

## Marketing to Millennials - Brazil - December 2014

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“Companies that are successful among Millennials are those that take into consideration the multifaceted character of this demographic group. Although they are between the ages of 20 and 30 and the fact that they’ve had similar life experiences, there are significant differences of preference and habits and opinions toward their professional career and personal finances.”—  
Renata Pompa de Moura, Head of Research

### This report looks at the following areas:

- Who are the Millennials?
- What are their online and offline activities?
- What brand actions influence their purchasing decisions?
- What are their views about their personal finances and job market?
- What are their attitudes toward advertising and promotions of brands, products, and services?

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Make it Mine

FSTR/HYPR

Locavore

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