



Millennial Big Bang: Disruptive Evolution

Federico Capeci

Milano, 16 novembre 2018



THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all
BY JOEL STEIN



Obama's New Boss / Syria face-off McCain vs. Brzezinski / PLUS: Summer's best movies & more

MAY 20, 2013
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TIME

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Federico Capeci, CEO Italy, Kantar – Insights division

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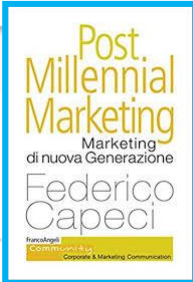
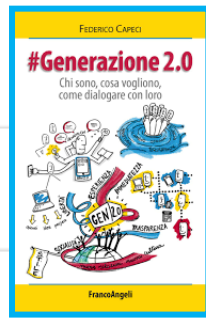
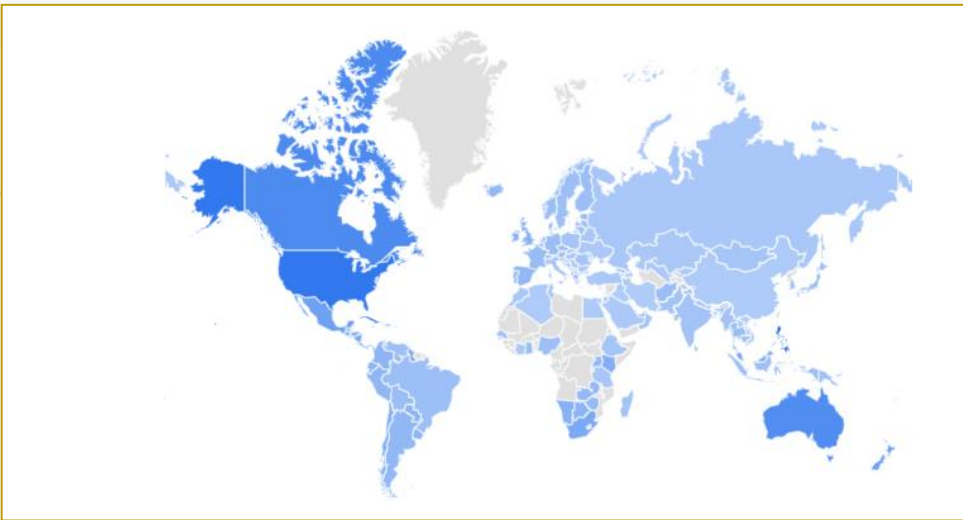
[@federicocapeci](#)
[#Millennials](#)

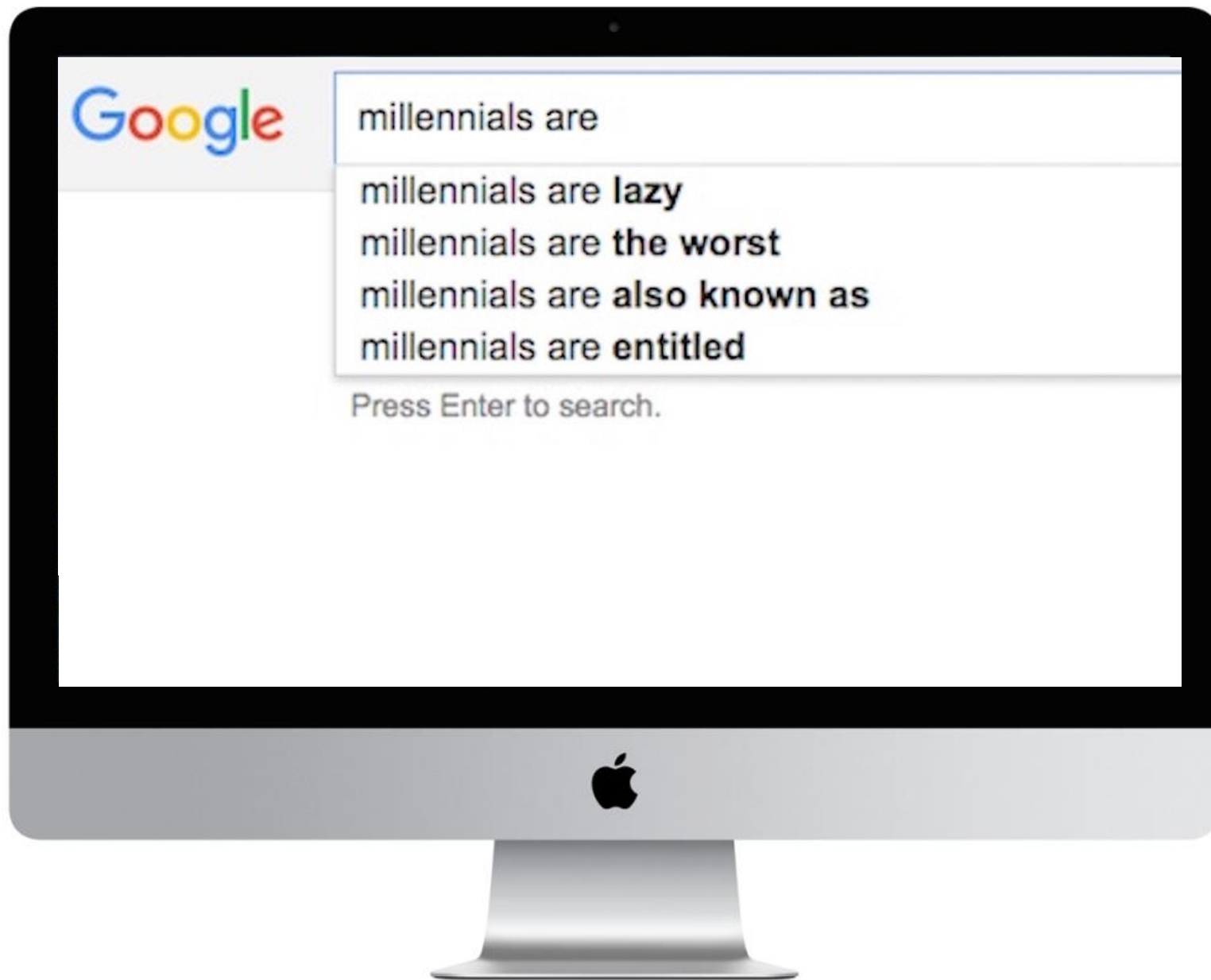
Tutto il mondo

2004 - Presente

Tutte le categorie

Ricerca Google





Millennials are killing the napkin industry

Melody Schindler | May 26, 2016, 4:35 PM

Millennials are killing the paper napkin industry. Younger consumers are opting instead for paper towels at the dinner table, The Washington Post reports.



Millennials are killing the golf industry

Melody Schindler | May 3, 2016, 3:32 PM

Millennials are having a huge impact on the sporting-goods industry...

In a video, Matt Powell of industry-research firm NPD explains exactly how they're doing so.

First off, millennials aren't into golf. That could be terrible news for the industry as a whole.

*From the golf industry statistics.



Hey Millennials, Stop Killing the Vacation!

Young people are the worst offenders when it comes to foregoing time off. Thanks for that precedent, guys.

By JESSICA STELLAR

2 COMMENTS



Millennials are killing the movie business

By Claire Atkinson

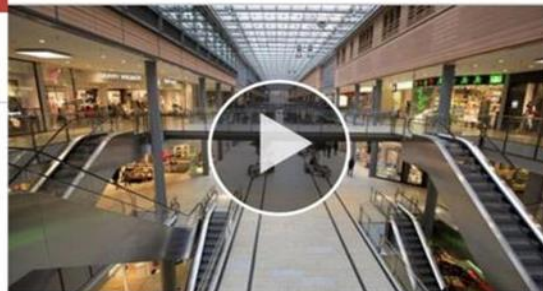
April 15, 2016 | 10:05pm



Home > Latest

How Millennials Lack Of Manners Is Killing Class

By Robin Massowd - Jul 16, 2014



Show Caption

Millennials are killing department stores



Fabric Softener Apparently Latest Victim Of Millennials' Killing Spree

December 16, 2016

3:30 pm EDT

By Kate Cox @kcoxdc

Kids these days! Do you know what their problem is? I'll tell you what their problem is! These whippersnappers just aren't using

COMMENTARY | OPINION

Opinion Millennial generation could kill the NFL

Many protective mothers and fathers of Millennials aren't allowing their kids to play tackle football because of health risks. These attitudes could close the NFL's pipeline to many talented players. But these concerns also have the potential to change the violent NFL culture for the better.

By Morley Winograd and Michael D. Hais | OCTOBER 19, 2012



regan @theindiealto - 27 Jul I think I'm going to make a collage of headlines about mill killing things and hang it on my wall.

regan @theindiealto Okay so I'm actually working on this now, and here's my headline I've found. metro.co.uk/2017/02/28/now... 9:18 PM - Aug 9, 2017



Now millennials are killing marmalade

- Monitor's Best
- One giraffe, two giraffe, three giraffe, four! How many species more?
 - In Aleppo, a potential turning point for Syria
 - Reason to pause on legalization
 - Russian polling agency victim as Kremlin opts to shoot the messenger
 - Is EU in decline? Ever-closer Finland and Estonia best to differ

Millennials are killing chains like Buffalo Wild Wings and Applebee's

Kate Taylor Jun 3, 2017, 9:54 AM ET

Millennials eat up savings by dining out too much, study shows



Yes, I'm a
Millennial



Cosa sappiamo (o pensiamo di sapere) dei Millennials?

1. Chi sono: demografia, ciclo di vita e profilo socio-economico
2. Quali valori hanno
3. Quali aspirazioni verso i brand e le aziende

Generations: nice to meet you!

Silent Generation

Baby Boomers

Generation X

Gen Y / Millennials

Gen Z / Centennials

Gen Alpha



nascita

Prima del 1945

Metà '40 – Metà '60

Metà '60 – Metà '80

Metà '80 - Fine '90

2000 - 2009

dal 2010 ad oggi

età oggi

75 anni e più

50 – 74 anni

35-49 anni

20-34 anni

Tra 10 e 19 anni

Meno di 10 anni

% su Pop- taliana



11%

31%

23%

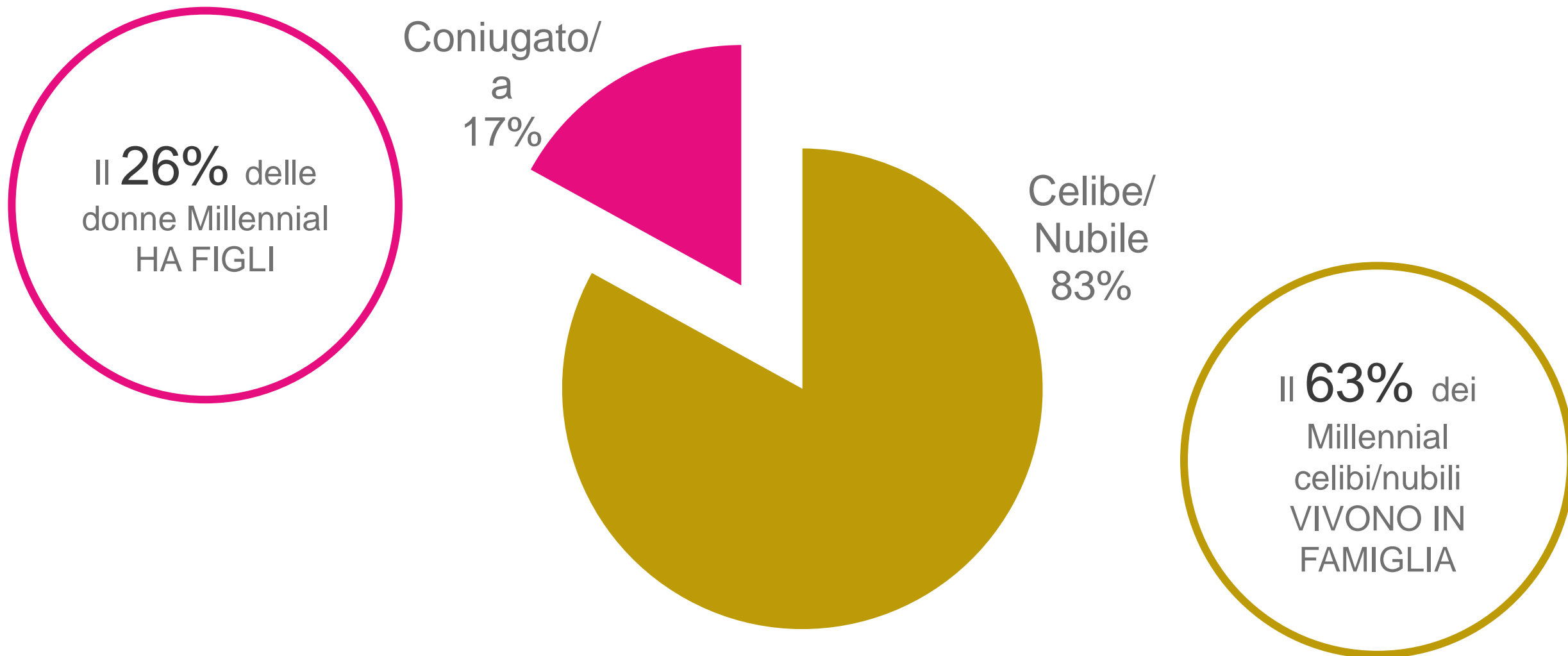
16%

10%

9%

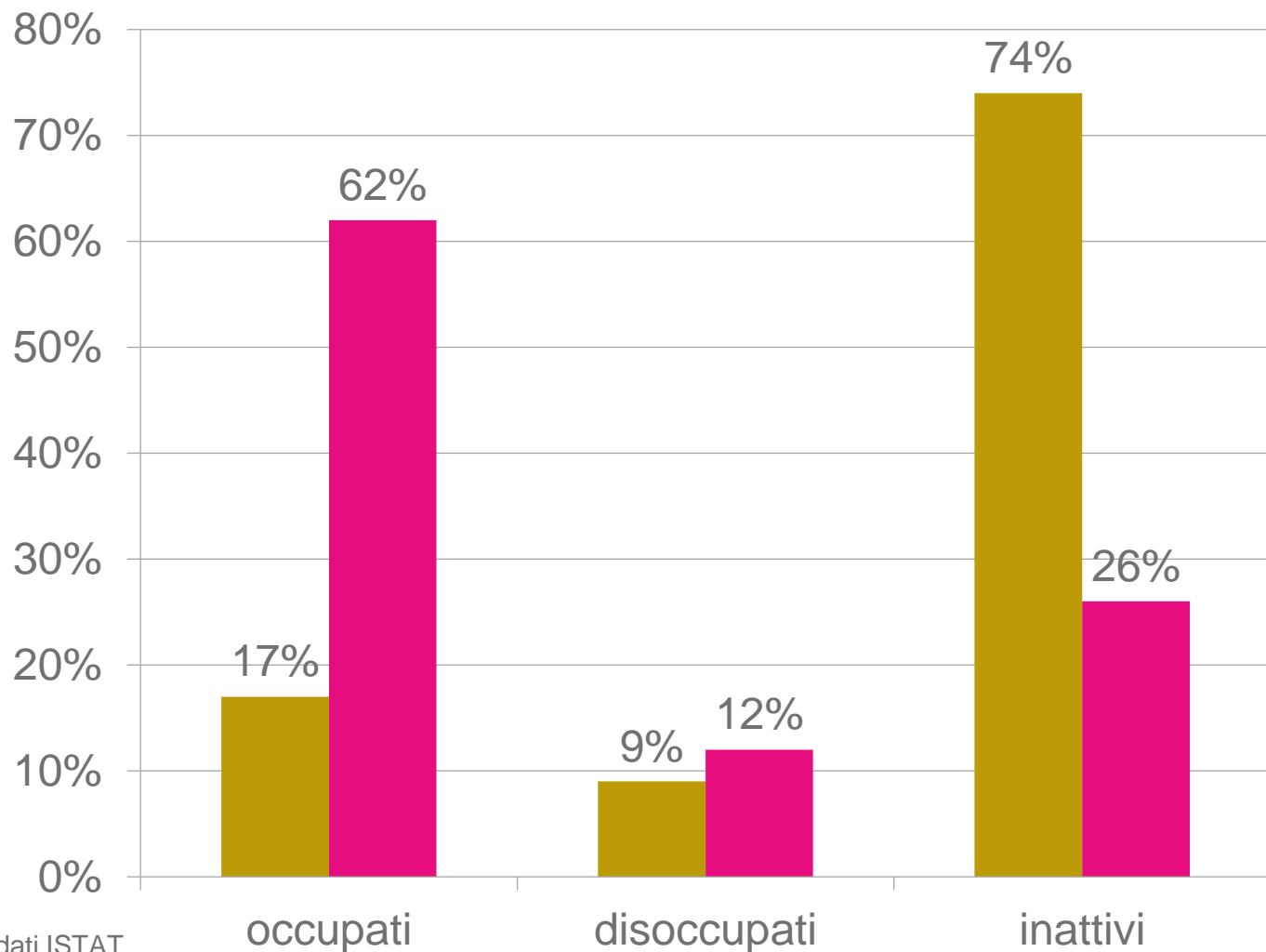
China 24%, USA 21% Eu 19%

All'interno dei Millennials vivono momenti di vita e situazioni profondamente diverse



Fonte: Elaborazione Kantar su dati ISTAT

Giovani Millennials o più adulti: capacità di spesa e indipendenza molto diversa



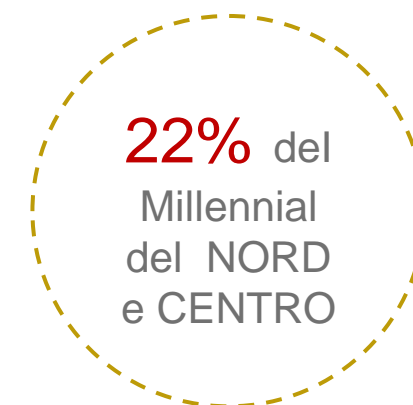
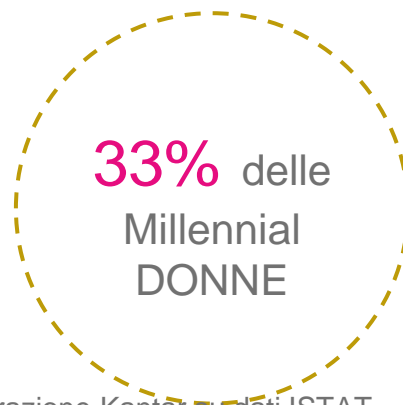
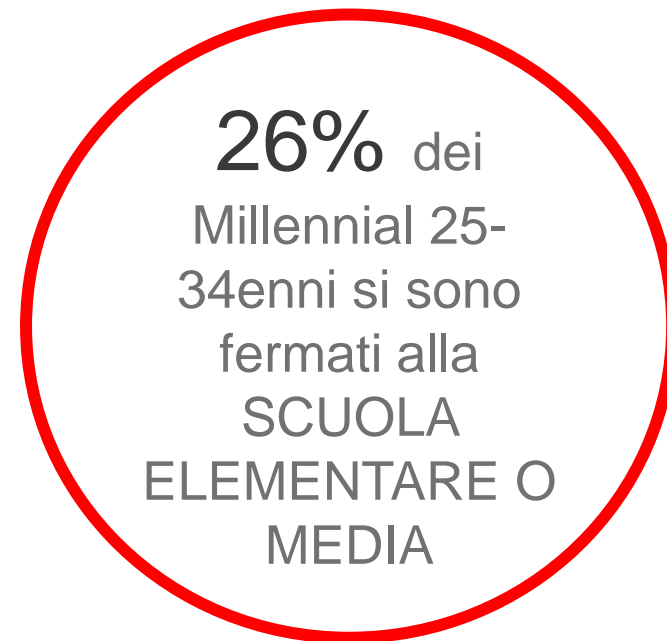
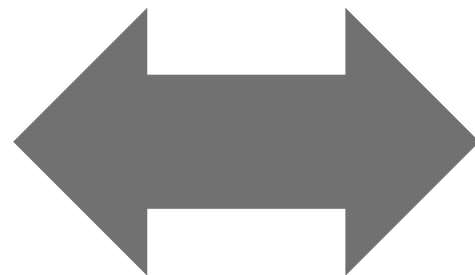
Il **28%** dei Millennials 18-34enni sono NEET (24% U, 33% D)

■ 15-24 anni
■ 25-34 anni

Tasso di disoccupazione giovanile (disoccupati su forza lavoro) **35%**

Fonte: Elaborazione Kantar su dati ISTAT

Una profonda diversità del livello di istruzione



Fonte: Elaborazione Kantar su dati ISTAT

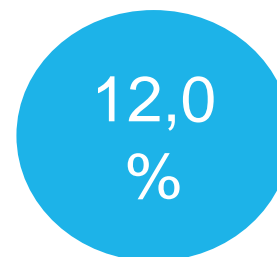
Nel mezzo di un contesto economico difficile, i Millennials trovano soluzioni di sopravvivenza



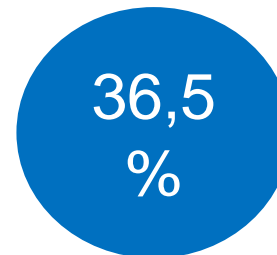
MA...



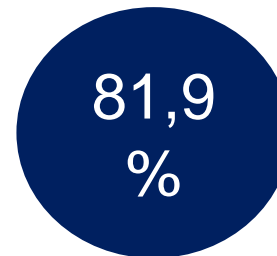
Millennials e i contenuti video, oltre alla TV Tradizionale



TV on Demand
(SKY, Premium)



Subscription Video on Demand
(Netflix, NowTV, Amazon SKY On demand, ...)



Video on Demand
(Youtube, vevo, Facebook, Repubblica.it ...)

Fonte: Elaborazione GroupM su dati Auditel, Audiweb

Da un punto di vista socio-economico, esistono quindi diversi segmenti di Millennials a seconda delle **dotazioni e del ciclo di vita**. L'affinità ai mezzi, al brand e alla categoria, inoltre, può variare tra un individuo all'altro.

Ma **le Piattaforme Valoriali, quindi le attese verso gli «oggetti», sono comuni e condivisi.**

Anno(i) di nascita +
Evento sociale, tecnologico, economico, culturale +
Visione condivisa sul futuro =

Generazione



Per capire il futuro occorre fare un tuffo nel passato

KANTAR

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Evento socio-culturale di riferimento

II° Guerra Mondiale

Miracolo italiano e '68

Consumismo e Boom Mediale

Boom Social Media e 9/11

Crisi Economica e Mobile life

Internet Of Things, AI e potere Asia

#senzaREGOLE



#senzaLIMITI



#senzaTEMPO



#senzaPRIVACY



#senzaCOSE



#senzaSPAZIO



#senzaONvsOFF



S.T.I.L.E.

S.ocialità

T.rasparenza

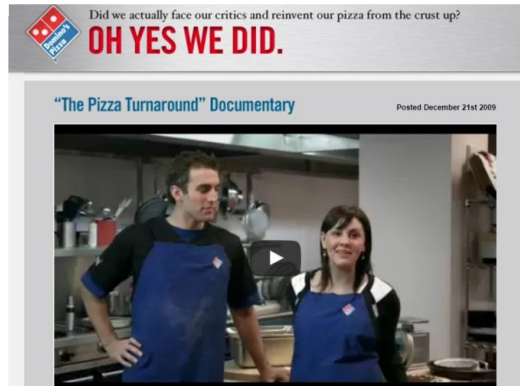
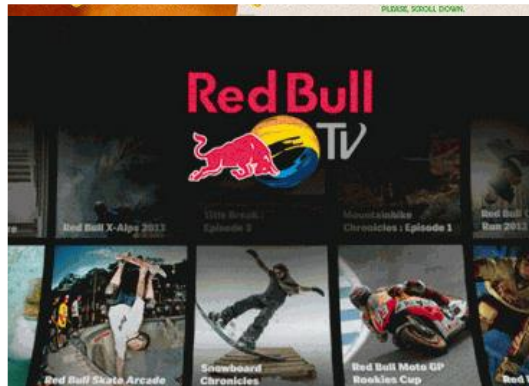
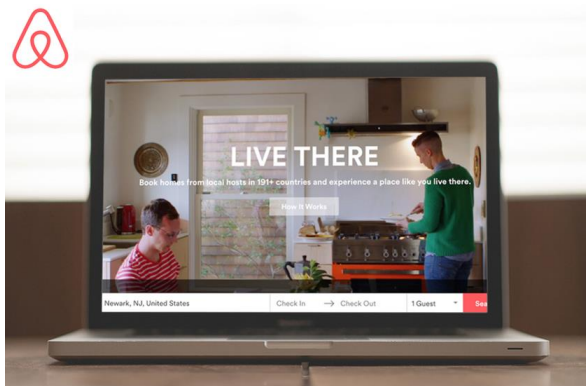
I.mmediatezza

L.ibertà

E.sperienza



S. T. I. L. E.
 Gen Y ■ ■ ■ ■ ■
 Gen Z ■ ■ ■ ■ ■



S.T.I.L.E.

Brand Universali parlano di Valori Universali

Non è il «cosa» ma il «come» che dà l'affinità al segmento, per brand di massa



It's **not about what** you tell your children, **but how** you show them how to live life.

Jada Pinkett Smith



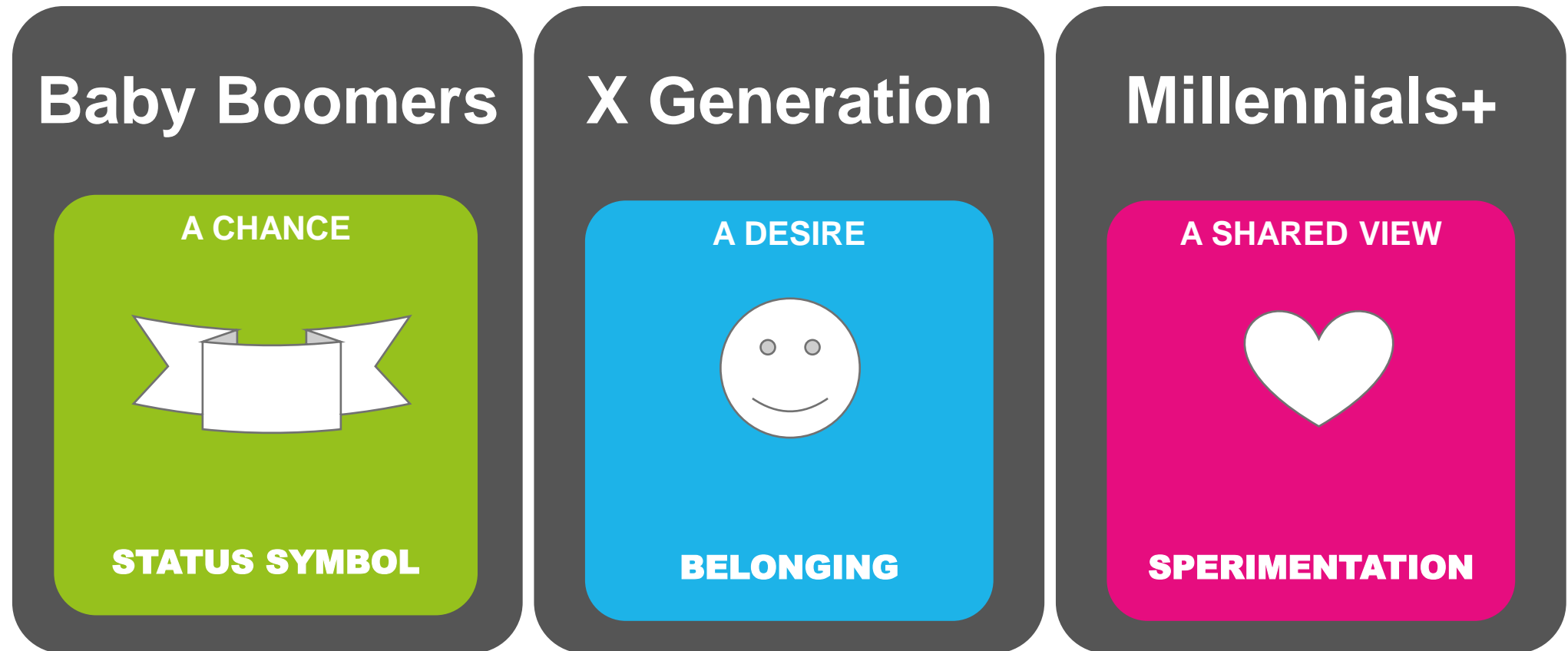


The power of
#icons that **#live** in **#rituals**

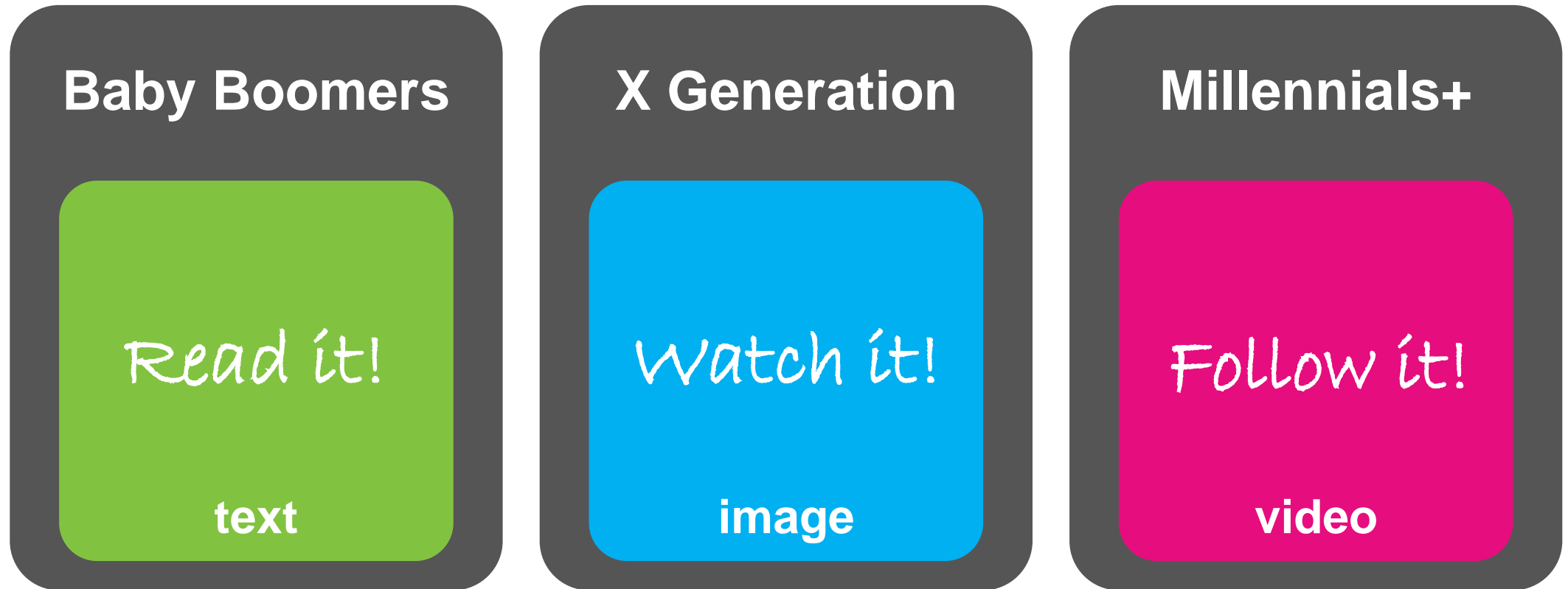
**It's not about
the what;
it's all about the
how.**



Generazioni differenti, differenti attese nella relazione con il brand



Generazioni differenti, differenti approcci ai contenuti di comunicazione



Il frame «Post Millennial Marketing» come processo di pianificazione mktg in STILE

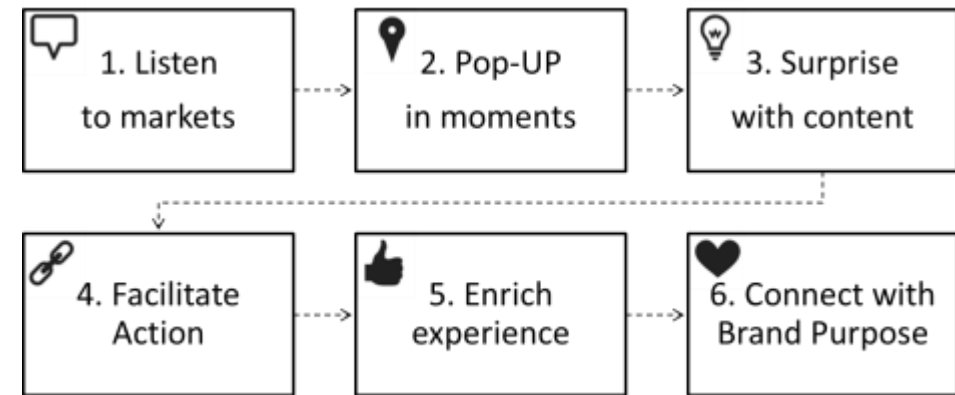
Ambire ad un Marketing davvero proattivo e customer-centric



Post Millennial Brand Values



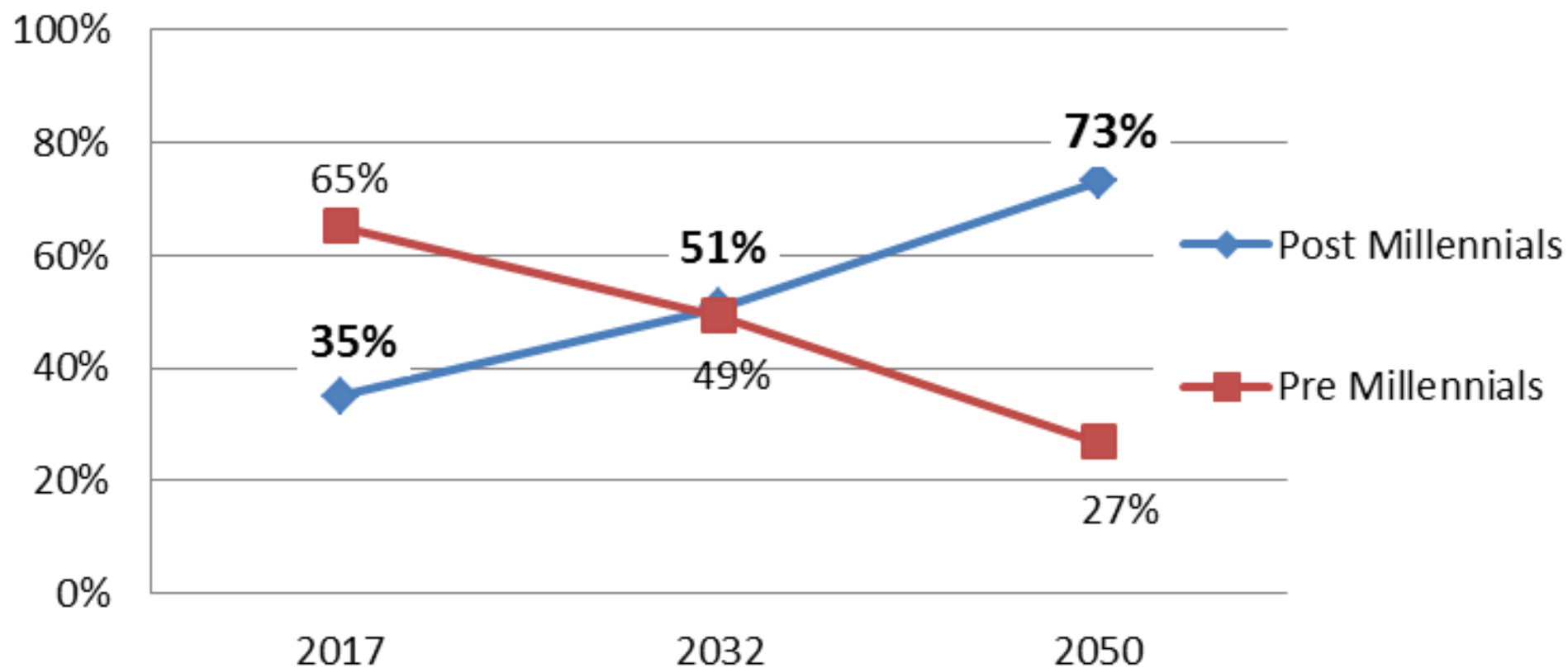
Post Millennial Marketing Planning



Lo S.T.I.L.E. nel marketing

- S** Le vostre comunicazioni sono pensate per essere occasione di condivisione o messaggi da inviare?
- T** Sete davvero aperti al feedback, lo incoraggiate? Organizzate le vostre iniziative in modo co-creativo?
- I** Siete in grado di reagire ai trending topics? Siete contestuali? Interpretate l'attualità e le sue storie di rilevanza?
- L** Date opportunità e libertà di scelta? Siete accessibili e semplici da fruire? Sorprendete dando nuovi percorsi e soluzioni?
- E** Siete intrattenitivi? Sapete creare interesse, engagement, experience e relazione continuativa?

Post Millennials VS Pre Millennials Generations (ITALY)



KANTAR

**«I Millennials sono
la più ragionevole rappresentazione
del nostro futuro.»**

Federico.Capeci@Kantar.com