RETAIL'S DIGITAL SUMMIT

SHOP.ORG

Dallas, TX | September 26-28 | #shoporg16

Beyond the Meme:
How to Reach Millennials

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Session Recap: retailsdigitalsummit.nrf.com/recap

BEYOND THE MEME
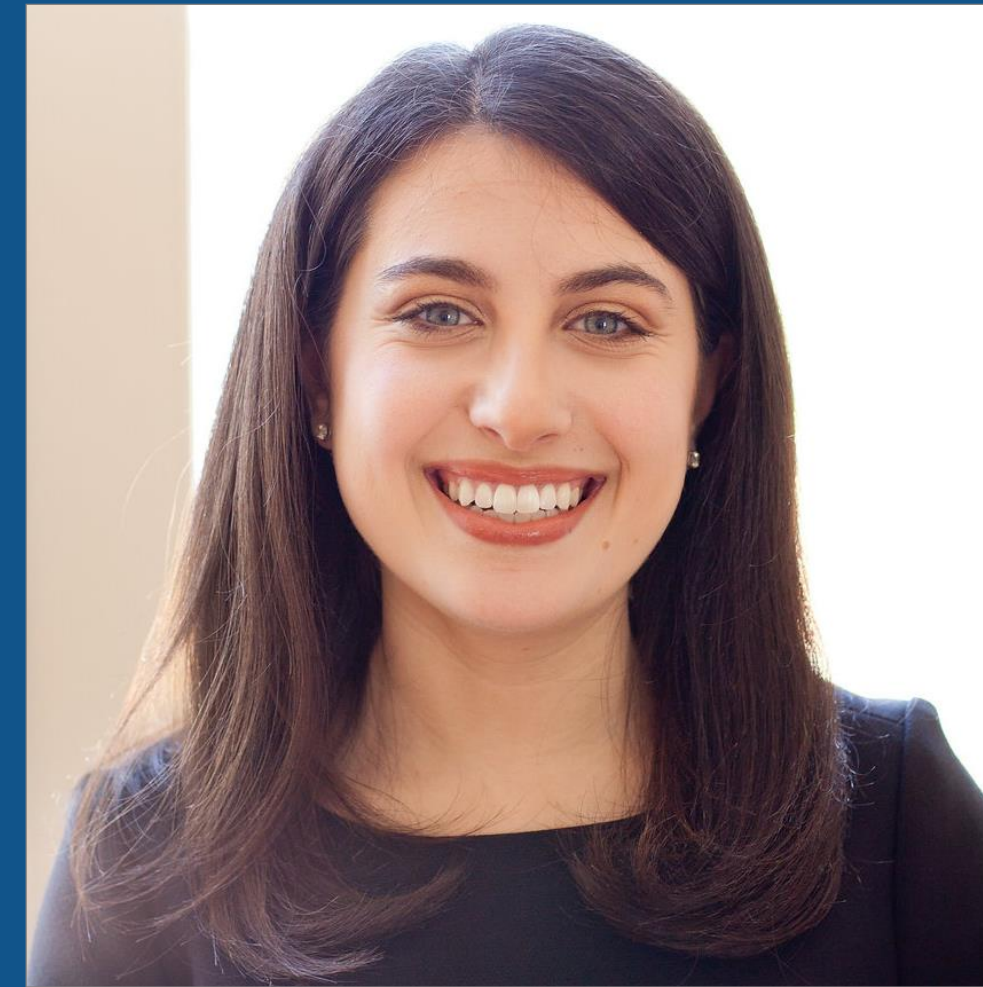HOW TO REACH MILLENNIALS

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Millennial Shoppers Don't Fit the Norm

Millennials Are Big Credit Card Users After All

Helping Bosses Decode Millennials—for $20,000 an Hour

Millennials And Shopping: How Retailers Are Missing The Mark

Brands Woo Millennials With a Wink, an Emoji or Whatever It Takes

Millennials aren't spending money like their parents did

Millennials Have Taken Over Retail: Now What?

Millennials Trust Big Retail Brands the Most

Trying to Pin Down the Mosaic of Millennial Tastes

Most Millennials Don't Trust Big Luxury Brands and Brands are Taking Notice

Why Text Message Marketing Works on Millennials

Millennial Moms (And Dads) Bringing Back The Art Of Couponing

Millennials are not OK with using emoji at work

Study: Millennials Are the Most Brand-Loyal Generation

Why Emoji Are Suddenly Acceptable at Work

Millennials are 'unstructured shoppers': new study

Study: Brand loyalty not such a biggie for millennials

Survey: Millennials don't save, but love 'impulse shopping'

The real reason so many millennials are living at home

Bae on fleek! Social media leads 'rapid' change in English language

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75 million
largest population cohort in the US

18 to 34 years old
from adulthood to parenthood

$2 trillion
purchasing power, commanding spend

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Up & Comers   Mavens   Eclectics   Skeptics   Trendsetters
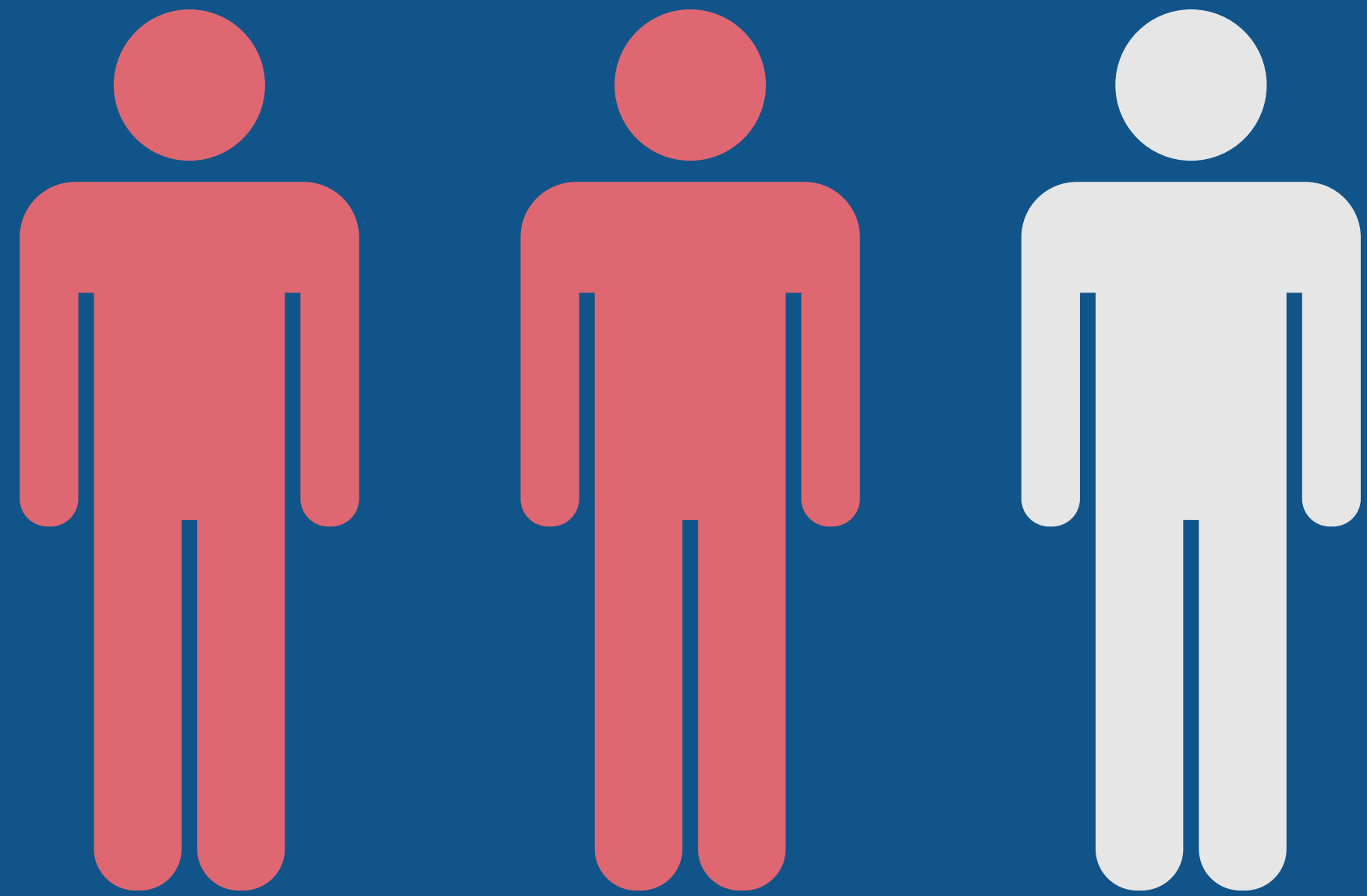
Sometimes it's hard to connect the dots.

1 *I want consistency across channels*

2 *I want content that engages me—not pushes me to buy*

3 *I want to shop right here, right now*

4 *I want this specific to my needs (which you should know)*

5 *If I like you, I want a relationship*

I want consistency across channels

2 in 3 millennials
use mobile apps when shopping in-store

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Mobile apps can both draw customers in-store and assist their shopping experience once inside

Store-based digital platforms, like interactive displays or autonomous robots, extend the service offering at large format retailers

I want content that engages me, not pushes me to buy

31%

of millennials

are more likely to buy if the content is not *salesy*

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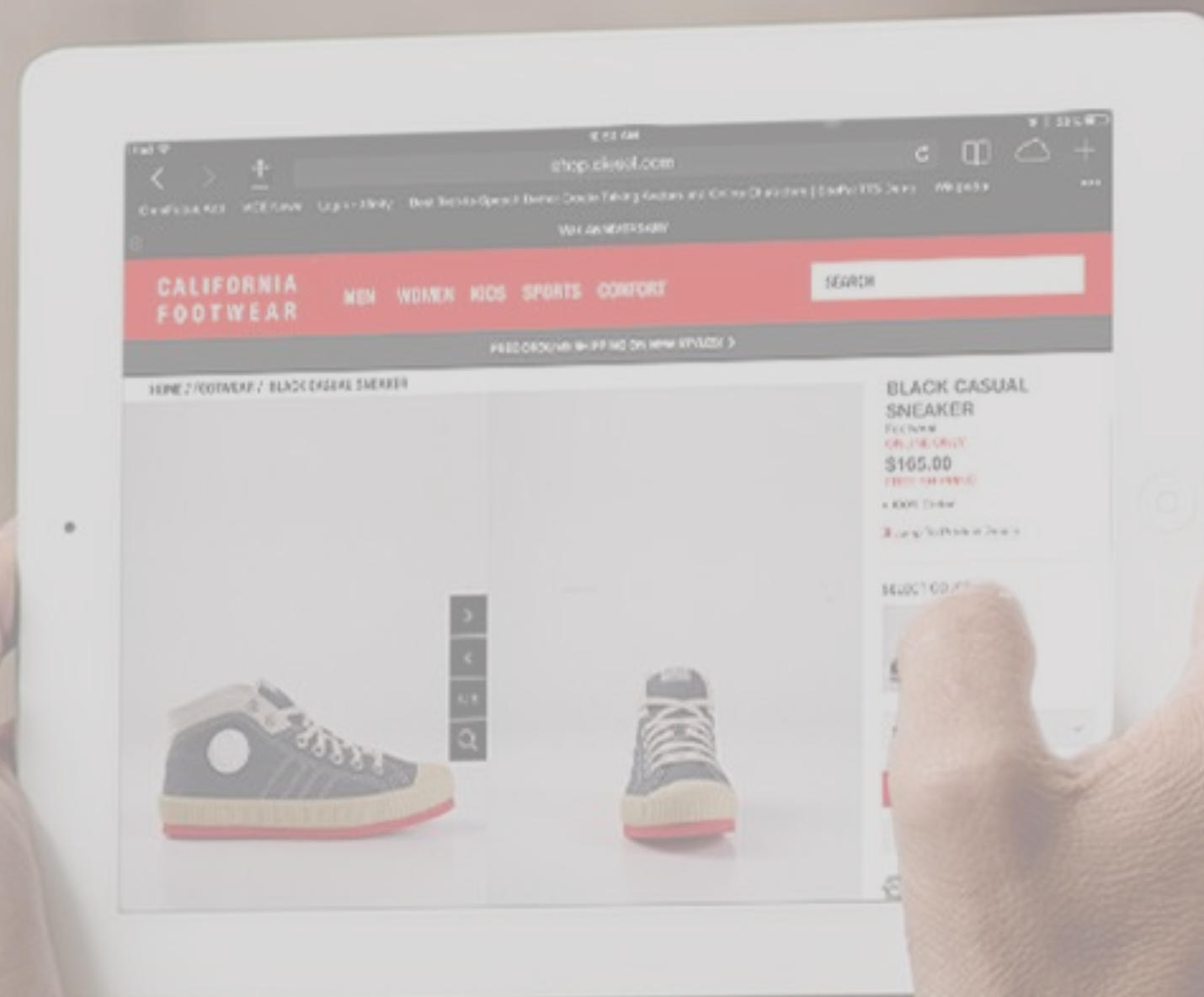Apparel brands have made their live-streamed runway shows shoppable to capture impulse buys

New tech platforms like Olapic and Curalate help brands, shoppers, and influencers make user content shoppable
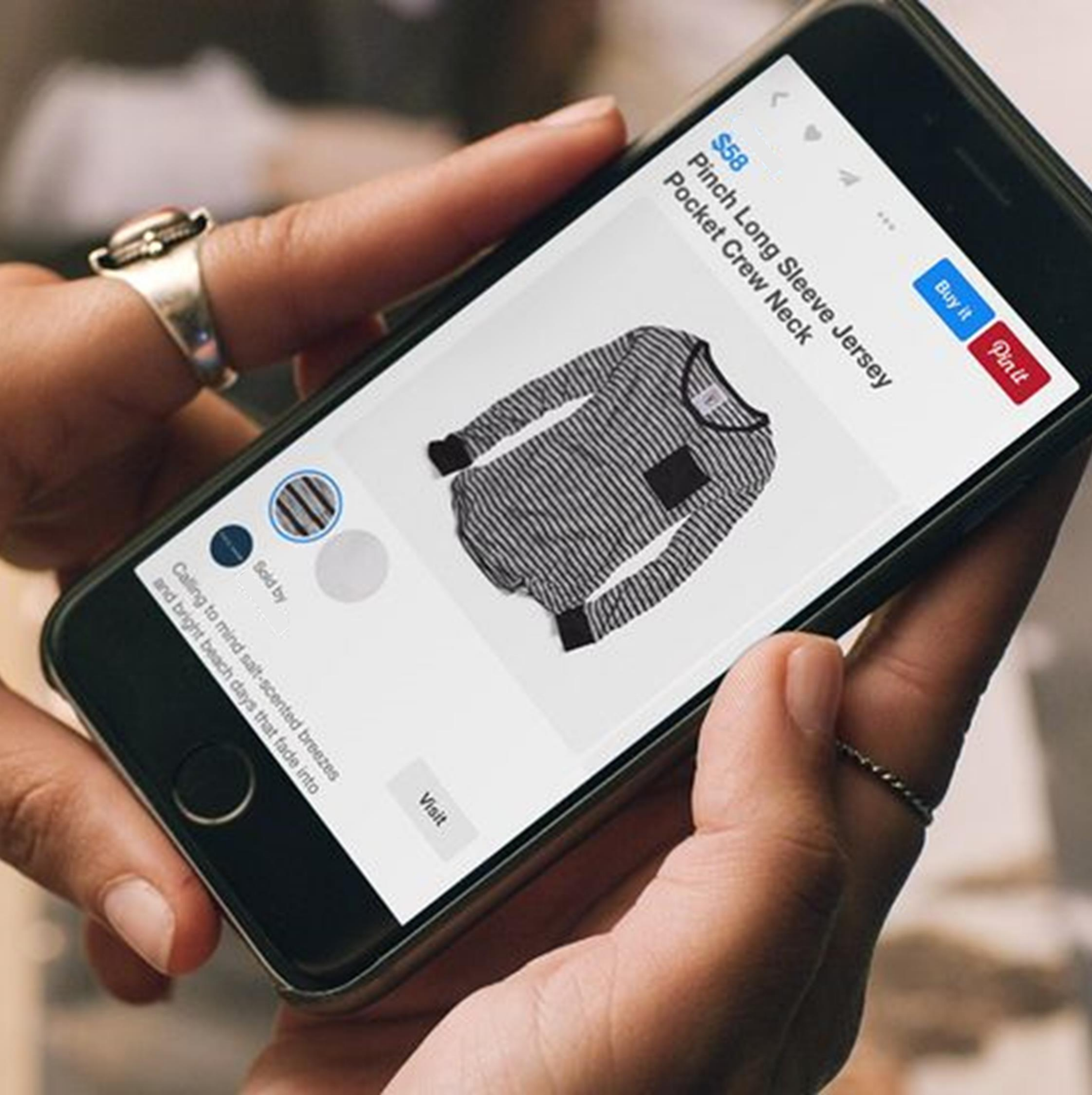
I want to shop right here, right now

62%

of millennials

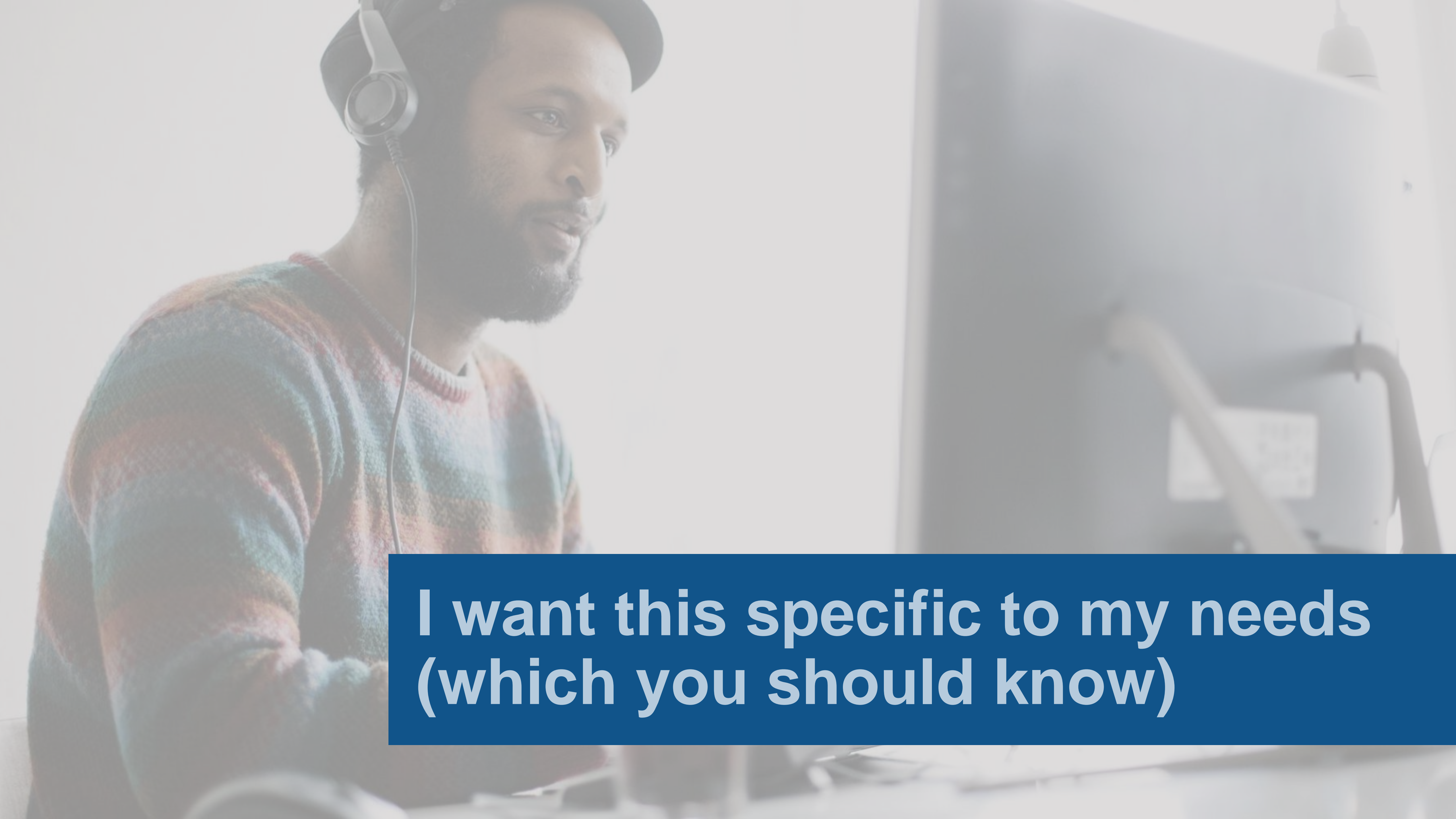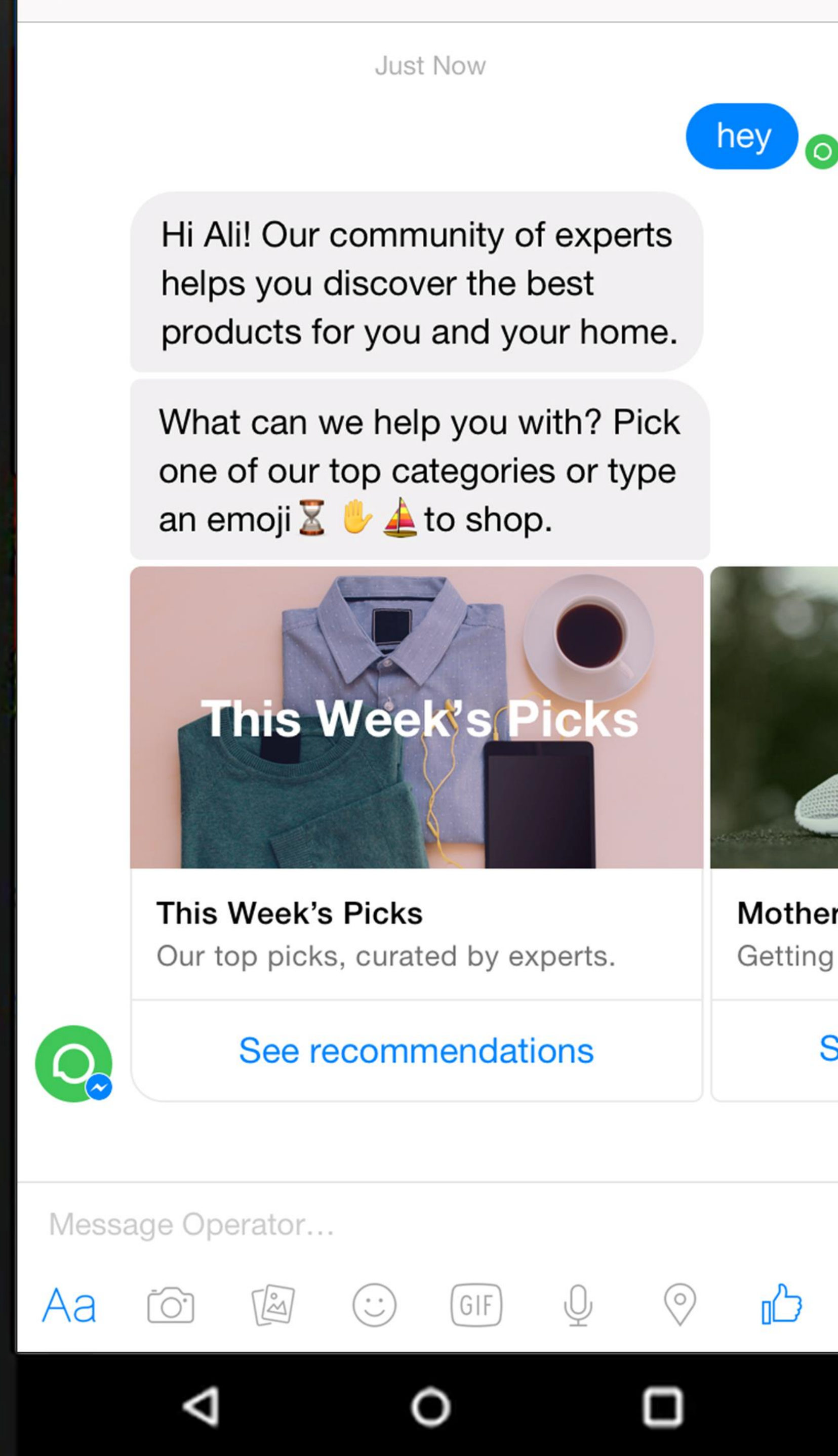**use smartphones for shopping because they can do it anywhere, anytime**

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Social platforms serve as marketplaces with in-app purchasing and seamless payment options

Messaging platforms have evolved beyond group chat, now automating sales assistance

I want this specific to my needs (which you should know)

60%

of millennials

are willing to provide their personal preferences but expect it will lead to a hyper-targeted experience

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Beauty retailers are linking
customer data from purchases
and explicit preferences for
more relevant recommendations

Many activewear brands are tapping into multiple external data sources for personalization

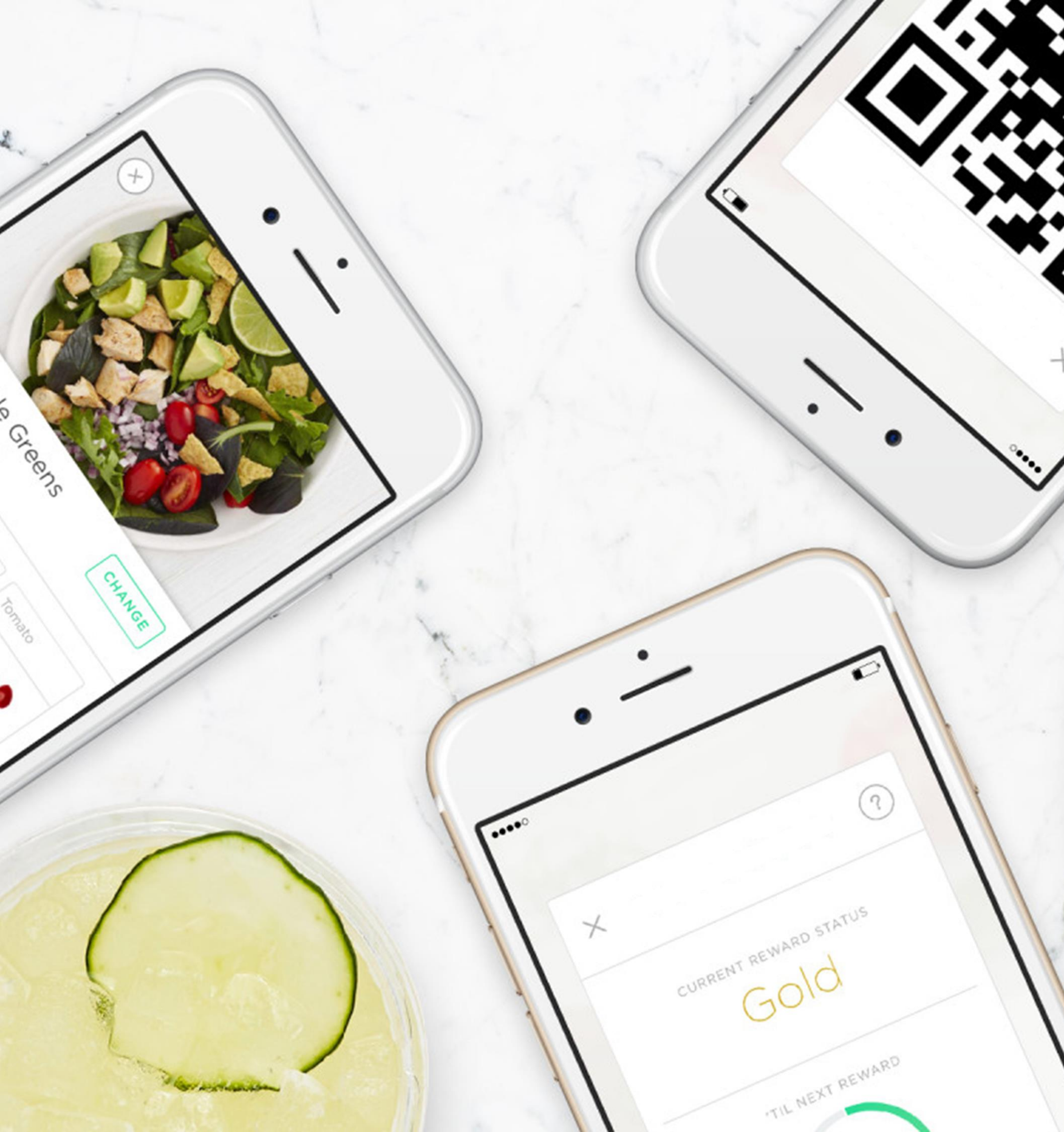If I like you, I want a relationship

millennials are

1.5x

more willing than boomers to pay a premium, if they earn loyalty points

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*Loyalty programs that are easy to use, accept all payment types and can be accessed in multiple forms*

Major fast casual food and drink retailers are leveraging mobile apps for integrated payment, loyalty rewards, and ordering

1 *I want consistency across channels*
Align systems and capabilities to deliver a seamless brand journey

2 *I want content that engages me—not pushes me to buy*
Deliver brand authentic content that is creative and commercial

3 *I want to shop right here, right now*
Make shopping convenient by integrating with new channels

4 *I want this specific to my needs (which you should know)*
Leverage data to personalize the experience

5 *If I like you, I want a relationship*
Build loyalty with ease of use and relevant offers
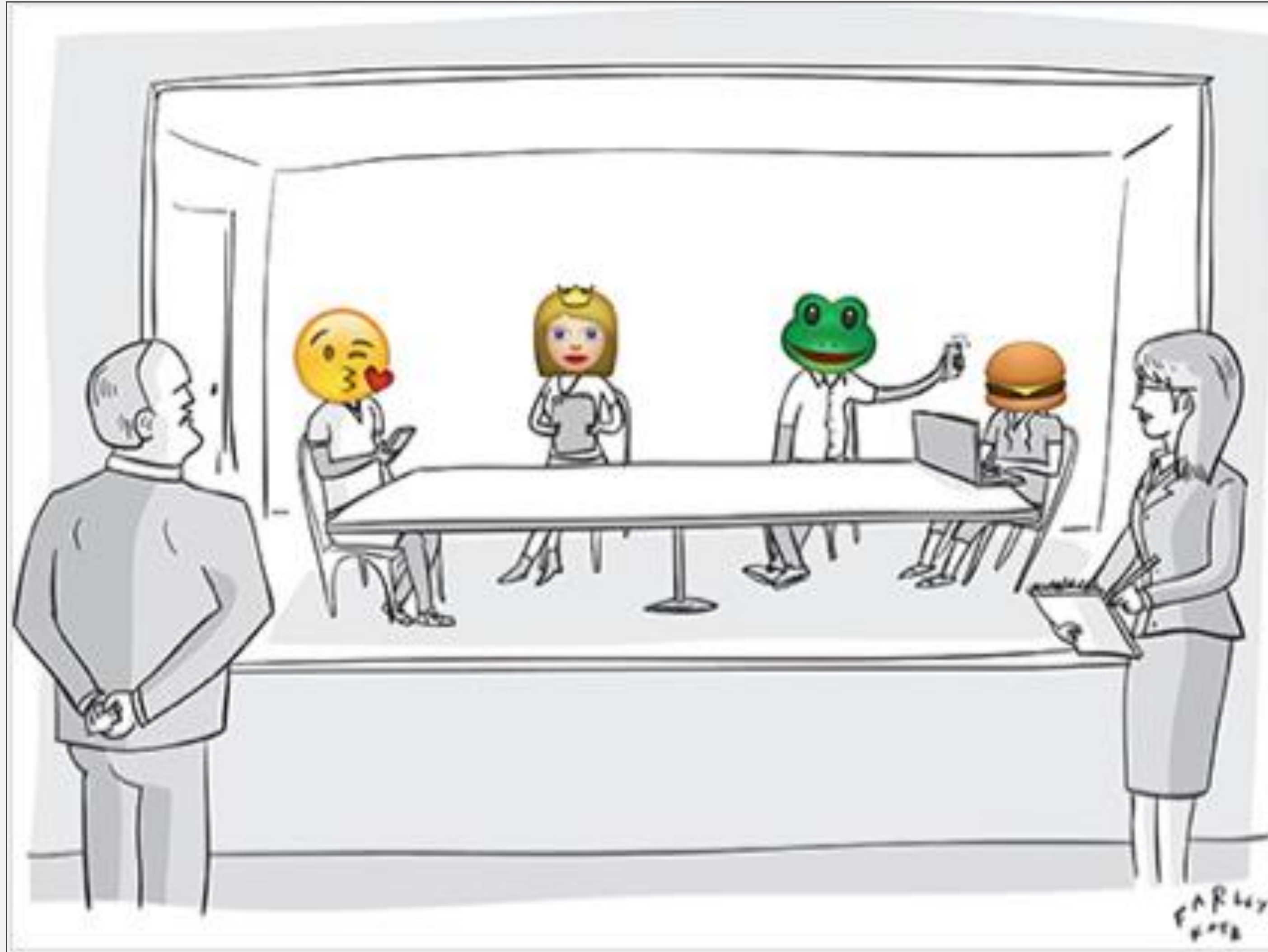
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"We may not understand millennials,
but as God is my witness, we'll take their money."

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HOW TO REACH MILLENNIALS

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Thank you!

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How to Reach Millennials

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Millennials love feedback and doing good…

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