



MILLENNIALS  
MARKETING  
CONFERENCE

MELBOURNE - 25TH MAY, 2017

# KEY TAKEAWAYS

PRESENTED BY:



GROWTH TANK

# VICE MEDIA

## MILLENNIALS WTF?

ALICE KIMBERLEY  
HEAD OF STRATEGY & INSIGHTS



ALICE.KIMBERLEY@VICE.COM

- Millennials are not a homogeneous group - do not oversimplify.
- Look for familiarity and tap into nostalgia.
- Content gives millennials a shared language in a rapidly changing landscape. Content is one of the few things they invest time and energy in.
- Stop focusing on young and dumb, smart is the new cool!

# MCCRINDLE

ASHLEY FELL  
TEAM LEADER OF COMMUNICATIONS



KIM@MCCRINDLE.COM.AU

**1.**

To build a strong brand remember  
CPI = Culture, Purpose and Impact

**2.**

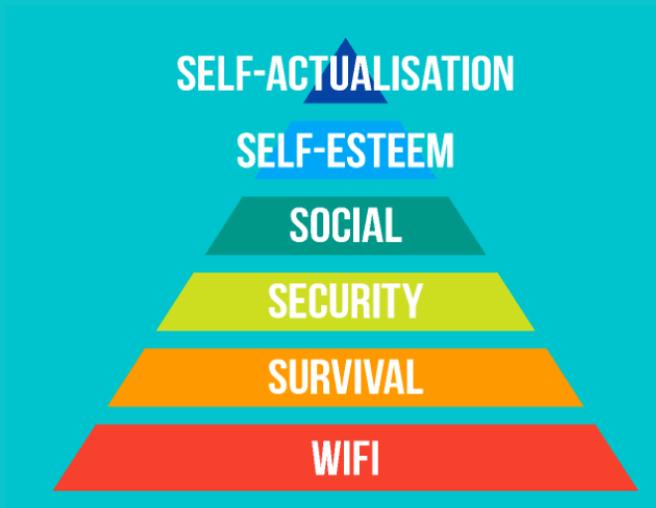
Millennials currently comprise more than  
1 in 3 (35%) of the workforce

**3.**

Maslow's hierarchy of needs (visual) =  
Millennials are seeing a higher order

**4.**

Remember the 4 R's:  
Be Real, Relevant, Responsive and Relational



# TRIBE INFLUENCERS

JULES LUND  
FOUNDER



[JULES@TRIBEGROUP.CO](mailto:JULES@TRIBEGROUP.CO)

”

- The smaller the tribe, the more potent the influence.
- Technology now enables you to manage 100 influencers in less time than it took to manage 1.
- Empower your own customers to become your army of content-creating advocates
- The future is a booming freelance economy that sits between CONTENT, TECHNOLOGY and the new social currency; INFLUENCE.

“

# FACEBOOK

PAUL NAHOUN  
TRAVEL INDUSTRY LEAD ANZ



Millennial Engagement should be M.V.P. (Mobile, Visual Language, Personalised)



Mobile behaviour has evolved to be Non-Linear. Opt for feed-based environments inviting people to move back and forth through content as they please.



Connect with people, reimagine storytelling, optimise visual cues for mobile and to take users on a journey!

- Millennials are heavy consumers of digital platforms. But still consume traditional media .
- Control over their experience is even more critical in the digital environment – don't try to force your audience into viewing.
- Video is king & humour is queen.... But keep it short and remember that audio may not be turned on.
- Always tailor content to the environment.

# KANTAR MILLWARD BROWN

MARK HENNING  
EXECUTIVE DIRECTOR



[MARK.HENNING@KANTARMILLWARDBROWN.COM](mailto:MARK.HENNING@KANTARMILLWARDBROWN.COM)

# OOH! MEDIA

MICHAELA CHAN  
CHIEF MARKETING OFFICER



TIM.ELDER@OOHMEDIA.COM.AU

1. Today's students are very different to the one's you went to uni with!
2. Students are drivers of the sharing economy.
3. They save and spend more of their money on travel compared with the average Australian.
4. Students are open to advertising and branded content. Out of home advertising is unmissable and drives action.
5. TV is now a "device" not a "medium"
6. Short video is self-curated news and entertainment.
7. Images, even emojis, are language.

# HELLO SOCIAL

ABBHEY LEUNG  
HEAD OF STRATEGY & ACCOUNTS



ABBHEY@HELLOSOCIAL.COM.AU

- Know the objectives.
- Do the research and focus on the right channels.
- Create strategic content pillars.
- Combine always on with campaign strategy.
- Diversify content formats.
- Plan effective amplification.
- Nurture the audience.
- Always capture learnings.

# LIFELOUNGE /DDB

DION APPEL  
MANAGING DIRECTOR



[DION.APPEL@MEL.DDB.COM](mailto:DION.APPEL@MEL.DDB.COM)



**MOVE THEM,  
NOT TELL THEM**



**MASS MATTER,  
NOT MASS MARKET**



**TAP INTO BROADER  
CULTURE, NOT FADS**

## 1. The Big Picture



- How are you positioning against the new goalposts for millennials? E.g. travel, cars, etc.

## 2. Day to Day Purchases

- Get in the 'treat yo' self' category
- Forget Black Friday or Click Frenzy every single week is SUPER SUNDAY when it comes to hitting up the shops for groceries.
- How do you tap into their love for food and cooking?

## 3. Larger Purchases

- They've got the savings and are happy to make purchases in the medium term but what are you offering?

## 4. Entertainment & Hobbies

- Side hustle. Entrepreneurs are the new role-models.



# PEDESTRIAN

CHRIS WIRASINHA  
CO-FOUNDER



[CHRIS@PEDESTRIANGROUP.COM.AU](mailto:CHRIS@PEDESTRIANGROUP.COM.AU)

**1.** Attracting people is better than interrupting them.

**2.** Gather data and use it for real time personalisation across all channels.

**3.** Marketing means nothing if it doesn't drive conversion.

**4.** Create epic utility (+ tools, they are content too!).

# HUBSPOT

JAMES GILBERT  
SENIOR MARKETING MANAGER



JJGILBERT@HUBSPOT.COM

# THE URBAN LIST

JESS HACKETT  
HEAD OF MARKETING



JHACKETT@THEURBANLIST.COM

- Be transparent and stay true to what you do.
- Help millennials find genuine experiences.
- Talk to millennials with no filter.
- Have a sense of humour.

# SOAP CREATIVE

BRAD ELDRIDGE  
CREATIVE PARTNER & OWNER



ELDRIDGE@SOAPCREATIVE.COM

1. Play an active role in the cultural landscape by starting a movement or giving your brand a strong purpose. Be relevant.
2. Make content that's authentic, lean and fit for the digital age.
3. Do things that are different, that challenge traditional thinking. Be progressive.
4. Games are one of the most effective media formats for brands to engage with millennials.



- Millennials aren't lazy!
- Create content millennials actually care about.
- Optimise your content for social.
- Millennials are impatient but will watch something if it's interesting.
- Comments and feedback = direct connection and research.



**MTV**

SAM YELDHAM  
PRODUCER



SAM.YELDHAM@VIMN.COM

**MILLENNIALS MARKETING CONFERENCE**

**IS PRESENTED BY**

**GROWTH TANK**

WE ARE MILLENNIAL ENGAGEMENT SPECIALISTS.

GET IN TOUCH IF YOU ARE LOOKING TO  
CREATE NEW AND EXCITING PARTNERSHIPS WITH  
AUSTRALIA'S BIGGEST BRANDS.

DAVE@GROWHTANK.COM.AU