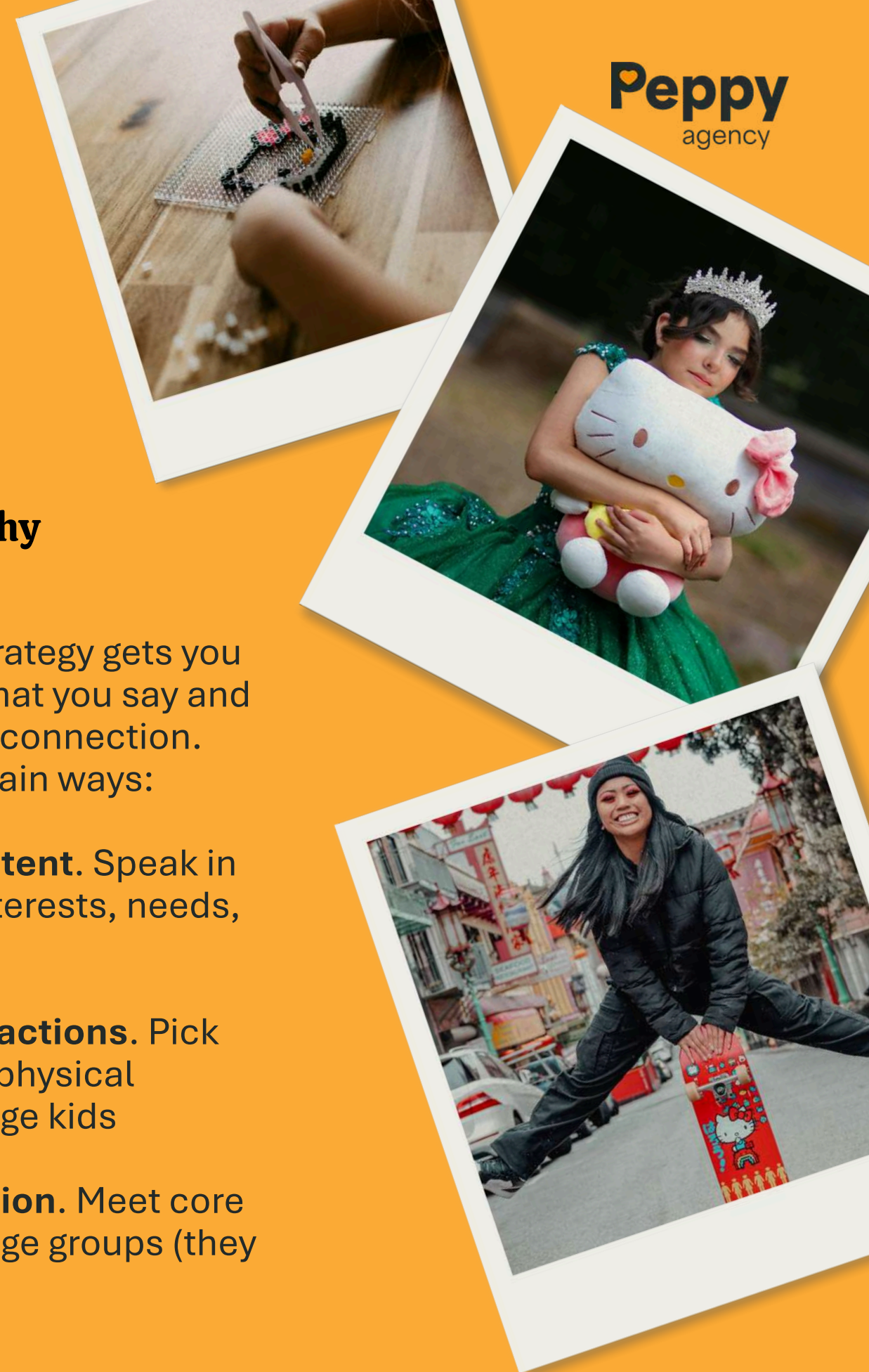
Use this guide to understand the advantages and limitations of four segmentation strategies. And why a layered approach is the ideal way to connect with kids today and as they age.



A quick refresher on why segmentation matters

A good segmentation strategy gets you eye-level with kids so what you say and do sparks an emotional connection. This happens in three main ways:

- **Messaging and content.** Speak in ways that fit kids' interests, needs, and maturity levels
- **Activities and interactions.** Pick the right digital and physical experiences to engage kids
- **Emotional connection.** Meet core needs for different age groups (they aren't the same!)



Age groups

The classic approach: segment by age brackets. Often aligned to school systems and developmental arcs.

- 2–5 (early childhood, pre-school)
- 6–8 (early primary school)
- 9–12 (pre-teens)



Why it works

- 👍 Easy to implement
- 👍 Aligns with school systems and curriculum goals

What do watch out for

- ⚠️ Misses nuance (maturity, culture, context)
- ⚠️ Risks grouping kids with different needs into the same bucket

Who should use it

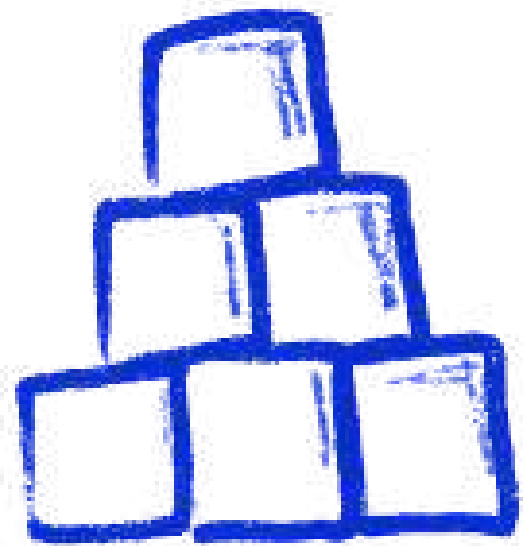
Products that reflect school-based experiences or follow broad developmental arcs.

Tip

Age-based segmentation isn't perfect, but it's still one of the clearest ways to shape content and product experiences that meet kids where they are.

Developmental stages

This strategy looks beyond age to focus on how kids think, feel, and grow. Based on cognitive, emotional, and social milestones.



Why it works

- 👍 Matches content to real developmental needs
- 👍 Helps fandoms evolve with the child

What do watch out for

- ⚠️ More research and nuance required
- ⚠️ Doesn't align neatly with school or retail systems

Who should use it

Teams aiming to build cross-age fandoms. Developmental segmentation helps you adapt your product or storytelling approach so kids of different abilities can connect with the same world—each in their own way.

Tip

Don't forget social and emotional development. Kids' ability to form relationships, express feelings, and relate to others shapes how they connect to fandoms.

Play personalities

Segmenting by how kids like to play, not how old they are. Based on behavior patterns and intrinsic joy.



Why it works

- 👍 Highly actionable for product design and engagement strategies
- 👍 Fosters diverse entry points into fandom

What do watch out for

- ⚠️ Can get complex, with many personality traits and preferences to account for
- ⚠️ Requires ongoing observation and adaptation

Who should use it

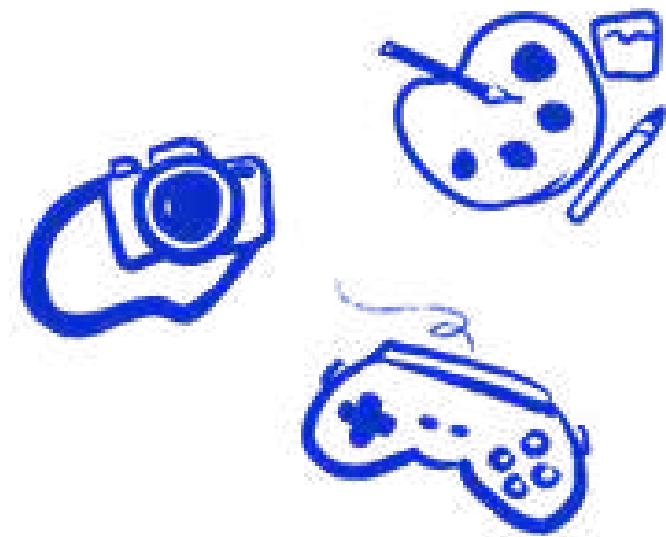
Brands looking to make fandoms more inclusive and dynamic, especially if your audience is starting to feel a bit narrow or stereotypical. This strategy helps you expand how kids see themselves fitting into your world.

Tip

You don't need to change your core product. Build flexible, layered experiences around it so different play styles can plug in.

Interest-based segmentation

Group kids by what they're passionate about—like sports, anime, Minecraft, or music. These communities can activate quickly and organically.



Why it works

- 👍 Builds powerful identity-based engagement
- 👍 Encourages community-building and bonding

What do watch out for

- ⚠️ Kids' interests can shift rapidly
- ⚠️ Risk of excluding kids who are outside niche interest groups

Who should use it

Teams whose product or story is closely tied to cultural trends, hobbies, or subcultures.

Tip

Don't chase every trend. Anchor to your brand's core values, then adapt to what's emerging. That's how you evolve without losing your identity.

Want to go further?

No single approach works in isolation. Age gives structure. Development brings empathy. Play personalities add flexibility. Interests bring cultural depth. Together, they create fandoms that grow with kids.

Read the full article (with examples) on our website and to read more about kid fandom.

And reach out if you'd like help applying this approach to your kid fandom.



Read the full article [here](#)



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