

7 #NewRules for Engaging Millennials

The most researched generation in US history, with the least amount of actionable insight into how to engage them – until now. Follow these 7 #NewRules to tweak your media strategy to connect with Millennials through meaningful, real-time engagements that meet their expectations.

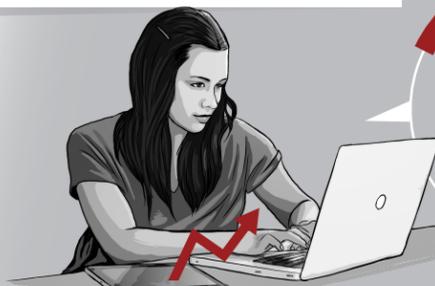


New Rule 1

Use online video to enable discovery

Before
Video compliments the campaign

After
Video starts the campaign



73%

"I prefer to research and discover my own path to purchasing something."



1 IN 2

"The source I use most often to research something new is YouTube."

New Rule 2

Make brand loyalty a 2-way dialogue

Before
Capture brand loyalty early on for a lifetime relationship

After
Sustain trust through a humanized, social presence



82%

"I'd pay more attention to a brand if it acted more like a trusted person in my life than a large company."



1 IN 3

"I value when brands are honest by owning their flaws over being flawless."

New Rule 3

Market immediately, as soon as there's investment in an idea

Before
Long, fail-safe R&D cycles

After
Early engagement leads to advocacy

85%

"If brands want to reach me, they should experiment with new ways of doing things."

62%

"The ability to co-create with a product is really exciting – and would make me much more into sharing or taking action around the product."

New Rule 4

Meet them in-person, not just through screens

Before
"Checking the digital box"

After
Brand interaction outside screens



1 IN 2

"Because anyone can be a producer, I sometimes feel overwhelmed by the amount of information online."

71%

"If brands want to reach me, they should fuel live events that I like."

New Rule 5

Include a real-time component in your media mix

Before
Pre-scheduled messaging to interact in real-time

After
Real time as a core component of a media mix

77%

"When I'm watching TV, I'm usually multi-tasking using other media devices at the same time."

66%

"I expect a brand's messaging to be as relevant as what's in my socials feed today"

New Rule 6

Don't be everywhere, be somewhere, strategically

Before
Flood the social airwaves

After
Leverage specific platforms and channels

1 IN 2

"When expressing myself on different social media networks, I express myself differently depending on which social network I'm using."



New Rule 7

Entertain through TV to build the brand

Before
TV for reach and frequency, Digital for engagement

After
Digital for reach and frequency, TV to engage and spark the conversation

63%

"TV is the only type of entertainment that doesn't make me work – I can just tune-in and lean back."

57%

"TV is better quality content than I see online."

