



MILLENNIALS CASE STUDY

MASMI WEB FORUM PRESENTATION



Valuable insight through communication with consumers in the **digital environment**

MASMI Web Forum

Digital platform is based on the

Bulletin Board methodology



MASMI

Fresh thinking. Clear advice.



Millennials are **18-28 y.o.**
 College students or employed
Online generation: daily internet users;
 active social media users
Techies: smart phone users;
 laptop/tablet/iPad users

Millennials case study

MASMI, Belgrade, 2014

MILLENNIALS DAY TO DAY

START OF THE DAY



college



work



Millennials are always online.

Leisure time and spot activities are really important to them.

What they value most is the time spent with their friends.

INTERESTS AND ACTIVITIES



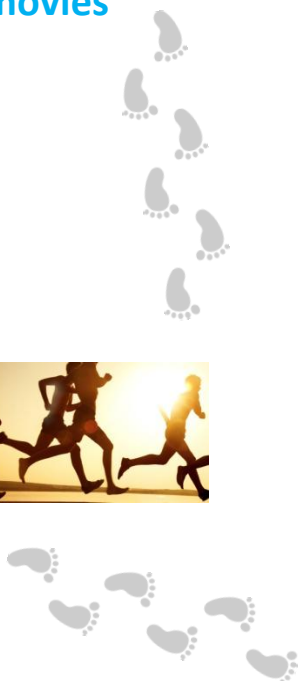
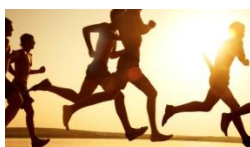
heavy internet, computer and mobile phone users

watching movies

pets



exercise



HAVING FUN WITH FRIENDS



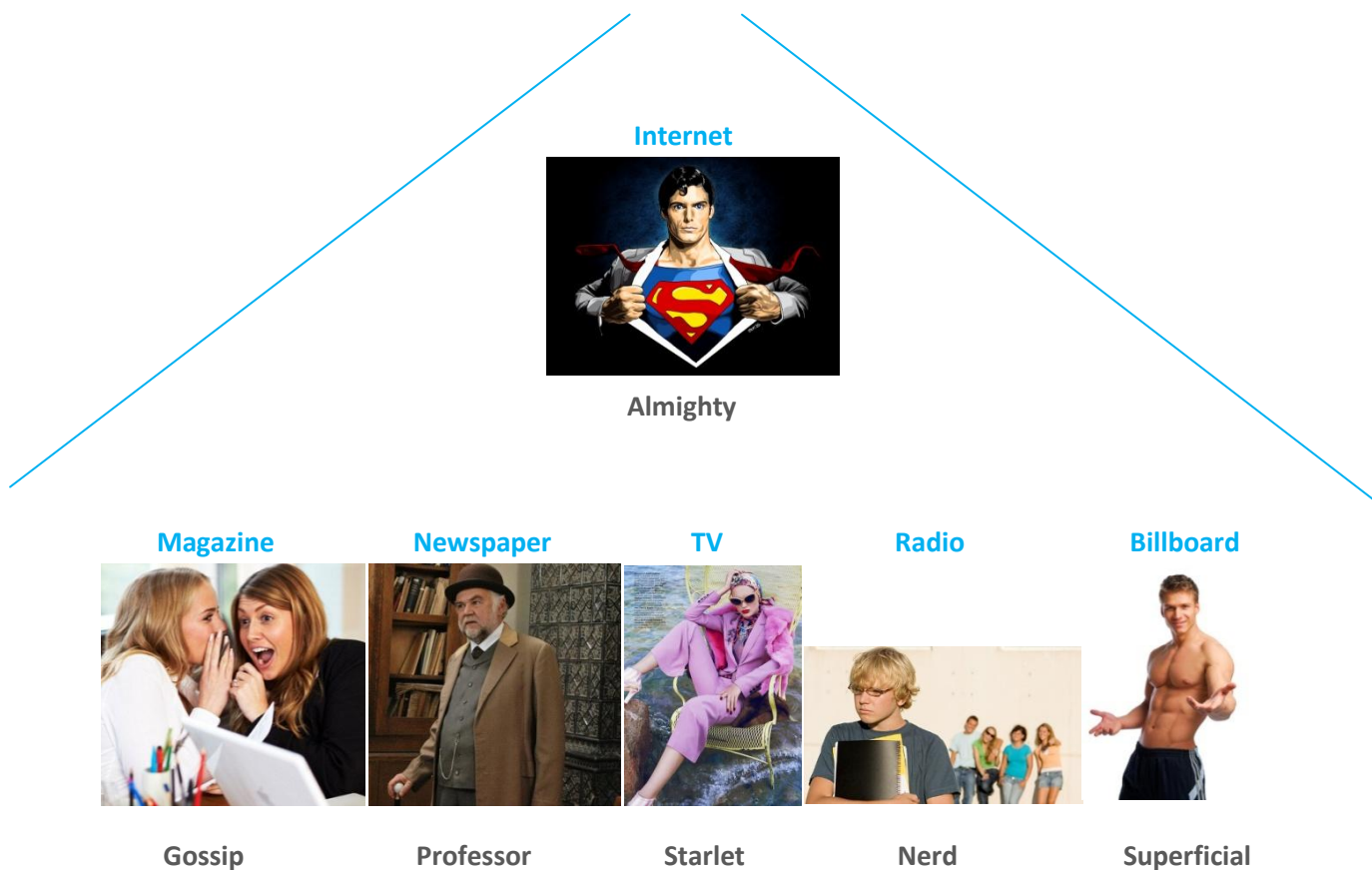


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PROJECTIVE TECHNIQUES

MASMI Web Forum stimulates participants to freely express opinions and illustrate them by posting multimedia content (any kind of links, pictures, videos...).

Impersonation of media channels



„This is really interesting. Impersonation of media is fun and most creative of all. It is really fascinating to see what others have to say on the subject.”



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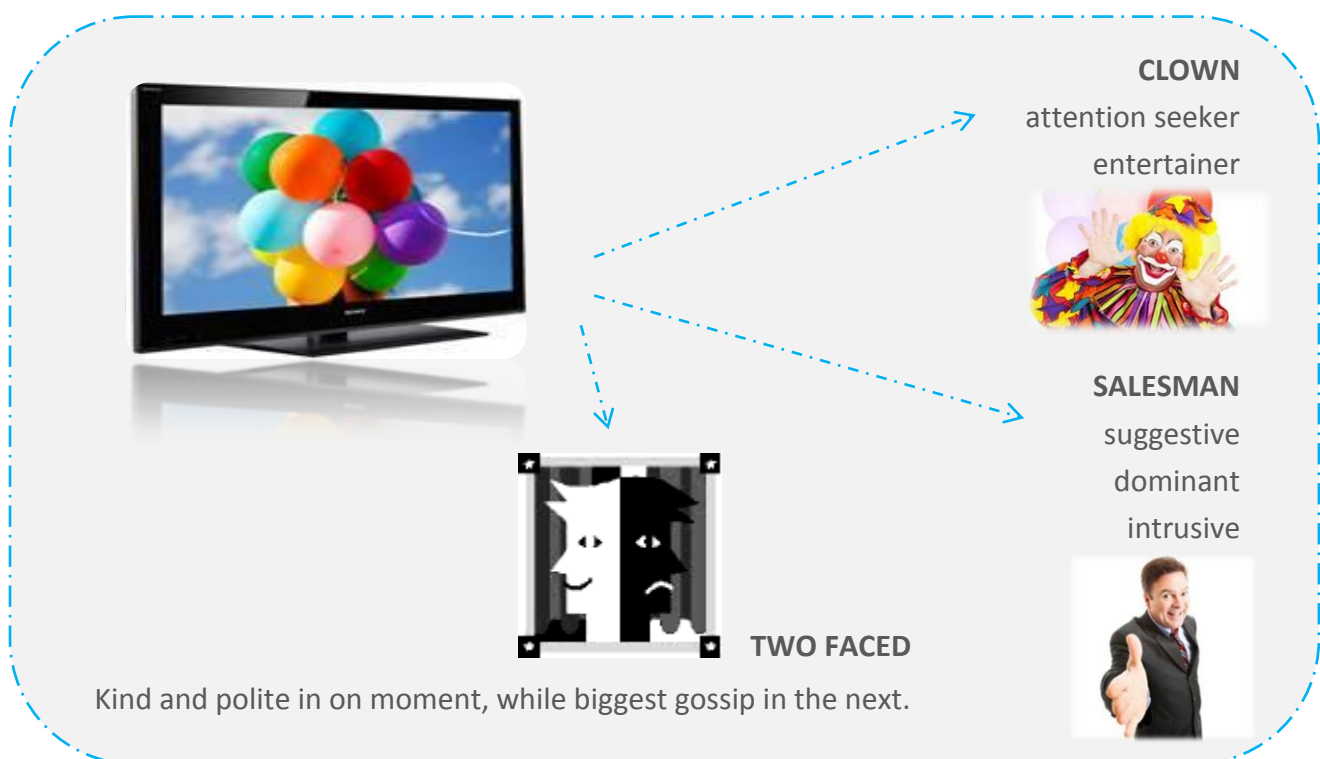
TVCs, brief company or product introducers/reminders, can be very effective



TV commercials (and billboards) can create interest, and motivate further informing about the product. Gathering additional information from friends and via internet are usual next steps.

TVCs with **humorous approach** are most effective and most memorable when addressing Millennials. Cheerful atmosphere, romantic, original and creative plots can **make Millennials feel inspired and moved**.

On the other hand, **too intrusive advertising** is very much frowned upon.





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Millennials acknowledge all ATL marketing activities as well as direct marketing



reliable
accessible
up to date

} **information sources** as they should be

WOM is **most influential**, because, Millennials, as many other consumers, very much rely on advice they receive from people they trust. Nevertheless, *if it' not online it does not exist!*

Internet can replace anything – nothing can replace Internet



Internet is mostly used for checking information obtained through WOM, as well as for seeking some specific information. Millennials most often use internet search, social networks, web presentation of companies, forums, and sometimes internet banners (if they are eye-catching and creative) as online information sources. **Friend's liking or sharing a link to a brand or product page on Facebook is as convincing and reliable as WOM.** Most Millennials are subscribed to receive newsletters and updates about companies and products they are interested in, via email and via Facebook.



„I really don't like when I can't find something online, or if the found info is not up to date. It's like it does not exist.”



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Ask Millennials, they will be happy to tell You

Let's Talk

Millennials like to be asked for their opinion. They like when companies have **interactive approach** to communication, when they ask consumers for their thoughts and ideas, because that is when they **feel appreciated and involved.**



“That would finally be communication! If companies knew what we want they would certainly be more efficient. It would be best to ask questions on Facebook or on companies’ website, where we could comment and provide suggestions. “



„I don’t like those company organized prize winning games where the goal is to collect most likes on Facebook. I prefer some competition in which the professional jury would decide on creativity. Those are welcomed. “





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MASMI Web Forum design



Multimedia content





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How do You talk to Millennials?



Fresh thinking. Clear advice.

Vojvode Dobrnjca 26/1
11000 Belgrade
Serbia

tell: +381 11 3390846

fax: +381 11 3390732

www.masmi.rs

Contact person:

Jelena Popović

jelena.popovic@masmi.com