HOW TO MESSAGE TO THE NEXT GENERATION
1 + 8 = 9

Correct!

Score: 00 | 550
Energy: III

Google

How much longer will this presentation last?
UNDERSTANDING REALITY

OUR MAKETING LANDSCAPE
"The truth is, no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works,

Clifford Stoll
HOW ABOUT ELECTRONIC PUBLISHING? TRY READING A BOOK ON DISC...[THE] DIRECTOR OF THE MIT MEDIA LAB PREGNEDS THAT WE'LL SOON BUY BOOKS AND NEWSPAPERS STRAIGHT OVER THE INTERNET. UH, SURE.”

Clifford Stoll
17 YEARS LATER, ON DECEMBER 31, 2012 - NEWSWEEK CEASED PRINT PUBLICATION AND TRANSITIONED TO AN ALL-DIGITAL FORMAT.
ADULTS ON AVERAGE SPEND 6HRS 43MINS PER DAY ON DIGITAL MEDIA

SOURCE: EMARKETER, APRIL 2019
TWO-THIRDS OF USERS WATCH YOUTUBE ON A SECOND SCREEN WHILE WATCHING TV AT HOME.

SOURCE: GOOGLE, 2016
90.4% of Millennials are on social media (compared to 48.2% of Boomers)

Source: eMarketer, 2019
ESPORTS ARE SECOND ONLY TO THE NFL IN TOTAL VIEWERSHIP (BEATING MLB, NBA & NHL)

SOURCE: SYRACUSE MBA
MESSAGE TO THE NEXT GENERATION

HOW SHOULD WE DO IT?

- Focus on the customer
- Solve problems
- Use platforms effectively
- Advertise smarter
- Don’t fear change
A FEW LEADS TO FOLLOW

LEARNING FROM WINNING STRATEGIES

Amazon
UBER
Wendy’s
Dollar Shave Club
Old Spice
A FEW LEADS TO FOLLOW

LEARNING FROM WINNING STRATEGIES

Amazon ➤ Focus on the customer

UBER

Wendy’s

Dollar Shave Club

Old Spice
LEARNING FROM WINNING STRATEGIES

Amazon ▶ Focus on the customer

UBER ▶ Solve a problem

Wendy’s

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A FEW LEADS TO FOLLOW

LEARNING FROM WINNING STRATEGIES

Amazon ▶ Focus on the customer

UBER ▶ Solve a problem

Wendy’s ▶ Use platforms natively

Dollar Shave Club

Old Spice
LEARNING FROM WINNING STRATEGIES

Amazon ▶ Focus on the customer

UBER ▶ Solve a problem

Wendy’s ▶ Use platforms natively

Dollar Shave Club ▶ Deploy smart advertising

Old Spice
LEARNING FROM WINNING STRATEGIES

Amazon ▶ Focus on the customer

UBER ▶ Solve a problem

Wendy’s ▶ Use platforms natively

Dollar Shave Club ▶ Deploy smart advertising

Old Spice ▶ Don’t fear change
THINK LIKE AMAZON...

FOCUS ON THE CUSTOMER
AN EXPERIENCE DESIGNED AROUND THE CUSTOMER
THE UBER APPROACH

SOLVE A PROBLEM
IS IT “GIF” OR “JIF”? DOES IT MATTER?  YES – IT’S GIF.

USE PLATFORMS WELL
USE PLATFORMS NATIVELY

Need inspiration? Follow @Wendys on Twitter
Use platforms natively

Need inspiration? Follow @Wendys on Twitter
@Wendys what are you firing back

@bguerns13 edible food
5 for $4, because 5 is better than 4.

Need inspiration? Follow @Wendys on Twitter
USE PLATFORMS NATIVELY

- Websites / Blogs
- LinkedIn
- Twitter
- Instagram
- Email
- Snapchat
- YouTube
- Podcasts
- Facebook
- Websites / Blogs - Longform
- LinkedIn
- Twitter
- Instagram
- Email
- Snapchat
- YouTube
- Podcasts
- Facebook
• Websites / Blogs - Longform
• LinkedIn - Business / Recruiting
• Twitter
• Instagram
• Email
• Snapchat
• YouTube
• Podcasts
• Facebook
• Websites / Blogs - Longform
• LinkedIn – Business / Recruiting
• Twitter – Short conversations
• Instagram
• Email
• Snapchat
• YouTube
• Podcasts
• Facebook
• Websites / Blogs - Longform
• LinkedIn – Business / Recruiting
• Twitter – Short conversations
• Instagram – Images / Captions
• Email
• Snapchat
• YouTube
• Podcasts
• Facebook
• Websites / Blogs - Longform
• LinkedIn – Business / Recruiting
• Twitter – Short conversations
• Instagram – Images / Captions
• Email – Text communication
• Snapchat
• YouTube
• Podcasts
• Facebook
• Websites / Blogs - Longform
• LinkedIn - Business / Recruiting
• Twitter - Short conversations
• Instagram - Images / Captions
• Email - Text communication
• Snapchat - Short video updates
• YouTube
• Podcasts
• Facebook
- Websites / Blogs - Longform
- LinkedIn - Business / Recruiting
- Twitter - Short conversations
- Instagram - Images / Captions
- Email - Text communication
- Snapchat - Short video updates
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- YouTube - Videos / Episodes
- Podcasts - Audio Episodes
- Facebook
• Websites / Blogs - Longform
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• Twitter – Short conversations
• Instagram – Images / Captions
• Email – Text communication
• Snapchat – Short video updates
• YouTube – Videos / Episodes
• Podcasts – Audio Episodes
• Facebook – Video / Images
- Websites / Blogs - Longform
- LinkedIn – Business / Recruiting
- Twitter – Short conversations
- Instagram – Images / Captions
- Email – Text communication
- Snapchat – Short video updates
- YouTube – Videos / Episodes
- Podcasts – Audio Episodes
- Facebook – Video / Images

USE PLATFORMS NATIVELY

Social networks are inherently “social”
HOW DO YOU DO, FELLOW KIDS?
RAZORS FOR $1?

ADVERTISE WISELY
DollarShaveClub.com - Our Blades Are F***ing Great

26,388,576 views
GLOBAL RAZOR MARKET SHARE

- Gillette: 71.0%
- 29.0%
GLOBAL RAZOR MARKET SHARE

5 YEARS LATER..
GLOBAL RAZOR MARKET SHARE

5 YEARS LATER
OLD SPICE WAS TOO OLD.

DON'T FEAR CHANGE
WE'RE NOT SAYING THIS BODY WASH WILL MAKE YOUR MAN SMELL LIKE A ROMANTIC MILLIONAIRE JET FIGHTER PILOT, BUT WE ARE INSINUATING IT.
NEED CLIFF NOTES? HERE:

BE SMARTER BE MORE AGILE

- Focus on the customer
- Solve Problems
- Use Platforms effectively
- Advertise smart
- Don’t Fear Change