



# DEMYSTIFYING THE MILLENNIAL MINDSET: Using Media to Connect

Josh Howard

# WHO ARE THESE MILLENNIALS?

Generally speaking...

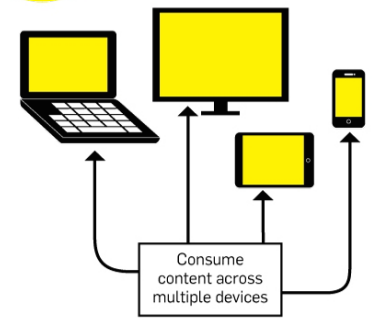
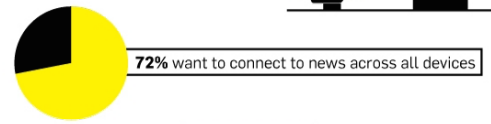
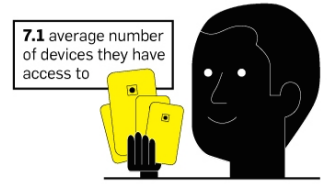
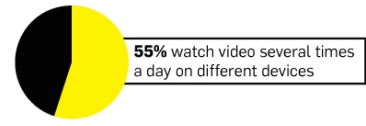
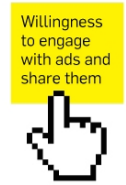
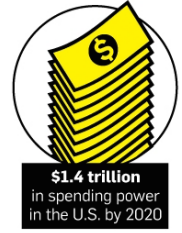
- Born between 1980 – 1996
- Fast-paced
- Technology-driven
- Narcissistic
- Want to feel connected to something bigger
- Carrying tons of pressure
- Open to change

# THE MILLENNIAL SPEAKING TO YOU

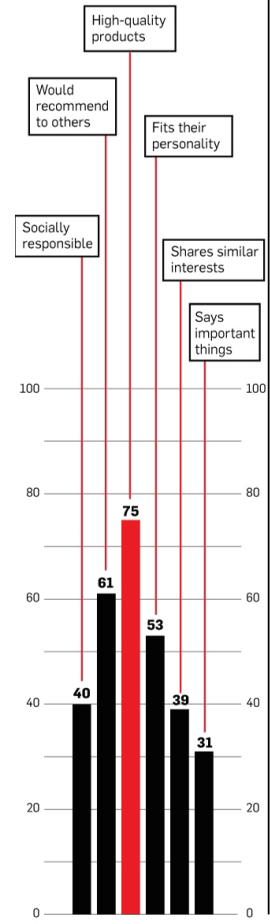


# MILLENNIALS AND ADVERTISING

## What Defines the Millennial Shopper?



## Most Important Brand Characteristics for Millennials %



## Top 8 Ways Millennials Advocate for Brands They Love



## Top 10 Millennial Brands

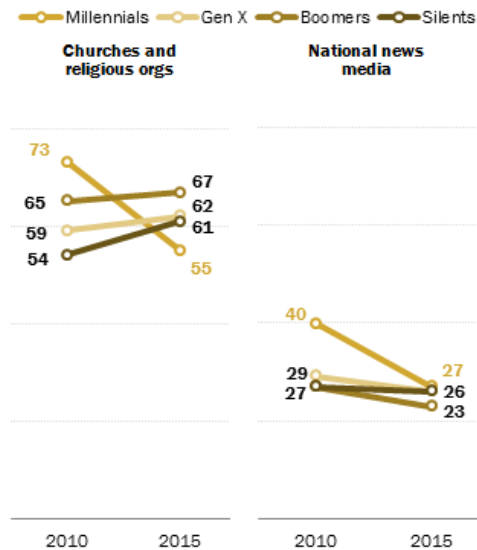
The rankings are slightly different between studies, but it's clear millennials favor their phones and tech products—and shopping in general.



# MILLENNIALS AND ADVERTISING

## Millennials' ratings of news media, religious organizations decline

% who say \_\_\_\_\_ has a positive effect on the way things are going in this country today ...

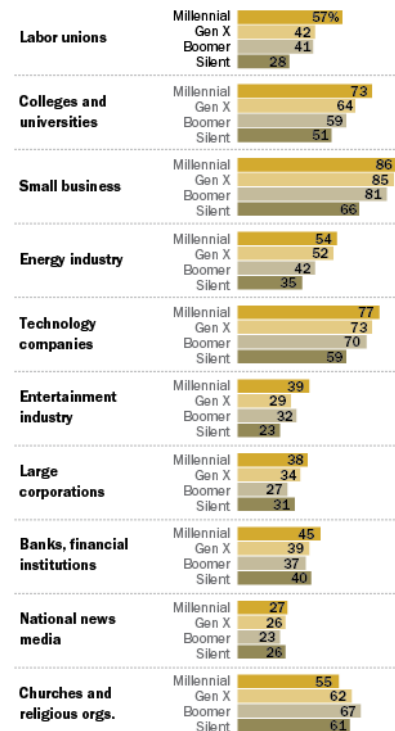


Source: Survey conducted Aug. 27-Oct. 4, 2015.

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## Generational differences in views of key institutions

% who say \_\_\_ has a positive effect on the way things are going in this country today ...



Source: Survey conducted Aug. 27-Oct. 4, 2015.

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# HOW DO WE REACH THEM?

- What do we want to say?
- Where are we going to say it?
- When are we going to say it?
- How are we going to say it?
- Why?

# THE WHAT

Talking just to talk vs Talking with a purpose

# THE WHERE

- Facebook
- Twitter
- Instagram
- Vine
- Snapchat
- Periscope
- YouTube

# THE WHEN

- Frequency
- Live
- Scheduled

# THE HOW

- Words
- Person
- Paper
- Video
- Image

# THE WHY

- Words
- Person
- Paper
- Video
- Image

# MILLENNIALS...

Can they be saved?

Can they be reached?

QUESTIONS?





## STAY CONNECTED

Social Platforms

(Facebook, Twitter, Instagram, Snapchat, YouTube and LinkedIn)

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[www.joshward.com](http://www.joshward.com)

Email: [joshward@icloud.com](mailto:joshward@icloud.com)