

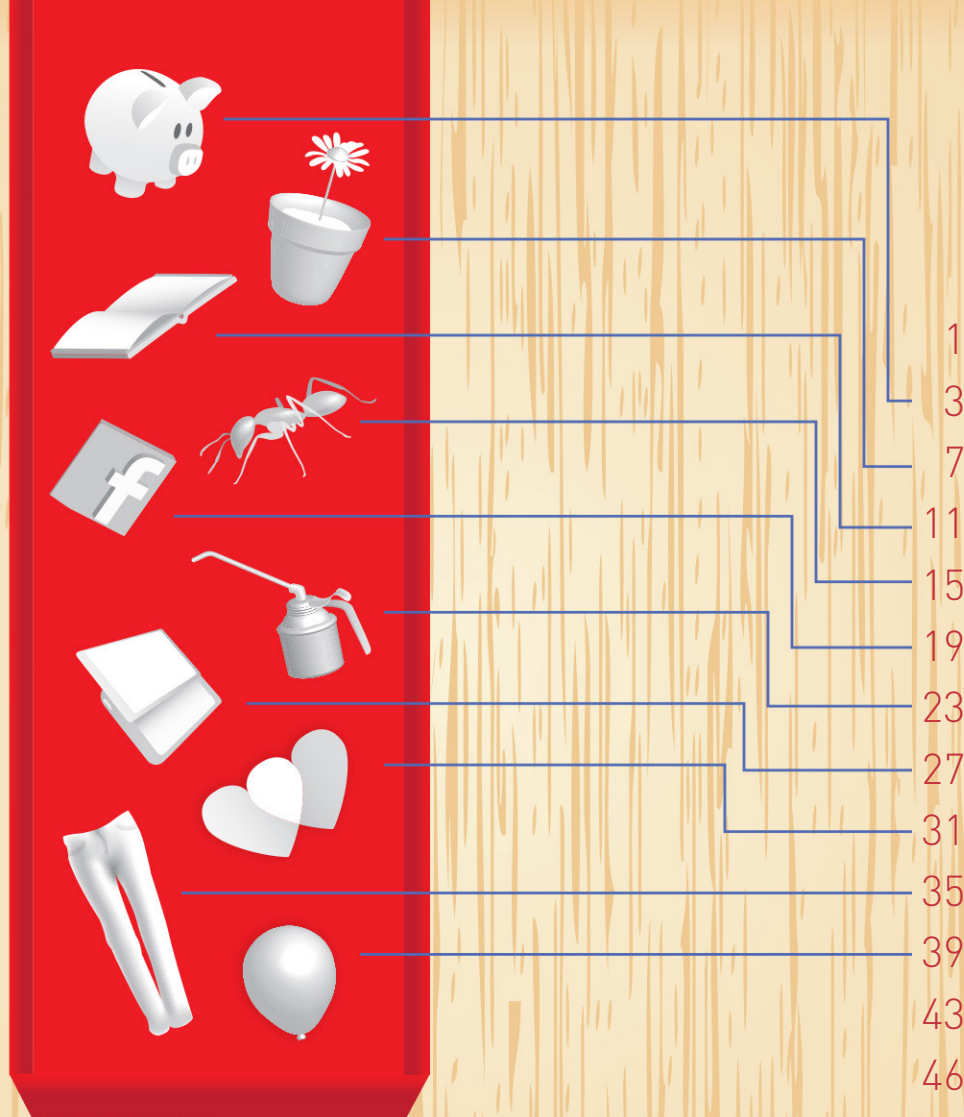
THE NEXT

YAYA

BASIC OPERATING MANUAL

OPERATING TABLE

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Welcome

Proud To Be a Savvy Saver

Not Pessimistic, Just Realistic

140 Characters or Less

Born To Multitask

Facebook Is So Last Year

Entrepreneurship = Success

Texting Trumps Calling

Friend or Follower?

The Need To Be Unique

Anyone Can Be a Celeb

Implications To Marketers

Appendicitis

HOW THE NEXT YAYA OPERATES



Since 2005, Mojo Ad has been studying the 18- to 24-year-old youth and young adult audience, also known as the YAYA© Market. Our full-service, student-staffed agency at the University of Missouri produces an annual State of the YAYA report that provides marketers with insights about how this group makes consumer decisions. This year we examined 13- to 17-year-olds because they are the beginning of the next generation, also known as Gen Z. Knowing how they operate today will give us a glimpse of how they will behave during the YAYA life stage.

At first glance, the next YAYA group may appear identical to the current one. But when we examined these teens through analysis of secondary research, we uncovered certain qualities that make them unique. Although the current YAYA market, which is part of the millennial generation, quickly adapted to the digital and mobile world, the next YAYA market was born with it in their DNA. And unlike Gen Y's childhood of prosperity, Gen Z has been shaped by a faltering economy and the war on terror.

Clearly, Gen Z is in a stage of transition as they struggle to find personal identities. In an effort to define themselves, these teens tend to exhibit key traits that have become "infused" into their minds and bodies. Mojo Ad is here to provide the Basic Operating Manual that will enable you to extract and examine ten such traits. Doing so will give you key insights about this market and a deeper understanding about each puzzle piece in this great marketing game.



PROUD TO BE A SAVVY SAVER



MONEY ON THE MIND

“Saving and smart spending are my only options if I’m going to be able to afford the things I want. For that reason, I put most of my money in savings.”

PROUD TO BE A SAVVY SAVER

While those in the current YAYA market don't hesitate to spend their money willy-nilly and figure, "there's always more where that came from," the teens in the next YAYA market operate on a different level. With money always on their minds, they're putting part of their paychecks in savings and shopping for the best deals. They take comfort in knowing that they have money in the bank and are saving for things that really matter. This way, when the time is right, they can pay for college, put a down payment on a car or even upgrade their phone.

DID YOU KNOW...

- 55 percent of teens say they are waiting for items to go on sale, 50 percent are making fewer "impulse purchases" and 42 percent are more likely to "comparison shop for the best price."¹
- Teens list Walmart (18 percent) as the top retail store for purchases they've made in the last four weeks. Target (10 percent) and Kohl's (7 percent) fall in second and third place, respectively, with JCPenney, American Eagle Outfitters, and GameStop all tying for fourth (6 percent).²
- 52 percent of 16- to 17-year-old high school students have researched tuition costs for specific colleges or post-secondary schools. 35 percent have researched ways to save, including personal savings and '529' college saving plans.³



NOT PESSIMISTIC, JUST REALISTIC



PLANTED FEET

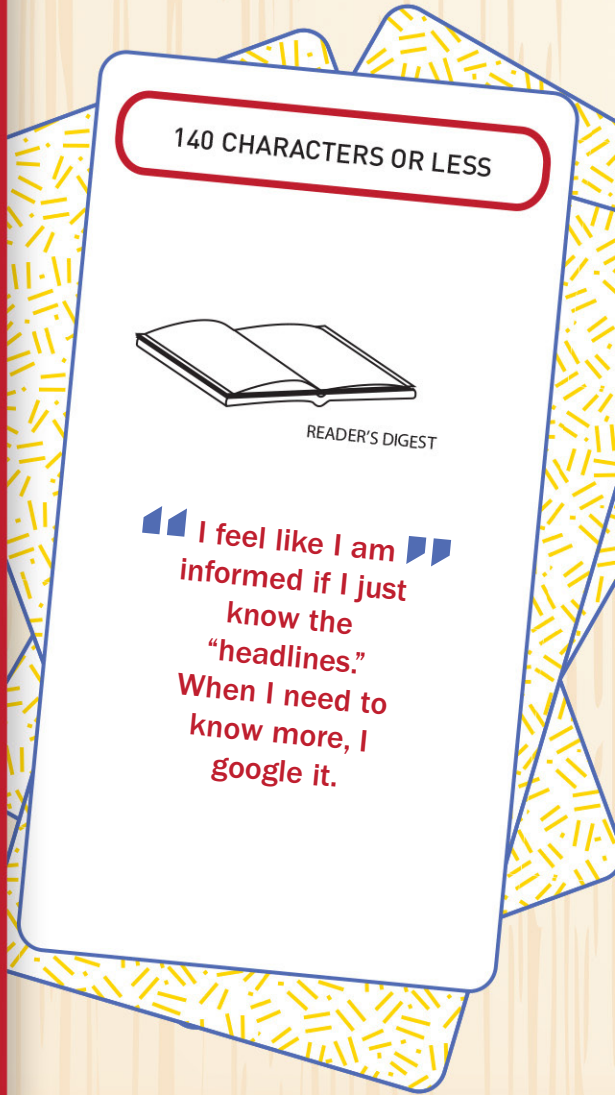
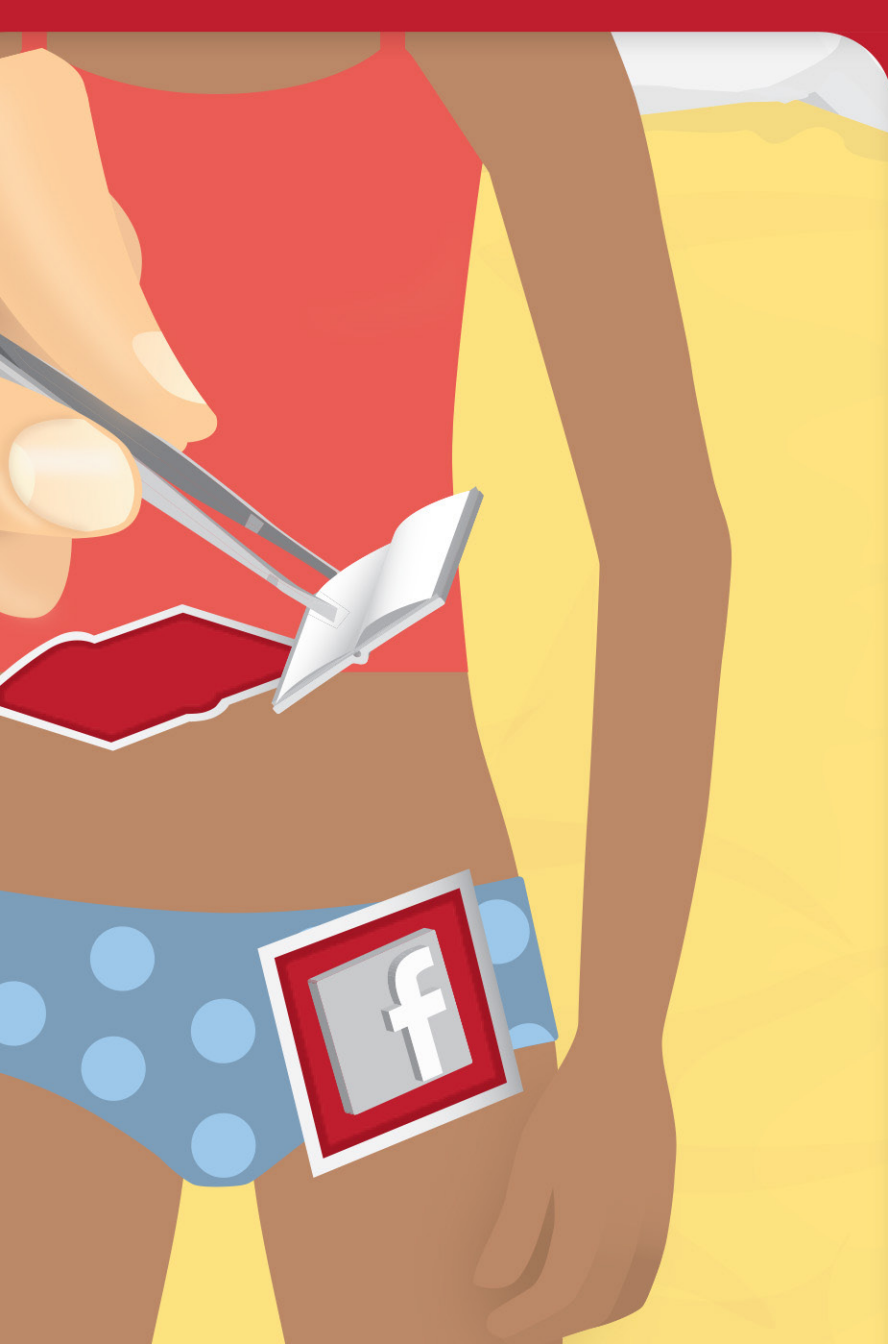
“ I know I don’t
have control over
everything in the
world or in my
life, and I’m
okay with that.”

NOT PESSIMISTIC, JUST REALISTIC

The current YAYA market has maintained an idealistic outlook on life because they were raised in the longest period of economic growth ever recorded. However, the next YAYA market grew up in the shadows of 9/11, economic crises and natural disasters. The current YAYAs see the world for what they want it to be, but the next YAYAs see it for what it truly is. This generation has learned to accept that they don't always have control. Because they have never known a predictable world, these teens keep their feet planted and prepare themselves for whatever might be thrown at them.

DID YOU KNOW...

- When it comes to social issues, 38% of 15-year-olds indicate they can make a great deal or some difference, 30% indicate they can make a little difference and one-fourth (26%) believe they can make almost no or no difference.⁴
- Gen Z is most likely to be concerned about finding jobs down the road, and many are also worried about their parents' financial situation.⁵
- 74 percent of teenagers, globally, consider climate change and global warming to be a greater threat than drugs, violence or war.⁶
- Among Millennials who say they don't earn enough money, 88 percent think they will be able to earn enough in the future. However, 58 percent of Generation Z say they are very or somewhat worried about their future.⁷

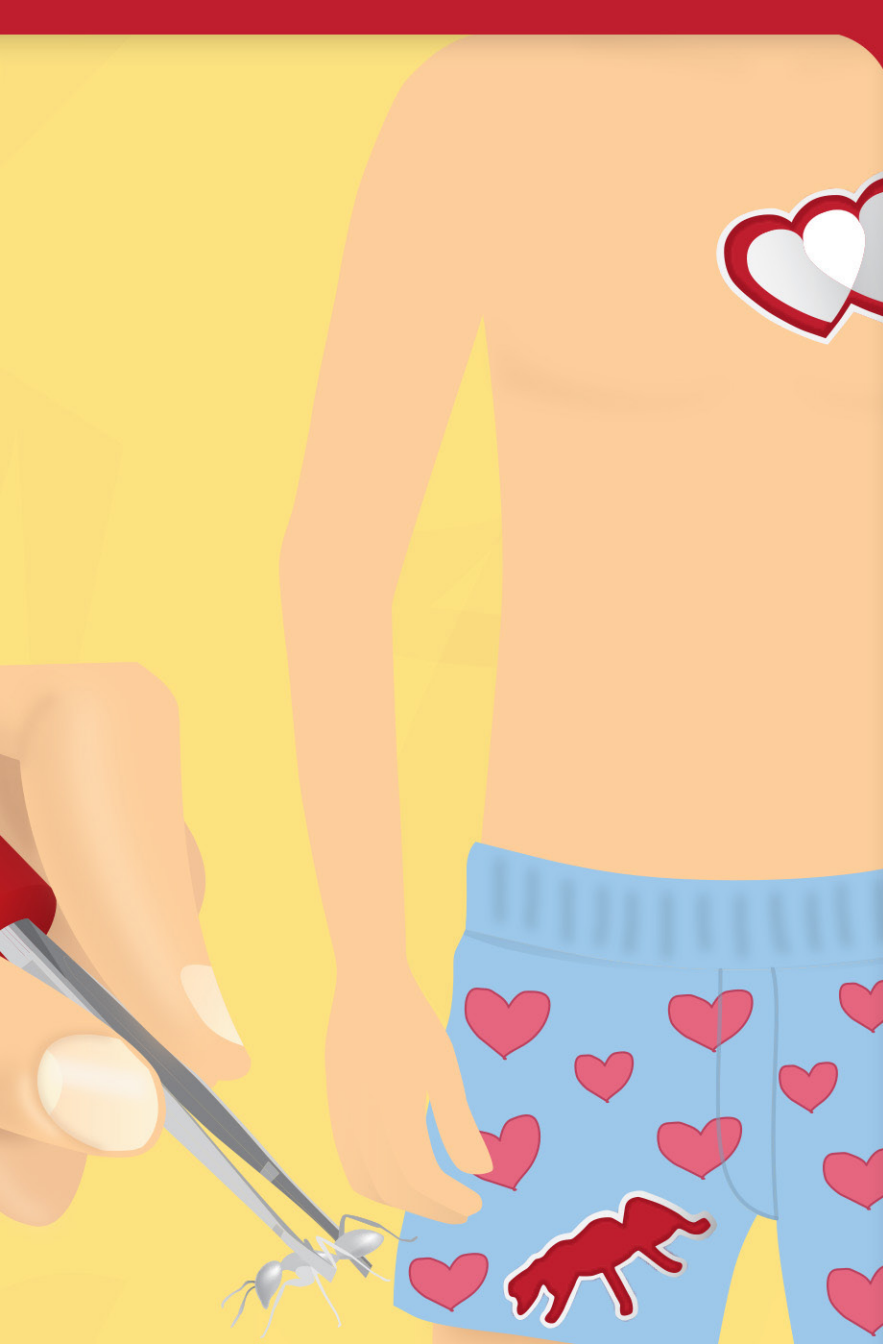


140 CHARACTERS OR LESS

Growing up in a world where everything is at their fingertips has given the next YAYA market a knowledge base that is grab-and-go. Instead of watching the news or reading through the paper, they get a more brief and easy-to-digest version of current events from online portals and social media. Their need for instant gratification requires that they only read the headline and maybe a few sentences to get the gist of what's happening. They see knowledge as disposable. If they need to know the gritty details, they can google them later.

DID YOU KNOW...

- Teens are only somewhat interested in news. They would like to 'be informed,' but don't want to spend too much time on getting information. ⁸
- 56 percent of teens use social networks for news on a daily basis. ⁹
- Teens tend to get more news from giant "portals" than from traditional news sites. 94 percent of teens use Google for news at least once a week and 74 percent of teens use YouTube for news at least once a week. ¹⁰



BORN TO MULTITASK



ANTS IN THE PANTS

“For as long as I can remember, I have been doing several things at once - anything less would be boring.”

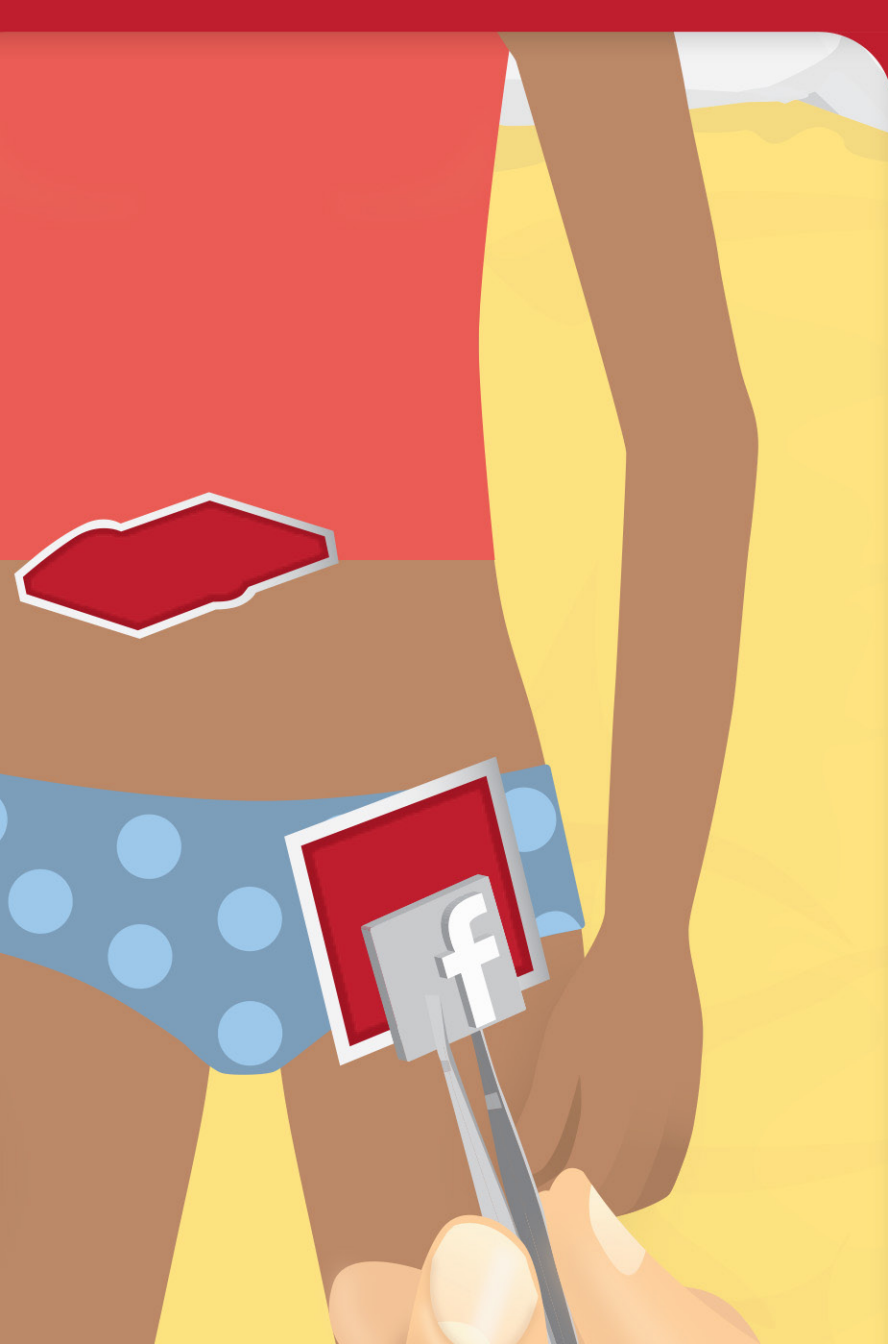
BORN TO MULTITASK



Multitasking comes naturally to the next YAYA market. They listen to music, text their friends and watch TV, all while doing their homework. When asked for their undivided attention, these teens become restless. They're itching to take out their phone or browse the web while listening to a teacher lecture in class or a parent drone on at the dinner table. Whether it's at school or on the job, the ability to multitask often allows them to be more efficient.

DID YOU KNOW...

- Gen Y is the first generation who actually can multitask effectively, as shown in recent studies. Gen Z will be even more adept at paying attention and working productively at more than one thing at a time. ¹¹
- When using a tablet and watching television at the same time, teens were more likely than other age groups to look up information on a product in an ad (29 percent v. 27 percent of the general population). They are also more likely to visit a social networking site during a program or commercial break. ¹²
- 51 percent of adults and 65 percent of teenagers say they have used their smartphone while socializing with others. 23 percent of adults and 34 percent of teenagers have used them during mealtimes. ¹³



FACEBOOK IS SO LAST YEAR



"HIP" REPLACEMENT

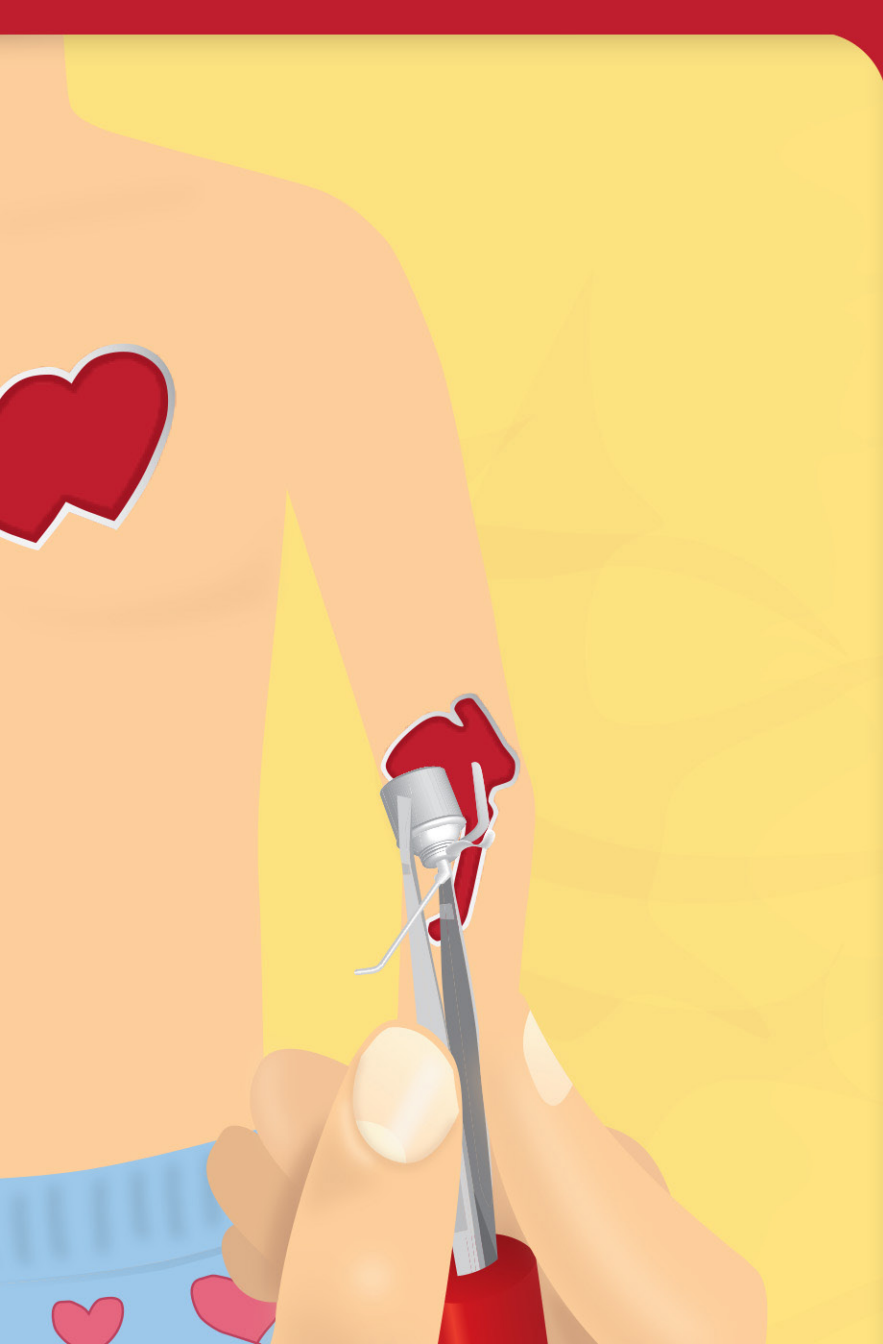
“ I had to wait
until I turned
13 to get a
Facebook, but
by then I didn't
really care
anymore. ”

FACEBOOK IS SO LAST YEAR

When Facebook was launched, it was cool and exclusive. It was *the* place for YAYAs to share with each other, and they felt out of touch if they weren't constantly logged in. When the next YAYA market could finally get on Facebook, parents and grandparents had already taken over. Having their folks on Facebook is a nuisance at best; they want to share their opinions and problems with anyone *but* their relatives. Although teens still use Facebook out of necessity, they focus more on generating unique content on Twitter, Instagram and Tumblr because they know these platforms are #parentfree.

DID YOU KNOW...

- 56 percent of teen social media influencers aged 13 to 14 say they “hate it” or are “nervous” or “annoyed” when their parents “friend” them on social media sites, while only 27 percent of teen social media influencers aged 18 to 19 responded this way. ¹⁴
- 79 percent of teens hide online behavior from parents - up from 2010 when only 45 percent of teens hid their behavior. ¹⁵
- One in three teens (36 percent) said that they sometimes wished they could go back to a time before Facebook. ¹⁶



ENTREPRENEURSHIP = SUCCESS



ELBOW GREASE

“ If I want to
make money,
I’ll probably
have to take a
risk and start
a business. It’s
up to me to
create my own
success. ”



ENTREPRENEURSHIP= SUCCESS

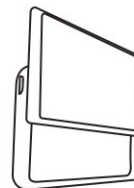
YAYAs have always aspired to be their own bosses, but with jobs readily available, there was never a need to take that risk. In today's unstable job market, the next YAYA market sees entrepreneurship as a necessary leap of faith. They're willing to put in the elbow grease to turn their startup into a major corporation. Every day, new sites become online hot spots, and the young become innovators of the consumer world. These teens feel that a little extra effort can lead to a successful American dream.

DID YOU KNOW...

- 51.8 percent of 13- to 17-year-olds are not employed. ¹⁷
- 47 percent of the 2009 respondents believe that starting their own business provides more job security than working for someone else. ¹⁸
- Teens admire entrepreneurs because they've made a difference in people's lives (31 percent), they are successful in multiple fields (31 percent), they've changed people's lives and the world for the better (23 percent), and they are rich (5 percent) or famous (5 percent). ¹⁸



TEXTING TRUMPS CALLING



TEXTER'S CRAMP

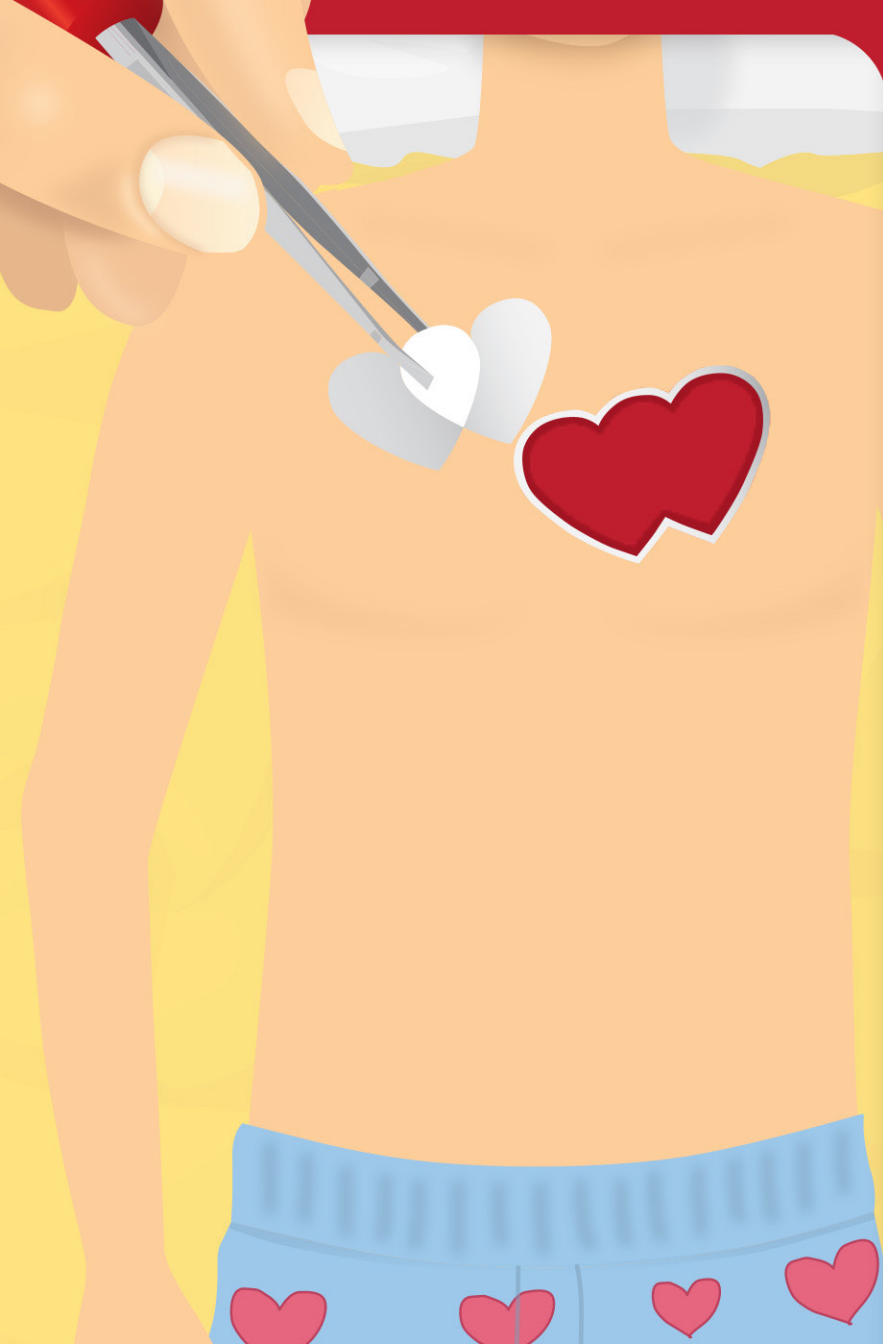
“ When I get a call, I never answer it (unless it's my parents). I always text back. Talking feels awkward. Texting allows me to be selective in what I say and share.”

TEXTING TRUMPS CALLING

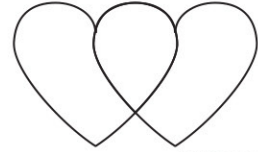
The current YAYA market pioneered the use of texting and taught their parents how to do it, but they still enjoy a real conversation with family and friends. Because the next YAYA market always had texting as an option when it came to cellphones, they never considered anything else. Why would they call if they could just send a text? This mentality has created a stigma around receiving phone calls. When a friend calls them on the phone, they assume that something is wrong or that their friend is upset.

DID YOU KNOW...

- 63 percent of teens exchange text messages every day. Only 39 percent of teens communicate by calling on a daily basis.¹⁹
- 25 percent of teens say they cannot or do not ever talk on a cell phone.¹⁹
- Voice usage among teens has declined the most, from an average of 685 minutes to 572 minutes. When surveyed, the top three reasons teens said that they prefer messaging to calling was because it is faster (22 percent), easier (21 percent) and more fun (18 percent).²⁰



FRIEND OR FOLLOWER?



HEART TO HEART

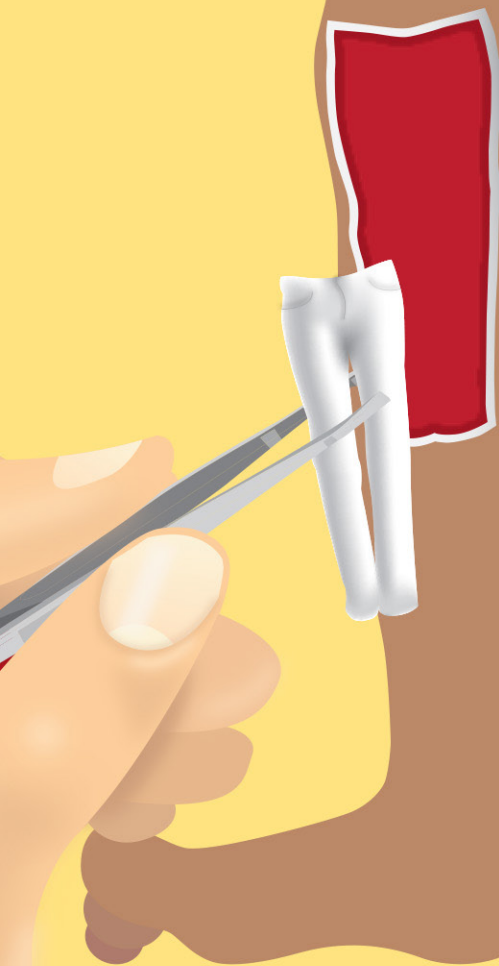
“There is a small group of people who I actually confide in. Everyone else is just a follower, whether it's on Twitter, Tumblr or Instagram.”

FRIEND OR FOLLOWER?

The next YAYA market enjoys the interaction and validation of openly sharing their identity online. For them, social media is personal rather than impersonal. But unlike today's YAYA, they have a smaller circle of close friends whom they truly trust. These are the people they share their deepest secrets with; they don't want to be up-close with everyone.

DID YOU KNOW...

- On Twitter or Tumblr, teens can be more selective about what they share and with whom, and feel less social pressure to “friend” everyone in their school or friends of friends. ²¹
- “The qualities teens value in friendships, like loyalty and trust, remain the same. Technology has just changed some of the ways kids can be friends with each other.” ²²
- Social networking can help introverted adolescents learn how to socialize behind the safety of various screens, ranging from a two-inch smartphone to a 17-inch laptop. ²³
- Meeting in person is still a teenager's favorite way to communicate with friends (49 percent), while only 7 percent say they prefer a social networking site. ¹⁷



THE NEED TO BE UNIQUE



CREATIVE GENES

“To get ahead,
you really need
to be noticed and
stand out. I want
to create the
trends, not follow
them. Otherwise
I will just get lost
in the crowd.”



THE NEED TO BE UNIQUE



Today's YAYA market grew up being assured that it's okay to be different. But now, everyone is different, and the next YAYA market has to work at standing out. They all need a little creativity in their genes if they expect to break through the clutter. Obsessing over Pinterest and Tumblr, they're constantly discovering cool ideas and styles they wish they had thought of first. They're always on a quest to create a unique spin on a current trend or set a brand new one altogether.

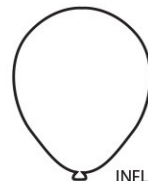


DID YOU KNOW...

- Multicultural kids in the 12- to 17-year-old age group now account for around 40 percent of the teen population. ²⁴
- 64 percent of online 12 to 17-year-olds engage in at least one type of online content creation. ²⁵
- While teen girls are notorious for copying each other's style, 59 percent say maintaining a unique personal style is important, compared to about 30 percent who say they like to follow the same styles and trends as their friends. ²⁶



ANYONE CAN BE A CELEB



INFLATED EGO

“It’s easy to be
a celebrity these
days, and I intend
to have my shot
at fame.”

ANYONE CAN BE A CELEB

The current YAYA market grew up admiring celebrities from a distance. However, the next YAYA market has never known a world without Facebook statuses and Twitter updates from their favorite celebs. To them, celebrities are no longer just pop stars and Hollywood actors - they are real, accessible people. The next YAYAs tweet at the famous, expecting a reply or a retweet, making them feel like friends more than followers. This new found connection to celebrities has caused their egos to swell up. If viral videos and reality shows can make Kim Kardashian and Snooki famous, they're thinking, "Why can't I be famous too?"

DID YOU KNOW...

- The internet increasingly gives audiences the power to create celebrity, rather than just consume it. ²⁷
- Nowadays, everyone can become a celebrity, every "zero" can become a hero, which deteriorates the status of the celebrity concept. ²⁸
- They want it easy, and they want it fast, with no suffering and no sacrifice. Which is why most fantasize about becoming the next Paris Hilton, not the next Bill Gates. ²⁹

RULES of the GAME

Living SoLoMo

Today's YAYA lives online, so it's expected that you be right there with them. The next generation extends online to social, local and mobile, so you must develop strategies that are well thought out, integrated into every campaign and have value for the YAYA user. For example, ESPN has partnered with Foursquare to offer an ESPN branded badge for users who check into a certain number of sports venues. Walgreens and Redbox have also taken advantage of Foursquare to offer a "Free Movie Monday" when users check in to a Walgreens location.

Converse with a purpose.

The next YAYA audience expects you to be using the digital space in an engaging and applicable way. Don't jump onto every platform just because you know you need to be there. Use them strategically and in a way that makes sense. Burberry used Instagram to preview their 2012 collection and live streamed the runway show from their YouTube channel. Starbucks hosted its first Google+ hangout this summer with some of their My Starbucks Rewards members, employees and Maroon 5. Whatever you do, do it with a purpose that resonates with the YAYA market.

They're looking for information, so don't make them dig for it.

As a consumer, the next YAYA is discerning and informed when making a purchase decision. They'll be looking to their friends, families and you to help them decide. Make the purchase process easier on them by putting your product details right up front and making reviews readily available. If they can't find the information, they'll go somewhere else to shop. In addition, don't bury negative feedback - own it. YAYAs appreciate the honesty and authenticity.

Think outside the box when it comes to influencers – and how you use them.

The next YAYA believes that a celebrity can be anyone from their favorite fashion blogger to their favorite sports star. For you, that means it's time to look beyond Hollywood superstars in a traditional 30-second sponsorship. Invest in influential bloggers or YouTube sensations. If you have the perfect A-list celebrity for your product, use them in an innovative way. Gatorade hired Dwyane Wade to go undercover to promote the G Series line, causing an internet sensation that yielded over 68 million media impressions across platforms.

It's a four-screen world – getting some of their attention is a success.

Let's face it; teens today are distracted most of the time. That being said, it's up to you to catch their attention as best you can on whatever screen you can. Your goal is to get in and get out because these kids just don't have time to focus all their attention on you. McDonald's is a great example of a brand cutting through the clutter to steal a little focus now and then. Whether it be inserting themselves into the world of FarmVille or creating unique, attention-grabbing Pandora ads, McDonald's is reaching them on any screen available.

RULES (cont.)

APPENDICITIS

Be a canvas for their every creation.

For this upcoming YAYA market, it's no longer enough to just be different; they have to be one of a kind. Not only is the next YAYA looking to use your product as a canvas for their own creation, they're also expecting you to provide them the space to display it. Last year, Seventeen Magazine partnered with David's Bridal to hold a "design your own prom dress" contest, and the winning dress was created and sold at David's Bridal stores.

Cut the fluff - these kids are realistic.

The next YAYA market is informed when it comes to the state of the economy. They are more likely to be persuaded by advertisements that have actual content rather than fluff, especially in high-involvement decisions. It's not that these teens are unemotional; they're just realistic. Best Buy launched a summer campaign aimed at teen students purchasing laptops. With the purchase of a PC, teens received a free Xbox – no gimmicks and no loopholes.

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THANKS FOR PLAYING!



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