

# Marketing to MILLENNIALS

A landmark study on how  
to build loyalty among the  
largest generation in  
American history



# Key Themes

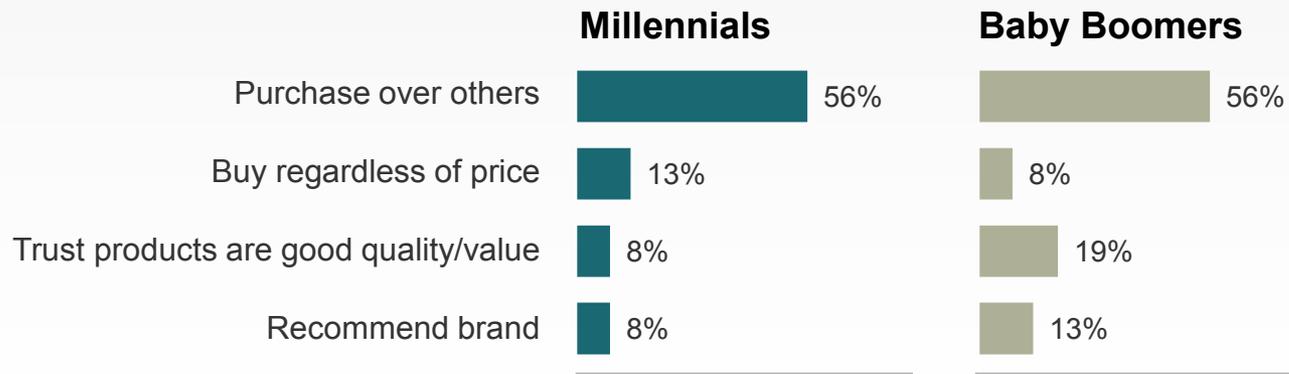
- 1 How do Millennials define loyalty?
- 2 To what brands are Millennials loyal?
- 3 What are Millennials' key brand consideration factors?
- 4 How do Millennials research products and services?
- 5 What social media services do Millennials use?
- 6 How are social media services used by Millennials?

# 1 How do Millennials define loyalty?

“ Being loyal to a brand is to stick with the brand despite [the availability of] cheaper brands or other brands that are higher-quality.

“ You stick with that brand no matter what the price is. You pick it over any other option out there.

“ You buy that brand regardless of the price and whatever other products are available.



## 2 To what brands are Millennials loyal?

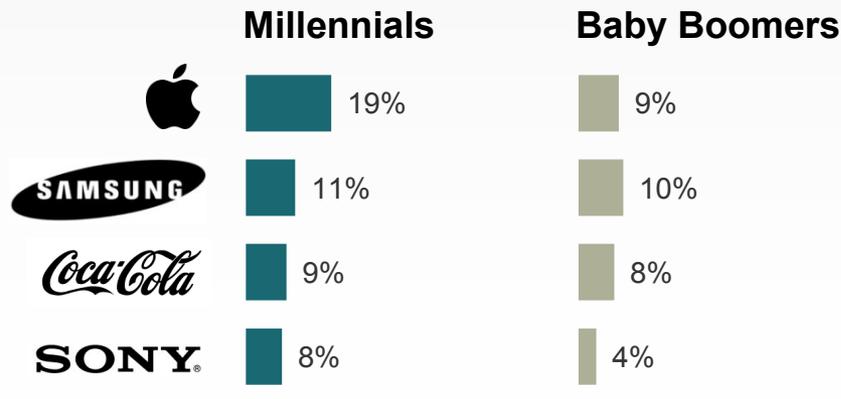
“ [Apple is] the most innovative company in the smartphone/tablet market. They charge higher prices than most other companies but it's worth it.



“ Samsung has always provided me with high-quality electronics, and the phone I just purchased from their brand is the best I have to date.

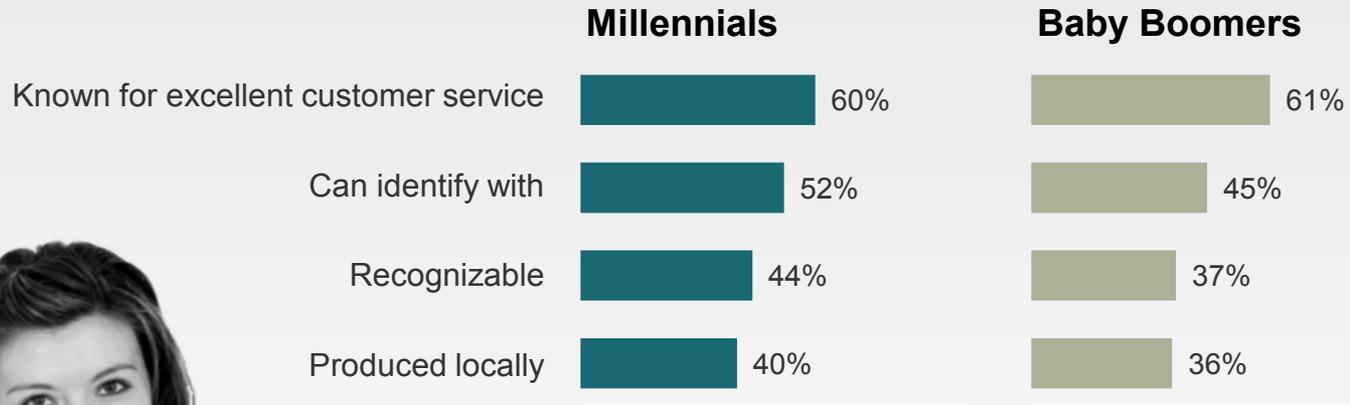


“ The only cola-flavored drink I like is Coke. So if I want a soda it has to be Coke. They also have a points reward system and cute polar bear ads.



3

# What are Millennials' key brand consideration factors?

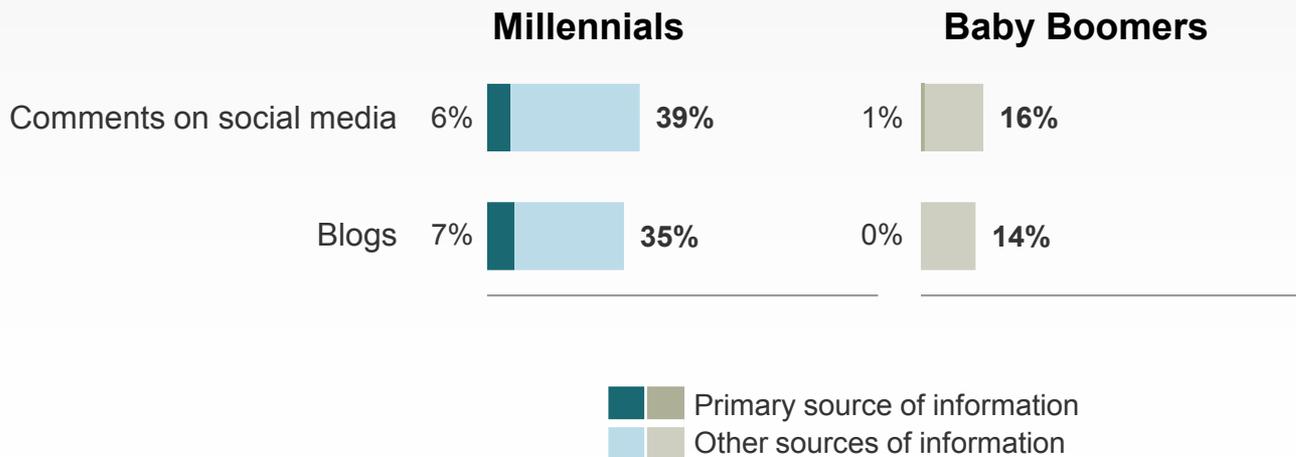


## 4 How do Millennials research products and services?

“ Friends and family don't have an agenda and aren't trying to sell something to me.

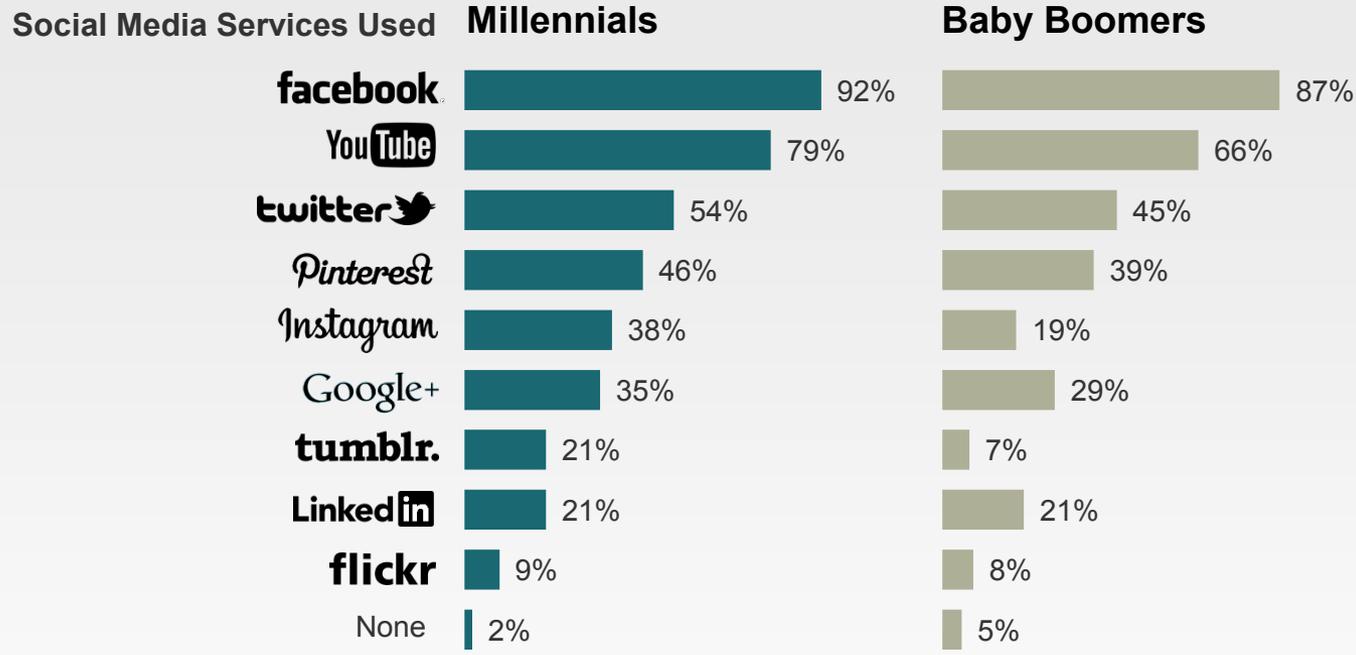
“ Comments on social media are more transparent in the sense that the commentators are not sponsored to test the product.

“ Blogs are usually objective, they get no financial reward, and they are more knowledgeable than my friends and family.

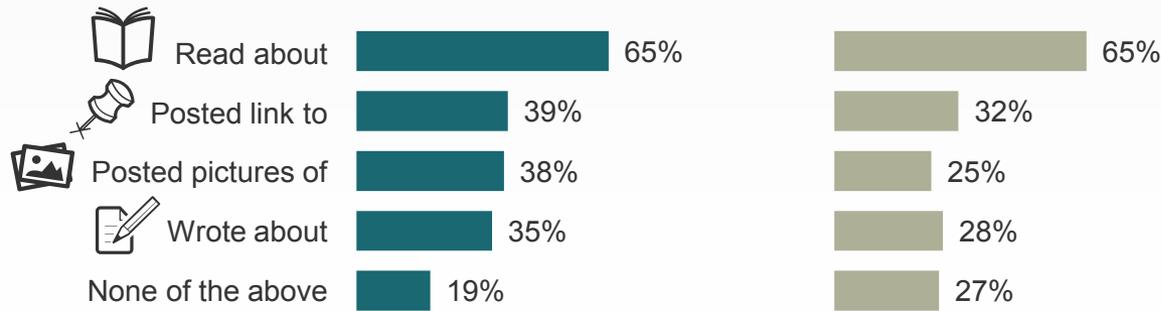


## 5

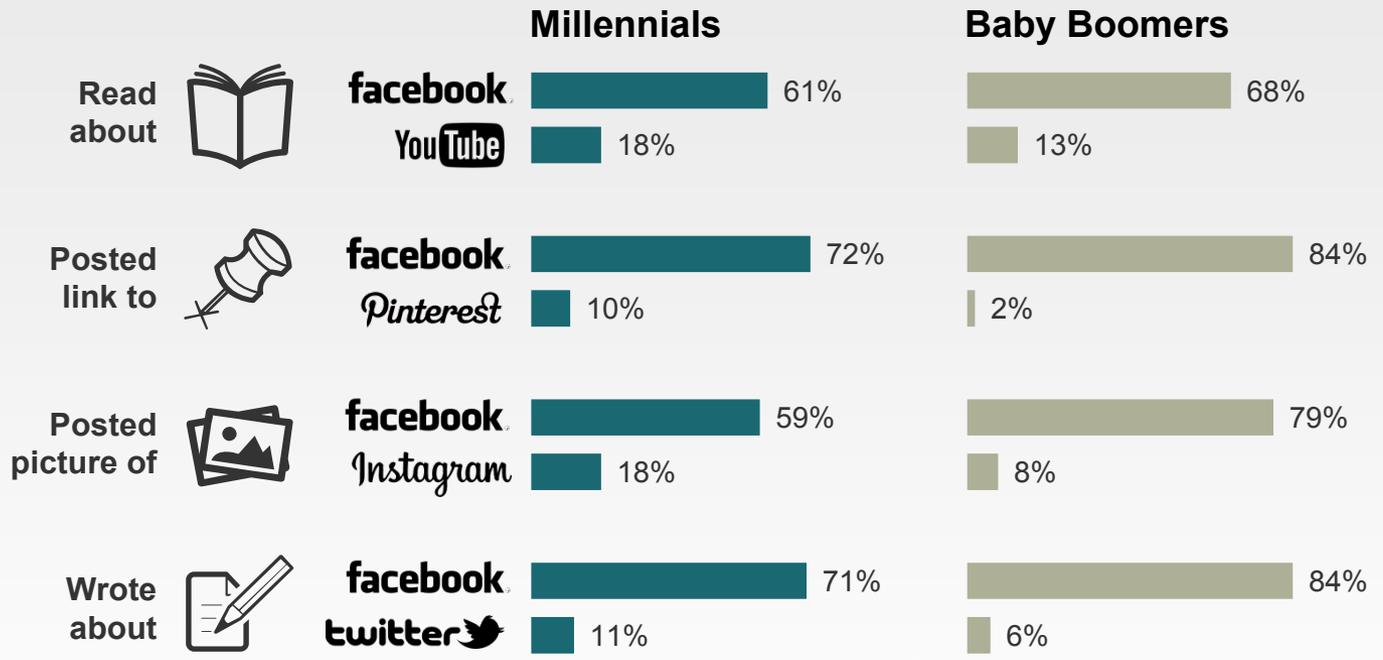
# What social media services do Millennials use?



## Product-/Service-Related Social Media Activity



# 6 How are social media services used by Millennials?



# About the Study

## Objectives

- > How do Millennials differ from other generations in their drivers of loyalty?
- > How does Millennials' usage of social media differ from other generations' usage?

## Methodology

- > 20- to 25-minute online survey with a sample size of N=2,011
- > Interviews conducted in February 2014
- > Qualified participants: Age 18 or older who live in the US, pass screening for sensitive/competitive employment and are household purchase decision-makers who are aware of and/or familiar with at least 1 brand of interest
- > Key respondent segments:
  - Millennials (born 1982 or later)
  - Baby Boomers (born 1946–1964)

# Questions?

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