



marketing
international

A Changing Landscape

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Connecting with millennial audiences in a new media spectrum.



A Bit About Me



- Partner, t2 Marketing International
- Author of *Marketing to Millennials for Dummies*
- Econometric and statistical modeling specialist (because I love math)
- Amateur chef and Montreal Canadiens fan (unfortunately)

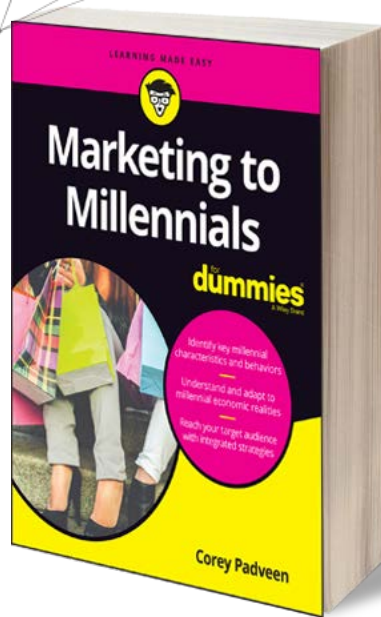


A Bit About Today

- Why Are We Here?
- Understanding Millennials
- The Importance of Relationships
- A Changing Media Landscape
- Building Your Economy with Millennials



MILLENNIALS





ECONOMIC

DEVELOPMENT



Understanding Millennials

Why do we keep talking about them?



GAME

Shout out the first word that comes to mind when you hear the term 'millennial'.



GAME

How marketers see millennials

- Entitled
- Disloyal
- Stingy
- Rich
- Elusive
- Tech-Savvy
- Educated
- Inattentive
- Selfish
- Sensitive
- Mobile

How millennials see themselves

- Self-absorbed
- Wasteful
- Greedy
- Environmentalists
- Idealistic
- Hard-working
- Entrepreneurial
- Tolerant
- Cynical
- Compassionate
- Self-reliant

via Pew Research Center



DEMOGRAPHICS

- Born between 1980 and 2000
- Make up the largest group of consumers in the United States (and globally) – roughly 25%
- Median income ranges between \$25K-\$48K and rising
- Roughly 1 in 4 has some form of tertiary education (not educated demographic in terms of percentage of the population)
- In the United States, they are the most ethnically and racially diverse generation
- Hugely active on mobile; penetration rates above 97% for millennials in the United States
- The average U.S.-based millennial consumer is active on nearly 3 social networks



PSYCHOGRAPHICS

- Relationships are crucial to brand affinity and customer loyalty
- Loyal millennials will actually spend more in their lifetime than high-value transactional customers
- Cause marketing has seen an explosive rise, showcasing a shared connection between brand and customer
- On-demand has become standard practice as a result of technological advancement; customer expectations are a symptom, not the cause
- Millennials are not overly concerned with the name associated with a brand, but rather authenticity
- Millennial consumers exist as multiple consumers across each social network where they have a presence
- When they are ready, they will come to you



The Importance of Relationships

What are millennials looking for in a brand or city?

BRANDS



CITIES

*We are more alike
than we realize*





WHEN IT COMES TO BRANDS...

- 56% of millennials don't see a strong (luxury) brand as factoring into a decision to buy (Ipsos)
- 34% of millennials feel more connected to a brand when they can communicate with it on social networks (Association of National Advertisers)
- Quality is a greater factor than price for millennials when looking to make a purchase (AIMIA)
- Economic utility is a greater factor than transactional utility for millennials in any given exchange (t2)
- Millennials are interested in access over ownership (Goldman Sachs)





WHEN IT COMES TO EMPLOYERS...

- Two-thirds of millennials leave their first job within 36 months (Deloitte)
- The top reason for departure is the lack of a mentor and a lack of perceived growth opportunity
- Millennials want to work for themselves and focus on something that makes a difference (whatever that means to them)
- They want a focus on community and something beyond the bottom line





WHEN IT COMES TO CITIES...

- Accessibility is among the top priorities millennials look for in a city (Rockefeller Foundation)
- There is a desire to focus on the building of local communities (American Planning Association)
- Facilitate access to utilities and necessities (American Student Assistance)
- Necessities include technology-enabled cities, high walkability and public transportation (American Planning Association)



What Do We Do Now?

What concrete steps can we take to reach millennials?





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