

MEDIA PANEL: MARKETING TO MILLENNIALS

Global Spa & Wellness Summit

Friday, September 12, 2014

11:20 am -12:05 pm

Inside the **MILLENNIAL MIND**

THE RAPID RISE of a New Generation

Millennials are currently the largest generation in the US

Estimated Purchase Power:
\$1.68 TRILLION



AGES 19-36

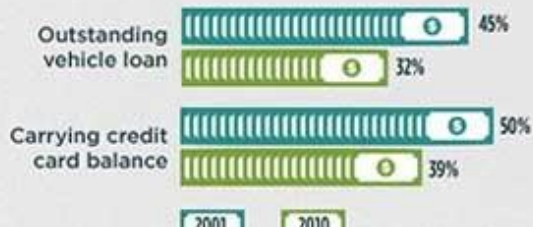
Avg. Household Income:
EST \$60,000

Market Size:
75.7 MILLION

The sheer size of the Millennial generation demands marketers' attention

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.

CONSUMER DEBT FOR MILLENNIALS




AVERAGE USE OF MONTHLY INCOME

- Donated
- Invested
- Saved
- Spent



FACTS ABOUT MILLENNIALS

- ❖ Millennials are born between **1982 and 1993**
 - ❖ There are over **86 million** of them
 - ❖ Millennials have survived a **poor economy** with debt, **student loans** and **limited job opportunities**.
 - ❖ Millennials are **diverse, connected, tech savvy and activists** for personal rights like gay marriage and health care.
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THIS?



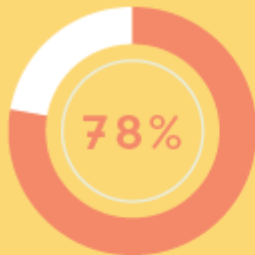
OR?

- ❖ In 2015, **one in every three** employees will be a millennial.
- ❖ Companies are feeling **pressure** from millennials to **evolve**.
- ❖ By 2025 millennials will become **75%** of the global workforce.
- ❖ Millennials commonly use **social networking** to promote **social awareness**.

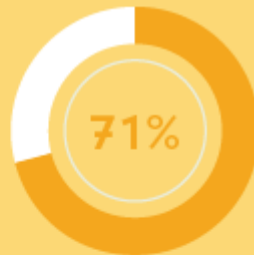


MILLENNIALS VALUE INNOVATION

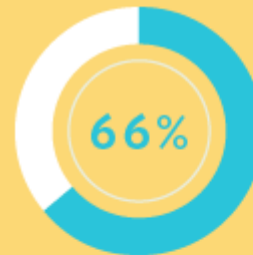
BORN FROM 1980 TO 2000, MILLENNIALS NOW IN THEIR 20S AND 30S ARE PARTICIPANTS IN THE WORKFORCE. THEY CONSIDER INNOVATION A KEY PURPOSE OF BUSINESS AND JUST AS IMPORTANT AS PROFIT.



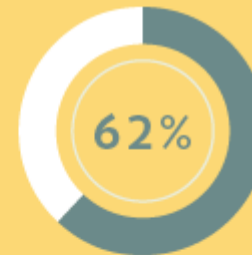
78% of Millennials feel innovation is essential for business growth.



71% believe business innovation improves society.



66% say innovation is a critical requirement in choosing a potential employer.



62% describe themselves as "innovative."

Source: www.deloitte.com/MillennialSurvey

 SOCIALCAST
by VMware

MARKETING TO MILLENNIALS

- ❖ Show millennials that your product or business is **productive** to their **changing lifestyle**.
- ❖ Attach a **social cause** to your business or product.
- ❖ Be **technology friendly**– they love Apps!
- ❖ Be **useful** and **innovative**.
 - Uber has made navigating easier than ever.
- ❖ Create **experiences** with your brand.
 - Red Bull's events entertain Millennials.



Targeting Millennials:

A PORTRAIT

TM&
INSIGHTS

According to Forbes¹, millennials will have an estimated \$170 billion (£102 billion) to spend per year. Getting inside their heads won't be easy, but it will be worth it.

\$170 Billion
(£102 billion)

App Happy

An adage.com report⁴ indicates that when it comes to marketing to millennials in a mobile environment, they are

262%

more likely to be influenced by a smart phone app than the rest of the population.



Wilful

According to the Pew Research Centre², 78% of millennials are strongly influenced by how innovative a company is before deciding to work for them. This is not a generation who will settle for second best.



strongly influenced

Price Oriented

IRI Worldwide³ reports that 87% of millennials indicate that cost is a key driver behind their brand selection, beating a 70% score on brand reputation.



cost



brand reputation

VISIT TMAINSGHTS.COM THROUGH APRIL FOR MORE MILLENNIAL INFO

References

- 1 - www.forbes.com/sites/onmarketing/2013/05/06/all-grown-up-and-ready-to-spend-millennial-moms/
- 2 - www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf
- 3 - www.iriworldwide.com/portals/0/articlePdfs/T_T%20June%202012%20Presentation.pdf
- 4 - adage.com/article/news/millennials-spending-precious-dollars-cpgs/235960/

- ❖ **10.4** – the number of **online sources** that Millennials **reference** before making a travel related purchase
- ❖ **75%** of Millennials have a **social media profile** (read: Facebook)
- ❖ **83%** of Millennials not only have **mobile devices**, but sleep with them by the bed
- ❖ **84%** say that UGC (**user generated content**—that is, updates from friends on Facebook, reviews of hotels on Yelp and hotel website articles, for example) significantly impacts their travel decisions
- ❖ **57%** of them **actively update** their social media profiles like Facebook and Twitter every day.

MILLENNIALS **LESS TRUSTING** THAN GEN X

PSYCHOLOGICAL SCIENCE JOURNAL

They're often pegged as the civic-minded, do-gooding generation.

But while they're still optimistic about their own personal prospects,

new study finds that today's youth are often more skeptical of the country's institutions than the young generations that preceded them.

THEY'RE BOMBARDED

, The Great Recession, mass shootings, and everything from church sex abuse scandals and racial strife to the endless parade of publicly shamed politicians, athletes and celebrities ...

Millennials trust levels hit an all-time low in 2012, the most recent data available.



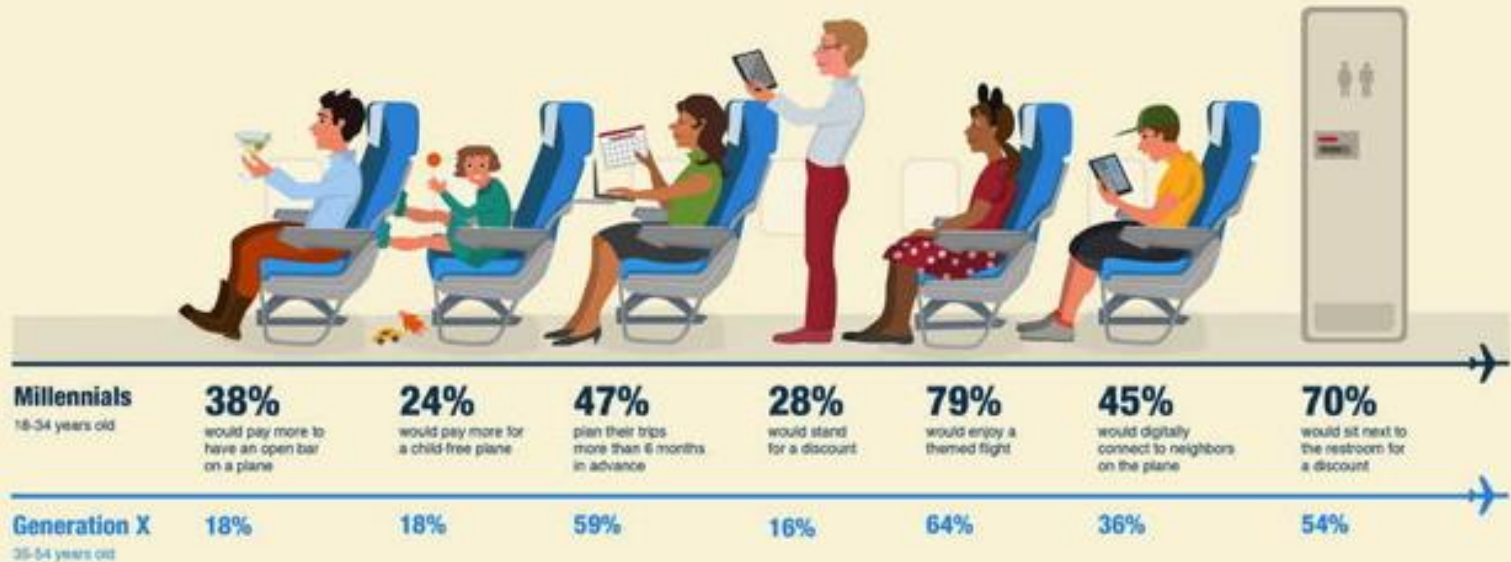
APPLYING MILLENNIAL MARKETING TO THE SPA & WELLNESS INDUSTRY

- ❖ *'For Millennials, wellbeing means staying active and learning to let go,'* according to The Hartman Group.
- ❖ Millennials believe health and wellness is:
 - ❖ Physical fitness
 - ❖ A balanced life
 - ❖ Feeling good
 - ❖ Having energy
- ❖ Millennials value being alert, bright minded and spiritually balanced.



Millennials vs. Gen X Travelers

What are the generational divides when it comes to travel? Hipmunk surveyed travelers between the ages of 18 to 54 to compare what Millennials vs. Generation X are looking for on their next flight.



MANAGING Millennials



SOURCES: mslgroup.com, millennialbrandtag.com, generationopportunity.org, blog.viacom.com, www.pwc.com

95% are motivated to work harder when they know where their work is going ¹



80% prefer on-the-spot recognition over formal reviews ¹



90% Nearly 9 in 10 millennials want their workplace to be social and fun ¹



80% said they want regular feedback from their manager ¹



88% consider "positive culture" important or essential to their dream job ¹



33% A retailer's ability to make a customer smile is 33% more important to a millennial shopper than it is to a baby boomer ¹



37% claim to distrust big business ¹



32% say they don't like advertising in general ¹



see themselves as authentic and are not willing to compromise their family and personal values **75%** ¹



- ❖ They were raised by the best listening , most child-centric parents in history .
- ❖ They have **ideas & opinions**.
- ❖ Don't' take kindly to not being listened to.
- ❖ Provide **structure** and **goals**
- ❖ Dialogue instead of **dictating** View them as **partners!**
- ❖ Have a little **fun** –work & workplace & their colleagues.
- ❖ Create a **positive, fulfilling** work **experience** – company events/celebrations.

