

Tapping into GENERATION C

YOUR TARGET ISN'T WHO YOU THINK

MILLENNIALS ARE NOT YOUR PRIMARY TARGET
IT'S GEN C



65%
ARE UNDER
35 YEARS OLD



They span the **generations**, empowered by technology to search out authentic content that they consume across **all platforms and all screens**, whenever and wherever they want.



It isn't about age, it is about **attitude**, and **a way of life**. The more you **understand** the attitude and values they have, the better you'll be able to do with **engaging** them.

THIS IS GEN C AND HOW THEY BEHAVE

THEY ARE **CREATIVE**



THEY WANT TO BE **CONNECTED**



THEY WILL **CURATE** INFORMATION FROM VARIOUS SOURCES



THEY EMBRACE **CENTERLESS INTERNET**



91% SLEEP NEXT TO A SMARTPHONE



MOBILE IS THEIR **1ST** SCREEN



THEY ARE PART OF A **COMMUNITY** REAL & VIRTUAL



88% HAVE A **SOCIAL** PROFILE



HOW YOU SHOULD THINK DIFFERENTLY

DEFINE EXPERIENCES FOR **DIGITAL & MOBILE** FIRST



74%

increase Y-on-Y of Gen C's watching YouTube on smartphone

CREATE A **PERSONALIZED EXPERIENCE** STARTING WITH THEM



39%

aren't opposed to ads when they are relevant

FOSTER **"SOCIAL OXYGEN"**



85%

of Gen C relies on peer approvals for buying decisions

ENCOURAGE **COLLABORATION & SHARING**



65%

of Gen C update their social profile daily

EXPERIENCE-DRIVEN WITH INTENT & PURPOSE WILL YIELD TO PURCHASE



COMMUNICATE YOUR BRAND PROMISE & **DELIVER** AGAINST IT

