

*Inside the*  
**MILLENNIAL  
MIND**

*The  
Marketer's  
Handbook*



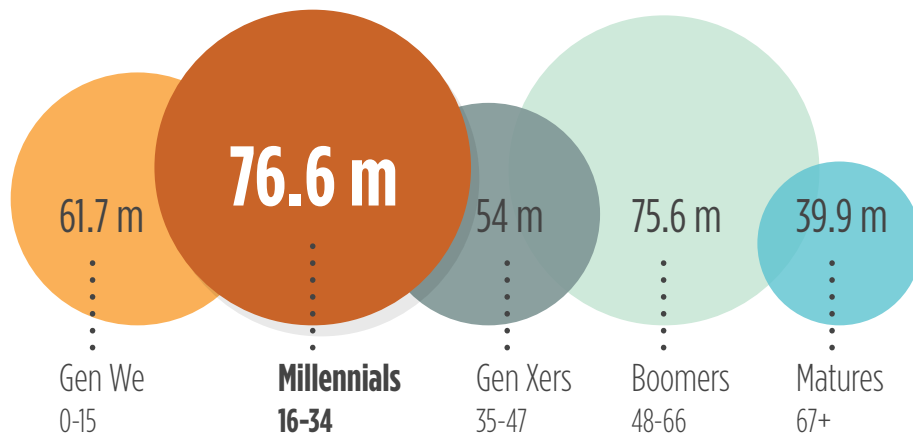
# TABLE OF CONTENTS

	<i>page</i>
The Rapid Rise of Millennials	3
Traditional Behavior and Consumption are Gone	4
How Brands Miss the Mark	5
Making the Millennial Connection	6
Brands Getting it Right	7
Ways to win with Millennials	8
Seizing the Opportunities	9
Next Steps	10



# THE RAPID RISE OF MILLENNIALS

## POPULATION SIZE



## POWER IN NUMBERS



*Purchasing power*

**\$1.68 TRILLION**



*Average household income*

**\$60,000**



*Market Size:*

THEY ARE CURRENTLY THE LARGEST GENERATION — SURPASSING EVEN BABY BOOMERS

**76.6 MILLION**

Source:(2013) Millennials: General Market, CEB Iconoculture Consumer Insights Fast Facts(2013) US Census Bureau's Current Population Survey, October 2013 release, via DaraFerrett

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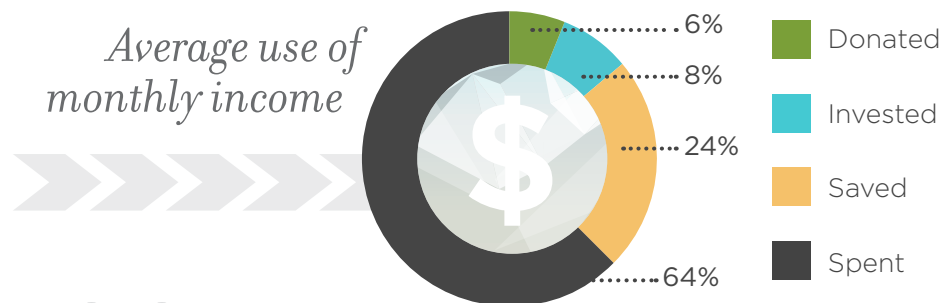
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# TRADITIONAL BEHAVIOR AND CONSUMPTION PATTERNS ARE GONE

Millennials are focused on amassing life experiences rather than tangible objects, forgoing large financial commitments in order to pay down debt and increase their savings. This shift in spending priorities will define their generation for decades to come.

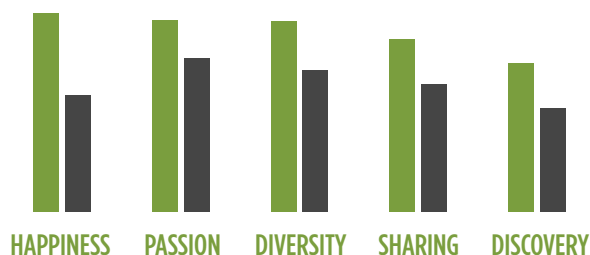
*Average use of monthly income*



## A NEW OUTLOOK

Traditional milestones of adulthood are crumbling because of changing values and curbed economic opportunities. The result is a generation living very differently than their parents were at similar ages. Brands that insist on tying their marketing strategies to traditional values and outdated rites of passage are missing the mark, and potentially inadvertently alienating masses of convention-defying Millennials.

*Values stronger for Millennials*



Collective-focused values that resonate strongly with Boomers such as duty, integrity and family are not valued as highly by Millennials. On the flip side, inward-looking and experience-oriented values matter most to this generation.

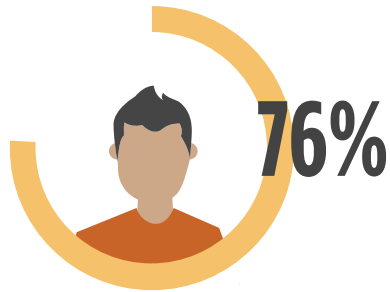
■ Millennials    ■ Baby Boomers

*Values stronger for older generations*



Source: (2012) PewSocialTrends.org - Average use of income Survey - December

# HOW BRANDS MISS THE MARK



## DISCOUNTING THEIR HARSH REALITY

Millennials took it on the chin during the Great Recession, and continue to fare worse in its wake than any other generation. Most have never experienced any sustained positive economic environment in their post-college lives. As a result, 76% of Millennials worry about a lack of work (Gallup 2013 poll).



## WAITING FOR THEM TO “GROW UP”

Brands waiting for Millennials to fall into a more traditional life stage progression and those who view their current purchasing patterns as a temporary blip are missing the point. Campaigns featuring formerly ubiquitous young adult experiences like closing on a home or walking down the aisle don't resonate with this segment. Millennials do things on their own schedules and on their own terms.



## FOCUSING ON STYLE OVER SUBSTANCE

As a heavily marketed-to cohort, Millennials are media-savvy skeptics adept at filtering out marketing hype and set a high bar for quality. Hype hits home when it comes from the consumers, not from the brand.

# MAKING THE MILLENNIAL CONNECTION

## SPEAK AUTHENTICALLY TO CORE VALUES

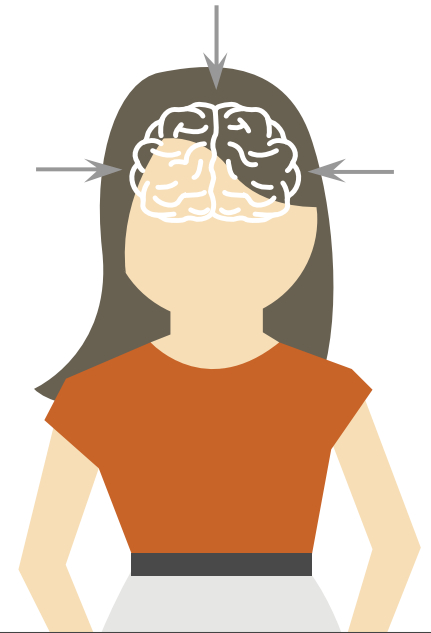
Marketing campaigns that target broad lifestyle goals of happiness and success are best positioned to click with the Millennial crowd. And brands that cleverly acknowledge shifting social norms around life stages — or better yet dare to celebrate them — can forge an even more solid connection.

## AMPLIFY THEIR VOICE, SPOTLIGHT THEIR EXPERIENCE

Make Millennials' outspoken sensibility work for your brand by crafting participatory campaigns that foreground their actual experiences over dreary product details.

## HELP KEEP THEM "IN THE KNOW"

Millennials love feeling like informed insiders, so facilitate discovery beyond the confines of your product or service. Brands providing additional content or services that aid Millennials in their cool-credibility quests can make a memorable marketing impact.



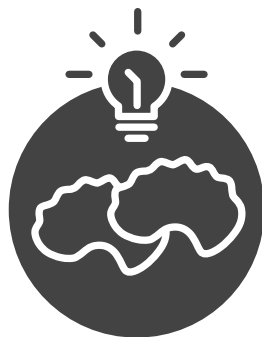
## ENGAGE THROUGH:



PARTICIPATION



COLLABORATION



& CO-CREATION

EXPECT SHARING.  
ENABLE IT.  
DON'T REQUIRE IT.

# BRANDS GETTING IT RIGHT

The Madewell logo is written in a blue, cursive script font.

## MADEWELL

Madewell rewards its social media followers with regular deals, discounts, promo codes and exclusive sales. It's a best practice because it does so much more than other fashion brands — tweeting interesting third party information and sharing behind the scenes snaps on Instagram. Madewell understands that **a compelling mix of content and commerce is required to keep Millennials engaged.**



## TIDE

Tide may not sound like a trendy brand, but they know what they're doing when it comes to targeting Millennials. Their dead-simple Pods have taken off with the legions of flexibility-prizing laundry-schlepping Millennials, and their **gender-smart messaging deftly syncs up with the generation's egalitarian values.**



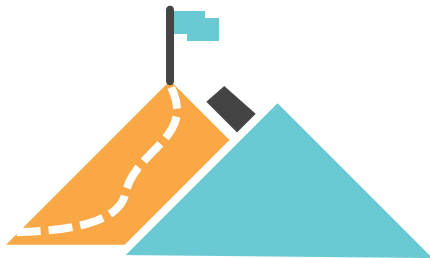
## UBER

Uber is not a limo or executive car service, but it approximates the experience for just a little more money than a cab, plus a heavy dose of sanity savings in the form of simple mobile payment, pricing and scheduling. A positively disruptive service, Uber scores big with Millennials by **providing a simultaneously hip and practical solution to an everyday problem.**

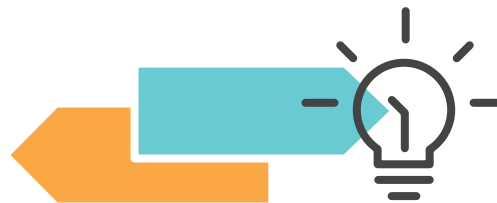
# WAYS TO WIN WITH MILLENNIALS

*Millennials want brands that:*

HELP THEM DO SOMETHING.



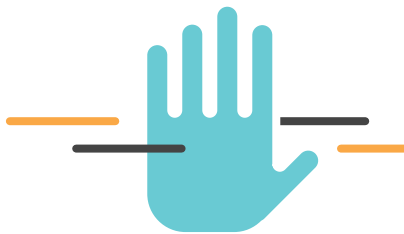
POSITIVELY DISRUPT THE STATUS QUO.



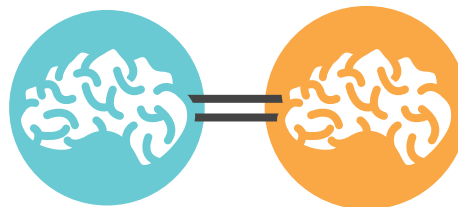
READILY FOLD INTO THEIR LIFESTYLE.



ENCOURAGE PARTICIPATION.



ENGAGE INSTEAD OF ADVERTISE.



FEEL AUTHENTIC IN THEIR BRAND IDENTITY.



When brands market with key values in mind to address real consumer needs, they'll find it easier to truly satisfy the demanding Millennial consumer and transform them into powerful advocates.



# SEIZING THE OPPORTUNITIES

Now that you have a better understanding of the distinctive Millennial mind, keeping abreast of their changing behavior and shifting consumption patterns is even more critical. Whether you are a brand or an agency, let CEB provide you with the tools to stay on top of an evolving landscape.



## FOCUS YOUR MARKETING AND SALES EFFORTS

Gauge the market and validate strategy using our industry trends, consumer research and best practice case studies.



## EQUIP YOUR TEAM

Increase the return on your marketing investment by optimizing your team's structure and budget using team assessment services.

Prioritize highest-impact activities using our project-focused scorecards, workshops and frameworks.



## ACCELERATE GROWTH

Reduce time to market and increase impact of marketing initiatives through our advisory services, workshops, and tools.



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