



Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever

By Jeff Fromm, Christie Garton

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The numbers cannot be ignored: eighty million Millennials wielding \$200 billion in buying power are entering their peak earning and spending years. Companies that think winning their business is a simple matter of creating a Twitter account and applying outdated notions of "cool" to their advertising are due for a rude awakening.

Marketing to Millennials is both an enlightening look at this generation of consumers and a practical plan for earning their trust and loyalty. Based on original market research, the book reveals the eight attitudes shared by most Millennials, as well as the new rules for engaging them successfully. Millennials:

- Value social networking and aren't shy about sharing opinions
- Refuse to remain passive consumers--they expect to participate in product development and marketing
- Demand authenticity and transparency
- Are highly influential--swaying parents *and* peers
- Are not all alike--understanding key segments is invaluable

Featuring expert interviews and profiles of brands doing Millennial marketing right, this eye-opening book is the key to persuading the customers who will determine the bottom line for decades to come.

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With more than 80 million in their ranks, the Millennials (aka Generation Y)—born between 1977 and 1995—are the largest generation in American history, outnumbering Generation X by far, and even the Baby Boomers by 1 million. Their direct buying power is estimated at \$200 billion, and their indirect buying influence at least double that—and now their oldest members are entering their peak earning and spending years. It's time for anyone seeking to make inroads into this huge market to move beyond setting up a Twitter profile and start understanding how they think.

Millennials demand authenticity and transparency. They aren't shy about sharing their opinions. They're quick to spot a faker and believe in "cause marketing." They are highly influential, have an expansive network of contacts, and they expect to actively participate in the creation and development of new products.

Based on groundbreaking proprietary research and one-on-one interviews with top brand executives and Millennials, *Marketing to Millennials* identifies specific behaviors and attitudes common to this revolutionary group of consumers. It will show you how to:

- Build a listening and participation strategy that will help you connect with your brand advocates
- Engage these early adopters of new technologies and social tools
- Incorporate a sense of adventure and fun into your brand experience
- Help make them look good among their peers
- Retain their loyalty by giving them no reason to cheat on you.

From start-ups to Goliaths, this book takes a serious and fascinating look at the companies and brands that are getting it right when it comes to engaging the Millennial consumer. Featuring examples and case studies of organizations including Ford, Sephora, Android, Victoria's Secret, PepsiCo/Frito Lay, Facebook, DoSomething.org, TOMS Shoes, and more, the book reveals "The New Rules" of marketing to Gen Y.

You'll discover the differences between younger and older Millennials, those between Millennial men and women, and six distinct segments of this important demographic, from the cautious, charitable, and information-hungry Hipennials to the more conservative Anti-Millennials . . . and everything in between.

Let's face it: No brand can afford to ignore Millennials. But it's hard—if not impossible—to market successfully to a generation you don't understand. *Marketing to Millennials* takes an unprecedented look at this broad new army of consumers and gives you the strategies you need to win their hearts and minds.

JEFF FROMM is Executive Vice President at Barkley, the largest 100 percent employee-owned ad agency in the United States, which partnered with The Boston Consulting Group and Service Management Group to commission a deep study of American Millennials as consumers. He has 25 years' experience working with major brands, including Hallmark, Sears Auto Group, and Payless ShoeSource, and is founder of Share.Like.Buy, a trends conference. He lives in Kansas City, Missouri.

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