

# *Reaching* MILLENNIALS

*a.k.a - Gen Y*

2011 Strategic  
Communications  
forum  
ATLANTA, GA



***Red Bull - Comedy Central - Colt 45***

***Walgreen's - Spam - State Farm***

***Honda - MTV Networks - A&E***

***Shaun White - Facebook - Lone Star***

***Spike TV - Pabst - ESPN***

# ***Who are they?***

*You might be asking yourself*

# ***Consumers***

*Ages 12 - 32*

***80 million strong***

# BIGGEST GLOBAL CONCERNS

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➤ *economy*

➤ *environment*

➤ *education*

# BIGGEST PERSONAL CONCERNS

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➤ *family*

➤ *inclusion*

➤ *individuality*

# “HOW CAN WE BE DIFFERENT”

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## ➤ *wevolution*

*Moving from a culture of me to we where the collective power of the group define consumer behavior*

## ➤ *peer approval*

*They grew up being marketed to, don't trust advisors*

## ➤ *balanced life*

*Success measured by relationships and life values, not luxury items*





***Branded stuff,***  
*not so much*

# EMERGING TRENDS

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➤ *what's right stress*  
*Doing the right thing*

➤ *human warming*  
*Reconnecting with people*

➤ *groups & clubs*  
*Reasons to get together*

***Where are they  
shopping?***

# TOP STORES

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1. *urban outfitters*
2. *american apparel*
3. *walmart*
4. *kohl's*
5. *forever 21*
6. *express*
7. *american eagle*

***How do they shop?***

# THEIR SHOPPING TRENDS

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➤ *they vote with their dollars*  
*When they buy something, they're actually endorsing it*

➤ *they like social shopping*  
*It's an adventure with their friends & family;*  
*More than half share product information*

➤ *they're frugal*  
*They want low prices*



***Really? You shop  
with mom?***

***What do they want?***



# WHOULD YOU RATHER BUY...

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➤ *cool experiences: 80%*

➤ *cool products: 20%*





Apple iPhone  
Coming June 29



# TOP BRAND ATTRIBUTES

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- *quality*
- *affordability*
- *design*
- *originality*



***Celeb endorse,  
not so much***

# MARKETING THEMES

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➤ *going local*

➤ *secrets* (*specials & deals no one else knows about*)

➤ *stunt work*



***Authentic relationships  
with sellers***



PROGRESSIVE

FLO



***How do we reach them?***

# PREFERRED COMMUNICATIONS

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- *text: 32%*
- *in-person: 28%*
- *facebook: 22%*
- *cell call: 11%*
- *email: 6%*
- *myspace: 1%*

# TOP INFORMATION SOURCES

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1. *friends*

2. *internet*

3. *magazines*

4. *tv*

5. *in-store*

# ENTERTAINMENT SOURCES

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- *online viewing vs. tv*
- *internet radio vs. terrestrial radio*
- *magazines vs. newspapers*
- *books & movies...*

***click to play video***



***Mobile is the #1 screen***

# TECH-EYED WORLD VIEW

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➤ *instant & nonverbal*

*4x more likely to respond to a text than a voicemail*

➤ *digidentity*

*Online IDs establish identity & demonstrate social currency*

➤ *share the world thru social media*

*Always connected so moments can be immediately posted & shared*

***Their favorite brands?***



# AMONG TRENDSETTERS

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➤ *geico*

➤ *snickers*

➤ *free credit report*

➤ *skittles*

➤ *axe*

➤ *nike*

# AMONG MAINSTREAMERS

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➤ *geico*

➤ *apple*

➤ *axe*

➤ *m&m's*

➤ *ipod*

➤ *old spice*



***Geico* #1**

***The good news...***

***...they like advertising***

***The bad news...***

**...they don't like  
marketing**

# 75% FACEBOOK RE: BRANDS

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- *only 12% are “okay” befriending brands*
- *28% brands should just listen & react*
- *50% brands shouldn't be using social*
- *most think brands should “go away”*



***And they're not done...***

***What would you  
give up?***



***TV or social?***

*73% tv.*



***Car or online?***

*46% car.*



***Internet or sex?***

33% sex.

***How is NEHTSA  
responding?***

# MEDIA & MESSAGING

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➤ *past & future media: millennial-heavy*

*Online-only programming*

➤ *new campaigns for gen-y by gen-y*

*More than just TV: fully integrated social & digital campaigns*

➤ *message testing*

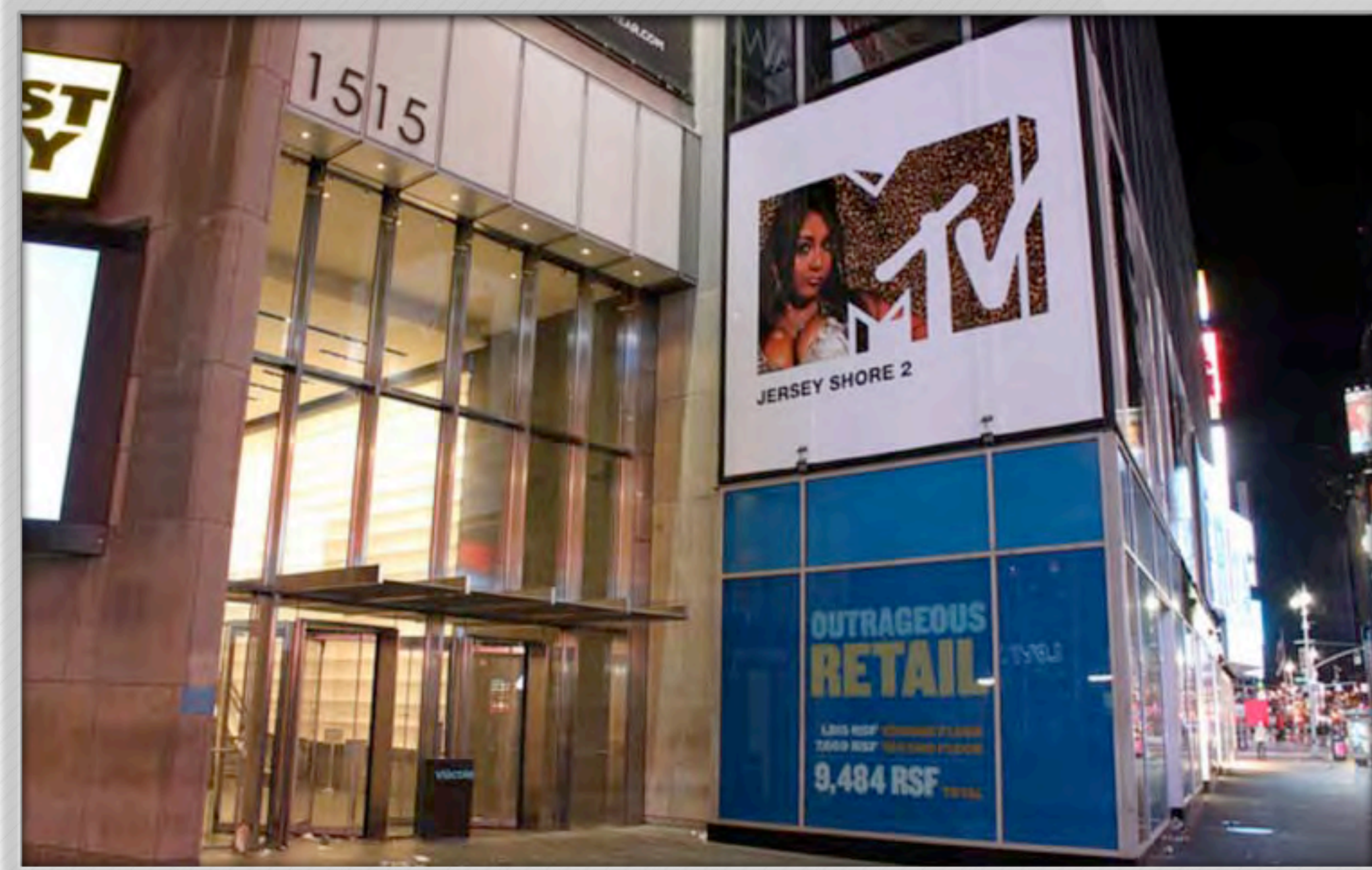
*Millennials included in focus groups*

# DEPENDING ON THE CONCEPT...

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- *secrets: behind scenes of creative*
- *local: make the shoot an event*
- *tools: mobile website*





*“We’ve embarked on a pretty massive transformation of the brand, overhauling everything we were doing in programming and marketing as we said goodbye to Generation X and embraced the Millennials.”*

***MTV General Manager  
Stephen Friedman***

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