Focus on: Millennials

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Historical Context

Y GENERATION*
Born between 1982 and 2000
*MILLENNIALS

X GENERATION
Born between 1965 and 1980

BOOMERS
Born between 1945 and 1964

Definitions

The many definitions available put the accent on the different peculiarities of this generation.

ECHO BOOMERS - Millennials are often compared with baby boomers because of the birth peak during the 80s and 90s.

NET GENERATION - This generation is definitely dependent from the Internet and social networks, that influence their life choices, from work to spare time, from love to information behavior.

BOOMERANG GENERATION - Millennials tend to delay the assumption of responsibilities in creating a family, becoming independent and considering themselves adults.

PETER PAN GENERATION - People born in this generation tend to delay the typical rituals of passage to adulthood, and they tend to live with their parents for longer.

NEW BOOMERS - This generation begins with the recovery of trust and birth rate (a second boom) during the 80s and ends with 9/11.

ME ME ME GENERATION - The people in this generation use devices and technologies that concentrate the attention on the self, exposing one’s image and ideas.

SUPERPOWER GENERATION - Millennials have great possibilities, compared to their parents, thanks to the new technologies and the progress made by scientific and medical research.
Demographic Context

- 27% India and Brasil
- 30% China
- 15% USA
- 28% Rest of the World

2,5 billion of millennials
(10 million in Italy)

Ethnicity
- White
- Latin
- Black
- Asiatic
- Other

Education
- post degree
- primary
- university
- high school

Marriage
- married
- single
- divorced
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*The most important values?*

- 52% to be good parents
- 30% to make a good family
- 15% career
- 9% religion
- 20% to have fun
- 21% helping others
- 1% becoming famous

*Worried about finding a job?*

- 23% Absolutely yes
- 43% Yes, quite
- 24% Not too
- 10% Absolutely no

*Which are the greatest challenges?*

- 34% The scarcity of resources
- 32% Inflation
- 28% Against the population
- 27% Unemployment
- 25% Social unrest
**Liberal view:** capitalism is the dominant economic model even if there have been some evident cases of market failure that lead to social protests.

**Youth unemployment:** due to a continuous economic crisis and increased flexibility in the labor market, youth unemployment is very high.

<table>
<thead>
<tr>
<th></th>
<th>Millennials</th>
<th>Boomers</th>
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<tbody>
<tr>
<td>Looking for a job</td>
<td>79%</td>
<td>67%</td>
</tr>
<tr>
<td>Average working contract duration</td>
<td>3anni</td>
<td>11anni</td>
</tr>
<tr>
<td>Would like to change job</td>
<td>83%</td>
<td>58%</td>
</tr>
<tr>
<td>Believes that finding a job is more difficult nowadays</td>
<td>33%</td>
<td>43%</td>
</tr>
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TECHNOLOGY

Some data

- 97% owns a computer
- 94% owns a mobile
  - 59% smartphones
- 88% use SMS
- 62% use internet out of home
- 35% use a tablet

- 3.5 minimum time connected (hours)
- 75% always connected
- 80% sleep with their mobile turned on

Opinions on technology

- 74% improves life
- 54% allows people to stay in touch
- 56% allows to use your time better
SOCIAL NETWORKS

75% use at least one social network

55% use it once a day

56% use location services

18 average number of regular contacts on social networks

Total users of social networks

By age

facebook: 500mln
twitter: 343mln
google+: 238mln
linkedin: 70mln
pinterest: 130mln
instagram: 1,15bln
Spend 82% of their income

E-commerce

75 million people buy online > 1/3 of the internet users

86% is satisfied of their purchase

Growing sectors online

- Travel: +13%
- Food: +18%
- IT: +24%
- Fashion: +27%
- Publishing: +4%

Where do they gather information

- Online forum: 59%
- Personal community: 46%
- Experts opinion: 12%
FOOD/HEALTH

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Millenials eat less out of home and less at fast foods, they care about ingredients and origin of their food, they are aware of production process and they prefer organic and natural food.

Being green is:

<table>
<thead>
<tr>
<th>SMART</th>
<th>COOL</th>
<th>RESPONSIBLE</th>
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<tr>
<td>TRENDS</td>
<td>AWARE</td>
<td>CONTEMPORARY</td>
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</tbody>
</table>

- Recycle: 69%
- Buy sustainable products: 53%
- Buy organic: 36%

- 35% of meals are snacks
- 40% loves ethnic food and new things
- 70% don’t buy bottled water due to its environmental impact
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TRAVEL

+200% increase in travel every year

10.2 websites visited before buying

they care about opinions of other travellers

Mobile booking

hotel 29% tickets 24% car rental 24%

75% downloaded a travel app

70% want to visit all the continents

Business class expenditure

<table>
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<th>Year</th>
<th>Millennials</th>
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<tbody>
<tr>
<td>2013</td>
<td>35%</td>
</tr>
<tr>
<td>2015</td>
<td>54%</td>
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EXAMPLES OF MARKETING

GILLETTE

GOAL
Leverage Gillette’s partnership with the Williams F1 racing team to engage consumers and associate the brand with technology.

ENGAGING CREATIVE
When a user clicked on the banner, they were prompted with the option to “begin a race,” which would launch an interactive game from inside the creative. In the game, consumers could tap their phone to move a razor shaped car across the face of the Williams F1 team driver, Bruno Senna, essentially giving him a fresh shave.

FULL MOBILE EXPERIENCE
To promote engagement, the campaign awarded weekly prizes to the consumers who had the fastest times in the game. Users could also purchase the razor from within the unit, or share the game on their social networks.

SMART TARGETING
To maximize effectiveness, Gillette and their agency MediaCom set up the campaign so it would be targeted to a male base with mid to high disposable income.

RESULTS
The campaign won two medals at the Mobile Excellence Awards in Singapore including the Gold Medal for In-App Advertising. The overall CTR was more than 2X industry standards. More than 20 percent of the users who played the game once ended up replaying the game.
HÄAGEN-DAZS

Häagen-Dazs is educating consumers on ice cream preparation by launching a mobile application to entertain consumers during the two-minute period it takes for the ice cream to temper.

The Häagen-Dazs Concerto Timer app features two-minute long concertos to help consumers wait the recommended two minutes before Häagen-Dazs ice cream is fully ready. The app uses 3D Kinect technology to provide consumers with an augmented reality experience in addition to the musical listening.

“Loyal Häagen-Dazs consumers recommend ‘tempering’ or allowing the ice cream to warm up to realize the full flavor,” said Cady Behles, brand manager at Häagen-Dazs, Oakland, Calif. “The app is a way to enjoy the time.”
COCA-COLA

SHARE A COKE
«The idea is born from the desire of getting closer and closer to our audience and becoming a drink for everybody» explains Fabrizio Nucifora, marketing director of Coca-Cola Italy.
With 350 million of bottles produced in the 7 Italian plants, Coca-Cola launched other marketing activities targeting millennials.

THE “AHH” EFFECT
Ahh... is what you say after a sip of Coke. The company understood that this sound could be the insight for a gamification campaign. Coca-Cola bought 61 domains, www.ahh.com and other 60 following, by adding one more “h”. Every website contains a game, an animation or an experience related to the “Ahh effect”. On www.ahhhhhhhhh.com you have to use a sling to shoot ice cubes into a glass of Coke.
MC DONALD’S

DISCOVERY & OVERVIEW
The morning can indeed be a good one. Especially if you kick it off with a tasty breakfast, hot coffee, and a warm smile. Hoffman Lewis partnered with BKWLD to deliver a multi-layered, hands-on, and integrated campaign (or experiment if you will). The campaign was targeted at frequent McDonald’s patrons, Moms, and Millennials in St. Louis, with the objective of increasing brand favorability and ultimately breakfast sales. The deliverables included six :30 broadcast spots, one mobile application, and a website to serve as the digital hub aggregating user chatter, and special offers.

STRATEGY & CONCEPT
The strategy was to associate a good morning, with McDonalds. By offering a balanced meal, quality coffee drinks, with efficient service, and at a great value, Hoffman Lewis believes that a ‘good morning’ can be synonymous with McDonald’s. The concept was to create unexpected moments that turned everyday mornings, into good mornings. This started by filming real people in real situations and wondrously disrupting their mornings with a warm McDonald’s breakfast. The call-to-action was to cause a proliferation of #goodmorningstl. For those who did so, they were also surprised with random free breakfasts for themselves and five of their friends. And to bring it full circle, we aggregated the use of the hashtag and content created by users.
Vizeum in the Netherlands is blessed with many close partnerships with beverage and FMCG clients like Bavaria, Roosvicee, Honig and Verkade to name but a few. One of our other clients, Heinz, challenged us to create a campaign to stimulate people to use ketchup on various dishes or moments.

**SOLUTION**
Our solution was an online platform and activation with a central theme ‘Ketchup On Everything’ – create your own experience’. Vizeum ran all community management via the major local social networks.

**RESULT** (in the first three months):
- 50,000 website visits
- 6,000 Hyves friends (Dutch Facebook)
- 750 followers on Twitter
- 75,000 KOA views on YouTube
- €40,000 on free PR
- UGC: 20+ videos
- 75+ recipes
- 150+ photos
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MAGNUM

TEMPORARY STORE
An exclusive space in the hearth of Milan to treat yourself with a moment of pleasure. The Magnum Pleasure Store is furnished with some classical pieces of Italian design, such as Gufram’s Bocca Sofa, that recalls the 5 Kisses limited edition of Magnum ice creams. The surprising novelty is the possibility to create your own Magnum. The Magnum Pleasure Makers help the customers to top their Magnum choosing among 21 different toppings. The melted chocolate meets hazelnuts, pistachio, meringues, rose petals, chilly and other delicacies. People were invited to take pictures and share their creations on their social network profiles (the store also had a free wi-fi connection). The important point is that the Pleasure Store is a true retail store, not just a promotional activity.
Focus on: Millennials

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