

Q3 2018

And We're Live

Livestreaming services and social media's newest features have created a new era of live content that is changing entertainment—and young consumers are watching. The majority of 13-36-year-olds tell us they're streaming live video regularly, and three in four say they're watching up to an hour of this type of content every day. Going live means being more authentic and more creative in finding ways to hold interest—and it's trending among brands who want to stand out among marketing clutter. This trend looks at where young viewers are going for live entertainment, what interests them most about it, how brands have used it to their advantage, and the most effective ways of going live.

Unplugged

Smartphones, social media, and other devices/services are taking up more of Millennials & Gen Z's time. And they're starting to question how much of their lives tech is taking up. Cutting back on digital clutter is becoming an essential aspect of mental health maintenance as more young users place limits on their own device and platform use. Their craving for IRL experiences and social interactions also plays a part, and companies that offer experiences that ask them to set down their smartphones are gaining steam. Meanwhile, startups and major tech brands alike are creating innovative ways to provide unplugged moments. This guide to all things digital detox will keep you up to date on how Millennials & Gen Z are powering down.

Treat Yo'Self

"Treat yo'self" has become a motto among Gen Z and Millennials who are looking for the extra encouragement to splurge. Indulgences are being encouraged as they increasingly spread the message that little luxuries are good for their mental health. Over nine in ten young consumers tell us that they like to treat themselves every once in a while, and the majority say that indulgences are part of a healthy lifestyle. But what do these splurges look like, and how often are they occurring? What counts as a splurge or treat? From shopping to diet, we explored what their attitudes on indulgences look like now, and how the recession generations are fitting luxuries into their lives.

Q2 2018

Brandoms

Fandoms for franchises like Harry Potter and One Direction show how young consumers love to create a community around their favorite things. Now, their desire to join a tribe has extended to their favorite brands, and it opens up a whole new world of engaging with and marketing to Millennials and Gen Z. Logomania is on the rise, with two in five 13-35-year-olds telling us logos are back in style—but it's now just about fashion and exclusivity this time around. Young consumers are repping everything from their favorite streetwear brands to their go-to fast food restaurants. Companies are answering their call with unlikely fashion and product collaborations (ahem, Dunkin' Donuts running shoes). Big brands and niche brands alike are part of the rising trend as social media levels the playing field for building an avid fan base.

From Causes to Crises

In today's post-woke world, Gen Z & Millennials expect brands to be right by their side in making the world a better place: more than seven in ten 13-35-year-olds say brands have just as much responsibility as people to get involved with social causes, and even more say that buying products from brands that supports the causes they support makes them feel better about spending money. This movement has gained momentum over the past year, and while some brands have hit the mark, others have found themselves in the crosshairs of social media outrage due to affiliations with unpopular (or "un-woke") stances. This trend navigates this new and tricky landscape of brand activism—from causes to crisis.

Shoppability

The retail apocalypse is a reality, social media is influencing more purchases than traditional advertisements, and smartphones are the new shopping cart. Welcome to the evolution of shopping. Young consumers' challenging consumption behavior has forced brands to get creative about in-person shopping, opening whole new avenues of brick-and-mortar shopping, while the online and offline shopping experiences continue to merge. For Millennials and Gen Z, this means a rising expectation that the whole world is their showroom, and wherever they go—from Instagram to hotels—the items they see are an “add to cart” click away. We explored the new trends in shopping, and how young consumers are making 360 shoppability the next era of retail.

Q1 2018

Continuing to Talk the Talk

The importance of visual communication has only multiplied in the past three years since we last examined how young consumers express themselves, speak to one another, and what it all means for brands. Our updated look into the trend dives further into how these visual shortcuts help Gen Z & Millennials express themselves and stay connected in a uniquely “online” way. For example, nine in 10 Millennials and teens use emojis, eight in 10 use gifs and memes, and while emojis have embedded themselves into the lexicon of young consumers, gifs and memes are more for comedy's sake. While they're starting to expect brands to leverage visual language in their communications, certain industries should stay wary of fun, graphic cues, at the risk of sounding too informal.

Home Sweet Home Revisited

Somehow, the narrative that Millennials are living in their parents' basements continues to live on—even though the generation has, for the most part, grown up. Millennials are increasingly flying the coop, with the majority sharing homes with their own families or with roommates; among those who don't own a home yet, more than three in four say they plan to. And just like in the original Home Sweet Home trend, we are finding that they're continuing to set new standards for what they desire in a home and what tools and financial resources they use to shop for one. As more Millennials & Gen Z move into their own homes, the home decor industry should see a boost—as long as they market themselves the right way.

Ain't Nobody Got Time For That (Still)

Young consumers' quest for convenience has only sped up since we last reported on the trend in 2014 with our original report: Ain't Nobody Got Time For That. But now, instead of asking for time-saving solutions, they expect them: more than seven in ten 13-35-year-olds agree with the statement “I get very frustrated by things that waste my time.” From meal kits to banking apps and mobile-first ride-hailing services, innovative new tech has given them back more time in their busy schedules—and they don't expect that trend to stop anytime soon. We compared our 2014 report and the new data we just conducted side-by-side to see which aspects of this time-saving trend are on the rise, what's new in the space, and how brands across industries can keep up.

Q4 2017

Practical Magic

Supernatural, mystical, and magical products and pastimes are having a moment as many young consumers join in for the fun of a different perspective, a moment of diverting introspection, Instagrammability, and a bit of intrigue. In fact, over half of 13-35-year-olds say that supernatural products are trending. While some have called the rising interest in astrology and witchcraft a new religion for Millennials, we dug in to find the truth—fortunes, horoscopes, crystals, and the products that use them are providing entertainment and inspiration, sparking new trends that smart brands are tapping into.

Escape To The Dark Side

Young viewers are turning to dark content to escape their everyday. From murder mysteries to stories covering suicide and the supernatural, TV shows and movies with less-than-happy endings are having their heyday—both on the big and small screen. Seventy-seven percent of 13-34-year-olds told us they think their generation is looking for escapes from reality right now, so we looked into *why* exactly they're finding refuge in dark content, and the effect their interest is having on media and advertising.

Breaking The Stereotypes: How To Reach Young Males

Gen Z and Millennial males are often seen as an elusive consumer group to brands. They are part of the Genreless Generation, not abiding by old rules of masculinity, and redefining the traditional notion of what it means to be a man. At the same time, they're well adept at ignoring advertising and, of course, avoiding traditional media altogether. So where are they spending their time, what are their interests, and how can you reach them? We explored their preferences and behaviors in depth to guide you in breaking the stereotypes and appealing to young males today.

Q3 2017

Friend Request

The narrative around young consumers and technology is that it isolates them—but Gen Z and Millennials see tech as essential to maintaining their friendships. In fact, the majority of 13-35-year-olds say that technology is very/extremely important in helping them stay close to friends. In their experiences, social and chat platforms are major parts of navigating and building relationships, and from Snap streaks to Instagram comments, digital interactions have become integral parts of being friends as a young person today. More and more of their time with friends is spent in digital spaces, and new tools to hang out with friends virtually are being created all the time. We explored the digitalization of friendships and social lives among these young generations to find out what role digital platforms are playing, and how technology has become an essential piece of their friend groups.

Esports Levels Up

Competitive video gaming is well on its way to moving from niche to mainstream, as more Millennials & Gen Z take interest and take part in the growing trend. Esports has levelled up from its roots in streaming, and in recent years proven its power to draw in viewers as more major networks air gaming competitions and content. Ninety-seven percent of 13-35-year-olds who watch esports told us they think competitive video gaming is getting more popular with people their age, and brands have noticed. The industry is expected to rake in \$1.1 billion in 2019, making it a potential marketing goldmine. We're exploring why and how esports has captured the attention of young viewers and the brands trying to reach them, and dives into the opportunities available to creatively move into the space.

Fintech Rising

For a while, the emergence of technology in the financial space was a competitive edge new players used over slow-to-evolve traditional institutions—but now the entire financial industry is in a fintech race. Young consumers' digital preferences have reshaped the financial world, and they're fueling the biggest trends in fintech. Robo-advisors, or digital platforms that provide financial advice through algorithms with little to no human interaction, and peer-to-peer payment apps are just some of the tools that have emerged. But how many Millennials are actually using these digital solutions, and what do young consumers really want from their financial services? Fintech Rising looks at the how Millennials are really behaving in this space, and what they want next.

Q2 2017

The Influencer Effect

Influencer marketing is allowing the online-famous to make big bucks with brands clamoring to strike partnerships in an effort to reach the elusive ad-skipping generations. While brands race to understand the effectiveness of the now-popular tactic, we went straight to the source, and asked young consumers what they really think about influencers and influencer marketing. We uncovered that over three in ten Gen Z & Millennials consider online celebrities their friends, even more are more likely to consider purchasing a product their favorite online celebrity recommends, and so much more about the Influencer Effect. This trend explores the driving factors behind the trend to help you construct the most effective of influencer strategies.

Instagrammability

It's the era of the Unicorn Frappuccino, when food, places, products, even colors have the potential to become viral phenomena—and moneymakers—thanks to the power of the perfect social media shot. Instagrammability has become a currency for brands, and finding the perfectly picturesque is a rising motivator for young consumers, influencing the places they visit and the brands that they buy. Now brands are facilitating Instagrammable moments, with events, products, and campaigns focused on providing the best post possible—and 56% of 13-34-year-olds tell us that they like it when brands create things designed to be shared on social media. Instagrammability is more important than ever before, and we're diving into the marketing it's motivating, and more.

Generation Wanderlust

Considering 96% of Millennials and Gen Z are interested in travel, it's no wonder they're changing the rules when it comes to where to go, what to see, when to plan, and how to budget. Think Airbnb is their favorite way to stay? Think again. Immersing themselves in local culture is certainly at the top of their priorities, but hotels and resorts continue to be trusted for finding deals, feeling safe, and all-in-one perks. This generation has lofty goals—they want to visit far off destinations and continually explore new places. Mixing checks on their bucket list with staycations and local family-oriented trips is how they're fulfilling that sense of wanderlust. The average Millennial will take more than three trips this year—make sure you know how to be a part of their experience.

Q1 2017

Customization Nation

The days of one-size-fits-all are numbered and customization is being taken to the next level to appeal to young consumers, for whom personalization has become an expectation. Millennials and Gen Z's taste in products and services that feel like they're made just for them is spurring innovation in the space. Three quarters of 13-34-year-olds say they're interested in buying products that are customized to their taste, and over two in five say they have customized a product before. We're seeing new methods of customization and personalization emerging in retail, beauty, food, health, entertainment, and more, making tailored products and services more accessible than ever before.

In Their Heads

The most stressed, anxious generations to date need to clear their heads. Lately, we've seen a heightened awareness of and interest in everyday mental health among young consumers, who are finding new ways of maintaining their balance. In fact, over eight in ten 13-34-year-olds tell us they've noticed that people are making mental health more of a priority lately. From charting their emotions and learning about mindfulness to marrying tech with meditation and finding unusual stress escapes online, we're exploring how they're taking care of what's in their heads.

The Millennial Employee Handbook

Either you're employing the largest workforce in America's history or you're a part of it—and it's undeniable that Millennials are shifting the 9-to-5. Work-life balance and flexible hours are second and third to only salary when it comes to what makes the perfect position. But that's not to say all young adults are aiming for a future of freelancing: 60% would rather work in a company, the average ideal size being 150 people. Their need for stability and clear paths for growth are evident, especially since simply being employed is something they're still learning to trust. Our Millennial Employee Handbook details who the next generation of managers are, how many have a side hustle, and what workplace trends are worth investing in.

Q4 2016

Loyal-ish

Young consumers today—both Millennials and Gen Z—have a reputation for being completely brand disloyal. But how much truth is there to the declarations that loyalty is dead among the next generations? We found that almost eight in ten 13-34-year-olds consider themselves loyal to one or more brands, and explored what that loyalty looks like—from the categories in which they feel brand names matter to what would make them switch brands, and more. It turns out young consumers today are loyal-ish: they'll stick to brands, but you have to do just the right things to keep them coming back, and some are more loyal than others. Our deep dive includes a profile of four different young consumer groups divided by their level of loyalty to help brands target the right consumers.

The Post-TV Gen

Eight in 10 consumers ages 13-34 predict that digital services will eventually replace cable and satellite programming. So, is TV as we know it dead? Not yet, but it's no longer the main source of entertainment for today's young consumers—we're reaching the point of the Post-TV Gen. TV screens are considered a nice-to-have for live entertainment by today's young consumers, who more readily access *quality* video content on mobile. YouTube is becoming their new Hollywood. Branded series on Snapchat are less likely to be skipped. Six in 10 young consumers say, "I don't know what I would do without streaming services" like Netflix, which now captures more teen and Millennial audience power than cable services. Influences like the high cost of cable, advertisement avoidance, and the end of appointment viewing are just some of what we explore in a look at their post-TV behaviors and preferences.

Teen Snapshot

Today's teens are just not the same as teens ten years ago. While Millennials were raised during a boom, these young consumers grew up during tougher economic times—six in ten don't remember a time before the recession. They're being raised by Xers, with social media as their norm and in many cases, mobile devices as their first screens. As a result, they're making different choices, and valuing different things, than the generation that came before them. We're putting the spotlight on our stats on 13-17-year-olds from shopping to social platforms, to give a snapshot of teens' beliefs and behaviors this moment.

Q3 2016

The Diversity Tipping Point

Minorities are now the majority among the next generation, and in 2020, the percentage of white people under 18-years-old in the U.S. is expected to fall below 50%. Today's young consumers even more diverse than Millennials. We've long told brands that they want to see themselves reflected in media, and the calls for diversity in entertainment, marketing, and more are intensifying as their collective voices grow. The Diversity Tipping Point explores the role that race and ethnicity is playing in their own beliefs and views, as well as what they desire and expect out of brands and representation.

Experiencification

Earlier this year, we reported that 74% of 13-33-year-olds would rather spend their money on experiences than products. Their experience-focused behavior has become not just a well-known central value of the generation, but a pivotal preference that has left its mark on multiple industries. As a result, turning your brand or product into an experience has become a major marketing trend—but what do young consumers think of the Experiencification of brands and retail? We found out what would actually draw them into stores, and what you need to know about the allure of experience.

Adulthood

Paying down debt, cooking well-balanced meals, juggling full-time careers with full-time families: we can all admit that the freedom that comes with adulthood has its trade-offs. Though not yet a verified dictionary word (but on Merriam-Webster's "Words We're Watching" list), adulthood has caught on as a catch-all for the generation to both celebrate and lament what it means to be an adult. Millennials are using their self-deprecating sense of humor and penchant for Chasing Neverland to stall "growing up" while still taking on higher stakes responsibilities. We explore how well they are managing their finances, work lives, relationships, and more, and how brands can ultimately help them adult.

Q2 2016

The Binge Effect

It's no fad: Millennials and teens have embraced binge watching, and there's no going back. According to our research, 95% of 13-33-year-olds binge watch, and 54% are binge watching multiple times each month. They're devoting an immense amount of time to consuming entertainment in single sittings, and their television preferences have been altered drastically. But Binge Effect has gone beyond viewing patterns—their bingeing behavior is distracting them from other things, changing their views on marketing, and shifting their frame of reference as they access content they might never have seen before.

PC Police

Young consumers today are being called too-sensitive, and a debate has been raging about whether political correctness has gone “too far.” There is no doubt that Millennials and teens have grown up in the era of PC culture, and words like “trigger warnings” have been introduced as they have come of age—and it has made an impact. Over six in ten 13-33-year-olds say they try to be politically correct, and even more tell us that if they hear or see something offensive, they speak up about it. They feel it’s their responsibility to take a stand against behavior and speech they see as hurtful, and while previous generations might bemoan the PC status quo, the majority of Millennials and teens think it’s a good thing. But what exactly is their definition of political correctness and how is it impacting what they expect from brands? We explored the issue to find out how young consumers view their role as the PC police.

The Privacy Issue

Let’s get one thing straight: Millennials care about privacy and security. They’re worried about their information floating around in digital clouds and skeptical about its protection under the eyes of individuals, companies, and institutions. But practical to their nature, most would rather accept that their actions online will never be completely private instead of swear off the internet forever or safeguard back to the DOS era. We investigated this ultimate catch-22 for the digital-first generation, and found out what exactly brands are allowed to do with what they know.

Q1 2016

Next Level Fandom (Revisited)

Highly connected and organized Millennial fan groups have taken fandom to a new level. In 2013, Ypulse found that Next Level Fandoms were using their numbers, passion and organization to change the meaning of being a fan, and we’ve revisited the trend to take a deeper look into this increasingly relevant space. Almost half of 13-33-year-olds now say they are in a fandom, and these connected groups are influencing brands and entertainment more than ever before. We’re exploring what fandom looks like today, why it appeals, how young members connect and participate in their fandoms, and more...including what brands can do to tap into fandom culture.

Less Is More

Overwhelmed by content, options, marketing, and products, more Millennials are beginning to have a minimalist moment. They’re bringing a “less is more” mentality to their homes, closets, diets, and more; while trends like mindfulness and decluttering are beginning to pick up speed. Young consumers have always chosen experiences over products, but now they’re looking to let go of material goods and simplify their lives in even more ways. This desire for simplicity is impacting how and what they’re buying, and sparking new areas of interest.

For a Good Time...

Millennials are choosing the couch or café over a night at the club. Partying hard has been a hallmark of youth for generations, but Millennials are less intent on pushing boundaries than they are living in the Netflix and chill zone. Understanding what young adults are considering a good time means changing the assumption that they are drinking (and posting about it) to excess. See how the foodie generation is redefining your average Saturday night.

Q4 2015

Genreless Generation

It’s getting harder and harder to pin down the tastes of Millennials and teens. Take music. Where young consumers of previous generations might have felt most passionate about a single genre, today playlists are stacked with multiple genres, and 60% say they don’t primarily listen to one genre. But it’s not just about music. From fashion to identity and sexuality, young consumers today are not as interested in being labeled or falling into preexisting buckets. This is a genreless generation, more comfortable with blending and bending categories, and celebrating new combinations than ever before.

Social Media Illusion

Social media is unquestionably a part of most young peoples' lives, and the way they portray themselves online is a piece of their personality. Now, with many young consumers growing up with no memory of a pre-social media world, the illusion that social platforms provide has become second nature. They have become experts at carefully crafting the image they send out into the world. But some are wondering how real their online personas should be, and others are skewering the "perfection" that online branding allows them to portray. The social media illusion is being questioned.

Hispanic Millennial Snapshot

Today's young consumers are a massive consumer group, and though they may share many core characteristics, it's important to look at the demographics that live within the generation. We survey Millennials every month, but when we look at the data, we are sure to zoom in on specific groups to find any differences that might exist. This report, we're zooming in on Hispanic Millennials, to give you a full look at their behaviors from mobile to entertainment and more and highlight any ways they differ from their non-Hispanic peers.

Q3 2015

Unique Is the New Cool

Not so long ago, young consumers wanted nothing more than to fit in. But now, standing out is the goal, and 66% of 13-33-year-olds agree that being the same as everyone else is boring. But it isn't just about fashion. Celebrities that stand out and show off their distinctiveness are embraced. Their desire to be different is impacting major life milestones like weddings and parenthood, the restaurants they want to eat at, the hotels they want to stay in, and the brands they want to buy. Sameness is so yesterday—unique is the new cool.

The Body Positive

The body positivity movement has gained serious momentum with Millennials and teens, who are broadcasting their desire to have all shapes and sizes accepted. Hashtags like #EffYourBeautyStandards and new idols like Tess Holiday have sparked a passionate community of young consumers online—and they're looking for lasting change. Brands that make missteps with too-skinny models, over-zealous Photoshopping, or perceived fat-shaming are being called out, and are expected to apologize, make amends—and embrace the body positive mentality.

Talk the Talk

The way that young consumers communicate seems to mystify many. They're hooked to their phones, and they have more ways of interacting than any generation before them. So how much are they texting, messaging, talking, posting on social media, emailing, and video chatting? We've done a deep dive into their communication behaviors, and we found out their favorite way of communicating, what they think is dying out, how big a role visuals play in their everyday language, how their habits change with age, and more—including how they want brands to talk to them.

Q2 2015

Fame, Redefined

The glittery dust has settled. There is no longer any question that digital celebrities' popularity rivals Hollywood stars—for teens, they're even more popular. So now what? What does fame look like now? How do young consumers view it, and how do they interact with celebrities? Who are teens and Millennials interested in watching, where are they interested in watching them, and who is influencing them? Fame has been redefined by the next generation of viewers, and we're officially in a new era of celebrity influencers.

Fit Gone Glam

Young consumers' health-consciousness has spun out into a new realm. Workout gear has infiltrated the fashion world where athleisure is on fire. Fitness queens have taken over Instagram, where hashtags like #fitspo and #belfie connect communities of young fitness enthusiasts, and accompany endless images of six packs and spandex clad booties. Exercise plans have become almost cult movements, and 71% of 13-32-year-olds say it's cool to work out these days. For Millennials, fitness isn't just about working up a sweat anymore. It's a culture, and it's gone glam.

Home Sweet Home

“Millennials are flocking to cities and deserting the ‘burbs...The next generation will be perpetual renters...They can’t afford to dine out, much less a down payment...” We hear a lot of speculation about Millennials and their future as homeowners, but fulfilling these stereotypes is not a part of their five-year plan. Hearing it from 18-32-year-olds themselves, we give you the State of the Union on Millennials and their home-buying plans, covering where the money is coming from, who they are trusting in the buying process, what cities they plan to live in, and much more. Young adults are taking their time in reaching this life moment, but the wait doesn’t make it any less important to them.

Q1 2015

Activated

In the last few months, a generation previously accused of apathy, political ennui, and just plain laziness has stepped forward and become a part of major protests and social activism movements around the world. So what changed? Are younger Millennials behind this new activism, or has social media provided the fuel, and exposure, that the generation has needed to make their views known and their voices heard on a broader scale? The new activism is a combination of their online influence igniting their offline actions, and we’re seeing a wave of young people inspired to become involved in the world in a different way.

Surprise & Delight

Algorithms and Big Data are driving a lot of the content, marketing, and experiences that are served up to young consumers, and while they appreciate the convenience and seamlessness of high-tech solutions, these are also their norm. All this tech-targeting has also led to a reality where they just aren’t surprised by much any more. Looking to add excitement to their days and shake up the repetitive and expected, they’re increasingly seeking out experiences that surprise them, give them a dose of randomness, and provide unexpected moments of delight.

Let’s Talk About Sex (& Dating)

Ready for “the talk?” Well, Millennials are, since 64% of those 18 and over admit to being sexually active, along with 12% of those under age 18. We’re taking an honest look at the sex and dating preferences of this generation from teens to thirty-somethings, charting their timeline from losing their v-card to marriage, finding out how open they are to dating outside of their race and religion, and what the realities of their alleged “hookup culture” really are. Everything from how many are naughty Snapchatting to who identifies as bisexual is on the table, so remove your inhibitions and dive deep into this data.

Q4 2014

Play Nice

Surrounded by negativity both online and off, young consumers are looking for communities, celebrities, and even entertainment that uplifts, focuses on the positive, and emphasizes getting along over dissonance.

Things Are Getting Weird

Millennials and teens were raised on absurdist humor, and their appetite for the strange, random, and downright weird in marketing and entertainment is growing as they age up.

How They Spend It

Millennials are set to outspend Boomers by 2017, but their buying power will be wielded much differently than generations before. Comparing spending habits and financial attitudes among various earning segments, we find out how their budgets and priorities shift when they earn more. From bills to splurges to savings, see what the future holds for how they’ll spend it.

Q3 2014

Chasing Neverland

Reality bites, and Millennials are finding ways to temporarily unplug from adulthood, and all the pressures that it brings. Feeling the stresses of everyday life, they’re seeking out experiences that bring them back to a state of childhood, and insert a mini, fantasy-like break into their lives, helping them get through the unavoidable responsibilities of life, and letting them feel—for a little while—that they will never have to grow up.

Ain't Nobody Got Time For That

Their patience is waning and they expect tech to solve their problems. This generation is driving change and pushing the on-demand economy even further, looking for solutions to everyday annoyances that save them effort, thought, and most importantly, time.

New Parents On The Block

A new generation of parents is emerging that is hell bent on trying to give their children an even better life than they had, despite the odds. Tech enhanced, supported by an online community of other new parents, and rejecting some of the ways they were raised, older Millennials are disregarding judgment and writing their own rules for the modern age of parenthood. That is, once they decide to actually have kids.

Q2 2014

Numbers Game

In this data driven world, Millennials are beginning to take control of their information and use it to make their lives better, or just plain have fun. They're going beyond biometrics, playing with the data produced through their everyday actions in new ways.

Give Me Something to Talk About

Cultural quick-fixes, pre-planned and made to be shared on their feeds. That's what Millennials are looking for when it comes to their next adventure. This social-currency-hungry generation is craving unique and exciting everyday experiences handed to them ready-to-go so they can take it, do it, and instantly have something interesting to share with others.

Blurred (Luxury) Lines

The definition of luxury is being rewritten by Millennials. Accessibility, convenience, and authentic emotional connections are all a part of the new luxury vernacular, leaving the ideals of generations past—exclusivity and pretense—behind their gilded gates.

Q1 2014

The Age of Not Believing

Fake until proven true is becoming the new logic. The internet and offline media are filled with misinformation and prank play, conditioning members of this generation to question the truth in everything that they see, from everyday news to brand claims.

Story of My Life

A new trend in storytelling is beginning to captivate Millennials, and they are finding new ways to create narratives about their lives. They're using mobile tools and in-person experiences to give unexpected glimpses of themselves, and make something more impactful out of the many bits of media they collect and produce.

Anonymously Yours

Millennials privacy preferences have started to change. Though they are still looking to share, they are putting a higher value on secrecy and anonymity in their online lives and social media interactions, and finding spaces to broadcast personal experiences that feel more sheltered and consequence-free.