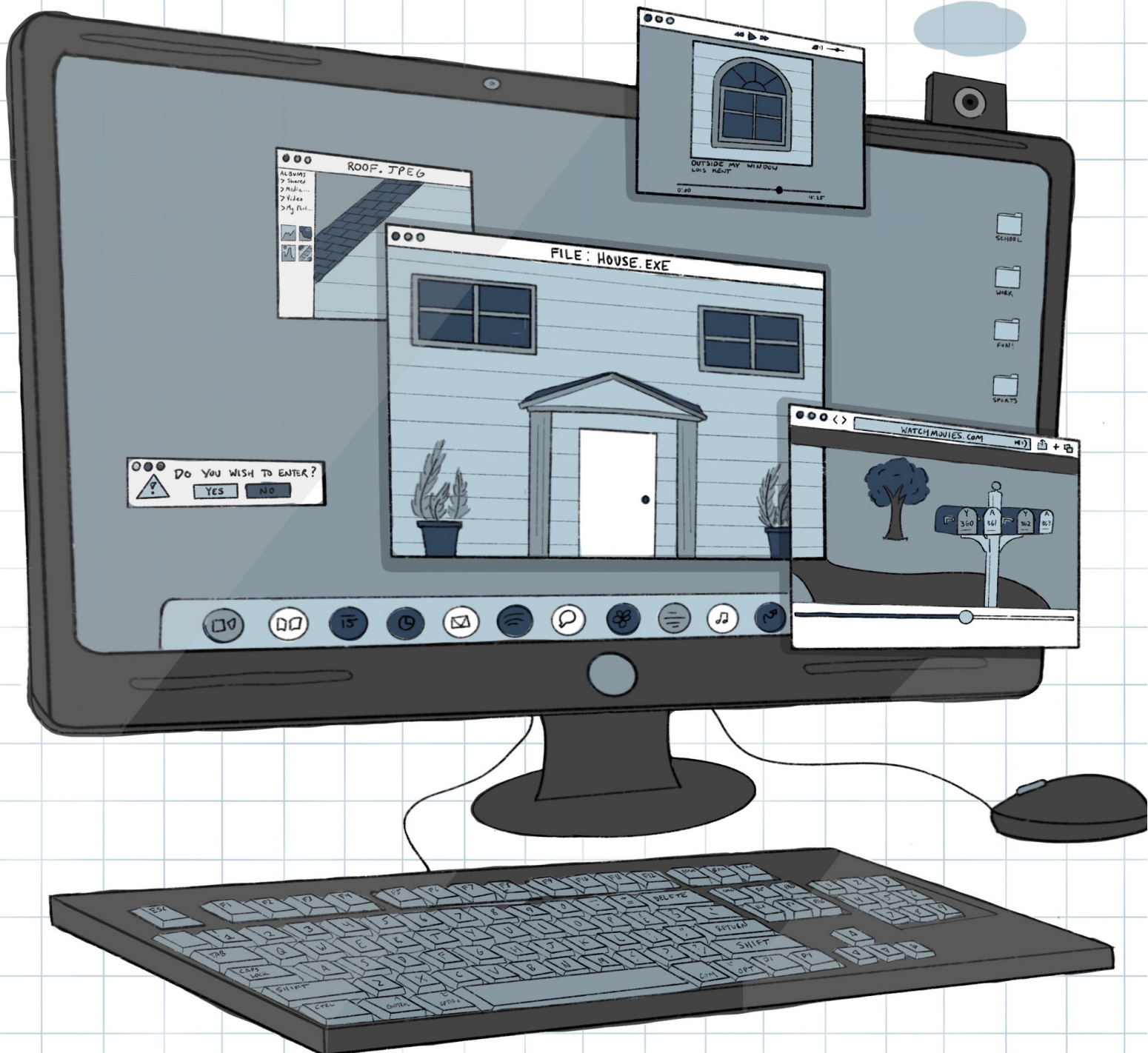
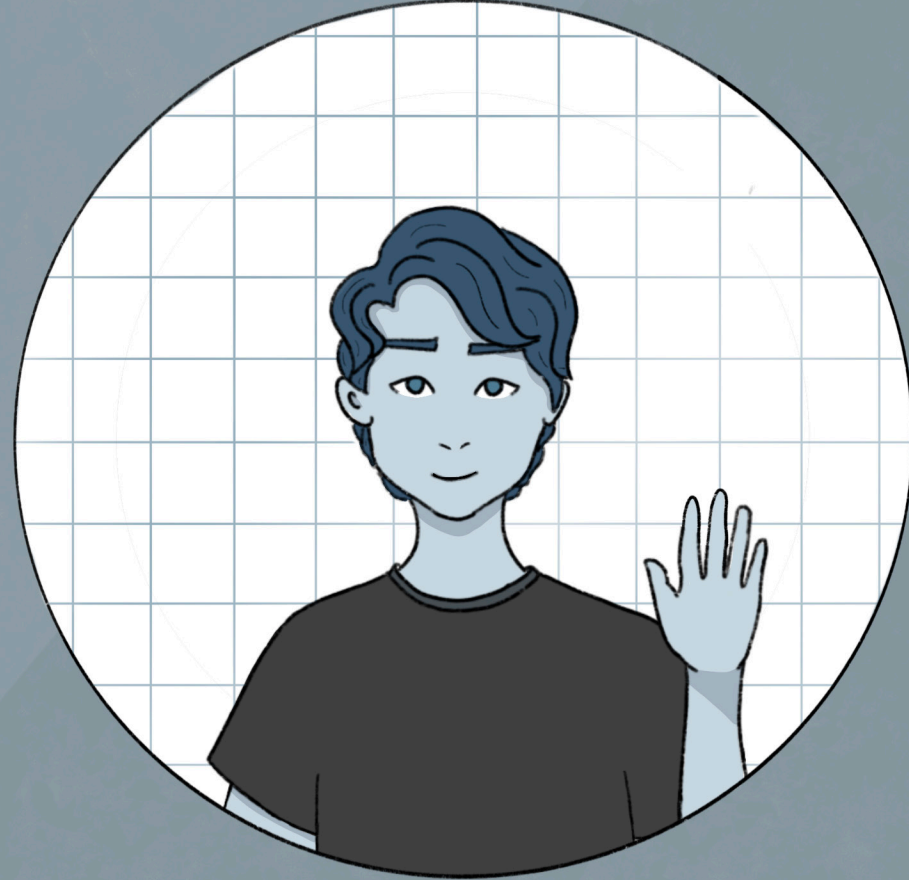


# WELCOME HOME (SCREEN)

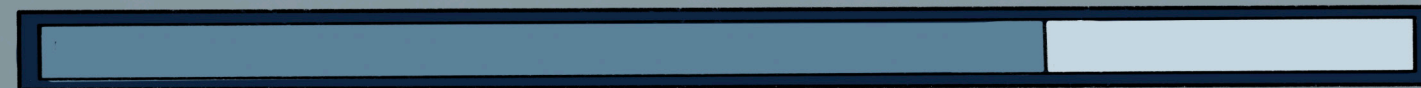
STATE OF THE  
YAYA

2021





STARTING UP . . .







www.search.com/mojo

what is MOJO?

mo · jo<sup>1</sup>

MOJO Ad is the premier student-staffed, full-service agency at the University of Missouri. We specialize in 18- to 24-year-olds, also known as the youth and young adult (YAYA) market. No one knows these consumers quite like we do. Why? Because we are them. As members of this elusive demographic, we serve as liaisons between the YAYA market and the professionals seeking to reach them.

www.mojo.team.com

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Tags

Important

Work

School

Bills

Pictures

Hobbies

Locations

Desktop

Documents

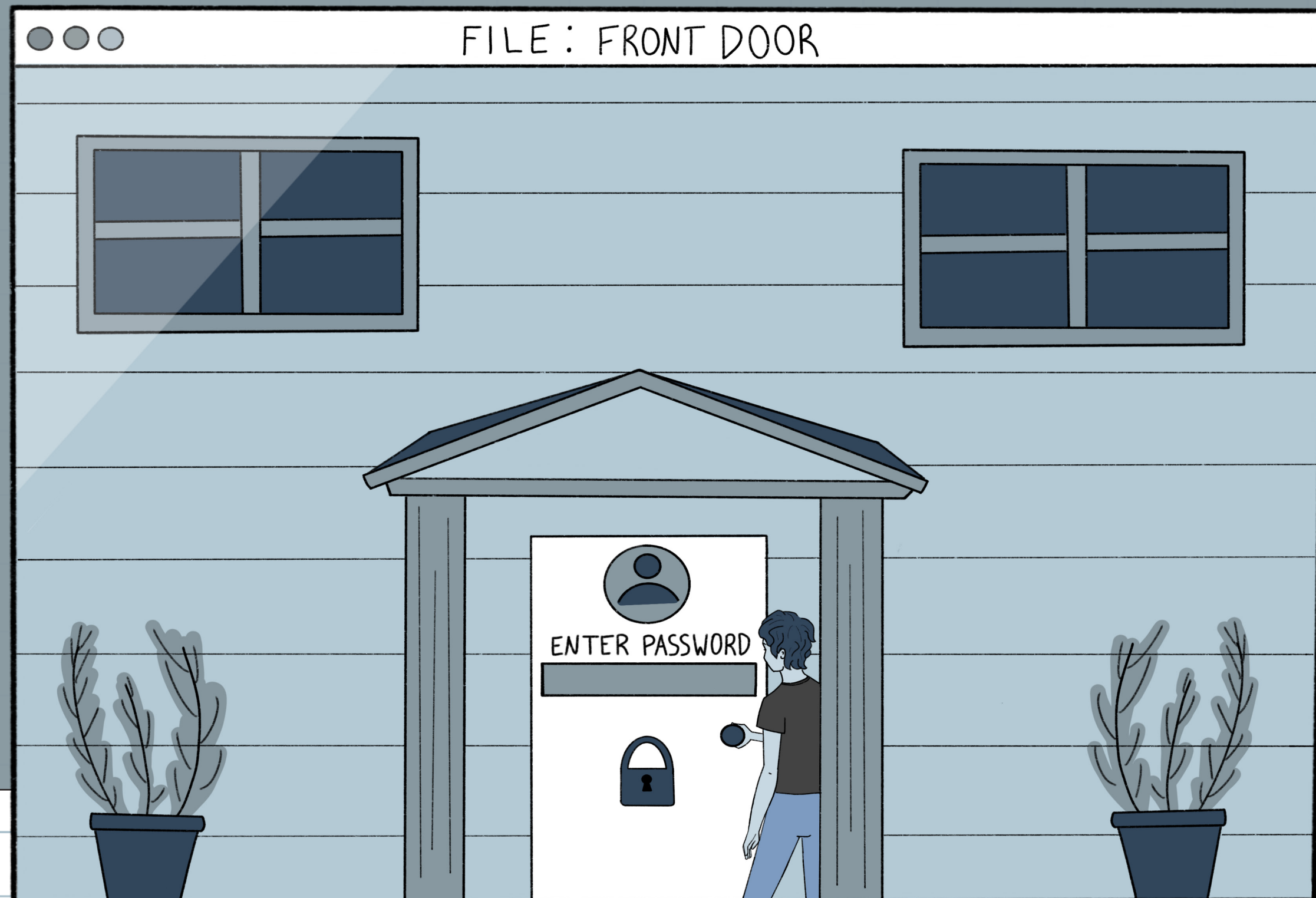
<>



# FOR YAYA CONSUMERS, USING TECHNOLOGY IS MUCH MORE THAN JUST AN ACTIVITY. IT'S THEIR LIFE.

Their online presence is just as personalized and comforting as the space they live in. They kick their feet up there. They relax there. They live, eat and breathe a virtual identity.

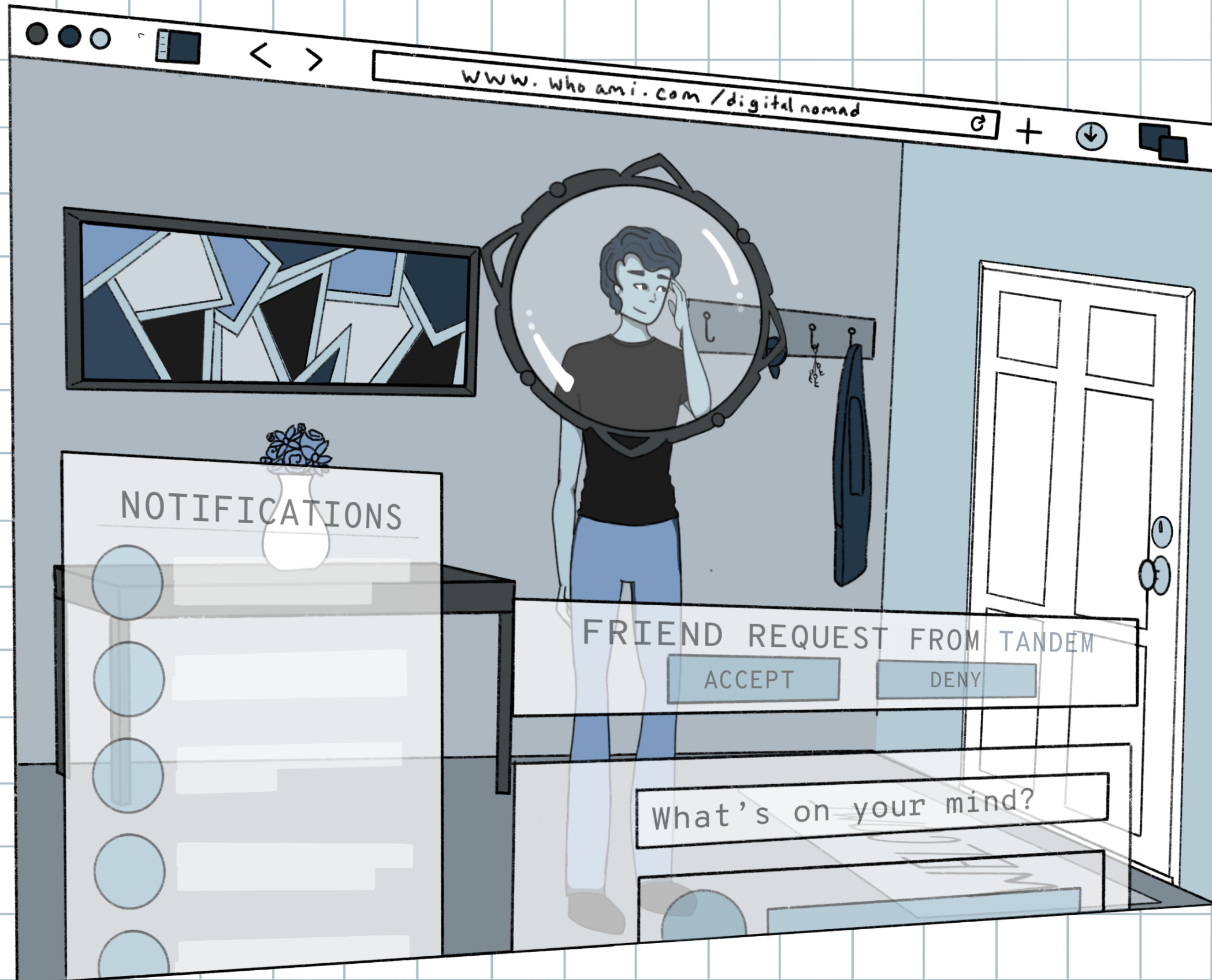
When 18- to 24-year-olds are online, they are home. It's not enough to just be in the virtual community of these digital homebodies – it's time to knock on their digital doors to unlock who they really are.





# EDIT PROFILE

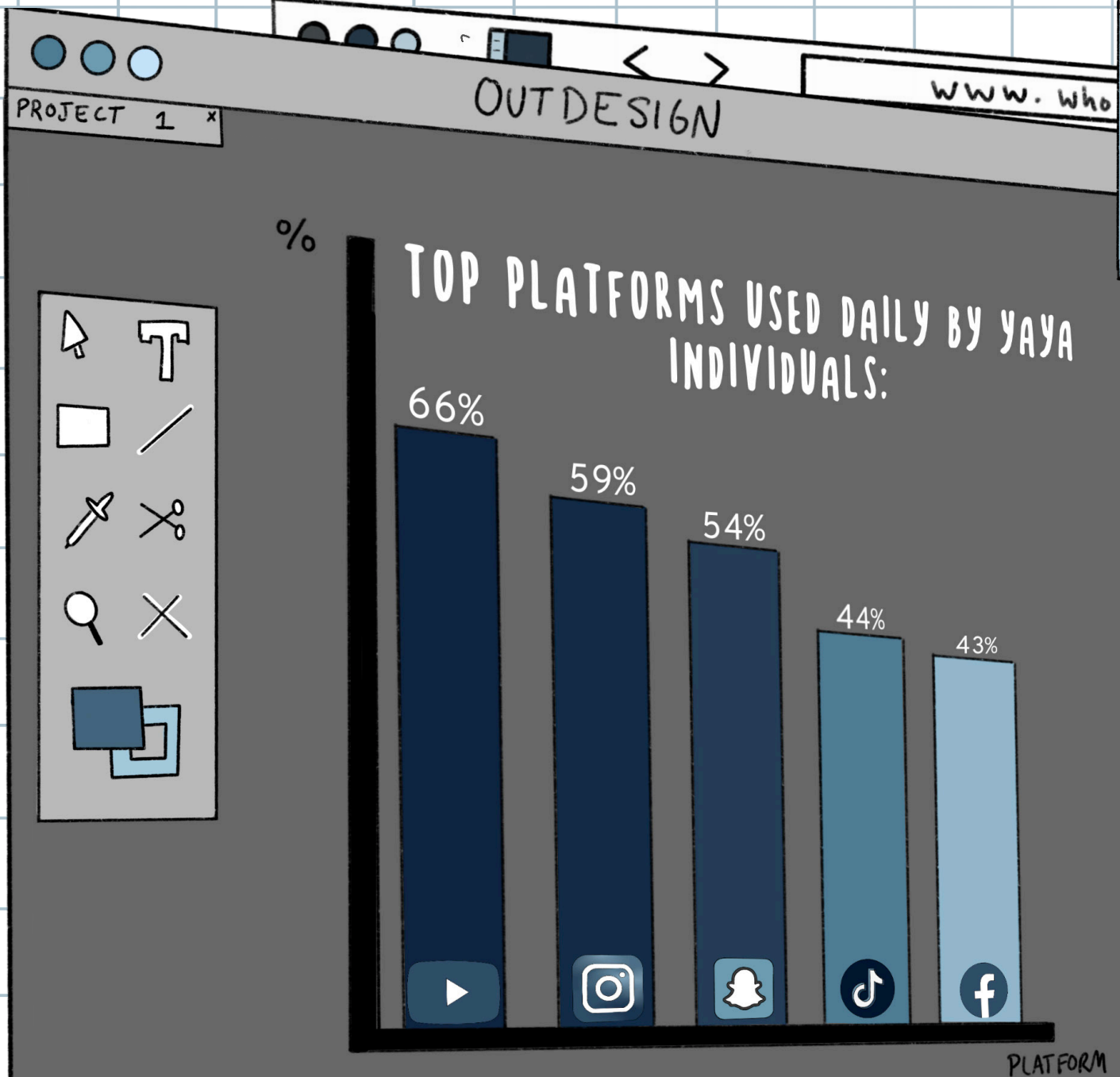
## Social media and personal expression



### CURATION OF SELF

If you zoom into a YAYA user's social media profile, it will show you a lot about them, their interests and what they like or don't like. YAYA consumers are continuously learning about who they are and more importantly, who they want to be. Their social media feeds are curated and personalized, like the rooms in their home, as a form of self expression. As they customize their own digital world, their online and offline realities become one.

INSPECT ELEMENT: LOOKING AT DATA



MORE INFO.DOX

"I SEEK AUTHENTICITY ON SOCIAL MEDIA" 61% AGREE

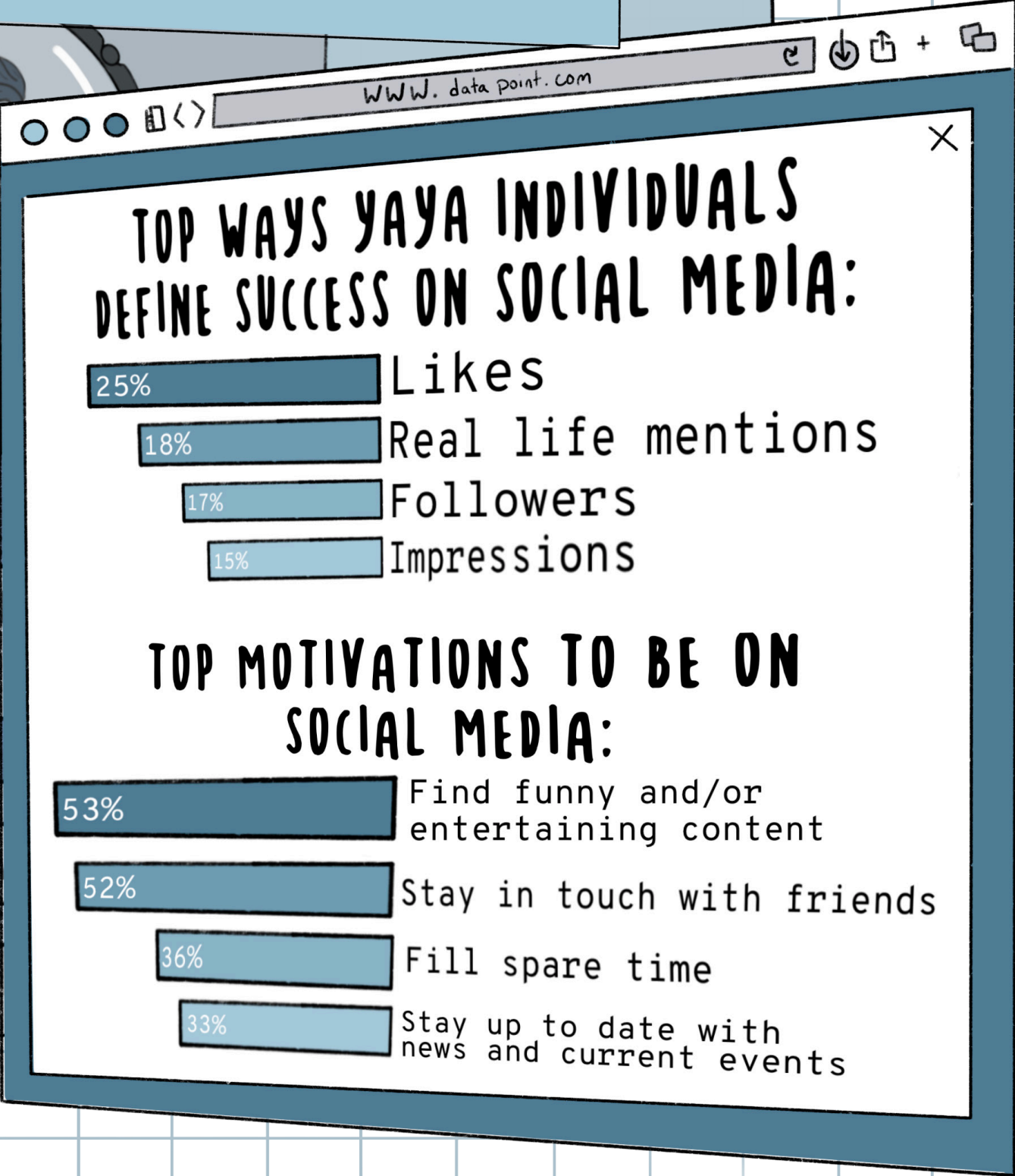
"I MATCH MY ONLINE IDENTITY WITH MY OFFLINE IDENTITY" 67% AGREE

"MY PHONE IS AN EXTENSION OF MYSELF" 65% AGREE

IMPORTANT DATA

! I FEEL AT HOME WHEN I AM ONLINE

59% AGREE





## KEEPING TABS: LONG-TERM IMPLICATIONS

As YAYA individuals traverse the internet in search of discovering who they are, they continuously try different styles and take pride in curating who they are online. As they do this, they explore brands who are also true to themselves and pick and choose which brands fit, or don't fit, into their curated identities.

If the YAYA market does not find what they are looking for, they won't hesitate to unfollow. It's important for brands to celebrate the uniqueness of the YAYA market as customization is key.

Much like the satisfaction of finally having a room set up just the way you like it, the YAYA market wants the same customizable elements to their services and products.

## BOOKMARK THIS BRAND!

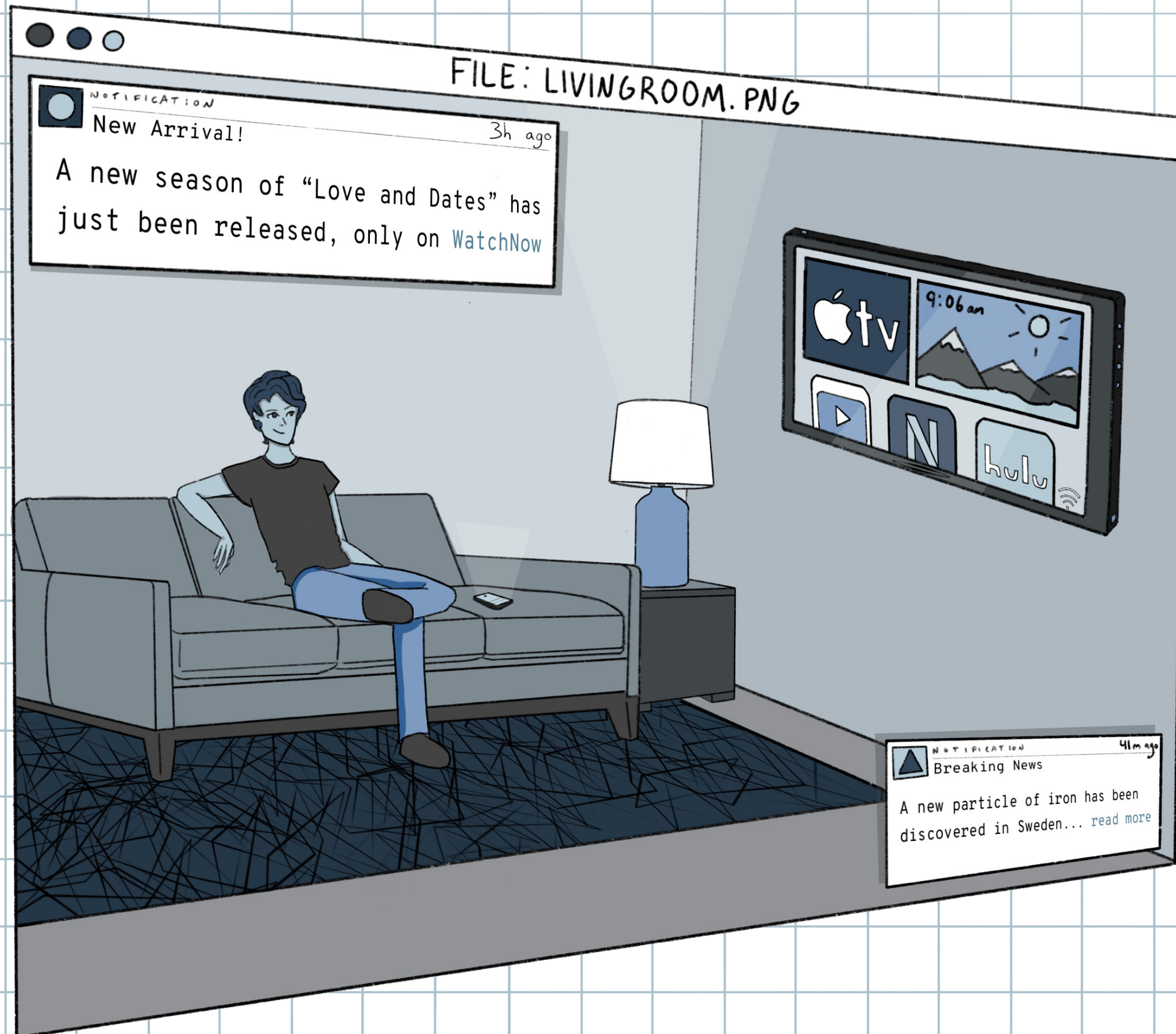
*function*  
— of beauty

Noted for being “the world leader in customizable beauty,” this brand offers tailor-made hair care, skin care and body products based on a quiz customers can take. This quiz invites customers to share their specific beauty needs and delivers a product that matches exactly what they want through the results of the quiz.

Realizing that one type does not fit all, Function of Beauty has elevated their standards to meet the needs of each individual customer, no matter the hair type or skin type. Customers can also have their name printed on the product labels, showing that it doesn't take much to have customers feel involved in brand experiences by adding a special touch of personalization.

# DIGITAL NOMADS

## YAYA's Online Identity

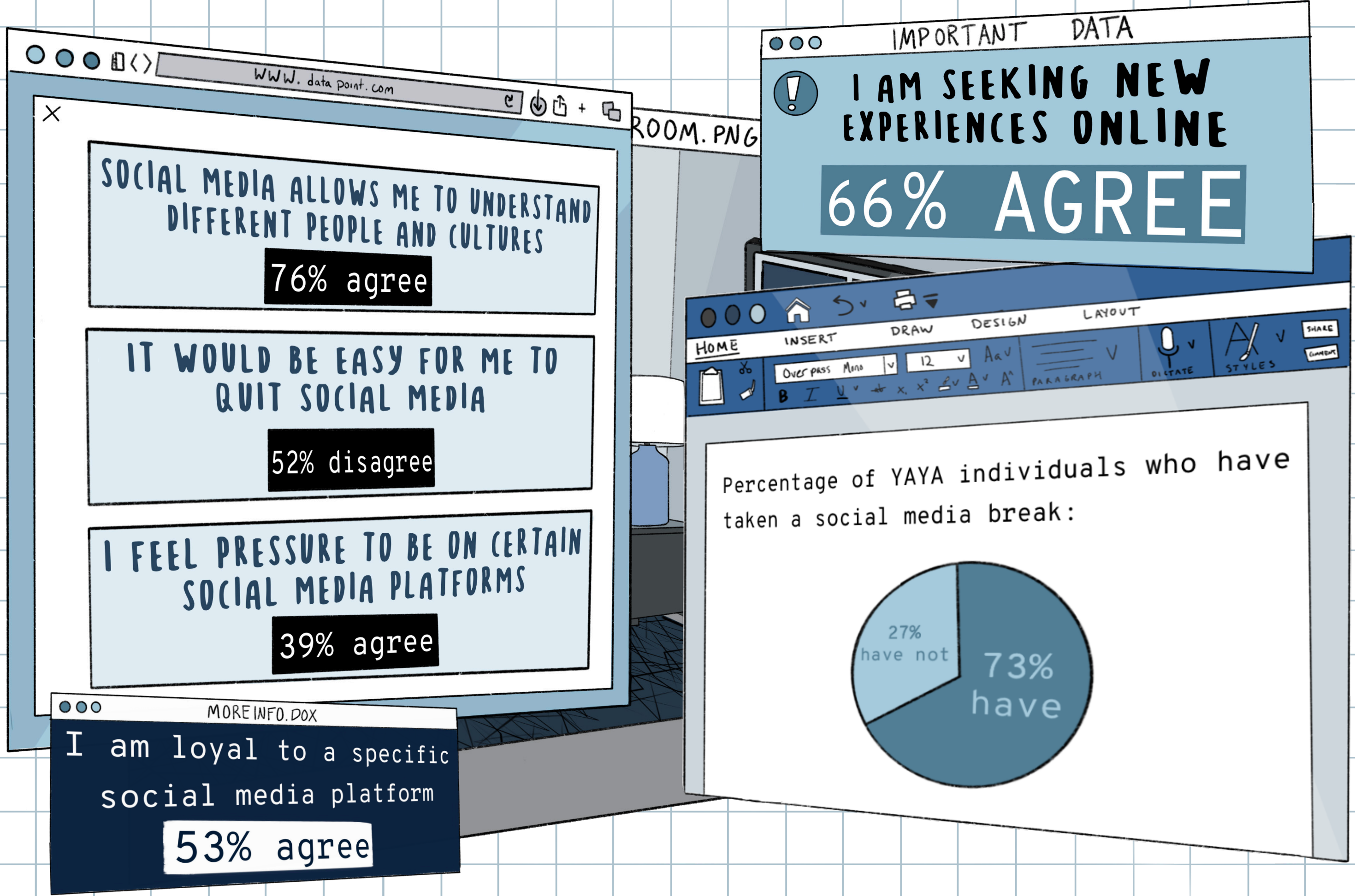


## LIFE ON THE OPEN INTERNET

The comfort YAYA consumers feel on the internet has opened the door for them to freely discover new ideas about themselves and the world around them. Like redecorating a room, a YAYA user will change their preferences as they learn more about themselves. They are nomadic in the sense that they roam all corners of the digital sphere seeking self-exploration and new directions. Although they may wander, these digital nomads are far from lost.



INSPECT ELEMENT: LOOKING AT DATA



# KEEPING TABS: LONG-TERM IMPLICATIONS

YAYA consumers live, work and play online, so their virtual lives become their windows into the world. Due to this, the YAYA market does not see a difference between their online experience and their offline experience. This is why the YAYA market seeks rich and immersive experiences whether they are online or offline.

They want brands that can offer extraordinary omni-channel experiences that can surpass shopping in the physical stores. Marketers can serve as a GPS, guiding the YAYA market to roam and discover new content that fulfills their need to seek new directions.



As augmented reality becomes a household name, it is also making it easier for brands to enhance their consumer experiences. IKEA launched the AR app “IKEA Place” to allow customers to try IKEA furniture in their space without leaving the comfort of their home. All customers have to do is upload a picture of their room and see how the furniture fits their space from different angles, allowing them to explore what they like and try different styles.

# BOOKMARK THESE BRANDS!



Sephora launched the AR app “Sephora Visual Artist,” which uses AR and facial recognition technology to allow customers to try on different products without visiting the store. Whether customers want to compare shades of lipstick or find an eyeshadow that compliments their eye color, this seamless digital experience meets the expectation the YAYA market has for every online shopping trip.



Not only does the YAYA market crave customization, they also want to forge their own path. Spotify excels in guiding digital nomads on their path toward discovery through “Discover Weekly” playlists. Each week, the playlist is born out of Spotify’s taste profile for each user and curates a playlist featuring new artists and genres. The taste profile assigns certain scores to various artists and genres based on how central it is to the listener’s history and preferences, creating a perfectly curated, unique-to-user playlist for them to learn about new music they might also enjoy.

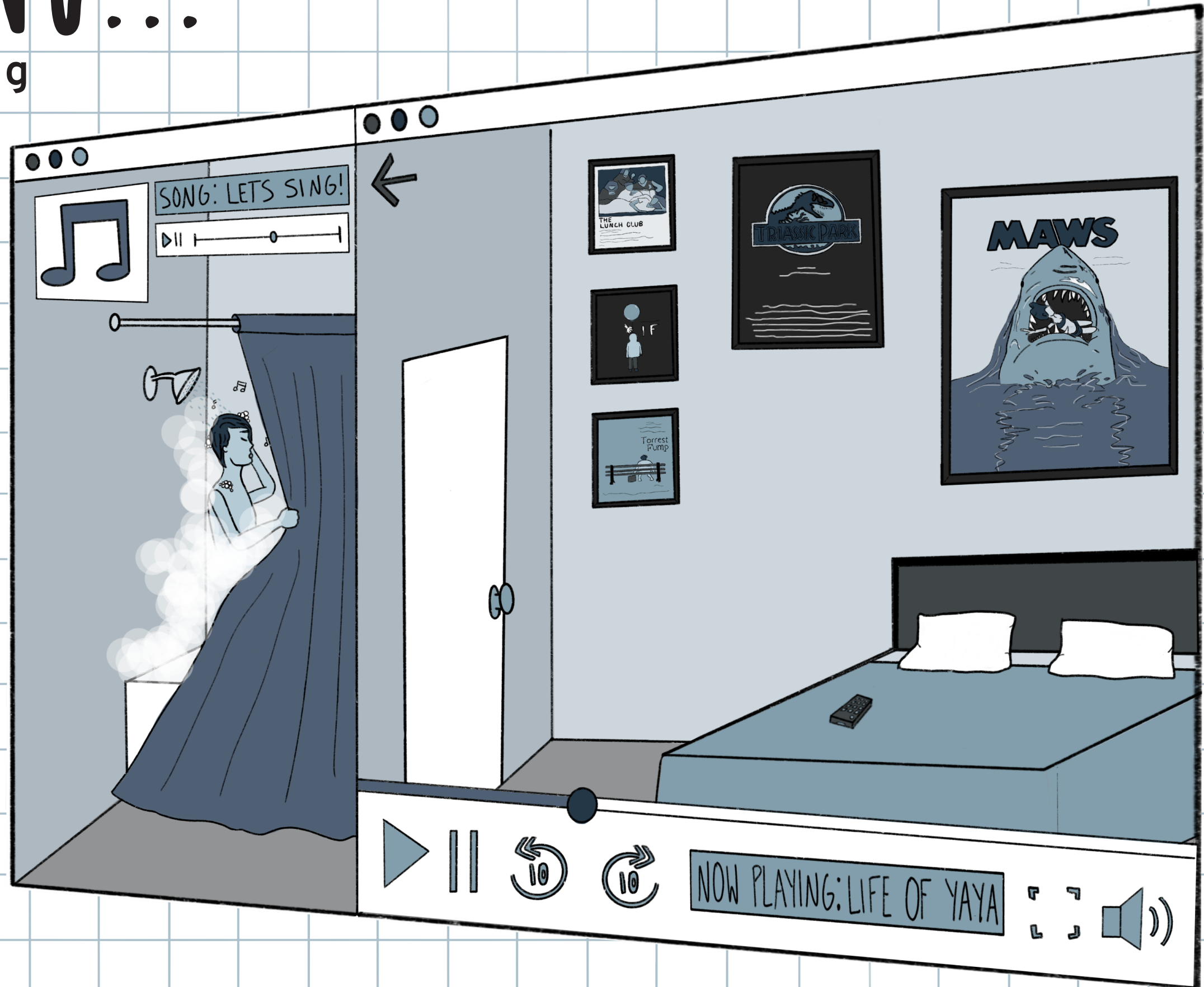


# NOW PLAYING....

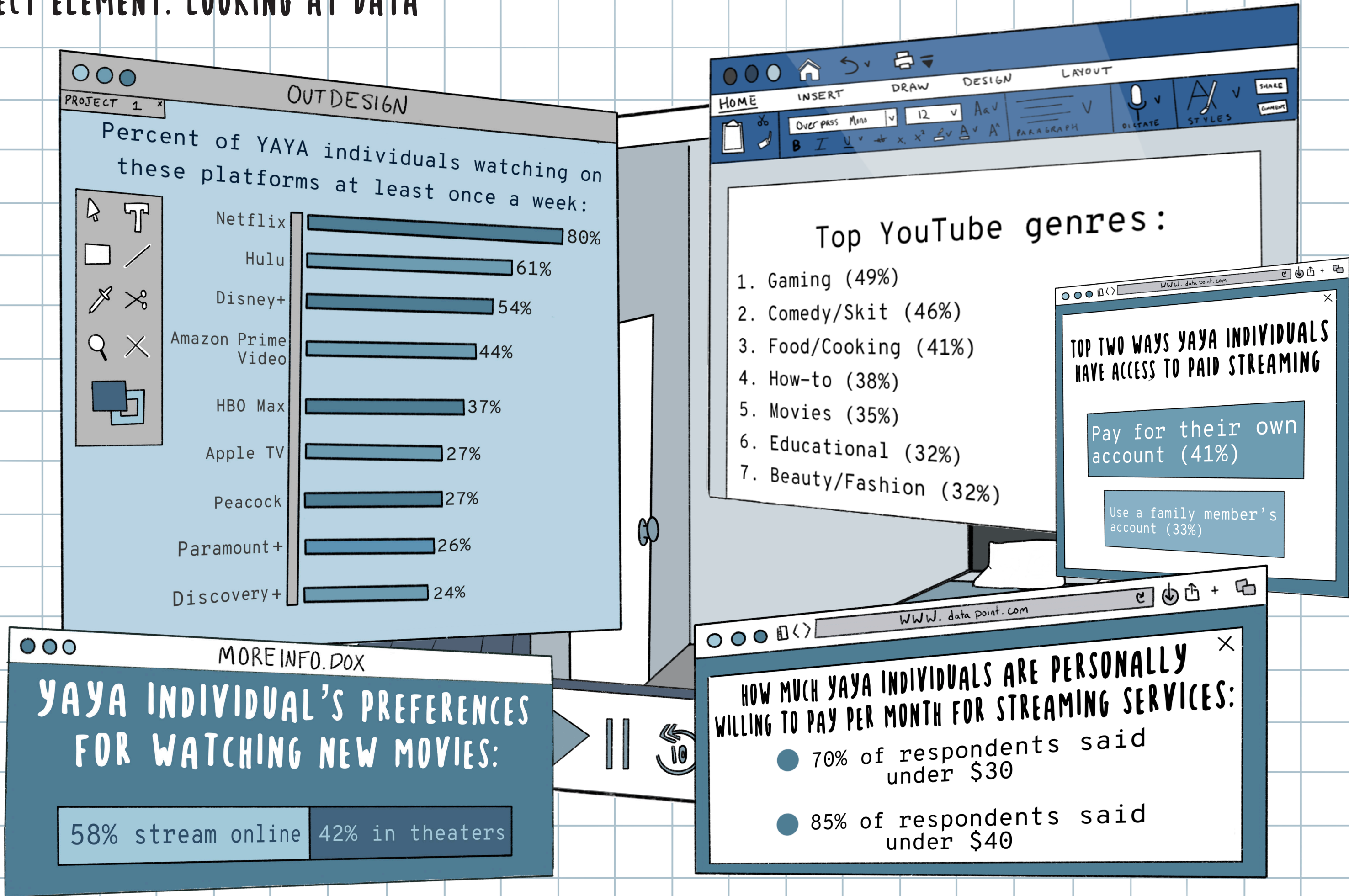
The power of streaming

## ENTERTAINMENT AS ESSENTIAL

Entertainment. Food. Shelter. Water. YAYA consumers are redefining the essentials and making room for entertainment. Whatever platform they are using, they kick their feet up and expect to be entertained. Entertainment is their primary motivation for being online, so digital nomads are willing to roam any and all platforms to satisfy this need. Let's settle into our inner couch potato and see where these YAYA individuals go to relax and unwind.



INSPECT ELEMENT: LOOKING AT DATA





## KEEPING TABS: LONG-TERM IMPLICATIONS

What could possibly be worse than an alarm clock ruining a good night's sleep? An advertisement interrupting a YAYA individual's essential entertainment. This sets up the perfect opportunity for marketers to utilize product placement in the YAYA market's favorite shows or movies. In fact, consumers in this demographic view product placement more positively compared to traditional advertising<sup>2</sup>.

Through their need to be entertained 24/7, YAYA audiences exhibit an "entertainment mindset," and it is suggested that brands tap into this by making their platform a world of entertainment, socialization and self-expression.

<sup>2</sup>Acklin, M. (2020, May 18). Gen Z Thinks Product Placements Are More Effective Than Traditional Ads. CivicScience. <https://civicscience.com/gen-z-thinks-product-placements-are-more-effective-than-traditional-ads/>

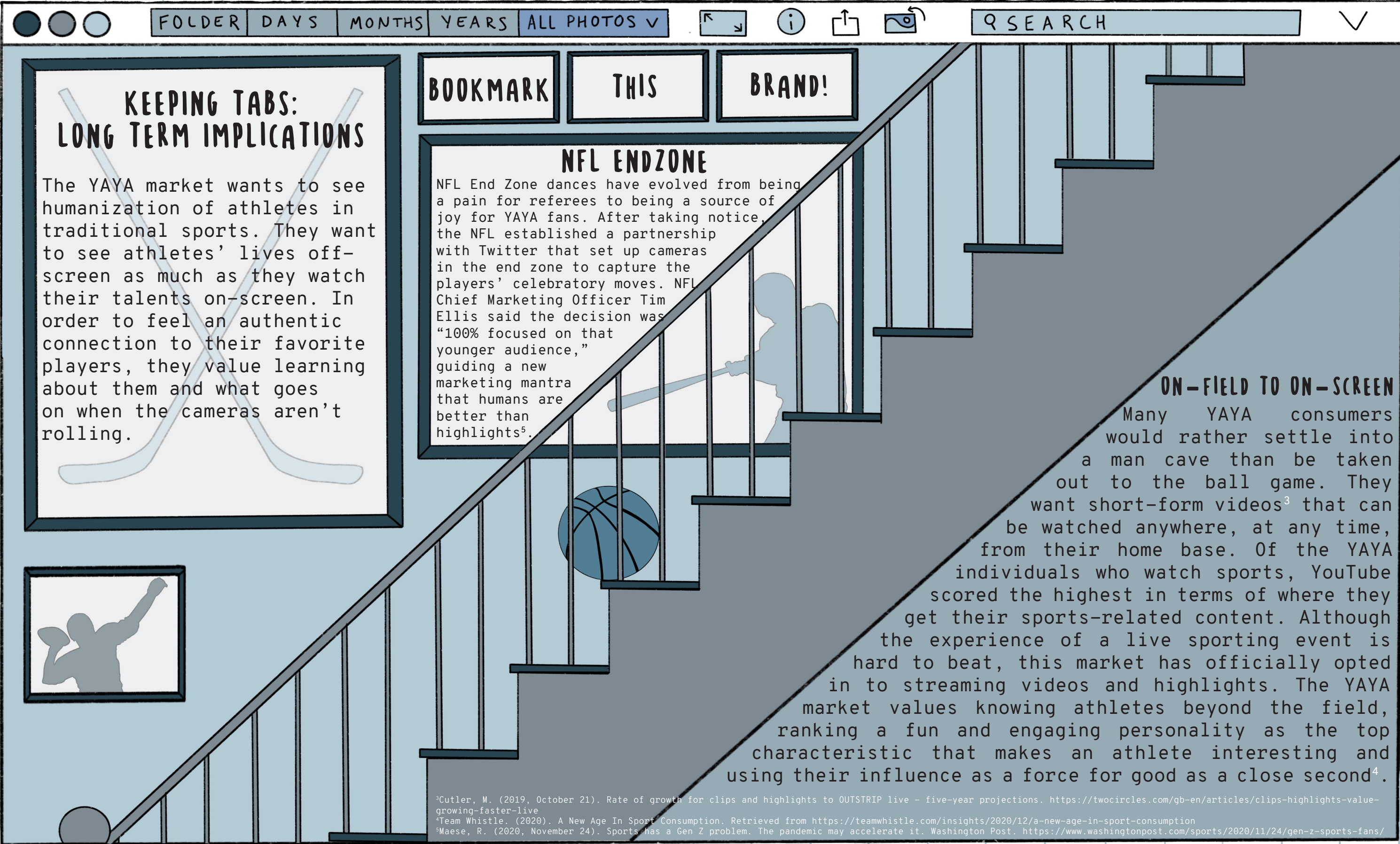
## BOOKMARK THIS BRAND!



The always on "entertainment mindset" of YAYA consumers stretches beyond just streaming platforms and can be found through apps as well. We suggest brands tap into this mindset by placing it at the forefront of their advertising and marketing. TikTok is a perfect place for marketers to do this. What was a five minute break on TikTok can easily turn into hours for most users of the app. Scrolling from video to video on the app creates an endless cycle of entertainment.

# THE GAME PLAN

## A transition period for sports





# READY PLAYER ONE

Tap into esports and Online Gaming

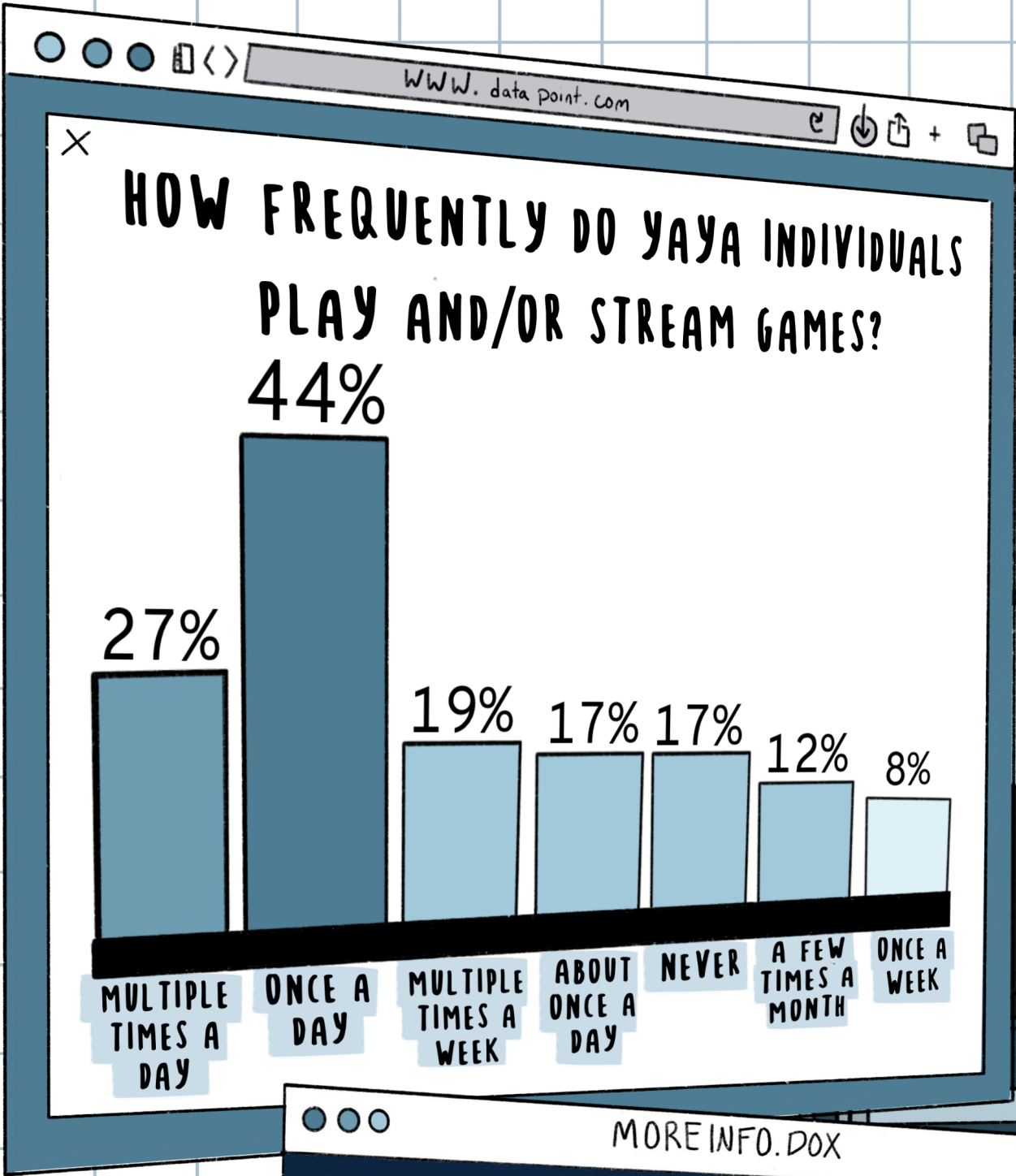
## A NEW KIND OF ATHLETE

YAYA individuals are retiring their foam fingers and opting for controllers. As the esports industry continues to have exponential growth, the YAYA market is taking notice and shifting from sports teams to gaming streams. The community created by video games meets YAYA users right where they're at – in their digital homes. This leads to a greater authentic, personable interaction between athletes and fans that is not found in mainstream sports.





INSPECT ELEMENT: LOOKING AT DATA



MORE INFO.DOX

76% of YAYA individuals are spending money on video games. Of those who are spending money on gaming:

- 38% spending between \$1-99/year
- 22% spending between \$100-199/year
- 16% spending between \$200-299/year

NEW CHAT...

OUTDESIGN

### TOP REASONS YAYA INDIVIDUALS PLAY VIDEO GAMES:

- #1 Filling free time (22%)
- #2 Pleasure (18%)
- #2 It's an escape from real life (18%)

Of the 53% who of YAYA individuals who use Twitch, they are using the platform for:

1. Watch for amusement (29%)
2. Be a part of a community (17%)
3. Learn new skills (16.8%)
4. Discover new games (13%)
5. Meet new people (11%)

IMPORTANT DATA

TWITCH USERS SPEND AN AVERAGE OF 90 MINUTES PER DAY ON THE PLATFORM

"TWITCH ACTS AS THE PERFECT PLATFORM TO FACILITATE THE INTERACTION BETWEEN THE CROSSOVER THAT EXISTS BETWEEN THE GAMING AND SPORTS AUDIENCE."

\*Kabadi, M. (2021, January 30). Twitch and the untapped Gen Z potential. Behind Sport. <https://behindsport.com/twitch-and-the-untapped-gen-z-potential/>



## KEEPING TABS: LONG-TERM IMPLICATIONS

Women have been moving into the gaming sphere for years with 31% of YAYA individuals who identified as women playing or streaming video games daily. As brands increase their foothold in the gaming industry, they need to acknowledge this change.

Marketers have the chance to reach the entire gaming community by creating a supportive and inclusive network for female gamers.

## BOOKMARK THIS BRAND!



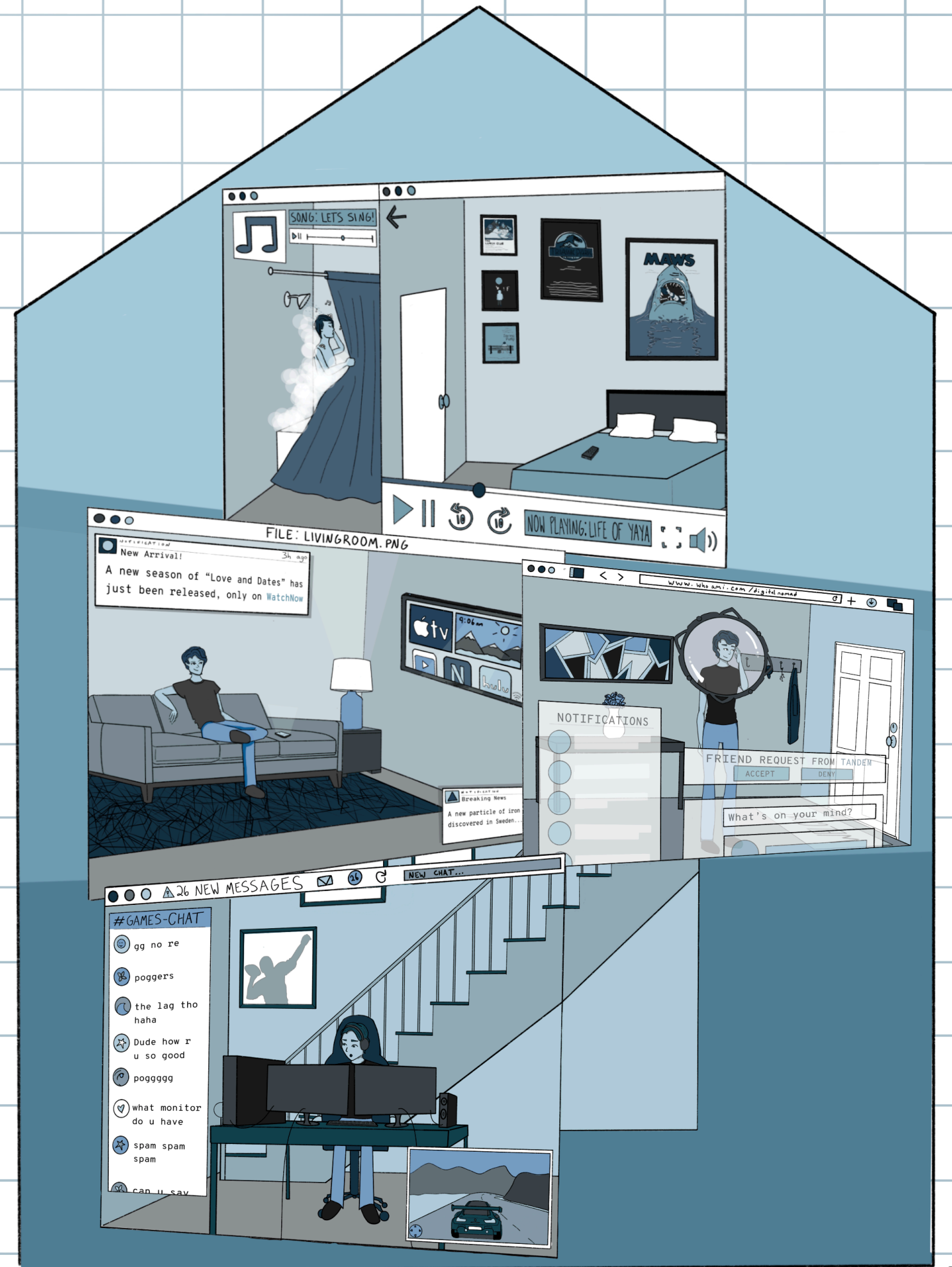
53% of YAYA consumers are watching Twitch, meaning it is quickly becoming the top live streaming hub for esports, video games, music and lifestyle content. What makes Twitch so enticing to use is the element of community. Millions of people come together to chat, interact and make their own entertainment. Of the YAYAs who use Twitch, being part of a community was in the top two reasons for using the platform. The engagement between streamer and audience happens in real time, building relationships with users and Twitch overall. If marketers aren't already using Twitch as a platform to reach the YAYA market, they are missing out.

# ZOOMING OUT

## Unlocking Potential

Now that you have unlocked the virtual abodes of YAYA consumers, make yourself at home! As this age group continues to evolve, they will only become more crucial to every industry. Being online is not just a pastime, it's their lifeline, providing a comforting space for these digital homebodies to learn about who they are and who they aspire to be. In order for your brand to get ahead, it's important to take a look inside the OS windows of this group to grasp the depths at which they seek personalization and customization of their online experiences.

REMEMBER, IT'S NOT ENOUGH TO JUST BE IN THE ONLINE  
COMMUNITY OF THE YAYA MARKET — YOU HAVE TO  
KNOCK ON THEIR DIGITAL DOORS.





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