

Moxie FutureX Update >>>

MILLENNIAL MEDIA CONSUMPTION:

A Trio of Strategies to Help Feed Your Brand

The media consumption habits of millennials are extraordinarily diverse. These digital natives are just as apt to snack on micro content like tweets and vines as they are to binge on long-form content cooked up by streaming services like Netflix and Amazon. They also enjoy variety when it comes to how their content is served — typically tossed across multiple screens that they'll use all at once, one at a time or not at all, depending on their mood and the moment. For marketers, this seemingly haphazard behavior adds up to one unavoidable truth: Reaching millennials is a complex challenge. And with the introduction and adoption of wearables (Thanks, Apple Watch!) and soon-to-ship augmented and virtual reality gear (Hello, Oculus Rift), that challenge is only going to become all the more complex.

Wearables will generate an astounding and exponentially expanding array of new consumer experiences. From teeny, tiny screens and the ultra-personalization of smart watches to the infinite canvas of alternate realities via augmented and virtual reality headsets, the opportunities for brand innovation and engagement are as plentiful as they are intimidating. And by the time the holidays hit, even more new devices — and new uses for these devices — will have emerged, all vying for the attention of the already elusive millennial audience. So what's a marketer to do? Although there's no surefire way to prepare for the future that these emerging platforms will bring, there are three strategies you can embrace to more effectively connect with millennials today.

FOLLOW THE
MILLENNIALS
WITH THE MONEY

FROM
INTERUPTION TO
INTEGRATION

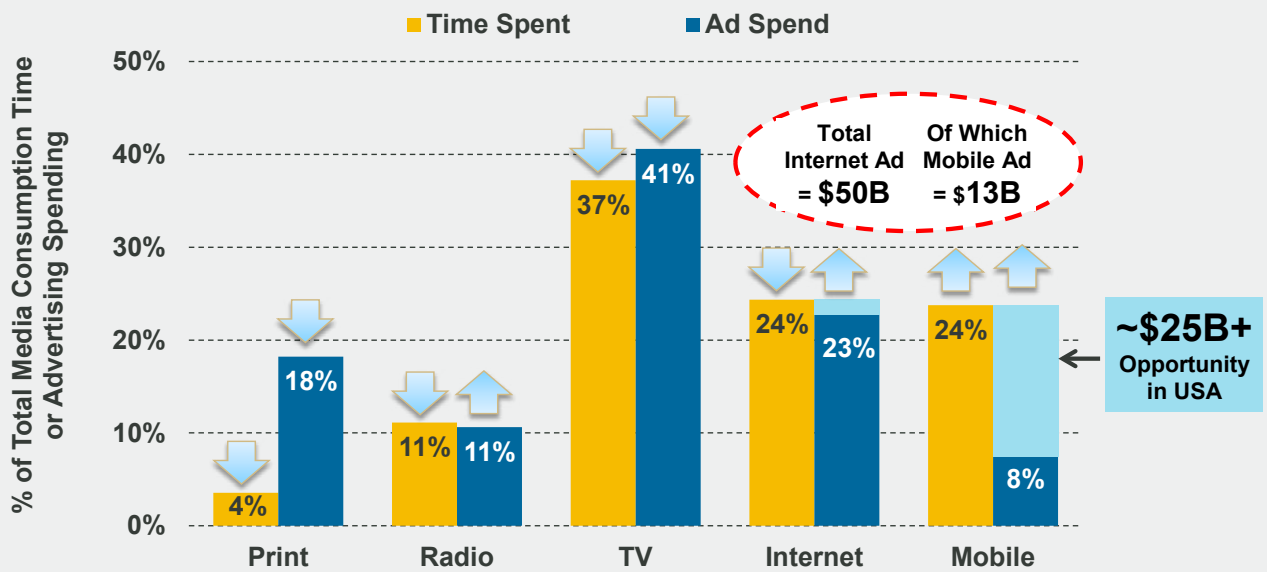
GETTING
IN THE
GAME

Spend your marketing dollars where millennials actually spend their time.

No one drums up excitement for a PowerPoint presentation with nearly 200 slides like Mary Meeker. While we highly recommend a complete read of KPCB's 2015 Internet Trends Report, here's one slide that no marketer should miss:

Remain Optimistic About Mobile Ad Spend Growth... Print Remains Way Over-Indexed Relative to Time Spent

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014



@KPCB Source: Advertising spend based on IAB data for full year 2014. Print includes newspaper and magazine. ~\$25B+ opportunity calculated assuming Mobile ad spend share equal its respective time spent share. Time spent share data based on eMarketer 4/14 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.

When you combine this massive underinvestment in mobile (keep in mind that this \$25B+ gap is based on all consumers; millennials index even higher) with the fact that mobile is the only media space where consumer time is actually increasing, you end up with an undeniable case for shifting more of your marketing dollars into mobile. Like right now.

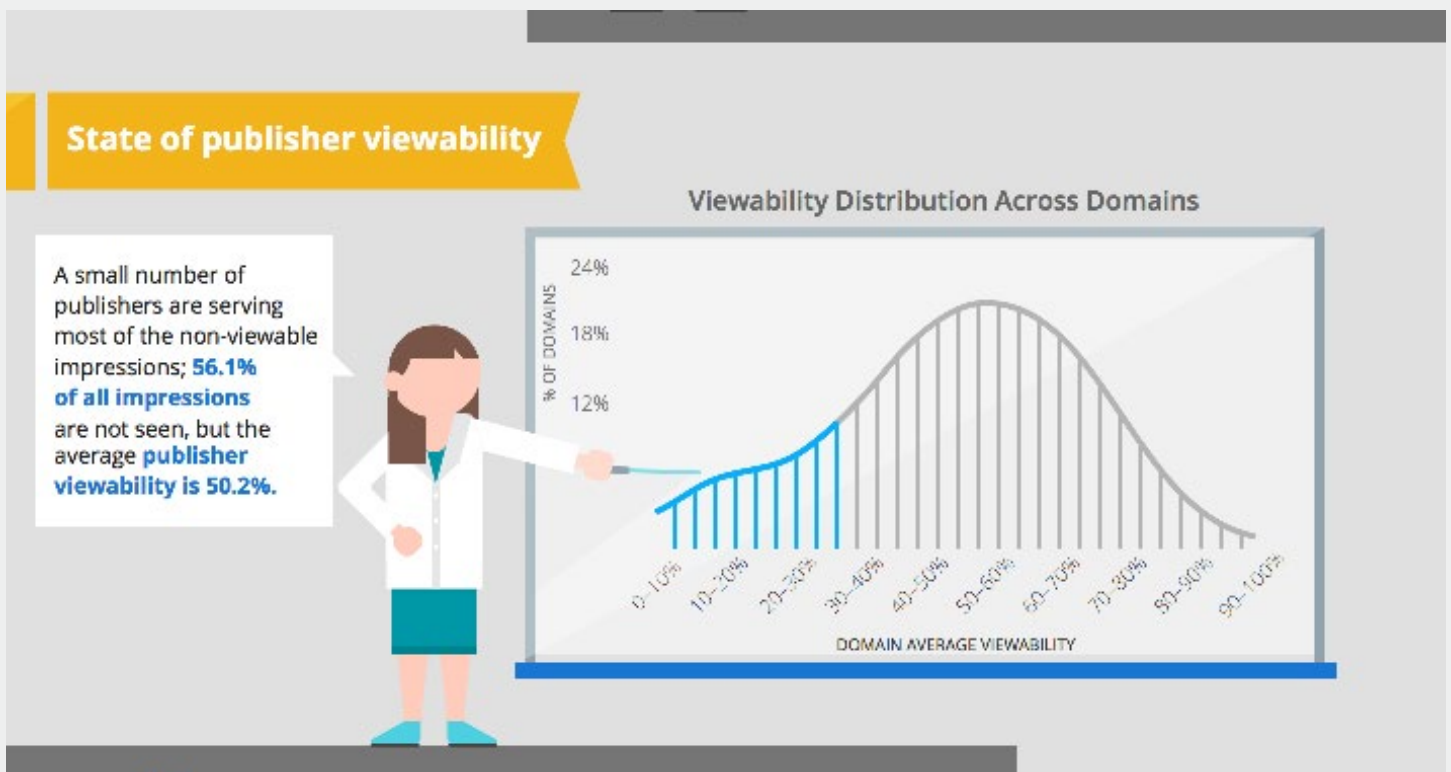
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Shift from interruption to integration.

Traditional interruption-based advertising is under assault. From issues of viewability (chart below) and millennials' pervasive and **growing use of ad blockers** to the simple fact that many online platforms are ad-free zones (including Netflix, which ranks number one for time spent online), the trend toward integrated sponsorships and branded content is obvious and clear. If you want your brand to stand out, you need to start working your way into the conversation by becoming part of the content.



Source: Google, "The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers" study, November 2014



Get into the game.

Although the golden days when the majority of U.S. households tuned in for a live viewing of “I Love Lucy” are far behind us, the closest millennial mass media equivalent today is eSports. Check out these numbers:

- 71M+ people spent 2.4B+ hours watching eSports online in 2013
- In 2014, the League of Legends Championship beat out the World Series, the NCAA Final Four and the NBA Finals with 27M viewers
- Twitch is the second most popular online network for total minutes watched per viewer behind Netflix



Source: Google, “The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers” study, November 2014

Although a large and engaged audience is clearly in the eSports space, for the most part, brands are not. This creates an exceptional opportunity for marketers to reach the sought-after millennial target and generate online views rivaling popular TV programs — while simultaneously generating brand leadership within this large and growing emerging media space. So what do you say? Ready to get your game on?

As technology and media continue to evolve at an ever-accelerating rate, the content consumption habits of millennials will shift in equal measure. If marketers want to keep pace and stay profitable, they need to look at what’s happening across this changing landscape, track how millennials are responding and adjust their strategies and investments to match this new reality of disruptive innovation.



THE ENGINE OF INNOVATION

Never before has the combination of new technology and shifting consumer behavior unfolded at today's current scale and speed. Entire industries worth billions of dollars are now created or upended not in decades, but in a matter of years or even months.

Today's brands must know how to navigate this rapidly changing future — either by taking advantage of new opportunities or by mitigating the threats that emerge.

Consider Moxie FutureX as the guide through this digital revolution.

We keep our clients future-enabled by exploring and assessing the implications of new and emerging technologies, cultural trends and disruptive ideas.

By creating bespoke strategies that determine the path forward, Moxie FutureX allows brands to profit from this shifting landscape of innovation and opport

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