

# CARS AND TEENS

A nation-wide survey in the U.S. identified the cars which teenagers have on their wish lists. The first five spots on the list were held by Honda, Volkswagen, Pontiac, Saturn and Mazda. Those at the bottom included Toyota, Dodge, Buick and Chrysler.

According to a spokesperson for the survey firm NFO WorldGroup, cars such as Toyota rank low as a top seller with teenagers because it is perceived as a car driven by their parents. "The problem with those low-ranking brands, Toyota for example, is that they are cars their parents drive" said Andy Turton, adding, "Toyota came out with its new Scion brand aimed to appeal to teens and that's why it's called Scion, not Toyota."

Explaining why Honda scored high with teens, Turton said, "it's a car in which they can go quick and look cool. The reason is that the Civic is a vehicle that is easy to soup up with more horsepower, easy to customize with such things

**"Easy to soup up with more horsepower"**

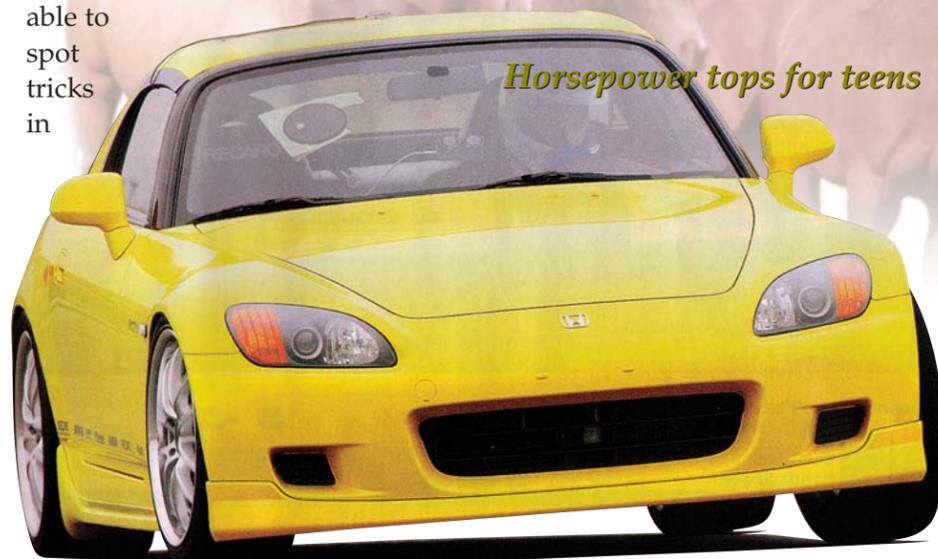
as wheels and headlights, and comes with a respected audio system - and teens care about sound." Coincidentally, the Honda Civic is ranked as the number one stolen car in British Columbia by the Insurance Corporation of B.C.

Turton said that Chevy and Ford,

while not favoured by the teens, enjoyed a place in the middle of the pack because they are considered 'straight-forward and honest' adding that "teens pride themselves on being able to spot tricks in

advertising."

Another conclusion of the survey was that teens prefer small cars because "they feel safer and can better manage the dimensions."



**Horsepower tops for teens**

## Putting Nature on the Balance Sheet

The National Roundtable on the Environment and the Economy has proposed that in the next Canadian federal budget indicators should be included to measure air quality, water purity and other environmental measurements in order to paint a complete picture of Canada's wealth.

According to Peter Pearse, Professor Emeritus of Forest Resources Management at the University of British Columbia and Co-chair of the Report Committee, the authors were motivated by a public concern that the Canadian economy may not be sustainable in its present form because of its impact on the environment.

The report recommends five indicators that would show whether Canada is keeping its land, air and water at acceptable environmental levels. These would include an air quality trend indicator, a fresh-water quality indicator, a report on greenhouse gas emissions, a forest cover indicator, and a mapping system to record the impact of human activities on the country's wetlands.

## A NEW RECIPE

Tampering with tradition is a delicate exercise particularly when the tradition involves something as iconic as Girl Guide Cookies. Each year, about five million packages of the cookies are consumed by Canadians, generating close to 14 million dollars for the Girl Guide organization. But, with membership declining at six percent a year for the 170,000 member organization, and market research showing that the public viewed the Girl Guides as outdated or irrelevant, change was dictated.

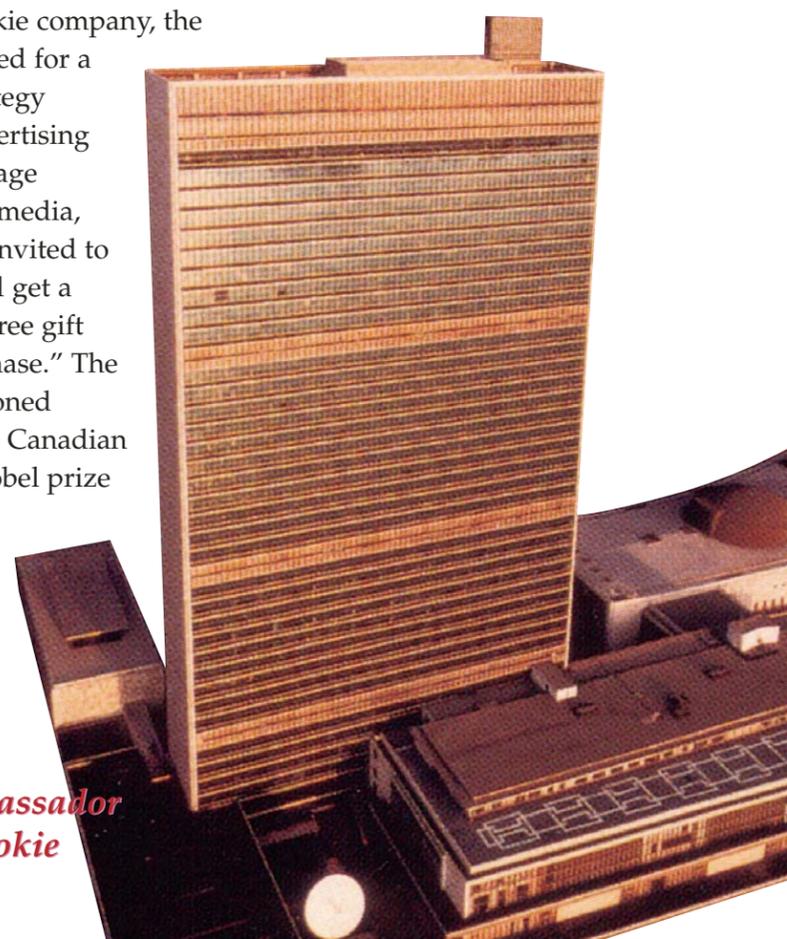
In addition to launching new recipes and forming a partnership with a new cookie company, the Girl Guides opted for a new image strategy depicted in advertising and in the package design. In both media, consumers are invited to buy cookies and get a "one of a kind free gift with each purchase." The free gifts mentioned include a future Canadian ambassador, Nobel prize winner, or Olympic athlete. As part of the organizational

makeover, new uniforms, volunteer incentives and flexible programs have been adopted. Gone are the old brown outfits, replaced by contemporary cargo pants and fleece tops. On all promotional materials, the theme "You Go Girl!" was incorporated.

**"Research showing that the public viewed the Girl Guides as outdated or irrelevant"**

The Guides formed a commercial partnership with Pizza Pizza in Ontario whereby a box of its mint

chocolate cookies featuring the pizza chain's logo was given away in restaurants. They also joined forces with the media awareness network for the program "You Go Girl in Technology."



**An ambassador for a cookie**