



A JOINT



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PROJECT



SAY WHAT?

TO MAKE SENSE OF ALL THE NOISE

TO MAKE THE INSIGHTS USABLE TO ADVERTISERS

**DESK RESEARCH FOLLOWED BY QUALITATIVE
& QUANTITATIVE RESEARCH**



LET'S TAKE IT FROM THE TOP

DESK RESEARCH - led by a research consultant, Neil Sharman of Neil Sharman Ltd

A **comprehensive review** of articles, blogs and books about millennials
Helped us identify some hypotheses and myths to challenge.

QUALITATIVE RESEARCH - led by Neil Sharman in collaboration with research agency CrowdDNA

A mixture of workshops, debates, focus groups and Pinterest-based pre-tasks.

Workshops with students at Bournemouth University Faculty of Media and Communication (October 2015)

30 for pre-task

12 for workshop day

Metro's Urban Academy attendees (November 2015)

52 of the youngest of recruits working in marketing roles in advertiser companies and media agencies

CrowdDNA Focus Group,

10 millennials in their twenties and thirties

90 minute focus group (and pre-task)

QUANTITATIVE RESEARCH - led by Neil Sharman with Alligator Research

15 minute online survey to a third party research panel

511 millennials (208 younger and 303 older)

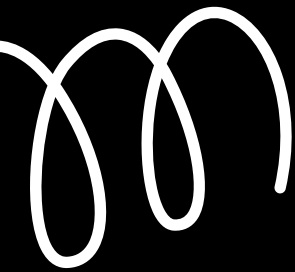
490 Generation X (138 younger and 352 older)

There were quotas set on age and gender to be representative of 18-50 year olds. (January 2016)



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AN INTRODUCTION TO THE MILLENNIAL TRAITS

EXPERIENCE IS KING

**FEAR OF NOT
GETTING ON IN LIFE**

THE NEW ODYSSEY

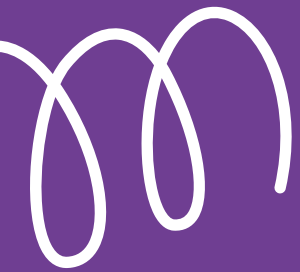
THE RESEARCH EXPERIENCE

**EXPERIENCES ARE
SOCIAL CURRENCY**

THE PROGRESSION GAME

SOCIAL PERFECTION

**THE GOOD, THE BAD AND
THE BRANDS WHO LISTEN**



EXPERIENCE IS KING

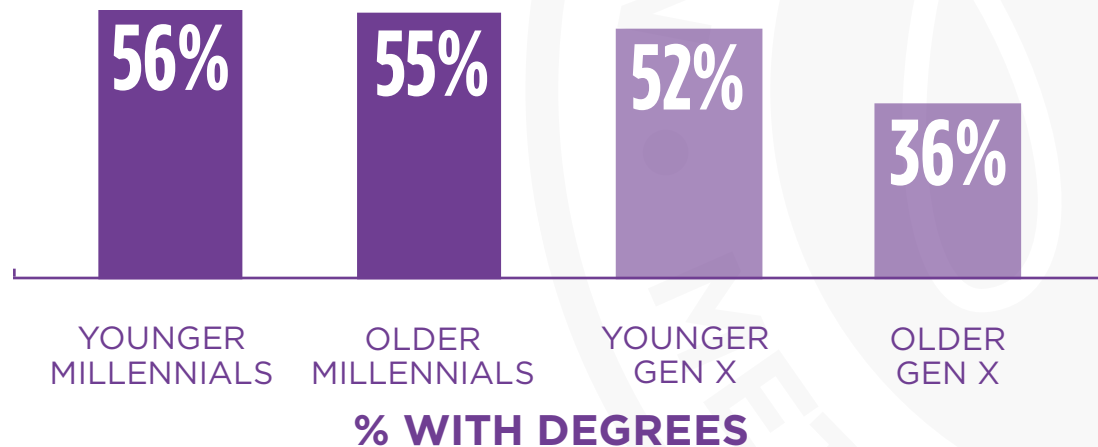
THE FOMO GENERATION



57%

prioritise **living life** to the full

UNIVERSITY



TRAVEL



3x

more likely to have had or be planning a **gap year**

“I love the fact that I was able to study something that wasn’t related to my job. I gained so much more from it. University is **so much more than getting a job** at the end of it.”

“We’re **free to move countries**, we’re free to work in high powered jobs even if we came from a working class background.”

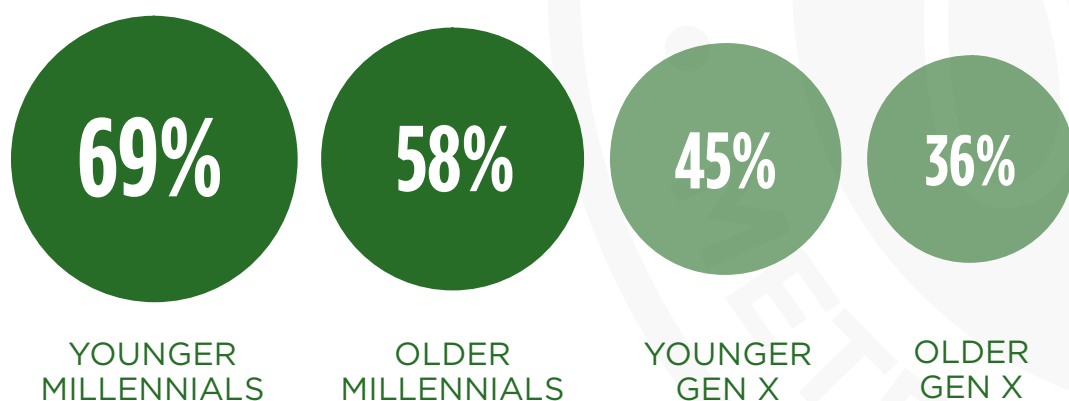


EXPERIENCES ARE SOCIAL CURRENCY

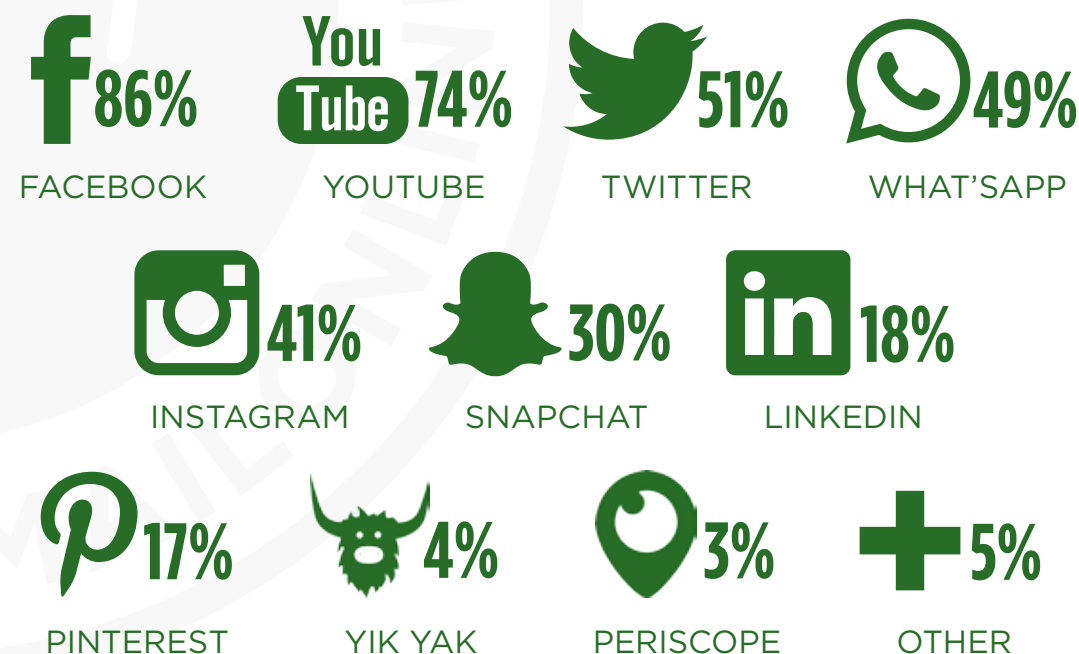
IT'S NOT ENOUGH TO JUST EXPERIENCE EXPERIENCES

“I like to **write blogs** and **do YouTube videos** about my travels. I like to **advise people** of where best to go and how to do it. I like to **give tips** and to **share my experience** with everyone.”

% USING SOCIAL MEDIA ¼ OR MORE OF THEIR LEISURE TIME ON CONNECTED DEVICES



SOCIAL MEDIA PLATFORMS USED BY MILLENNIALS





FEAR OF NOT GETTING ON IN LIFE

FEAR AND OPTIMISM MAKE A MOTIVATING FORCE



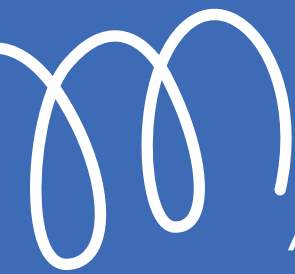
“Life and my perceptions definitely **changed after University**. I thought I would **walk into a job** and be a high achiever. The reality was lots of free work, internships and waiting and **trying to prove my worth** to someone to give me a chance.”



THE PROGRESSION GAME

MILLENNIALS HAVE DIFFERENT GOALS AND DIFFERENT WAYS OF ACHIEVING THEM

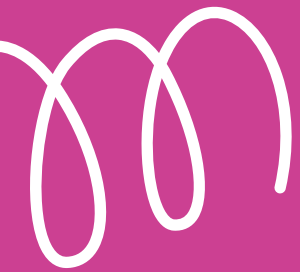




THE NEW ODYSSEY

A NEW LIFESTAGE WITHOUT THE TRAPPINGS OF ADULTHOOD

“Social media would lead me to believe that **by 30 I should have a mortgage, husband, children, career** and my own interests. It’s hard to be force fed ideals that are rare and sometimes I still **feel like a child playing a grown up**. 30 is not aged 30 anymore, we are **acting younger** and allowed to pursue gap years, change careers etc. **Nothing is set in stone** the way we believed before.”



SOCIAL PERFECTION

A MOTIVATION AND A PRESSURE



41%

say social media can make them **feel like they're underachieving**



29%

are "obsessed" with getting **likes or shares**



26%

say social media makes them spend money to **keep up with others** or look good

"With everything we see on social media this can make us feel **overwhelmed**. We see constant achievements or people the same age so much further ahead in life. Seeing all this on social media sometimes can make you **question yourself** and **doubt** what you have achieved."



THE RESEARCH EXPERIENCE

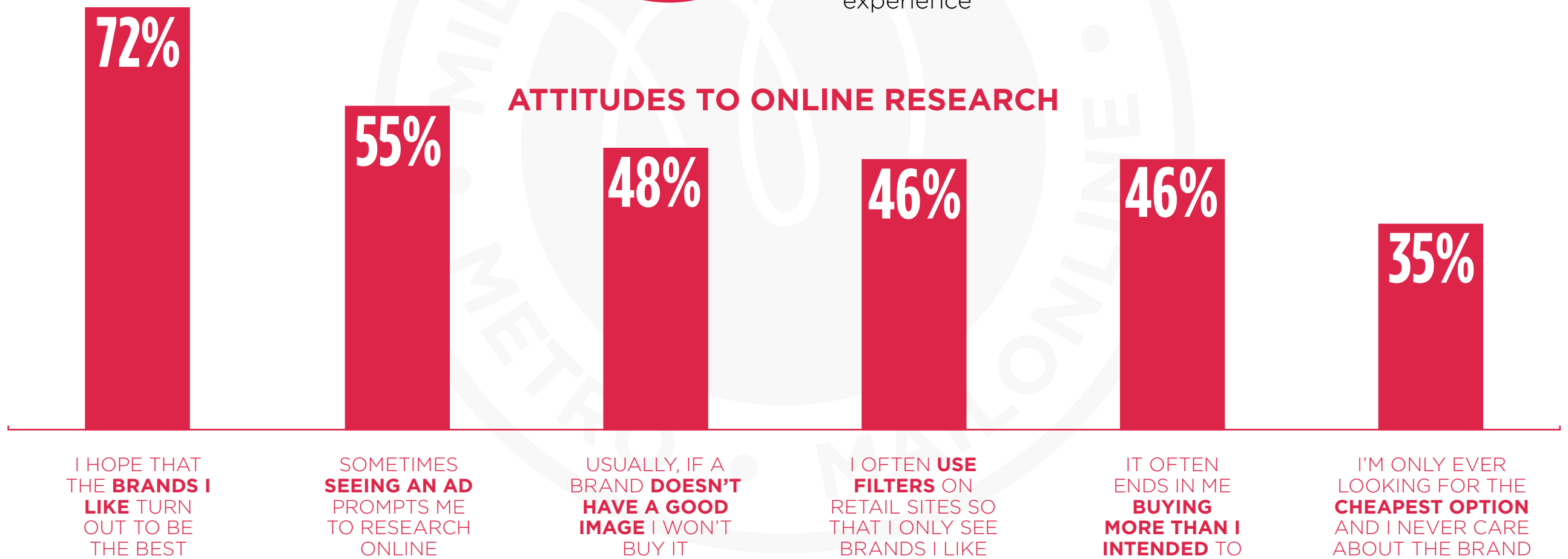
IT'S NOT JUST ABOUT FINDING A BARGAIN



71%

“genuinely enjoy”
online research as
part of the shopping
experience

ATTITUDES TO ONLINE RESEARCH



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THE GOOD, THE BAD AND THE BRANDS WHO LISTEN



3/5

of those harsh critics of advertising **enjoy good ads**



91%

think **advertisers can do something** to stop them skipping ads

SUBTLE

a dreamland to escape to

impressive

make an impact

PRESTIGE

engaging

EFFORT

THINK ABOUT CONSUMERS

deeper meaning

REWARD US

you have to believe in them

become immersed in

beautifully shot, beautifully drawn or hilariously funny

CLEVERNESS

QUIRKY

DIFFERENT, EXCITING AND MEMORABLE

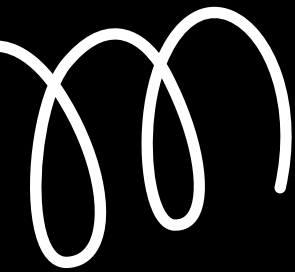
MADE ME FEEL GOOD ABOUT MYSELF

create emotional engagement



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9 RULES FOR MARKETING TO MILLENNIALS

EMBRACE DIFFERENCES

NURTURE SUCCESS

SELL LIFESTYLES

EASE PRESSURE

BE INSPIRING

GIVE - DON'T JUST TAKE

KEEP IT REAL

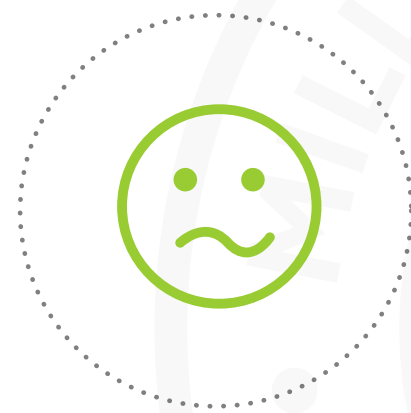
DON'T IRRITATE

IMPRESS AND ENTERTAIN



EMBRACE DIFFERENCES

THEY WANT TO FEEL THAT BRANDS GET THEM



6

million millennials
feel advertisers
**don't understand
them**



9%

Millennials

vs.

25%

Non-Millennials

have their **own property**
and are **married** with **kids**



1. **AVOID OLD STEREOTYPES**
2. **TALK TO PASSIONS NOT DEMOGRAPHICS**
3. **MAKE THEM FEEL INDIVIDUALLY TARGETED**



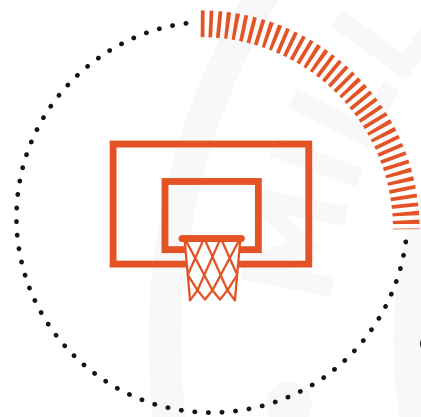
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NURTURE SUCCESS

HELP THEM FEEL THEY ARE SUCCEEDING,
WHATEVER THEIR DEFINITION OF SUCCESS



1
4

feel they have
**advanced further
in life** than they
expected



35%

feel they **haven't
achieved as much**
as they thought
they would have



1. REWARD THEIR ACHIEVEMENTS
2. PROVIDE THEM WITH EDUCATION AND TOOLS TO SUCCEED
3. ENCOURAGE THEM TO CHASE THEIR GOALS



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SELL LIFESTYLES

THEY'LL FIND OUT PRODUCT DETAILS THEMSELVES



39%

dislike advertising that is obviously trying to **hard sell** something



1/4

feel social media **makes them spend money** because they see things they'd like to do or buy



1. **AVOID THE HARD SELL**
2. **GIVE THEM SHAREABLE EXPERIENCES**
3. **EQUIP THEM WITH THE KNOWLEDGE AND TOOLS TO BECOME IMMERSED**

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EASE PRESSURE

THE PRESSURE TO BE PERFECT IS
MOTIVATING AND ANXIETY-INDUCING



1
/
3

feel **competitive**
towards friends



“I think the **biggest pressure** on our society today is to **seek perfection**. It is all driving us a bit nuts because it makes us **feel inadequate...**”



1. GIVE THEM THE TOOLS TO APPEAR AT THEIR BEST
2. BALANCE PERFECT WITH BEING AUTHENTIC OR ATTAINABLE
3. ENCOURAGE THEM TO FEEL HAPPY WITH THEIR IMPERFECTIONS



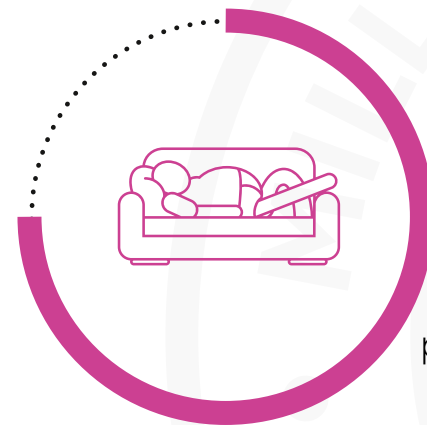
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BE INSPIRING

MAKE SURE YOUR BRAND IS INCLUDED IN THEIR RESEARCH



75%

often research potential purchases **in their downtime**



63%

often **do lots of online research** before making an 'impulse purchase'



- 1 KEEP YOUR BRANDS FRONT OF MIND (SO YOU ARE NOT FILTERED OUT!)
- 2 INSPIRE THEM TO START RESEARCHING YOUR PRODUCT
- 3 LET THEM LIVE THE BRAND IMAGE NOT JUST THE PRICE AND SPEC



GIVE - DON'T JUST TAKE

IT'S NOT JUST ABOUT FREE STUFF



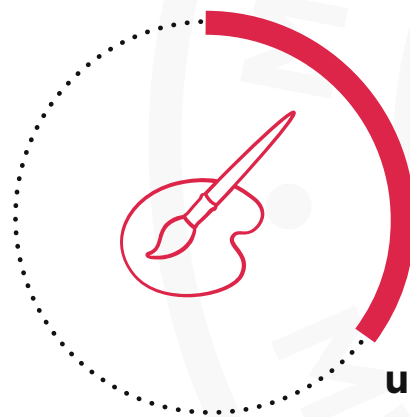
62%
like being
encouraged to
share pictures etc.
for brands



76%
welcome brands
organising or
sponsoring events



78%
welcome brands
teaching them
new skills



35%
actively like
opportunities to
use their creativity
for a campaign



80%
like brands supporting
charities in ways
beyond just donating
a % of profit



- 1. HELP THEM IMPROVE THEMSELVES**
- 2. GIVE OPPORTUNITIES TO GET INVOLVED**
- 3. LET THEM GET CREATIVE OR FEEL NEEDED**



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KEEP IT REAL

THEY CAN EASILY SEE THROUGH INSINCERE BRANDS



56%

consider them **harsh critics** of advertising



82%

feel advertising works better if it **fits its environment**



1. DON'T JUST GIVE LIP SERVICE
2. ENSURE THERE IS A NATURAL AND REAL BRAND FIT
3. ADAPT CREATIVE AND MESSAGING BY MEDIA CONTEXT



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DON'T IRRITATE

THE CONSEQUENCES ARE FATAL



94%
say they **skip**
pre-roll ads



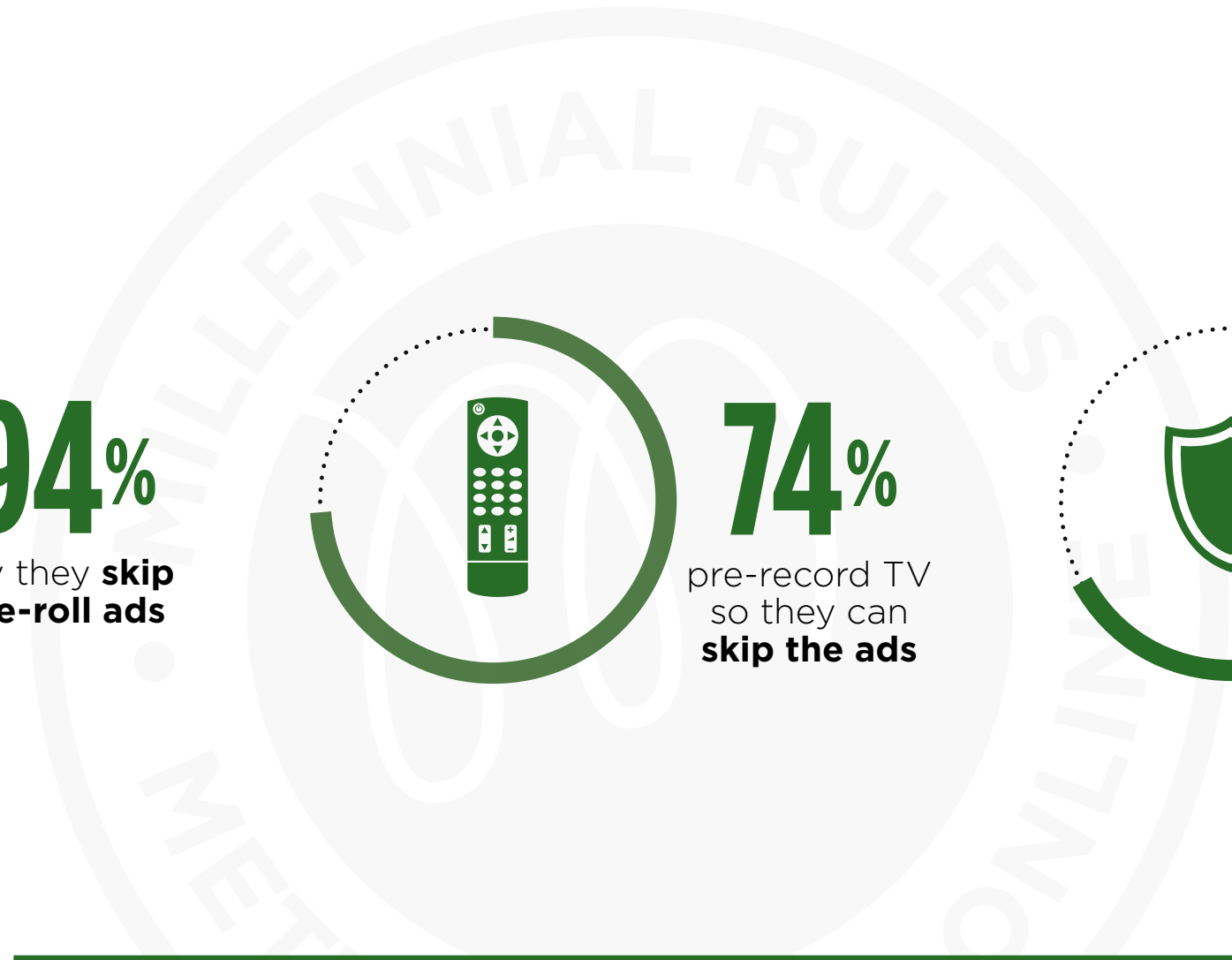
74%
pre-record TV
so they can
skip the ads



67%
claim to use
some sort of **ad**
blocking software



- 1 DON'T BORE THEM AND DON'T INTERRUPT THEM**
- 2 ATTENTION IS PRECIOUS - YOU HAVE UNDER 5 SECONDS TO ENGAGE THEM**
- 3 CREATE TRUE CONTENT THAT THEY WOULD LOVE TO READ AND WATCH**





IMPRESS AND ENTERTAIN

THEY LOVE GOOD ADS



77%
like advertising



82%
of those who use
ad blockers feel
they could be
missing something



63%
don't skip video
ads if they're
relevant



1. HAVE SOMETHING NEW OR INTERESTING TO SAY
2. SAY IT IN A COMPELLING WAY
3. AND IN A WAY THAT FITS THE CONTEXT



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