

Marketing to MILLENNIALS

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



MARKETSTRATEGIES
INTERNATIONAL

Key Themes

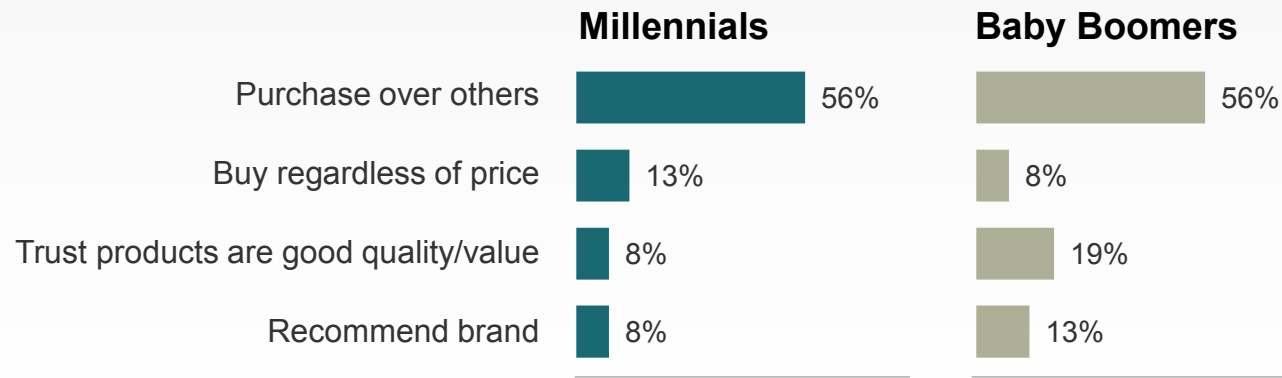
- 1 How do Millennials define loyalty?
- 2 To what brands are Millennials loyal?
- 3 What are Millennials' key brand consideration factors?
- 4 How do Millennials research products and services?
- 5 What social media services do Millennials use?
- 6 How are social media services used by Millennials?

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?

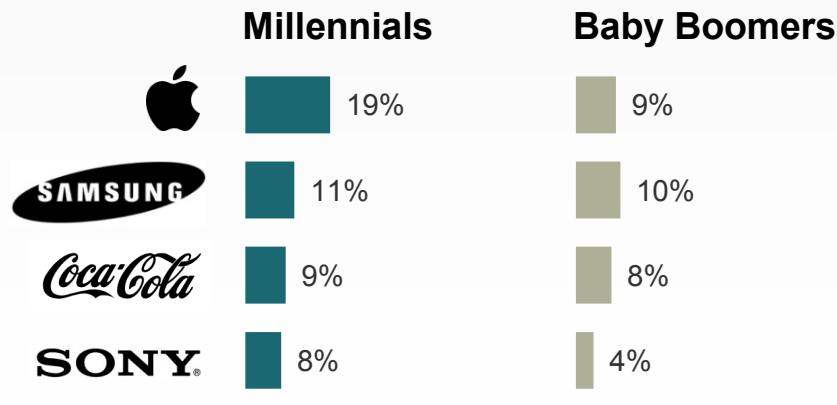
“*[Apple is] the most innovative company in the smartphone/tablet market. They charge higher prices than most other companies but it's worth it.*”



“*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.*”

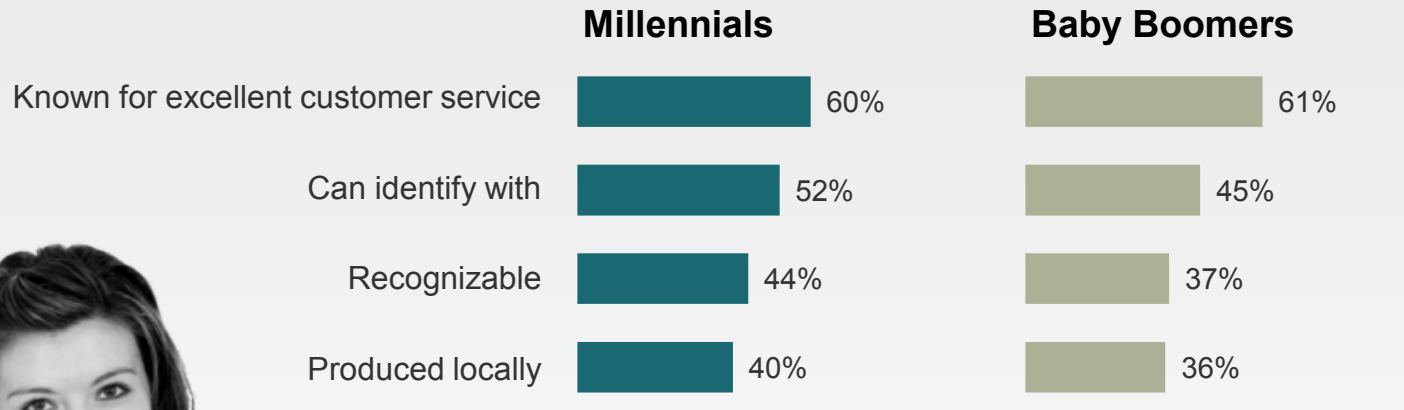


“*The only cola-flavored drink I like is **Coke**. So if I want a soda it has to be **Coke**. They also have a points reward system and cute polar bear ads.*”



3

What are Millennials' key brand consideration factors?

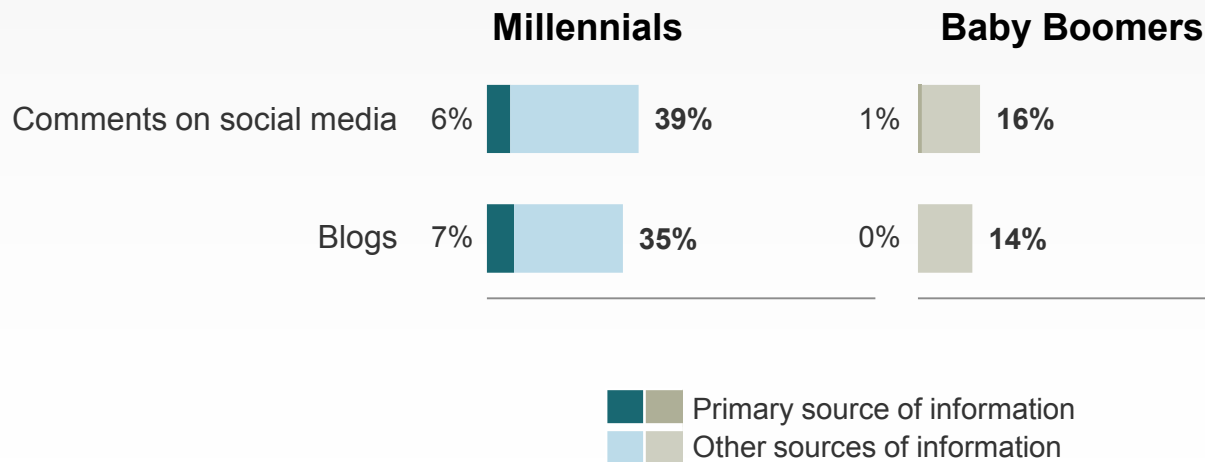


4 How do Millennials research products and services?

“ 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.

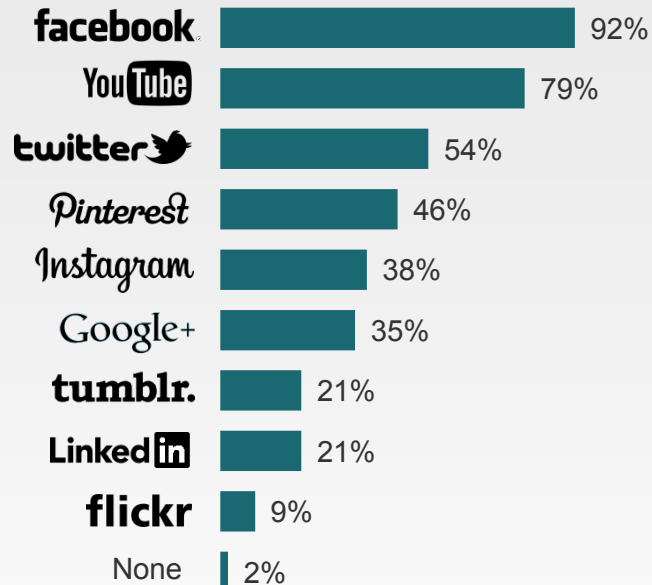


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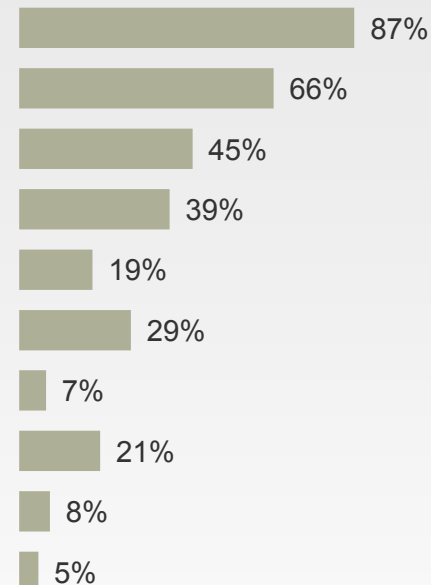
What social media services do Millennials use?

Social Media Services Used

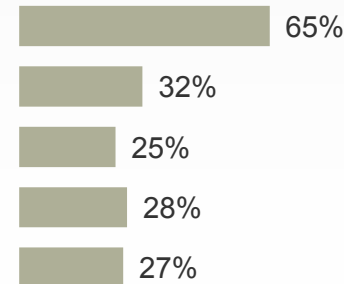
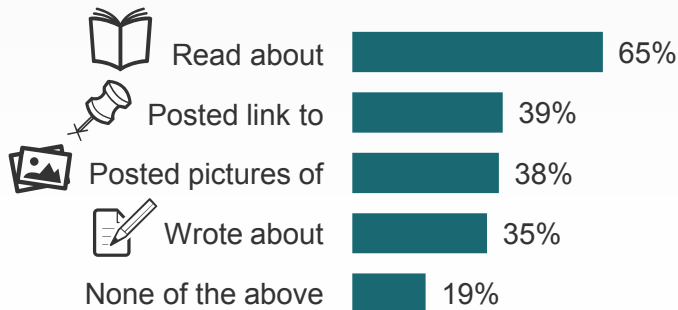
Millennials



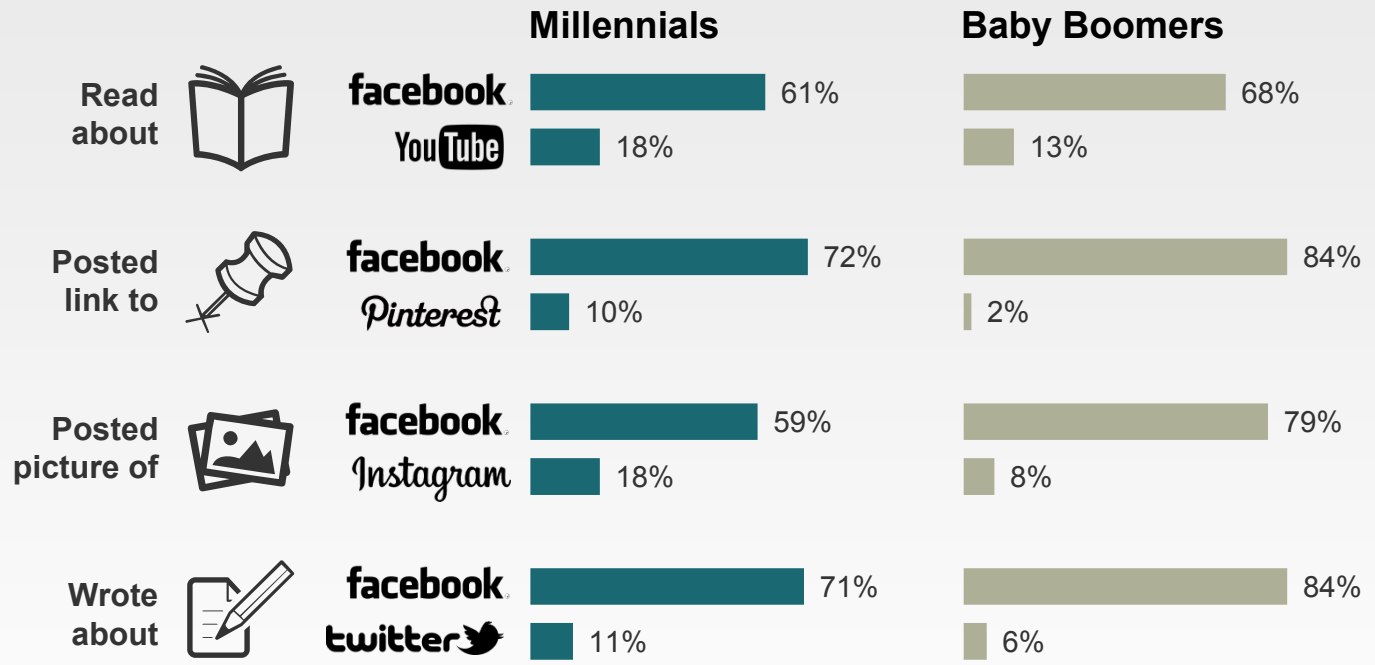
Baby Boomers



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?

Please contact:

Paul Donagher

Managing Director, Consumer & Retail

P 501.217.3228

E paul.donagher@marketstrategies.com

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