

Marketing to Millennials - Canada - January 2016

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"Millennials are seeking new ways to define themselves (not necessarily rooted in traditional expectations). Taking pride in being unique from others of their generation, brands will need to be respectful of their individuality and sense of responsibility. From brands, Millennials seek a collaborative, authentic relationship."
 - Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Millennials do not identify with the generational label
- When it comes to advertising, Millennials feel overwhelmed and manipulated
- Millennials are focused on personal enrichment

Millennials are looking to influential voices when shopping and are seeking an authentic, two-way connection with retailers. Pride is taken on being different from others of their generation, exhibited by a conscious desire to distance themselves from the stereotypical notions of being spoiled and narcissistic.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The retail journey consists of more touchpoints than ever before

Market Factors

Millennials make up one fifth of the population

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Retailers are actively aligning touchpoints

Authentic connections will be noticed

Courting those who speak up

What's Working?

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Considering the entire retail experience by aligning touchpoints
 Sport Chek steps up its digital game in stores
 Thyme Maternity keeps its brick and mortar stores relevant
 Amazon gets physical
 Connecting to consumers by lending a helping hand
 Sobeys helps out in the kitchen with its Seafood Steamer
 E-commerce sites integrate technology to help customers find the right fit
 Connecting with Millennials by being socially responsible
 Warby Parker helps people see better
 Uniqlo addresses educational disparity and poverty among disadvantaged children
 H&M is environmentally aware with its Conscious collection

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Marketing by rewarding consumers who speak up
 Starwood's Tribute launch showcases reviews by social media influencers
 Yelp makes elite reviewers VIP
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Most Millennials are financially independent and feel the impact of the current economy
 When shopping, weight is given to the voice of real consumers
 Quality and affordability are basic brand requirements
 The sentiment held towards advertising is negative: Overwhelming and manipulative
 Millennials are focused on personal enrichment
 They may not identify themselves with fitting under the Millennial label

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 Messaging that reflects priorities should resonate
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 Rewards programs should work well to entice parents

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French speaking households are more laissez-faire

Approach to Shopping

Much weight is given to the voice of real consumers

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Younger Millennials will pay for quality and eco-friendly brands

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Millennials feel overwhelmed and manipulated

Figure 15: Millennial attitudes towards advertising, October 2015

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Figure 17: Geico YouTube pre-roll advertisement, “High Five: Unskippable”, 2015

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Affluent Millennials more focused on travel

Perceptions of the Generation

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Marketing to Millennials does not have to alienate other generations

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Abbreviations

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