

Jeff Fromm

Unlearn.
Reimagine.
Innovate.
Evolve.







#SETTINGTHEBAR

LETS TALK MILLENNIAL

LOVE.

TOMORROW

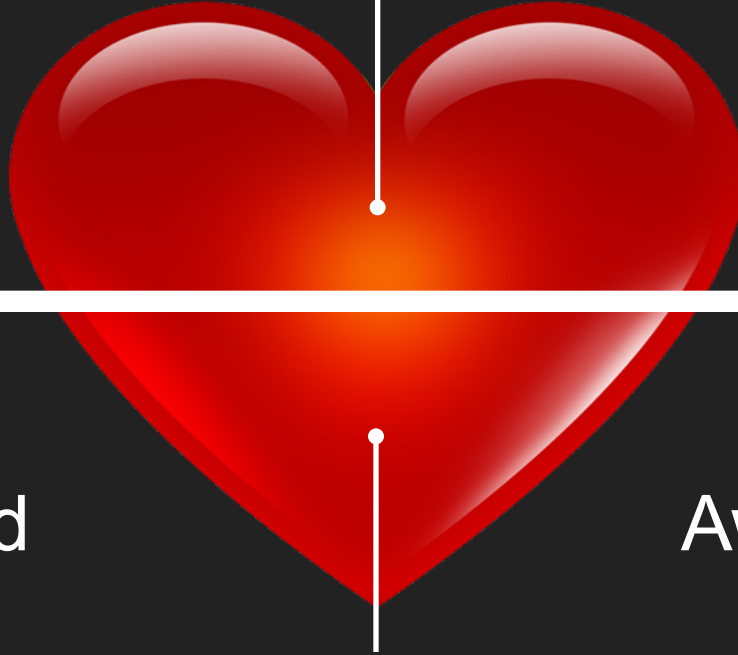
Competitive
Uniqueness

Meaningfulness

Regard

Awareness

TODAY



7 SIMPLE TRUTHS ABOUT GREAT MODERN BRANDS

BRAND LOVE TRUTHS:

- 1 Embrace the 'Participation Economy'.
- 2 Engage early adopters.
- 3 Treat content as brand fuel.
- 4 Listen & activate social communities.
- 5 Create experiences & adventures.
- 6 Leverage disruptive schemas.
- 7 Stand for more than your bottom line.

TRUTH 1

EMBRACE THE 'PARTICIPATION ECONOMY'

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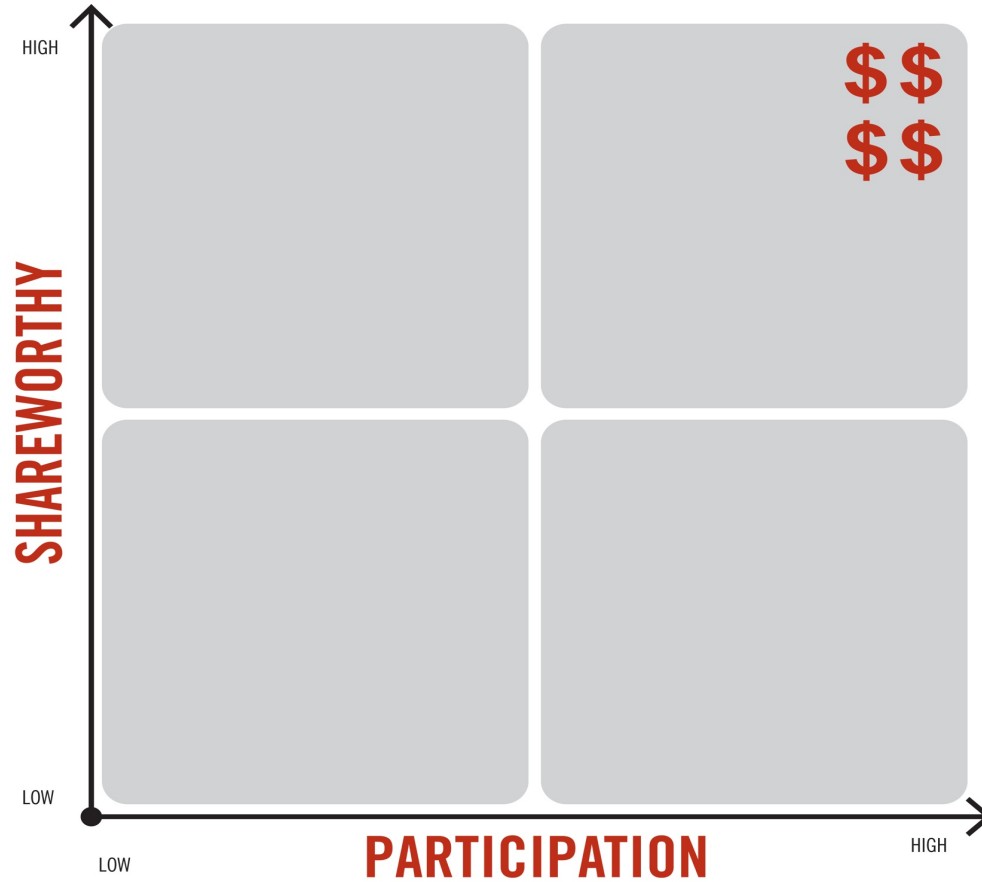
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THE **NEW** DEFINITION

BASED ON THE PARTICIPATION ECONOMY

$$\text{Brand Value} = \sum \frac{\text{Functional, Emotional \& Participative Benefits}}{\text{Price}}$$



THE PARTICIPATION ECONOMY

Old Model	New Model
Interruption	Engagement
Reaction	Interaction
Heavy Users	Engaged Participants
Big Promises	Personal Gestures
Passive Consumers	Active Co-creators



TRUTH 2

ENGAGE EARLY ADOPTERS

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Millennials
are 2.5x more likely to be
early adopters
of new technology



“Useful is the
new COOL!”



TRUTH 3

TREAT CONTENT AS BRAND FUEL

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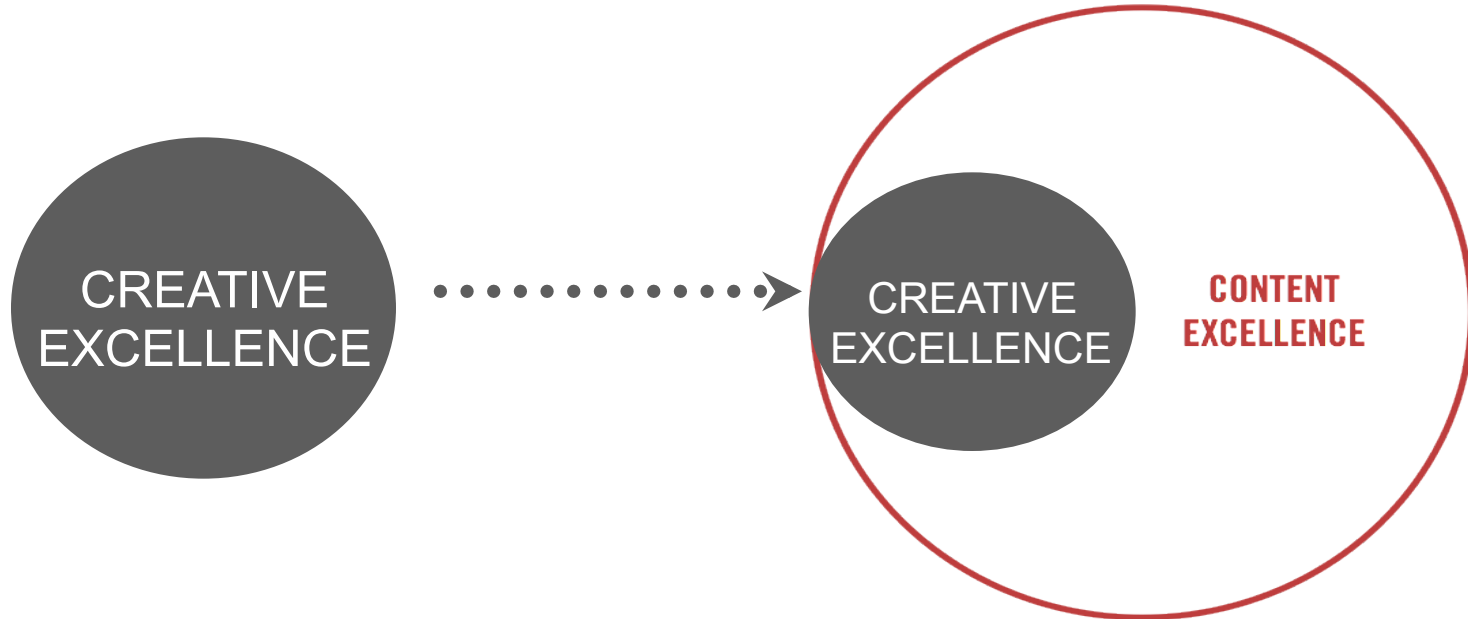
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CREATIVE EXCELLENCE TO CONTENT EXCELLENCE



JELL-O[®] BRAND

TRUTH 4

LISTEN & ACTIVATE SOCIAL COMMUNITIES

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ONE-THIRD OF
Millennials
SAY THEY LIKE A BRAND
MORE WHEN THE BRAND
USES
social media





[@MarissaaMcGee](#)

Marzz barzz

Soooo not looking forward to working
this free cone day



March 20, 2013 at 11:50



[Reply](#)



[Retweet](#)



[Favorite](#)



@DairyQueen
Dairy Queen

@marissaamcgee Hang in there DQ family member. How long is your shift. We'll tweet you cheers on the hour!



March 20, 2013 at 12:02

↩ Reply ↻ Retweet ☆ Favorite



[@MarissaaMcGee](#)

Marzz barzz

[@DairyQueen](#) I'm working 3:30-9:00,
please do that'd make it 10 time better :)



March 20, 2013 at 14:21



[Reply](#)



[Retweet](#)



[Favorite](#)



@DairyQueen
Dairy Queen

@MarissaaMcGee #DANCEBREAK
ow.ly/jg89i



March 20, 2013 at 14:55



Reply



Retweet



Favorite





[@MarissaaMcGee](#)

Marzz barzz

Wouldn't have been able to get through
that six hour shift if it weren't for
[@DairyQueen](#)'s motivational tweets!
[#thankyou](#)



March 20, 2013 at 20:23



[Reply](#)



[Retweet](#)



[Favorite](#)



TACO BELL JOINS THE SNAP CHAT COMMUNITY




Taco Bell @TacoBell

30 Apr


We're on @Snapchat. Username: tacobell. Add us. We're sending all of our friends a secret announcement tomorrow! #Shhh

Expand


TACO BELL SHARES SECRET:



Anish Modi @Anish_Modl 1 May
Got a Snapchat from @TacoBell, got called their friend, and found out that the beefy (or bean) crunch burrito is coming back I can die happy
Retweeted by Taco Bell
Expand



5SOS FOLLOW ME @findinghemmo 1 May
@TacoBell THANK U FOR SNAPCHATting ME THIS IS THE HIGHLIGHT OF MY LIFE
Retweeted by Taco Bell
Expand



Jordyn B @snowlessinfl 1 May
@TacoBell sent me the best news: my favorite, the beefy crunch burrito, is coming back 5/23/13. #bestdayever
Retweeted by Taco Bell
Expand



TRUTH 5

CREATE EXPERIENCES & ADVENTURES

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69% OF Millennials
SAY THEY CONSIDER
THEMSELVES
adventurous





TRUTH 6

LEVERAGE DISRUPTIVE
SCHEMAS THAT ALIGN TO
YOUR BRAND
AUTHORITY

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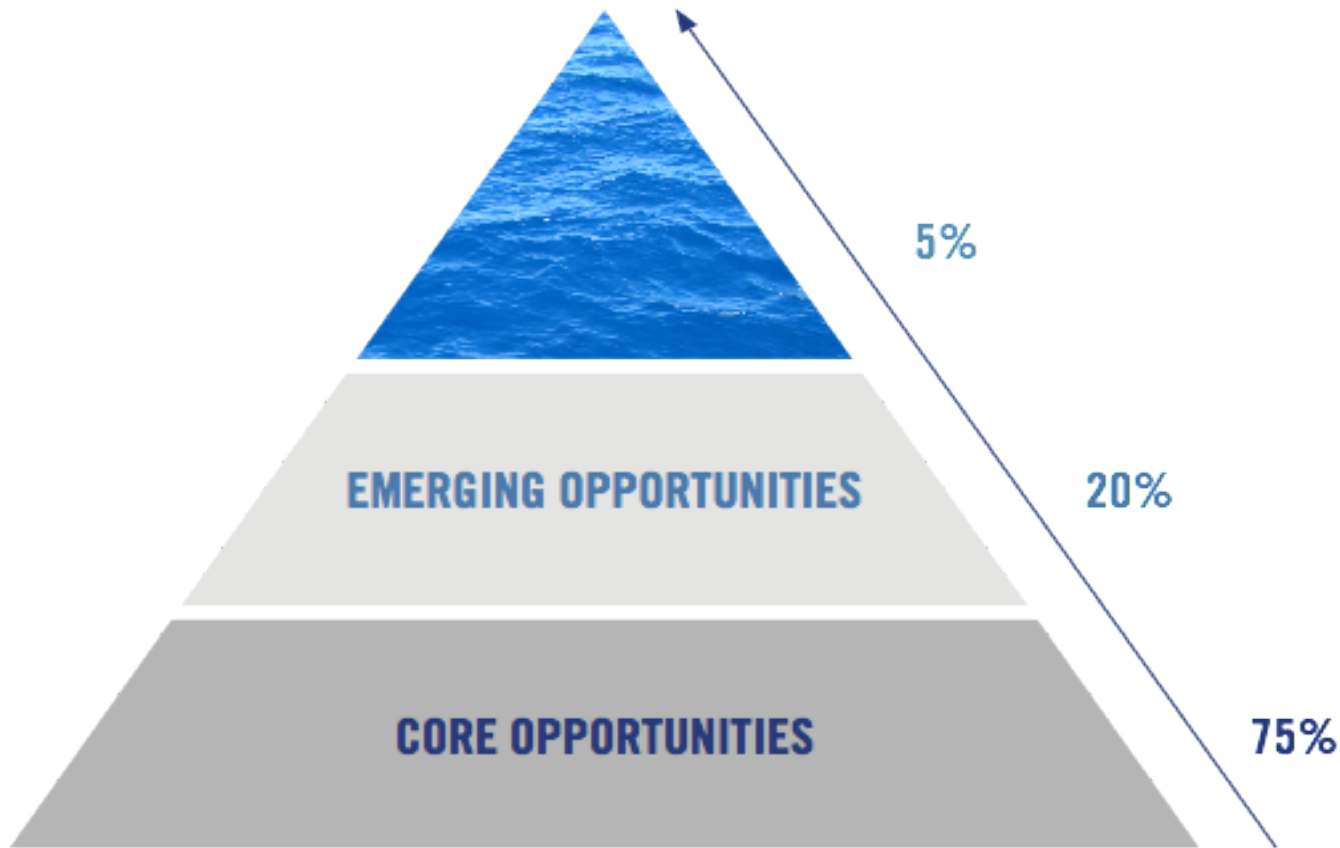
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TRUTH 7

STAND FOR MORE THAN
YOUR BOTTOM LINE

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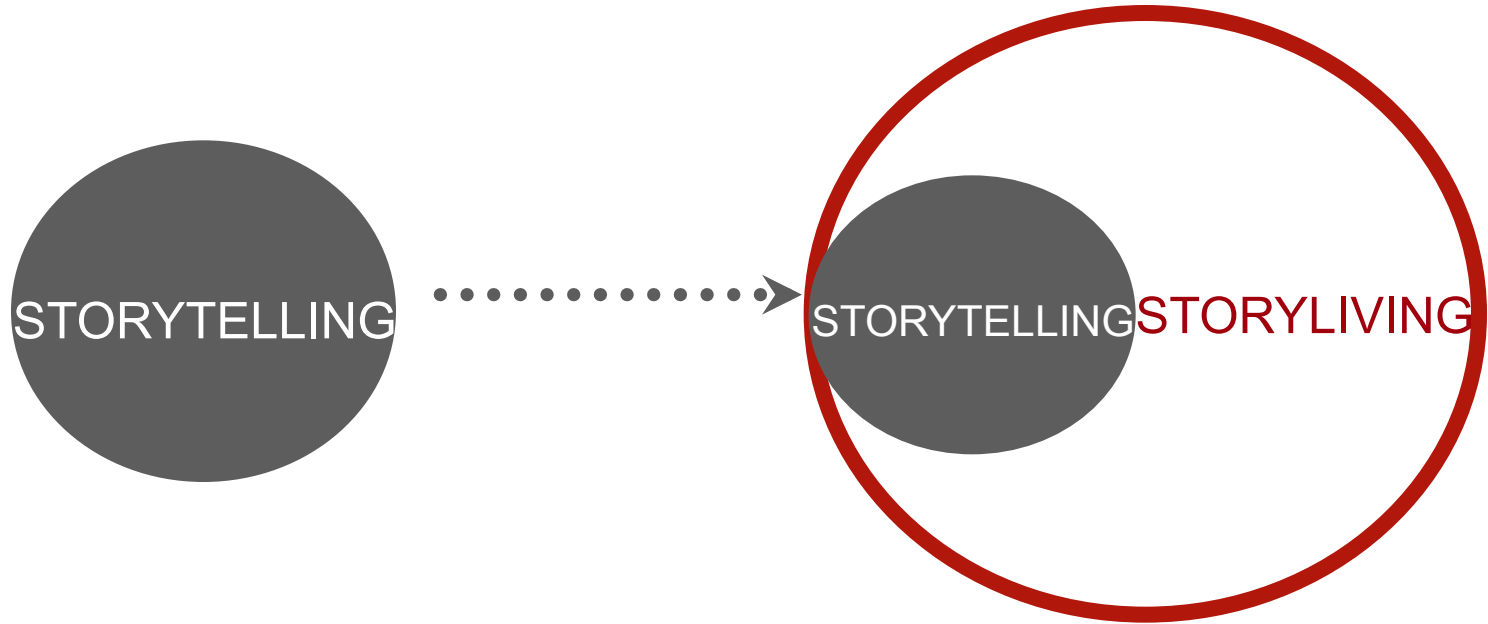
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STORYTELLING TO STORYLIVING.

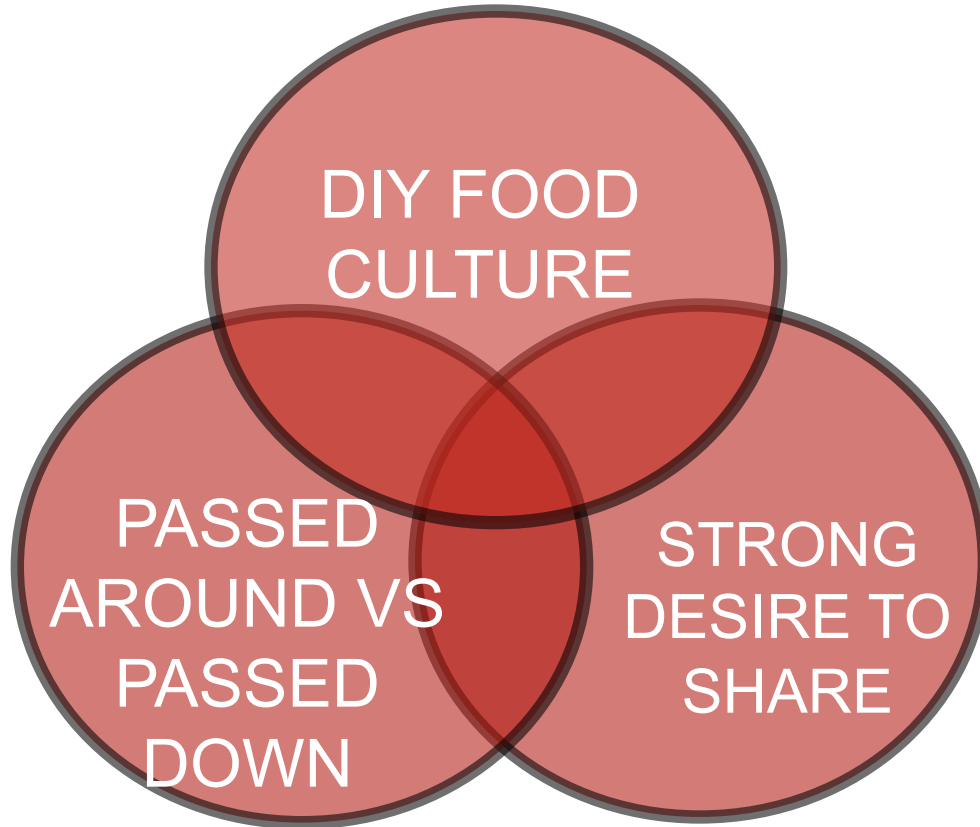


Re-imagine
the
future for a
127 year old



Ball®

ACTIONABLE INSIGHTS.

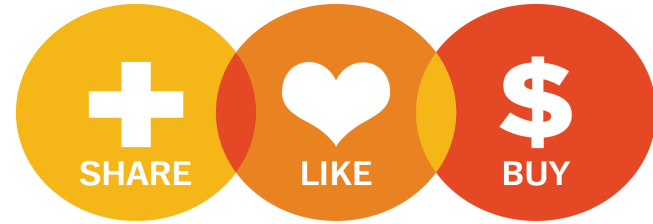




What is your brand
AUTHORITY?

What are BIG unmet CONSUMER NEEDS?

Where is the opportunity
for
DISRUPTION?



MARKETING + MILLENNIALS



THANK YOU

ShareLikeBuy.com | JFromm@barkleyus.com |
millennialmarketing.com

