

Millennial Marketing 'Super Consumer' Community

Connecting Millennials with Brand Marketers



Millennials love brands, but reject overt advertising appeals. Digital marketing works fast and thrives on experimentation, not lengthy research projects. Marketing to Gen Y means interacting with a generation of **Super Consumers**. They are looking for experiences – online and offline – that are engaging, culturally relevant and shareable. Timing and location are as important as the message – the medium truly is the message. Including expert Gen Y marketers who are passionate about social media and digital marketing in the development process enhances the chances of getting it right.

We work with a private, ongoing community of Gen Y marketers – young adults working in or aspiring to work in marketing. Each member was individually invited to participate based on their enthusiasm for brand marketing and proficiency with social media. They are ready to engage in reviewing market research projects and campaign initiatives with brand marketers or sharing insights about the culture, behavior and values of their generation.

The community has quickly grown to 65 members, 20-29 years old. Two-thirds work full-time in digital advertising agencies, PR or marketing firms. Others work part-time as interns or students. When not engaged in client projects, members are actively sharing ideas and knowledge among themselves.

The community is self-moderating which allows clients to access opinions, and feedback on demand. Project captains are assigned for each client. Projects are designed to be iterative; clients can submit ideas, get feedback, update, and resubmit to see if they addressed the feedback clearly from the original review team. They are a source of referrals for Gen Y marketing talent or seeding of new viral initiatives.

How we collect our data:

- Forums for product and marketing idea 'flash reads'
- Engagements via real time focus groups, mobile journaling and photo diaries
- Incubators for co-creation and more

Partial Client List

- Carlson Restaurant Group, Dallas, TX (TGI Friday's, Pick Up Stix)
- Conde Nast, New York, NY (Vogue)
- Schafer Condon Carter, Chicago, IL
- University of Notre Dame, Notre Dame, IN
- JC Penney, Plano TX
- Westlake Ace Hardware, Kansas City, MO
- Whirlpool Corp, Benton Harbor, MI

What Members Say

Jonathan: *"I think this group is a good opportunity to grow networks and get insights without blasting tweets or facebook messages to total strangers. It's a first step at relationship building, which should be the goal of all social marketing campaigns for brand marketers. The problem with online communities is that people will say anything anonymously. At least in an omnibus setting like this, we come to know each other and trust opinions."* – MBA Student, University of Notre Dame, Intern Fox News Channel, mobile/digital development

Anne: *"I agree with Jonathan. Since marketing is moving so fast, I'm also interested in what's working, especially tool-wise. Having a place to share without being self-promotional is great. I'm doing a millennial-focused insights project this summer so being a part of this group is fantastic."* -- Grad Student, Northwestern University

Kelsey: *"For brand marketers, this group would probably be great for them to see what Gen Y thinks and see if their ideas would get a good reception."*-- Community Education Specialist, Credit Union

Susan: *"I hope to begin gaining some ideas from this group."* – Grad Student, Integrated Marketing Communications, Northwestern University, Group Residency Intern, Isis

Carol Phillips, President

A marketing professional with over 25 years experience in designing consumer research and marketing communications programs, Carol's experience spans the consumer durable, telecommunications, and packaged goods industries.

Carol was among the first marketing professionals to see the power of doing qualitative research studies online. Carol has conducted dozens of studies and hundreds of online groups for her clients. In the process, she helped pioneer many online design innovations.

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About Brand Amplitude

Brand Amplitude®, LLC is an independent brand research and marketing consulting firm. Its dedicated Millennial Marketing unit helps companies engage Gen Y consumers by providing research, strategies and marketing program development. Brand Amplitude's MillennialMarketing.com blog offers over 300 searchable posts. The blog enjoys over 1200 unique hits a week and has over 500 subscribers and nearly 6000 twitter followers. Brand Amplitude recently launched the Millennial Marketing wikispace (millennialmarketing.wikispaces.com) that provides links to nearly 100 current reports, videos, presentations and case studies about Millennials. For more information visit brandamplitude.com.