

dog

College Development Network

Youth behaviours, trusted media brands and platforms; where and how to communicate and advertise to your target markets



Millennials & Generation Z?





What or who are millennials?

Millennials are the true digital generation – with their lives shaped by the internet.

- Millennials are those born between 1982 and 2004, sometimes get referred to as Generation Y
- Huge population of 13.8 million in the UK – gap in needs
- Lazy, narcissistic, selfie-lovers?
- Immersed in technology, 80% own a smart phone
- Millennials are entrepreneurial – Mark Zuckerberg etc...
- Wary of recession and there are over 5 million self employed people in the UK
- Multi-taskers – almost never message someone without doing something else at the same time

What or who are Millennials?

Instagram is
favourite social
media platform

Trust user
generated
content

62% read blogs
on a daily basis

Trust real people
in branded
images

TV still most
trusted form of
information



What or who are Generation Z?

Today's youngest generation born after 2000 – colleges key demographic

- Generation Z have grown up with social media as part of their daily lives – spend on average of 3 hours online each day
- Less focused than millennials and may have shorter attention spans
- Has been research that has show that more teens between 16-18 will go straight into the workplace, perhaps opting out of traditional route of higher education
- Generation Z were born social, nearly 92% of Gen Z has a digital footprint, they seek uniqueness in brands they use and future employers etc...
- Online learning and vocational training are important to Gen Z when it comes to education
- Never lived in a world without Google!

What or who are Generation Z?

Instagram & Snapchat are most popular

Suffer from FOMO so being connected is key

Consume 2 hours of video content per day

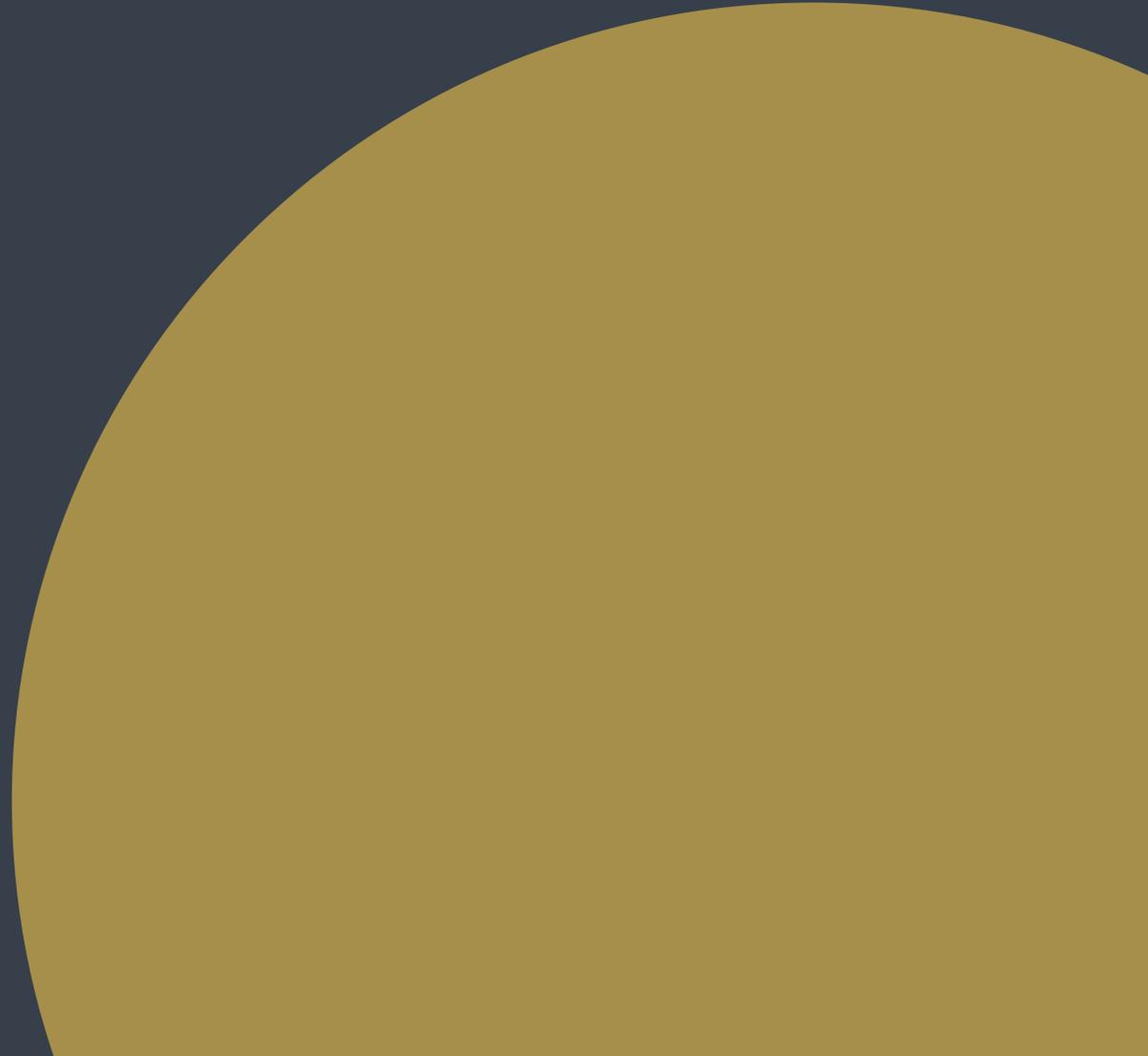
Brand ambassadors, creates credibility

They prefer to communicate with symbols

Target them on mobile – multi screening



Core Audience Profile - School Leavers



Mobile is essential

90%

Of 16-24 year olds own a smartphone. Apple (50%) and Samsung (23%) are the most popular brands.



59%

Say they would miss their mobile more than any other device if got taken away. This compared to just 17% who said they would miss their TV the most.

71%

Check their phone within 15 minutes of waking each morning. Compared to 53% of all adults.

60%

Say their mobile is the most important device for connecting to the internet, compared to just 21% who say laptop and just 4% who say desktop.

Wary of advertising

84%

of Millennials claim that they “do not like or trust all forms of advertising.”

The McCarthy Group, 2014

Disconnect to online advertising

- Generation Z is responding less and less to traditional advertising especially if its on social media, they believe the correct place for an **ad is on television**
- Camouflage your advertising into what they want to see
- **Influencers on social media** are a trusted source of information for this generation – they bridge the gap between your brand and the audience you want to target
- Use your owned media to **tell your story** don't just push products and services all the time and push this content via sponsored content opportunities
- Like to watch videos that are **less than ten seconds long**
- They like to **physically avoid ads** – ad-blockers etc... they skip ads three seconds faster than Generation X
- Generation Z is three times more likely to be receptive to **humorous advertising** and they also want music and a good story

But are attracted to personality

63%

say they're more likely to be loyal to a brand that has a strong personality.

Intelligence group, 2014

Socially active

93%

Of 16-24 year olds have a social profile; 21 points greater than the 72% all adult average.

81%

Visit social media sites/apps at least 2 times a day. 34% claim to do so more than 10 times a day.



40%

26%



37%

24%



35%

16%



32%

17%



26%

9%

Percentage who have a profile

All adult average

How to satisfy them with content

How do they consume content?

Bite-sized chunks
(keep it simple to hold their attention)



Across Devices
(design for mobile first)

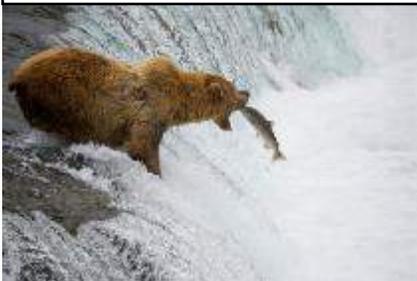


Connected
(through social to your content and through content to social)

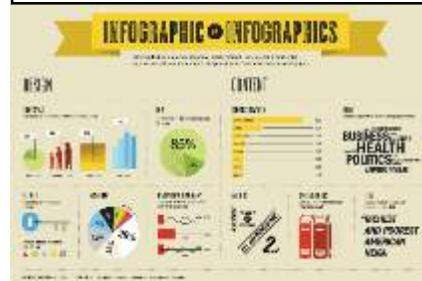


How to cater to their needs...

Provide stream of information in bite sized chunks



Be visual: use video, images and infographics



Encourage interactivity



Encourage and facilitate conversation / sharing



Brand preferences

231i



172i



168i



160i



160i



137i



134i



132i



130i



120i



Headline media profile



TERRESTRIAL TELEVISION	MULTI-CHANNEL TELEVISION	RADIO	QUALITIES	MID MARKETS	POPULARS	MAGAZINES	INTERNET	OUTDOOR	CINEMA
LIGHT	HEAVY	LIGHT	MEDIUM / LIGHT	LIGHT / NEVER	MEDIUM / LIGHT	LIGHT / NEVER	HEAVY	HEAVY	HEAVY / MEDIUM

Overview of Consumption

They are light viewers of terrestrial TV but heavy consumers of multi-channel TV compared to all-adult average.

Consumption of press is low for this group overall but where there is consumption they are marginally more likely to read quality (Guardian et al.) or popular press (Daily Record, the Sun et al.).

They are light consumers of commercial radio and magazines.

The internet is a key channel; they profile as heavy weight consumers versus all adults average.

Outdoor and cinema are also well represented which is to be expected for a younger demographic who spend more time out of home and more time on entertainment and socialising.

Loved media brands and content



Types of website visited

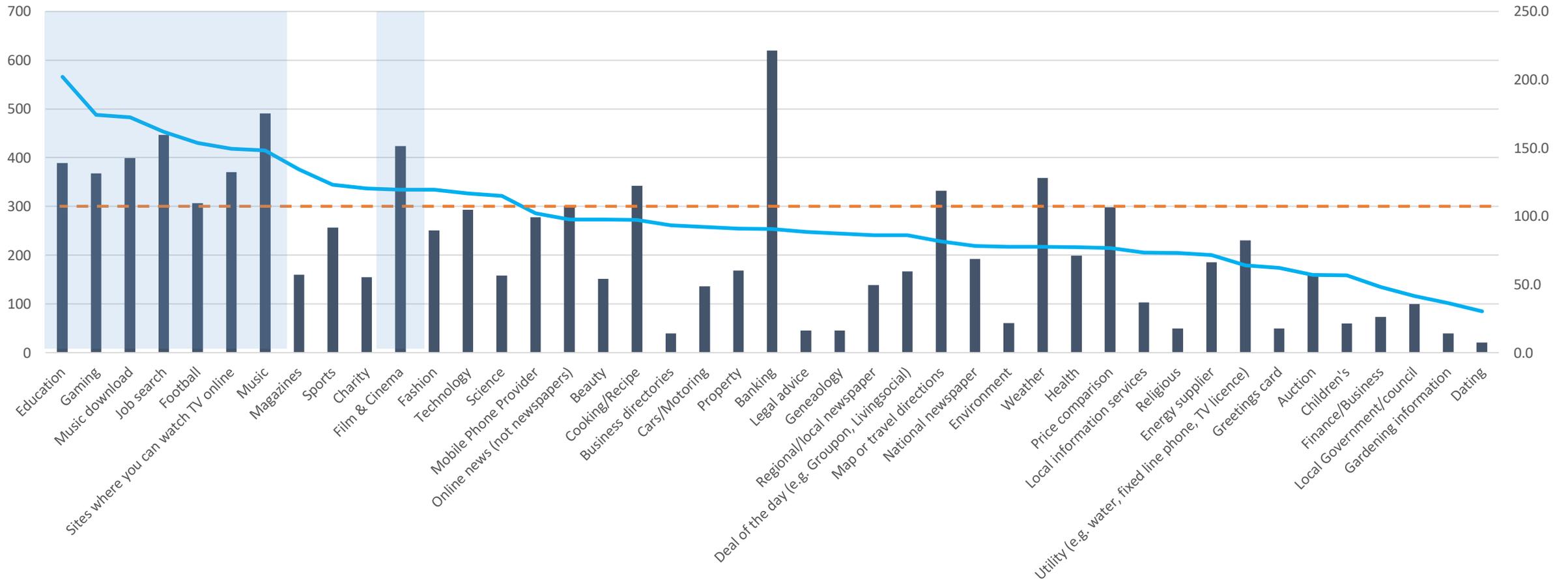


Chart Key

- Volume of consumption
- Index of consumption
- All Adult Index Average



Index Key: the line represents all adult likelihood to agree. The further above the line the more likely this audience are to consume than the UK average. The further below the line the more unlikely they are to consume compared to all adult average.

Types of content consumed online

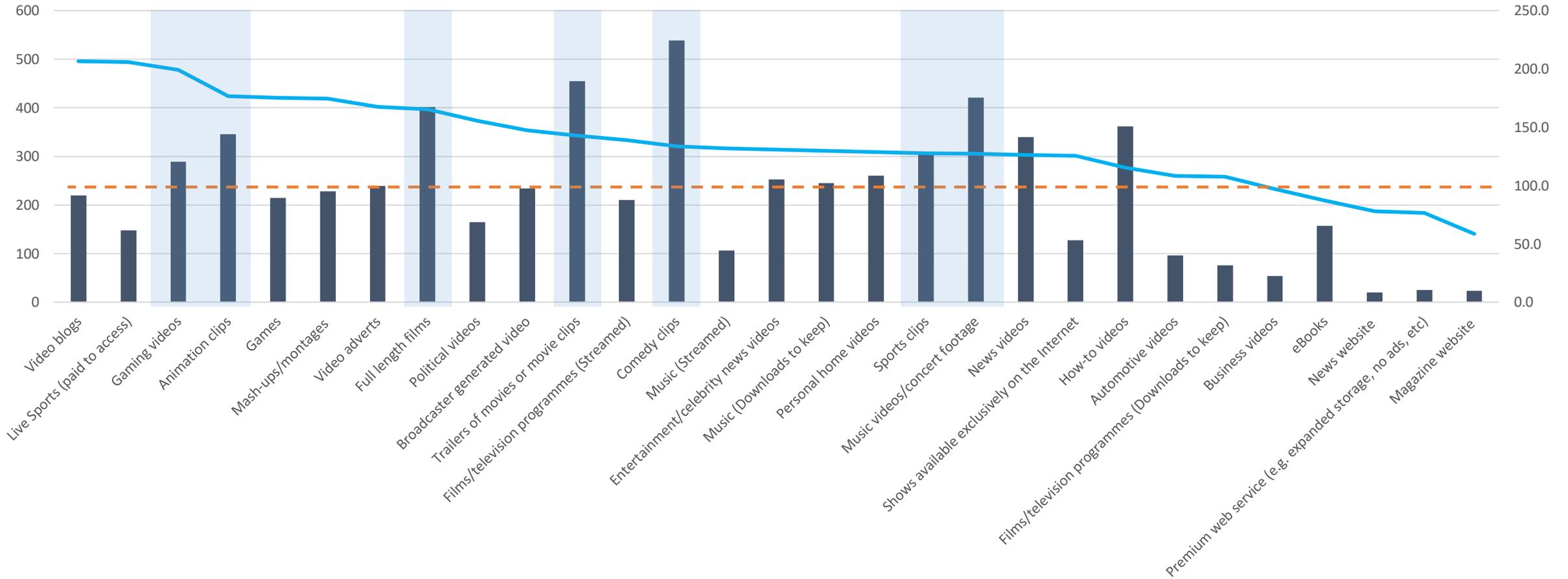


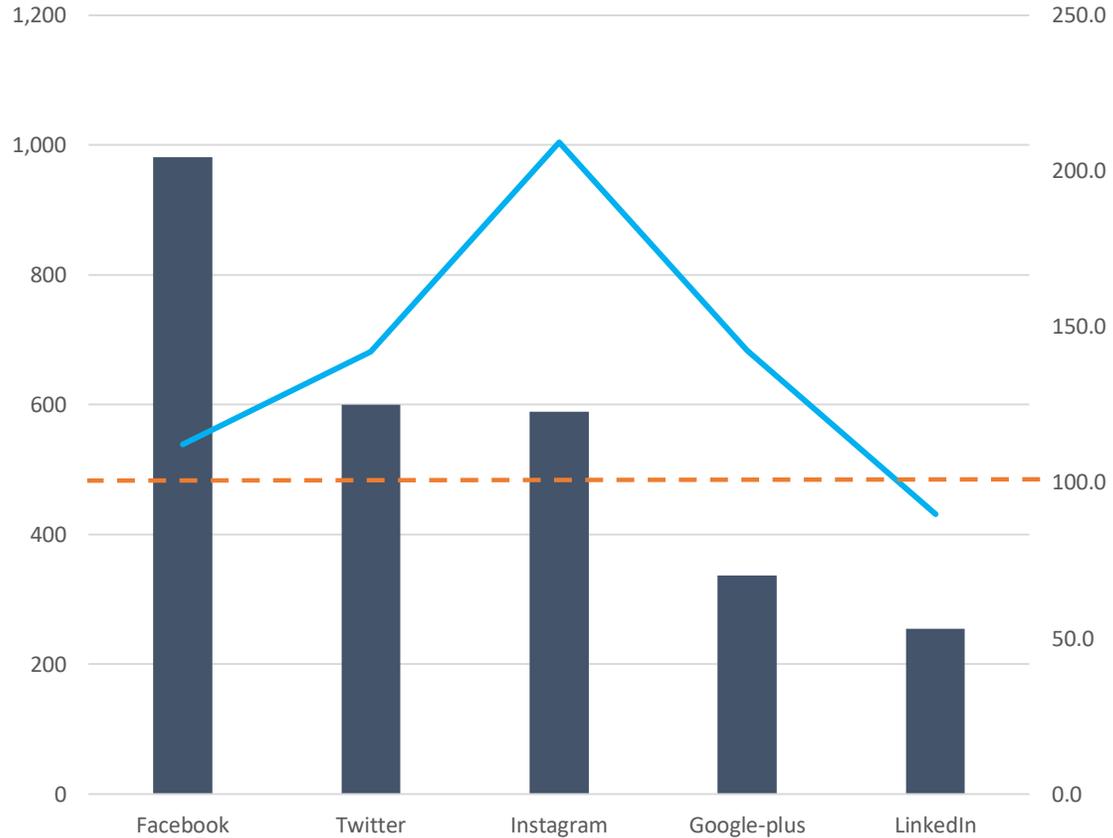
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Social Media Usage



Types of User Generated Activity

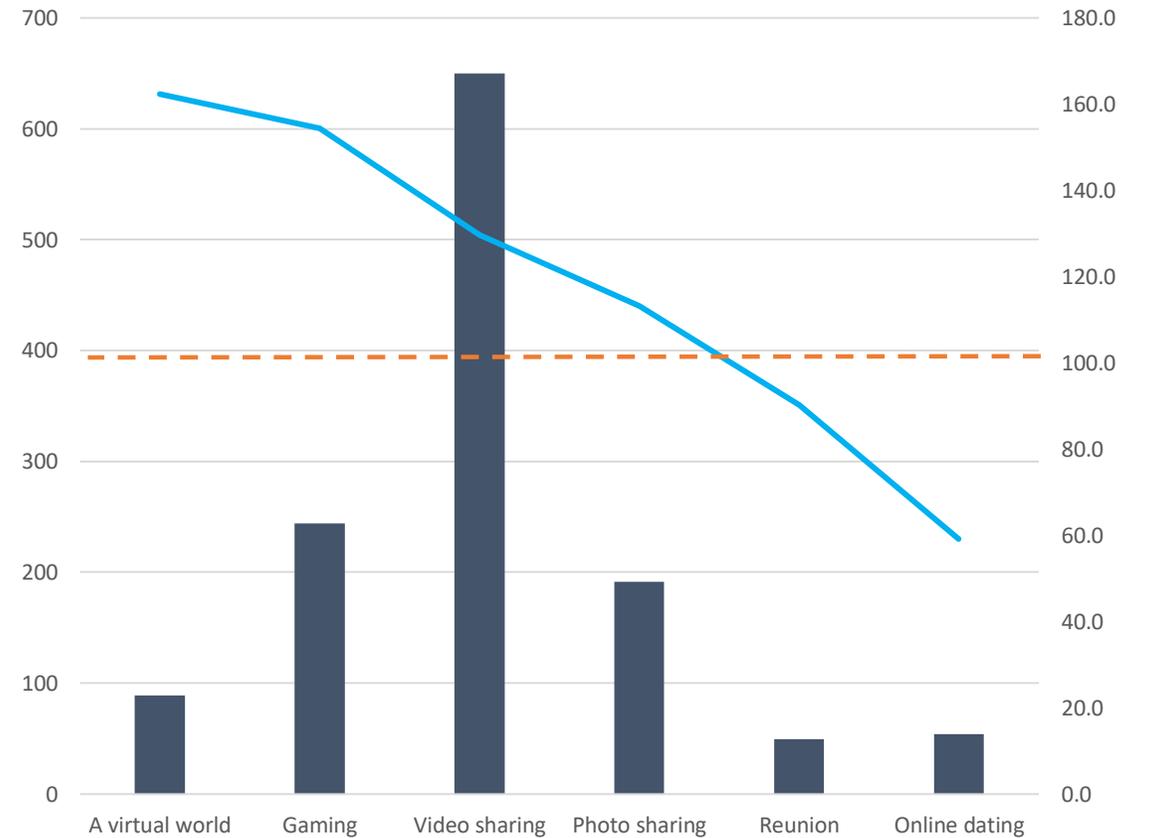


Chart Key



Volume who agree



Index



All Adult Index Average



Profile summary

- They are tech savvy having grown up in a connected world and the mobile is critical device
- They are hyper aware and wary of advertising but are attracted to brands with personality. Social platforms are a great place to capture their attention and build that sense of personality
- They consume content in bite-sized chunks, cross-device and often find it through social aggregation
- Many are driven to succeed and care how the outside worlds perceives them
- Many spend a lot of time and effort to look good but equally know that true value is more than skin deep
- They are heavy consumers of multi-channel TV content, the internet as a whole and outdoor media
- They have a love for light entertainment and sports as well as slick, quality drama (box-set TV)
- Smartphone first and are impatient of brands that don't offer them a connected experience



How to communicate with Millennials and Generation X



How to reach Generation Z?

Peer recommendation and brand ambassadors



Social activity must be tailored to each platform

Engage with film on key platforms

Via online networks and communities – excellent way to build loyalty and engagement

When creating content ensure it's punchy and short. Goldfish have a longer attention span 6-8 seconds

Content Millennials love

Love content that taps into emotions or is attached to a cause



Video and content that is accessible on all devices

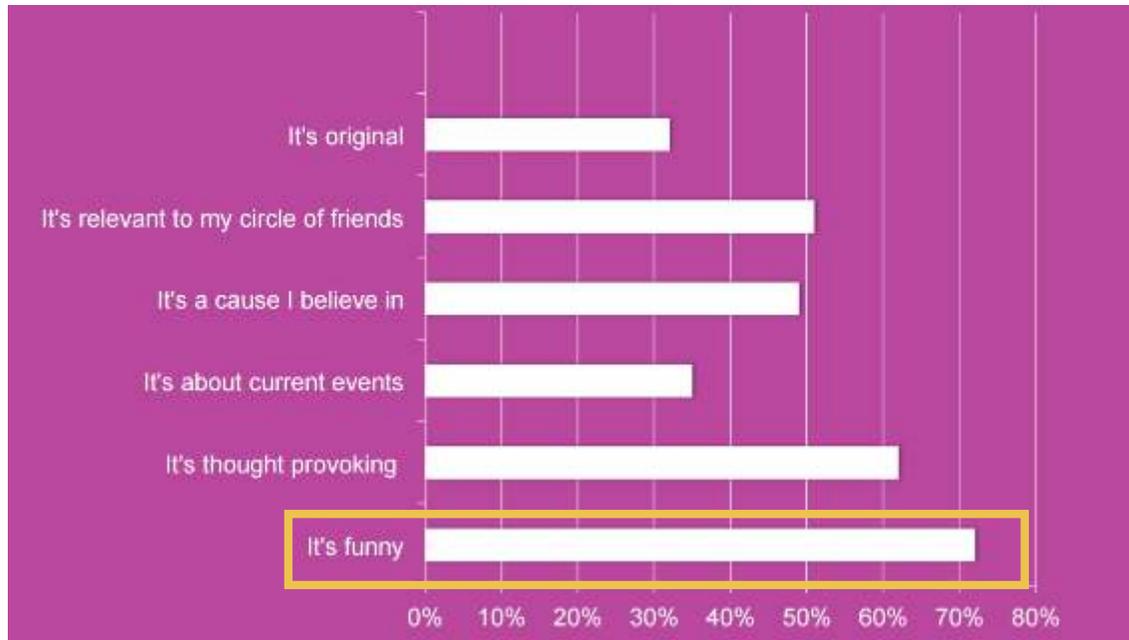
Create content that inspires, educates or entertains

Love content that is brief funny & entertaining – gifs, memes, emojis

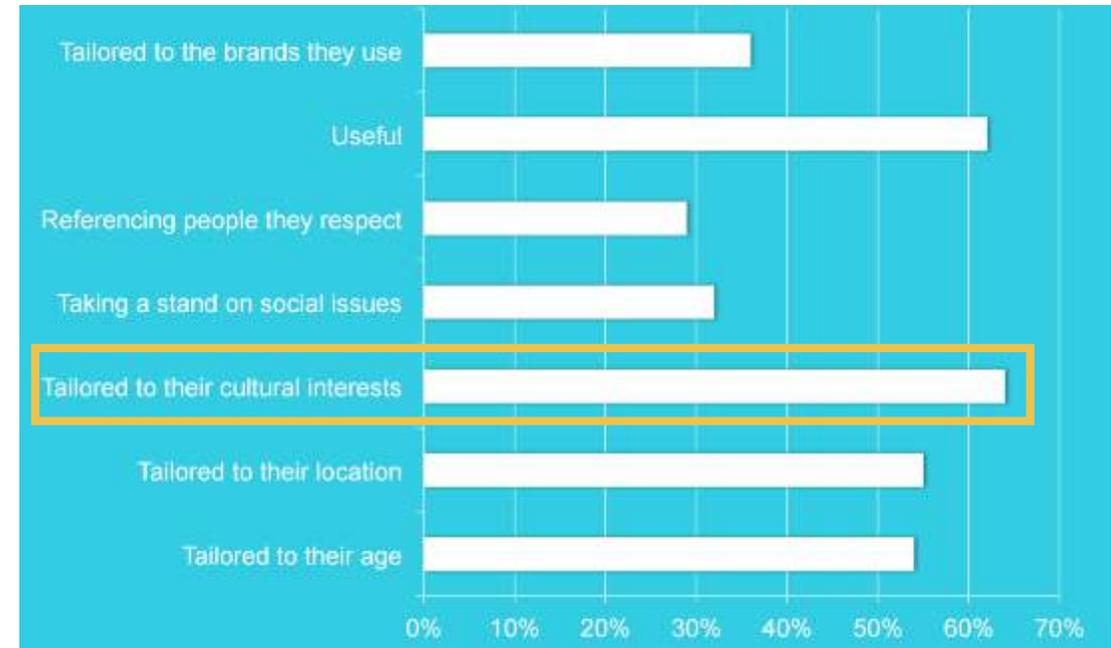
Content they can contribute to and participate in

Content that is tailored to age, location and interest.

What gets them to share?



Prefer content that is...



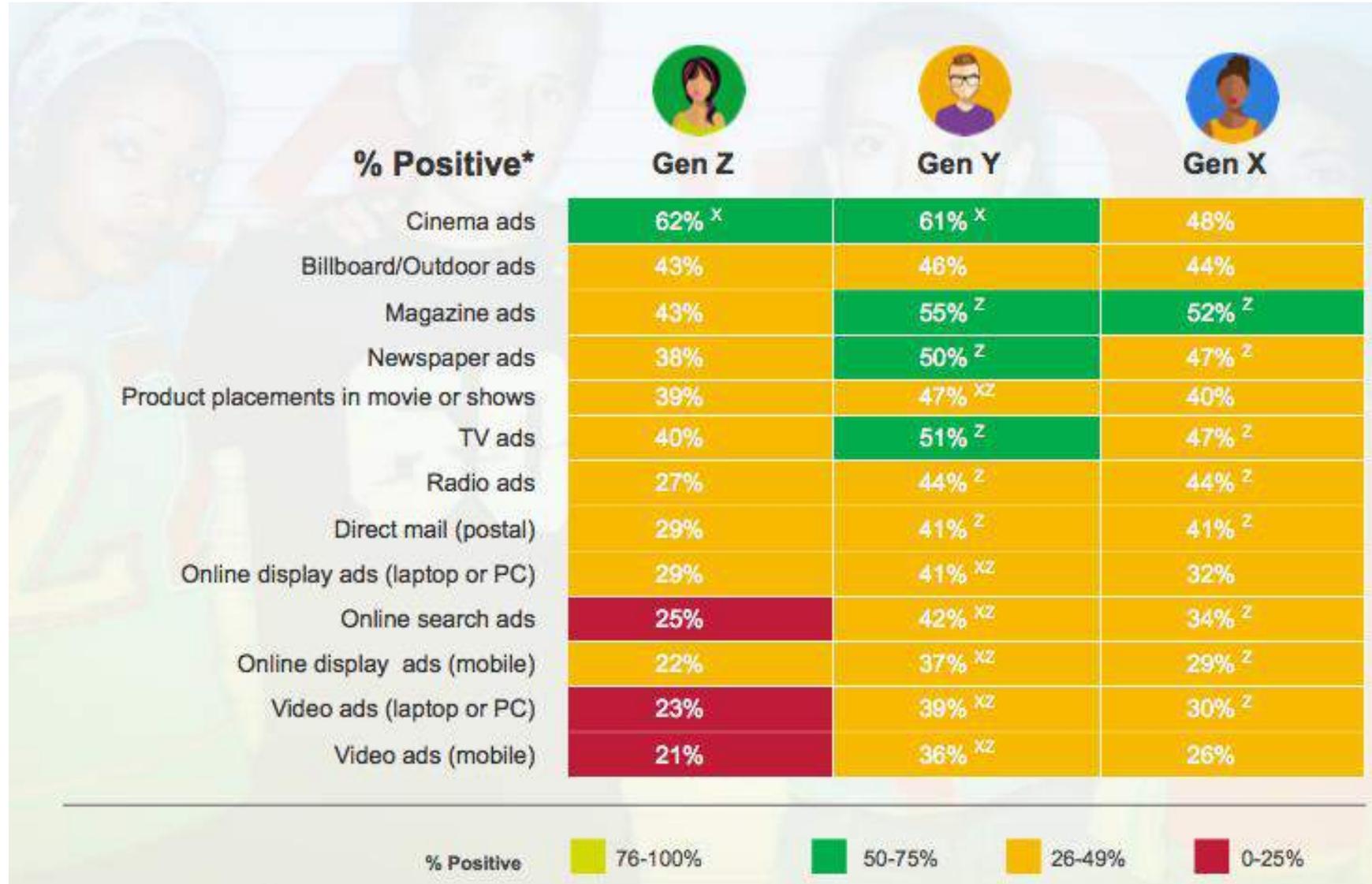
Where do they engage with brands?



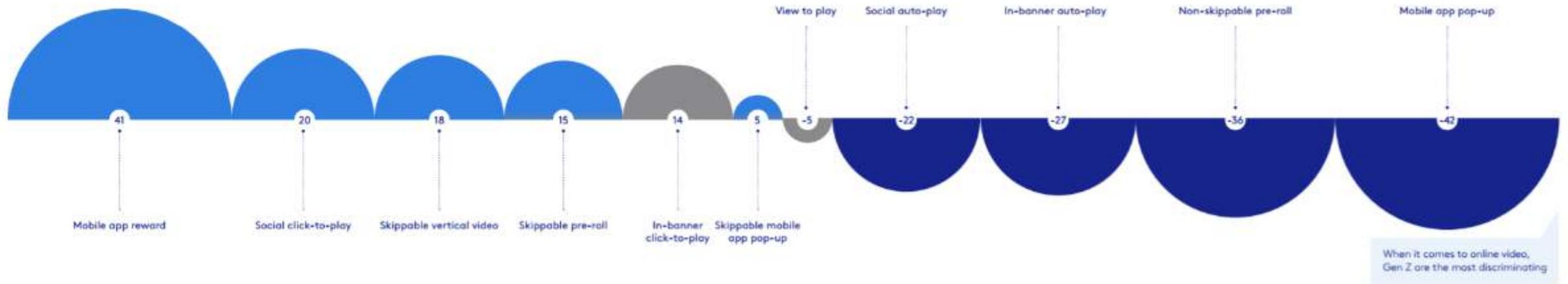
Prefer brands who are...



Differing opinions to advertising formats



Attitudes to online advertising



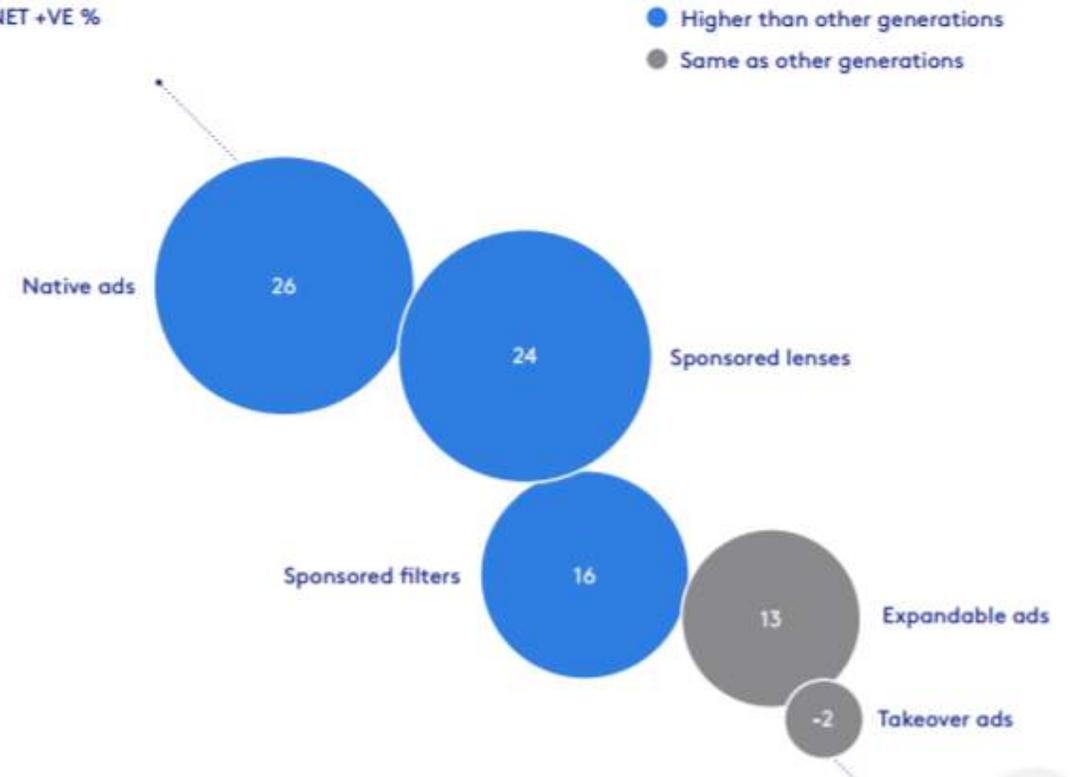
- Generation Z are unenthusiastic about online advertising that is too tailored to their previous digital history
- Make conscious decisions on whether or not to engage with online advertising
- Adverse to invasive ad formats that do not allow you to skip – pre rolls etc...
- More open to sponsored content, filters, native content as they are seen as more approachable and creative

Attitudes to online advertising

- Timing is everything! Generation Z are most receptive to ads between 6pm and 9pm
- Keep video ads short, less than 10 seconds
- They like ads where you can;
 - Vote for something to happen
 - Choose their favourite option
 - Take decisions
 - Receptive to ads in music and film than other generations

GEN Z ATTITUDES TO ONLINE ADVERTISING FORMATS

NET +VE %





Ensuring your brand is present on the correct
platforms



Triggers & Journey



What am I going to do next?!

TRIGGER MOMENT

You really need to think about your future.



INSPIRE



Build brand salience – be on their list of relevant options at the beginning of the customer journey

FOCUS



Dominate the research journey – maximise exposure against relevant content and search terms

APPLY



Drive active seekers to the website & Maximise conversion onsite

ADVOCATE



Curate and promote advocacy testimony from existing and past students and employers who have hired NCL students

Activation Framework



What am I going to do next?!

TRIGGER MOMENT

COMMUNICATIONS TASK

MESSAGING

TARGETING

CHANNELS

INSPIRE



Build brand salience – and inspire

Drive qualified brand awareness

Drive awareness and understanding of core brand message + product range

Audience and Geography

Digitally delivered broadcast (TV/Radio)

Longer form brand and skills content through Content Amplification Networks

Digital Display and Social Advertising

Use SEO to surface all brand, campaign, skills focused and testimonial content to search engines

FOCUS



Dominate the research journey

Segment messaging based on contextual and behavioural indicators

Build out course and location specific messaging; match user need + interest

Audience, Geography, Contextual & Behavioural

APPLY



Drive web visits and conversion

Remarket to those showing interest but yet to apply

Remarket with additional course rational to encourage response / application

Remarketing based on campaign exposures and on-site behaviour

ADVOCATE



Promote student and employer advocacy

Encourage and amplify testimony from current and past students

Testimony from students/employers verifying brand proposition; promoting the experience and value in studying/working with your college

Audience and Geography

Social Advertising

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In conclusion



Where & how to communicate with Millennials and Generation Z

Some of the conclusions may seem counter-intuitive but these generations aren't easy to fully understand!

- Spend **more time online** than watching TV but they are still more open to TV, cinema and outdoor ad formats than invasive digital ones
- All generations but especially Generation Z **do not like non-skippable ad formats**
- They are open to; **mobile rewards, video and sponsored filters**
- Prefer **content to be short**, mobile and interactive
- Ensure video ads deliver an early impact and intrigue – **attention span less than a goldfish!**
- **Instagram and snapchat** are the most popular platforms but Facebook is still important for video viewing and connecting with family and friends
- **Utilise your owned channels** to tell your brands story and to appear transparent and open
- Facilitate **community** forums where they can interact and engage
- Don't quite underestimate the value of outdoor media yet – this **generation is very advertising wary** and is more receptive to other forms of sponsored or native content

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Thanks!