
the facts.

**The State of the YAYA Market Factbook.
Compiled by MOJO Ad.
Fall 2008.**



**Advertising • Public Relations
Strategic Communication**

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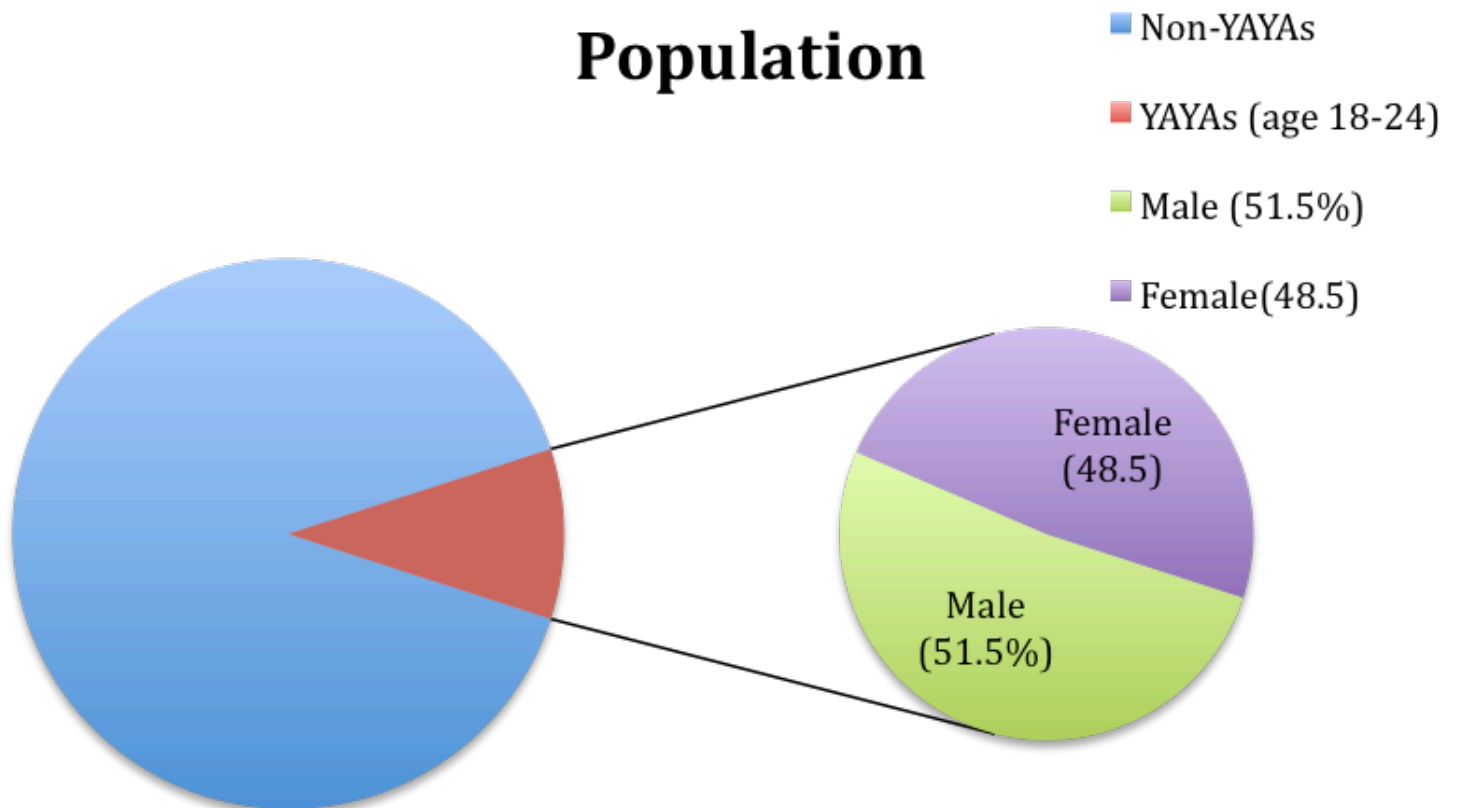
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all about the YAYA market.

Demographics

Population

Total: 29.7 million (9.9% of total population)
Male: 15.4 million (51.5%)
Female: 14.3 million (48.5%)



[Source]:

1. U.S. Census Bureau, Data Set: 2006 American Community Survey

http://factfinder.census.gov/servlet/STTable?_bm=y&-geo_id=01000US&-qr_name=ACS_2006_EST_G00_S1501&-ds_name=ACS_2006_EST_G00_-redoLog=false&-format=&-CONTEXT=st

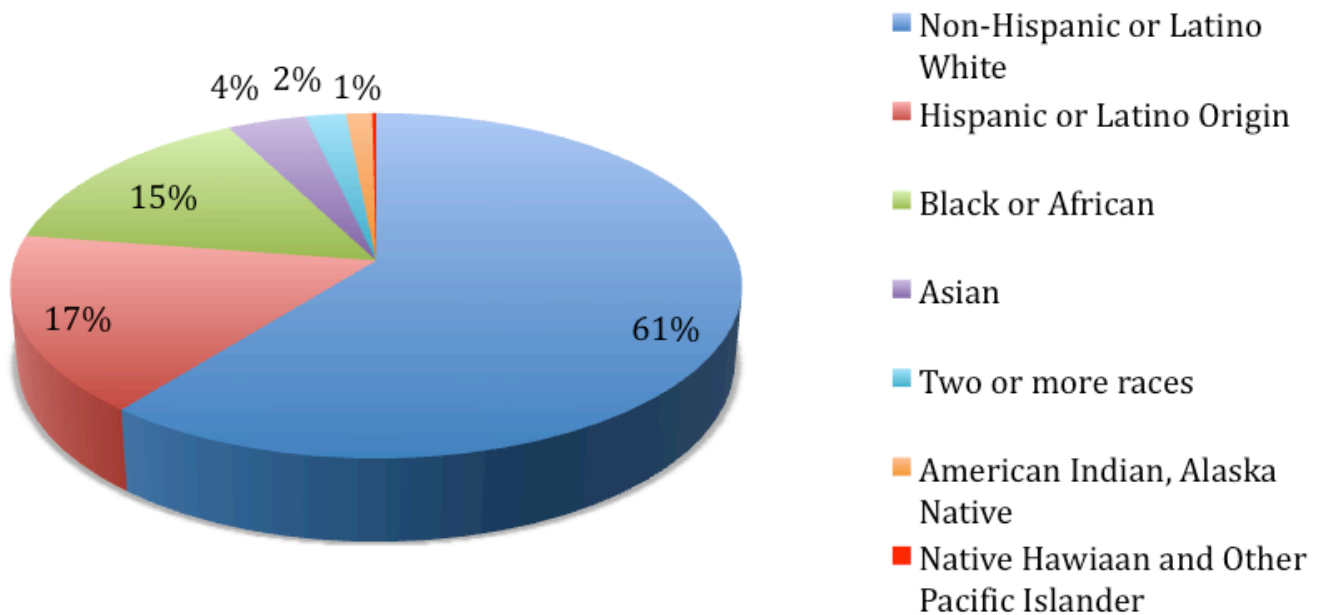
2. Statistical abstract of the United States: 2008, 127th Edition--The national data book, Table 77. Live births, Deaths, Marriages, and Divorces: 1960 to 2006 (P 63)

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Ethnicity

Non-Hispanic or Latino White = 18.2 million
Hispanic or Latino origin = 5.0 million
Black or African = 4.5 million
Asian = 1.2 million
Two or more races = 0.62 million
American Indian, Alaska Native = 0.4 million
Native Hawaiian and Other Pacific Islander = 63,000

Ethnicity of the YAYAs



[Source]:

1. Statistical abstract of the United States: 2008 127th Edition--The national data book
Table 9 Resident Population by Race, Hispanic Origin, and Single Years of Age: 2006 (P12)

”Whites, blacks, and Asians currently have similarly high rates of computer and Internet use. Latinos have the lowest rates by far (computers 58%, Internet 48%). “

- California Digital Divide, June 2008
www.ppic.org/main/publication.asp?i=263

the facts.

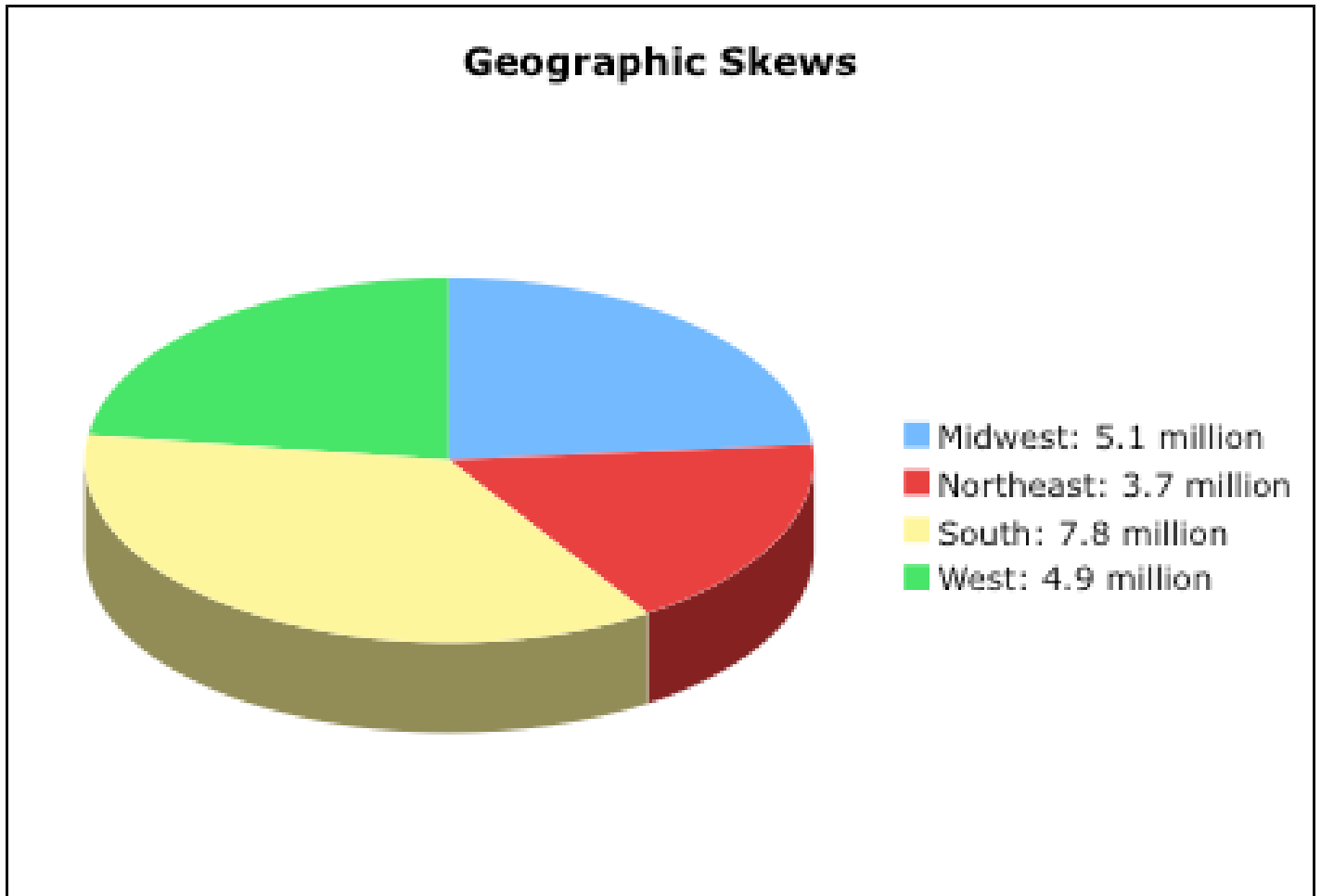
Geographic Skews

Midwest: 24 percent, 5.1 million

Northeast: 17 percent, 3.7 million

South: 36 percent, 7.8 million

West: 23 percent, 4.9 million (Alaska and Hawaii are included in the West)



[Source]:

1. US Census Bureau

www2.cob.ilstu.edu/jecox/Marketing%20Research%20Materials/18%20to%2024%20year%20old%20population%20trends.ppt

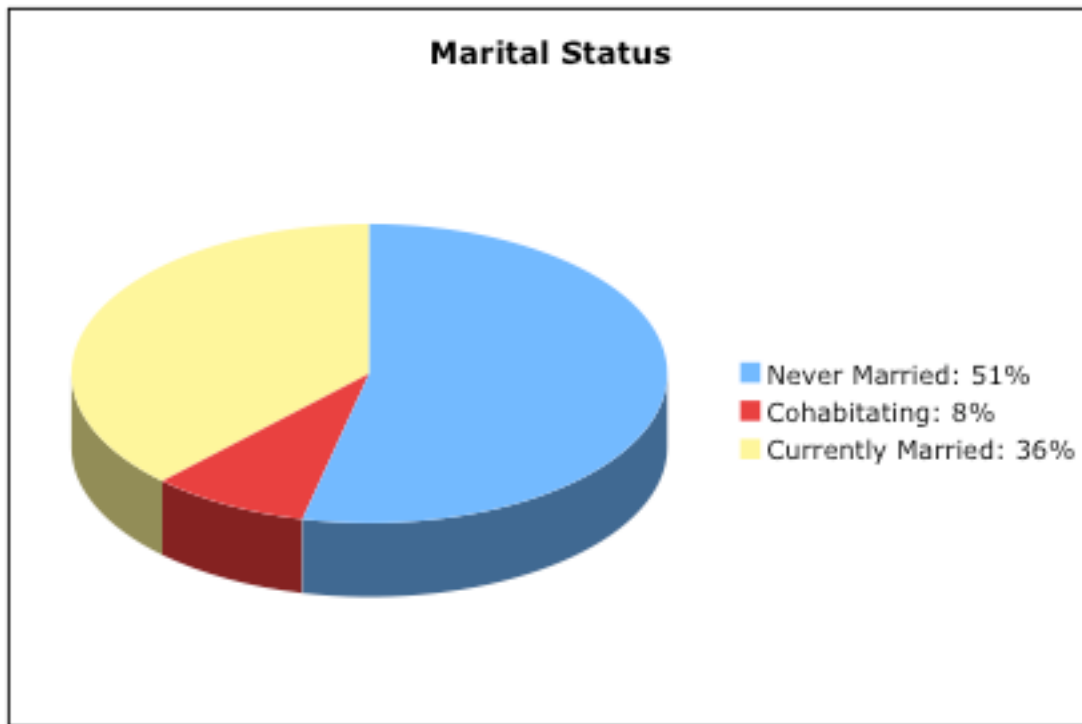
Marital Status

Young Adults Aged 18-34 in the United States

Never Married: 51%

Cohabiting: 8%

Currently Married: 36%



Presence of Children

- 32 percent of young adults ages 18-34 have children.

[Source]:

1. Prepared for the MacArthur Research Network on Transitions to Adulthood, May 2007. www.transad.pop.upenn.edu/downloads/Rumbaut%20figures.pdf

Living Situation

- Living away from home is becoming increasingly more common among young adults.
- Cohabitation is the most common form of household arrangement for young adults who do not live with their parents.

- Mediamark Research Inc.

Education

Education Attainment

	Total	Male	Female
Population 18 to 24 years	29.7 million	15.3 million	14.4 million
Less than high school graduate	18.0%	20.8%	14.9%
High school graduate (includes equivalency)	33.9%	36.1%	31.6%
Some college or associate's degree	39.5%	36.4%	42.9%
Bachelor's degree or higher	8.6%	6.8%	10.6%

School Enrollment

57.6 percent of male YAYAs are not enrolled in school.

53.0 percent of female YAYAs are not enrolled in school.

Percent Enrolled In School By Age Group

	Total	In public school	In private school
18 and 19 years	72.5%	81.1%	18.9%
20 to 24 years	39.4%	76.5%	23.5%

[Source]:

1. U.S. Census Bureau, Data Set: 2006 American Community Survey

http://factfinder.census.gov/servlet/STTable?_bm=y&-geo_id=01000US&-qr_name=ACS_2006_EST_G00_S1501&-ds_name=ACS_2006_EST_G00_-&-redoLog=false&-format=&-CONTEXT=st

2. U.S. Census Bureau, Data Set: 2006 American Community Survey S1401. School Enrollment

http://factfinder.census.gov/servlet/STTable?_bm=y&-geo_id=01000US&-qr_name=ACS_2006_EST_G00_S1401&-ds_name=ACS_2006_EST_G00_-&-redoLog=false&-format=&-CONTEXT=st

3. Statistical abstract of the United States: 2008, 127th Edition--The national data book

Table 276: College Enrollment-Summary by Sex, Race, and Hispanic Origin: 2005 (P178)

the facts.

High School

* “Of the nearly 3.0 million youth who graduated from high school between October 2006 and October 2007, about 2.0 million (67.2 percent) were attending college in October 2007. The college enrollment rates were 68.3 percent for young women and 66.1 percent for young men.”

-U.S. Labor Bureau of Statistics, College Enrollment and Work Activity of 2007 High School Graduates, April 25, 2008

* “At the typical college, only 40 percent of students earn their degrees in four years. The six-year graduation rate of 57 percent is better, but hardly impressive. Among African-American students, less than half graduate within six years. Overall, nearly a third of people older than 25 who have entered college end up with no degree (but often piles of debt) to show for it.”

-“Ins and Outs of Higher Ed.” USA Today 10 June 2008: 8A. http://proxy.mul.missouri.edu:2228/us/lnacademic/returnTo.do?returnToKey=20_T4502485996

* “High school degree attainment is high:

-87 percent of 25-34 year olds have high school diplomas.

* Enrollment in post-secondary education is increasing:

- Between 1970 and 2004, the school enrollment rate for 18–19 year olds jumped from 48 to 64 percent.

- Between 1970 and 2004, the enrollment rate of adults ages 20–24 increased from 22 to 35 percent; from 8 to 13 percent for those ages 25–29; and from 4 to 7 percent for those ages 30–34.”

- <http://www.eagleton.rutgers.edu/YPPP/MillenniumGenFS.pdf>

* High School Dropout Rates For YAYAs

“‘Event dropout’ in the following study is used as a term to describe the amount/percentage of people who dropped out of high school from one year to the next without obtaining their GED.”

National Rates:

“Approximately 4 of every 100 students who were enrolled in public or private high schools in October 2005 left school before October 2006 without completing a high school program. No measurable change was detected in the event dropout rate between 2005 and 2006 (3.8 percent in each year); however, since 1972, event dropout rates have trended downward, from 6.1 percent in 1972 to 3.8 percent in 2006.”

Male versus Female:

“There was no measurable difference in the 2006 event dropout rates for males and females, a pattern generally found over the last 30 years.”

Race:

“Between October 2005 and October 2006, Hispanic students in public and private high schools were more likely to drop out than were White and Black students. The event dropout rate for Hispanics was 7.0 percent, compared with rates of 2.9 percent for Whites and 3.8 percent for Blacks.”

Age:

“Students who pursued a high school education past the typical high school age were at higher risk than others of becoming an event dropout. The 2006 event dropout rates for students in the typical age range for fall high school enrollment (ages 15 through 17) were lower than those for older students (ages 19 through 24). Specifically, 2.0 percent of 15- through 16-year-olds and 2.7 percent of 17-year-olds dropped out in the 1-year reference period, compared with 6.8 percent of 19-year-olds and 21.8 percent of 20- through 24-year-olds.”

- <http://nces.ed.gov/pubs2008/2008053.pdf>

* “Between October 2006 and October 2007, 426,000 people between the ages of 16 and 24 dropped out of high school. Hispanics represented a disproportionately large share of dropouts (27.9 percent).”

- U.S. Labor Bureau of Statistics, College Enrollment and Work Activity of 2007 High School Graduates, April 25, 2008

College

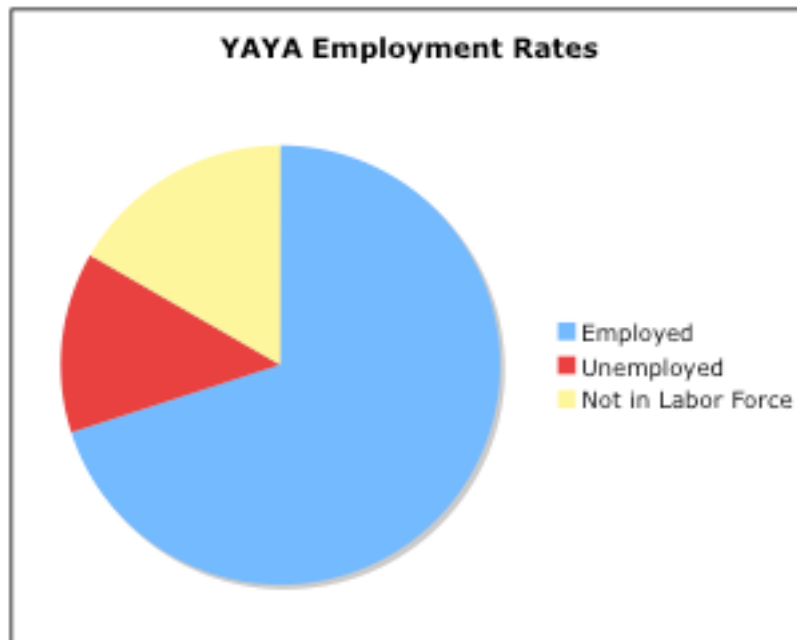
- There are 17.4 million college students in the United States.
- Two-thirds of college students have paid jobs.
- 65 percent have a major credit card.
- 65 percent have loan payments.
- College students are responsible for about \$210 billion in sales each year.
- They have approximately \$53.9 billion in discretionary income yearly.
- When it comes to spending, they like the “good things in life.” These include entertainment and travel, the latest electronic and digital equipment, snacks and beverages, apparel and personal care items.
- Parental influence remains strong. More than half of college students use the same brand of bar soap (55%), toothpaste (54%) and laundry detergent (60%) that they were introduced to by their parents
- 61 percent believe it is harder to be a young person today than it was in their parents’ day.
- Nine out of ten college students own a computer, calculator and television.

- Alloy Media+Marketing

Careers

Employment

- 69.9 percent are employed
- 13.4 percent are unemployed
- 16.7 percent are not in the labor force



- YAYAs comprise 11.1 percent of the labor force (and only 9.9 percent of the population).

[Source]:

1. <http://www.census.gov/compendia/statab/tables/08s0595.pdf>

* “Recent high school graduates not enrolled in college in the fall of 2007 were more likely to be in the labor force than enrolled graduates (76.6 percent versus 39.7 percent). The unemployment rate for those not enrolled in college was 19.9 percent, compared with 9.8 percent for high school graduates enrolled in college (in either 2-year or 4-year institutions).”

-U.S. Labor Bureau of Statistics, College Enrollment and Work Activity of 2007 High School Graduates, April 25, 2008

* “About 64.1 percent of recent high school graduates enrolled in college were attending 4-year institutions. Of these students, 31.4 percent participated in the labor force; in contrast, 54.7 percent of students enrolled in 2-year institutions were in the labor force.”

-U.S. Labor Bureau of Statistics, College Enrollment and Work Activity of 2007 High School Graduates, April 25,

2008

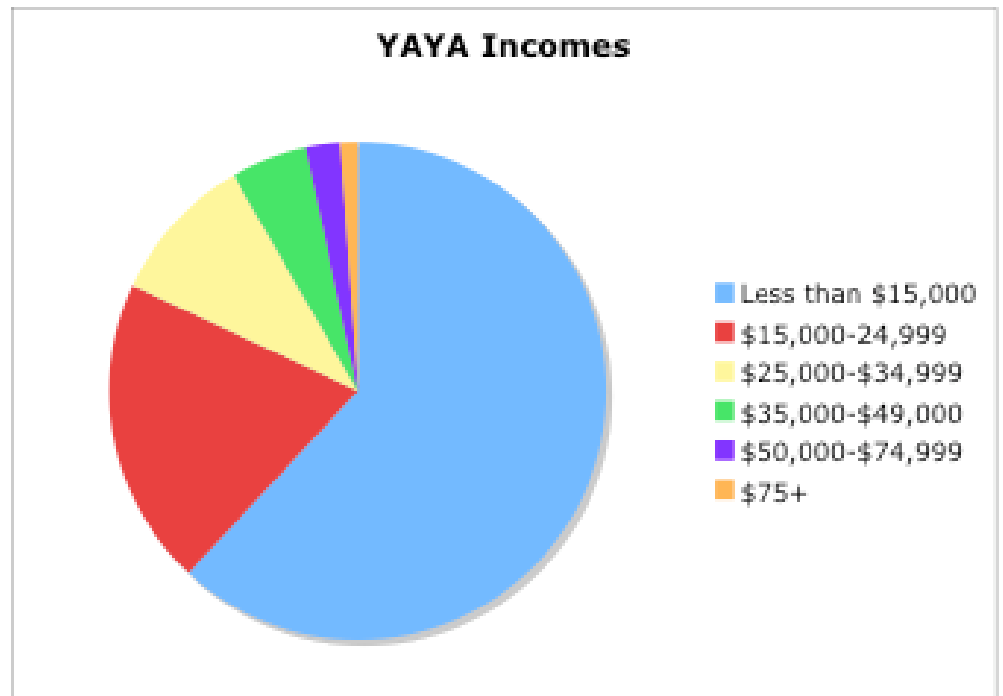
* The percentage of 16-19-year-olds that are enrolled in school and work has declined from 26 percent in 1985 to only 24 percent in 2007. This is true of all major demographic areas. Reasons for not having a job while in school include:

1. Increasing school pressures (higher level courses, more students are taking AP exams, more high school graduates are attending college, exit examinations, community service requirements)
2. Economic recession of 2001
3. The decline of jobs held by teenagers in the retail or restaurant business

-U.S. Bureau of Labor Statistics, Monthly Labor Review, Feb. 2008

Income

Less than 15k:	62.0%
15-24,999:	19.9%
25-34,999:	9.8%
35-49,999:	5.1%
50-75+	2.2%
75+	1.0%



- YAYAs earn a median income of \$423/week (\$21,150 per year).
- 96.1 percent earn more than minimum wage.
- YAYA women earn 95 percent of what men earn (closer than any other age group).

[Source]:

1. <http://www.bls.gov/cps/cpswom2006.pdf>

2. <http://www.census.gov/compendia/statab/tables/08s0680.pdf>

* “Minimum wage workers tend to be young. Although workers under age 25 represented only about one-fifth of hourly paid workers, they made up almost half of those paid the federal minimum wage or less. Among employed teenagers paid by the hour, about 7 percent earned the minimum wage or less, compared with fewer than 2 percent of workers age 25 and over.”

-Characteristics of minimum wage workers, 2007

Work Lifestyle and Attitudes of YAYAs

* 92.3 percent look at online ads or online job listings.”

-U.S. Bureau of Labor Statistics, 2001.

* Many YAYAs entering the professional work force are having trouble adjusting to traditional attire policies. Some believe that office dress codes banning flip-flops and Capri pants are obsolete.

-Armour, Stephanie. “Generation Y: They’ve arrived at work with a new attitude.” USATODAY.com. 6 Nov. 2005. http://www.usatoday.com/money/workplace/2005-11-06-gen-y_x.htm 30 Aug. 2008

*The percentages indicate to what extent YAYAs who aren’t self-employed are fully satisfied with the following aspects of their job:

Overall Job: 27%
Flexibility of Hours: 43%
Job Security: 36%
Chances for Promotion: 25%
Proximity to Home: 49%
Amount of On-the-job Stress: 17%
Amount of Money Earned: 20%
Relations with Coworkers: 47%
Health Insurance: 25%
Retirement Plan: 23%

- The self-employed are considerably more satisfied with their jobs overall than are other workers, according to a Pew Research Center poll of 2,003 Americans ages 18 and over released in August.

- YAYAs today expect employers to provide more benefits and other perks than their older counterparts do. Younger workers want better pay, a flexible work schedule and company provided BlackBerrys and cell phones.

- 87 percent of hiring managers and HR professionals say YAYAs today exhibit a sense of entitlement that is not common among older generations.

-Pew Research

YAYA Attitudes About Money

- In 2004, the latest year for which figures are available, three out of four college students had credit cards, and more than 40 percent had at least four, according to student lender Nellie Mae. As students advance through school, their card debt tends to swell. Seniors carry an average debt load of \$2,864, nearly double a freshmen's average of \$1,585, Nellie Mae's data show.

- High debt loads are causing anxiety, too. A poll of people in their twenties by USA Today and the National Endowment for Financial Education (NEFE) found that 60 percent feel they're facing tougher financial pressures than young people did in previous generations. And 30 percent say they worry frequently about their debt.

- Also According to Nellie Mae, student loan balances rose 16 percent to an average of \$14,379. Revolving debt, including credit cards, surged 24 percent to \$5,781, and total installment debt, including student and personal loans, rose 4 percent to \$17,208. (Comparisons are adjusted for inflation.)

- Students have generally made up the gap between what colleges charge and what they can afford by borrowing. The percentage of students who borrowed for college jumped to 65 percent in 2000-01 from 34 percent in 1977, the National Center for Education Statistics says.

Media and Technology

Media Habits

Types of Technological Devices Owned by YAYAs

Technology Owned	Males (N = 6,123)	Females (N = 11,835)	Seniors (N = 10,042)	Freshmen (N = 7,997)	Overall (N = 18,039)
Personal desktop	68.7%	58.0%	70.1%	50.9%	61.6%
Laptop	55.0%	55.9%	49.3%	63.5%	55.6%
PDA	17.0%	10.4%	15.5%	9.0%	12.6%
Smart phone	2.2%	0.8%	1.4%	1.2%	1.3%
Cell phone	86.5%	92.1%	90.5%	89.7%	90.1%
Music device	46.3%	34.2%	34.3%	43.5%	38.4%
Wireless adapter	32.3%	20.9%	26.4%	22.8%	24.8%

- ECAR Study, October 2005. http://connect.educause.edu/search/results?query=technology+usage+based+on+race&op.x=0&op.y=0&op=Search&form_id=gsa_search

* Media Habits of YAYAs

- YAYAs constantly engage in “media multitasking.”
- Through media multitasking, they are spending 6.5 hours a day with media, but are packing more than 8.5 hours worth of exposure into that time.
- Twenty-six percent of the time, young people are using more than one medium at a time.

-Utility Communicators International’s website

The Internet

- YAYAs use the Internet more than older generations.
-Burst Media. Print is Dead, Millenials and Media Consumption. July 2007. <<http://www.mlicki.com/eyelet/?p=8> >
- YAYAs use the Internet for:
 - o Education
 - o Entertainment
 - o News/Information
 - o Staying Connected- Burst Media. Print is Dead, Millenials and Media Consumption. July 2007. <<http://www.mlicki.com/eyelet/?p=8> >

the facts.

- 33 percent of YAYAs use the Internet more than any other form of media; they spend over 10 hours per week online.
- Burst Media. Print is Dead, Millenials and Media Consumption. July 2007. <<http://www.mlicki.com/eyelet/?p=8> >
- 77.1 percent of YAYAs have used the Internet in the past 30 days, making them 155 percent more likely than the average population to access it.
- MediaMark Research. "2007 MRI Doublebase."

Online Activities Among YAYAs

<i>Activity</i>	<i>% of YAYAs Past 30 Days</i>	<i>Index</i>
Downloaded Music	33.7	260
Visited Online Blogs	11.8	219
Used Instant Messaging	42.3	204
Watched Online Video	20.2	202
Looked for Employment	20	200
Played Online Games	34.5	191
Listened to Radio on Internet	13.4	153
Visited a TV Network or TV Show's Website	16.8	144
Obtained Sports Information	25	126
Used E-Mail	63.8	113
Made Online Purchases	27	99
Obtained News/Current Events Information	32.4	98
Visit Chat Rooms	11	255

- MediaMark Research. "2007 MRI Doublebase."

- 88.1 percent of YAYAs have access to the Internet, making them 8 percent more likely than the average population to have access.
- MediaMark Research. "2007 MRI Doublebase."

How YAYAs Access The Internet

Access to the Internet	(Dominiak)% of YAYAs	Index
Have access at home	63	97
Have access at work	29.2	79
Have access at the library	42.9	182
Have access elsewhere	29.2	164

Where YAYAs Accessed Internet (Past 30 Days)	% of YAYAs	Index
Home	58.1	104
Work	23.9	76
School/Library	23.1	350
Another Place	17.7	237

YAYAs Connection Speeds	% of YAYAs	Index
Dial-Up Modem	14.2	77
Cable Modem	22.4	104
DSL	18.5	92
Wireless Connection	9.1	168
Any Broadband/High Speed Connection	47	106
Other	0.5	97
Not Sure/Don't Know	1	49

- MediaMark Research. "2007 MRI Doublebase."

* 47 percent of 18-24-year-olds responded that the Internet is the "most cool and exciting" medium, while 28 percent responded the same for television.

-Edison Media Research

* Nearly half of young adults (18-24) are now online three or more hours each day. Young people—so-called "digital natives"—have incorporated online communications into their sense of identity.

- Center for Digital Democracy, April 2008

<http://www.democraticmedia.org/files/newmediapubinterest.pdf>

* 75.8 percent of YAYA students own laptops and approximately 98.4 percent own a computer of some kind.

- ECAR Study, 2007

<http://connect.educause.edu/Library/ECAR/TheECARStudyofUndergradua/45075?time=1220289415>

the facts.

Navigating the Internet

- Word-of-mouth is a strong motivator with YAYAs and is the most common reason YAYAs visit a website.
- YAYAs claim to tell 17.7 people about things of interest to them.
- They spend 50 percent more time with user-generated content than average on-line users.
-Dominiak, Mark. "Millenials' Defying the Old Models: Younger Online Consumers Leaning More Toward User-Generated Content." Television Week 7 May 2007

-
- "The most common way 18-24 year olds reach a website is through a search engine (49 percent). 34 percent reach websites through bookmarks or typing in the URL."
-Burst Media, 2005

-
- "55 percent of 18-29 year olds use a search engine on a typical day."
-Pew Internet and American Life Project, 2008

-
- "46 percent of full- and part-time students ages 18 and older have used Wikipedia."
-Pew Internet and American Life Project, 2007

-
- Internet users with more education are more likely to use search engines. The table below illustrates the percentage of people in each group likely to use a search engine in a typical day.

College graduate +	66%
Some college	49%
High school graduate or less	32%

-Pew Internet and American Life Project, 2008

-
- "73 percent of college students say they use the Internet more than the library for information searching."
-Presented by Amanda Lenhart, Research Specialist, June 18, 2004 Minneapolis, MN.

-
- "Consumers said they would provide demographic information (57 percent) and would allow websites to track their clicks (34 percent) if given the opportunity for a more targeted web experience. The 18-24 age group is most interested in personalizing the web experience (62 percent)."
-BizReport, 2007

Top U.S. Search Engines In June 2008

Provider	Searches, 000	YOY Growth	Share
All Search	7,878,483	6.3%	100.0%
1. Google Search	4,650,982	19.0%	59.0%
2. Yahoo! Search	1,310,273	-12.4%	16.6%
3. MSN/Windows Live Search	1,108,976	12.5%	14.1%
4. AOL Search	335,436	-17.0%	4.3%
5. Ask.com Search	159,778	4.9%	2.0%
6. Comcast Search	37,577	23.3%	0.5%
7. My Web Search	35,630	-53.6%	0.5%
8. MapQuest Search	23,997	57.9%	0.3%
9. NexTag Search	21,744	10.4%	0.3%
10. AT&T Worldnet Search	21,222	106.5%	0.3%

-Nielsen, June 2008

- 19.33 percent of all Yahoo users are YAYAs, and 17.91 percent of all Google users are YAYAs.

-Hitwise.com

- | Age | Percent of Daily Search Users |
|-------|-------------------------------|
| 18-29 | 55% |
| 30-49 | 54% |
| 50-64 | 40% |
| 65+ | 27% |

-Pew Internet and American Life Project, 2008

Demographics of Search Engine Users in the U.S.

	Google	Yahoo Search	MSN Search
Female	46.58%	50.76%	54.26%
Male	53.42%	49.24%	45.74%
18-34	43.57%	48.23%	39.53%
35-54	42.85%	39.83%	44.49%
55+	13.57%	11.94%	15.99%
Under \$30k/year	20.00%	21.87%	21.01%
\$30k-\$100k	57.05%	57.69%	58.84%
Over \$100k/year	22.95%	20.44%	20.16%

-Hitwise, 2004

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-
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- “Yahoo and Google are the most popular sites among those people under age 34. Internet users over age 55 usually prefer MSN.”

-Lead Generators, <http://www.leadgenerators.co.uk/articles/sedemographics.php>

- Young adults have increasingly become dependent on the Internet, often choosing to go online to look up the information they need.

- YAYAs spend time personalizing their online experience, which includes creating their own content through blogs, and engaging in photo and video sharing.

- Young people have shown that they prefer websites that display youth-oriented design and copy.

- However, these same YAYAs claim they actually learn more from traditional news sites.

- Overly distracting sites featuring excessive amounts of colorful and animated features are often deemed too distracting and give YAYAs the idea that the information presented is trivial or unreliable.

- 29 percent of U.S. campuses provide blanket wireless coverage, and 64 percent have a strategic plan for wireless, according to a 2005 survey by the non-profit Campus Computing Project, which studies information technology in higher education.

- A study by the American College Health Association released last month found as many as 18.5 percent of students at Michigan State University reported that time spent on the Internet and playing computer games resulted in low grades or dropping a class. The effect was twice as great for men as women, with 25.2 percent of men reporting such effects versus 13 percent of women.

-USA Today

Online Networking

* “Users on social networks are looking to communicate with others and express themselves; they’re not searching for information or products. And that’s why so many previous social-network ad incarnations have had such dreadful click-through rates.”

- http://adage.com/digital/article?article_id=130486

* While social networks are experiencing rapid growth, social network advertising still remains an experiment for most marketers.

-Mickey Alam Khan, Millennials Drive Growth of Mobile Social Networking: Study

<http://www.mobilemarketer.com/cms/news/research/1060.html>

* “Facebook is number one in the top ten favorite websites among college students.”

-Anderson Analytics GenX2Z College Brand Study, 2007

the facts.

Percent of total users that YAYAs account for at each site:

	Total Internet	Myspace.com	Facebook.com	Friendster.com	Xanga.com
Total Unique Visitors (000)	173,407	55,778	14,782	1,043	8,066
YAYA Visitors	11.3%	18.1%	34.0%	15.6%	15.6%

- comScore, 2006/

* “Only 35.6 percent of 18-24 year olds feel that it is a violation of privacy for someone else to post a picture of them in a swimsuit online... Similarly, 19.6 percent of 18-24 year olds consider their dating profile to be an invasion of their privacy versus 54.6 percent of all other respondents.”

- Zogby International, 2007

* The main user demographic for Facebook: 85 percent market share of four-year U.S. universities. With that said, Facebook is the No. 1 photo sharing application on the Internet. YAYAs are avidly using Facebook to upload and share photos.

- ComScore. <http://www.facebook.com/press/info.php?statistics>

* The number of Facebook’s 18-25 unique visitors has increased 38 percent from 2006-2007, which means that over one-third of all new visitors to Facebook are from the YAYA demographic.

- ComScore, July 2007 <http://www.comscore.com/press/release.asp?press=1519>

* 24 percent of YAYAs (ages 18-26) read blogs. That is three times the amount of Baby Boomers and double the amount of Gen-X-ers.

- Strauss, Steve. “Ask an Expert: Avoid Hard Sell When Marketing to Younger Generations.” USATODAY.com. 2 June 2008. http://www.usatoday.com/money/smallbusiness/columnist/strauss/2008-06-02-younger-generations_n.htm 30 Aug. 2008

the facts.

Newspapers and Magazines

YAYA Magazine Usage²

Magazine Usage	% of YAYAs	Index
Quintile I (Heavy Users)	26.5	133
Quintile II	22.3	112
Quintile III (Average Users)	19.4	97
Quintile IV	17.8	89
Quintile V (Light Users)	14.1	70

- MediaMark Research. "2007 MRI Doublebase."

YAYA Newspaper Usage²

Newspaper Usage	% of YAYAs	Index
Quintile I (Heavy Users)	10.9	55
Quintile II	10	50.5
Quintile III (Average Users)	26.9	135
Quintile IV	27	133
Quintile V (Light Users)	25.2	126

- MediaMark Research. "2007 MRI Doublebase."

- YAYA newspaper readership is declining slowly.
- Loechner, Jack. Print Newspaper Readership Yielding to Internet Publishing. 28 July 2008. MediaPost
<http://www.mediapost.com/blogs/research_brief/?p=1760>
- YAYAs are 38 percent more likely than the general population to not read a print newspaper during the week.
- Loechner, Jack. Younger Online News Consumers are Not Newspaper Readers. 20 March 2008. MediaPost
<http://www.mediapost.com/blogs/research_brief/?p=1664>
- Those that are not print newspaper readers show high propensity to visit online news sources.
- Loechner, Younger Online News Consumers are Not Newspaper Readers

the facts.

* “Clearly, young people don’t want to rely on the morning paper on their doorstep or the dinnertime newscast for up-to-date information; in fact, they—as well as others—want their news on demand, when it works for them. And, say many experts, in this new world of journalism, young people want a personal level of engagement and want those presenting the news to them to be transparent in their assumptions, biases and history.”

- <http://www.carnegie.org/reporter/10/news/index.html>

* Advertisers are trying to reach YAYAs through traditional media outlets but in unexpected places, such as running national advertising in college newspapers.

-Adam Sichko, The Business Review. <http://www.bizjournals.com/albany/stories/2008/06/02/focus2.html>

* “Non-readers of print newspapers were 29 percent more likely than the average Internet user to visit FoxNews.com and 15 percent more likely to visit CBS News Digital.”

-comScore

Television

Most Popular Networks among YAYAs by % and Index

Network	% of YAYAs that Watched (Past 30 Days)	Index
Fuse	5	354
MTV2	21.2	311
G4	4.5	276
MTV	43.2	273
VH1	31.9	240
BET	23	234
Music Choice	6.9	209
Comedy Central	38	172
Cartoon Network	20.6	170
Spike TV	25.9	154
FX	29.2	153
E!	22.7	143
Toon Disney	10.1	142
Nickelodeon	16.1	139
Disney Channel	20.3	130
TBS	33.3	129
Nick at Nite	13.1	127
USA	31.9	122
ABC Family Channel	28.8	118
ESPN 2	19.5	110
ESPN	27.7	98

- Mediabank Research. "2007 MRI Database."

cts.

-
- 49 percent of YAYAs reported watching TV away from home at least once per week.
 - Nearly equal proportions of YAYAs reported having watched a sporting event (20%), a local station's news broadcast (19%), or an episode of a TV series (18%) in the previous week away from home.
 - People who watch TV away from home are less likely to tune away from commercials than when viewing at home.
 - They spend roughly two hours a day watching TV away from home.
 - Away-from-home viewing is consistent for both genders.
 - African-American viewers are more likely than average to watch away from home.
 - Young men are more likely to watch television away from home during prime time, while women are more likely to do so in during the afternoon.
- Arbitron. "Away-from-Home Television Viewing Study." 2007
<http://www.marketingcharts.com/television/arbitron-one-third-watch-tv-outside-of-home-311/>
-

- 13 percent of YAYAs own a DVR, and among those that do, only half use them at least once a week.
- Dominiak, Mark. "Millenials' Defying the Old Models: Younger Online Consumers Leaning More Toward User-Generated Content." Television Week 7 May 2007
-

- Many YAYAs view TV watching as a social event.
- Vasquez, Diego. "Now Watch More TV." Media Life Magazine Online.
http://www.medialifemagazine.com/artman2/publish/Research_25/Fact_College_kids_now_watch_more_TV.asp

Radio

- 5.5 percent of YAYAs listen to terrestrial/satellite radio more than ten hours per week.
 - 43.5 percent are online while listening to terrestrial/satellite radio.
 - 44.5 percent listen to Internet radio.
- Podcastingnews.com. "Internet Media Is The Way To Reach College Students."
<http://www.podcastingnews.com/2007/07/26/internet-media-reach-college-students/>
-

- "The most popular format of music among this age group is hip-hop."
 - "Music helps create a young adult's 'identity'."
 - "Young adults spend 22 percent more time listening to music than watching television and surfing the Internet combined."
- U.S. News Teenage Research Unlimited. 18-19 year olds. Spring 2004.
 From Persons 18-34 PowerPoint found on Blackboard.
-

- "Specifically, among American youth, 47 percent prefer the Internet for music compared to 27 percent that prefer the radio."
- "From 'My Generation' to 'My Media Generation:' Yahoo! and OMD Global Study Finds Youth Love Personalized Media." Sept 27, 2005. Study done by Yahoo! and OMD Worldwide. 1 Sept. 2008.

YAYA Radio Behavior

Radio Usage	% of YAYAs	Index
Quintile I (Heavy Users)	25.1	125
Quintile II	20.8	103
Quintile III (Average Users)	19.6	98
Quintile IV	18.5	93
Quintile V (Light Users)	16	80

YAYA Formats	% of YAYAs	Index
Alternative	14.5	197
CHR	41.7	245
Hispanic	10.9	164
Rock	18.7	184
Urban	32	236

Where YAYAs Listen	% of YAYAs	Index
Home	22.7	92
Car	58.9	108
Work Place	5.8	163
Other	1.7	175

Alternatives to Radio	% of YAYAs	Index
Subscribe to any satellite services	6.6	88
Own any MP3 Players	24.3	142
Own Apple iPod	9.3	152
Own iPod Mini	4	165
Own iPod Shuffle	2.3	148
Own Other Brand of MP3 Player	3.7	159

- MediaMark Research. "2007 MRI Doublebase."

- 78 percent of teens listed "listening to music" as their favorite activity after school.
-Teenage Research Unlimited, Fall 2004
- Teens spend 18 hours per week listening to music.
-Teenage Research Unlimited, Spring 2005

the facts.

Out Of Home Media

YAYA Outdoor Behavior

Outdoor Quintiles	% of YAYAs	Index
Quintile I (Heavy Users)	20	100
Quintile II	16.5	83
Quintile III (Average Users)	21	105
Quintile IV	21	105
Quintile V (Light Users)	21	108

- MediaMark Research "2007 MRI Database"

- “OOH will be 77 percent more important in marketing to consumers in the next five years, and TV will decline by 70 percent.”
- Roy Morgan Research 2006
- “Another advantage with this target market is its brand loyalty. This audience appreciates brands that they know well. Familiarity is a key signifier of quality and reinforcing top of mind awareness is crucial to impacting brand decisions.”
- Anthony Xydis, Adshel
- “Known for being high avoiders of mainstream media.”
- Kerry McCabe
- 27 percent of YAYAs took action due to seeing advertising on digital signage.
- “70 percent of 18-24-year-olds are aware of digital signage that they have seen in the past 12 months.”
- Hines, Scott. “Reaching College Students with your Advertising Message.” June 2007.
SeeSaw Networks-OTX Research Digital Signage Attitudes and Awareness Study
<<http://www.seesawnetworks.com/2007/06/05/reaching-college-students-with-your-advertising-message/>>

the facts.

Mobile Phones

- YAYAs are influenced more by mobile advertising than any other group.
- 14.2 percent say they are influenced by mobile video.
- 15.9 percent say they are influenced by text messaging.
- Mobile phones are more likely to entice YAYAs to do online searches than all other adults.
- 21.8 percent of YAYAs respond with online searches after receiving text messages vs. 8.3 percent of the general population.
- 31.65 percent of YAYAs are likely to download to a mobile phone vs. 15.9 percent of the general population.
- YAYAs are three times more likely to communicate through text messaging than the general population.

- BIGresearch. "Mobile Advertising Influences 18-24-Year-Olds Most." 17 June 2008. <<http://www.mediabuyer-planner.com/2008/06/17/mobile-advertising-influences-18-24-year-olds-most/>>

- "YAYAs tend to utilize phones for enjoyment more than resources. YAYAs want their cell phones to be more than simply a phone. YAYAs expect to have features like games and widgets."

- <http://www.fiercewireless.com/press-releases/mobileassociationannouncesmobileattitudeandusagestudykeyfindings>

- With the recent introduction of the iPhone and other user friendly phones, advertisers are anticipating and preparing to reach YAYA's through mobile phones, which will mesh a multitude of tactics together, such as blogging, photo and video sharing, games, SMS text messaging, instant messaging and location-based socialization services.

- Mickey Alam Khan, Mobile Marketer "Mobile Social Networking: Marketing to Millennials"
<http://www.mobilemarketer.com/cms/news/research/1060.html>

- 50.5 percent of 18-24-year-olds communicate about a service, product or brand via cell phone (compared with 29.6 percent of all adults). This method of communication about products and services is second only to face-to-face communication (66.9%).

- National Retail Federation, MediaPost, 2007

- College students spend almost 20 minutes text messaging each day.
- Thirty-eight percent of teens send texts at some point during the school day.

- National Center for Education Statistics

Attitudes of 18-24-year-olds when choosing wireless services:

Features viewed with “high importance” when selecting a wireless carrier:

Text Messaging 57%

Multimedia Messaging 18%

Instant Messaging 25%

Features viewed with “high importance” when selecting a cell phone:

Text Messaging 58%

Camera 42%

Trendiness 26%

MP3 Player 20%

“I like my phone to be personalized.” (i.e. color, ring tones, etc.):

Strongly Agree 41%

Strongly Disagree 13%

- comScore Networks Wireless Report, November 2006

* Almost every YAYA owns a cell phone and 12% of those are smart phones with general web access, which is quickly increasing.

-ECAR Study, 2007.

<http://connect.educause.edu/Library/ECAR/TheECARStudyofUndergradua/45075?time=1220289415>

* 18-24-year-olds are also almost three times as likely to communicate through text messaging than all adults (30.7 percent v. 10.8 percent).

- BIGresearch VOX MARKETING, June 2008

<http://www.marketingvox.com/mobile-advertising-influences-18-24-year-olds-most-039268/>

- The average YAYA makes 11 calls per day.
- Eighty percent of students use their phones most often between the hours of 6 p.m. and midnight.
- Nearly 60 percent of students take advantage of family plans and do not pay their own cell phone bills.
- Forty-one percent of 18-24-year-olds value personalization and 26 percent consider trendiness when purchasing a cell phone.
- Seventy-five percent have the Internet on their phones, although only 23 percent actually subscribe to it.
- Cell phones are not just for calling anymore. Young adults are now using their cell phones, PDAs and laptops to keep track of important dates, addresses and phone numbers.
- The average young adult has 94 phone numbers in his or her phone and 78 buddies on their instant messaging buddy list.
- Approximately 32.3 percent of 18-24 year-olds live in a household with a cell phone, but have no land-line.
- Two-thirds of college students own cell phones and 36 percent use them to access the Internet.

-Research provided by Virginia Tech University

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Lifestyle and Attitudes

Traits of Current YAYAs

Special

- They are collectively vital to the nation.
- They are individually vital to their parents' sense of purpose.
- Parents are involved in decisions.

Sheltered

- Students have safety and health focus.
- Security is emphasized in residence halls.
- Parents buy homes for students on campus.
- Counseling and medical needs increase.
- What happens in classroom is under more scrutiny.
- YAYAs live in post-Columbine era.

Confident

- YAYAs are accustomed to positive reinforcement from society.
- They want to reinvent civic order after seeing the tragedy of Sept. 11.
- They are confident about the future, seeing greater danger and fewer rewards to being different from peers.
- They maintain a high level of trust and optimism.
- They believe good news for selves = good news for the country.

Team-oriented

- YAYAs learn, deliver presentations, and get graded in groups.
- They have participated in team activities throughout childhood
- They are in constant contact with peers via cell phone and IMs.
- There is a growing gap in gender achievement; women are achieving more than men.

Conventional

- YAYAs focus on big brands (e.g. Ivy League schools).
- They grew up with zero tolerance for misbehavior.
- They are more willing to accept adult authority than other generations.
- They hold the belief that authority is telling the truth.

Pressured

- The top two issues of worry for teenagers are grades and college admissions.
- There is an intense emphasis on planning their future as YAYAs grow up.
- They actively seek job and life stability.
- As a result, cheating increases.

Achieving

- SAT scores are the highest since 1974. YAYAs focus on not falling behind their peers.
- They prefer subjects where progress is objectively measured (math, science).
- Accountability is stressed in schools.
- Today's YAYAs should become the smartest and best-educated generation in U.S. history.

- Millennials Rising by Neil Howe and William Strauss, 2000

Relationships

- YAYAs strive to maintain close relationships with their parents and extended families.
- Connecting with people is of high importance to young adults, as is building a sense of community wherever they go.
- Unlike their elders who use it solely for work purposes, today's YAYAs use technology to maintain relationships.
- Young adults are able to have more and better friendships as a result of being constantly connected to technology.
- They are not using technology to replace face-to-face interaction with friends and family, but rather to develop their relationships with these individuals.

Social Concerns

Top Ten Causes on YAYAs Minds:

Education	47%
Poverty	38%
Environment	36%
Health	33%
Drug Prevention	32%
Human Rights	31%
Equal Rights	30%
Disaster Relief	27%
Hunger	25%
AIDS	25%

-USA Today

the facts.

Percentage of young people who say they participated in the following activities in the past 12 months:

Contacted an official	11%
Protested	11%
Signed an e-mail petition	16%
Signed a paper petition	18%
Boycotted	30%

- Civicyouth.org

- Forty-five percent of college students consider themselves active volunteers. Of this group, 55 percent say they volunteer out of the goodness of their hearts, while 39 percent say they do so to give back to the community.
- College students are also socially conscious consumers, rating Ben and Jerry's, Newman's Own and Burt's Bees as the top three most socially conscious brands.
- Two-thirds of college freshmen believe it's essential or very important to help others in need, suggests a survey of 263,710 students at 385 U.S. colleges and universities. The 2005 report, by the Higher Education Research Institute at the University of California at Los Angeles, found feelings of social and civic responsibility among entering freshmen at the highest level in 25 years.
- Volunteerism by college students increased by 20 percent from 2002 to 2005, says a study released last week by the federal Corporation for National and Community Service.
- 61 percent of 13-25-year-olds feel personally responsible for making a difference in the world, suggests a survey of 1,800 young people. It says 81 percent have volunteered in the past year, 69 percent consider a company's social and environmental commitment when deciding where to shop, and 83 percent will trust a company more if it is socially and environmentally responsible. The online study — by two Boston-based companies, Cone Inc. and AMP Insights — suggests these YAYAs are “the most socially conscious consumers to date.”

-Corporation for National and Community Service

- Some companies of note with “social and environmental commitments” are Whole Foods (ranked #1), Trader Joe's (#2) and American Apparel (#8). These rankings are based on a survey consisting of mostly 21-29-year-olds.

- Study by Outlaw Consulting. “Gen Y's Favorite Green Brands” (Newsletter Issue Six). Jul. 2008
<http://www.outlawnewsletter.com/>. 1 Sept. 2008

Use of Electronic Devices

- 74.7 percent of YAYAs own an electronic music/video device of some kind.
- 64 percent of YAYAs own three to four electronic devices.

- ECAR Study, 2007

<http://connect.educause.edu/Library/ECAR/TheECARStudyofUndergradua/45075?time=1220289415>

the facts.

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-
- Young adults in the U.S. on average own almost \$2,200 worth of entertainment stored on devices.
 - Generation Y consumers, on average, have nearly 1,200 songs stored -- three times more songs than the U.S. population as a whole.
 - More than half of all those surveyed (56 percent) stated that they felt all the photos, music, movies and video games they have stored is somewhat important, valuable or priceless.

- San Jose Business Journal

- “Younger YAYAs (18) use twice as much new technology, such as social networking and text messaging than older YAYA’s (21-25). Older YAYAs prefer to use older technologies such as email and actual phone calls where as younger YAYA’s prefer cutting-edge technology more.”

- Gnovis Georgetown University, May 2008

<http://www.gnovisjournal.org/blog/how-does-technology-impact-young-adults-writing-habits>

- Due to escalating technology and the emergence of new and competing devices that tell time, 18-24-year-olds are less likely to own a watch as their primary way to tell time. Of the 16 percent of the 18-24-year-olds who do not own a watch, 78 percent tell time with digital devices and 42 percent cite the ownership of cell phones or iPods as negating the need for a watch.

-Bnet, September 2006. http://findarticles.com/p/articles/mi_m0EIN/is_2006_Sept_21/ai_n26994121

Personality

- More than one third of YAYAs (ages 18-25) have tattoos. Close to half of YAYAs have dyed their hair an unconventional color, gotten inked or indulged in a body piercing.

- “A Portrait of ‘Generation Next’ How Young People View Their Lives, Futures and Politics.”

Pew Research Center for the People & the Press. 9 Jan. 2007

<http://people-press.org/report/300/a-portrait-of-generation-next> 29 Aug. 2008

- San Diego State Psychology Professor Jean Twenge said, “From 1982 to 2008, the amount of college students exhibiting “elevated narcissism” increased by 30 percent.”

- Collins, Clayton. “Has Generation Y Overdosed on Self Esteem?”. 2 Mar. 2007

<http://www.csmonitor.com/2007/0302/p01s01-ussc.html?page=1>. 1 Sept. 2008

Attitudes Toward Marketing and Products

* “The shift from transactional marketing to relationship marketing is driven by the desire to maximize revenue and profit from customers. Customers should be segmented and selected on the basis of relationships and not just by end-of-quarter transactions. Organizations should also learn to say “no” to some customers and to send unprofitable customers to the competition.”

-http://searchcrm.techtarget.com/expert/KnowledgebaseAnswer/0,289625,sid11_gci1253105,00.html

* Appeals to this group should be designed with the knowledge that YAYAs spend money to have fun. For YAYAs shopping is an experience rather than just an errand. YAYAs understand the value of quality; quality is considered the essence of cool.

- Study by TRU, 2006. http://www.teenresearch.com/PRview.cfm?edit_id=116

* The most effective marketing seems to come from the coverage that appears to be the most organic, viral and noncommercial in nature.

- National Health Interview Survey by the CDC, 2007. <http://www.cdc.gov/nchs/nhis.htm>

* “But mass brand experiences, from the iPod to Harry Potter, appeal strongly to millennials, who have been shown to be a more communal, pro-social generation than their predecessors.”

- Mr. Howe, co-author with the late William Strauss of “Generations” (1991) and “Millennials Rising” (2001)
http://adage.com/article?article_id=130254&search_phrase=youth

* “According to Fleishman-Hillard’s Ms. Mooney, the Obama campaign’s mastery of cutting-edge social media, through the my.barackobama.com site (known internally as “MYBO”), is optimized for millennial appeal. For this generation, “the new pronoun is me, my. Using my-dot brings it to a personal level.””

* “The MYBO site shows that Mr. Obama’s campaign has made the leap from CRM (customer relationship management) to CMR (customer-managed relationship) better than many commercial marketers, according to Ms. Mooney. “Young people want to be in control of their relationship with a brand. They want to customize and personalize,” as they can on iTunes, Mobile Me and YouLocate. The campaign’s site allows this with its use of tagging, discussion boards, photo uploads and other interactive elements.”

- http://adage.com/article?article_id=130254&search_phrase=youth

* Advertisers are trying to create two-way dialogues in their communication targeting YAYAs . Their promotional efforts give YAYAs an opportunity to interact with the brand, through rating products, sharing comments, and providing socializing forums.

- Michael Fleishner, <http://www.marketingscoop.com>

* Advertisers are relying more on creative images that feature groups of people and interaction when trying to reach YAYAs. They site YAYAs as being very pro-social, team-oriented and communal.

- AJ Fanter, Marketing to Millennials

<http://www.business-programs.com/articles/marketing-and-advertising-to-the-millennials.html>

* “60 percent of 18-24 year olds read online reviews of products.”

-Webvisible and Nielsen, 2006

* “After reading product reviews online, people communicate their findings to others. Responses from 18-24 year olds show that 9 percent use blogs, 38 percent use instant messaging, and 21 percent use online communities. Also 24 percent of this age group sends text messages.”

-National Retail Federation, MediaPost, 2007

* According to a Jupiter Research survey, YAYAs were more likely than other consumers to shop online at eBay, Circuit City and Best Buy websites, but less likely to shop apparel websites like Macy’s and J.C. Penney.

-O’Donnel, Jane. “Gen Y Sits on Top of the Consumer Foodchain.” USATODAY.com. 11 Oct. 2006.

http://www.usatoday.com/money/advertising/2006-10-11-retail-teens-usat_x.htm. 31 Aug. 2008

* Cottininc.com has a study from 2001 posted that provides a number of insights into the purchasing habits of the YAYA market:

- “69 percent of teens say that when they find a brand they like, they stick with it.”

- “Half say it’s perfectly okay to pay extra for a well-known brand, even though only 23 percent agree that brand isn’t always the best indication of quality.”

- “37 percent of those aged 16-19 said they love to shop, while 35 percent said they like it. This age group also outpaced others in both the number of times they shop per month (2.88), and the average time they spend in stores (110.36 minutes).”

- “They [teens] spend \$33 billion a year on fashion and beauty, and 93 percent of all American teens visit the mall at least once a month”

- Study by Cotton Incorporated’s Lifestyle Monitor. “The Teen Scene: Looking For A Loyal Customer? Try

Generation Y.” March 1, 2001. <http://www.cottoninc.com/lsmarticles/?articleID=167>. 1 Sept. 2008

* Only “35 percent [of Generation Y] in the United States agree that advertising is a good way to learn about trends and things to buy.”

- “From ‘My Generation’ to ‘My Media Generation:’ Yahoo! and OMD Global Study Finds Youth Love

Personalized Media”. Sept 27, 2005. Study done by Yahoo! and OMD Worldwide. 1 Sept. 2008

the facts.

* A mall in Los Angeles has created an entire space designed to sell to the YAYA market:

“One mall that’s trying to foster that social environment is the Glendale Galleria, in suburban Los Angeles. After initial research showed that teens were spending about \$2,700 each annually at the Galleria, the mall conducted focus groups to find out exactly what teens wanted in a mall. The result? In July (of 2000), the Galleria opened The Zone, a 15,000-square-foot space that combines a teens-only lounge area with a cluster of Generation Y-oriented stores.”

- (<http://www.stonecreekllc.com/experience/project653.html>)

* Mobile marketing’s effect on YAYAs likelihood to purchase:

	18-24	All Adults
Electronics	15.9%	6.4%
Apparel/Clothing	8.2%	2.9%
Grocery	6.3%	2.5%
Home Improvement	4.8%	1.9%
Car/Truck	4.6%	1.7%
Medicines	2.3%	1.2%
Telecom Services	3.7%	2.4%
Eating Out	6.0%	2.4%

- www.BigResearch.com

Successful Advertising Campaigns

1. Tea Party

The release of Raw Tea line was backed up by a viral video advertising campaign, based around a musical commercial video titled “Tea Partay.”

OVERVIEW:

The video heavily exploits the preppie theme and is ostensibly performed by a band named Prep-Unit (P-Unit). The song contains references to the WASP lifestyle. The video was popular on the Internet, with more than 3 million hits (by April 2007) on YouTube alone. A sequel for Tea Partay was created to promote Smirnoff’s new Raw Green Tea. This new Tea Rap, known as Green Tea Partay, features a West Side Beverly Hills rap group known as the Boyz N The Hillz featuring white nouveaux riche stereotypes rather than their East Side Old Money counterparts. Spurred by a series of “disses,” Boyz N The Hillz rap about the California lifestyle along with insults towards those who act like the boys of P-Unit.

WHY IT WORKED:

“‘Tea Partay’ was a very effective viral campaign. At first, when I watched this video on Youtube, I did not know it was made for Smirnoff, but rather it was a very entertaining piece of work. It was fun, so I told my friends about it. I still don’t even remember whether the actual Smirnoff Tea was shown during the video, I just know that in the end, there is a Smirnoff logo, with voice over saying “Drink responsibly” over the black screen.”

- <http://www.youtube.com/watch?v=PTU2He2BIc0>

2. Cadbury Gorilla

Gorilla is a 2007 advertising campaign to promote the Cadbury Dairy Milk-brand chocolate within the United Kingdom.

OVERVIEW:

As Collins’ “In the Air Tonight” drum solo kicks in, the gorilla begins enthusiastically drumming in time with a look of concentration and passion on his face, at times closing his eyes and looking skywards. The performance continues for thirty seconds.

WHY IT WORKED:

Again, it was very entertaining to see Gorilla so enthusiastically drumming, and people do not notice that it is a commercial for a Cadbury chocolate. I heard about this video from my friend, and I think it is a great viral campaign. (It was made by British advertising agency for British public, but due to its popularity, it almost hit every person on the globe, especially YAYAs who are keen to online video sharing sites.) The commercial was uploaded to video sharing website YouTube shortly after it first aired, and was viewed over 500,000 times in the first week.

the facts.

3. Dove Evolution

OVERVIEW:

Dove put out a video showing “a pretty, but ordinary girl” who turns into a billboard model with heavy make-up through a series of “photoshopping” adjustments made to alter her appearance. Parodies on YouTube alone received over 5 million hits.

WHY IT WORKED:

It was a very powerful advertising campaign in a sense that it reminds us that all the unreal and distorted beauty we admire in the media is making us continually dissatisfied with what we have. Viewers felt the commercial was not for a profit-driven company but rather for a company that is trying something new to inform people about the right way to appreciate themselves. The finishing statement on the video, “No wonder our perception of beauty is distorted,” was a very strong message.

4. Forgetting Sarah Marshall

OVERVIEW:

All over the streets of New York appeared what seemed to be hand-written billboards, signs and posters. Each ad declared hatred for an unknown Sarah Marshall. The only other information given was a website called I hate Sarah Marshall.com. The site turned out to be a blog “written” by a character in an upcoming movie called Forgetting Sarah Marshall. The character poured out his heart and documented his breakup with movie star Sarah Marshall.

WHY IT WORKED:

The campaign was impossible to ignore, and it seemed real. Viewers felt like they were a part of the relationship, engaging in the characters “lives.”

- <http://www.ihatesarahmarshall.com/>



the facts.

5. MacBook Air

OVERVIEW:

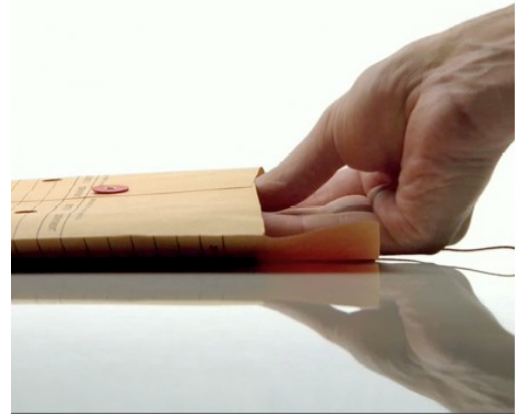
MacBook Air is the thinnest and lightest laptop ever created by Apple. The ad shows a white background with nothing but an envelope on the screen. A song (New Soul by Yael Naim) plays while a hand slowly opens the envelope and pulls out the new MacBook Air. It is then set on top of the thin envelope for the world to see.

WHY IT WORKED:

People talked about it. There were YouTube parodies and endless blogs discussing whether or not this commercial was real. The product itself was innovative, but the USP in the ad was perfectly displayed. The music chosen was perfect as well.

-<http://www.youtube.com/watch?v=GBCfW9-hjKI>

-<http://www.youtube.com/watch?v=Z0ERgZ9dzt&feature=related>



6. NowWhat.com/State Farm Insurance

OVERVIEW:

State Farm Insurance ran a series of teaser ads involving odd situations in which YAYAs might require insurance. Situations included doors getting taken off cars and engagement rings being destroyed by the garbage disposal. The television ads gave no information as to who the advertiser was, other than a website: NowWhat.com. When a viewer's curiosity took them to the site, they found a whole world of interactive situations leading them back to State Farm's main site. The campaign aimed to change YAYAs' brand perception of State Farm.

WHY IT WORKED:

It is a branded experience that hits close to home. They are attempting to brand the "Now what?" moments in life, which we all experience at some point.

-http://freakdigital.com/workDetail.php?project_id=18



the facts.

7. Sonic Guys

OVERVIEW:

Two improvisational actors are in a car, talking about food at Sonic. It's that simple. But it's funny.

WHY IT WORKED:

I think the theme of these ads is very indicative of YAYA humor. Comedians like Will Ferrell and movies like Wedding Crashers follow this same kind of witty banter. People go online just to watch these Sonic commercials. They have become a part of pop culture, something every brand only dreams of happening.

-<http://www.pitch.com/2008-07-03/news/how-a-throwaway-idea-at-the-barkley-ad-agency-became-the-sonic-guys/4>



8. Dark Knight Movie Release

OVERVIEW:

The campaign began almost a year before the release of the film and centered around the mysterious character the Joker. The identity of the Joker was kept very secretive in order to create hype about the movie. The online portion of this campaign included five microsites, banner ads and a movie website. It also included an outdoor campaign that included posters, building-side banners, and graffiti mirroring the posters. Check out this site for an example of this expansive campaign: <http://blog.girvin.com/?p=1435>.

WHY IT WORKED

In its opening weekend, The Dark Knight broke box office records for movie sales. The movie took in a record \$155.34 million in its first weekend, topping the previous best of \$151.1 million for Spider-Man in May 2007. As one blogger suggested, most movie campaigns do not focus on the story of the movie, but create unrelated games. Because this campaign focused on the story of the characters and brought the city of Gotham to life, it was able to capture the attention and imagination of fans everywhere.

-<http://www.cinemablend.com/new/Dark-Knight-Infests-The-Web-With-Viral-Sites-7015.html>

-<http://www.people.com/people/article/0,,20173679,00.html>

-<http://blog.girvin.com/?p=1435>

-<http://www.buzzfocus.com/2007/08/01/bizarre-advertising-for-nolans-dark-knight-continues>

the facts.

9. Wendy's Baconater Changing Skins

OVERVIEW:

Appearing on Pandora.com and Myspace.com (two websites that are very popular among YAYAs) the advertisement taps into the desires of YAYAs to personalize their space by giving them four different options for changing the background of their website. The ad also introduced the line of new hand-mixed milk shakes- an expansion from Wendy's classic chocolate frosty.

WHY IT WORKED:

On Pandora.com, this advertisement stood out because of its ability to interact with the user without having them leave the website. This is important because it introduces the brand without creating pop-ups that can be a turn-off to younger users. It touches on a key insight about YAYAs: it gives them a chance to customize the ad to their personal taste while introducing a new product. This thereby links the product to the idea of personalization. Placement was also key to the effectiveness of this campaign. The ad appeared on sites that also cater the desire for customization and personalization. Pandora.com allows users to create their own radio station that plays only the music they like. Myspace.com allows users to create their own personalized page from which they can interact with others.

-<http://www.allbusiness.com/marketing-advertising/market-research-analysis-market/5267281-1.html>

10. Malibu Get Your Island On

OVERVIEW:

"Ricard's Malibu-Kahlua unit has unveiled "Get Your Island On," a new global advertising campaign for its Malibu rum brand. Inspired by the brand's Caribbean heritage, the campaign made its U.S. debut on December 24 with two television spots on networks such as Comedy Central, USA and Spike. Created by Droga 5 and Publicis, the "Get Your Island On" ad push will expand to print, radio, out-of-home and additional television executions in the spring, when it is also expected to debut in Canada, the U.K., Ireland and the Netherlands. The launch of "Get Your Island On" coincided with Winter Beach Bash, Malibu's on-premise promotion program in 16 U.S. markets, which emphasized the new campaign through a real Caribbean experience featuring flip flops, Malibu cocktail tastings and virtual volleyball games."

WHY IT WORKED:

"The iconic 'Seriously Easy Going' campaign captured the laid-back vibe of the islands and established Malibu as truly Caribbean," said Jason Nussbaum, Malibu's Brand Director for Pernod Ricard USA. "'Get Your Island On' builds on this equity and introduces the energy of the Caribbean to highlight Malibu's vibrant spirit."

- "Malibu Receives New Ad Campaign," Paula Pou, Wine Spectator, January 03, 2008



the facts.