

hello!

It's Monday,
June 13, 2005
@ Iconoculture



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TREND FRIEND IN NEED, INDEED

Needies interactive dolls keep owners busy; the toys *really* need to be needed



KEY INSIGHT

Needies interactive plush dolls trade songs and flattery for hugs, then plot and scheme against each other to win human love and attention. Like big soft Furbies raised on soap operas, the interactive toys are modeled on high-maintenance, codependent relationships.

CONSUMER CONNECTION

Millennials get a chuckle out of cheeky products that play off of intricate relationship interactions.

Be thankful they're only *passive-aggressive*. 'Cause otherwise: Hello, horror-movie scenario. Needies interactive plush dolls – created by students at New York U's Interactive Telecommunications Program – trade songs and flattery for hugs, then plot and scheme against each other to win human love and attention. Like big soft Furbies raised on soap operas, the interactive toys are modeled on high-maintenance, codependent relationships.

Needies each have an electronic nervous system, so they can tell when humans hug and squeeze them (or, as they disturbingly but somehow appropriately say, "give touch") and respond with songs and flattery. That nervous system also enables them to tell when another Needie is getting more attention. Sound scary? Just be glad [Gloomy Bear](#)'s not interactive. Millennials get a chuckle out of cheeky products that play off of intricate relationship interactions.

RESOURCE

[Needies](#): Needies are in limited production, and pricing information was not available at press time. E-mail inquiries to info@needies.com.

GENERATIONS

General Market: Millennials - Tweens, Millennials - Teens, Millennials - Post-High School

CATEGORIES

Family/Relationship

CONSUMER VALUES

Fun
Novelty
Moxie
Cool
Relationship



MACROTREND
FUNSTER

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