

Overview Generazionale

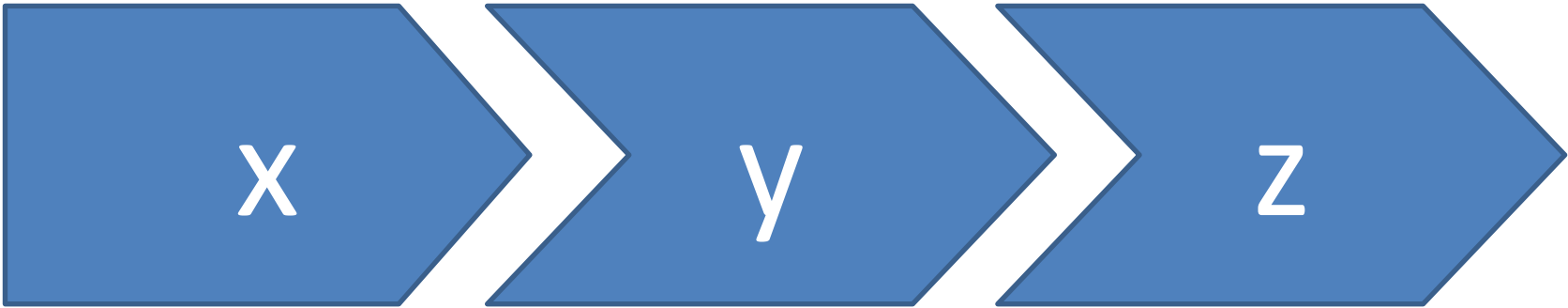
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III Ed



Generazioni a confronto



1960-1980

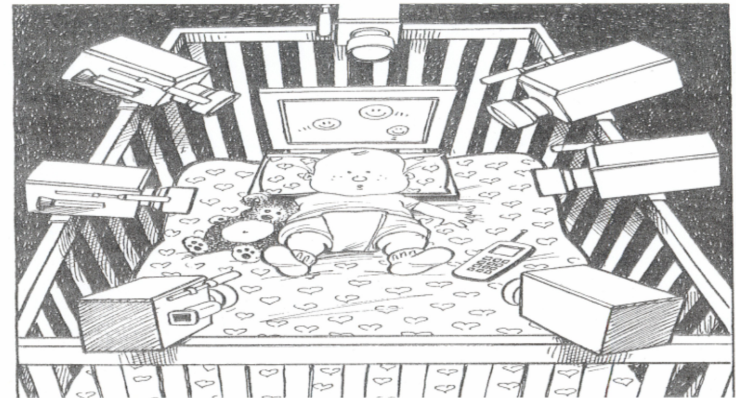
1981-2000

2000



I millennials

- E' la corte piu grande (92 mil in USA vs 61 X e 77 BB)
- Nel 2020 rappresenteranno il 40% della forza Lavoro
- Monoparentale
- la prima generazione veramente globale, però con una passione per il locale
- i Millennials hanno un ruolo attivo nell'acquisto dei prodotti e utilizzano internet
- i Millennials sono collaboratori di natura, sono nati digitali e crescono mobile



I millennials

- La loro identità ha a che fare con l'espressione di sé, soprattutto attraverso elementi visuali diffusi sui social network.
- Già a 21 anni hanno spedito 200000 mails e 10000 al cellulare
- Negoziatori
- Alta educazione
- **Valori:** educazione, divertimento, qualità della vita
- **Bisogni:** Apprezzamento, coaching, flessibilità
- **Punti di forza:** multy tasking, fedeli, problem solving, saggi digitali



GEN Y- FACTS



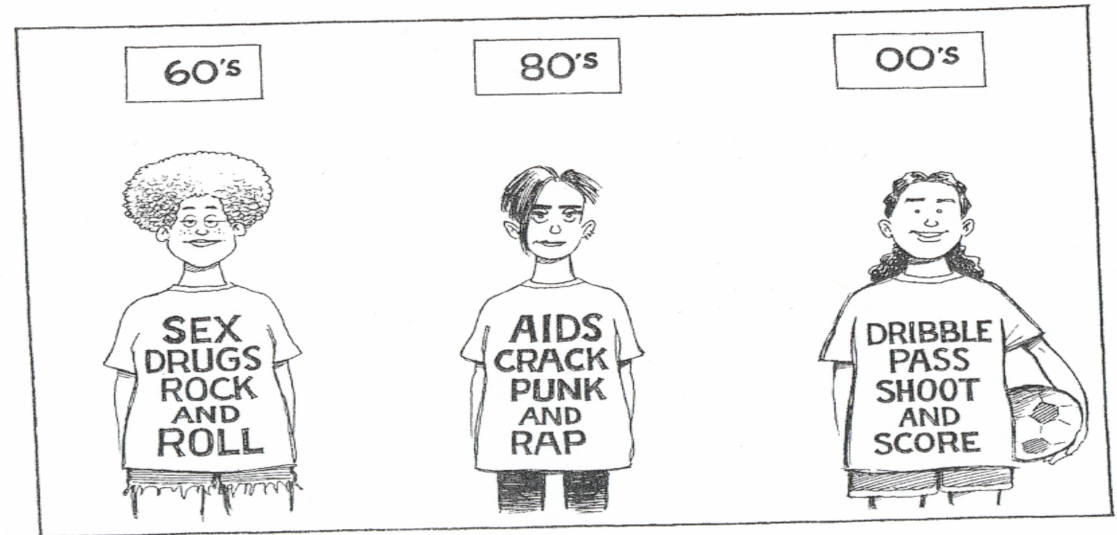
7 paradossi della generazione Y



- I love you, I hate you (McDonald's)
- Self-indulgent sharers (Uber)
- Tech with benefits (123 times x day)
- Digital isn't everything (Local, Glocal)
- Democratiser and personalise (Democratic brand as Ikea)
- Millennials are cynical optimists (CSR)
- What's in it for me? (Profit)

Market to Millennials

- ❑ Valore di secondo ordine della marca
- ❑ Autenticità e trasparenza
- ❑ Approccio smart con i social media
- ❑ Ripagare la fedeltà offrendo una esperienza unica
- ❑ Promuovi la diversità



Sei un millenials?

- Do you Google for information at least 5X a day?
- Do you check email at least 3X a day?
- Do you use your mobile phone for more than one thing?
- Have you turned over remembering to a technology device?
- Do you shop online more than the mall?
- Do you have a wireless network at home?
- Do you “text” instead of calling?

Generazioni e web

	TV Generation “Boomers”	PC Generation “Gen X”	Net Generation “Millennials”
Web	What is it?	Web is a tool	Web is oxygen
Community	Personal	Extended Personal	Virtual
Perspective	Local	Multi-national	Global
Career	One career	Multiple careers	Multiple reinventions
Loyalty	Corporation	Self	Soul
Authority	Hierarchy	Unimpressed	Self as expert

How to deal with Millennials on line

1. **Give the consumers a degree of control.** To operate effectively, brands must relinquish some of the control they have held for so many years. They have to let the consumer set the terms for ongoing conversation – how often, how deep, etc.
2. **Let them find you / come to you.** Millennial consumers want to ensure that nothing alters their social media experience or turns it into something it's not "supposed to be", and they want to preserve the sense of discovery that makes social media fun.
3. **Be interesting.** Companies need to move away from the traditional content model and use the consumer as the content creator. Ultimately, content that entertains – or information that is presented in a unique way – works best.
4. **Listen first, then talk** – create a dialogue. Millennials want dialogue – a conversation – where brands listen to what they have to say rather than just pushing their messages without taking into account what consumers think, feel and want.
5. **Be relevant.** Millennial consumers want to see content that relates to their lives, their interests, their desires, and their needs. It means making every post, link or article, personally relevant and meaningful to each individual.

How to deal with Millennials

6. Be open and honest. Millennials want brands to be candid. They don't trust and respect brands that do not post "the good and the bad" on their fan pages. They expect an "open book" approach where brands tell consumers who they are, what they expect/want from them, and what exactly they're offering.

7. Be accountable and humanize. Brands often suffer in social media because they don't have anyone that answers to the consumer. It is so important for brands to find ways to humanize themselves – and the best way is to have real people who speak on behalf of the brand in social media.

8. Talk like a friend, not a corporate entity. Millennials want brands to communicate in simple, casual language that is conversational. Don't try to sell, but rather talk in a friendly, casual way about finding ways to meet the needs of the consumer.

9. Let the consumer talk for you. The best-case scenario for brands is that Millennial consumers take the initiative and advocate for a brand. For this to happen, brands must create the opportunity for consumers to spread the word.

10. Offer something of value. Millennials are far more likely to respond to brands that offer them something real and tangible, preferably without something in return

Millennial test

<http://www.pewresearch.org/quiz/how-millennial-are-you/>

Millennial song

https://www.google.co.uk/search?q=Millenials&ie=utf-8&oe=utf8&gws_rd=

Question time



Time for coffe

Take a Break!



(you've earned it!)