

Lifestyles of Millennials - UK - October 2014

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"Traditional advertising has largely failed to capture imaginations of younger audiences, and advertisers need to step up creativity to sustain their appeal to Millennials. Funny and creative campaigns have the most potential for capturing the attention of younger consumers and winning their longer-term loyalty."

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Appealing to the ethnic and racial diversity amongst Millennials
- How to market effectively to Millennials

Today's Millennials have to contend with more pressures compared with their parents' generation, with rising university debts, rocketing house prices and high youth unemployment creating a perfect storm of challenges. As a result, they are transitioning into adult life at a more gradual pace, delaying plans for serious marriage and a home of their own.

Adding to this, constant online presence on social media has created instant ways of measuring your success against others, with growing pressure to lead the 'perfect' existence you think others are living. There are indications that digital natives are starting to rebel against having to be constantly plugged into one device or another, and are growing to appreciate the more conventional ways of socialising and entertaining.

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