

GROWERTALKS

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Don't Bore the Millennials

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More than 1 billion people across the world fall under the Millennial umbrella and Edelman Berland, along with online community 8095 Live, recently surveyed 4,000 of them from 11 countries about their insights and beliefs. The good news for marketers is that this generation is remarkably open to advertising, as long as it's done right.

The survey found that just 3% of Millennials think all advertising is boring and 80% want brands to entertain them. Most notably, 40% said they want the ability to co-create products and services. They also are "alpha-influencers," with 70% believing they're responsible for sharing feedback with brands about their experiences.

Millennials have been deeply impacted by the global recession, too, and a bleak job market has resulted in nearly half (48%) aspiring to own their own businesses. **GP**