

Marketing to Young Adults - Canada - April 2018

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"The young adult demographic is a unique group of consumers who present a potentially long-term benefit for brands. They are transitioning from childhood to adulthood, while planning out their career and life goals. The opportunity for brands is to establish a relationship that they can continue as they age and, in many cases, increase their income levels and spending power."

- Scott Stewart, Sr Technology and Media Analyst

This report looks at the following areas:

- Traditional advertising is not reaching as many young adults
- Online advertising is less predictable than traditional channels
- Push notifications on mobile devices are risky

This transitional life stage is what makes this age group so unique. They're old enough to live on their own, have jobs, vote and generally be independent – but many of them have not yet entered into the traditional commitments of adult life like marriage, kids and home ownership. In addition to this, the current generation of young adults is particularly unlike past groups because they are a digital generation; while the Millennials age group that is slightly older than young adults likely remember life before the Internet, even today's oldest young adult was only seven-years-old when the first iPod was launched – and were still in elementary school when Facebook went live.

These factors make today's young adults of particular interest; it is the combination of an intriguing life stage and a never-before seen generation. The uniqueness of this group, coupled with the potential benefits that would come from succeeding with these consumers, make it one that should be analysed at a deeper level.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Traditional advertising is not reaching as many young adults

Figure 1: Source of new product and service information, TV/radio/print, by age, February 2018

Online advertising is less predictable than traditional channels

Push notifications on mobile devices are risky

Figure 2: Correspondence analysis – Word associations among young adults, February 2018

The opportunities

Young adults are looking for engagement with brands

Figure 3: Appeal of advertising messages, by age, February 2018

Figure 4: Purchase motivator: social media, by age, February 2018

Unique messages that can pique the interest of young adults

Figure 5: Purchase motivators and ad message appeal, by age, February 2018

Leverage online word of mouth

Figure 6: In-person and online word of mouth, by age, February 2018

Figure 7: Social media purchase influences, by age, February 2018

What it means

The Market – What You Need to Know

Young adults are a more diverse age group

Young adults are in a unique life stage

Young adults have a positive outlook on their finances

Demographic Factors

Young adults are a more diverse age group

Figure 8: Race of respondents, by age, February 2018

Figure 9: Sexual orientation of respondents, by age, February 2018

Young adults are in a unique life stage

Figure 10: Living situation, by age, February 2018

Figure 11: Employment status, by age, February 2018

Figure 12: Marital status, by age, February 2018

Figure 13: Parental status, by age, February 2018

Young adults have a positive outlook on their finances

Figure 14: Financial situation, by age, February 2018

Key Players – What You Need to Know

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Young adults are heavy users of social media
Ad blocking is increasing
Housing costs are a concern for young adults
The potential for augmented reality advertisements
Smart speakers and online streaming means adaptations for ads

What's Working?

Young adults are heavy users of social media
Figure 15: Website/app usage (daily), by age, February 2018

Challenges

Ad blocking is increasing
Housing costs are a concern for young adults
Shift to online streaming services puts pressure on TV

What's Next?

The potential for augmented reality advertisements
Growth of smart speakers means adaptations for ads

The Consumer – What You Need to Know

Young adults are more engaged with online ads
Enjoyable ads and endorsements resonate with young adults
Word of mouth is a key source of information
Push notifications are a risky tactic
TV is still an effective medium for advertising
Discounting is an effective go-to strategy for all ages

Engagement with Online Ads

Many advertising channels available for marketers
Figure 16: Source of new product and service information, 18-24 vs over-25s, February 2018

18-24s more likely to see ads online than through traditional media
Figure 17: Source of new product and service information: online (net), by age, February 2018
Figure 18: Source of new product and service information: social media, by age, February 2018
Figure 19: Source of new product and service information: TV/radio/print, by age, February 2018

Young adults respond to interaction with brands
Figure 20: Appeal of advertising messages, by age, February 2018
Figure 21: Purchase motivator: social media, by age, February 2018
Figure 22: Advertising behaviour, by age and gender, February 2018

Young adults are more positive about online ads
Figure 23: Ads are "interesting", by age, February 2018
Figure 24: iPad – Homework – Apple, March 2018
Figure 25: Ads are "useful", by age, February 2018

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Enjoyable Ads and Endorsements Targeting Young Adults

Young adults are more responsive to funny/enjoyable ads

Figure 26: Purchase motivator: funny/enjoyable ads, by age, February 2018

Figure 27: The Perfect Fit ft. Chris Pratt – Michelob Ultra, January 2018

Figure 28: Advertising behaviour, by age, February 2018

Figure 29: Finding TV ads annoying, by age and gender, February 2018

Figure 30: Finding online video ads annoying, by age and gender, February 2018

Figure 31: #GuacWorld – Avocados from Mexico, January 2018

Celebrities and age-focused messages are effective with young adults

Figure 32: Effect of celebrity endorsements, by age, February 2018

Figure 33: Appeal of advertising messages, by age, February 2018

Figure 34: Appeal of advertising messages (select), by age, February 2018

Figure 35: Appeal of advertising messages (select), 18-24s by gender, February 2018

Figure 36: Calling all creators – Adidas, December 2017

Word of Mouth is a Key Source of Information

Word of mouth is more prevalent among young adults

Figure 37: In-person and online word of mouth, by age, February 2018

Young women are more likely than men to engage in word of mouth

Figure 38: In-person and online word of mouth, 18-24s by gender, February 2018

Word of mouth is a purchase influencer

Figure 39: Effect of word of mouth on purchases, by age, February 2018

Figure 40: Agree to "Social media influencers have affected purchase decision", by age, February 2018

Push Notifications Are a Risky Tactic

Young adults have a negative opinion of push notifications

Figure 41: Correspondence analysis – Word associations among young adults, February 2018

Push notifications can be useful to young adults

Figure 42: Finding ads useful, 18-24s, February 2018

Figure 43: Aerie, mobile app promotion, March 2018

TV Advertising

TV maintains a positive position in the opinion of young adults

Figure 44: Correspondence analysis – Word associations among young adults, February 2018

Young adults actively seek out TV ads online

Figure 45: Watching big-event ads online, by age, February 2018

Figure 46: Budweiser – Wayne Gretzky anthem, February 2018

Discounting as a Go-to Strategy

Discounts and special offers are still a top driver of engagement

Figure 47: Appeal of discounts in ads, by age, February 2018

Figure 48: Discount/value deals as purchase motivators, by age, February 2018

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Value-adds present an alternative to discounting
 Figure 49: Purchase motivators, 18-24s, February 2018

Appendix – Data Sources and Abbreviations

- Data sources
- Consumer survey data
- Consumer qualitative research
- Correspondence maps
- Abbreviations and terms
- Abbreviations
- Terms

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