

Gildan Media

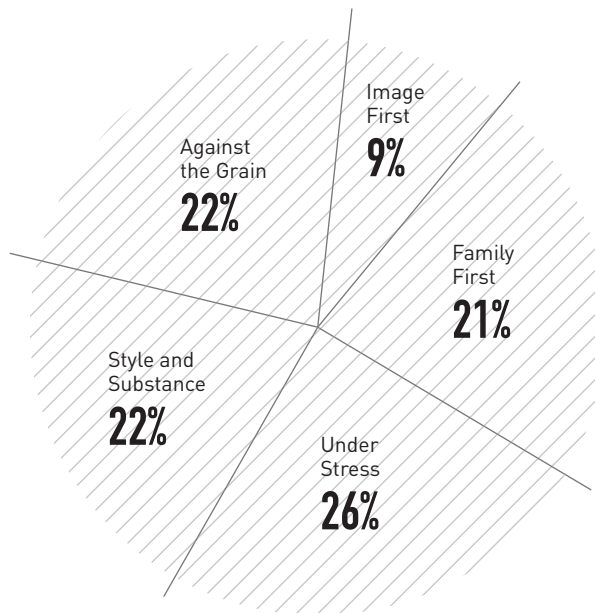
Companion PDF

MILLENNIALS WITH KIDS

by

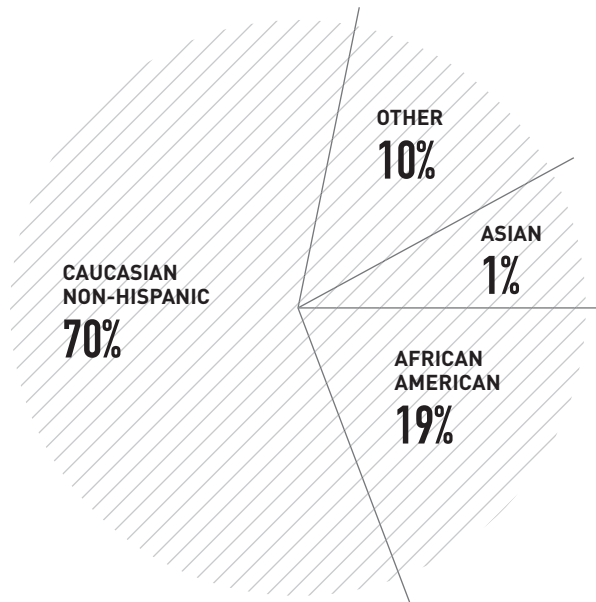
Jeff Fromm & Marissa Vidler

FIGURE 1–1 Five orbits of Millennial parents.



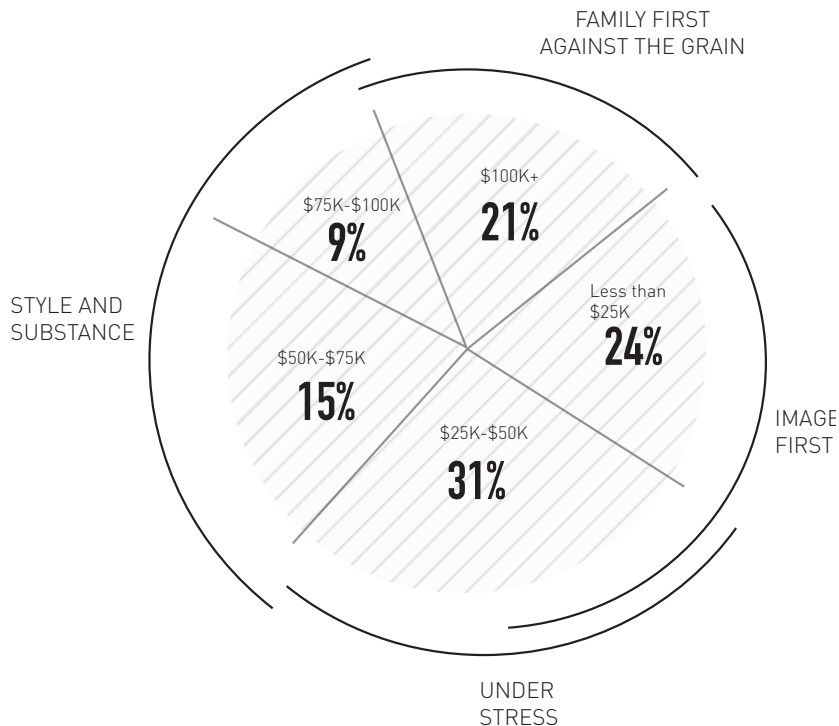
Source: David Gutting and Jeff Fromm, “Millennials as New Parents: The Rise of a New American Pragmatism,” Barkley/FutureCast and Consumer Orbit research study, 2013.

FIGURE 1–2 Ethnicity.



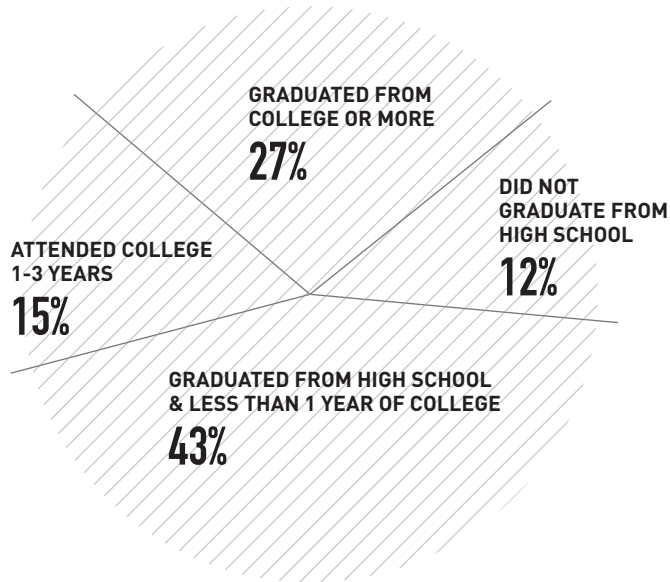
Source: David Gutting and Jeff Fromm, “Millennials as New Parents: The Rise of a New American Pragmatism,” Barkley/FutureCast and Consumer Orbit research study, 2013.

FIGURE 1-3 Income distribution.



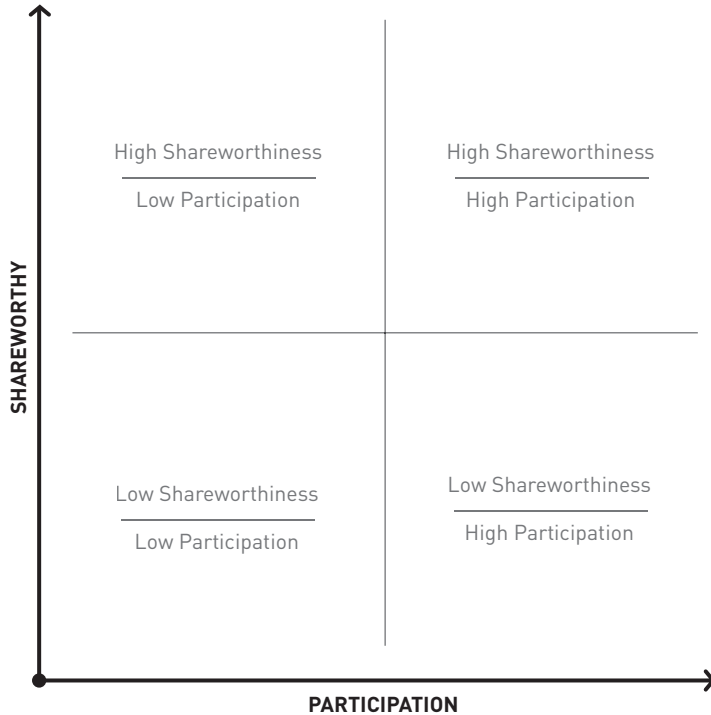
Source: David Gutting and Jeff Fromm, “Millennials as New Parents: The Rise of a New American Pragmatism,” Barkley/FutureCast and Consumer Orbit research study, 2013.

FIGURE 1–4 Educational level.



Source: David Gutting and Jeff Fromm, “Millennials as New Parents: The Rise of a New American Pragmatism,” Barkley/FutureCast and Consumer Orbit research study, 2013.

FIGURE 2-1 Participation/shareworthy matrix—old model.



This emphasis on participation aligns with how the definition of brand value has evolved over time. There was a time, just a few years back, when the formula for brand value looked something like this:

TRADITIONAL BRAND VALUE EQUATION

$$\text{BRAND VALUE} = \sim \frac{\text{Functional} + \text{Emotional Benefits}}{\text{Price}}$$

With what we have learned about Millennials' desire to participate and share, we have updated the brand value equation like this:

MILLENNIAL FUELED BRAND VALUE EQUATION

$$\text{BRAND VALUE} = \sim \frac{\text{Functional} + \text{Emotional Benefits} + \text{PARTICIPATIVE BENEFITS}}{\text{TOTAL COST}}$$

FIGURE 2–2 Personalization Venn diagram—new model.

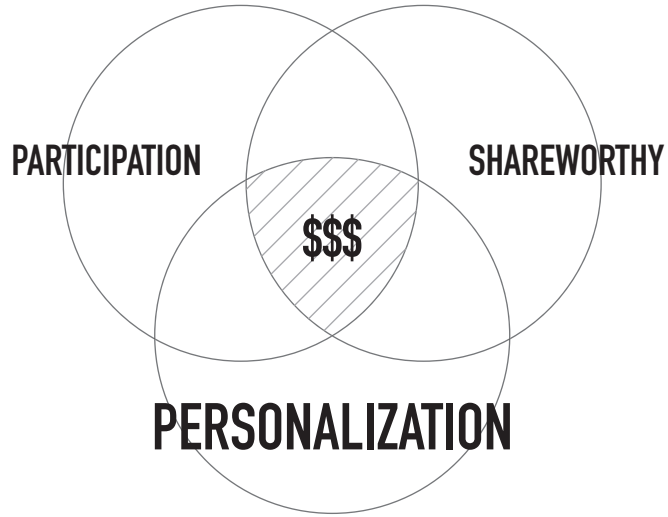


FIGURE 2–3 Democratization of key stakeholders.

STAKEHOLDERS	OLD MODEL	NEW MODEL
CONSUMERS	Reactive Passive Predictable Target Audience “Con”sumer	Proactive Aggressive Insight-driven Brand Partner “Pro”sumer
BRANDS	Idea / Content Curator Profit-oriented Exclusive Creator Static	Encourage user-generated content Engagement-oriented Inclusive Cocreators Flexible
MARKETING	Mass Messaging Brand Controlled Traditional Advertising One-Way Short-term	Brand Stand User Controlled Social Media and Content Advertising Two-Way Long-term

FIGURE 3–1 Porter's five forces.

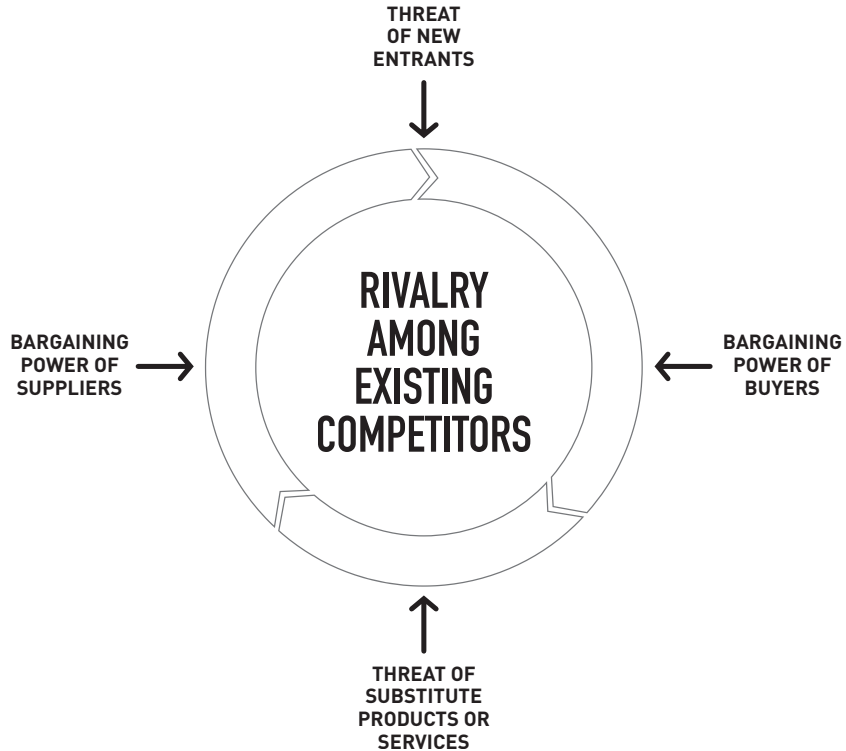


FIGURE 3-2 Brand Stand—old model.

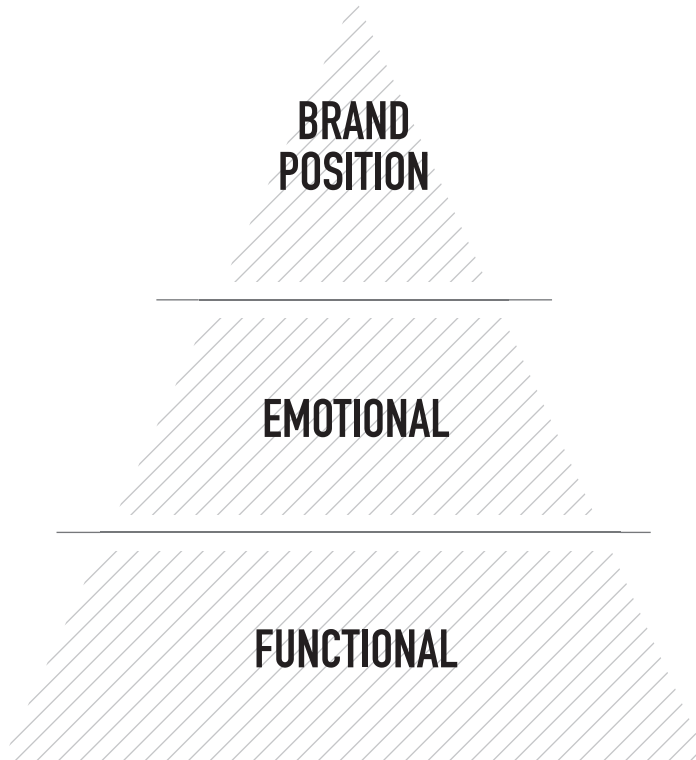


FIGURE 3–3 Brand Stand—new model.



FIGURE 4–1 AIDA—old model.



FIGURE 4–2 Brand Atom model.

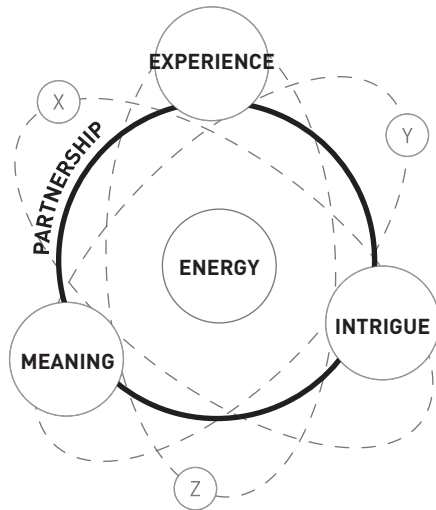


FIGURE 4-3 Content Excellence.

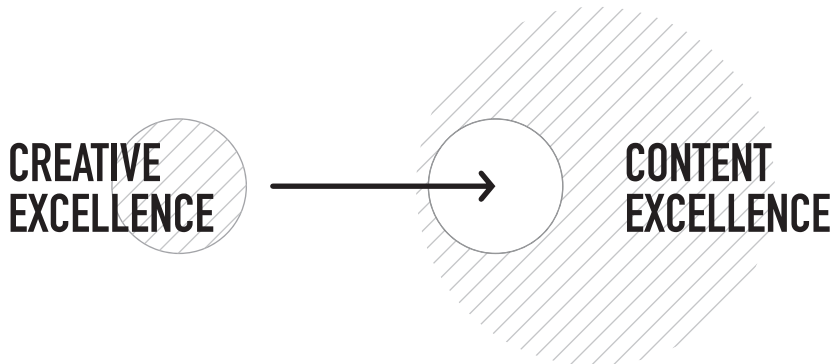


FIGURE 4–4 Content matrix.

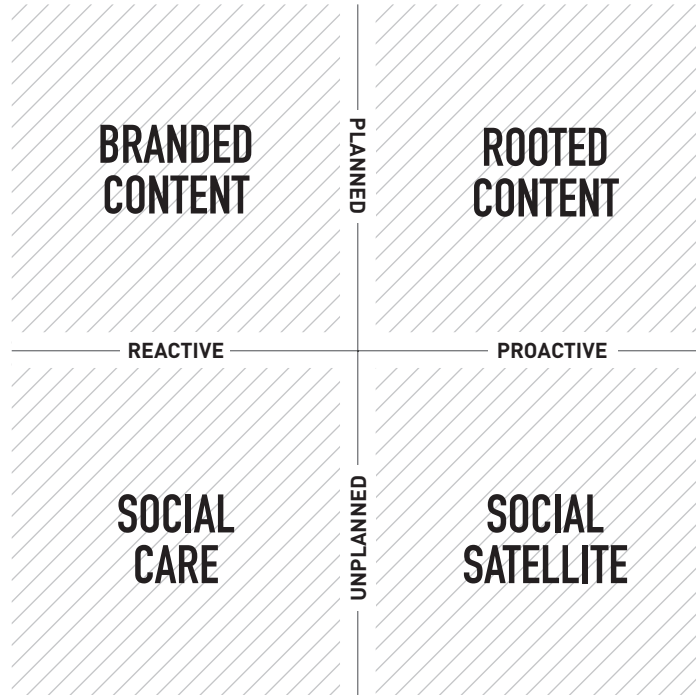
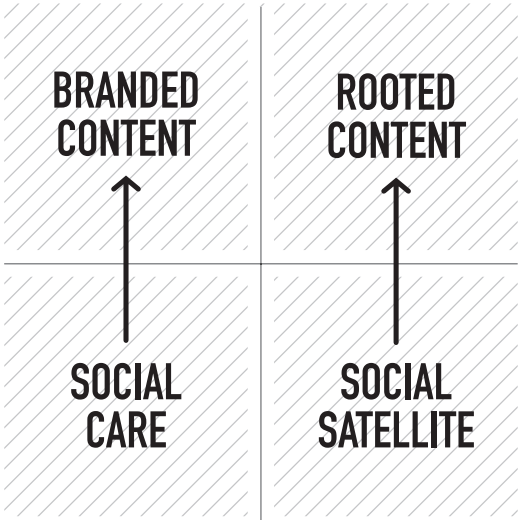
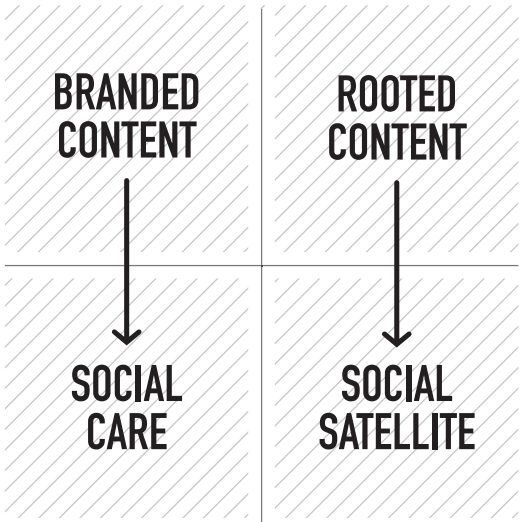


FIGURE 4–5 Content flow.



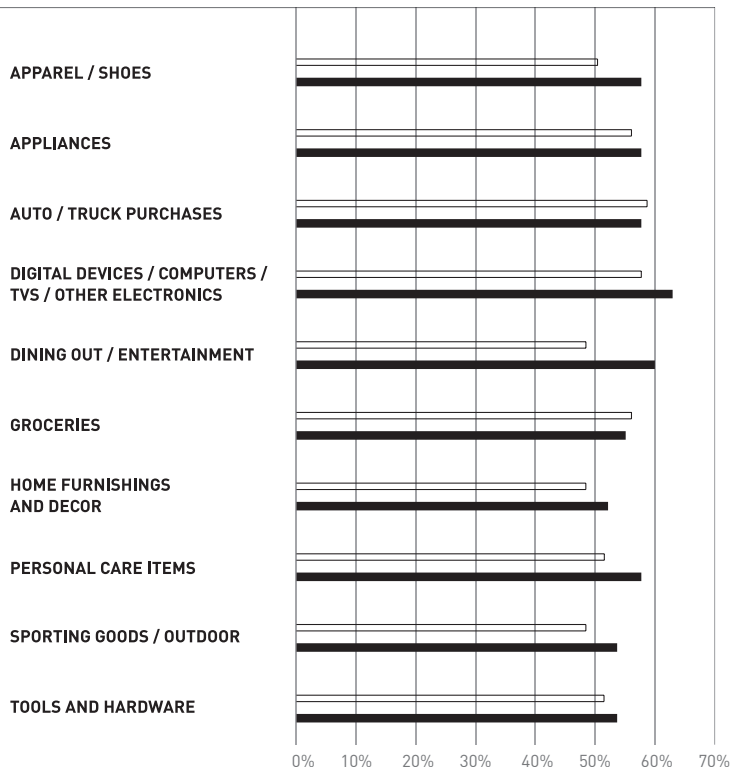
NEW MODEL



OLD MODEL

FIGURE 5–1 Millennial parent spending, price vs. quality.

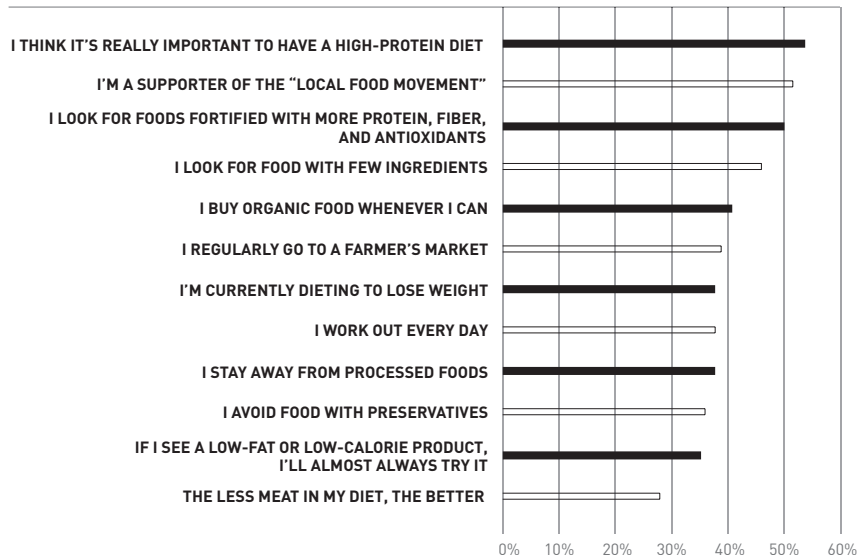
— AFTER PARENTHOOD
— BEFORE PARENTHOOD



Source: David Gutting and Jeff Fromm, “Millennials as New Parents: The Rise of a New American Pragmatism,” Barkley/FutureCast and Consumer Orbit research study, 2013.

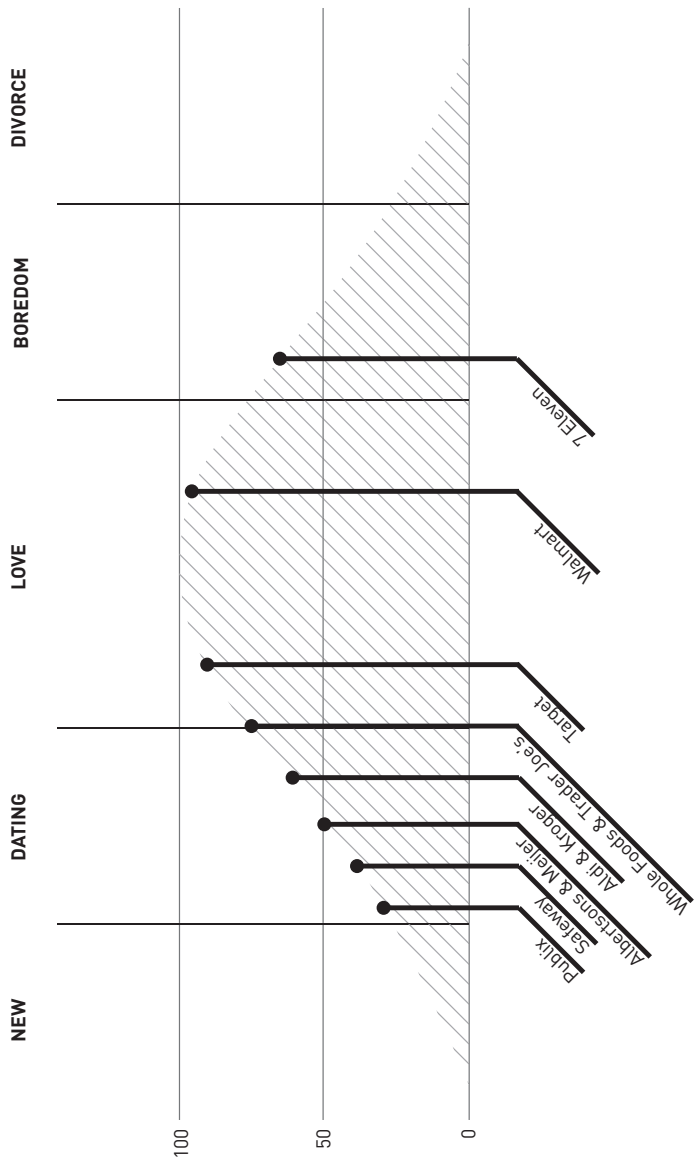
FIGURE 5–2 Millennial parent nutrition and health perceptions.

HOW STRONGLY DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS ON NUTRITION AND HEALTH?



Source: David Gutting and Jeff Fromm, "Millennials as New Parents: The Rise of a New American Pragmatism," Barkley/FutureCast and Consumer Orbit research study, 2013.

FIGURE 5-3 Millennial parent grocery Love Curve.



Source: BERA Brand Management.