

Marketing to Millennials - US - February 2015

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“Millennials will continue to play an increasingly important role in the workplace and the economy. In order to effectively target Millennials, brands must understand how they see themselves (and their generation overall), how they are rethinking traditional adulthood milestones, and how to market to Millennials without alienating older generations.”

– Lauren Bonetto, Lifestyle & Leisure Analyst

This report looks at the following areas:

- Realty check: Millennials' self-perceptions differ from stereotypes
- Failure to launch? Millennials put off many of the hallmarks of adulthood
- The golden child: Marketing only to Millennials may alienate others

In 2015, Millennials are between the ages of 21 and 38 – at almost 80 million, they account for about one quarter of the US population. An extremely diverse group, they are fraught with contradictions: they have been stereotyped as both altruistic and narcissistic; they describe themselves as family-oriented yet are putting off marriage and having children; they want companies to target them personally yet they often ignore advertising and scoff at attempts to understand or define them. Marketing to Millennials requires a keen understanding of how they see themselves, who and what influences them, and their attitudes toward shopping, advertising, and brands.

This report examines Millennials' living situations, living expenses, self-perceptions, favorite brands, attitudes toward shopping and advertising, goals and aspirations, and more. It also explores how brands target Millennials, both in terms of product innovation and marketing strategies, and how Millennials interact with brands.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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American Marketing Association (AMA)

Association of National Advertisers (ANA)

Digital Media Association (DiMA)

Generations United

Interactive Advertising Bureau (IAB)

International Advertising Association (IAA)

World Federation of Advertisers (WFA)

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