

Marketing to Millennials

Issued by [Pyrotec](#)

25 Apr 2016

Millennials or Gen Yers - those born between the early 1980s to the early 2000s - are an important generation for marketers and brand owners to get to grips with.



Known for their investment in technology, social media and creativity, Millennials are 33% more interested than the Baby Boomer generation in a retailer's ability to make them smile. And, according to research, 52% of this generation is more likely than any other generation to make impulse purchases.

According to a study conducted by BMI Research, Millennials are important, not only because of their sheer number, but also because they are tech savvy and socially empowered, they think globally, are eco-friendly, and they are the most likely to lean heavily towards causes they value. They are also known for their ruthlessness with products and brands that they perceive as irrelevant, self-serving, non-tech, shy and unengaging. From brands, they demand more value, more personalisation and more in return for their money and loyalty. However, if brands meet their requirements and appeal to their ideologies,

Millennials could become a brand's greatest advocate.

So how does a brand get noticed by these demanding consumers? The answer is to connect emotionally and intellectually with Millennials at point of sale – something that Pyrotec PackMedia helps brand owners to achieve very effectively.

Besides the packaging's functionality, factors that appeal to this consumer group include a high design aesthetic, environmental credentials, value-added information, and brands that engage.

While traditional on-pack labels are limited by space, affecting their ability to engage with shoppers, Pyrotec PackMedia's Fix-a-Form® booklet labels vastly increase the area used for communication and provide unlimited potential for cost savings and waste reduction. The increased brand awareness achieved through a product's enhanced graphics entices these connected and socially-savvy Gen Y shoppers. Booklet labels also provide opportunities for value adds, such as recipes, competitions, inserts, coupons and cross-promotions, all of which appeal to the value-seeking Millennial.

ElastiTag®, another popular marketing and communication tool from Pyrotec PackMedia, builds and supports brand identity. These custom-manufactured tags fit snugly around products using a distinctive elastomer loop. ElastiTag® is ideal for securing an immediate response and moving products to the baskets of impulsive shoppers. They also add a prestige factor to brands, and are ideal for telling a story, supporting a worthy cause, delivering product samples, providing instructions, advertising a special offer, or providing a coupon.



With the array of multi-dimensional label options available from Pyrotec PackMedia, smart marketers can ensure they're effectively targeting these demanding shoppers at retail.

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