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3 BIG BRANDS BRINGING CUSTOMIZATION TO CLASSIC PRODUCTS

WE KNOW THAT GEN Z AND MILLENNIALS ARE INTERESTED IN PERSONALIZATION, AND NOW BIG BRANDS ARE TAKING CUES FROM STARTUPS, AND LETTING CUSTOMERS CUSTOMIZE SOME CLASSIC ITEMS...

The days of one-size-fits-all are numbered. Customization is being taken to the next level to appeal to young consumers, for whom personalization has become an expectation. From the “Chipotle-fication” of the food industry to the “Netflix-ication” of entertainment, products and services that can be molded to their preferences are now the norm. We delved into this topic in our recent [Customization Nation trend](#), exploring a slew of examples of customized products and experiences—and how young consumers feel about them. [Ypulse’s data](#) shows three quarters of 13-34-year-olds are interested in buying products that are personalized to their taste, and 91% find brands somewhat to extremely innovative if they offer personalized products.

Now, Millennials and Gen Z’s taste in products and services that feel like they’re made just for them is spurring more innovation in the space. While at one point the idea of personalized products was a novelty, technology has allowed hyper-personalization to spread across industries and to be achieved on a mass scale. 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. While much of this customization activity is being undertaken by startups like Lost My Name, Function of Beauty, Mon Purse, and more, we’re starting to see more big brands get in on the action. Here are three bringing personalized, build-your-own tech to some classic products:

Xbox Design Lab

You might not see the Xbox controller as a classic product, but we can guarantee that Millennials and Gen Z do. And for the first time, they can [actually design](#) their own look for their gaming accessory. The new Xbox Design Lab breaks down the device into all its individual parts, from triggers to grips, so customers can customize the color on each piece, and view the work in progress in 360-degree angles. If coordinating colors isn’t unique enough for them, customers [can also add](#) an engraving. Nothing says you’re Player 1 like a monogrammed controller.

Swatch X You

Will the ability to build their own watch make more Millennials buy a timepiece? Swatch is willing to find out, giving the customization obsessed consumer a chance to create their perfectly unique accessory. Via online dashboard Swatch X You, shoppers can swap straps and clock faces, switching between various patterns and colors for their highly-personalized product. The simple process of DIYing their own watch design results in a more unique product that costs the same as buying a non-custom style. According [to TechCrunch](#), the new market indicates a need for the brand to move beyond “the traditional Swatch customer and into the occasion buyer.”

BuzzFeed Tasty Coffee Quiz

BuzzFeed's wildly popular food platform Tasty is expanding into the coffee business - the customized coffee business that is. [Grub Street](#) reported that this March Tasty has begun selling Brooklyn Roasting Company coffee beans in a partnership with NBCUniversal, and of course, they're "offer[ing] a quiz to help with decision making." Quiz-takers will be asked about their favorite fruit, how they feel about caffeine, what their ideal morning is like, and more, to which they can answer with emojis. The quiz results offer a coffee that feels customized to each person's taste, and once the choice is made, consumers can make it even more personal by creating their own labels.

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