

EVOLVE LEVEL 6, MID-TERM 1-6 TEST A

LISTENING 2

- Katherine** Welcome to the show! Today we are talking about the challenges facing brands who want to attract millennials. With me is marketing expert Mark White and designer Vicki Robinson. Mark, how can brands capture this vital market?
- Mark** Well, millennials are aged from 23 to 38, so there may not be one strategy to capture them all, but by looking at some general characteristics of millennials we can begin to see how brands might benefit. Short attention span is an obvious characteristic, so your brand must stand out to catch their attention. Secondly, millennials love to engage with brands and products via social media, so give them that opportunity. Not only will you gain loyalty, you will learn more about your audience.
- Katherine** What do you think Vicki?
- Vicki** Before I answer your question, I think there is a danger of labeling people. By labeling someone as “distracted” or “an engager”, we are not seeing the whole person. We are also creating division by putting people into one group or another...
- Mark** I agree there are dangers of stereotyping people, but companies do it so they can first identify groups of people and then target their products at those people. It’s certainly a more efficient way of promoting a brand.
- Vicki** That’s true, but people evolve and change, so in terms of brand marketing, I feel it is better for a brand to be flexible. Look at Netflix. They have adapted their marketing approach to millennials. They have removed advertising and have promoted services through social media and email rather than by television. Now, they know their audience individually and can offer their customers content that fits with their actual watching habits. Doing this, they can not only keep millennials happy, but all their customers.