The Brand Request Decision Page

Name the need before buying the status claim.

Adults own the purchase decision while taking the child's practical need and social concern seriously.

Example: two fitting shoe options meet the need. The family declines the costly upgrade, lets the child choose a suitable pair, and follows up on a specific teasing report.

01 Hear the request

Separate a needed item from the claimed brand benefit.

Exact item requested

Child's stated reason

Functional need

Peer statement to verify

02 Check suitable options

Use current actual information.

Required fit or specification

Suitable option and actual price

Second option and actual price

Costs or claims still uncertain

The Brand Request Decision Page / Review & follow-through

03 Set the adult decision

Keep necessary care distinct from an optional upgrade.

Household purchase limit

Necessary item provided

Optional contribution if agreed

Clear adult answer

04 Address the next concern

Review the purchase and the peer issue separately.

Child's respectful response

Mistreatment requiring adult follow-up

Accepted future review if any

Actual purchase or follow-through