

The background of the entire page is a dense, vibrant pattern of pink and purple confetti. The confetti consists of various shapes, including small circles, hexagons, and elongated rectangular pieces, creating a festive and textured appearance.

keeping up with the millennials

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Dissertation

FAS6050







abstract

With the millennial generation getting older and now of the working age, they are powerful and influencing the way companies work, this dissertation proves that companies need to keep up with the millennials.

With millennials growing up in a recession and the development of technology, they are very savvy and aware of marketing techniques around them. Many millennials easily block out adverts, as they are so aware of them. Marketing strategies rarely make an impact on most millennials with 72% trusting an online review as much as a personal recommendation, (Anderson and Anderson, 2017). Many millennials have lost trust in online reviews and advertising with many influencers getting paid large amounts of money to promote products consequently making it harder to trust anyone with a large following on social media.

For the future of advertisements it was proven in primary and secondary that the more interactive companies are, the more millennials pay attention, that being online and in-store.

Many companies such as Becca Cosmetics, Too Faced and Beauty Bay have listened and mastered how to grasp the millennial attention, for example, Beauty Bay created a television advert, that is proven in primary research for millennials, currently in 2017, it is most memorable way of advertisement. The reason being that people cannot swipe away live television adverts like they can on social media. Becca Cosmetics, Too Faced and Beauty Bay are now inspirations to their competitors because if they do not keep up with millennials, the company will most likely suffer.

6,456 words



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For being enthusiastic, passionate and keeping
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for giving me your millennials opinions and an insight to
how you see the advertising world.





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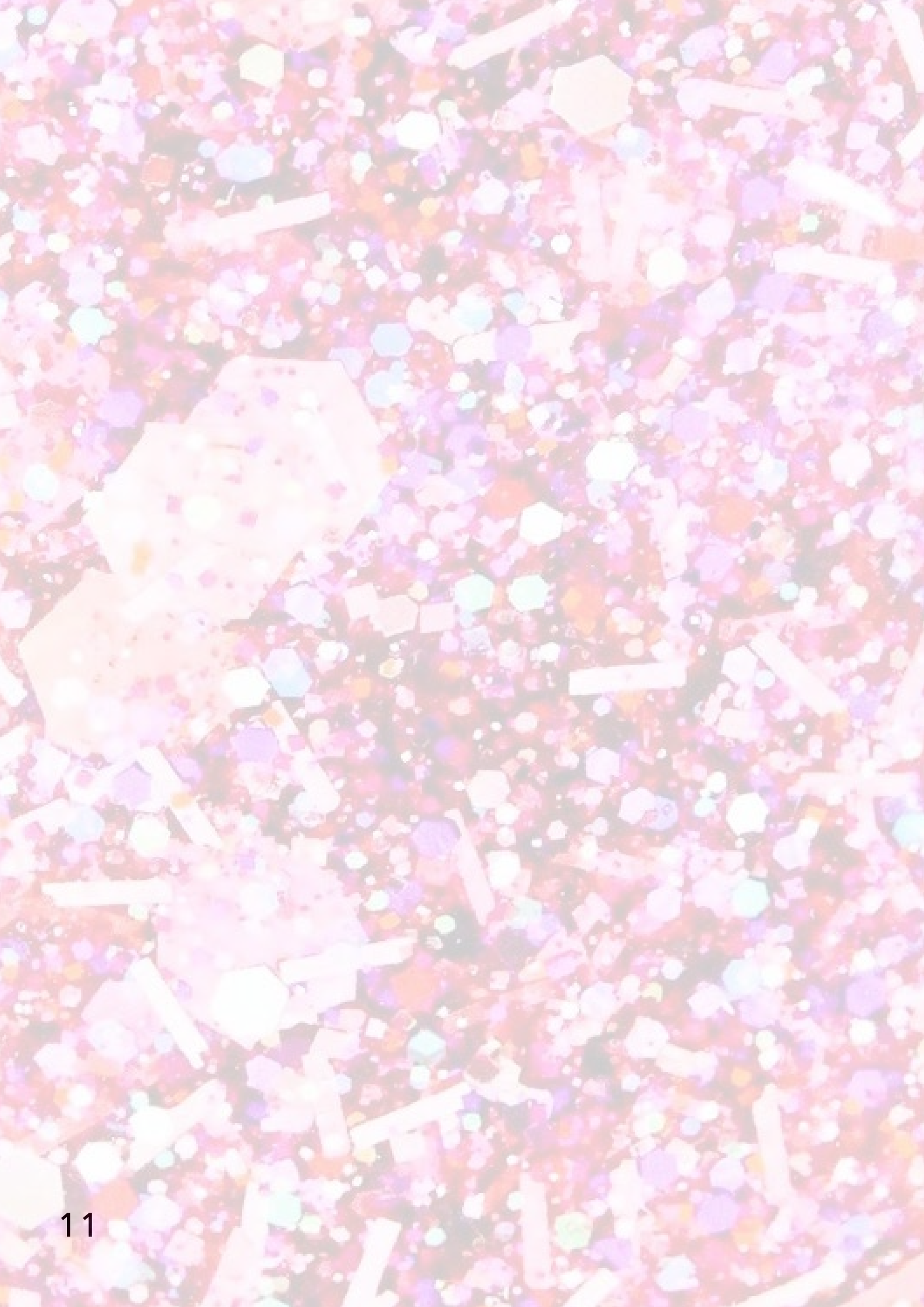




figure 5

introduction

It came to the realisation by the researcher and talking to others that people are being bombarded with advertisements, but did not know they can be trusted, many on social media images posted by influencers now have hashtags #spon and #ad. The concern was initially raised around the beauty industry, which is one of the biggest markets for millennials and a popular subject matter with the researcher. It was understood there was a rise in not knowing the value of what is being said, especially by influencers on social media and reading reviews online which is a common thing for millennials to do.

This then lead to the researcher investigating more about the matter, especially into the generations as the researcher noticed it more in the millennials generation, with her being one herself than speaking to people in older generations. Since the researcher then discovered that 89% Of Consumers Aged 18-34 Trust reviews even though there is so much fake news and reviews. There needs to be a new method in which companies can target millennials to get them to start looking at advertisements again and potentially trust them more.

It was recognised that millennials have grown up with adverts therefore are not sure what to trust. Organic advertisement is not as popular as it used to be and advertisements are growing everywhere. Advertisements are so common that millennials now block them out from their lives.

All the information created the inspiration for the dissertation, companies need to keep up with millennials, as they are the future.



Methodology

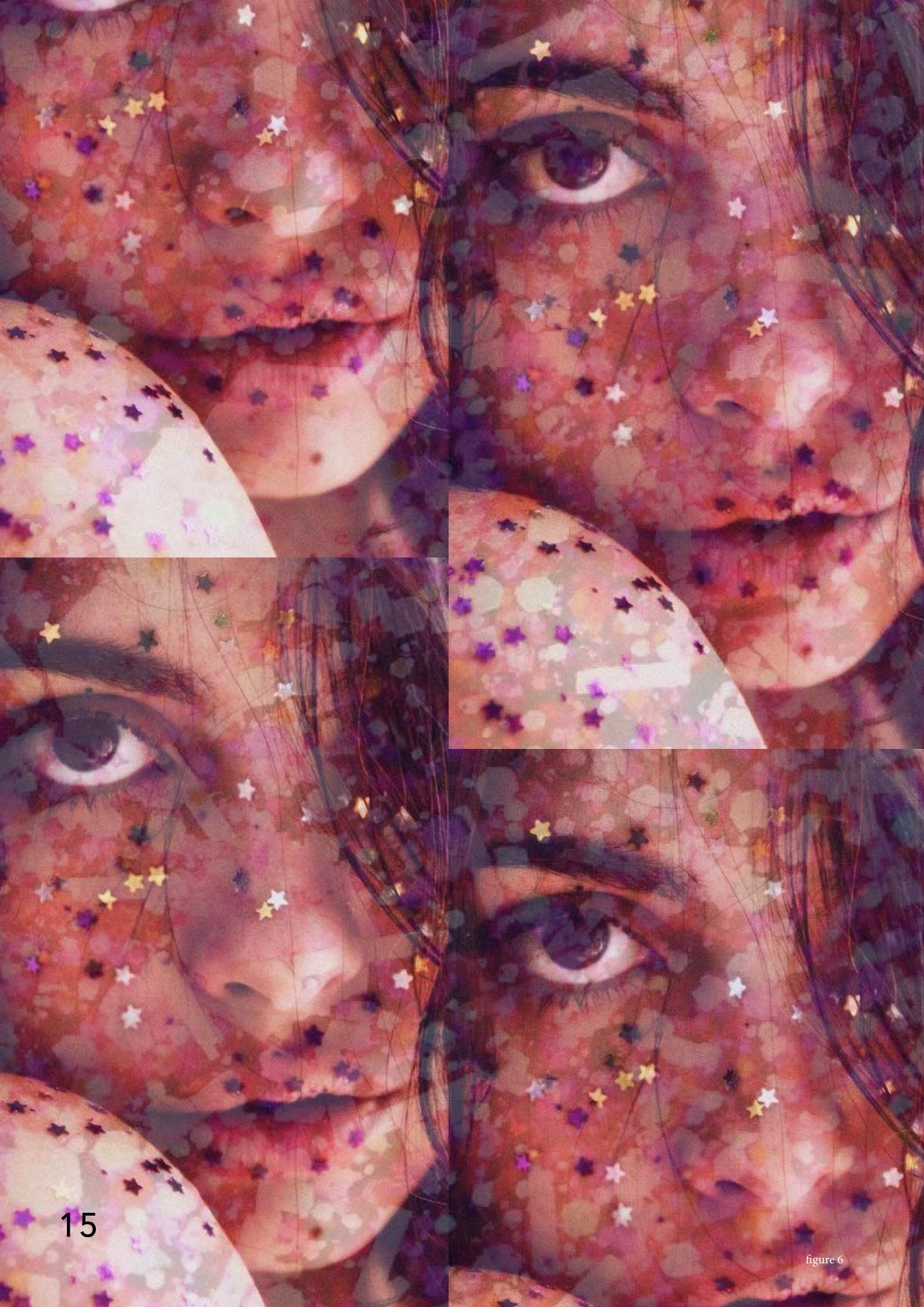
Primary Research

Questionnaires

A questionnaire was sent out and completed by 100 millennials, both male and female, using survey monkey as the platform. The questions were about their opinions of adverts and how they feel about them. It was distributed predominantly on Facebook, as it was the most popular and easiest platform to reach millennials. The data was collected and analysed (see appendix 1.1 to 1.6) a positive aspect of this was that it was easy to send out with it being on social media, also the questions were closed-ended so it did not take much time to complete and the results were easier to compare. A negative about this was that some of the respondents did not realise they had to be between the ages of 18 to 34 until they had completed the questionnaire, therefore this gave a limitation that some answers were not from millennials. The second limitation was that the questionnaire was sent out in the end of October to the beginning of November, which was also the time in which John Lewis releases their Christmas advert. When asked the question 'what is the most memorable advert you have seen?' was asked, 20% answered the John Lewis advert, which may have been the answer for some people would of given any time of the year, although people were waiting for this years advert to be released soon at the time so they would have had it in mind. The last limitation was that the friends the researcher has on Facebook are all primarily students around the ages of 18- 25 so that was the biggest demographic to answer which meant there was not as many responses from ages 25+ so there was not a wide variety of ages answering it.

Focus group

Two focus groups were held with a variety of young millennials, see appendix 2.1 to 2.7, asking their opinions on subjects like adverts, what grabs their attention the most and where they would go for advice if they were to buy a new product. This then brought more detail from the questionnaire as it confirmed many of the secondary research found online with millennial attitudes. The focus groups took part in the researchers student house. The participants were also briefed about the subject at hand and that their opinions will be kept anonymous throughout the study. A limitation for this was that all the participants were students at a University in Birmingham therefore they were all of the same age.



Secondary Research

Online resources

A variety of online sources used to achieve a thorough understanding for this dissertation. Using current statistics and market research from digital marketing and advertising experts to give their perspective on current techniques to grasp the millennial generation to back up and confirm the primary research I had found from a millennial group. A limitation to this was that some information may not of been as reliable as others which was hard to determine when trying to investigate further.

Case studies

To understand and put into perspective some of the research found for millennials, case studies from primarily the cosmetic industry was researched into to gain further understanding about how the techniques found in the research of the work translated in successful companies now.

Industry magazines

Magazines such as *blogosphere* helped contribute to the topic gaining further opinions and statistics to help further knowledge of the dissertation subject from blogging professionals themselves.







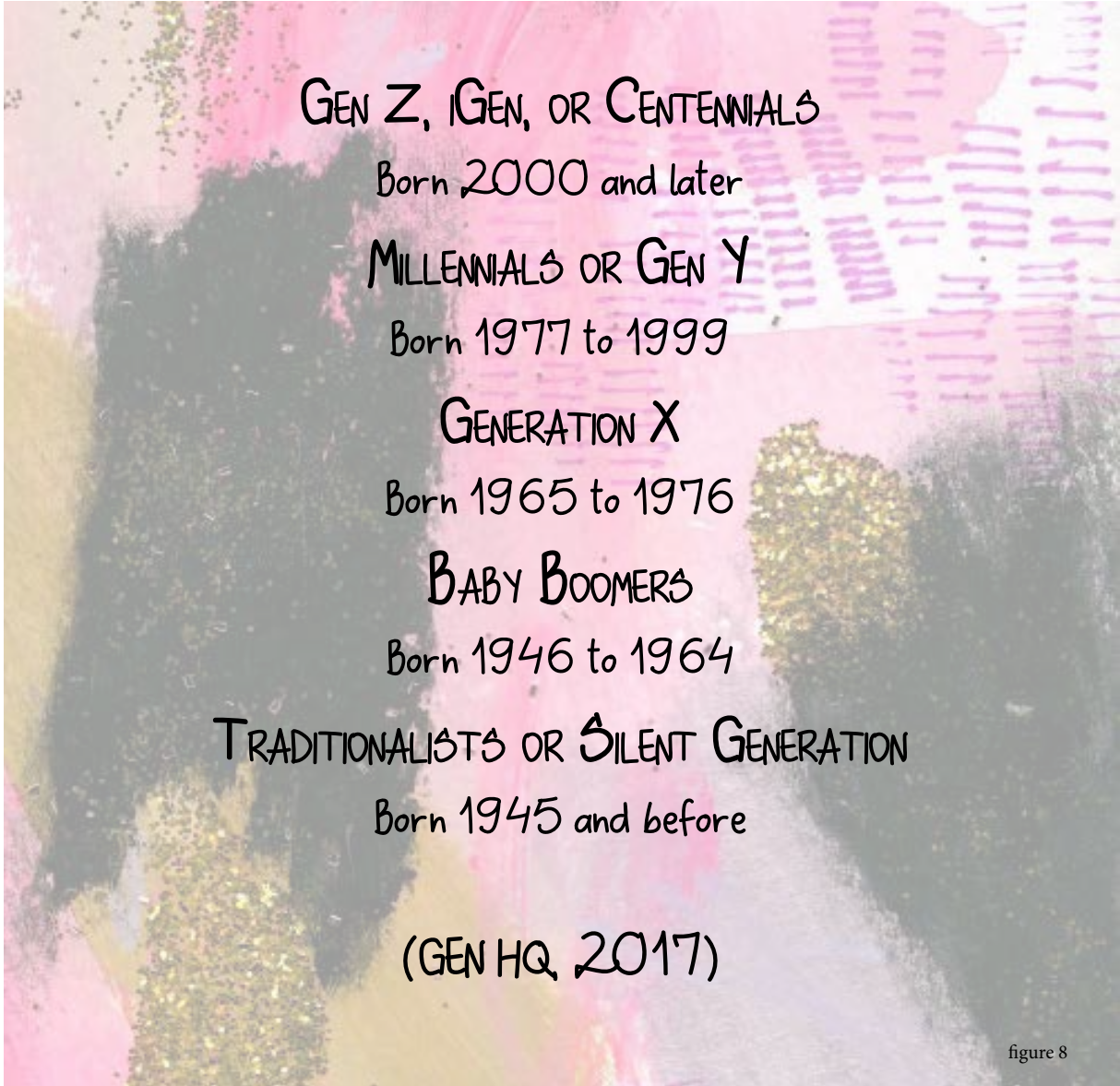
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one



millennial
minds





GEN Z, iGEN, OR CENTENNIALS

Born 2000 and later

MILLENNIALS OR GEN Y

Born 1977 to 1999

GENERATION X

Born 1965 to 1976

BABY BOOMERS

Born 1946 to 1964

TRADITIONALISTS OR SILENT GENERATION

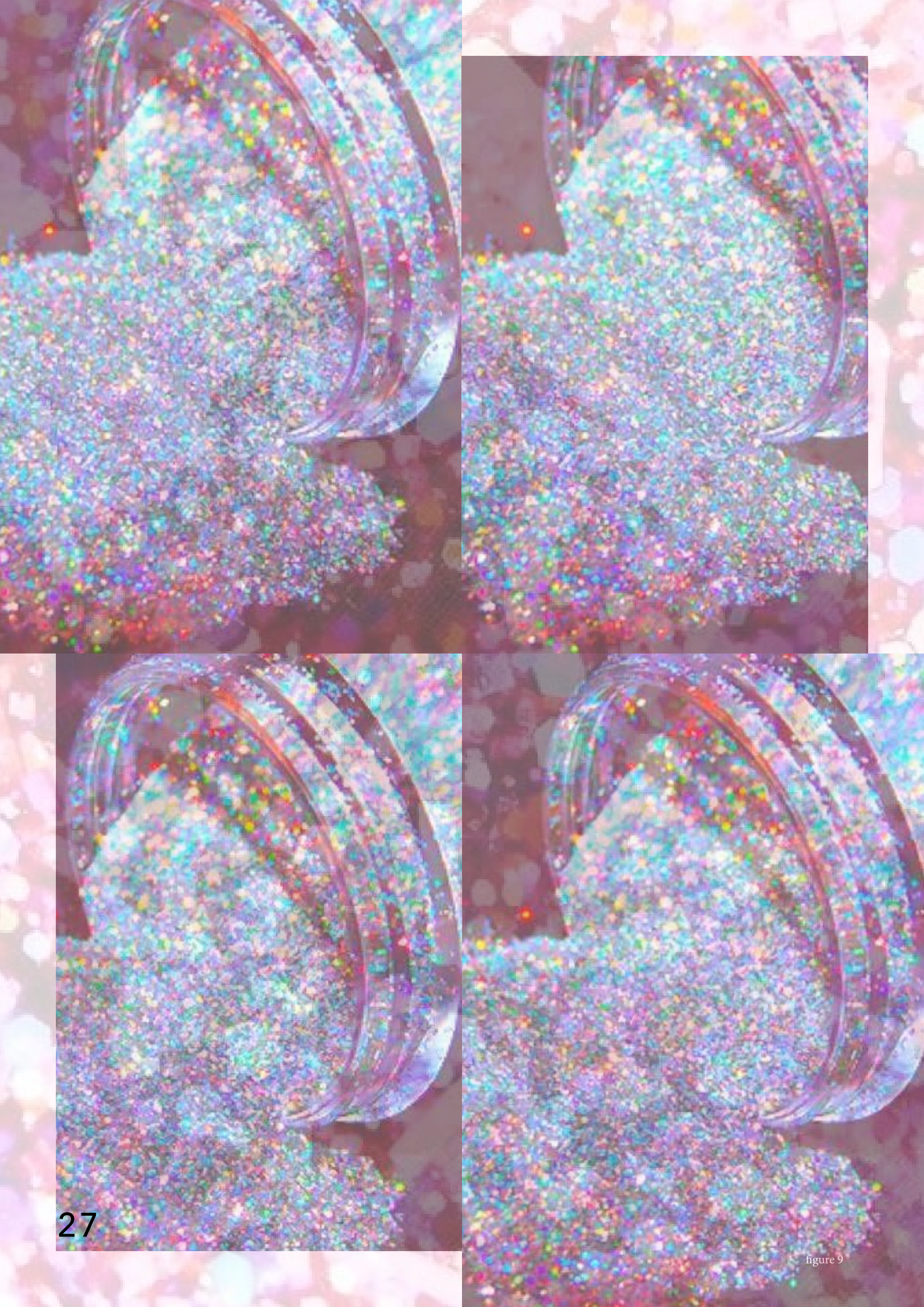
Born 1945 and before

(GEN HQ, 2017)

figure 8

“Millennial brains are forming when we’re young, and because they’re so immersed in technology, their brains are literally different than other people’s”

(Henricks, 2007)





being a millennial

Western Cultures have their own generations to differentiate different ages based on their culture, political and economic influences:

The main focus of this dissertation is about Millennials, they are people who are aged currently in 2017 they are between the ages of 18-34. They are now classes as the new working age.

Millennials remember a life without technology, but also grew up with it evolving. Some only having a landline and one family computer with dial-up internet in the house, in comparison to now in 2017, where nearly everyone has their own mobile phone, laptop and tablet connected to WiFi from a young age.

As Millennials grew up in a recession, they are often very savvy individuals. 57% will compare prices in store to see where they can get the best product for the cheapest price and of the highest quality (Goldman. sachs, 2017). They have a new outlook on life. Millennials can be very different to understand unlike previous generations like baby boomers and generation X who have more traditional values and grew up with no technology (Fry and Fry, 2017).



figure 11

marketing to millennials

Millennials primarily read reviews before buying any products as it gives them the reassurance that they are making correct purchases as, 'Millennials rarely make impulse purchases with 89% of consumers aged 18-34 trusting reviews and approximately 72% would trust an online review as much as a personal recommendation' (Anderson and Anderson, 2017) even though millennials have more disposable income than any other generation, they constantly want to be reminded that what they are purchasing is worth it.

This is justified in a questionnaire carried designed for millennials, 50% said they would go to a website/online review first, more than anywhere else for advice on a product. Where 35% would go to a YouTube video. See appendix 1.1. In a focus group, carried out by the researcher all participants agreed that they would always look at some form of review before purchasing anything, especially anything of value. See appendix two 2.4. This ensures they are making the correct purchase. Companies need to identify with this, and listen to their consumers, as it could benefit their reputation and boost sales.

Having a space for customers to put their opinions and reviews on a product can benefit the company, especially if the product is a success and millennials like it. They will hopefully be encouraged say good things to promote the product.

In a focus group all participants agreed that they get frustrated if a product does not have any reviews or if it does not let them put their own opinion on the website. Having space to express their opinion will then encourage repeat sales and potentially new customers. Millennials tend to express themselves if they have had a very good or a very bad experience whilst shopping, in-store and online. Millennials primarily do this on social media and through word of mouth.

This theory is more important for the beauty industry as it is one of the largest conversation starters for people. It is often one of the first things younger millennials see when speaking to one another.





Even though the power of millennials is talking on social media, website reviews and words of mouth as this is becoming increasingly more trust worthy.

In 2017 the most popular way of also getting through to millennials is heavily pointed to influencers, bloggers and celebrities to promote products through their social media platforms. In 2018 companies will spend on average 41% of their marketing budget to online promotion and 25% of it on social media specifically, it is expected to rise to 45% by 2020. (Webstrategies.com, 2017) This shows that companies trust influencers, bloggers and celebrities to advertise on their platform to promote, much more than their own social media accounts as millennials do trust their opinions over the companies themselves trying to sell the product. Although in a focus group the participants felt that social media is being taken over by adverts, they know that the adverts are there but they ignore them, as they are more annoying than anything else. See appendix 2.3





In primary research when asking 100 millennials in a questionnaire if they trusted an influencer or friends and family opinion more, this resulted in 72% answering that they trusted friends and family the most. See appendix 1.4. This shows the biggest power for the customers once they have been shopping are their opinion, not only online but talking to people, especially friends and family having the bigger impact.

Power
of
millennials



With social media influencers being such a big impact on beauty brands, successful collaborations can work very well if done correctly. One very big success from this was the launch from Becca Cosmetics 'Champagne Pop' highlighter by Jaclyn Hill with a huge 4.6 million followers on Instagram and 4.5 million YouTube subscribers. Becca sold 25,000 highlighters in 20 minutes when the product launched only at Sephora. Within fifteen months the success of the launch was so big Estee Lauder companies bought Becca Cosmetics in October 2016 for \$200 million. The Power of social media influencers gave Becca Cosmetics its name since July 2015 when Champagne Pop was released (Li, S. 2017).

figure 14



On the other hand, it may have a negative effect because millennials will also be the first to also report a that brand that is not working for them

It is proven in the primary research that the marketing strategies do usually work to an extent, although the shopping experience and the quality of the products are more important. See appendix 2.6 and 2.2. Millennials are very easily in contact with anyone and everyone through their own social media. This can easily make or break a brand over one negative social media post.





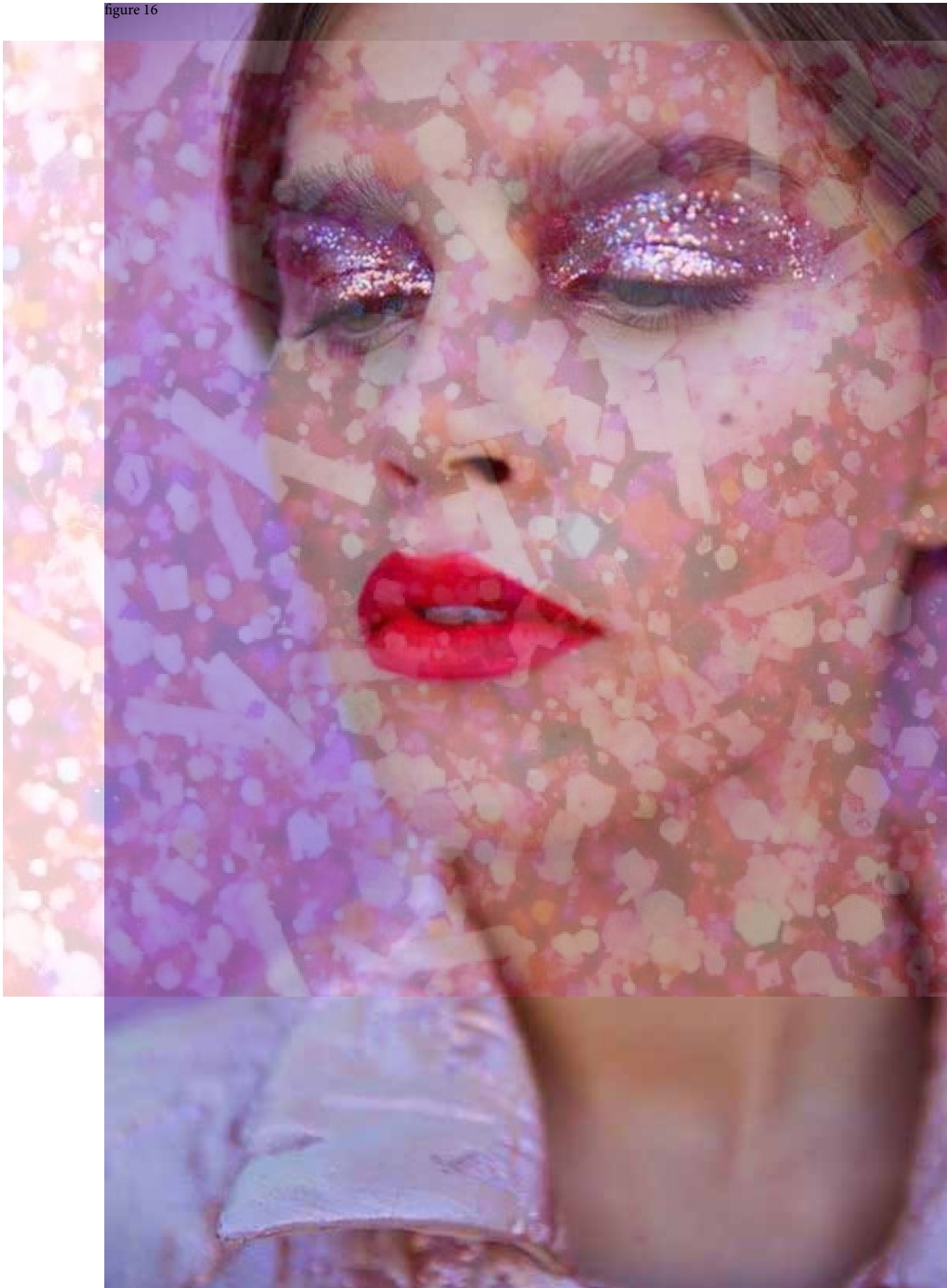
One recent example is the popular online clothing brand 'Pretty Little Thing'. They launched a clothing range in collaboration with celebrity Kourtney Kardashian. On the day of the launch, twitter went into melt down, after the advertising had created much anticipation however many of the customers did not like the range they had created. It is currently all still in stock and already in the sale a month after launching. On the same day, competing company 'Miss Guided' took this to their advantage, by replying to the disappointed customers on twitter with discount codes for their website, so customers purchased from Miss Guided. Consequently did not buy from the new range on 'Pretty Little Thing'. This illustrates how millennials can the power on social media to make a success or a failure of a company and will easily move to another company if they get treated better or offered discounts.

This was originally a huge threat for Miss Guided as Kourtney Kardashian is such a big name in the media and popular with many millennials. For 'Pretty Little Thing' to have a popular celebrity endorsement meant they had potential to have major profits. However as they discovered the range had to suit the customer. It worked in Miss Guided' s favour and bought customers back to their own site!

This is why companies need to keep up with the millennials, if they are not happy, they will fully express and can cause quite a disruption.

In a focus group, see appendix 2.7, everyone agreed that if there was a celebrity endorsement with a brand they were more likely to make a purchase. Especially if they knew and trusted the celebrities' opinion. This is the reason why so many companies now try to use celebrities and influencers for campaigns. Millennials feel they can relate to them and feel an affinity with the company. The celebrities can back up the companies' ethics and authenticity, which in the case of 'Pretty Little Thing' I was clear that you have to have a worthy product too.

figure 16



need to be extra

With the rise of social media in the past 10 years, 89% of millennials are now on Instagram (Fuscaldo, 2017), with this being their most popular platform, specifically beauty brands have recognised this as 96% of beauty related brands have an Instagram account to capture millennial attention. (Share of bands that have an Instagram profile as of March 2016, 2017)

A company needs to be transparent, authentic and entertaining, as millennials will easily lose interest, as their attention spans are one second less than a fish, at eight seconds! What companies need to recognise now is that having social media accounts is not enough to gain interest alone. They need to go above and beyond and be aware of what other successful companies are doing to be innovative both on the high street and online to capture attention and be relevant for new generations. Millennials want their information now and the products yesterday!

Most companies are fighting to win customers. Millennials would rather have quality over quantity. They want to know their money is going in the right place, but to work it all out as simply as possible. Brands need to come up with new innovative marketing ideas, although if a product or campaign is complex and lengthy, millennials will not engage. If they cannot figure the product out at a glance, they do not bother to explore further. Apple is a prime example of successful. They are stylish, good quality, popular, and not complex.

Millennials are said to be better at multitasking and their technological minds are beyond what Generation X can comprehend. A study by the National Library of Medicine discovered 79% of millennial respondents regularly use dual screens, for example, using their phones when watching the TV, this shows they find multi tasking easier and do it on a regular basis (Minds and Technology, 2017)



Millennials
want their
information now



and the
products
yesterday!

Television advertisements

Television adverts are hardest to get away from on live TV where they are forced to watch them in breaks, they cannot scroll past and ignore them as easily like on social media. On average millennials spend around 4 hours in front of the TV a day (Washington Post, 2017) which gives a lot of opportunity for companies to make an impact on viewers to make an advert very memorable.

In a questionnaire carried out for millennials, 'what is the most memorable advert you've seen?' Was asked, the results were that 97% of responses claimed they remembered a TV advert. See appendix 1.6. This was surprising as there are such a variety of adverts that people see everyday for example, on social media, fliers, posters and e-mails. This shows that companies should invest more into television adverts, as they are the most memorable to millennials. Looking into the responses the most popular advert mentioned by 20% of the participants was John Lewis adverts, Cadburys was 10% and Specsavers 5%, see appendix one for other responses from the questionnaire. The key characteristics of the John Lewis advert is that it has a story line, catchy relevant song and emotive. It is possible that if companies took on these characteristics and applied them to their own adverts, millennials may remember them more. In a focus group held, they also all agreed, if the advert was either very funny or have a storyline they are more likely to remember it. See appendix 2.5



Analysing this further in primary research, a questionnaire asking 'have you bought anything because it looked good in an advert?', was asked, see appendix 1.3, this was also open ended as the respondents could of said anything from any advert on any platform. Interestingly, 52% said they had been encouraged to buy something and 20% of respondents said they were encouraged to buy beauty and cosmetic related products over anything else. This proves that beauty companies should ensure they have strong television adverts. Millennials will be encouraged to purchase from these, especially as beauty is such a strong interest to young millennials.



figure 17



Beauty bay advert

Beauty bay is a beauty brand distributor that ships around the UK. They commonly sell products that are not accessible in the UK in stores, which is what makes them so popular.

Beauty bay have recognised the fact that millennials remember television adverts and launched their own advert last month, which was aired in the adverts of the Great British Bake Off final. This worked amazing for Beauty Bay. 7.3 million people watched the Bake off final (Stolworthy, 2017), which meant millions of people will have seen the advert and hopefully considered buying from the brand. It had characters with bright and bold make up on and they were walking through a luxurious shop and destroying it with make up. It also had a catchy theme tune in the background. It caught the eye of the researcher predominantly as it looked like something that would have been fun to do and made the viewers want to know what make up they were wearing.

' Driven by our ambition to revolutionise conventional shopping norms we inspire a desire to explore and experiment outside of tradition. Championing emerging brands and encouraging individuality join us in pursuit of self-discovery. (beautybay.com, 2017)

A millennial watching the TV, an advert comes on, they go on their phone which results in them being exposed to adverts at the same time, on their phone, tablet or laptop although it is proven in a Mintel study (Mintel, Digital Advertising, 2017) almost 29% of consumers who say they recently noticed online ads did not notice any of them on either a tablet or smartphone, it really highlights the ineffectiveness of online and mobile adverts as not many recognised them on their devices, even though it is one of the most popular places to advertise, millennials have grown up with them in these common places, as highlighted in the research that they do not pay attention to them.



RE'S A
N IN TOWN

enBB



47
RE'S A
N IN TOWN



figure 18

The background of the entire image is a dense, vibrant pattern of pink and purple confetti. The confetti consists of various shapes, including small dots, larger hexagons, and elongated, thin rectangular pieces. The colors range from light pink to deep magenta and purple, with some pieces having a metallic or iridescent sheen. In the center of the image, there is a white rectangular box. Inside this box, the word "Two" is written in a cursive, script font. The letters of "Two" are filled with a pattern of the same pink and purple confetti as the background, making the text appear to be part of the overall design.

Two



Cosmetic
market

cosmetic market

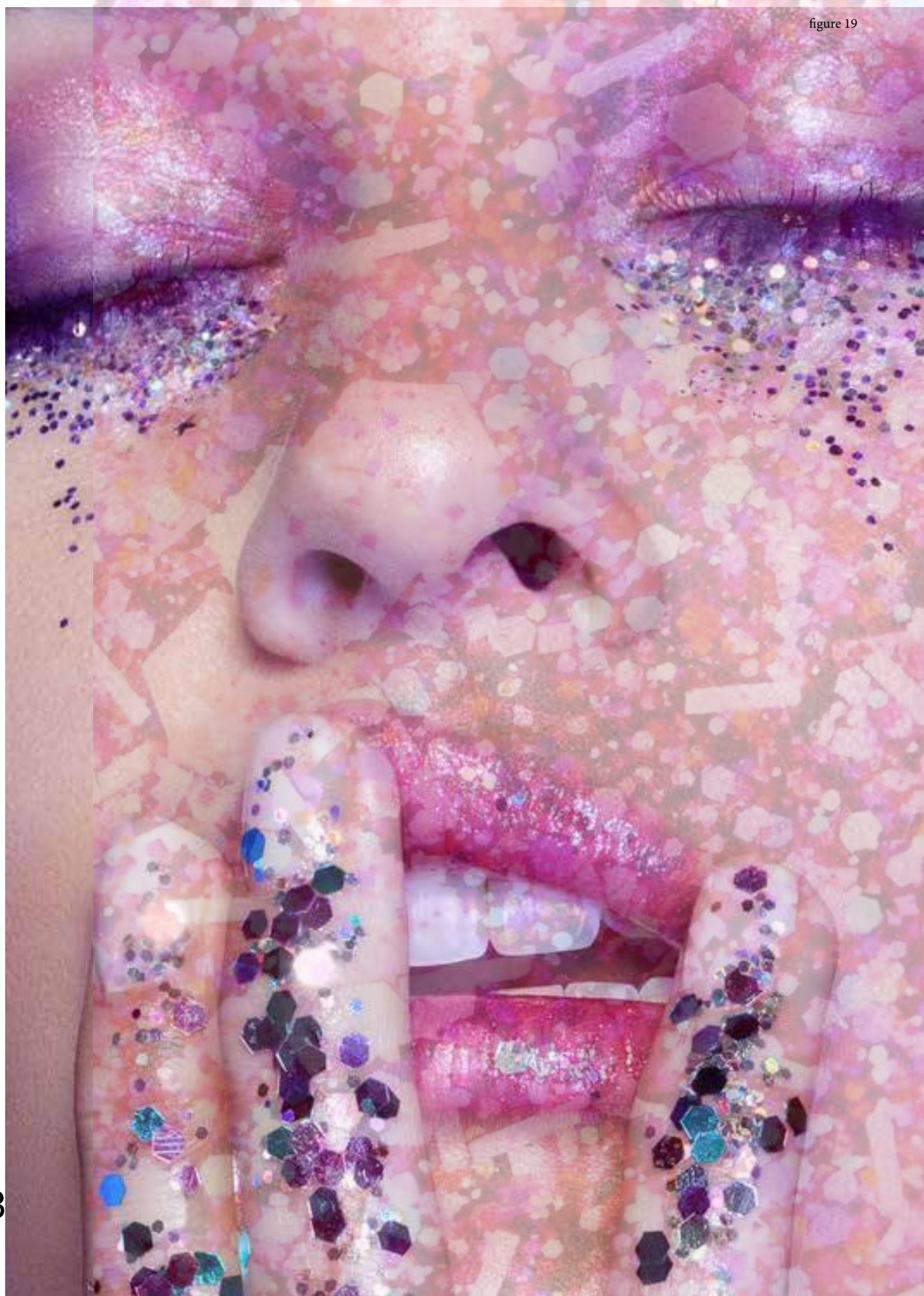
The cosmetics market has been rising over the years; it has grown an estimated four percent in comparison to 2015, and with millennials not looking like they are going to stop buying into the cosmetics any time soon, as 'Millennials are twice as likely to be heavy buyers of cosmetics and account for 47% of it.' (Emarketer.com, 2017) the market is predicted to grow to 20.1 billion dollars by 2019 (Facts, 2017).

Millennial women are largely to thank for the rise as they are buying nearly 25 percent more cosmetics than they did two years ago (Creswell, 2017). Along with their presence on social media and interacting with beauty brands 82% of women now believe that social media drives trends rather than the traditional ways of trends coming from the catwalk. It is proven how strong beauty as a topic online as 89.31% of female dominated You Tube videos are related to make-up and cosmetics (Digiday, 2017).

figure 20



figure 19



experimental millennials

Many millennials love to experiment with their appearance, which is one of the reasons why YouTube videos are so successful, with global views of beauty videos on YouTube surged 60 percent, to 219 billion, according to Pixability, 2017.

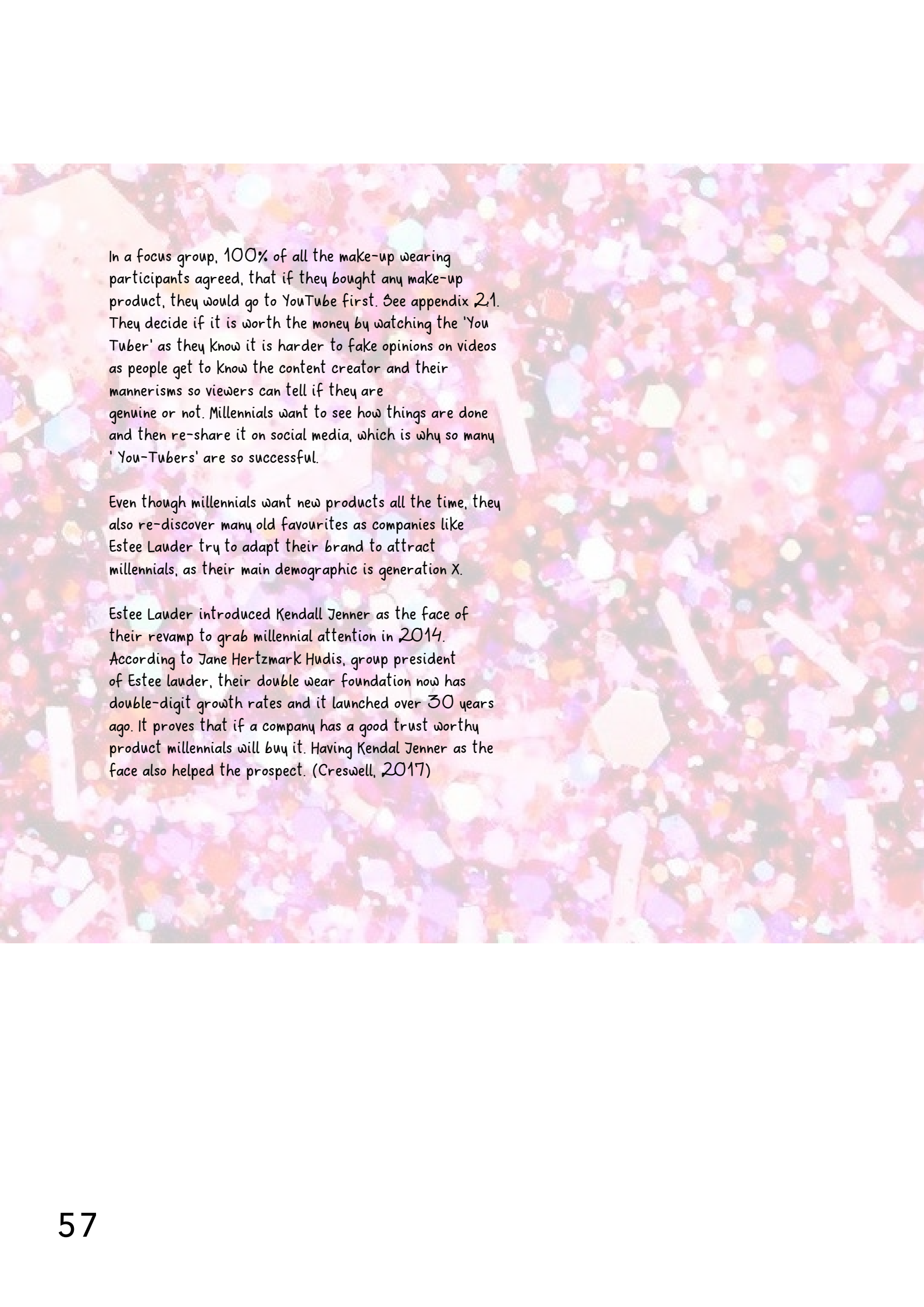
'How-to tutorials,' 'hauls' and 'favourites' are in the top 10 most popular types of videos on YouTube, to support this in further primary research it showed 35% of people would go to YouTube first to see a review or advice on a product, see appendix 1.1 which is the most popular type of video on YouTube (blog. Printsom.com, 2017). This shows millennials would rather watch videos as 1 in 3 like to share what they have done or seen on social media and the most shareable type of marketing is videos. This is the reason why video ads are so popular as they are easy to watch and share, and talk about.

An investigation by global cosmetic industry by Krista McAulay in 2017, said "Millennials build trust with beauty brands or particular products through online reviews, which could be sourced from YouTube beauty bloggers, Instagram stars or beauty bloggers. They can also build trust by trying the product on in-store prior to making a purchase decision, particularly if they're concerned with texture, smell, taste or any other quality of a product. "







The background of the page is a dense field of pink and white confetti, with some larger, irregular white shapes interspersed among the smaller, more uniform pink pieces.

In a focus group, 100% of all the make-up wearing participants agreed, that if they bought any make-up product, they would go to YouTube first. See appendix 2.1. They decide if it is worth the money by watching the 'You Tuber' as they know it is harder to fake opinions on videos as people get to know the content creator and their mannerisms so viewers can tell if they are genuine or not. Millennials want to see how things are done and then re-share it on social media, which is why so many 'You-Tubers' are so successful.

Even though millennials want new products all the time, they also re-discover many old favourites as companies like Estee Lauder try to adapt their brand to attract millennials, as their main demographic is generation X.

Estee Lauder introduced Kendall Jenner as the face of their revamp to grab millennial attention in 2014. According to Jane Hertzmark Hudis, group president of Estee lauder, their double wear foundation now has double-digit growth rates and it launched over 30 years ago. It proves that if a company has a good trust worthy product millennials will buy it. Having Kendal Jenner as the face also helped the prospect. (Creswell, 2017)

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three



consumerism

Even though 89% of consumers aged 18-34 trust reviews, they are very aware to take everything with a pinch of salt.

In a focus group, the question '89% of consumers aged 18-34 trust reviews, would you agree with this statement?' see appendix, 24, was asked and the response was that they would all 100% agree and definitely read and trust reviews, although they were all aware that many people write reviews if they have a very positive or very negative experience, there is rarely anything in-between.

Everyone said they would always read the reviews, as they wanted the best for their money. Sometimes a product may say one star out of five, but they all wanted to know why it got one star, so they are willing to read even the bad reviews. When purchasing an expensive product, consumers would want a detailed specification on the product so they can have a thorough idea of it before going forward with a purchase.

Comparing this to purchasing make up, the participants of the group who wore make-up agreed that when purchasing, they would rarely take on-board many of the reviews online as everyone's opinion and skin type and preferences in make up is different. Most of the time they said they would not know what type of skin they have before hand, only how the product worked on a face they did not know. One person may love it, someone else may hate it. It is subjective to opinion. Discussing further it was concluded their that favourite way of getting reviews from make up is to watch YouTube videos as they can see the make up being applied and see first hand the influencers opinion. On the YouTube video the creator would generally tell the viewers their skin type and preferences, which makes it easier for viewers to purchase and make a decision as they can compare to their own make-up preferences. This is a key way in selling a product to millennials as they prefer how easy videos are to watch and share with others.



Take everything with a pinch of salt,

figure 24



INSTITUTE To Love Somebody



INSTITUTE To Love Somebody



lipstick effect

Disposable income is more prominent with millennials, although they are getting older and more of the working age, they are also holding off on making big purchases, like houses. The reason being is that they grew up with the recession and more recently Brexit, with that being put into place soon it has largely put financial strain on the country, therefore they are trying to save and be savvy with their money.

With this in mind, most millennials still want to treat themselves with some 'cheap treats'. This is why there is a rise of purchasing small luxuries, such as; takeaway coffees, sparkling wine, perfume and most importantly, lipstick! They are small affordable things they can buy to give a cheap thrill that will not break the bank.

The managing director at John Lewis commented, Beauty Product sales have risen 7% more than 2016, with lipstick specifically risen 31% in three months (Butler, 2017). Toby Clark at Mintel commented, 'In the last recession premium fragrances did really well. Beauty is just a really good example of an indulgent purchase that is relatively affordable so you can treat yourself without breaking the bank.'

One company making a large mark on millennials are Too Faced, with their millennial pink branding, their sweets scented and better than sex products. Millennials have made it one of the most dynamic brands in the world (The Business of Fashion, 2017). One of the factors that makes Too Faced work so well is that millennials are more experimental and very quick to react to trends and for them, social media is the place where they discover what the next big thing is with 82% of people believing that social media drives make-up trends (Murphy, 2017)

Too Faced have 9.4 million followers on Instagram and having collaboration with influencers like, Kat Von D, with 6.3 million followers on Instagram and Nikkie Tutorials, with 8.6 million Instagram followers. Millennials want to buy into products of the people they follow on social media create which makes it seem inevitable that Too Faced would be a success.

In November 2016, Estee Lauder Companies bought Too Faced for \$1.45 Billion. It was a strange purchase as first as they are both two very different companies. This shows Estee Lauder have recognised how much of an impact millennials are making on the beauty industry, therefore the large purchase of Too Faced was brilliant for Estee Lauder as they can attract and invest into the millennial market and increase Estee Lauder's already large profits as Too Faced made more than \$270 million in sales in 2016, creating a growth of more than 70% for the year.
(Los Angeles Time, 2016)

Are they better than sex?

figure 26



figure 25



figure 27



figure 28



The background of the entire image is a dense, vibrant pattern of pink and purple confetti. The confetti consists of various shapes, including small circles, larger hexagons, and elongated rectangular pieces, all in shades of magenta, fuchsia, and light pink. In the center of the image, there is a white rectangular area. Within this white area, the word "fairy" is written in a cursive, handwritten-style font. The letters of the word are filled with a colorful, abstract pattern that matches the overall theme of the confetti background, featuring swirls of pink, purple, and orange.

fairy



Raid
advertisements

With the rise of online influencers and most of them having a larger following than actual brands themselves. It is now very common for brands to pay influencers to promote their products on their social media platforms to get more awareness and promotion of their products. For example, Neutrogena have 279k followers on Instagram and they recently did a paid sponsorship with Tanya Burr who has 3.2 million followers on Instagram, therefore it gives Neutrogena wider promotion over social media. This is good for Neutrogena as they can utilise the influencers for their large following and they can influence their followers to buy the product to encourage more sales.

One issue with this is that people are now aware of how much influencers can get paid to do paid promotions. Depending how many followers they have depends on how much pay they receive, for example, if an influencer has 1 million followers they can charge around £1,000 per post. Therefore if Tanya Burr has 3.2 million followers, she could earn up to £3,500 per sponsored post or more.

People are now losing trust in companies or influencers who are getting paid excessively to do these types of promotions. The reason for losing trust is that the product may not be as good as they claim and they may think the influencer is only doing the sponsored content for the money so they will be talking falsely about a product.

There is also a lot of controversy as many influencers also do not state if the post or video is sponsored as Under Federal Trade Commission rules, influencers must say if a post has been paid for so must use hash tags like #ad or #spon and the companies name to make it clear to their audience as many have been mis-lead over the past year. (Federal Trade Commission, 2017)

figure 29



figure 30



#spon #ad



In a questionnaire carried out to millennials asking 'do you trust sponsored content?' 72% answered no. See appendix 1.2, Which shows, even though the product maybe reaching many followers, they may not be as convinced to buy a product anymore as mentioned in a focus group, a companies product should be so good, that they do not need people to sponsor their product as sponsoring influencers to say good things shows that a company feel like the product needs help promoting and it isn't doing well in the market, consequently followers do not believe in the product it as much as they should. See appendix 2.2

Brand trips are now very popular too taking influencers on an all expenses paid trip to places such as Bora Bora, Hawaii, New York and Paris as it can be cheaper to pay for a whole trip than paying each individual influencer to do a sponsored post on their social media.

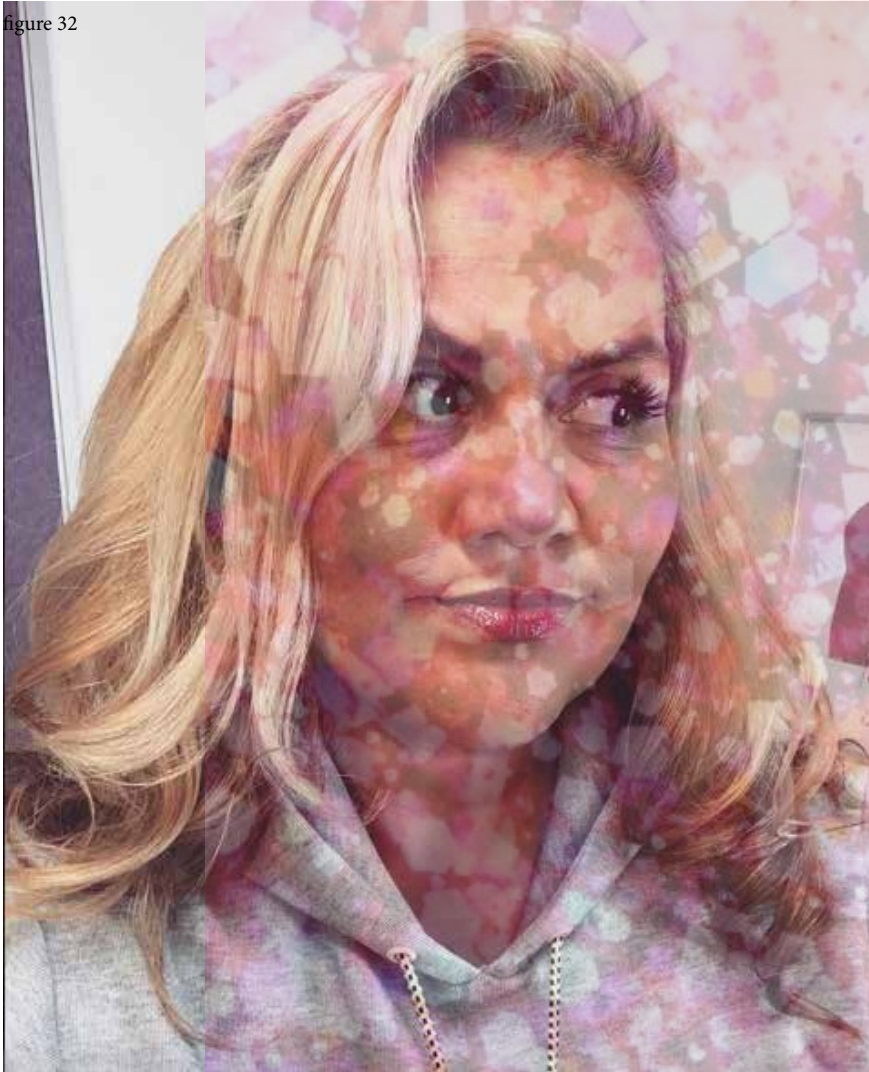
The trips will make the company look more transparent and fun. Brands want close relationships with influencers to ensure they always say good things about them, which means they'll have free promotion, as influencers will most likely capture their favourite moments on their social media.

Companies should spend less money on sponsored content and more money improving the product.

figure 31



figure 32



"to be honest, I think these massive press trips going on in the states make a joke of the industry-and don't even get me started on #squadgoals!"

The background of the page is a vibrant, abstract pattern composed of numerous small, irregular geometric shapes in shades of pink, purple, and white. The shapes vary in size and orientation, creating a dynamic and textured visual effect. The overall color palette is soft yet energetic, with a mix of pastel and slightly more saturated tones.

Caroline Hirons

Successful skincare blogger Caroline Hirons has a very strong opinion on influencers working in partnership or affiliating with brands, as many influencers always seem to be trying to sell or promote a product, not many blogs videos or social media posts are authentic anymore. Brands are trying to take over and write what they want.

"I wish that some bloggers would wake up a bit and realise that they're being taken advantage of by brands. A fantastic press trip might cost a brand £20,000 but what would it cost if they paid each of those bloggers to do a sponsored post? The trip is much cheaper"

The background is a dense, colorful pattern of confetti and glitter. The colors are primarily shades of pink, magenta, and red, with interspersed specks of purple, blue, green, and yellow. The confetti consists of various shapes, including small circles, hexagons, and elongated, thin pieces. A white rectangular frame is centered on the page, containing the word "five" in a cursive script.

five



master
millennial
minds

Ad blocker brain

Primarily millennials want companies to be transparent and involve them as much as possible.

In primary research carried out 54% of 18-34 year olds voted if an ad were interactive they would pay attention to it more. See appendix 1.6. This supports research from IPG Media lab, which the study found "interactive video ads drive a 47% gain in time spent with a marketing message compared to a non- interactive ad" (Mobile Marketer, 2017). These results are beneficial as the study found the option to interact made the advert 32% more memorable and nine times higher impact on purchase intent, this is a positive result that in the future advertisements will still work on millennials, but just have to create them in different ways.





figure 33

With this investigation being released, Instagram started to make a 'poll' option on Instagram stories shortly after. This encouraged people to interact with the images or videos posted by users giving the viewer an option, as many people now click through the posts so quickly, they do not fully pay attention to them and they will not remember them. This new feature can now encourage viewers to interact with the other accounts, which make the stories memorable. Millennials also like to give their opinions, which will encourage them to make decisions even more. This new feature then supports the research by IPG Media Lab proving interactive posts work positively on Millennials. A study at The University of New Hampshire found that 'engagement rates on their Instagram stories had received on average 3,345 impressions. The first poll received a 50% impressions increase while the second one received a 67% impressions jump, compared to the standard average.' (medium, 2017) this shows that millennials are definitely interacting and like using the features, this may then encourage Instagram to make more functions like this in the future.





5.2 Hearst // Instagram // Snapchat

With 89% of millennials now on Instagram (Fuscaldo, 2017) it is now the highest social media platform across millennials, this is highlighted in fashion week as Instagram interactions tripled through the week with fashion related posts and interactions rose on Instagram to 709 million.

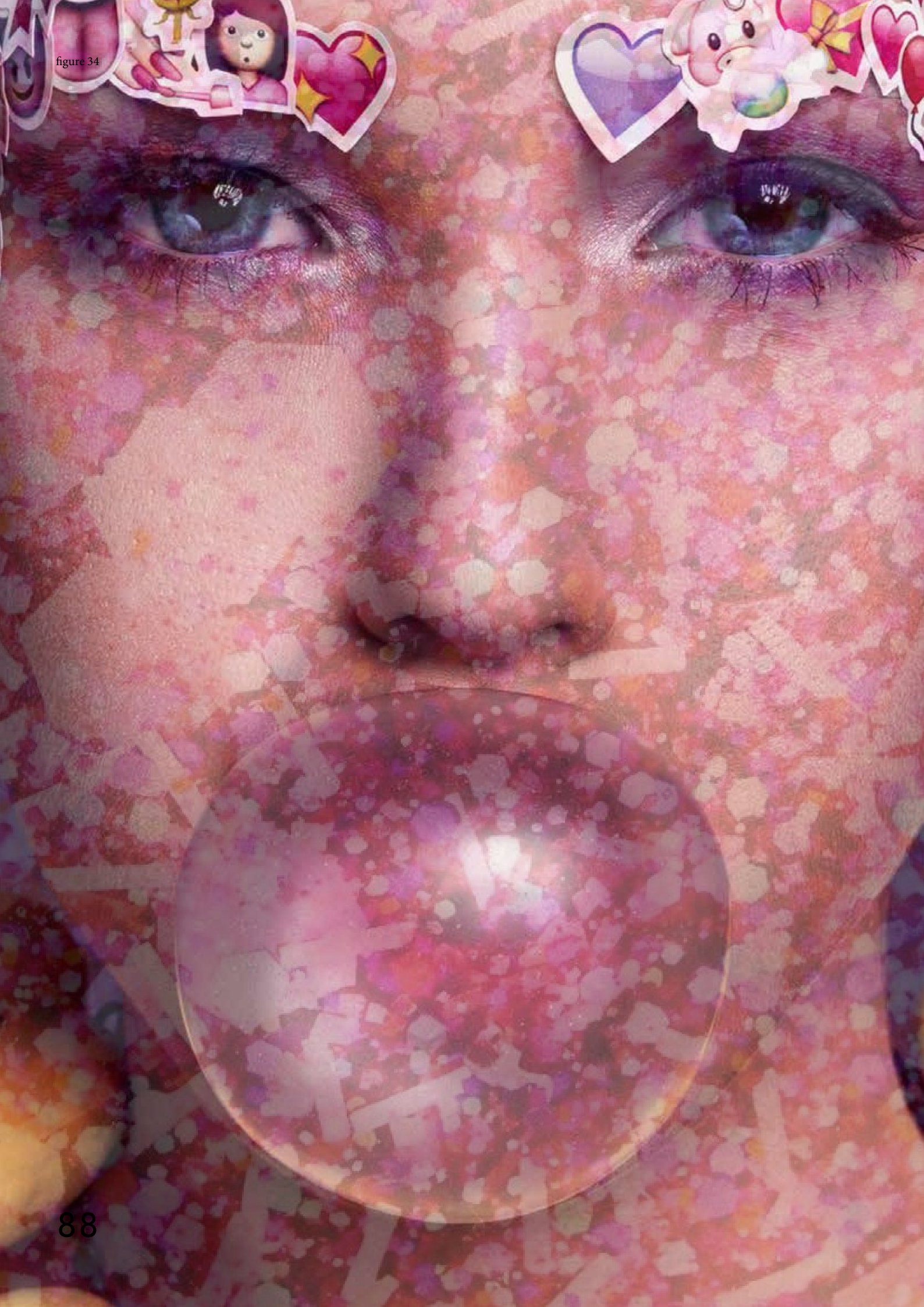
Consequently, snapchat that is another popular photo sharing social media for millennials is in a decline. Since Instagram introduced Instagram stories, (temporary images people can send to others) users have grown more than 250 million since the launch in August 2016; the reason for the rise is that comparing Instagram stories to snapchat, it is an easier platform for influencers to make money through sponsored posts. Large social media influencers have also been cutting their Snapchats by 33% as they find the platform easier to promote themselves as it can reach a wider audience. It is easier for millennials to use as they can watch all the people they are following on Instagram and not change apps.

Hearst Magazines, owner of magazines such as Harpers Bazaar, Cosmopolitan, Elle and Good House Keeping, have started to post-double weekly updates and behind the scenes content from their head office on 'snapchat discover'. Each post brings in on average 2 million visitors each week. This is great for the company as they have had a 60% drop on website traffic in August from the previous year. This also encouraged a younger audience to read from the magazines with 75% of the audience were between the ages of 13-24. The reason behind this strategy is that there is a growth in video advertisements to capture millennial attention more.

When Comparing the two articles it is felt by the researcher that since there is such a large interest in Instagram recently that if Hearst magazines posted more 'behind the scenes' and could 'swipe up' to read on Instagram there maybe more readers and a wider audience as Instagram is popular for ages 13-34 in comparison to snapchat demographic being much younger. Even though Instagram has large impressions over fashion week, it shows that people are definitely using it more over snapchat in general, therefore if Hearst made the move over to Instagram than snapchat it is predicted by the researcher that it would be a success and will have a larger demographic.



figure 34



Conclusion

The initial intention for this dissertation was to understand how brands need to keep up with millennials and how they are different from other generations.

From investigating into the subject it is obvious that the millennial generation are like no other, with them growing up into a developing technological environment. Most are savvy and who know what they want and consequently they are not afraid to express how they feel about any matter.

From researching into millennials it has presented that current marketing strategies are very hard to capture most millennial attention, as they know how to get the most accurate opinions and reviews of products. They do not need an advertisement to push them to buy a product. This can then be a great advantage to companies as brands can listen to Millennials and understand what they want, it will only make the company stronger if they are transparent with the customers and respond to what they like.

With the rise of brands paying influencers to use their platforms to promote themselves has consequently encouraged millennials to lose trust with influencers. Originally many millennials trusted influencer's opinions over anyone else's, which is now not the case as the rise of paid promotions has resulted in millennials now trusting their friends and family more than influencers.

To keep millennials interested is the most important part of marketing to them as millennials grew up with adverts around them. It is now harder to be different and innovative in comparison to competitors on the high street and online as companies are always fighting for millennial attention.

Beauty Bay is a great role model to the in development of grasping millennial attention as they have recognised that there is no escaping live television adverts, therefore millennials can remember it more whereas on social media it is easier to scroll past and not recognise them. Competitors need to also recognise this as it is felt by the researcher that it will be successful across other companies.

Along with television adverts potentially growing in the future, there still needs to be an innovative way to attract millennials to take their time and watch adverts, hopefully with the recent discovery of interactive adverts they will encourage millennials more.

To conclude, companies need to be transparent, innovative and exciting to keep millennials entertained and encourage repeat sales, they are savvy and can easily get bored. Brands need to recognise marketing will never be the same again as they are so different to other generations. This is why brands need to keep up with the millennials.



From investigating into millennials throughout this dissertation, the researcher has discovered that millennials will most likely be more involved in the creative process of what arrives in shops as they are the most verbal generation. They especially rely on social media, so will tell companies what they want and do not want. As millennials are more savvy they are more inclined to only buy what they know will be worth their while. Companies should use this to their advantage as the customers can spoon-feed them what they want. This proves that companies should listen to millennials. They could learn from in the recent disappointment of the Kourtney Kardashian range with 'Pretty Little Thing'.

With this in mind, companies need to be more transparent and communicate with customers to encourage the maximum amount of millennials shopping with them, keeping their reputation strong.

Millennials know many trends start on social media through influencers, not the catwalk, (as discovered with Becca Cosmetics) If millennials really like a product and it goes viral online, is collaborated with the correct and fitting influencer, millennials will want to buy it. This brings great success to the companies future if they proceed to make great products and listen!

Recommendations

For the future of advertisements, The researcher feels that television adverts will be on the rise, as mentioned in the primary research. Millennials do remember and are influenced by them if they are good and memorable. Whereas they can skip past them more easily on their phones, tablets and laptops.

Beauty Bay also, have recognised the impact television adverts have on millennials after releasing their own television advert very recently.

They cannot escape adverts as easily when watching live tv. This was also highlighted in the primary research showing 20% of millennials being influenced to buy beauty products from adverts, with the majority being television adverts. From the launch of the advert the researcher feels that many beauty companies would do well to recognise this and follow in their footpath as it shows they make an enormous impact.







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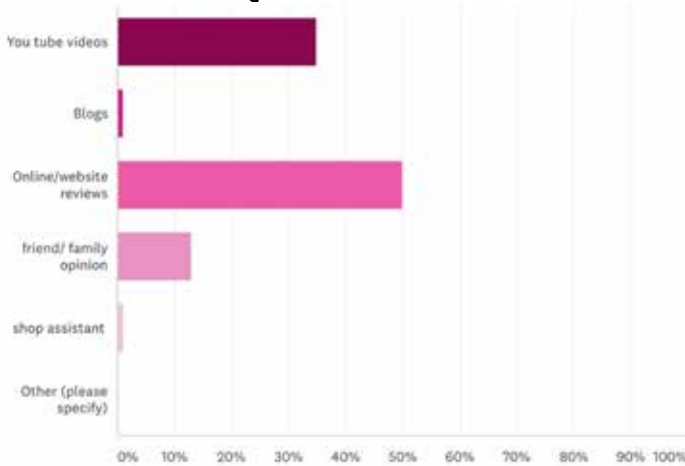
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Appendix

one

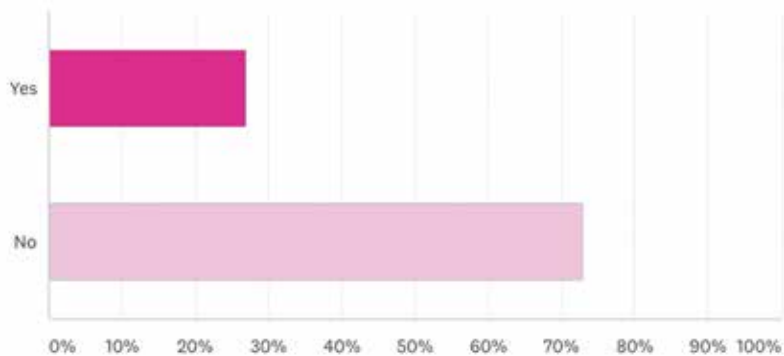
1.1

Where would you go for advice if you want to buy a new product?



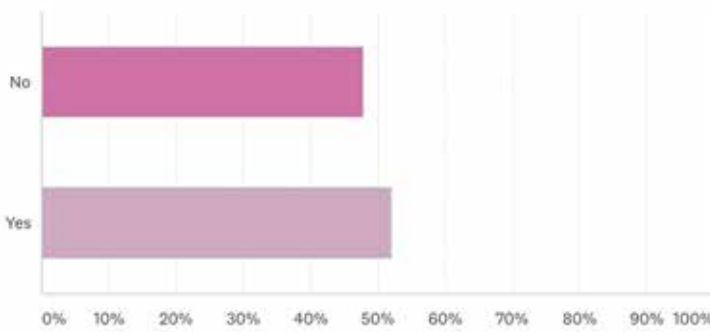
1.2

Do you trust sponsored content?



1.3

Have you bought anything because it looked good in an advert? if yes, what was it?



makeup brush machine cleaner

McDonalds

Beauty products

Bare minerals

Hair products

loads

Clothes

Skin care

A dress from Very

Jml hair straightening brush

Make up

Shoes

Multiple items

Tamagotchi

Razor

Shoes

whitening toothpaste

Mascara

Waist trainer - was shit

Lots of things, not sure exactly what

Trainers

Jacket

Mascara

Cilit bang cleaning spray

Shampoo

Fashion

Food box

Clothing, toys, household items.

Theatre tickets

Usually make up

Drawing tablet

Pepsi Max ginger

Food

Barry M Highlighter drops

Babaliss hair curlers

Shower gel

Food

Makeup brushes

Jumper

Games

Phone

Yogurt

Trainers

Clothes, makeup etc

Hair dye

Can't remember

Makeup items

Estee Lauder night serum

Garnier Miceller Water

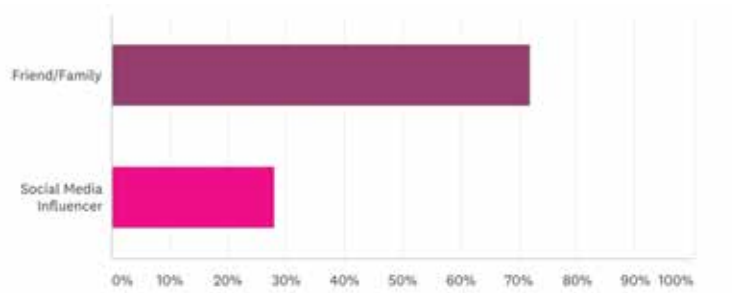
Dress

clothes on models with much nicer bodies than my own!

Proactive

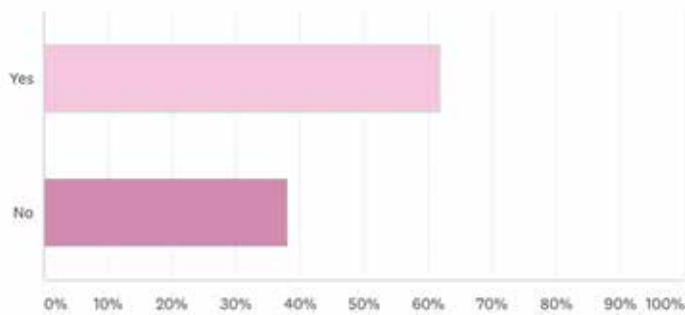
1.4

Are you more likely to buy something if a friend/ family or a social media influencer recommended it?



1.5

If an ad were interactive, do you feel like you would engage in it more?



What is the most memorable advert you've seen?

| | | | |
|--|---------------------------------|-------------------------------------|-------------------------------------|
| John Lewis Christmas ads | Cola advert at Christmas | Can't think of an example but one | Coca Cola |
| Specsavers | John Lewis Christmas advert. | where you are guessing 'what is | john lewis xmas adverts |
| Lloyds | Didn't buy product but it was | this for' the whole way through | A pretty little thing advert. The |
| John Lewis Christmas advert | very emotive. | ABH dip brow demonstration on | Kourtney Kardashian collab and |
| Christmas John Lewis | Maltesers | Instagram | also any tv advert usually grabs |
| Kiehls remixing Halloween makeup | Compare the market | Skittles | my attention |
| Coca Cola Christmas and Hovis | John Lewis adverts | John Lewis | John Lewis penguin advert at |
| through the years advert | Bud. Wise. R | John Lewis Christmas advert or | Christmas |
| The animal charity ads as they pull | can't think of one | hadibos adverts! | L'Oreal true match foundation |
| on the heartstrings | Invictus aftershave ad | Moneysupermarket | christmas coca cola |
| A John Lewis Christmas advert | Rekorderlig ice skating advert | Sony bouncy balls ad | Go compare |
| Spec savers dead cat ad | Apple iPhone 6s | Coca Cola advert | This one for a VW polo where the |
| Specsavers advert when the guy | Coca cola advert with the gay | Coke | owner was driving with his dog in |
| mistakes the hat for a cat And The | sibling | Skittles advert - it was quirky and | the passenger seat, and the dog |
| advert with the moonwalking pony! | McDonalds | funny. | was singing really confidently but |
| Clarks- man hits his head on a | Don't Drink and Drive- the one | The M&S food adverts | in public the dog would get really |
| glass table. | where the driver sees the boy | Chanel Coco Mademoiselle | shy and sing quietly. But then in |
| Oh the cadburys ad with the goril- | he hits and kills everywhere in | Amazon lion advert | the car again, the dog started |
| la init playing, 'In the air tonight' by | day to day life. | The Cadbury adverts with the | singing it's little puppy heart |
| Phil collins. Absolute Chune!!!!!! | A Chinese one about finding | children doing eyebrow moves. | out like a human and it was sooo |
| This girl can campaign | your soulmate | The Mpa plastic surgery adverts...! | funny omg |
| Belly is going to get you think it | John Lewis Christmas adverts | couldn't believe they were allowed | M&S woman catwalk! With ex- |
| was Nike | go compare | to advertise on TV! | ploding colour is quite old now |
| I can't think, but tv adverts with | Muller upgurt with Nicole sher- | Andrex puppy advert | Dairy Milk Ad 2007, Monkey on |
| powerful music always resonate | zinger | The water bottle one, with the | Drums, playing Phil Collins, in the |
| most with me. | Cadburys Gorilla advert - Phil | babies | air tonight |
| Sainsbury's Christmas 2014 | Collins In the Air Tonight | John Lewis Christmas adverts | Apple iPhone X ad |
| Iphonr | Cadburys Gorilla Advert | Every Home needs a Harvey (Dogs | The Skoda cake, money super- |
| Not sure !! | L'oreal | Home tv ad) | market |
| John Lewis Christmas | John Lewis Christmas advert | Pepsi | Cadburys with the kids wiggling |
| Specsavers | Burger King bully advert | Specsavers | their eyebrows |
| Black horse/ Lloyds | John Lewis Christmas advert | Harry bo adverts | Cadburys- eyebrows advert!! |
| John Lewis Christmas advert | Ones with a song | Frosties | Cadbury gorilla |
| The Andrex ones are always memo- | John Lewis | Dior perfume | Cadbury |
| orable because of the cute Labra- | The John Lewis ones that make | Cadburys Chocolate - Drumming | Don't watch adds (skip them or |
| dor puppy in it. | you cry | Gorilla | go on my phone and ignore) |
| | 'The Red car and blue car had | Google Pixel Or Hastings Direct | Any of the John Lewis Christmas |
| | a race, all red wants to do is | phone number | ads... : |
| | stuff his face' | John Lewis Christmas advert | |
| | Nike 2014 World Cup 'winner | Celine | |
| | stays' | Better than sex mascara too faced | |
| | Clearscore (Moose the dog) | | |

two focus groups answers combined together

2.1.

Where would you go for advice if you want to buy a new product?

Google

YouTube can sometimes take too long to watch

Normal reviews are more to the point and can skim read

Some things are sponsored, so do you trust it?

Magazines for beauty etc. - trust more

To buy a camera - youtube

Girls - always watch youtube for make up advice

Youtube you can see things in action and it's hard to fake things // can tell if a youtuber you know is being fake and knows (you have to state if it's sponsored) can see the make up being applied and see first hand the influencers opinion

rarely take on-board many of the reviews online as everyone's opinion and skin type and preferences in make up is different.

One person may love it, someone else may hate it.

Hair tools // electronics - articles / google / ask a friend or someone you know who knows their shit about it

2.2

Opinion on sponsored content?

Depends how 'in your face' it is

Hard to trust it

If the product was good, it wouldn't need to be sponsored

would rather quality product with less adverts

Can tell if they're reading off a script

Not even their opinion

Vlogs - prefer, more casual, trust it more

Trust a youtuber if they've already mentioned it before they have been sponsored by it

Watch some sponsored if already trust their opinion but don't take it fully to heart, not 100% trust

Would never trust people like Love Islands sponsored content

Prefer to see transparency of the product and brand

Prefer seeing a press event on a YouTube video than sponsored videos

2.3

Do you feel that social media has now been taken over by advertisements?

'hell yeah'

70% of Facebook is ads

cookies

everything is linked

sometimes like sponsored posts on Instagram - more visual

start up company - sponsored insta works - gives more press and impressions

so annoying!!!!

sometimes don't care too much about ads on youtube etc because it's their income (so doesn't use ad blocker)

tinder ads! Clever but ignore them

can't go anywhere without seeing them but usually don't pay too much attention, really needs to grab which is rare

24

89% of consumers aged 18-34 trust reviews, would you agree with this statement?
do you always look at reviews?

100%

ebay 1* wouldn't buy it, but want to know why it is 1*
trust amazon more- more reputable

uploaded photos with reviews- funny but ideal to see (PLT customer service twitter)
holidays- don't listen to some reviews (v negative or v positive)
like trip advisor but would take it all to heart
big/ expensive product - need a big detailed review
everyone's opinion is subjective

make-up doesn't suit/fit everyone so hard to read the reviews/ YouTube is better because can see it and know skin type etc.
annoyed when there isn't reviews
want to know quality than anything (best for your money)- technical specs
take everything with a pinch of salt
but always read reviews!

25

Which type of advert grabs your attention the most?

Humorous

Not serious

Hungry house one is funny

Peter Kay havis is funny

Specsavers

Good music - plt advert

No annoying jingle

-----realised all they were talking about were tv ads-----

celebrity endorsements - fit people even more

block them out when walking

everything is voluntary

e.g. skip youtube ads

ignore ones when walking

scroll past

click off and ignore

tv ones you have to sit there but can still hear it in the background

cinema ads & superbowl- enjoy

dominos texts!

e-mails- you signed up for them so you want to see them

vouchers etc.

the ads you want to see

26

Do you think advertisements make a difference in your shopping habits?

If I like the ad, maybe

Only really buy if I do need it too

Ads are reminders

usually buy when I need to, not because of an advert

27

Do influencers/celebrity make a difference in your shopping habits?

If I can afford it!

only if I know I can trust the influencers opinion

Hauls- don't need it, but want to buy it

Some are too luxury/ but they have used high street and luxury so know what's good and what's not

Like relatable people so will encourage more because they're like me

shows we can trust the brand, if they do

X7 girls

X4 boys

