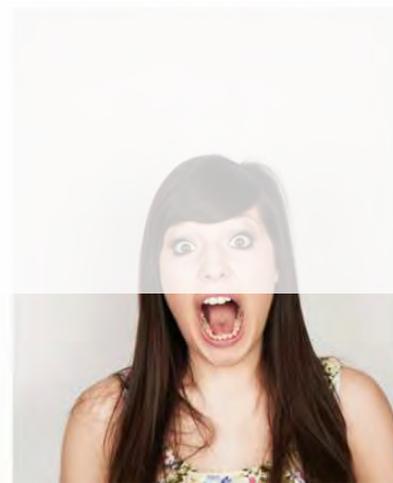
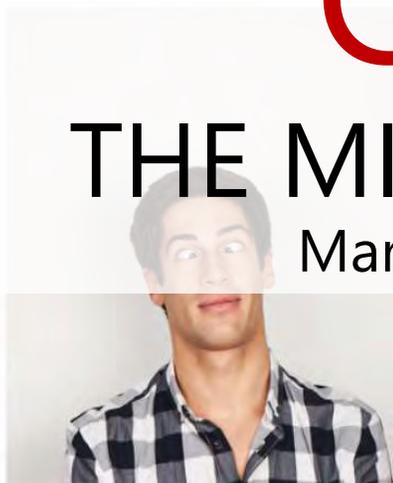


CRACK

THE MILLENNIAL CODE

Marketing to Millennials





Millennials are defining trends and disrupting markets.
Adapt or go obsolete like the 1998 dial-up connection.

Snapshot: Millennials

- Young adults born after 1977
- More than 80 million of them in the US
- Millennials outnumber Baby Boomers
- Spending power of over \$65 billion each year – more than Baby Boomers or Gen X
- Populate over a quarter of the globe
- Set to dominate politics and the corporate landscape
- Businesses will benefit once they understand how to decode these young buyers



“Cracking the Code” Agenda

- Portrait of Generations
- Millennial Trends
- Social Media
- Disrupted Markets
- Summary



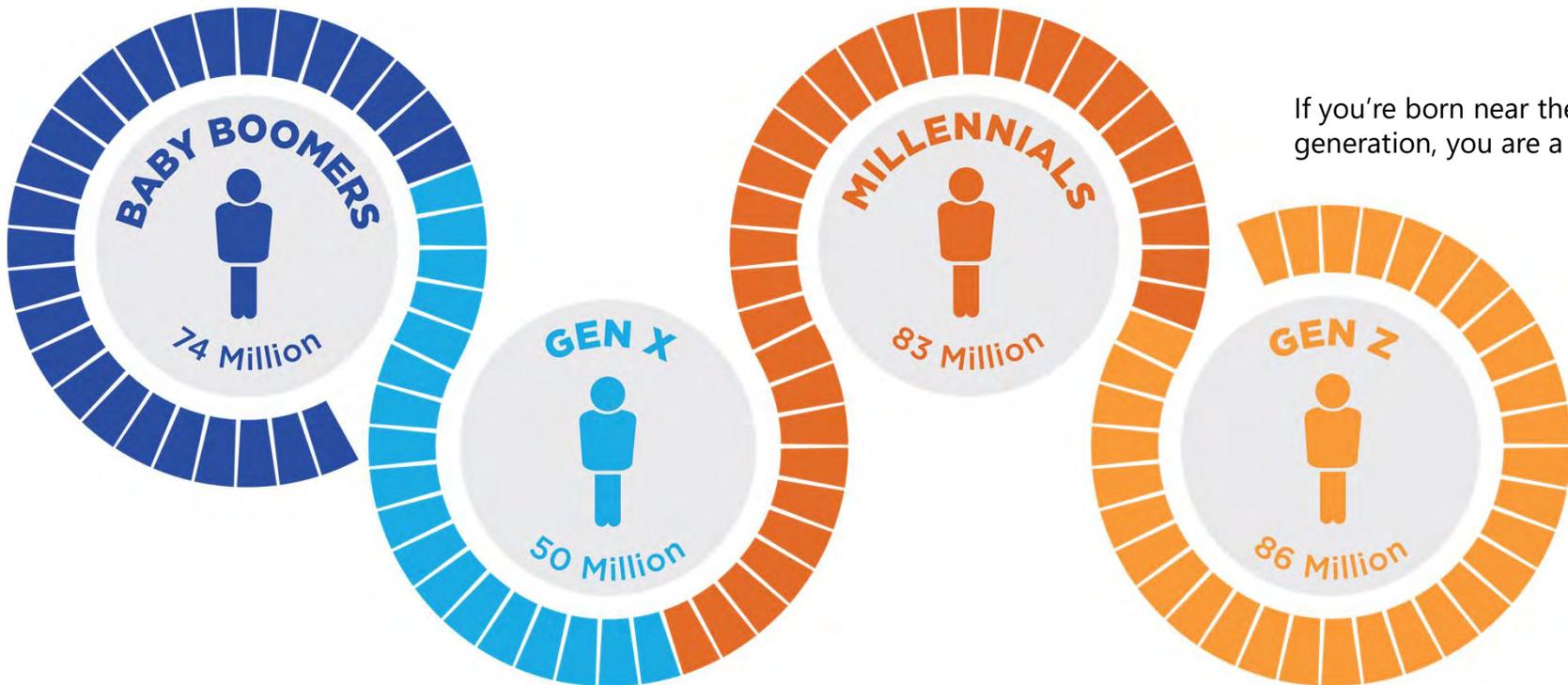


portrait of generations

Portrait of Generations

Millennials are also known as Gen Y, Echo Boomers, and Digital Natives

If you're born near the edge of a generation, you are a "Cusper."



Boomers: 1946–1964

Gen X: 1965–1976

Millennials: 1977–1995

Gen Z: 1996-tbd

Baby Boomers: Born 1945-1964

- Majority of today's workers
- Loves to be challenged
- First generation of TV addicts
- Speaks clearly and directly
- Likes face-to-face meetings with follow-up emails
- Seeks the career-ladder development
- The rise of television transformed their social habits
- In the forefront of creating digital revolutions; 70s technological revolution was beginning to replace manufacturing as the core of the economy
- Technology is important to the current lifestyle at work and home but is a challenge to learn



Generation X: Born 1965-1979

- Looks for a leader or mentor, not necessarily a boss
- Embraces diversity and inclusion
- Technology literate – the first generation to grow up with VCR's, personal PC's, video games and MTV
- Grew up in an environment of instant information such as open investigative reporting on TV and access to any type of information via the Internet
- More educated than previous generations
- Values portable careers and doesn't believe in climbing ladders
- Looks for a chance to go global



Millennials: Born 1980-1996

- Known as Gen Y, Digital Natives, the Mobile Generation
- The children of Baby Boomers
- Talented and a hot commodity in today's job market
- Higher expectations with little experience
- Multitaskers, confident and loyal
- Use of technology has created demands for instant gratification
- Seeks authentic marketing and branding
- Wants to live their life NOW, not later
- Grew up surrounded by digital media. More comfortable, knowledgeable and device-literate than prior generations
- Extensive on-line users who can locate information easily and instantly on the Internet and through social networking

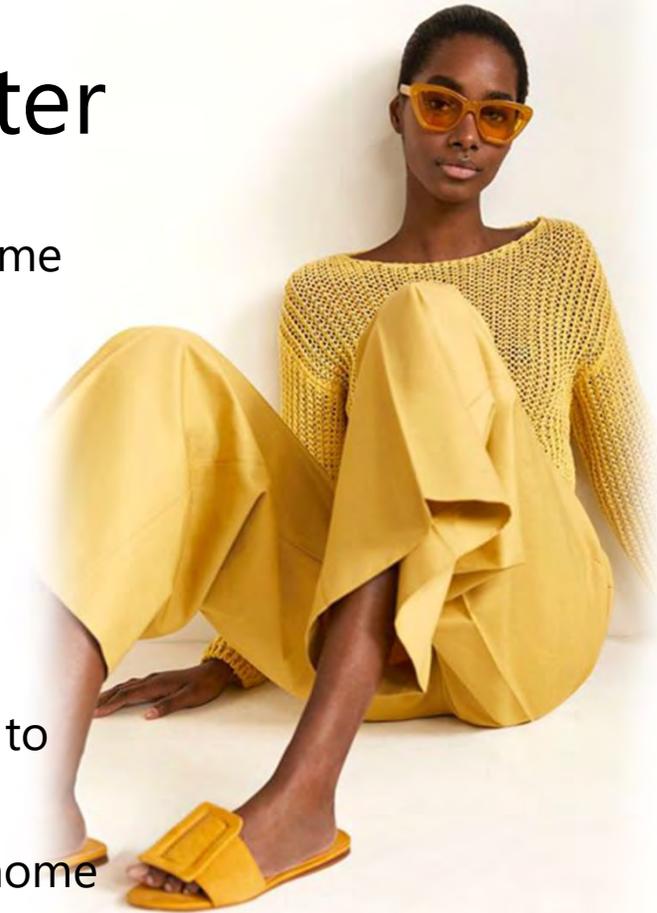




Millennials are the largest living adult generation in US

Generation Z: Born 1977 or later

- Connected from birth, prefers to work on 5 screens at a time
- Requires connectivity between home, school and life
- Realistic and cynical, not idealistic
- Passionate about learning
- Financially diligent about preparing for the future
- Private when sharing on social media
- Entrepreneurial, they want to be pioneers and don't want to settle for a "career"
- They are hyper-aware of their surroundings at work and home
- They are technology-reliant, putting technology in the same category as air and water





Generation Z will outnumber Millennials in 2019

Bloomberg predicts that Gen Z-ers will account for **2.47** billion people of the 7.7 billion inhabitants of planet Earth in 2019 - that is 32%, and surpasses the **2.43** billion figure for Millennials for the first time.

<https://www.weforum.org/agenda/2018/08/generation-z-will-outnumber-millennials-by-2019/>

Millennials to overtake boomers in 2019 as largest U.S. population group

- In 2019, Millennials — will overtake baby boomers as the largest adult population group in the United States, according to Pew Research Center.
- Millennials will reach 73 million, aided in part by immigration, while the boomer population, is expected to decline to 72 million this year as members die off. Boomers peaked in size at nearly 79 million in 1999.
- The aging of Boomers will put pressure on the U.S. health-care system.
- According to the Census Bureau, by 2030, when “all baby boomers will be older than 65,” and 1 in 5 U.S. residents will be of retirement age.
- Gen Xers —will finally outnumber boomers in 2028.



Generation Z multi-tasks across 5 screens with an 8-second attention span. Phone-obsessed.



Millennials



Gen Z

How Gen Z Compares to Millennials

Gen Z born after 1997

- While Generation Y grew up with **computers**, Generation Z grew up with **touch-screens**. Their phones have always been "**smart.**"
- While Generation Y spent loads of time at the **mall**, Generation Z prefers **shopping online** for almost all their purchases... except for online games.
- While Generation Y subscribed to **everything social**, Generation Z doesn't want to be tracked, preferring **Snapchat, Secret**, or Whisper to communicate.
- While Generation Y watched YouTube, Hulu and Netflix, Generation Z wants to **co-create**, live stream, and help to make up the activity as **they participate**.
- While Generation Y grew up with slightly longer attention spans, Generation Z has an attention span of **8 seconds**. Approximately 11% have ADHD.
- While Generation Y initiated **text messages** as a norm, Generation Z prefers communicating through **images, icons** and symbols and are creators and collaborators.
- While Generation Y is tech savvy **using 2 screens** at once, Generation Z is tech innate and likes to use as many as **5 screens** at once.

Xennials: A new generation is 'born'

- "Cuspers" born between 1977-1983
- Born during the time of the Star Wars trilogy
- Xennials find themselves sandwiched between the generation X'ers and millennials
- Now between 34-40 years of age, Xennials are at the point in their lives where financial obligations are mounting: from mortgage payments to childcare
- Xennials made mix tapes on cassettes, and owned a Walkman



Xennials: The Forgotten Generation

Generation X Mid-late 60s - early 1980s

This is the post-Baby Boomer generation. Kids had to find ways to occupy themselves between the end of the school day and parents coming back from work.

These kids were the first to experience computer games with many saving up their pocket money to invest in the latest console. There were no cell phones, or internet so people made along the old-fashioned

Xennials 1977 - 1983

People born between 1977 and 1983 don't really fit into Generation X or Millennial. "Xennial" has been devised to bridge the gap between the two. This micro generation includes people who spent most of their childhoods without computers or internet but were around to see the dot com bubble. While this generation can look back fondly on a time before the internet. They did go on to use the net from their 20s

Millennials Early 1980s - mid 1990s

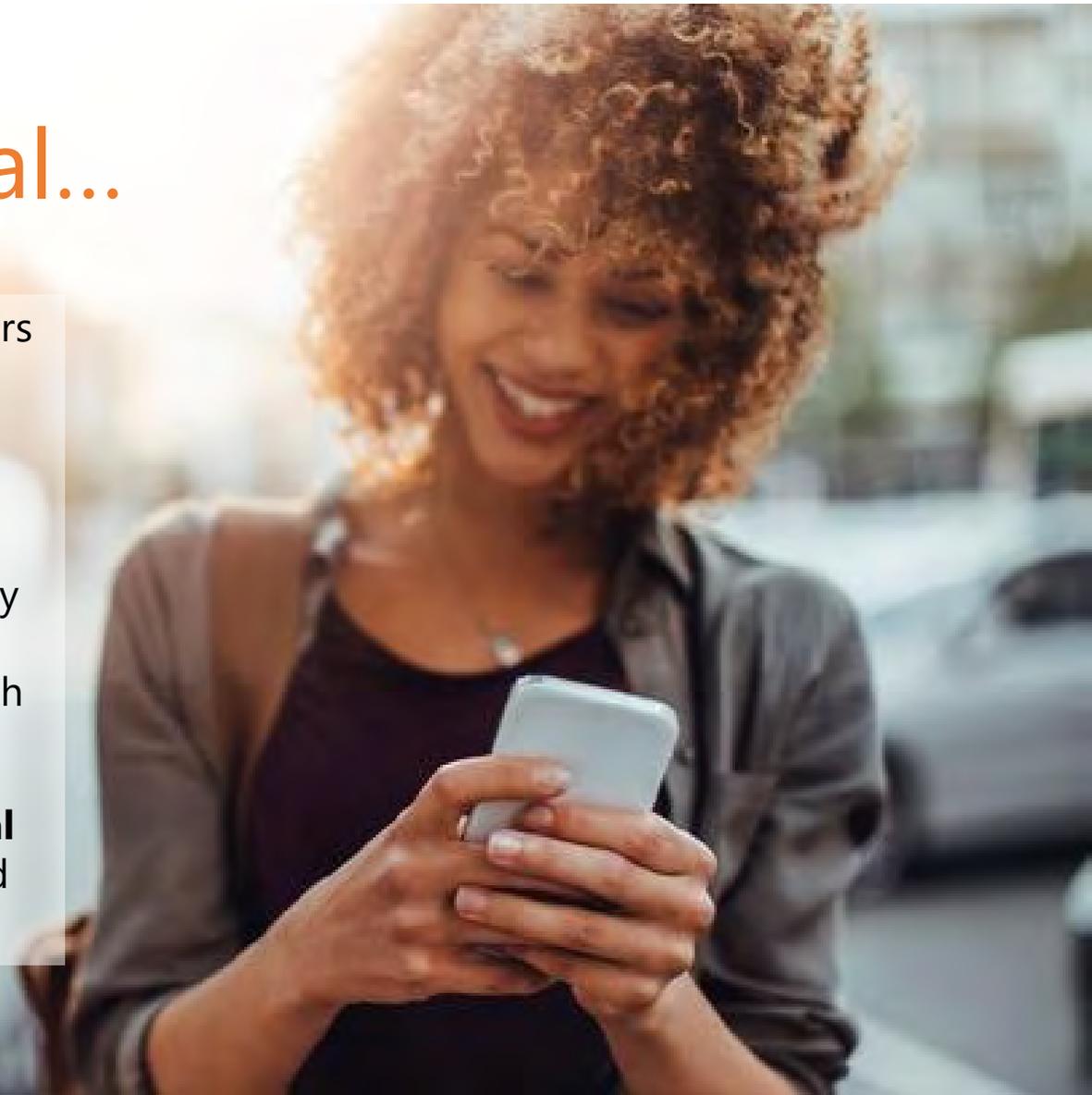
This generation grew up with computers and the internet from birth. They were the first to see the first social networking websites like Myspace and Bebo.

They were the first generation to leave arcades in favour of home gaming. They communicated mainly through text and email and embraced a rise in online dating.

Oh, the Millennial...

- That elusive segment that all marketers strive to connect with.
- They are snapchat-loving, socially-conscious and entrepreneurial.
- They are a huge generation of roughly **92 million people** in the U.S. alone who **spend close to \$600 billion** each year.
- They grew up in the age of the **digital revolution**; saw technology grow and learned to embrace it.

Source: Goldman Sachs



The Millennial Generation

The Millennial generation is the largest in US history and as they reach their prime working and spending years, their impact on the economy is going to be huge.

Millennials have come of age during a time of technological change, globalization and economic disruption. That's given them a different set of behaviors and experiences than their parents.

They have been slower to marry and move out on their own, and have shown different attitudes to ownership that have helped spawn what's being called a "sharing economy."

They're also the first generation of digital natives, and their affinity for technology helps shape how they shop. They are used to instant access to price comparisons, product information and peer reviews.

Finally, they are dedicated to wellness, devoting time and money to exercising and eating right.

Their active lifestyle influences trends in everything from food and drink to fashion. Less will likely own cars in the future.

These are just some of the trends that are shaping the new Millennial economy.



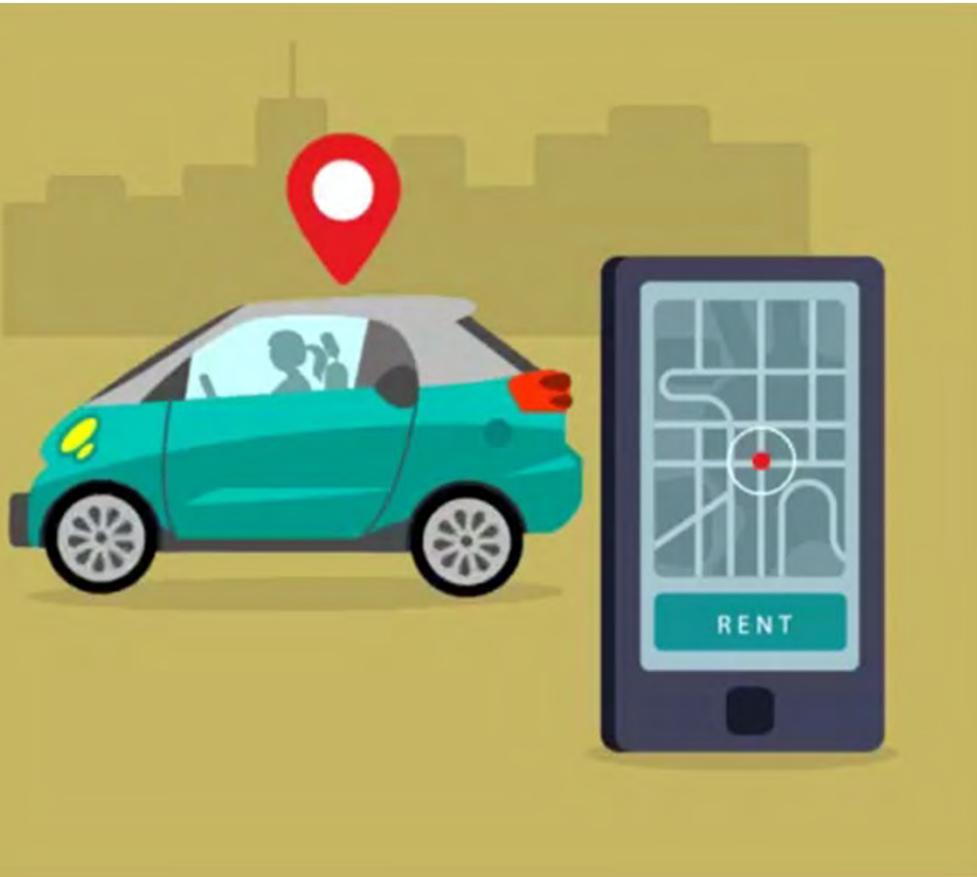
WHO ARE THEY?

A DIFFERENT world. A different worldview.

Millennials grew up in a time of rapid change, giving them a set of priorities and expectations sharply different than previous generations.

ROUGHLY BORN BETWEEN

1977 → 1995



ACCESS, NOT OWNERSHIP

It's not just homes; Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they are turning to a new set of **services that provide access** to products without the burdens of ownership, giving rise to what's being called a "**sharing economy**."

"25 years from now, **CAR SHARING WILL BE THE NORM**, and car ownership an anomaly."

- **Jeremy Rifkin, Author and Economist**

NOwnership, No Problem for Millennials

Value Experiences Over Owning Things

- Millennials want to experience all that life has to offer, and since acquiring things no longer dictates your class or status in life, **millennials are simply enjoying experiences over things**, access over ownership.
- **Many millennials opt to live in cities and rent** rather than buy a home in the suburbs, and they don't feel limited by this life choice, but rather freed by it.
- Millennial women are **waiting to have children**.
- **Access over ownership**, and living life on their terms, are trends not going away for millennials.



HOUSING

As Millennials enter their peak home-buying years, their reluctance to enter the housing market could change.

Their sheer size and desire to settle down could lead to a surge in home sales.

PEAK HOME BUYING YEARS

25y/o → 45y/o

Millennials are currently the largest group of homebuyers but finding “starter home” inventory is limited.

– Zillow, Jan 2019

“The housing market in 2019 will be characterized by continued rising mortgage rates and rising millennial demand.”

– HAR.com, Jan 2019



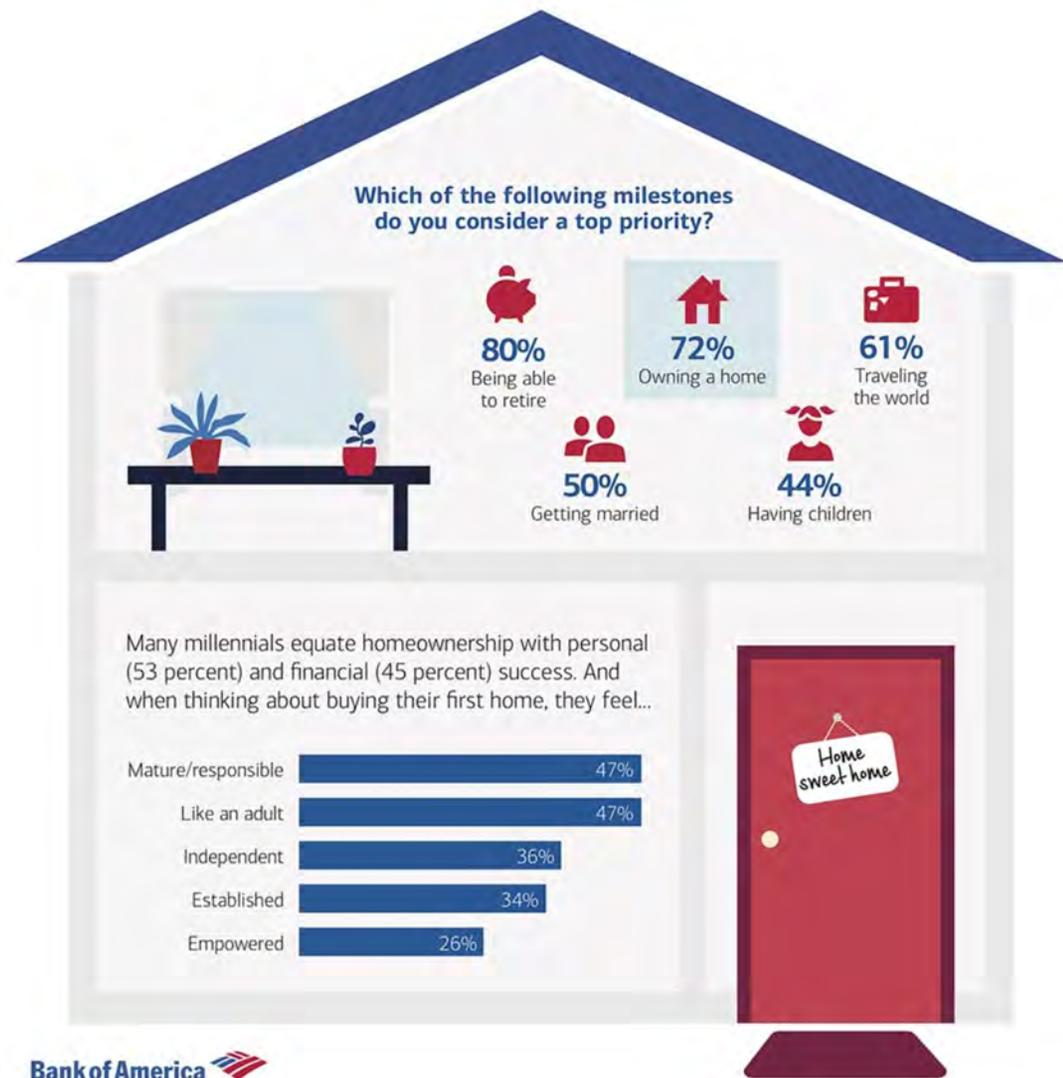
More millennials are pursuing home ownership now than ever before.

– Realtor Magazine, 2019

Millennials weren't afraid of buying fixer-uppers either with 68% saying they were willing to purchase a home that required repairs.

– DSNews, Jan 2019

- Currently, about two-thirds of millennials have **nothing saved** for retirement.
- Millennials who do have retirement savings hold a median balance of \$19,100.
- More millennials think it's a **bigger priority to buy a home** than to get married or have kids.





Millennials are obsessed with pets and treat them like their firstborn child

Millennials are Primary Pet-Ownning Demo

- 35% of pets are owned by Millennials, who have a projected income of \$3.39 trillion this year. Three-fourths of Americans in their 30s own a dog and over half own a cat, compared to 50% of the overall population with dogs, and 35% with cats.
- For Millennials, a dog or cat isn't just a pet, **it's a starter child.**
- 82% of Millennials are more likely to feel getting a pet is preparing for a family.
- Retailers need to think smart about how to approach this shopper. Billions is spent on items such as beds, collars, leashes, toys, travel items, clothing, food and water bowls, and other accessories.



WELLNESS

For Millennials, WELLNESS is a daily, active pursuit. They're exercising more, eating smarter, and smoking less than previous generations.

They use apps to track training data, and online information to find the healthiest foods. And, this is one space where they are willing to spend money on compelling brands.

HEALTH AND WELLNESS IS A PRIORITY.



Why is health and wellness so important to Millennials?
Because they can control it.

Millennials driven by emotional needs

Why is health and wellness so important to Millennials?

- Millennials are earning less than any generation before them and often struggle to make investments of any kind. The concept of wealth has begun to change.
- Wellness is now a status symbol, with consumers turning to the parts of their lives they can control, such as their health.
- Food and beverage brands can release endless amounts of protein bars and shakes, or clean eating smoothies, but to establish strong consumer appeal and long-lasting relationships, brands need to truly understand the key drivers for Millennials- they are driven by emotional, not material needs, and a desire to feel part of something.

Young People Adopt Vaping as Smoking Rate Plummet



- One in five Americans under age 30 vape at least occasionally
- Vaping much less common among those 30 and older



Vaping vitamins is the current questionable Millennial "wellness" trend.

What the kids are up to these days.

- When it comes to the vaping, Millennials are vaping vitamins.
- On one hand, this makes total sense. Millennials are an equal-parts wellness-obsessed and trend-obsessed generation.
- Despite the deeper understanding that smoking of any kind, including vaping, isn't great for your health.
- A growing number of vape manufacturers are expanding beyond nicotine to sling e-cig cartridges "fortified with trendy nutrients including everything from energy boosts to brighter moods.

Vitamin Vape Pen

Driving the “Experience Economy”

- Why do millennials **value experiences** over things?
- **Because it makes them happy.** And they aren't wrong— studies have found that spending money on experiences brings more lasting joy than spending money on things.
- **Experiences are also more shareable**, which is important to younger generations. It's easier and more effective to share pictures and stories from a hike or cooking class than it is to show pictures of a new TV you just bought.

Use Experiential Marketing to Reach Millennials

- Millennials pioneered the “selfie-stick”
- They document their every move
- ‘What has Millennials reaching for their phones?’



Marketing to Millennials: Convenience Matters



Overnight



On-Demand



Quickly

Social Media is the #1 Way Millennial Buyers Discover Luxury Brands



62% of Millennials are more likely to be a loyal customer of brands that engage with them on social media – liking and responding to comments or answering inquiries promptly.

- Forbes 2018

2/3 of the Buyers Journey Happens on a Mobile Device

Marketing to Millennials: The Sharing Economy



U B E R

SPCA[®]

Uber**KITTENS**



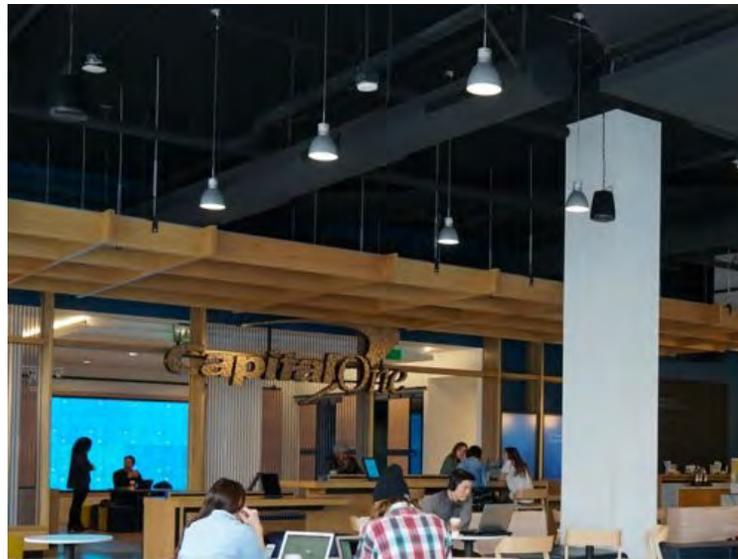
#UberKittens

- Millennials are all about sharing
- Uber ran a campaign on National Cat Day
- Using the app, you can have kittens delivered to your house. If kittens are available, you and your friends will get to enjoy 15 minutes of kitten cuteness!
- It's just a \$30 "snuggle fee" for the best 15 minutes of your day with all proceeds going to support the great work of the SPCA.
- **What Uber did right:** Knew their target market, focused on convenience, and offered something unique.
- Uber helped over 300 kittens find permanent homes.

Capital One Cafés

We made this space for you.

Capital One Cafés are inviting places where you can bank, plan your financial journey, engage with your community, and enjoy Peet's Coffee. You don't have to be a customer.



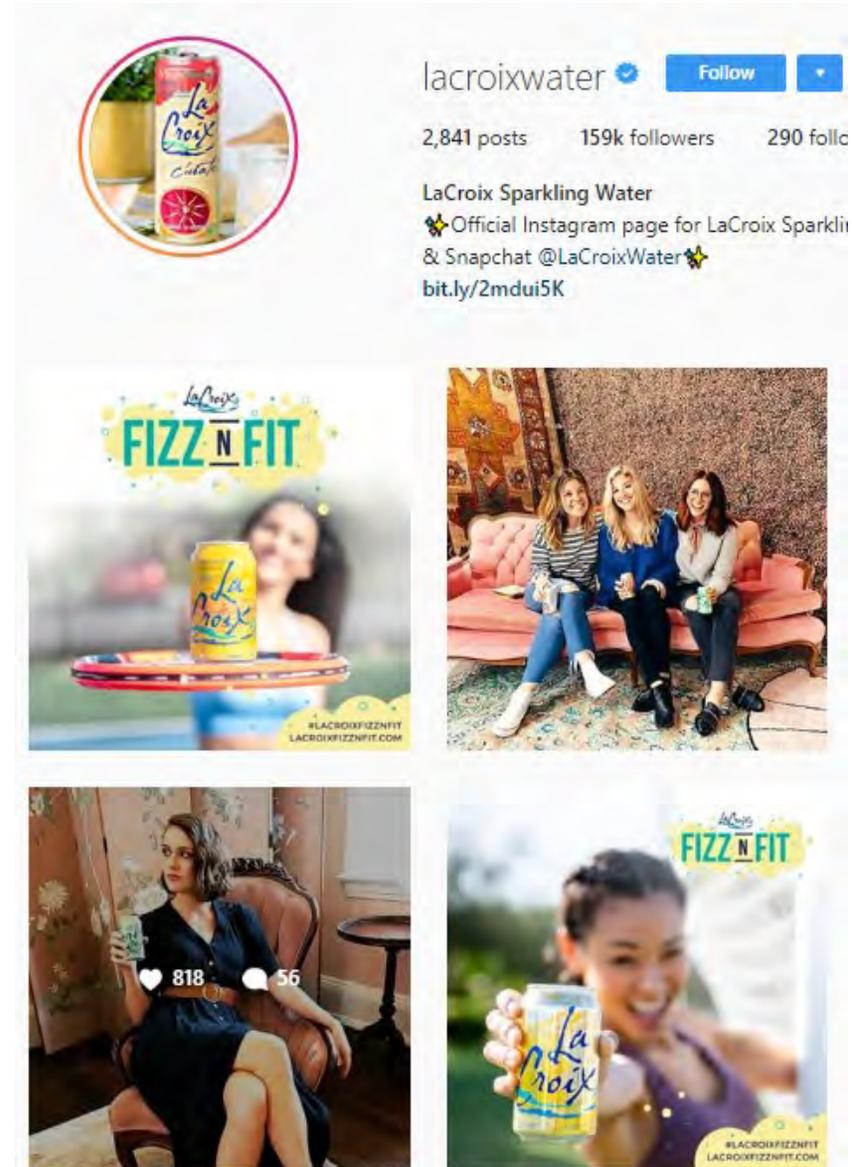
- 75% of Millennials say they'd be more excited by a financial offering from **Google, Apple or PayPal** over their local bank.
- Trying to bridge the disconnect and build relationships with Millennials who have abandoned local **branches for** online banking.
- Capital One is offering free Wi-Fi, food, coffee, complimentary money coaching in an effort to **win their loyalty.**

LaCroix

Create an experience that encourages Millennials to participate

- Millennials love to participate. Let your target market be your star.
- La Croix encourages customers to tag their Instagram photos with #lacroix and makes customer photos part of their feed.
- More than 50% of their content comes from loyal La Croix drinkers. Each photo shows off that customer's personality.
- La Croix shares fan photos on their page.

<https://artplusmarketing.com/how-to-market-to-millennials-5-brands-who-are-doing-it-right-9273d35b43cf>



Birchbox

Offer a product that fulfills a Millennial's desire for a customizable, adventurous experience

- Millennials want to be treated as individuals.
- Offering a service that is custom to them.
- Birchbox is a monthly subscription of beauty samples personalized to you based on your skin and hair type, beauty concern and style.
- Millennials want to bring adventure into their lives and Birchbox makes that possible in an easy and fun way.



Starbucks

Give Millennials the chance to live the brand story | Orange Sleeve Society

- The Pumpkin Spice Latte is more than a drink—it's the embodiment of a lifestyle, a mindset, an entire season.
- 2 years ago, Starbucks created the **Orange Sleeve Society**. As a member, you receive an orange knit coffee sleeve embroidered with "Team PSL", welcoming you to embrace your inner Pumpkin.



Millennials are disruptors and are changing consumer behavior

- The oldest millennials are now today's 35-40 year-olds and have had internet access since at least they were in high school
- This is the generation that's **grown up connected**. 80% of millennials have mobile phones, 75% have social media profiles
- Millennials are **3x more likely** to talk about a brand on social media
- Over the next 5 years, their **spending will increase by 15%** while baby boomer spending will decline by 10%
- And, Millennials are changing consumer behaviors in categories such as food, dining out, automotive and household products.



millennial trends

How will Millennials make their next purchase?

- Laptop or Desktop Computer: 32%
- Smartphone: 25%
- Tablet: 24%
- Shop in a physical retail store: 11%

How Millennials Are Changing the Food Industry



Millennials eat the highest share of their meals in restaurants and are the most likely to have purchased prepared meals.

<https://www.inc.com/business-insider/millennials-food-industry-preferences-eating-out-restaurant-prepared-meals-catering.html>

Prioritizing Convenience Above all Else

- As this habit grows, more grocery stores are now offering prepared meals, or improving their existing options.
- More restaurants and fast-casual chains are offering delivery and making their to-go menu options more accessible.
- And technologies like mobile ordering and delivery apps are playing a key role to make eating more convenient for millennials.
- "I think the millennial generation is much more demanding than prior generations," Nigel Travis, the CEO of Dunkin' Brands
- Millennials' preference for eating out reflects a point of departure from their parents: *"They're less willing to cook."*



Millennials are being accused of killing canned tuna.

Wall Street Journal – December 2018



Millennials are apparently killing canned tuna because opening a can is too much work for them, a StarKist executive says.

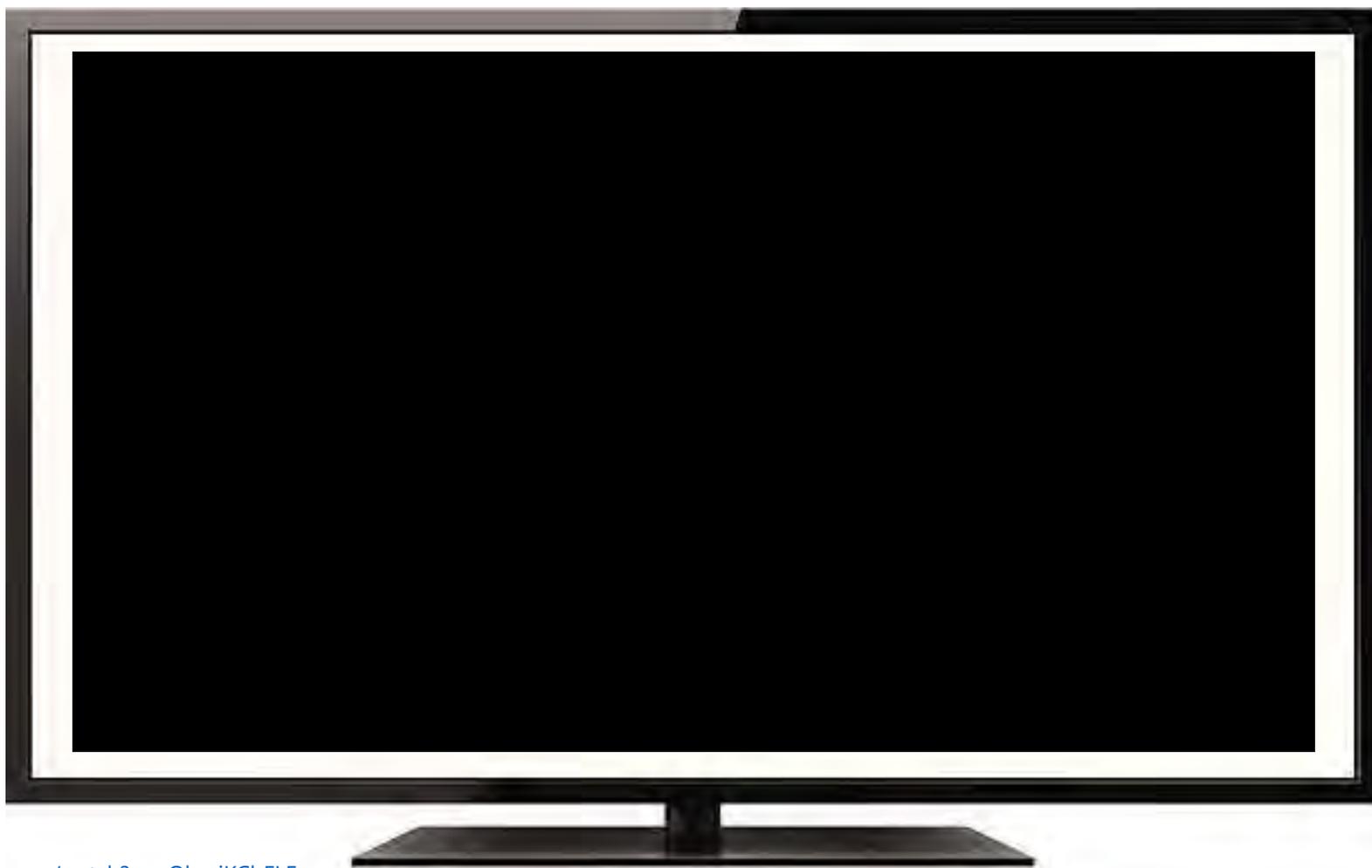
Some may not even have the appropriate utensils to open the can.

– *Wall Street Journal*, Dec 2018

Canned Tuna

- Canned tuna might be too stinky, processed and inconvenient for Millennials, a new report says.
- The three biggest canned tuna companies— **Starkist**, **Bumble Bee** and **Chicken of the Sea**— still control 80% of the market
- Sales have fallen 42% since the 1980s, according to U.S. Dept. of Agriculture data.





<https://www.youtube.com/watch?v=yQbmjKCbFLE>



All About Convenience

- The big tuna brands have begun introducing new products designed to entice picky Millennials.
- Starkist and Bumble Bee have started **offering meal kits.**
- Chicken of the Sea started packaging tuna **in cups with a plastic fork.**
- And for Millennials that dislike can openers, Bumble Bee and Starkist have also begun offering packets of **tuna in flavors** like Sriracha.



Wine and spirits seem to be the libations of choice for Millennials, causing the beer industry to panic. Millennials also prefer craft beers.

- *Chicago Tribune, Jan 2019*



Millennials are killing the napkin industry and opting instead for paper towels at the dinner table.

– *Washington Post*, Jan 2019



Now, Mayonnaise?

If the headlines are to be believed, then Millennials have killed chain restaurants, beer, bars of soap, cereal, diamonds, marriage, marmalade—and now mayonnaise?

In the U.S., sales fell 6.7% between 2012 and 2018.

Why the Millennials? Because they are the largest generation, have the largest spending power and are driving the popularity of health and vegan diets.

– *The Boston Globe*, Aug 2018



The cereal category is shifting.

40% of millennials consider cereal an undesirable breakfast choice because of the inconvenience of cleaning the bowls.

Younger consumers often don't eat breakfast.

When they do, they opt for healthy grains, smoothies, yogurt or breakfast sandwiches, which they usually on the go.

– *AJC.com*



According to Downy maker-Procter & Gamble's head of global fabric care, "Most millennials don't know what the product is for." Sales are falling.



Millennials ditching Primary Care Physicians for alternatives. They prefer going online, telemedicine and urgent care.

PCPs are launching **digital** tools to allow Millennials to communicate with physicians, schedule **video** visits, or make same day appointments using their mobile devices.

– *Washington Post*, Jan 2019



When it comes to investing among millennials, traditional stocks take a back seat to **Bitcoin** and other **cryptocurrencies**.

Who needs the old way?

- Transactions in seconds, not days. Short attention spans.
- 33% of millennials say that they own stock, compared to 51% of Gen Xers (ages 36-51) and 48% of Baby Boomers (ages 52-70)
- According to *MarketWatch*, over 82% of millennials claim their investment decisions are influenced by the economic crisis, which saw important players of major banks receive generous bonuses after nearly bankrupting the economy by losing \$14 trillion in wealth. Many people lost their jobs, while also losing large portions of their personal wealth.



Millennials are so anxious, they're paying coaches and taking courses to help them decide whether or not to have kids.

The paralysis often has to do with worrying about work/life balance.

- Business Insider, Dec 2018



In the business world,
Millennials are golden.

Brands have seen
meteoric rises in recent
years thanks to their
popularity among young
people.

Social media influencers
- and social media
platforms have helped
fashion, food, and
fitness companies reach
new audiences fast.

<https://www.socialmediatoday.com/news/marketing-to-millennials-what-you-need-to-know-about-this-prized-market-se/542034/>



73% of Millennials Use Their Phones to Shop Online Compared to 33% of Boomers

<https://www.adweek.com/digital/infographic-73-of-millennials-use-their-phones-to-shop-online/>



**HOW MILLENNIALS
ARE RESHAPING
RETAIL SHOPPING
AND BRAND
LOYALTY**

Millennials want Brands with Values

Nike, Home Depot, Starbucks and Dove soap — Millennials liked the fact these were reliable products and featured good service more than other social responsibility aspects.

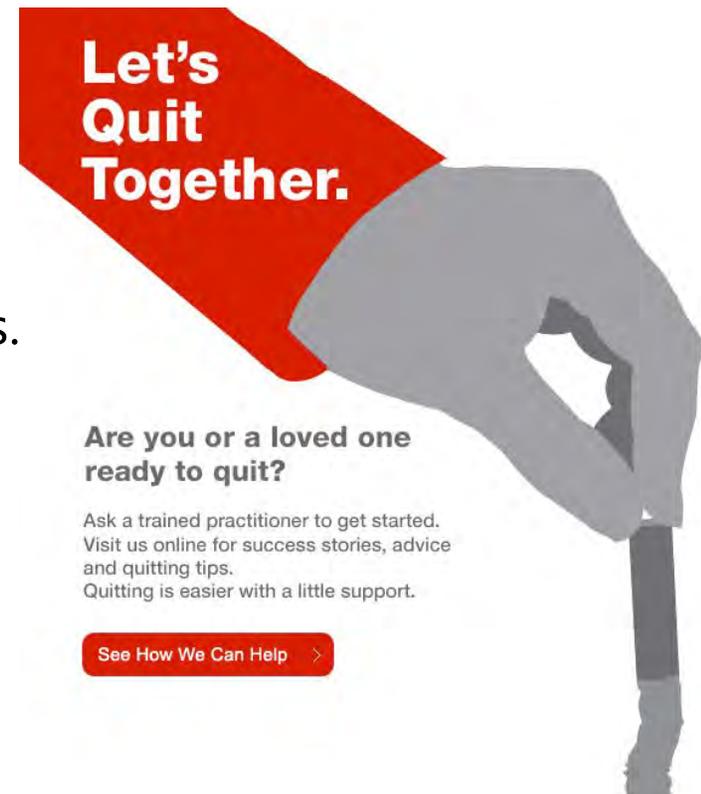




Age of Transparency: Millennials asked why a "healthcare company" was selling tobacco products.

Medicine, yes. Cigarettes, no.

- “Health is everything.” – CVS
- Millennials are seeking out quality products that tell a story; that show that a brand can be compassionate and personal.
- CVS removed all tobacco products off their shelves.
- CVS Health anticipated a nearly \$2 billion loss, but its leaders trusted consumers would take notice and, by doing the right thing, the business would recover from the potential loss and thrive in the new age of honest communication.
- CVS Health embraced its corporate character and was rewarded for its bold decision.



**Let's
Quit
Together.**

**Are you or a loved one
ready to quit?**

Ask a trained practitioner to get started.
Visit us online for success stories, advice
and quitting tips.
Quitting is easier with a little support.

[See How We Can Help >](#)

- ✓ Millennials are 44% more likely to trust experts, who happen to be strangers, than advertisements and 247% more likely to be influenced by blogs or social networking sites." — [Hubspot](#)

4 Strategies to Use When Marketing to Millennials

- **Millennials are highly educated** -- nearly 50% have either attended or are currently attending a higher-education institution.
- Millennials are also an **extremely tech-savvy generation**, having grown up during the advent of household computers and the internet.
- Millennials are **willing to spend money**, and in areas such as eating out, they outspend other generations. Millennials do research before buying; 57 percent will compare prices before making a purchase.
- Marketers looking to sell to this generation must find ways to stand out from the competition. Follow these **4 best practices** for attracting the attention of skeptical Millennials.

1. Focus on producing high-quality video

- Video is no longer optional for marketers
- 80% of Millennials use videos to conduct research before making a purchase.
- Create high-quality messaging in the mediums that most resonate with those segments.



2. Get creative with your advertising

- Millennials are largely fed up with traditional methods of advertising, and while they want information, they want to select it.
- Use the buzz surrounding your product and tap into millennials' propensity to share things on social media.







It's coming...

WITH OVER A
THOUSAND NAMES

#ShareaCoke®



Coca Cola switched their target audience from Boomers to Millennials

In an effort to appeal to millennial consumers, Coca-Cola began printing names on its bottles and cans with the hashtag, #ShareACoke. When consumers saw their names or their friends' names on a Coca-Cola can, they were more likely to purchase it. Why did this connect with the social sharing generation of millennials?

- It was all about discovery and introduced consumers to the idea that they could find their names – or the names of their friends or family members – on a Coke bottle.
- The company then allowed consumers to choose the next set of names to be released.
- Coke's social feeds were flooded with UGC photos of fans' personalized bottles.
- Experience - it became all about the intimacy of sharing and the meaning behind every time you share a Coke.
- Fans shared photos and videos of their coke experience on every social media platform which then became advertising for the company.

Millennials, we care

- Naturally, the #ShareACoke campaign became a part of social interaction.
- The #ShareACoke campaign is one of the first campaigns where a major corporation switched their main target audience from Baby Boomers to Millennials.
- The campaign put 250 of the most popular names among teens and Millennials on 20-ounce bottles.
- What Coca-Cola did right: Made its products personal and customizable.



Largest Generation

- Millennials officially outnumber Baby Boomers and this generational shift meant that Coca-Cola needed to attract a new consumer segment in order remain leaders of the beverage market.
- Coca-Cola already held the brand loyalty of Baby Boomers, but the company realized that they need to shift their focus on the next largest generation.
- By using popular names on products, Coca-Cola attempted to show Millennials that they cared for their audience.
- This is the first step in building a life-long relationship with Millennial consumers.

Find even
more names

#Sharea**Coke**.



3. Segment your Millennials into Personas

- Not all Millennials respond to the same messaging.
- Millennials are not a homogenous group. Different personas emerge.
 - Hero
 - Wanderlust
 - Activist
 - Boss
 - Broke
 - Gamer
 - Artist



4. Support a worthy cause

There are numerous benefits that come from finding a cause to champion.

Millennials -- appreciate a worthy cause.



Millennials want Brands who Support Causes

- TOMS is a for-profit shoe company that reinvented the concept of cause marketing
- One for One mission statement
- For every pair of shoes the company sells, it donates one pair to a child in need
- Has provided 35 million pairs of shoes to children
- TOMS does exceptionally well with Millennials even though they cost more



FROM **YOUR** FOOT T



Millennials are using Instagram more than any other platform

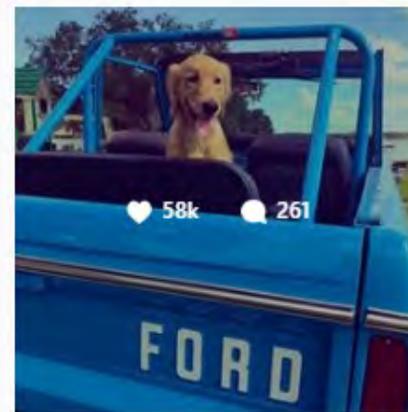
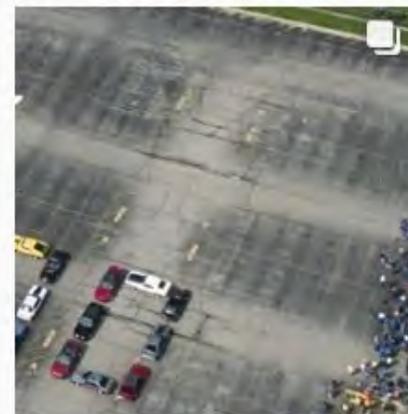
- 60 percent of Instagram users are 18-29 years old
- Millennials interact more on social media than they do in real life
- Encourage UGC and include your audience
- Hit on trending topics
- Create captivating videos in seven seconds

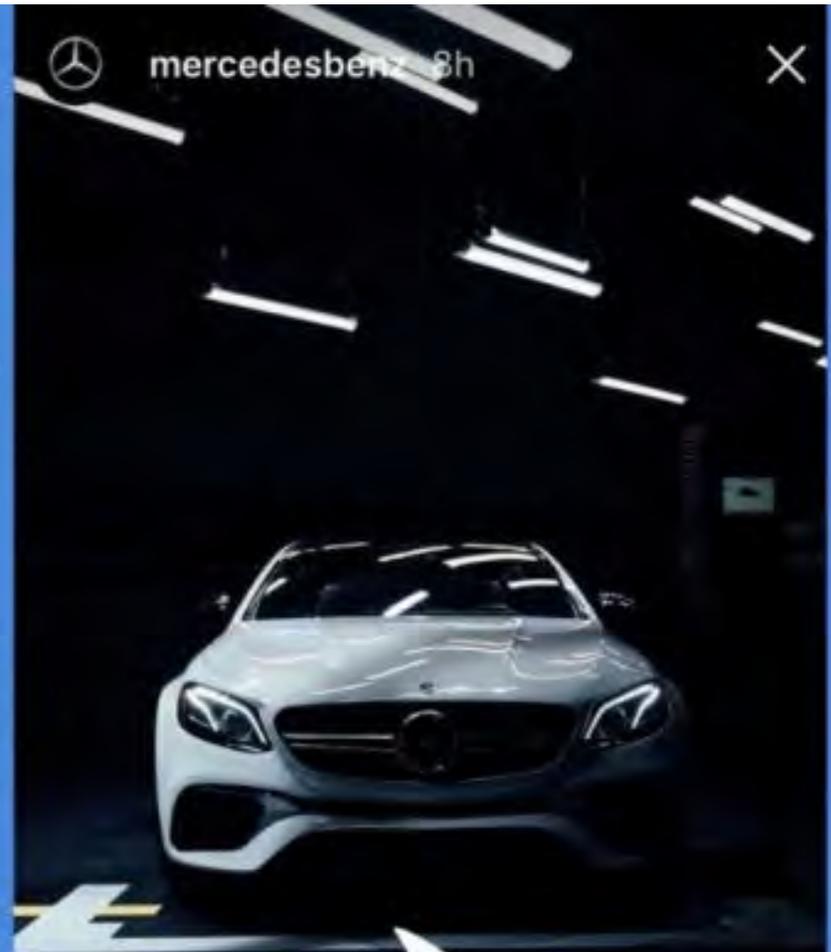


Reimagined Auto Advertising

- Cars are BIG on Instagram. People go nuts for car pictures and especially videos.
- Instagram's highly visual nature means that people and dealerships can connect in an aesthetically-stunning or interesting way.
- Car Dealerships can connect with their local car communities by sharing UGC on their pages.

FORD on Instagram





INTRODUCING THE
FREEDOM ISO

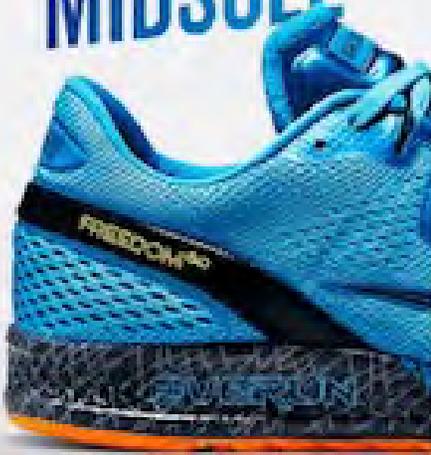
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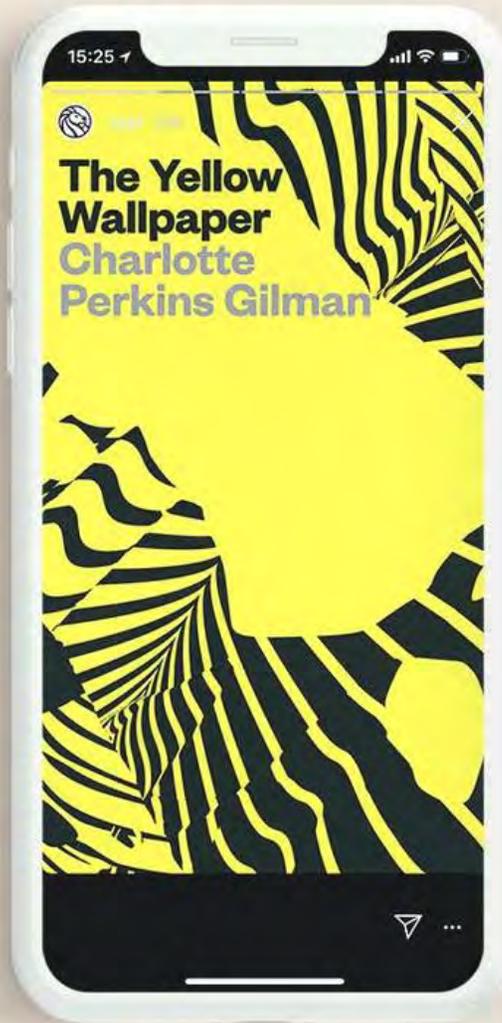
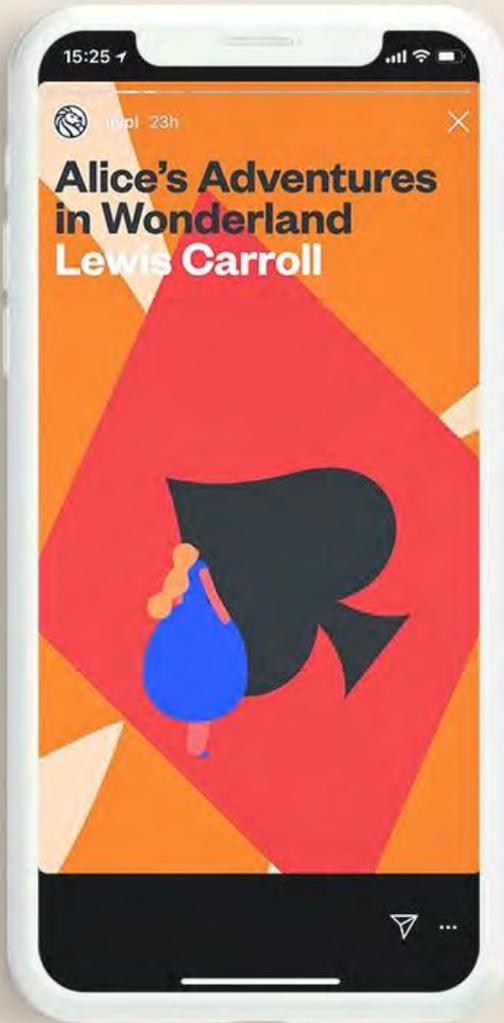


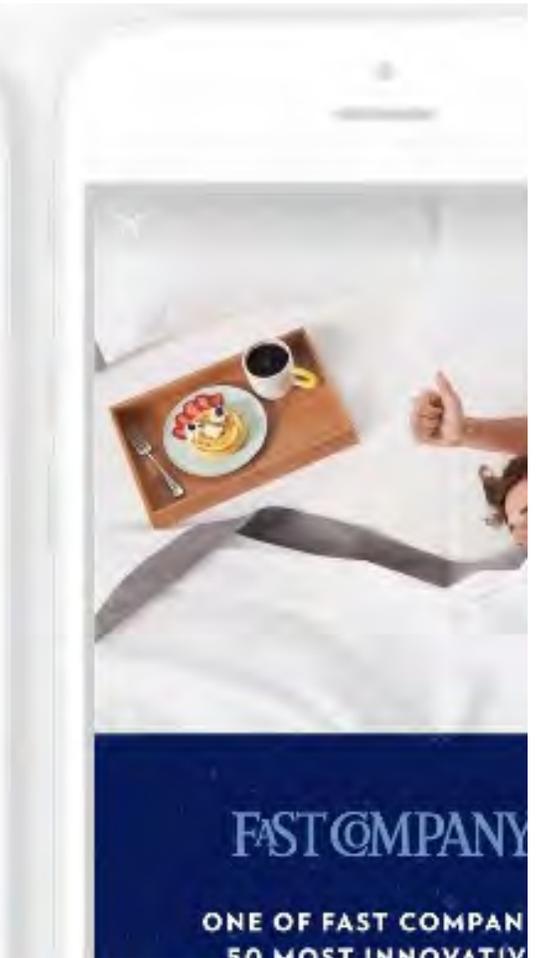


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Mattress



Tap into millennials' propensity to share photos and videos on social media.

The Art of Opportunity: Casper Reinvents the Mattress Industry

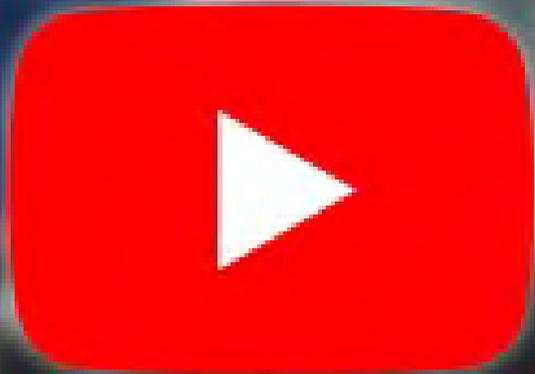
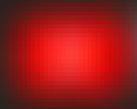
- Buying a mattress in a box is exactly as it sounds.
- Once it arrives, you remove the mattress from the box and the plastic wrapping, give it 45 minutes to regain its shape, and you're ready for a good night's sleep.
- **Casper has transformed something as mundane as unboxing their product into a memorable, share-worthy experience.**
- Casper's unboxing videos are so popular, they have millions of views on YouTube, alone, resulting in free publicity for the company.
- 53.86% of Casper's entire social traffic comes from YouTube (customer's videos rather than their own.)



Millennials Prefer Subscription Streaming,
Mobile Devices To Linear TV

Cord Extenders (not Cord Cutters)

- Millennials still watch a lot of video content, but increasingly, that content is being viewed on subscription streaming video services and on mobile devices, rather than traditional linear television.
- Millennials spend 5X as much time on mobile devices as they do watching linear TV, and they spend significantly more time on those devices than older consumers.
- While 55% of all consumers spend at least 3 hours per day on their mobile devices, more than one-third of millennials spend more than six hours per day on their mobile devices.



YouTube

Heads up, cord cutters: YouTube TV goes national

- YouTube TV, which launched nearly two years ago, in a limited amount of markets, has gone national.
- YouTubeTV is adding 95 additional markets, which will cover 98% of US households, up from 85%. Rivals DirecTV Now, SlingTV, Hulu with Live TV and PlayStation VUE say they are available nationally.
- YouTube offers 60 networks (CBS, NBC, ABC and Fox, along with favorites like ESPN, CNN and others) but has two big omissions — the Discovery Networks and the Viacom channels.
- YouTube TV costs \$40 monthly, which is half the price of cable.

Cord Cutting is Set to Accelerate in 2019

1) Streaming is vastly improving the TV experience

- Over the last 10 years, pay TV subscriptions are down more than 5% – and traditional live TV viewing is down more than 20%. Meanwhile, OTT streaming is growing more than 40% year-over-year.
- With more **direct-to-consumer services and lower-priced devices**, the overall streaming experience has improved significantly.

2) Content providers are upping the ante

- Streaming services are investing heavily in marketing and programming. **Hulu, Netflix, Sling, and YouTube TV** have all advertised on national television.

Cord Cutting is Set to Accelerate in 2019

3) More focus on streaming sports

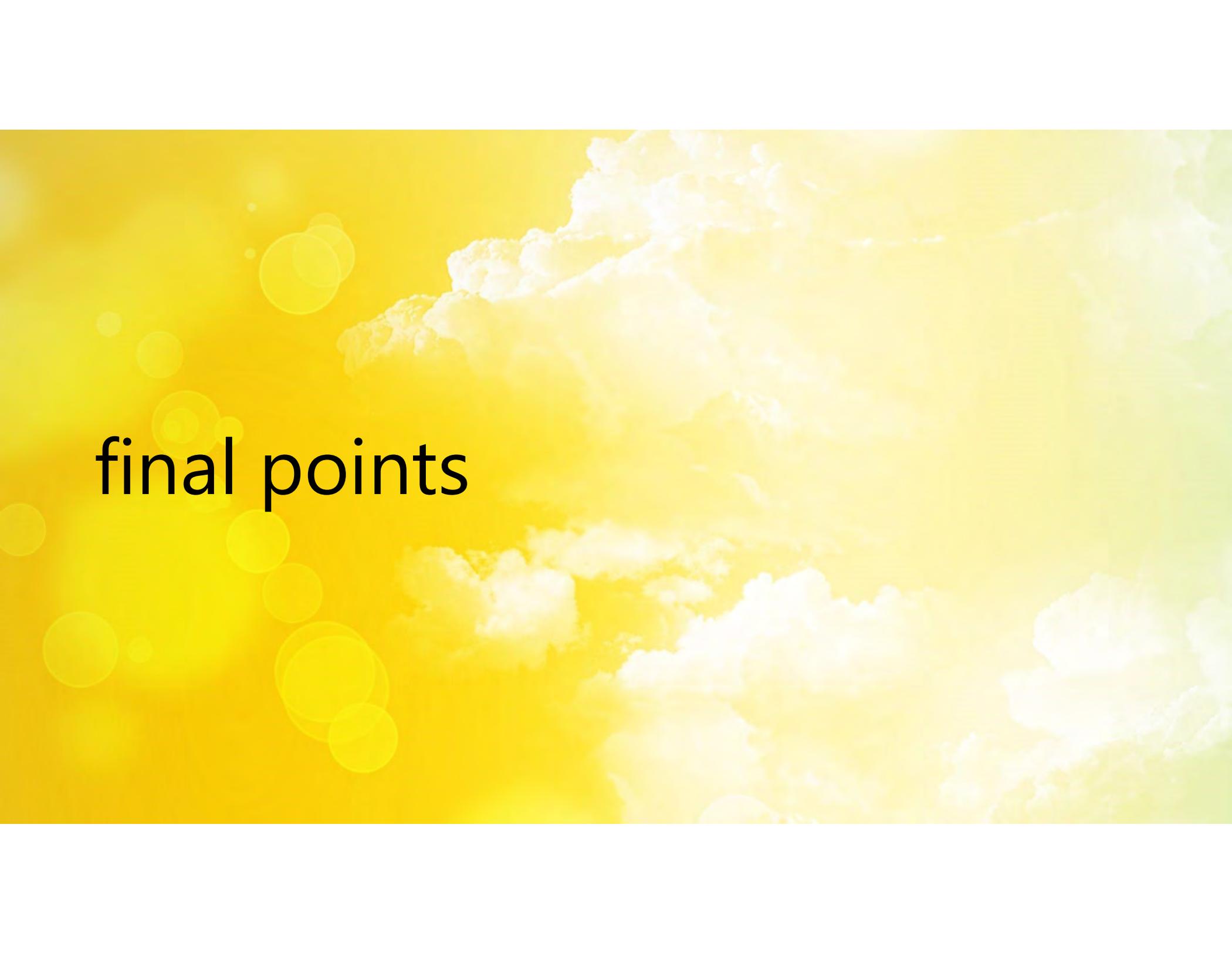
- TV rights for the major sports leagues all come up for bid soon (MLB in 2021, the NFL in 2021/2022, the NHL in 2022, and the NBA in 2025). Since 2000, **the median age of live TV sports viewers has increased** for every major league. Facebook, Twitter, Yahoo and Amazon have all tested or purchased non-exclusive rights to air live games – and Amazon is now bidding for the regional Fox Sports networks. Sports fans may pull the plug.

4) Cord cutting makes people feel thrifty

- Cord cutting has increased in both good economic times and bad.
- Today, the **average TV viewer doesn't use most of their bundle**. And, are more price sensitive to expensive cable packages.

5) 5G should make it easier to stream

- It is too early to know if 5G turns wireless companies into broadband companies, homes may have 4 to 5 options for Internet service instead of 1 to 2 now.

The background of the slide is a vibrant yellow. On the right side, there are soft, white, fluffy clouds. On the left side, there are several overlapping, semi-transparent yellow circles of various sizes, creating a bokeh effect.

final points

Crack the Code: Marketing to Millennials

- Create an experience in which Millennials can participate in.
- Develop content that encourages shares.
- Provide Millennials with the opportunity to live the story with your brand.
- Align your brand with a cause, so that Millennials will align with you.
- Recognize the evolving lifestyles of Millennials and change with them.
- Allow your customers to contribute to your marketing for a new product line.
- Create ads that speak directly to a personal moment in a Millennial's life.
- Go where the Millennials are (social and mobile).
- Make your product personal and customizable.
- Solve a need for Millennials and create a marketing message to back it up.
- Get all over Instagram and YouTube.

Less is More

- Millennials are becoming minimalists.
- They're bringing a "less is more" mentality to their homes, closets, diets, and more.
- Millennials have always chosen experiences over products, but now they're looking to let go of material goods and simplify their lives in even more ways.
- This desire for simplicity is impacting how and what they're buying.



A Good Time

- Millennials are choosing the couch or café over a night at the club, and prefer a glass of red wine to beer.
- Partying hard has been a hallmark of youth for generations, but Millennials prefer living in the Netflix and chill zone.
- Understanding what young adults are considering a good time.



Attention and Engagement

- Millennials have a very short span of attention, that's why it's important to engage them, and provide the best customer experience.
- It's important to stand out and make the buyers choose you.
- Millennials appreciate transparency, especially when being sold.
- They are attracted to honest and authentic brands, and they love to engage.
- Immerse them.





3 Recommendations

1. Tap Millennial Influencers – let them endorse your product.
2. Engage with Millennials – they want two-way communication.
3. Be social. Double down on video. Align with a cause.

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