

The New Rules Of Engagement For A No Rules Generation

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REVOLT

“We need
a real story”

- Sean Combs

Millennials are people,
not “a people”

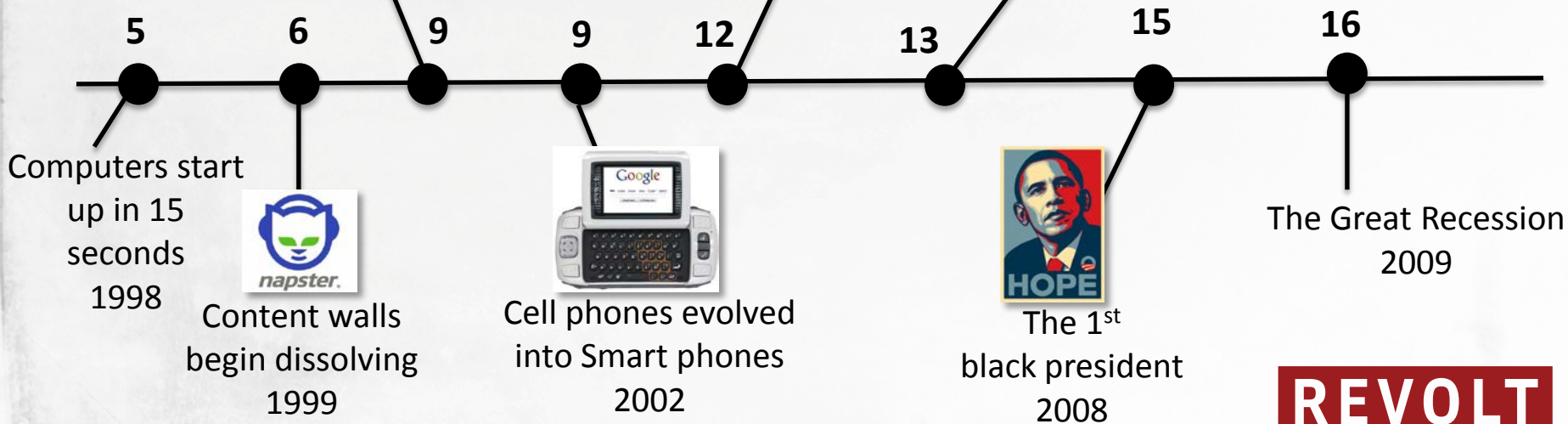
cultural context is what unites a
generation

For A 21 Year Old, Today...

Innovative streaming capabilities turn consumers into producers
2005

Social media revolution extends:
Fragmented & Personalized
2006

Social media revolution begins:
Destination Platforms
2002



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massively
different

trophy kids

addicted to
social media

new rules
#how

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melting industries

not watching tv

overly anxious about
their future

difficult to
manage

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millennials
#what

Road to Truth

MISSION

1. Debunk Millennial myths
2. Pivot the conversation from “what” to “how”
3. Identify the #NewRules of engagement



Methodology

ETHNOGRAPHIES

Atlanta, Detroit, Seattle, and Chicago
14 ethnographies among 16-25 year olds
3 hours each, in-home & in their location of choice

QUANTITATIVE

Nationally
Representative

N = 1,000, ages 14 - 34

**"The social
media revolution
is over"**

- Mediapost, January 1, 2014



HOW
YOU MESSAGE

WHAT
YOU MESSAGE

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Can 100m people all be the same?

100 million

Gen X: 70 million

Boomers: 78 million

2002
Age 11

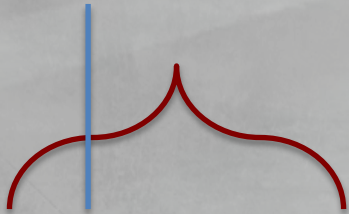
1982
Age 31

HIGH SCHOOL EXPERIENCE (15 - 17)

TIMELESS THEME

The beginning of the rest of my life

Externally focused, validated by others



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M-HIGH SCHOOL EXPERIENCE

Coming Of Age 1 Click At A Time

Allergic To Permanent Documentation

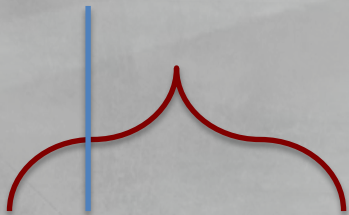
53% of 14-17 year olds

Would rather share content with friends that will eventually disappear

37% of 22-24 year olds feel this way

"I'm embarrassed for my older siblings, looking back on all the things they shared when they were in high school"

- F, 16



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COLLEGE AGE YEARS (18 - 22)

TIMELESS THEME

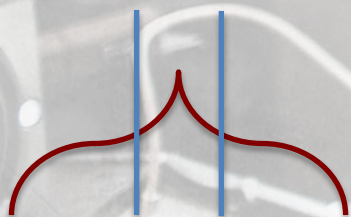
Transitioning into adulthood, identifying dreams

“I know what I want to do when I grow up”

14- 17
(77%)

18 - 21
(69%)

22 - 24
(78%)



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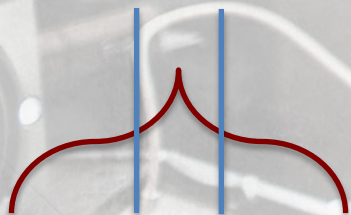
M-COLLEGE AGE YEARS

Anxious About “The Rest Of My Life” Maximizing Potential

“The thought of spending the rest of my life doing the same thing every day, is daunting...

If I’m going to spend the rest of my life doing something, I have to love it”

- F, 20



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M-COLLEGE AGE YEARS

Switched On By Stress Escapism



COMPETITION



CAREER
AMBIGUITY



LACK OF
PRACTICAL
SKILLS

30% of 18-24s

Attend a music event monthly

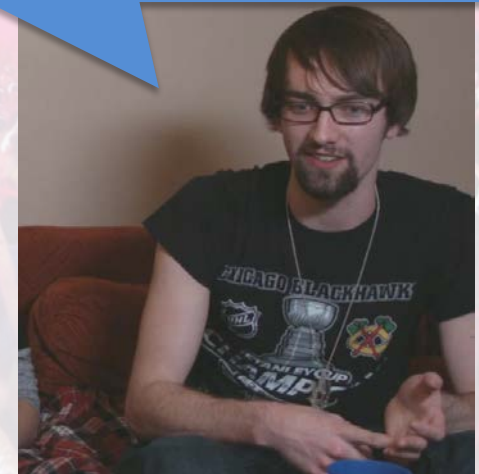


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"I've read 482 pages on Applications of Psychology...

but have no idea what salary I'll need to make to support myself coming out of college"

- M, 20



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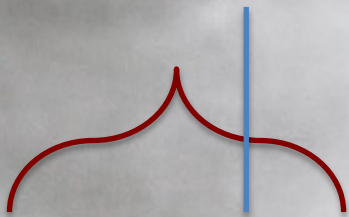
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Nielsen 360 Music Study

"ADULT LIFE" (22+)

TIMELESS THEME

Realizing The Self



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M-“ADULT LIFE”

Realizing The Self In A World Being Massively Disrupted

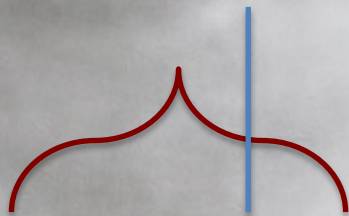
64%

I will achieve my
dream career

“I feel like I am real close to where I want to be.

*It feels tangible. The world I want to be in is running
parallel to the world I am in”*

- M, 25



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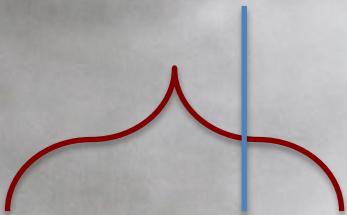
M-“ADULT LIFE”

FOMO? IDGAF, actually...

Internally focused, living for themselves

“It’s not the end of the world if I’m not able to go out and party, I’m sure there will be others plus I have a family and school, you know my priorities”

- M, 28



Actionable Marketing Solutions

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Ask yourself:

Is your 2014 media plan
any different than your
2004 media plan?

...how different?

Ask yourself:

How afraid of change
am I?



HOW YOU MESSAGE

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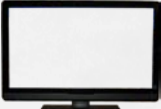





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#NewRule 1

MULTI-PLATFORM IS A SYMPHONY NOT A STRATEGY

Tap into the nuances in value across platforms
Align with the way these platforms are used

- (93%)  “lean back and the connection to the pop culture pipeline”
- (38%)  “daily dose of motivation and good vibes”
- (51%)  “unfiltered thoughts, fast paced news for a fast paced world”
- (92%)  “on the back burner, but still necessary to keep up with the jones”
- (18%)  “chatting through pictures”
- (27%)  “the occasional pick me up + idea inspiration”

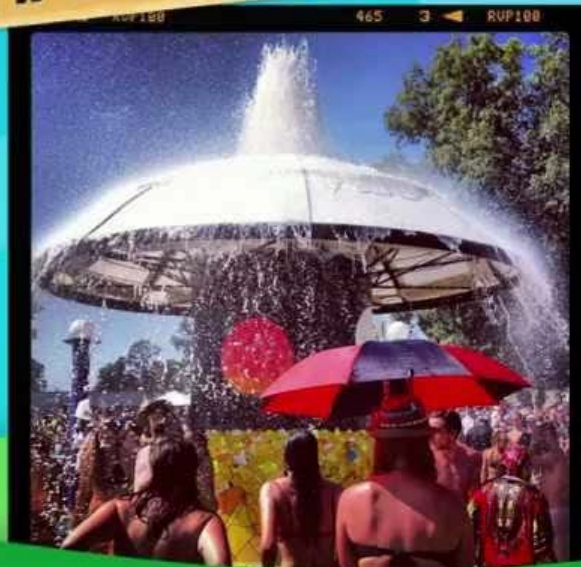
“Which of the following social network sites do you use?”, “In which of the following ways have you watched TV programming”
Ypulse, Lifeline 2013

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BEN & JERRY'S
#CAPTUREEUPHORIA



@benandjerrys



captureeuphoria.benjerry.com

#NewRule 2

ABM: REAL TIME IS ESSENTIAL



Arby's @Arbys · 17h

Hey @Pharrell, can we have our hat back? #GRAMMYS

Collapse

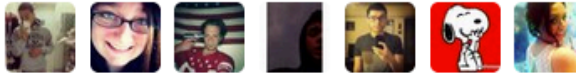
Reply Retweet Favorite More

RETWEETS

78,363

FAVORITES

43,478



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#NewRule 3

START WITH MOBILE



50% of time spent online, is mobile



41% is on a PC



9% is on a tablet



WHAT
YOU MESSAGE

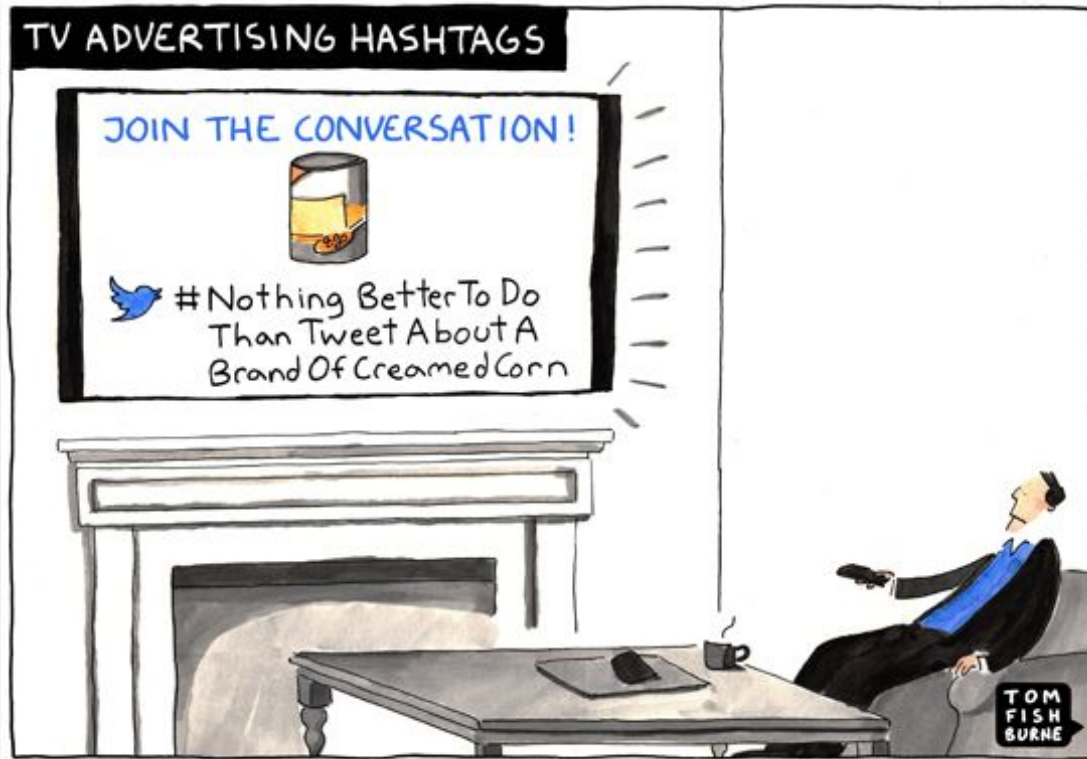
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#NewRule 4

FORCE-FITS FAIL

It's a conversation, not an announcement
Discover your organic presence



© marketoonist.com

I want to influence
your products and
co-create with you
(#1 way they want to engage)

Over Half Of Super Bowl Ads Incorporated A Branded Hashtag

#BestBuds

#NiceHashtag

#VW

#GoodToBeBad

#KissForPeace

#SilveradoStrong

#Salute

#AmericalsBeautiful

#ItsGoTime

#NoContract

#TheFloodIsComing

#StayUncompromised

#BeatsMusic

#HowMatters

#MakeItPlatinum

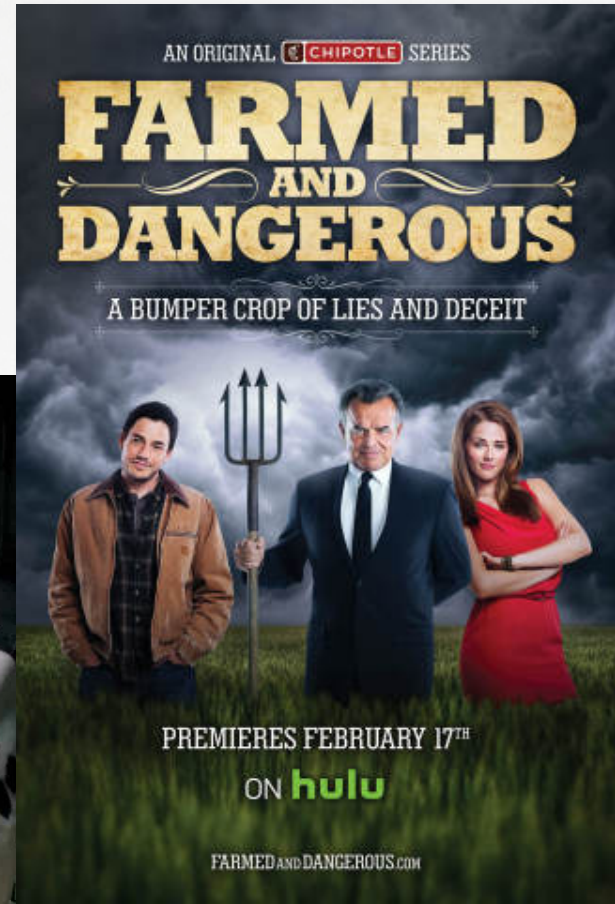
#DraftDayMovie

#IfYoureHappy

#MakeItPlatinum

#NewRule 5

VIDEO SPEAKS LOUDER THAN WORDS



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#NewRule 6

CAPITALIZE MOMENTS

**Consumers are more in need of added value
Not more noise**

100 hours of video

Uploaded to YouTube every minute

350 million Snapchats

Taking place, daily

58 million tweets

Posted on Twitter, daily

4.5 billion “likes”

Hitting Facebook, daily



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Engaging Millennials

1. Easier than you've heard
2. Cheaper than you think
3. Behaviorally, more similar than different

An opportunity, not a dilemma

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Appendix

M-HIGH SCHOOL EXPERIENCE

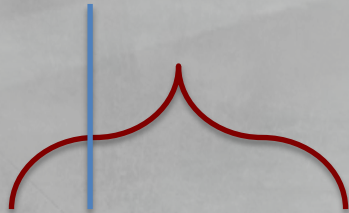
Pragmatic And Specialty Focused

85%

Feel they need to start learning the skills for their career in high school, or even before

"I feel prepared for college academically, but I wish they taught you more life skills in school. Like, how to file your taxes, or how to pay your bills, things like that."

- Dakota, 16



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*Ypulse Lifeline

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Emerging

(Engaging) Reach - Brand

(Optim) Frequency - Consumer

Impact - Brand