FRAME consulting

HEARTBEAT AI TECHNOLOGIES

20|20
Helping you do better research.

beacon insight group
Marketers vs. Millennials

THE GREAT MISUNDERSTANDING
Is the Truth in the Truce?
Meet the Millennials
“I could not live without my family. There would be no point to living if I lost all the people that mean the most to me.” - KEVIN

“I want to make my parents feel proud, but especially my mom. My mom inspires me to get up and move, she inspires me to be a better person.” - SOFIA
“Because we millennials are trying to fight the good fight. We are trying to make our future more equal.” – SUMMER
COLLABORATION % (N=100)

- Joy: US 46, Canada 48
- Fear: US 11, Canada 6
- Anger: US 9, Canada 9
- Trust: US 9, Canada 15
- Sadness: US 8, Canada 9
- Void: US 7, Canada 6
“I have spent about an hour a day every day exercising at the gym since 2011. I run and lift weights and it is extremely satisfying to me to look fit, feel good, and take care of this body that God has blessed me with.”
- KEVIN
FUTURE OF THE PLANET % (N=100)

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<th>Emotion</th>
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“We don't exactly have an exit strategy to leave earth so we need to fix it. I am hopeful but I think we lack a sense of urgency on executing said plans.” – SUMMER
“Societal worries take up a lot of space. A lot of worries go through my head.” – SUMMER
FUTURE OF MY COUNTRY % (N=100)

US  Canada

Joy: 41

Anger: 14  2

Fear: 29  12

Sadness: 24  12

Trust: 12  4
Fear of Change
“People say you can't buy happiness, I agree, but I think you buy comfort and peace of mind - the problem is that the cost of both comfort and peace of mind continues to rise every year.”  – SHANAWAZ
“I've been saving for a postgraduate. I already have my degree and I wish to continue learning.” - SOFIA
“You work, eat and sleep, and that's it - there is not enough emphasis placed on enjoying life.” – SHANAWAZ
MY WORK & CAREER % (N=100)

- Joy: USA 46, Canada 40
- Sadness: USA 12, Canada 11
- Trust: USA 10, Canada 12
- Anger: USA 9, Canada 7
- Fear: USA 8, Canada 10
“My outlook on career changed when I was in a job I absolutely hated... Some people are very blessed because they love what they do for a living.” – ANAYO
MY FUTURE % (N=100)

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“I'm hopeful.” – ANAYO

“I am hopeful.” – SUMMER

“Knowing that if I keep trying to do my best things will keep getting better and better makes the hard aspects of life more manageable here and now.” – KEVIN
“I have long been of the opinion that CEO's are vastly overpaid. Sure they work and they have many responsibilities, but frankly I am sure that there are many entry level workers that work every bit as hard as he does.”

– KEVIN
“An attitude of entitlement, showing off, and splurging goes hand in hand with corporations. Corporations make me feel unethical.” – ANAYO
“...towering over everything, very uniform and robotic, requires you to change who you are to conform to their values/mindset appearance - fit in or get out.” – SHANAWAZ
Recognize I am unique, diverse, multicultural and increasingly not all-white!
Acknowledge that I am a human being and I want power more evenly distributed!

Our stock price is sinking like a rock in the Nile!

So? I'll sacrifice a few thousand wage slaves while you buy me another palace!

The New Pharaoh
I like brands that are disruptors and break down walls, not erect and fortify them!
Care about fairness, care for employees, protect the environment, support healthy behavior, and manufacture products in the same market where they are sold!
“I want companies to offer fair wages to their workers. I want companies to offer quality products at a price that reflects their value. It matters that they are honest in their business practices, not cutting corners to save on costs when such shortcuts hurt consumers.” - KEVIN
I am pragmatic, reasonable, and want convenience – tradeoffs are ok and I have no problem switching!
“Burt’s Bees began a ‘save the bees’ campaign. That's directly aligned with their brand and an ingredient (beeswax) they use in their products.” – ANAYO
“Target is one company I think has gone above and beyond to support a good cause.” – SUMMER
“It's nice when responses are timely, kind, thorough. It is especially flattering when they go out of their way to make it up to you when something goes wrong. That always makes companies shine.” - KEVIN
“I am fine with advertising. In a free market economy advertisements are absolutely necessary.” - KEVIN
1. Entertain me with humor.
Powerful message that resonates with my beliefs.
Inform me and make my live better or easier.
EMPATHY
“I liked your kind and cordial attitude - for not even knowing me!” – SUMMER

“We appreciate market research because it gives us a voice where we think we don't have one.” – ANAYO

“I like online market research communities. I like best the ones that are personal.” – KEVIN
It is not how we connect, it is how we empathize.