



Millennials:

Shattering the illusion



Forecast Series

Did all cats and dogs behave the same just because they were born between 1980 – 1996?

Probably not!



Contents:

- > **Setting the scene**
- > **Our methodology**
- > **The hopes, fears and dreams of people in the four life stages**
- > **Emotional well-being**
- > **Media habits**
- > **What do Millennials like and admire about brands?**
- > **The value and size of each life stage**
- > **Conclusion: What does this mean for marketers?**

Setting the scene





We are all guilty of talking about 'Millennials' as if they are one group.

We are exposed to myths every single day that talk about the generation by lumping them all together.



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The screenshot shows a blog post on the AdEspresso website. The header includes the AdEspresso logo (by Hootsuite) and navigation links for 'How it works' and 'Features'. A breadcrumb trail reads 'You are here: Home / Blog / 5 Core Characteristics of Millennials and How to Market Based on Each One'. Below the breadcrumb is a navigation menu with 'Academy', 'Guides', 'eBooks', 'Webinars', and 'Blog' (which is highlighted). The main heading of the article is '5 Core Characteristics of Millennials and How to Market Based on Each One'. Below the heading, the post date is 'September 27, 2018', there are '6 Comments', and the author is 'Animalz'. Social sharing icons for Facebook, Twitter, LinkedIn, and Pinterest are visible. The first paragraph of the article reads: 'In 2017, Facebook reported that 70% of millennials are influenced in their holiday buying by Facebook and/or Instagram. Is it a good reason to start marketing to millennials?'. The second paragraph reads: 'You won't be alone out there. Many businesses want to get a piece of the \$200 billion that millennials have at their disposal.' Below the text is a graphic with the title 'HOW TO MARKET TO MILLENNIALS' and three cartoon characters: a man with a smartphone, a woman with a laptop, and a man with a camera and a green bag.

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The screenshot shows a webpage from AdEspresso, a platform for self-employed individuals. The main navigation bar includes categories like START UPS, E-COMMERCE, INSURANCE, GIG ECONOMY, TECH, OFFICE, TAXES, LAW, FUNDING, MARKETING, and PODCASTS. The featured article is in the MARKETING section, titled "Why Every Marketer's Primary Target Today Should Be The Millennial Demographic" by Peter Davidson, dated July 24, 2018. Below the title is a social sharing bar with 2 shares and icons for Facebook (0), Twitter (1), Google+ (0), Pinterest (0), and LinkedIn (1). The article's main image depicts four diverse people (two men and two women) looking at their mobile devices. At the bottom of the page, there is a blue banner with cartoon illustrations of a man with a headset, a woman with glasses, and a man with a beard, connected by lines and icons representing communication and technology.

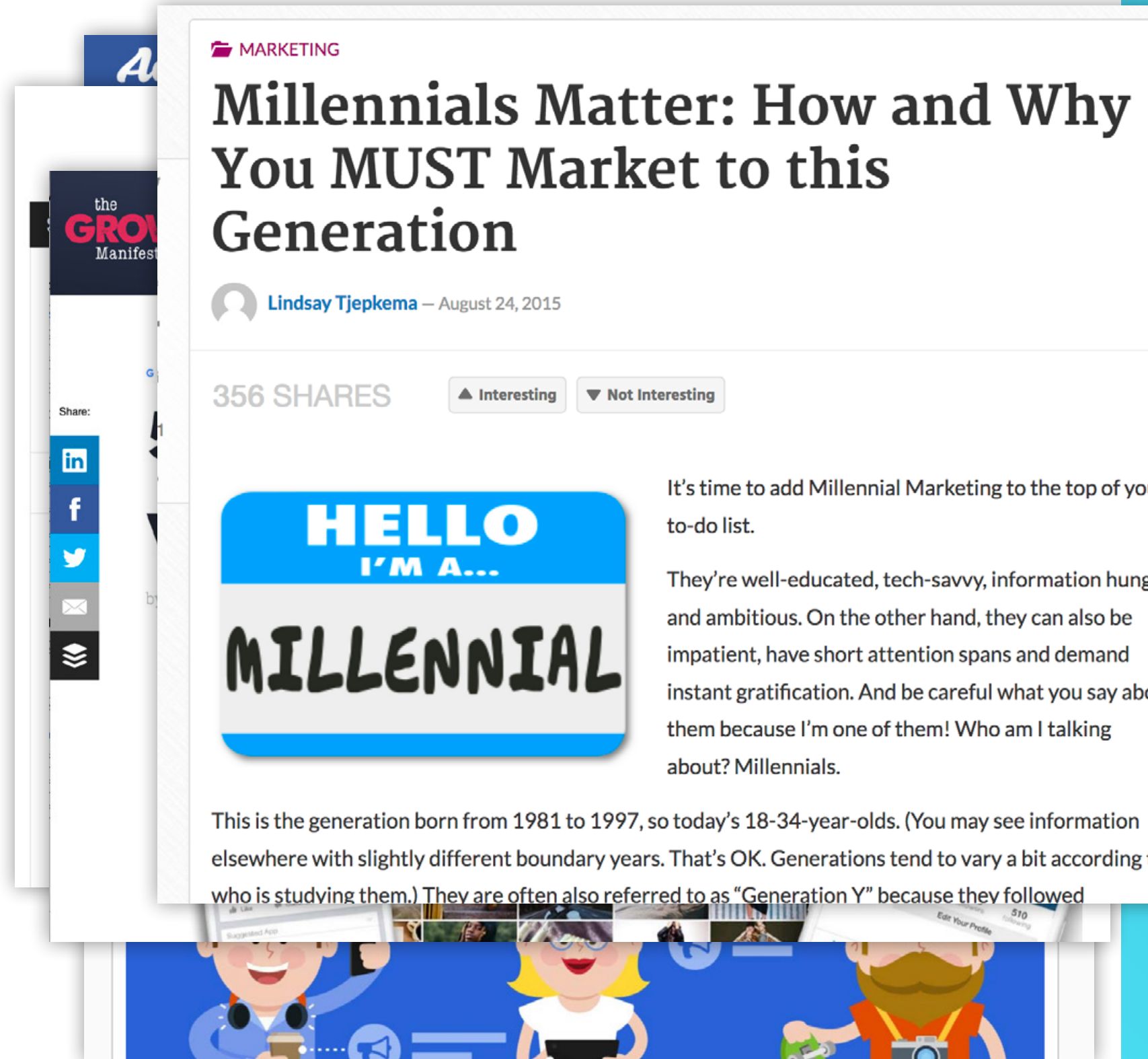
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MARKETING

Millennials Matter: How and Why

Forbes

Billionaires Innovation Leadership Money Consumer Industry Lifestyle F

8,328 views | Sep 18, 2017, 09:00am

What You Need To Know To Market To Millennials

Forbes Communications Council

Rachel Mendler Forbes Councils
Forbes Communications Council CommunityVoice ⓘ

POST WRITTEN BY

Rachel Mendler

Chief Administrative Officer of The Veloz Group and [Beverly Hills Chairs](#), and President of Custom Tobacco

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MARKETING

Millennials Matter: How and Why

Mumbrella Editorial Events Jobs More

The millennials shall inherit the earth (and marketers should pay attention)

Millennials are set to become the world's most powerful consumer cohort, but are financial institutions pivoting their marketing activity quickly enough to best reach and engage them? Facebook's Head of Financial Services, John Arnott, explains how they may be missing a trick.

May 22, 2019 7:30
Paid for by **FACEBOOK**

f Financially illiterate. Self-interested. Smashed avocado. These are a few of the lazy stereotypes bandied about in society regarding millennials today.

t But the truth couldn't be more different, as we've discovered in compiling our new [Connecting With Millennials retail banking report](#), which reveals insights that should not be ignored.

in

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**And because we think video does
the best job at painting a picture...**



How many of you have seen a marketing brief aimed at 'ALL Millennials'?

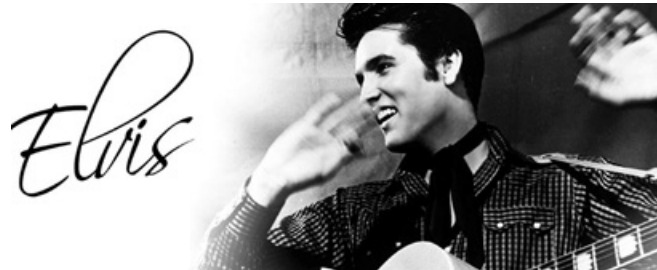
BUT...

a 24 year old embarking on a career overseas is likely to have a very different outlook to a 24 year old living with two small children.

Likewise,

the behaviour of a 38 year old moving back home and returning back to study after a marriage break up will most likely be different to a 38 year old with large disposable income living with a partner without kids.

Every generation spans a wide age bracket. And within each generation, major events occur that mean the youngest and oldest from each group grow up in very different worlds.



Baby Boomers:

1944 – 1964



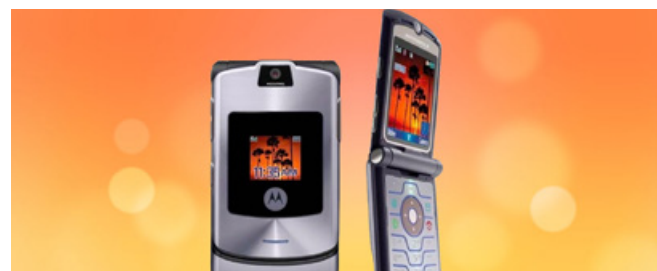
Gen X:

1965 – 1979



Millennials:

1980 – 1996



Centennials:

1997 →



How can people within one generation have one world view?

A single view of Millennials is misguided.

**While you might think
it's a cynical generation
who are critical of brands
and big corporations, we
found that's a trap, and
differences within the
age-based cohort means
treat them like that at
your peril.**





So how have we got it so wrong?

The hyperbole and rhetoric surrounding Millennials has led to an undervaluing and a lack of understanding of the differences within it.



We set out with a hypothesis:

Attitudes towards brands and their consumption are driven more by an individual's values and life stage than any age-based cohort they belong to.

We considered:

- > What does our unique place in history mean for brands wanting to effectively target Millennials?
- > In what ways are Millennials the same, regardless of where they are at in their lives?
- > How are they different?
- > How do these differences affect how brands should target?

The fundamentals don't change...



To get a handle on what's coming next, resist the temptation to get lost in the shiny new technology of the moment, and instead focus on basic human needs and wants that don't change: health, value, connection, security and more.



TRENDWATCHING – 15 MARCH 2019

**People are a product of our genes
AND our environment and experiences.**

Nature and Nurture

**Our genes haven't changed that
much in thousands of years...(as yet)!**

Fundamental human needs are still there!

But a rapidly changing world is impacting lives and life events that each of us may experience at some time.

Within this generation, there are confounding and contradictory views and attitudes between the groups.



Society

- Diversity
- Expectations
- 'Traditional' pathways
- Our psychology (to deal with this changing world)
- Who to trust (to help work it out)



Technology

- Connectivity
- Big data
- Machine learning



Economy

- AI changing the labour market



Environment

- Climate change
- Sustainability

Modern life is not linear.

Key events can repeat, shift or people can opt out of what's expected now more than ever in history.

Finding a partner (or another one)

Further study/training

Delay in having a first child

Having a family

Starting Work (or losing it / changing it)

Travel and OE

Finding role models to follow and be inspired by

Defining 'You'

Moving home / changing cities / island/ country

Finding Yourself

Trying the *Next* thing...

Building a career (or changing it)

Encountering the challenges of life (friendships, purpose, \$)

Leaving home

Starting or completing studies (or even changing altogether!)

Making a mark

Returning home

Myth busted:

The reality is, there is no **ONE** group of Millennials.

Just as life events aren't linear, we don't follow linear pathways in our attitudes and opinions either.

While aspects of a generation are influenced by environment – and values may be established early on – where we are at in our lives at any point in time drives how we behave.

Myth busted:

The reality is, there is no **ONE** group of Millennials.

We identified four core groups within the generation, each determined by a different life stage:

- > Living at Home
- > Living Independently
- > Living as a Couple
- > Living with Children

They are **ALL** in transition.

Our methodology



Our methodology

Part 1: Qual

A mobile ethnographic study:

On-app asynchronous (1-on-1) interviewing incorporating multiple methods, media, questions and 'missions' across 3 days.

n= 30 consumers (18-39y/o) across life stage events; engaged as participants and collaborators. Nationwide.

4 x focus groups with different life-stage cohorts as participants

Split by:

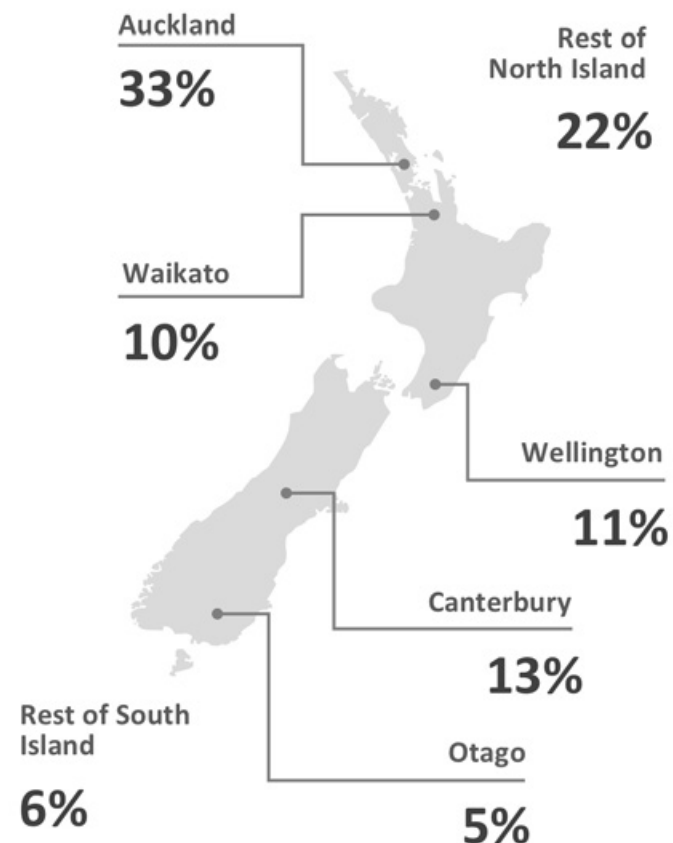
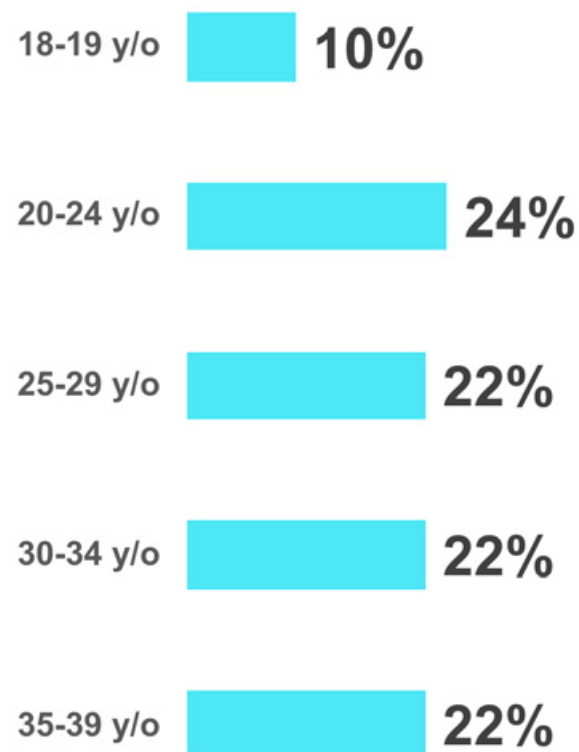
- > **Living at Home**
- > **Living Independently**
- > **Living as a Couple**
- > **Living with Children**

Two locations: Auckland and Dunedin

Our methodology

Part 2: Quant 1,000 NZ Millennials (18-39 year olds)...

♂ 49% ♀ 51%



A 10-minute online survey



Conducted from
11 - 22 April 2019



A nationally representative
sample of New Zealand



In addition we asked a couple of questions
across a much wider aged sample (AP 18+
yrs) to provide further context*

*Colmar Brunton's Omnijet survey interviewed n=1,000 nationally representative sample of 18+ year olds conducted 10th - 17th April 2019

A crowd of people at a festival, with many individuals raising their arms in the air. The scene is overlaid with a blue circular graphic that frames the central text. The overall color palette is dominated by various shades of blue.

**The hopes, fears and
dreams of people in
the four life stages...**

So, how do Brands navigate this sea of new ambiguities and tensions?

A nuanced understanding of the fundamental differences of life stages gives us insights to the attitudes and opinions at any point and time to make better marketing decisions.

Here's a snapshot of our Millennials and their differences.



Living at Home 21%

All live at home with parent(s).

- 67%** 18 – 24 years
- 33%** 25 – 39 years
- 45%** Auckland
- 34%** Studying
- 35%** Working full-time
- 13%** Not in paid employment
- 45%** Earn under \$30K
- 55%** New Zealander of European descent / Pakeha



Living Independently 25%

63% living with others but not with a partner. 37% single, living alone.

- 42%** 18 – 24 years
- 58%** 25 – 39 years
- 32%** Auckland
- 16%** Wellington
- 54%** Working full-time
- 12%** Mix of studying and working
- 73%** Earn under \$60K
- 71%** Don't own a home
- 67%** New Zealander of European descent / Pakeha



Living as a Couple 24%

71% with their partner only. 29% with partner along with others.

- 27%** 18 – 24 years
- 29%** 25 – 39 years
- 44%** 30 – 39 years
- 35%** Auckland
- 38%** Rest of North Island
- 27%** South Island
- 73%** Working full-time
- 8%** Studying (full-time or mix of studying and working)
- 46%** HH earns over \$80K
- 42%** Own home with mortgage
- 61%** New Zealander of European descent / Pakeha



Living with Children 30%

91% with partner and children. 9% with children but not with partner.

- 10%** 18 – 24 years
- 71%** 30 – 39 years
- 24%** Auckland
- 47%** Rest of North Island
- 5%** Studying
- 55%** Working full-time
- 18%** Working part-time / occasionally
- 8%** Self-employed
- 5%** Full-time parent
- 51%** HH earns over \$80K
- 54%** Own home with mortgage
- 62%** New Zealander of European descent / Pakeha



Living at Home





Living at Home

Sense of autonomy

- > Constrained but protected. A need to conform to parental demands with a desire to be their own person

Validation of self

- > Defining themselves is influenced by their education, culture, personal interests

\$ and focus of investment

- > Limited spending power
- > Not paying the bills, so focus is on themselves: display to others

Life tensions to navigate

- > Sense the need for a better world. Without other constraints many are impassioned to make a difference
- > Want privacy from parental intrusion
- > Understand data collection and targeting but typically see it as a way to be better served with relevant offers

Brands that resonate

- > Fashion is one way to display their individuality (the parents make the calls on what's in the house)

Media and viewing

- > Connecting to family and friends through viewing. Viewing in their room and with friends is part of the separation and individualisation process
- > Instagram, Snapchat, FB Messenger are key platforms



Living Independently





Living Independently

Sense of autonomy

- > More autonomy and a chance to enjoy life but also a whole set of new responsibilities

Validation of self

- > Their identity is consolidating as they are defined more by what they do
- > Freedom to express themselves
- > Some take a growing interest in health and being the best they can be

\$ and focus of investment

- > Money is still a constraint; there is financial uncertainty
- > Working life starts to provide more money for travel, or setting up a home but bills still need to be paid
- > Spending on clothes becomes a form of display with increasing pressure

Life tensions to navigate

- > A sense of 'peak technology' as they struggle to manage and restrict their use
- > They wonder what AI will mean for work, and about the environment
- > Navigating relationships - romantic partners, flatmates and work

Brands that resonate

- > Bold or with a sense of identity
- > Affordable and let them feel distinct and are local

Media and viewing

- > Content becomes important social currency
- > Whilst some are opting out of news, rely on friends, or only want positive stories, others are self-curating and pulling together sources; there is disillusion with established providers
- > Awareness of data collection and being used to 'sell to me harder'



Loop Back Home

While all life is a transition, there is a time of even greater flux. Friends coupling or splitting up, going overseas, chucking in a hated job, redirecting life to get back 'on track', accident or illnesses, death of a parent...life traumas can trigger change

Sense of autonomy

> Life feels like it is taking you backwards...

Validation of self

> Time to get out and do what you 'really want to do' – except you may still not know what that is!

\$ and focus of investment

> Parents may be in the background to help

> Focus varies from indulgence and escapism to saving money for the Big OE or marriage or a home

Life tensions to navigate

> Who am I now? Am I doing what I should be doing? What gives meaning? Where am I compared to others?
How realistic are my ambitions?



Living as a Couple





Living as a Couple

Sense of autonomy

- > Life as a couple together is a challenge to compromise to become a new unit whilst not completely losing yourself
- > Financially they are free from restricted incomes as a student, but careers vary in what that now means for saving for a home, travel, starting a family

Validation of self

- > A time of self-reflection and evaluation. Affirmation of a having partner and seeing others around you finding their way can be reassuring but also a basis for comparison: "I should be there by now!"
- > An 'in-between stage' – well into adult life but not with the transformative impact of children

\$ and focus of investment

- > Building a home as a couple carries a cost; their home will be a display of themselves
- > There is a focus on saving. Purchases are carefully considered over time

Life tensions to navigate

- > Compromise and negotiating the relationship
- > This is time to design your life together

Brands that resonate

- > The appeal is in brands that are honest and transparent; not hiding hooks and hidden costs; brands with a purpose and integrity

Media and viewing

- > There is a sense that they are a sitting target for marketers which they hate being! They may reduce or get off some social media, prioritise real-life relationships to connect. They worry how their data and phone usage is being used
- > TV and video content is a combination of viewing together, having content on in the background, and integrating what each 'used to watch' before getting together. Connecting with others is viewing sport, reality appointment viewing and big events



Living with Children





Living with Children

Sense of autonomy

- > What autonomy? Your world and experience of time is changed when you have a child to care for
- > The priority is stability, security as a family unit. Previous saving, accumulation of wealth is a foundation

Validation of self

- > The connection and window to the community is through the kids; kids' happiness is a key measure of doing OK

\$ and focus of investment

- > It has to be the family as you don't want to deprive your child: you work around their needs; find ways to provide
- > The cost of living changes with a child and periods of reduced income from one parent not in paid work

Life tensions to navigate

- > Juggling time and responsibility at every moment. The greatest focus is in delivering as a parent





Brands that resonate

- > Brands that understand the pressure to "keep going – don't stop!" as a parent, and provide 'help' are valued. The appeal is brands that are honest, simple, straightforward
- > Ads that are realistic, that show real people, and those that show real diversity of families (not just stereotypical mum and dad) and don't set fake expectations, appeal

Media and viewing

- > Social connection that may be consolidated to 'real friends' and other parents in the real world is enhanced by online groups that inform and support parents. There is trust in collective experience and wisdom, and some experts
- > Limited concern around data and AI – there is not of enough time to be worried! Making life easier is key though there is tension when 'targeting' becomes an annoyance
- > After 7 is time for themselves as adults. Prior to that the child's needs and time-demands dominate. TV can even be a time-marker for kids and drive routines
- > OnDemand and Netflix fit in with their time constraints, when they can watch recorded shows in bed. Live sport is a chance to have friends over and connect

All life stages can be experienced at any age; they might not happen in order and they might happen more than once!

	18-19 yrs	20-24 yrs	25-29 yrs	30-34 yrs	35 - 39 yrs
 Living at Home	59%	34%	13%	12%	7%
 Living Independently	28%	32%	29%	15%	21%
 Living as a Couple	9%	22%	32%	28%	20%
 Living with Children	4%	11%	25%	44%	52%

Base: 18-19 y/o (n=92), 20-24 y/o (n=229), 25-29 y/o (n=219), 30-34 y/o (n=231), 35-39 y/o (n=229)

A group of young people at a party. A woman in a pink shirt and a hat is giving a piggyback ride to a man in a yellow tank top. They are both smiling and shouting. In the background, other people are visible, and a man in a red sweater and glasses is also smiling. The image has a blue and teal color overlay.

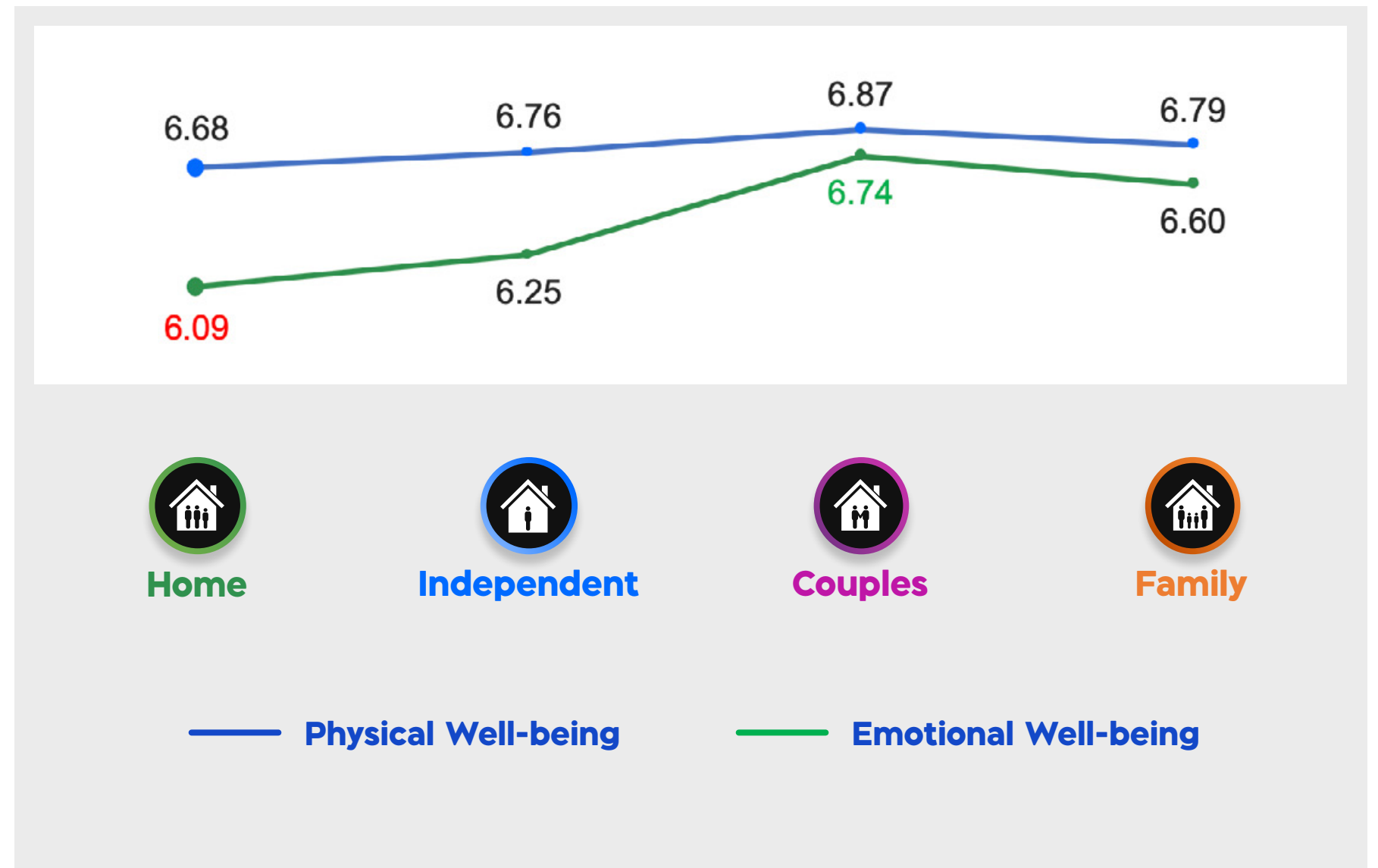
**Millennials have been portrayed as:
super happy, young, childless, always
on social media and hard to reach.**

Myth busted: Emotional well-being varies and is lowest for those still* Living at Home and climbs to its highest when people are Living as a Couple but haven't yet had children.

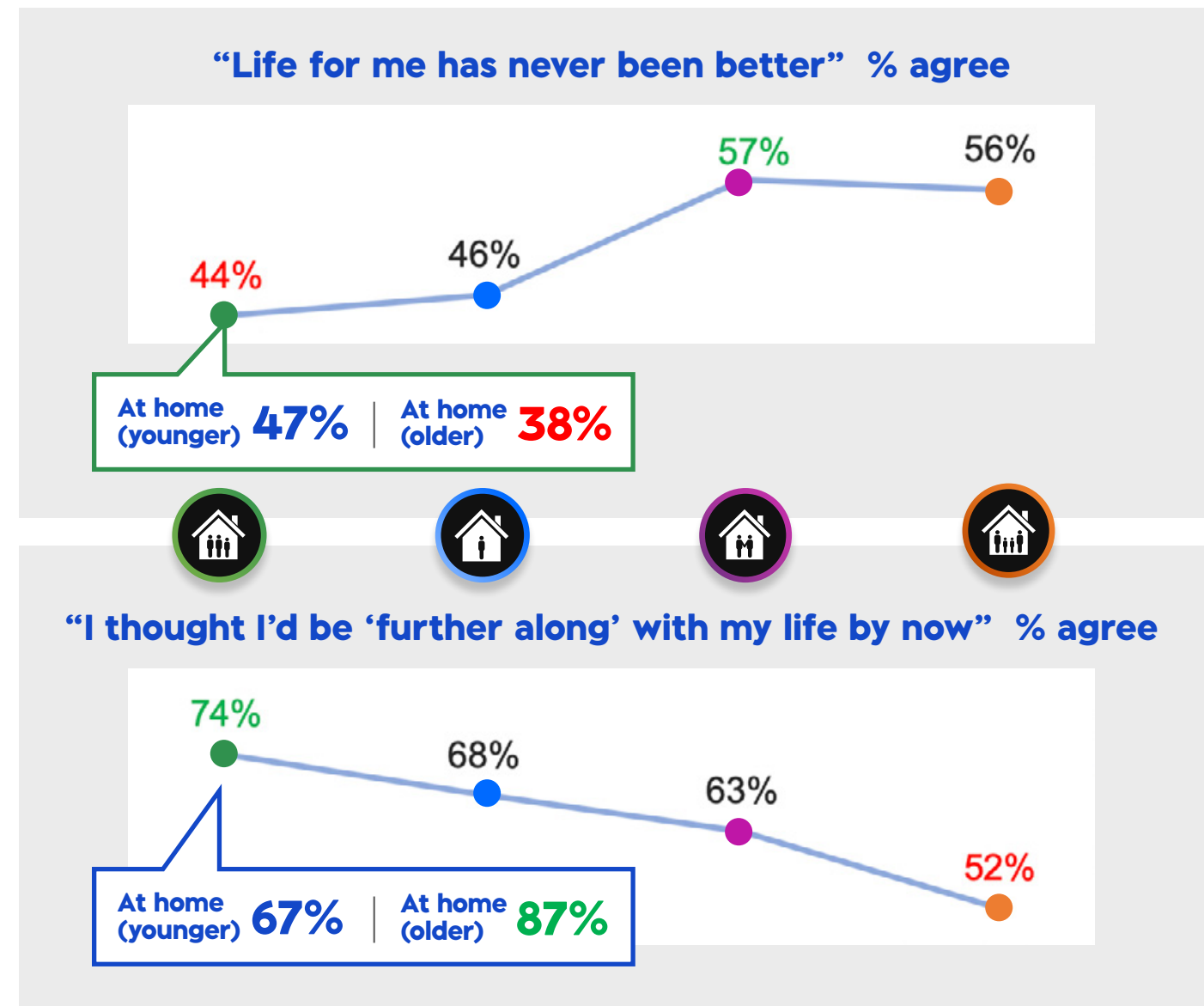
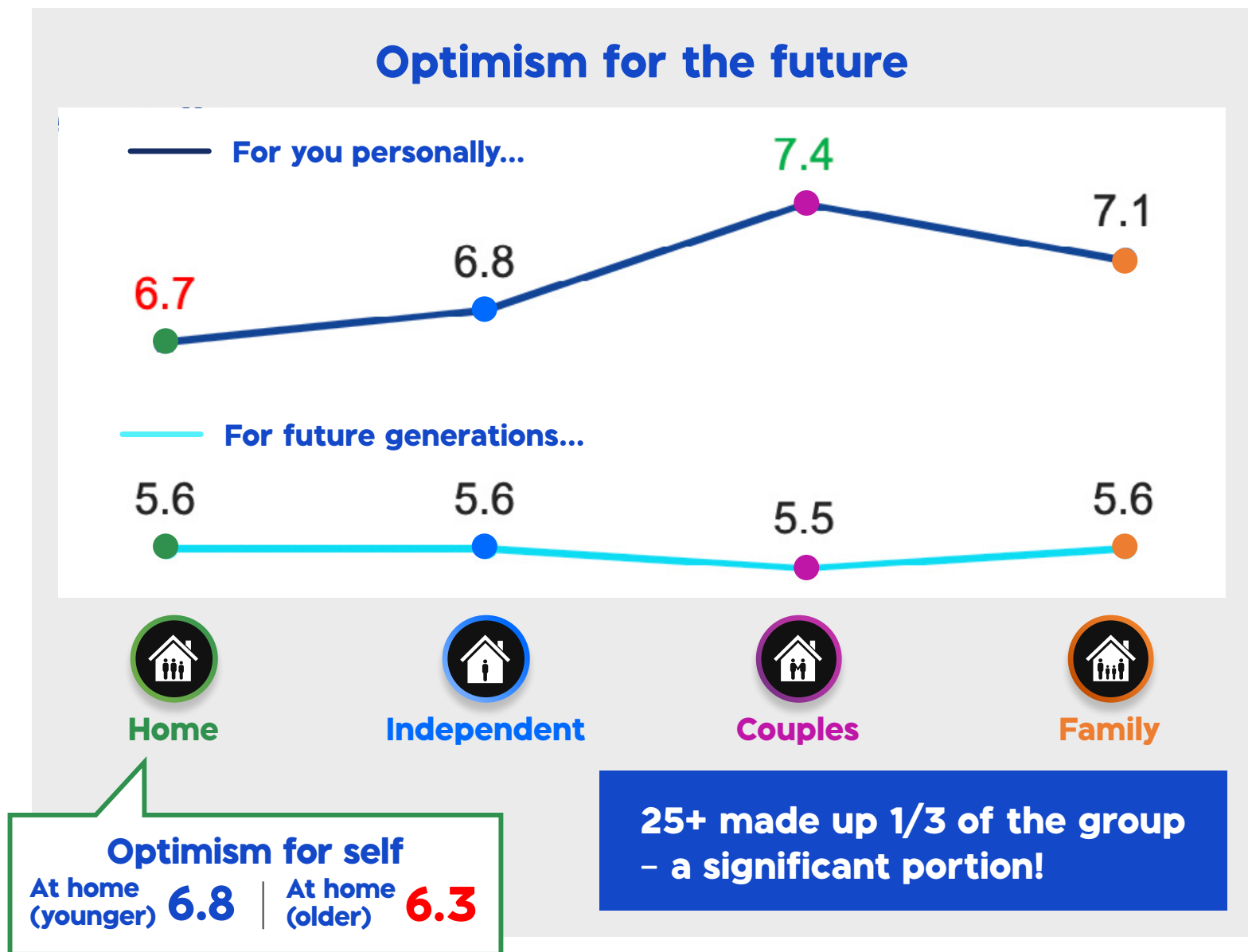
Why is this? The drivers for each group show how the change in sense of autonomy, validation of self and financial circumstances affect how people feel emotionally.

For instance, those with kids may feel the pressure to be the parents they want to be and a loss of sense of freedom that they felt as couples without kids.

*Never having flown the nest, or maybe, through a range of circumstances, have had to return.



There were even nuances within the groups. Those Living at Home were the least optimistic for their future personally but when split out to the younger and older sub-groups, the older were even less optimistic, perhaps questioning whether they were where they 'should' be in their lives.



Q2. How optimistic are you about the future for you personally/ for future generations...?
Base: Total (n=1,000). Scale 1 (not optimistic at all) to 10 (really optimistic)

QA1. Do you agree or disagree with each of the following statements. Base: Total (n=1,000).

Significantly higher / lower than Total

Key outtake for marketers

Dig deeper into the data within each life stage to see the nuances and get richer insights.

This will help your brand resonate in the moments that matter.



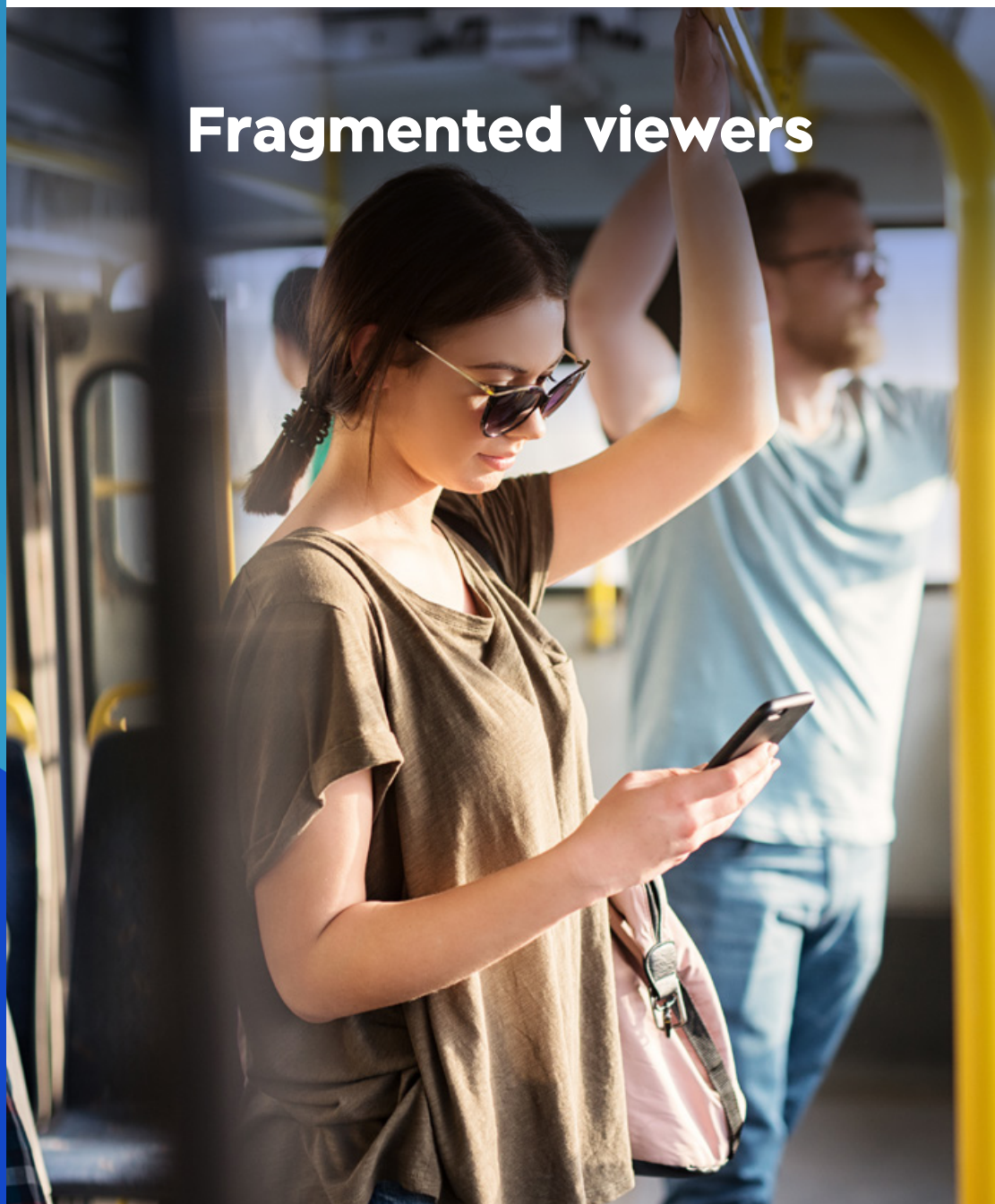


What about their media habits?

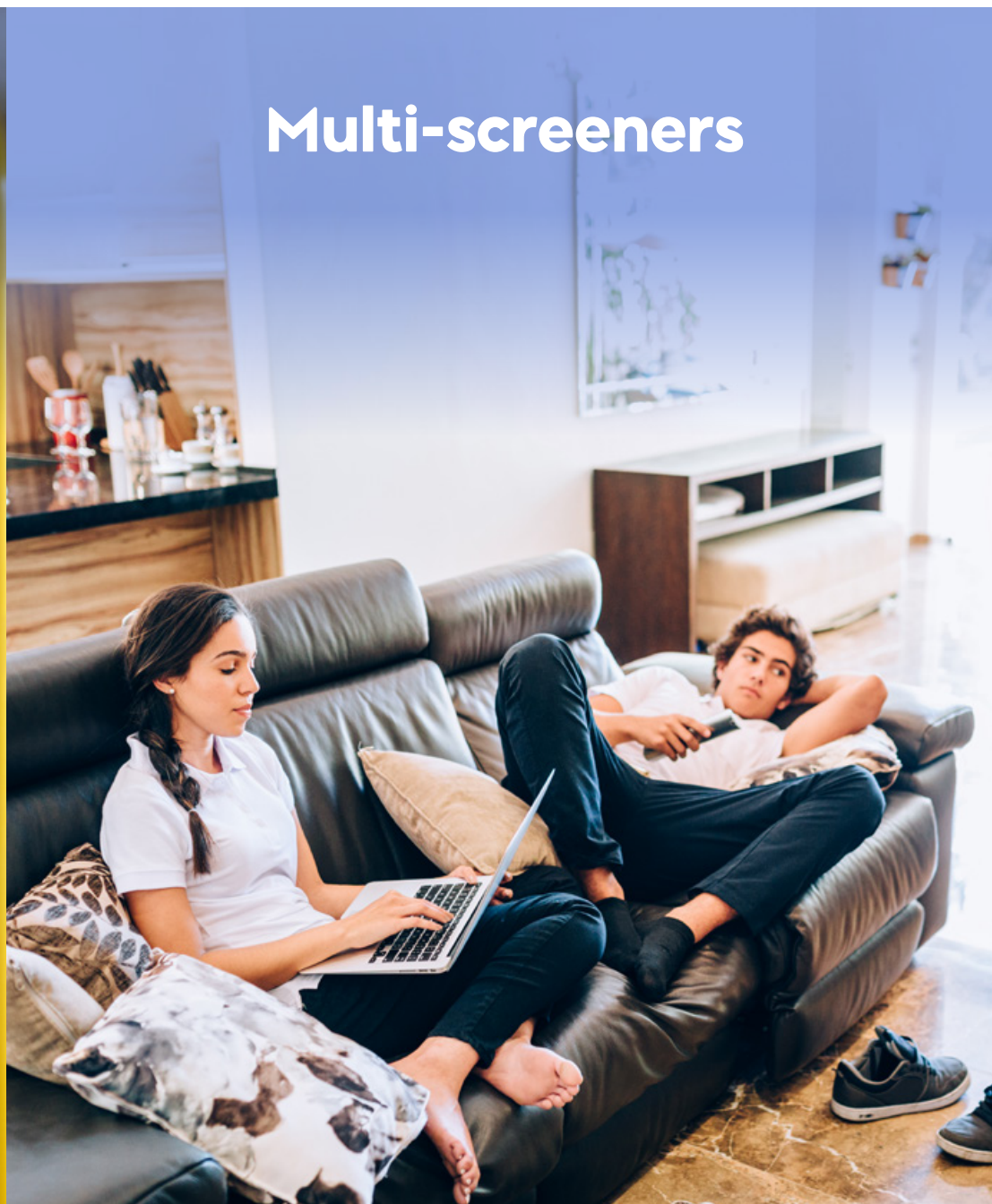


We've been conditioned to think Millennials are...

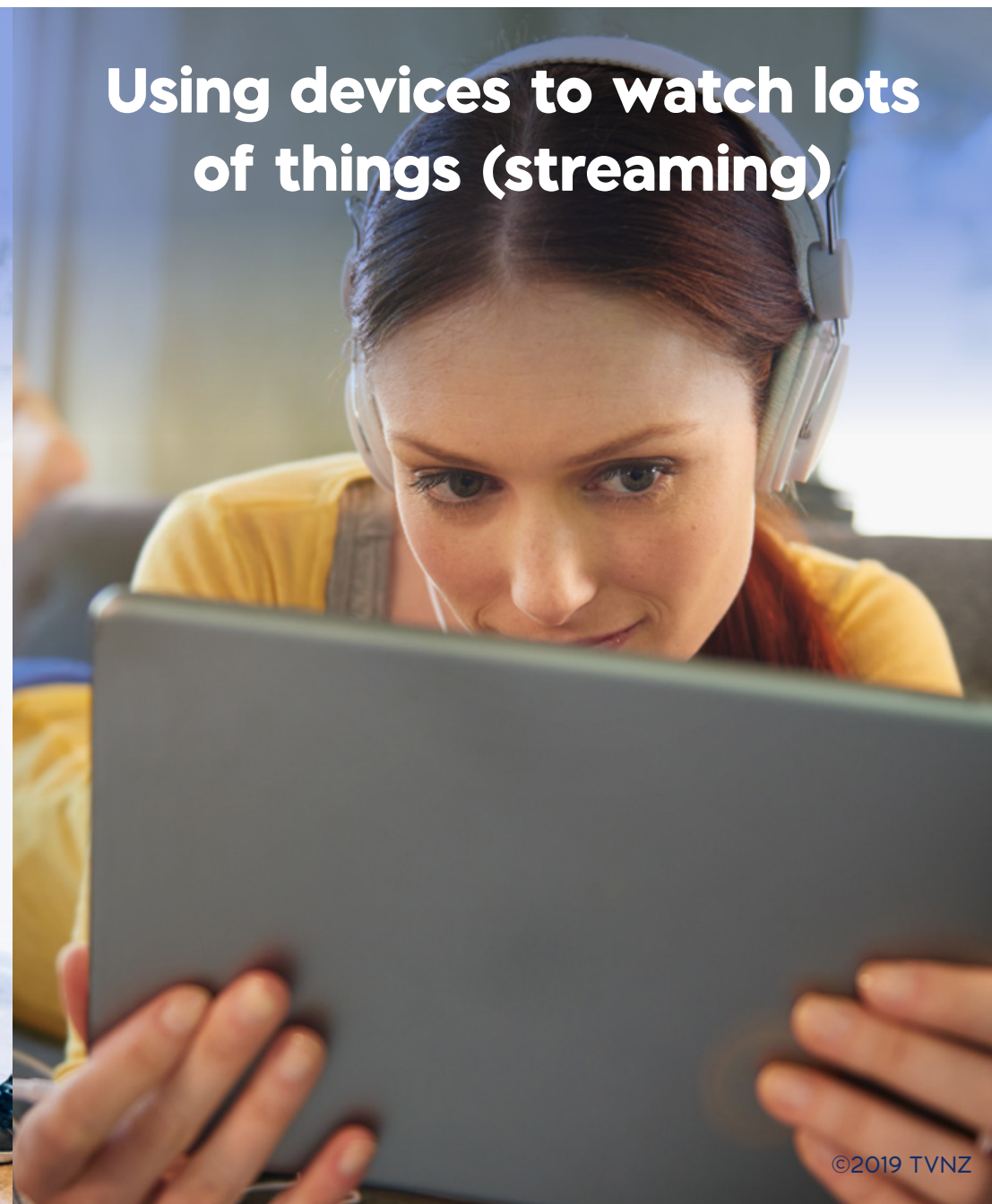
Fragmented viewers



Multi-screenerers



Using devices to watch lots of things (streaming)





We all hear that targeting Millennials through social media is the way to go.

Myth busted: they're not all glued to their devices on social media.



Facebook usage drops suddenly



Living as a Couple

52% Living as a Couple have stopped/cut down use primarily due to too much 'click-bait', don't trust their use of my data, don't like topics on there.



Living with Children

44% of those Living with Children have stopped/cut down use mainly because they feel like their missing out on real life.

Many Living with Children have not even used most platforms



Instagram

40% Have never used it



Snapchat

42% Have never used it



Twitter

68% Have never used it

QM1. How has your use of each of the following media changed over the last few years?

Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)

In a recent study by Facebook in Australia they stated:

“Quite simply, traditional media channels are no longer engaging Millennials. While 65% use Facebook or Instagram on a daily basis, **only 32% watch free to air TV**, 6% read a print newspaper and 4% read a print magazine.²

Aussies eh, this just supports the theory that...

A woman with blonde hair, wearing a white sleeveless top and VR goggles, is smiling and looking upwards while standing on a boat. Her arms are outstretched, resting on the boat's railing. The background features a scenic view of a coastal town built on a hillside, with white buildings and greenery, overlooking a body of water with several boats. The overall scene is bright and sunny.

...Millennials don't watch TV...

A woman with blonde hair, wearing a white sleeveless top and VR goggles, is on a boat. She has her arms outstretched and a joyful expression. The background shows a scenic view of a coastal town built on a hillside overlooking the water. The image has a blue tint.

**...Millennials don't watch TV...
Well it turns out they do,
and quite a lot...**

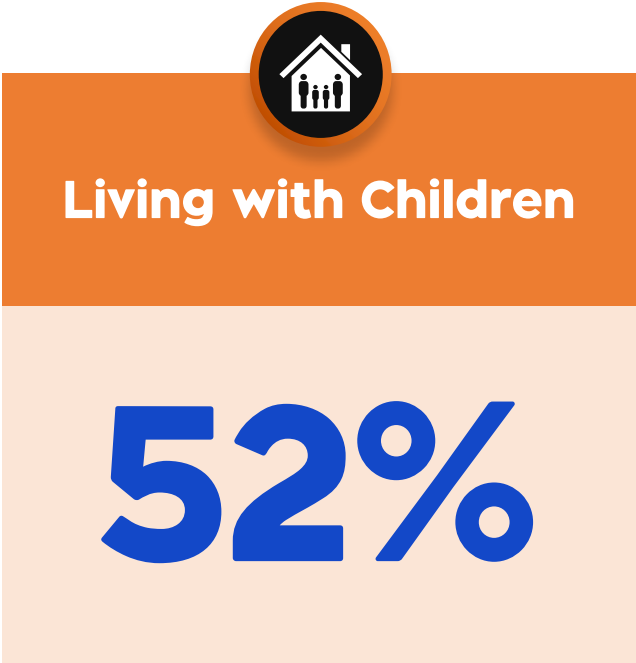
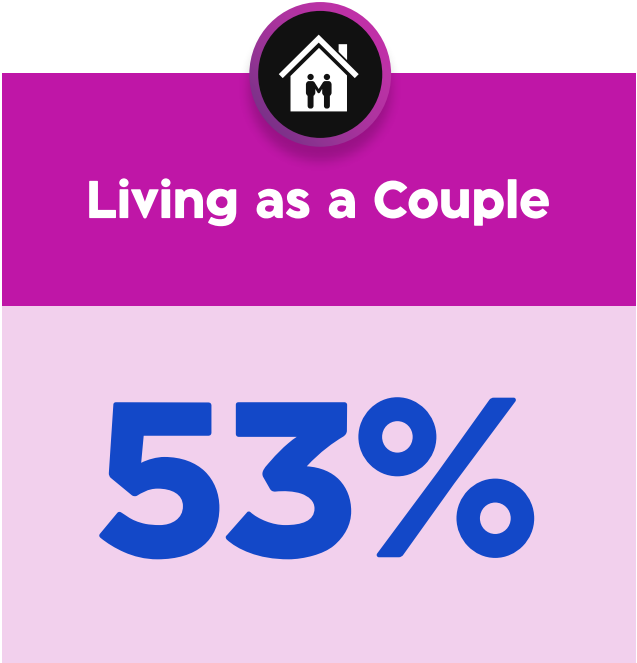
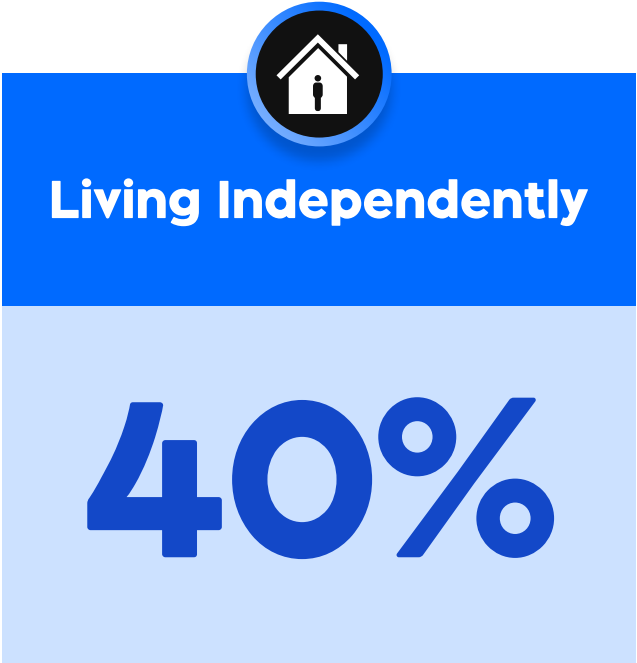
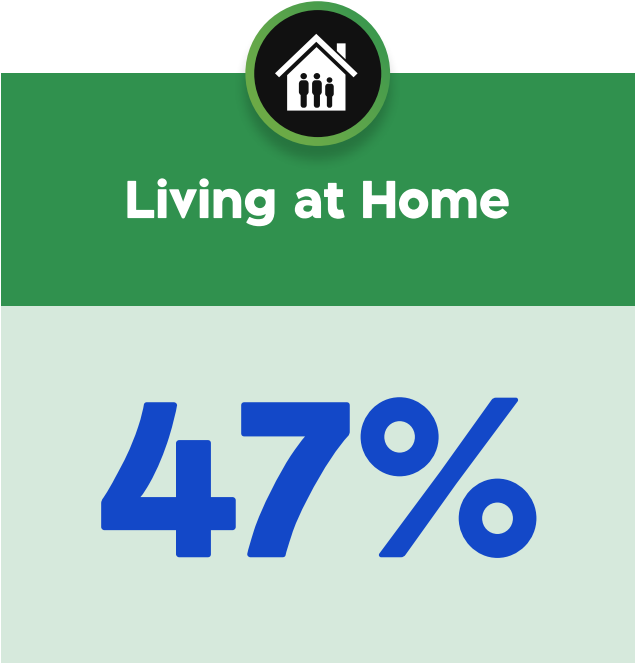
**TV is the most
common media used
across ALL groups.**



No matter the life stage, TV provides everyday entertainment to a large proportion of people.

What role does TV play?

For everyday entertainment



QM3. Which of these apply to you? TV will always have a place in my life...
Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)

What they said...

“**Modern Family** is a show I watch to just relax and switch off my brain and have a laugh.”

Living as a Couple

“I tend to watch TV shows through **On Demand**. Sitcoms dramas and documentaries when it suits me.”

Living at Home

“I enjoy watching TV shows such as documentaries or true crime and discussing with friends.”

Living Independently

“As soon as we get up we watch **Breakfast** while we get ready for our day.”

Living with Children

“**Game of Thrones!** The whole world watches it. We all have our own favourite characters and ideas of what we think will happen next.”

Living at Home

“My kids love watching **Paw Patrol**, and when I’m trying to cook dinner at the end of a long day at home with 2 small kids I couldn’t get anything done without the TV as a distraction for an hour!”

Living with Children

“Catch up on news and have down time and escape.”

Living as a Couple

TV news is big across all groups, too!



Living at Home

57%
are current
users



Living Independently

50%
are current
users



Living as a Couple

56%
are current
users



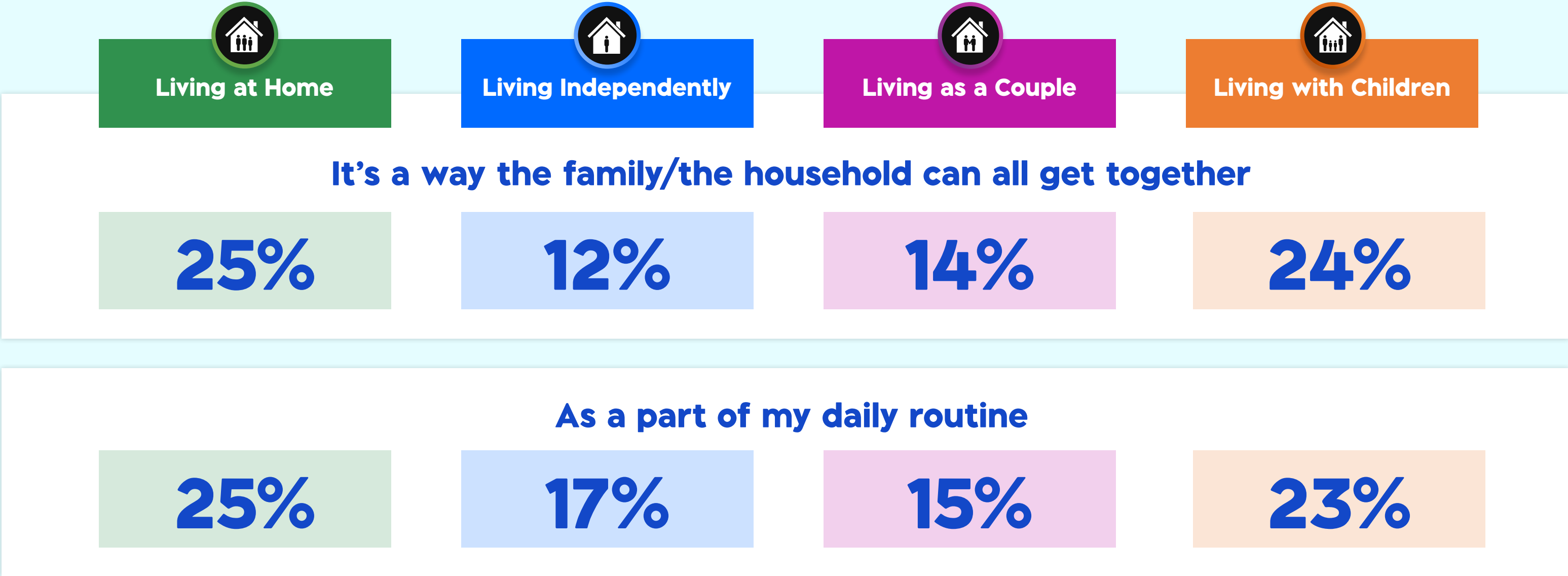
Living with Children

60%
are current
users

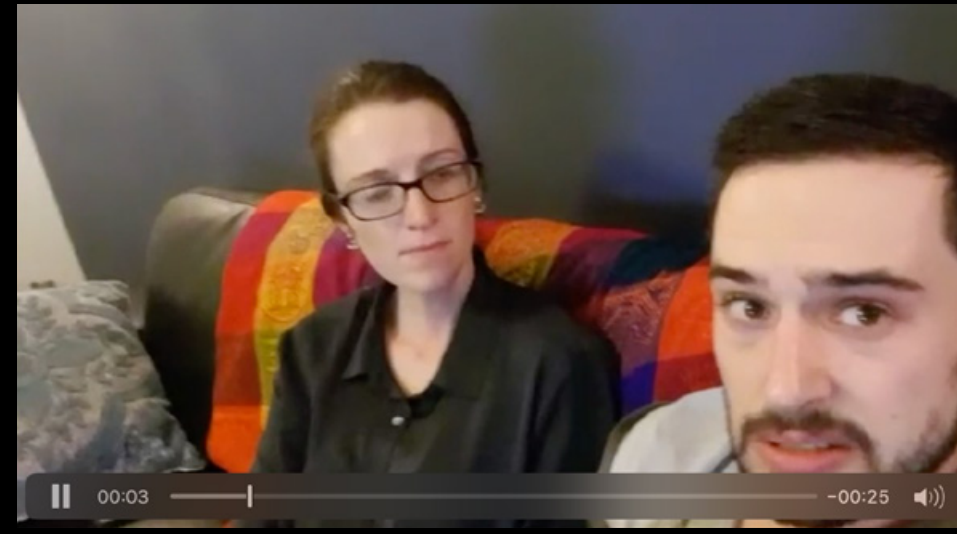
Those **Living at Home** are also more likely to trust mainstream news sources. Stereotypically this age group is said to not trust authority, so they aren't the cynical youngsters you think!

TV plays an important role in connecting the household and as part of the daily routine for those Living at Home and with Children, something the two groups have in common.

What role does TV play?



QM3. Which of these apply to you? TV will always have a place in my life....
Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)





**What do they
like and admire
about brands?**





The most significant benefit to attracting a Millennial audience is their potential long-term value to a brand.



In the Qual stage we gained an understanding of the common drivers within the life stages and what brands resonated.

In the Quant, we then asked people to name brands they loved or admired and aligned with their philosophy on life.

We asked respondents to rank the drivers.

The 1,000 people surveyed named more than 100 brands.

Of these, many had a NZ heritage. Not all advertise on TV but most use long-term brand building principles, as outlined by the Godfathers of long-termism, Binet and Field. Across the groups, brands that suffer from short-termism don't make the cut.



Peter Field



Les Binet

A reminder...

Successful businesses become entrenched in their customers' minds through effective brand building.

Case studies revealed the perfect balance of brand vs activation advertising across all categories is proven to be 60:40.

Source: Peter Field and Les Binet, Media in Focus and Effectiveness in Context



Peter Field



Les Binet

We found some surprising views on what's important to people about the brands they admire.

Nike and Adidas are admired across all life stages cutting across gender, age, culture and values.

Underneath these brands sit a wide range that reflect the changing priorities related to where people are in their life.

Here's a snapshot of each life stage...



Living at Home

Brands that resonate:

Fashion and toiletries

Most important factors:

Quality/performance, value, ease/convenience

Priority issues:

Sustainability

Housing prices

My generation will make a difference

“Sustainability and health conscious”

30-34 (Ecostore / Ceres Organics)

Brands that aligned to this:

Ecostore

Lush

SPCA

The Warehouse

Ceres Organics

Whittakers

H&M

Homebrand

Air NZ

QP4. Which is your biggest current financial priority?

QP1. Which of these issues are you more concerned about, and which are you less concerned about?

QA1. Do you agree or disagree with each of the following statements.

Base: Total (n=1,000).

QB1. What are one or two brands that you really admire – ones that fit with your philosophy on life?
Base: Total (n=1000)

QB3. What is the most important for you about the brands you like/admire?

Base: Total (n=1000). Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301).



Living Independently

Brands that resonate:

Bold or different (distinct), affordable, local

Most important factors:

Quality/performance, environment, value

Priority issues:

Mental health

Sustainability/environment

My generation will make a difference

Diversity/inclusion

“They have similar values to me, they are local companies”

(Ecostore)

Brands that aligned to this:

Ecostore

Ethique

Kathmandu

Air NZ

Apple

TradeAid

Mental Health

Sustainable Coastlines

Only Good

Lululemon

QP4. Which is your biggest current financial priority?

QP1. Which of these issues are you more concerned about, and which are you less concerned about?

QA1. Do you agree or disagree with each of the following statements.

Base: Total (n=1,000).

QB1. What are one or two brands that you really admire – ones that fit with your philosophy on life?
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QB3. What is the most important for you about the brands you like/admire?

Base: Total (n=1000). Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301).



Living as a Couple

Brands that resonate:

Honest and transparent (brands with purpose)

Most important factors:

Quality/performance, environment, have a POV

Priority issues:

Mental health

Sustainability/environment

My generation will make a difference

Housing crisis

“They are forward thinking on... the general wellbeing of the world” (Ethique)

QP4. Which is your biggest current financial priority?

QP1. Which of these issues are you more concerned about, and which are you less concerned about?

QA1. Do you agree or disagree with each of the following statements.

Base: Total (n=1,000).

QB1. What are one or two brands that you really admire – ones that fit with your philosophy on life?
Base: Total (n=1000)

Brands that aligned to this:

Ecostore

Ethique

Allbirds

Air NZ

Apple

Cotton On Foundation

Kathmandu

Lush

Pak 'n' Save

Toyota

Whittakers

QB3. What is the most important for you about the brands you like/admire?

Base: Total (n=1000). Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301).



Living with Children

Brands that resonate:

That understand the pressure on parents
'and provide help', affordable, honest, simple

Most important factors:

Quality/performance, value, environment

Priority issues:

Mental health

Sustainability/environment

Local community is important

"Market leading product at a reasonable cost" (Samsung)

Brands that aligned to this:

Ecostore

Samsung

Whittakers

Air NZ

Apple

Tesla

Kathmandu

MacPac

Toyota

Earthwise

Pam's

QP4. Which is your biggest current financial priority?

QP1. Which of these issues are you more concerned about, and which are you less concerned about?

QA1. Do you agree or disagree with each of the following statements.

Base: Total (n=1,000).

QB1. What are one or two brands that you really admire - ones that fit with your philosophy on life?

Base: Total (n=1000)

QB3. What is the most important for you about the brands you like/admire?

Base: Total (n=1000). Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301).

Across all groups, trust was an important aspect for admired brands.

For instance, those Living as a Couple are more likely to trust those that make a difference in the community and brands that show a human side.

This reflects the group's priorities (eg higher for mental health, sustainability and the environment than the other groups) and their view that their generation will make a difference.

Couples also place more trust in brands that show a human side, perhaps because with more disposable income and financial certainty they can afford to pay for these brands, which generally cost more.

QP4. Which is your biggest current financial priority?

QP1. Which of these issues are you more concerned about, and which are you less concerned about?

QA1. Do you agree or disagree with each of the following statements.

Base: Total (n=1,000).

QT1. How much do you trust the following people?

Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250),

Living as a Couples (n=250), Living with Children (n=301)

Brands resonate depending on what factor is important to you at a particular stage in your life.

What is the most important factor for you about the brands you like or admire?

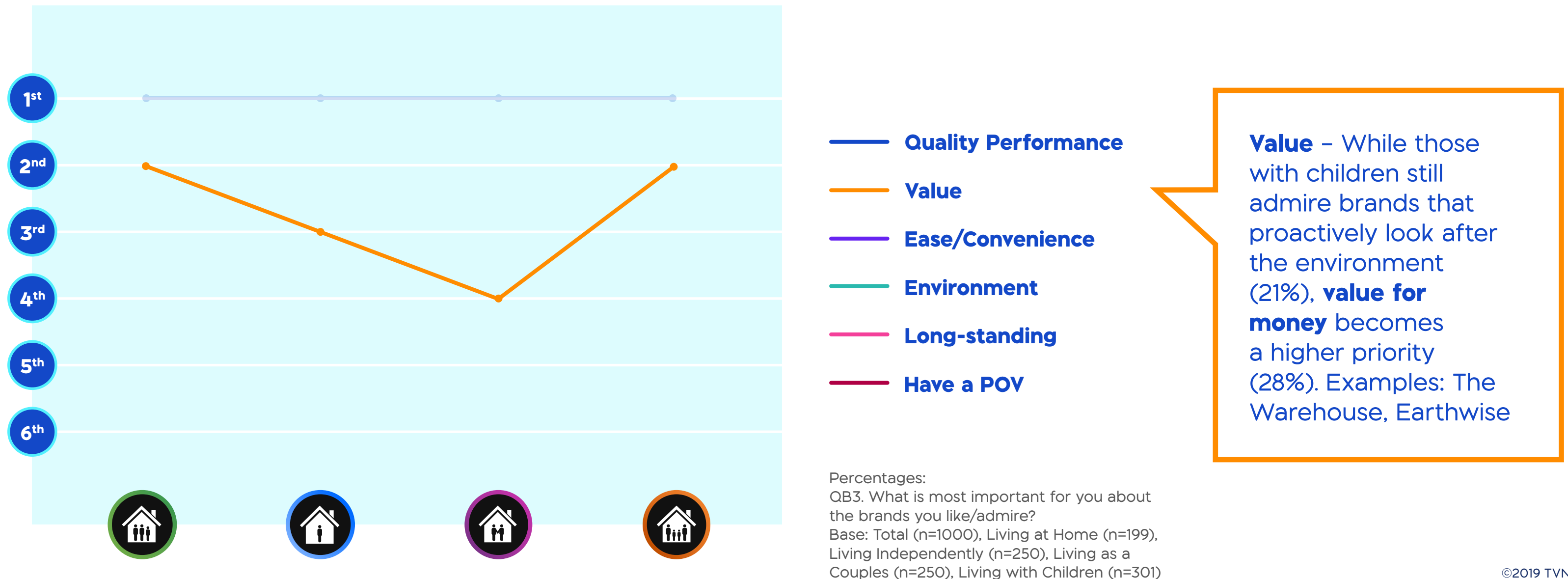


Quality Performance
- ranks 1st for all.

Percentages:
QB3. What is most important for you about the brands you like/admire?
Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301)

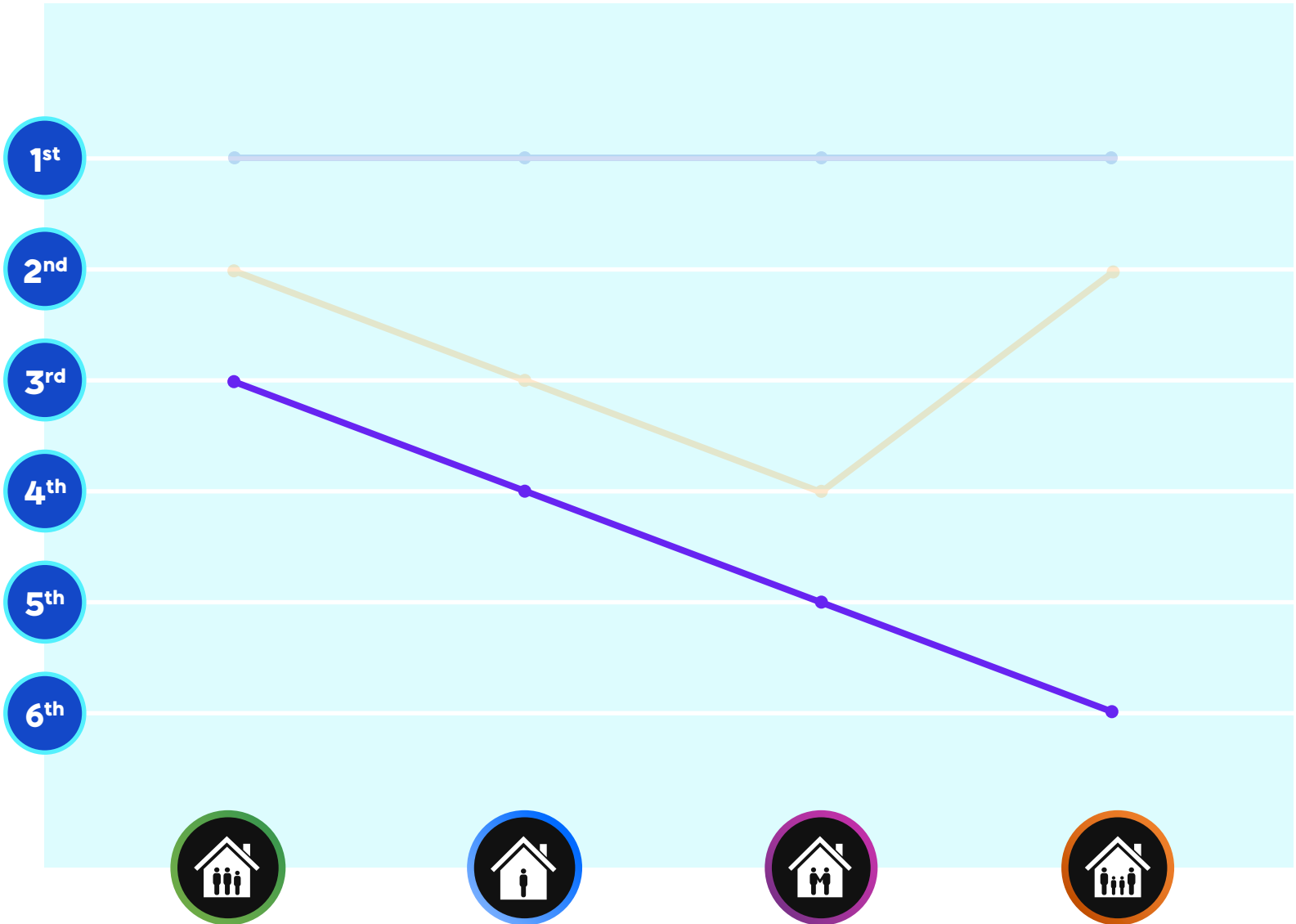
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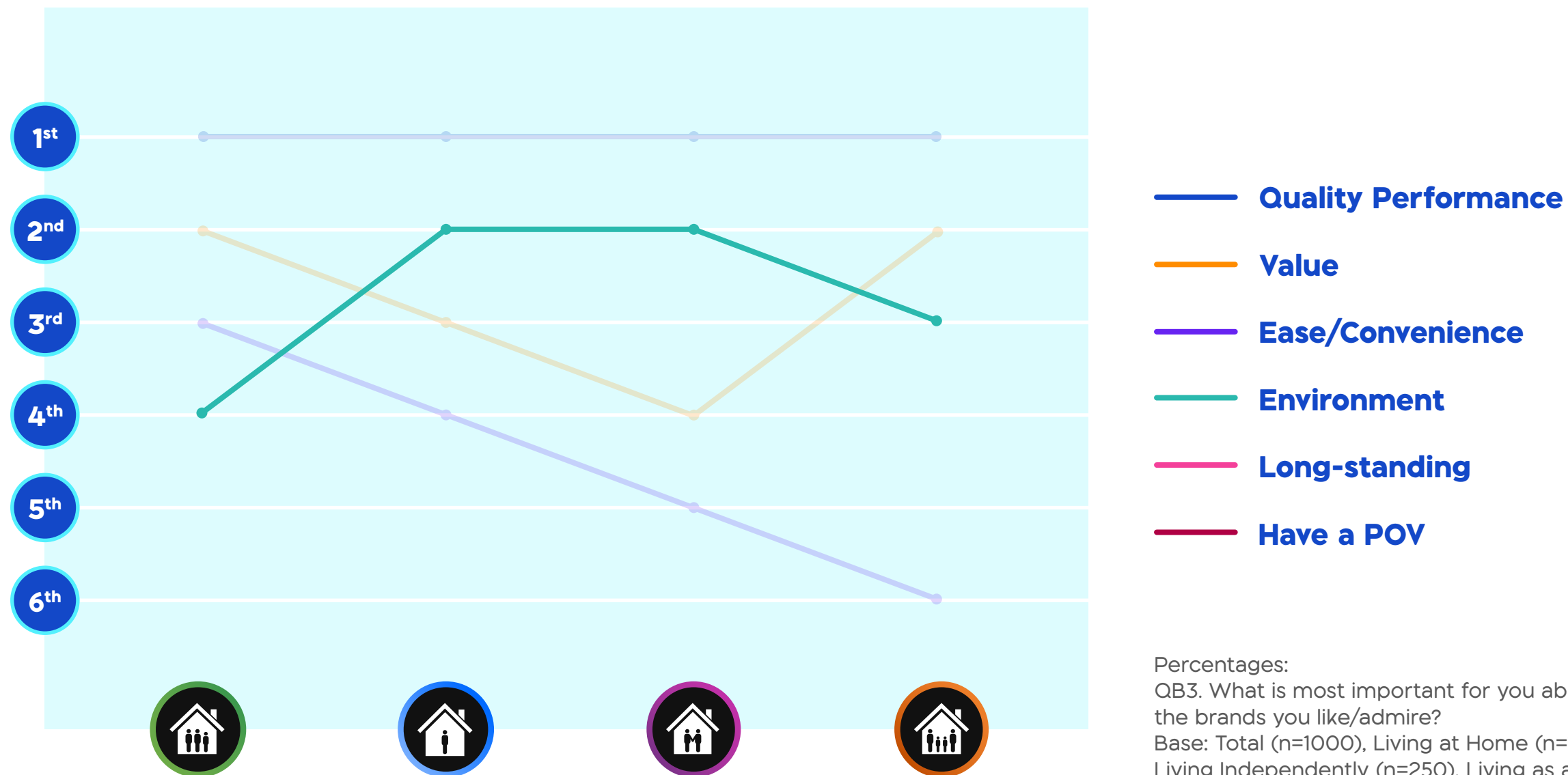
- Quality Performance
- Value
- Ease/Convenience
- Environment
- Long-standing
- Have a POV

Ease/convenience - drops through the life stages. Those Living at Home prioritise **value and convenience** in the brands they admire more than the other life stages. Examples: The Warehouse, H&M, Homebrand, Air NZ

Percentages:
 QB3. What is most important for you about the brands you like/admire?
 Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)

Brands resonate depending on what factor is important to you at a particular stage in your life.

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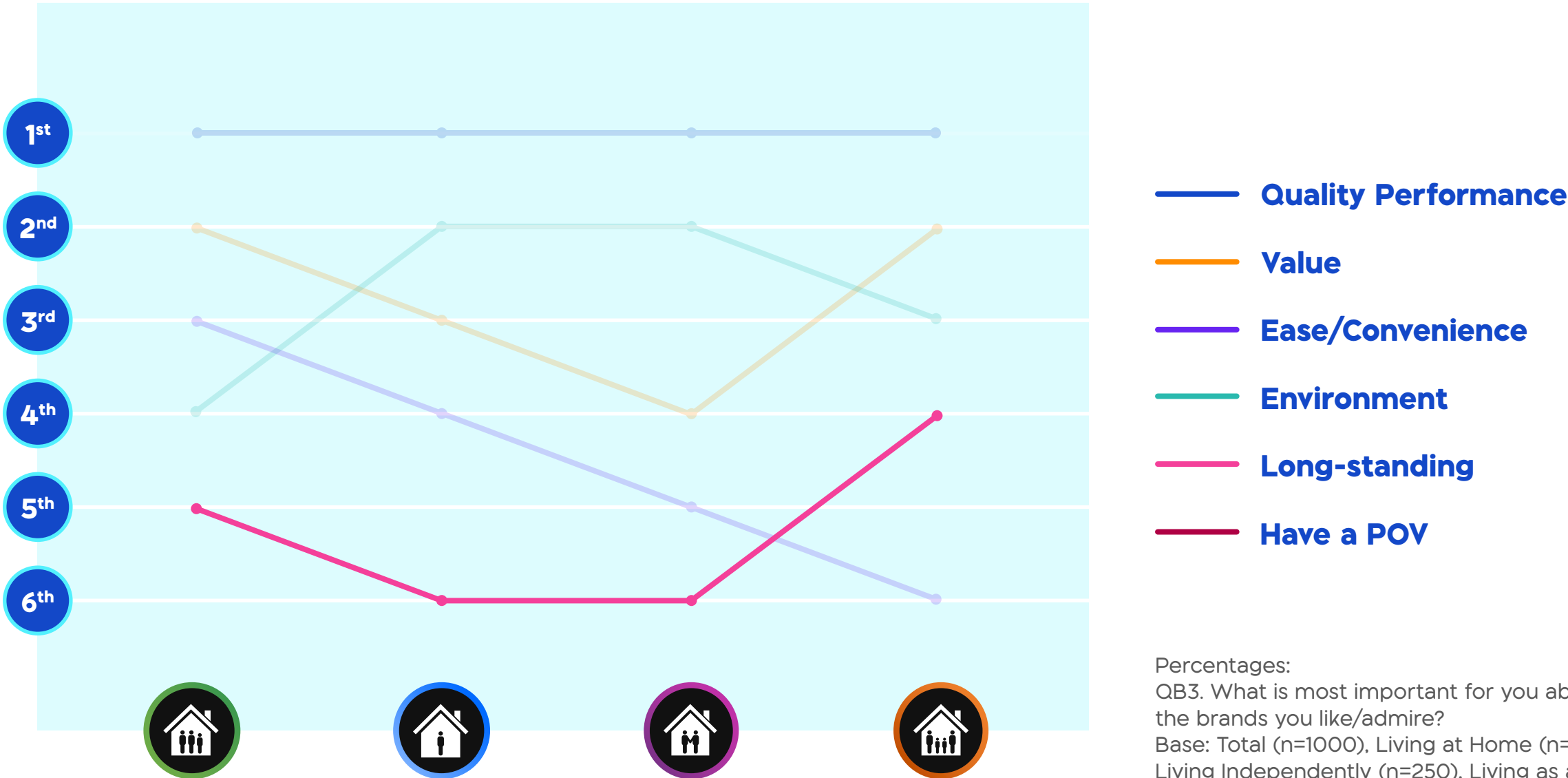


Environment – becomes a higher priority once you're living away from home (27%); drops again once you have kids, which aligns in a shift of priority to providing for them (21%). Examples: Ecostore, Kathmandu, Trade Aid

Percentages:
 QB3. What is most important for you about the brands you like/admire?
 Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couple (n=250), Living with Children (n=301)

Brands resonate depending on what factor is important to you at a particular stage in your life.

What is the most important factor for you about the brands you like or admire?

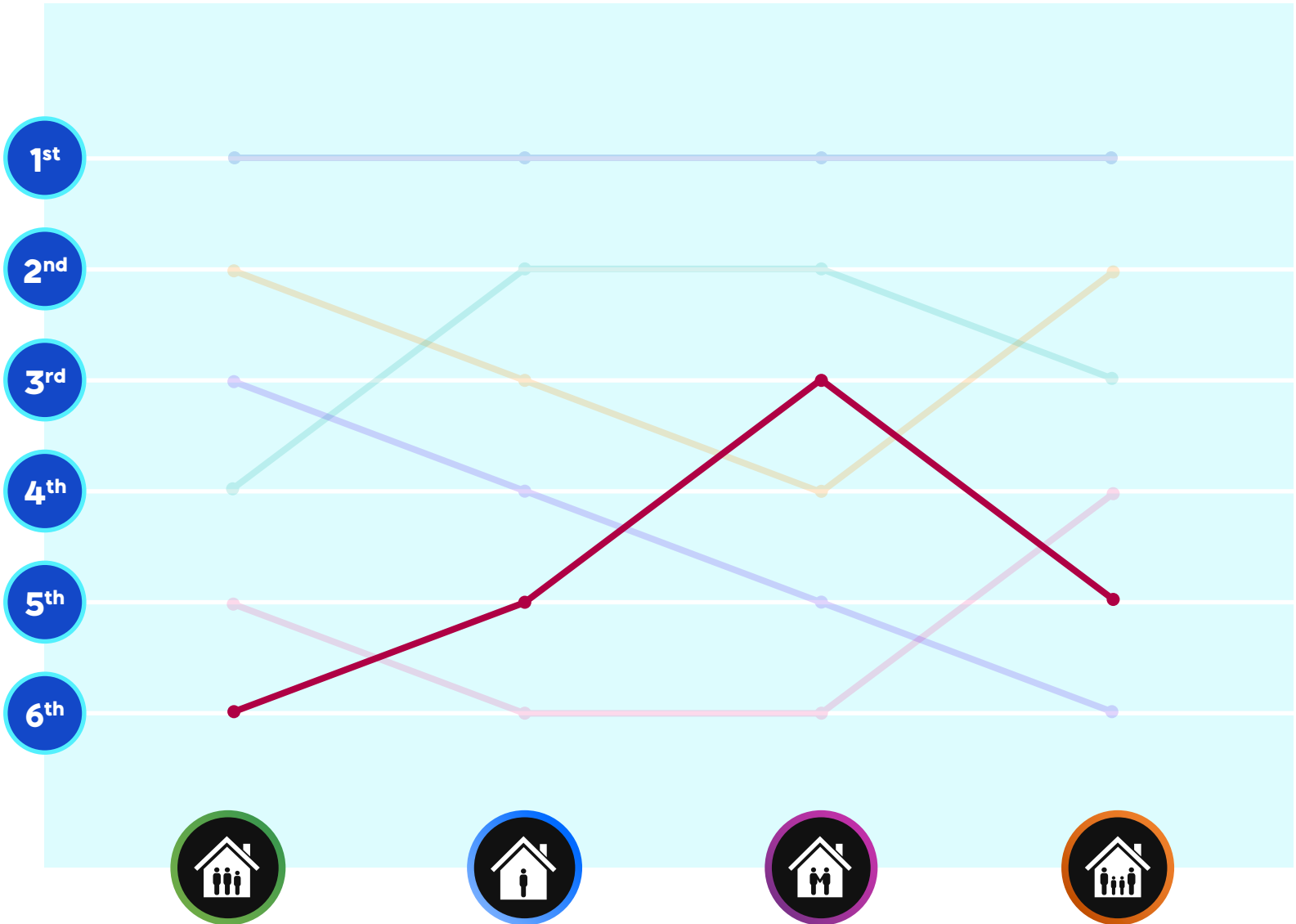


Long standing – climbs once you have kids as people seek assurance in brands with history
 Examples: Air NZ, Toyota

Percentages:
 QB3. What is most important for you about the brands you like/admire?
 Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)

Brands resonate depending on what factor is important to you at a particular stage in your life.

What is the most important factor for you about the brands you like or admire?



- Quality Performance
- Value
- Ease/Convenience
- Environment
- Long-standing
- Have a POV

Have a POV – Couples admire brands who proactively look after the environment (26%), and have a **distinct point of view** or purpose (24%). This is possibly related to having more financial stability before they have to shift focus onto looking after kids. Examples: Ethique, Allbirds, Lush, Air NZ

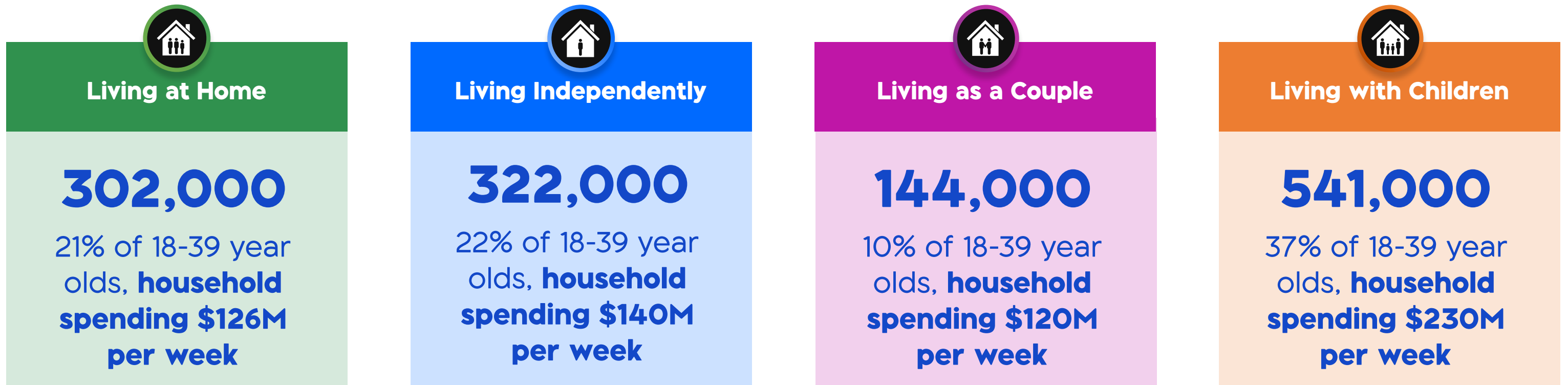
Percentages:
 QB3. What is most important for you about the brands you like/admire?
 Base: Total (n=1000), Living at Home (n=199), Living Independently (n=250), Living as a Couples (n=250), Living with Children (n=301)





The value and size of each life stage

The numbers speak for themselves...



Millennials account for 26.9% of the total NZ weekly household spend.

For reference:

GEN X
921,000 people
equates to 25% of general population 18+

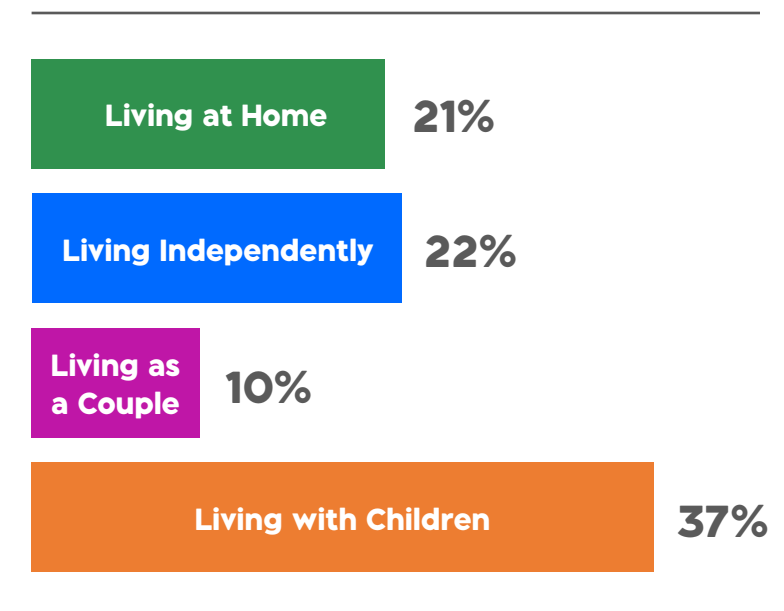
Babyboomers
989,000 people
equates to 27% of general population 18+

We need to look at the value AND size of each group to guide where and how to place marketing focus.

When we look at all the life stages, the one most like the “generic view of Millennials” is **Living as a Couple**. But, they only equate to 10% of 18-39 y/o, or 3.9% of the total population.

While they have the highest spending power in relation to segment size, they are small.

So why would you put all your marketing dollars into reaching them?





Conclusion: what does this mean for marketers?



Conclusion:

There is no single group of Millennials that marketers can talk to.

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There is no single group of Millennials that marketers can talk to.

In order for you to resonate with each group, your brand has to be authentic and empathise with what's important to them at that particular time.

**Avoid
stereotyping**

**Avoid
tokenism**

**Build a strong
POV**

Conclusion:

Adapt your product and service offering based on understanding these needs and desires and your targeting when media planning.

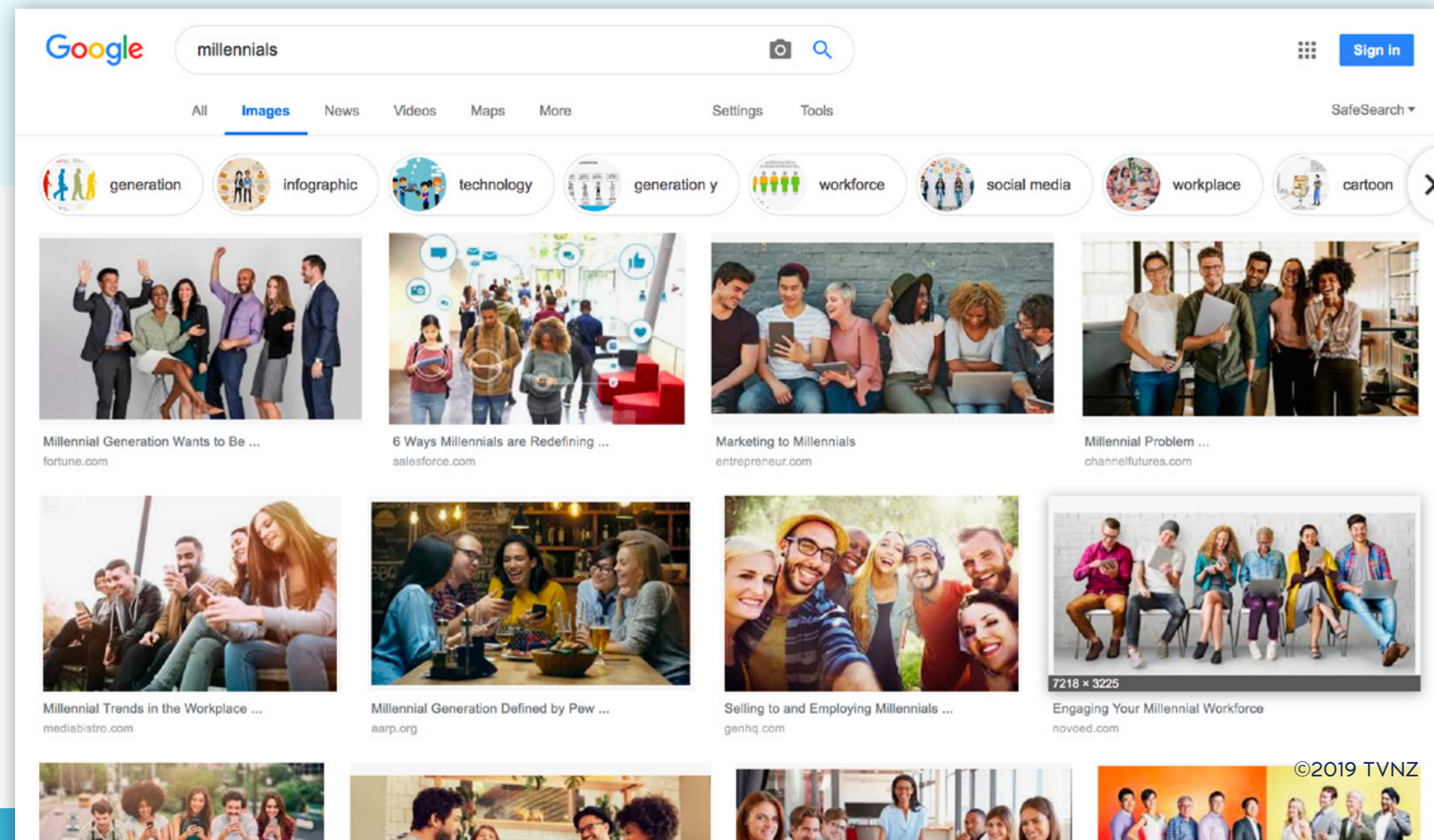


Conclusion:

The stereotypical view that millennials are ‘just young people flatting together’ is inaccurate and actually only makes up the smallest life stage.

If you target the whole cohort through this lens you potentially miss out on resonating with most of them.

144,000 millennials living as a couple – 10% Of 18-39 year olds, household spending \$120M per week



Conclusion:

**Target behaviours,
not age.**

For instance, getting a mortgage and having a child are two of the biggest game-changers in the life stages no matter the age.

Conclusion:

Target behaviours, not age.

So, based on behaviours you could take the “Living with Children” segment and target them with Gen X who have kids, as their behaviours are most aligned.

And rather than targeting “Millennials” you could target Millennials Living at Home, those Living Independently and those Living as a Couple.

Conclusion:

Plus, they're not all constantly on social media like we thought.

Some have never even used particular platforms.



Conclusion:

It's actually TV that connects each life stage providing everyday entertainment and more...



Conclusion:

Talk to us about how we can help you to target these groups.



For more information please contact:

Kath Mitchell

General Manager Trade Marketing

M: +64 21 993 420

E: kathryn.mitchell@tvnz.co.nz

Vicky Chua

Group Insights Manager

P: +64 9 916 7907

E: vicky.chua@tvnz.co.nz





Thank you



Forecast Series