

Speaking the Millennial Language



HOW TO SPREAD YOUR BRAND MESSAGE AND BE RELEVANT

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For millennials, having an instant gratification is one of the most relevant things that a brand should take into consideration.

The marketing landscape is ever changing with millennials being hard to reach and expecting more from companies and brands than other generations.

As a BCG Perspectives article quotes, millennials represent the consumer market of the future, and they expect something different from brands than previous generations — they expect reciprocity, a two-way mutual relationship with companies and brands. In fact, it is not about just targeting millennials as a group — there are at least six different types of sub segments, as this BCG report shows. Therefore, it is key to be mindful of these differences before building a marketing strategy to reach this very relevant target.

So, is there a seamless but impactful way to talk to millennials and become their brand of choice?

Connecting to these consumers in the right place, at the right time and in the right way is easy to say but not easy to accomplish. Brands need to understand what this generation is looking for and how to become part of their world by learning about their personality.

BE FAST, BE PRESENT

Many millennials are early adopters — they enjoy trying new things and are looking for real-time responsiveness. For this generation, having an instant gratification is one of the most relevant things that a brand should take into consideration.

Imagine being a busy and tech-savvy millennial who is working in a cybersecurity startup during the day, developing his own idea in his free time, and obviously also wanting to share time with friends. So to accomplish all of this in just 24-hours, there is no time for this millennial to wait for a seat in a restaurant or stand in line to buy groceries or, even more, go to a clothing store, try several outfits and wait in line to pay. This generation wants to devote the least amount of time to these tasks and more time to fulfilling their dreams. This is why companies such as Instacart, Uber or Venmo are attracting more users because they focus on learning about their target's needs and motivations, as well as making things happen fast — with just one click.

TELL A STORY, BUT THE SAME STORY

One of the most common mistakes that many brands make is trying to be in every social media platform. They do not take a step back to realize if it is relevant for them to be present in all of them or if their brand message is consistent in every touchpoint.

One can visit a brand's website and then go to their social media channels and find a completely different brand tone and message. Having an Omni-channel strategy, which is based in providing a seamless shopping experience to a customer, helps a brand deliver its message across all the online and offline target touchpoints.

MULTI-SCREEN CONSUMERS

Another challenge is not only learning what is the best way to talk to millennials but also how to grasp their attention. This generation has managed to challenge what advertising means and how it is executed.

Picture a day in a millennial's life — they are multi-tasking, using their smartphones and laptops, while watching TV and being surrounded by friends —all at the same time.

How can a brand engage with a 30-second TV ad to this target? It is not about being just on TV or just in social media. There is an obvious trend of advertising shifting gears to be mostly online oriented, but you don't want to allocate 100% of your budget from TV to social media because your competitor is certainly not going to do it. It is more about spending the right mix in each channel and having a smooth transition. Think about the message your brand is delivering, and make it disruptive.

MAKE THEM FEEL A PART OF THE EXPERIENCE

Most millennials are not brand loyal — they resonate with brands that understand their personality, and they especially do not like to be marketed to. In fact, they are looking for the experience and the added value a brand can give them.

Therefore, it is our responsibility as brand owners to understand what millennials are looking for, know the latest trends, and most importantly, enhance the brand experience to which they are exposed. In fact, for this target, it not only about the price, but it is more about what is the best deal they can get on a differentiated experience from a brand who understands them.

In order to continue being a top choice brand for millennials, it is key to be aware of these trends. And as a brand owner, you and your team should be constantly looking for what is next. Adjusting fast, but even more importantly, understanding what is relevant for your target in order to make a difference on the results you can accomplish.



Andrea Sanchez is originally from Peru and has been working in brand management for more than five years in CPG companies such as Colgate Palmolive and Kimberly Clark. Prior to Kellogg, she managed Kleenex and Huggies brand for the Latin-American region in terms of the strategy planning, innovation pipeline and advertising campaigns. In addition, she has a passion for teaching and during her free time, she taught marketing classes to undergrads in a well-known Peruvian University and volunteered to help low income entrepreneurs to build business plans.