

# Fantastic Millennials and How to Talk to Them

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Vrinda Singh | Senior Industry Analyst, Travel @ Google | MEADFA 2016

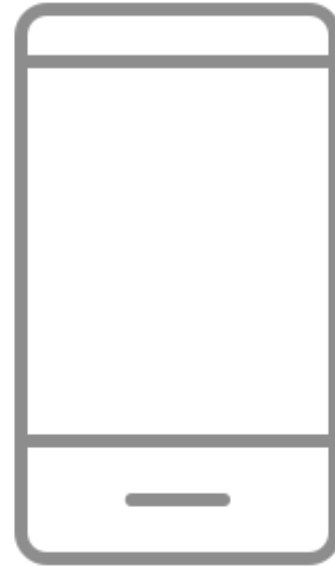


Life = Online = Mobile



*"I'll start with the wifi password."*

Mobile is the  
first screen of access  
for 94% of MEA



Millennials spend  
**one entire day a week**  
on their mobile devices





## Opinions Given and Received



85%

consider the  
internet their  
first stop for  
information

# showrooming

noun *informal*

the practice of visiting a shop or  
shops in order to examine a  
product before buying it online

## opinions



30% have posted online reviews of product or purchase experience



## reviews

40% have asked friends or checked online reviews before a purchase







Seek Meaning in Everything



One for One



Google™

IT ALL STARTED WITH

SHOES

THREE WAYS WE HELP GIVE

SIGHT

IMPROVED ACCESS TO

WATER

HOW WE HELP PROVIDE A

SAFE BIRTH

HOW WE HELP

PREVENT BULLYING

Jean Ralphio  
@MMArtinitus

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5:14 AM - 10 Nov 2016



↩ 908 ❤️ 1,145

## New Balance On Damage Control After Trump Statement 'Taken Out Of Context'

November 19, 2016 · 8:07 AM ET

CNNMoney Sport

### New Balance: We are not the shoes of white supremacists

**New Balance fight back after Neo-Nazis claim them as 'the official shoes of white people'**

### New Balance Suffers a Brand Mangling 'Whitewashing'

Overnight, the shoemaker fell from champion of American manufacturing to a pariah brand endorsed by white supremacists.

### New Balance's Trump comment sparks fiery outrage, pledges to buy

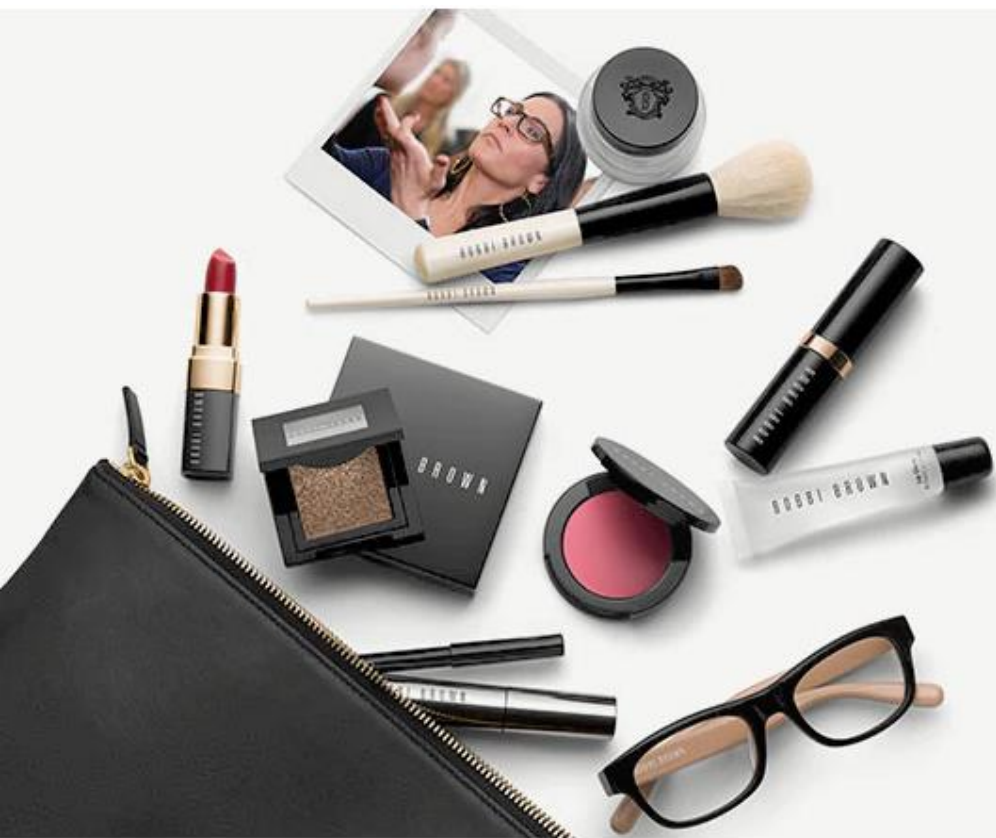
Katie Little | Sam Meredith  
Friday, 11 Nov 2016 | 10:55 AM ET

CNBC



See Value, Will Spend

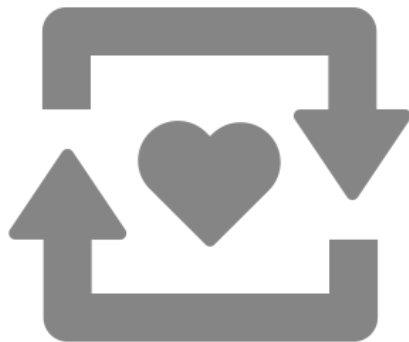




BOBBI'S

# how to

Want to know how to do your  
own makeup? We've got answers.



Likely to be Intensely Loyal







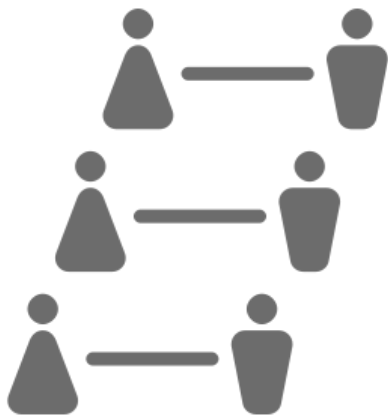
# 54%

of millennials considered

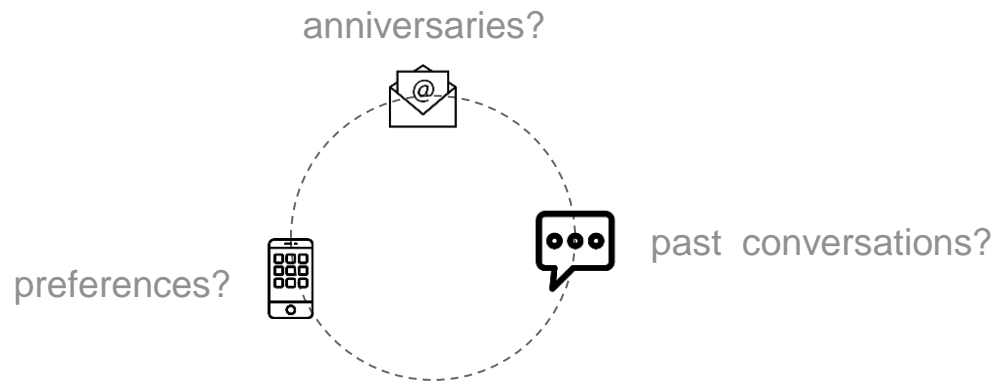
**at most two brands**

when purchasing beauty, travel

or consumer electronics



## Demand Engagement



Personalize. Customize. Humanize.



Give a little more...



Life = Online = Mobile



Opinions Given and Received



Seek Meaning in Everything



See Value, Will Spend



Likely to be Intensely Loyal



Demand Engagement

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What does success  
look like for  
travel retail?







They came.  
They shopped.  
They remembered.



They  
came



Life = Online = Mobile



Opinions Given and Received



Seek Meaning in Everything



See Value, Will Spend



Likely to be Intensely Loyal



Demand Engagement



They  
shopped



Life = Online = Mobile



Opinions Given and Received



Seek Meaning in Everything



See Value, Will Spend



Likely to be Intensely Loyal



Demand Engagement



# They remembered



Life = Online = Mobile



Opinions Given and Received



Seek Meaning in Everything



See Value, Will Spend



Likely to be Intensely Loyal



Demand Engagement



thank you