



#MILLENNIALS

Who are they?

Millennials on Twitter

Brand best practices





27%

of the United States
population are
millennials



Source | Twitter Insight Survey #Christmas2015

Confidential



80%

“When i wake up,
the **first thing** I do is
reach for my
smartphone”



SOURCE | eMarketer 2014

Confidential



87%

“My smartphone
**never leaves my
side,** day or night”



SOURCE | eMarketer 2014

Confidential



78%

“I spend more than **2 hours/day** using my smartphone”



SOURCE | eMarketer 2014

Confidential



57%

of **luxury shoppers**
are Millennials over
the holidays



SOURCE | CNBC, "Millennials to drive holiday sales gain", 2015

Confidential



59%

of millennials **hosted**
Thanksgiving Dinner
in 2015



SOURCE | Fierce Retail 2015

Confidential



20%

planned on buying
2015 Thanksgiving
groceries with a
food delivery app



SOURCE | Fierce Retail 2015

Confidential

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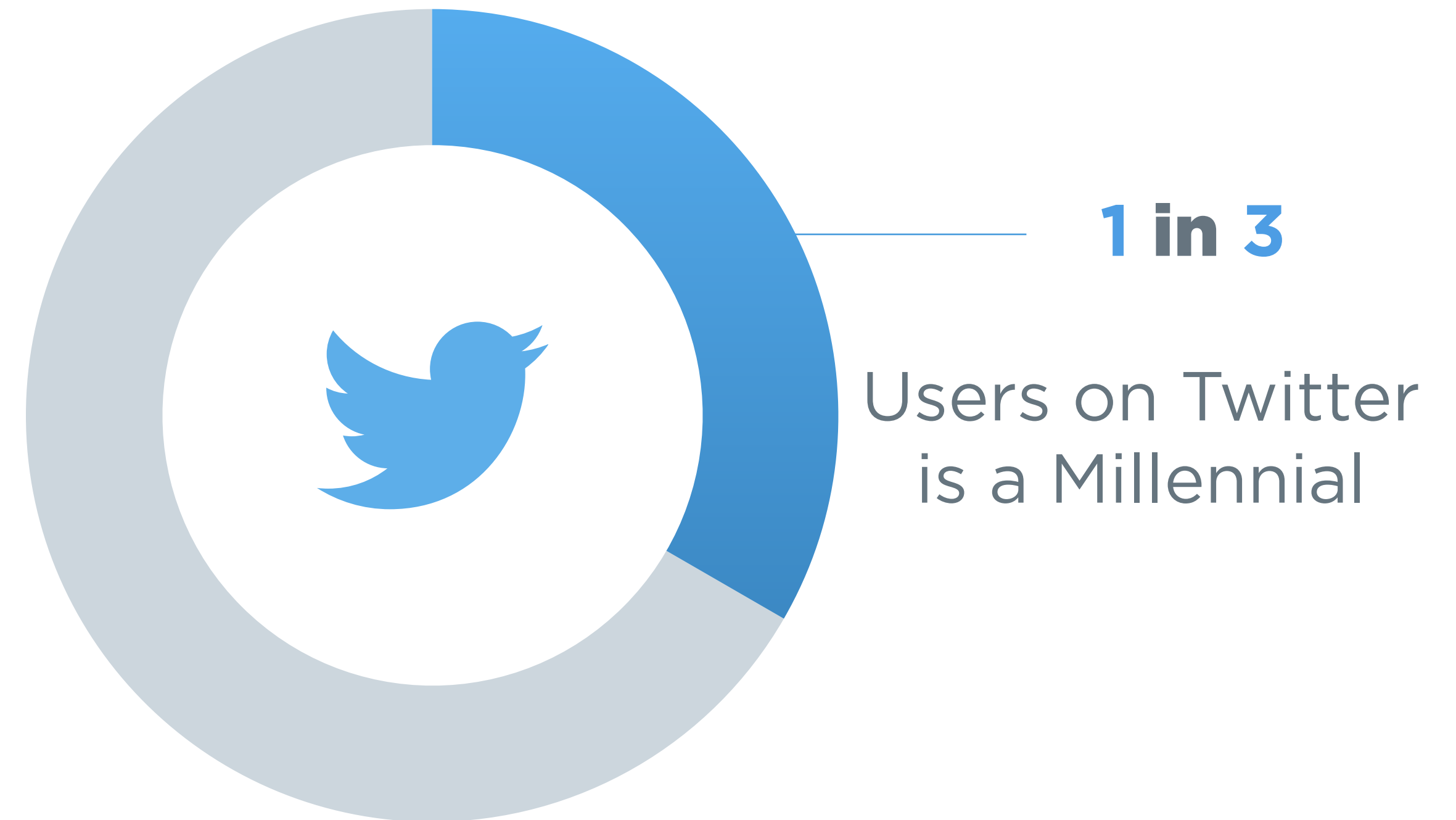
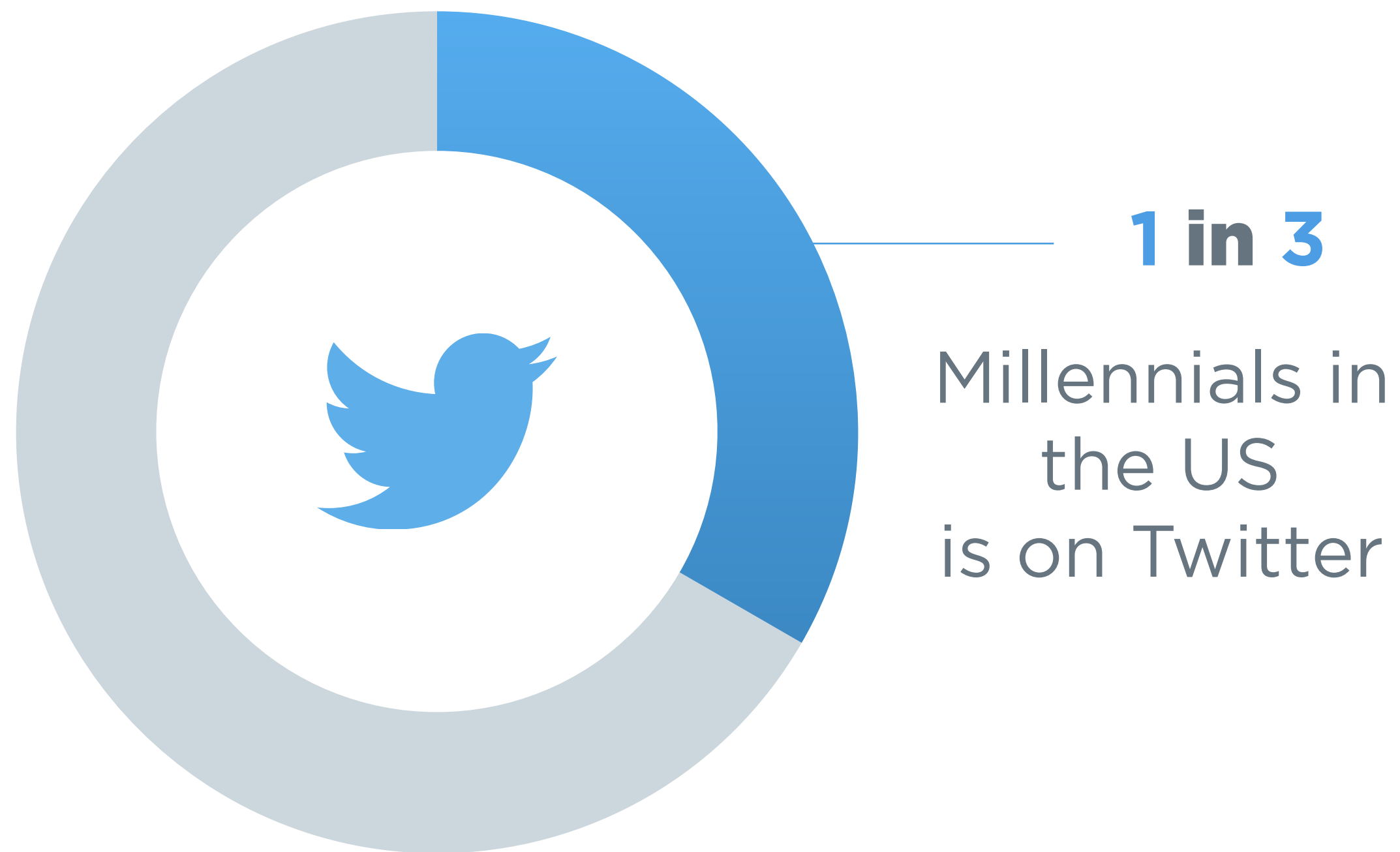


01

MILLENNIALS ON TWITTER ARE A **PRIME** **AUDIENCE** FOR YOUR BRAND



FRACTION OF U.S. MILLENNIALS ON TWITTER



WHEN MILLENNIALS CHECK THEIR PHONES, THEY CHECK TWITTER



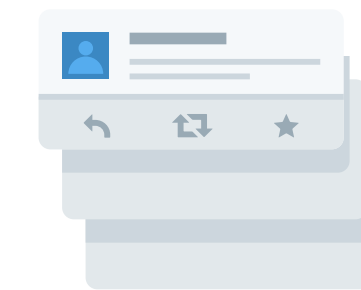
80%
of millennial users
access Twitter on
a mobile device



81% check Twitter at
least **once a day**



15% access Twitter
more than **10x a day**



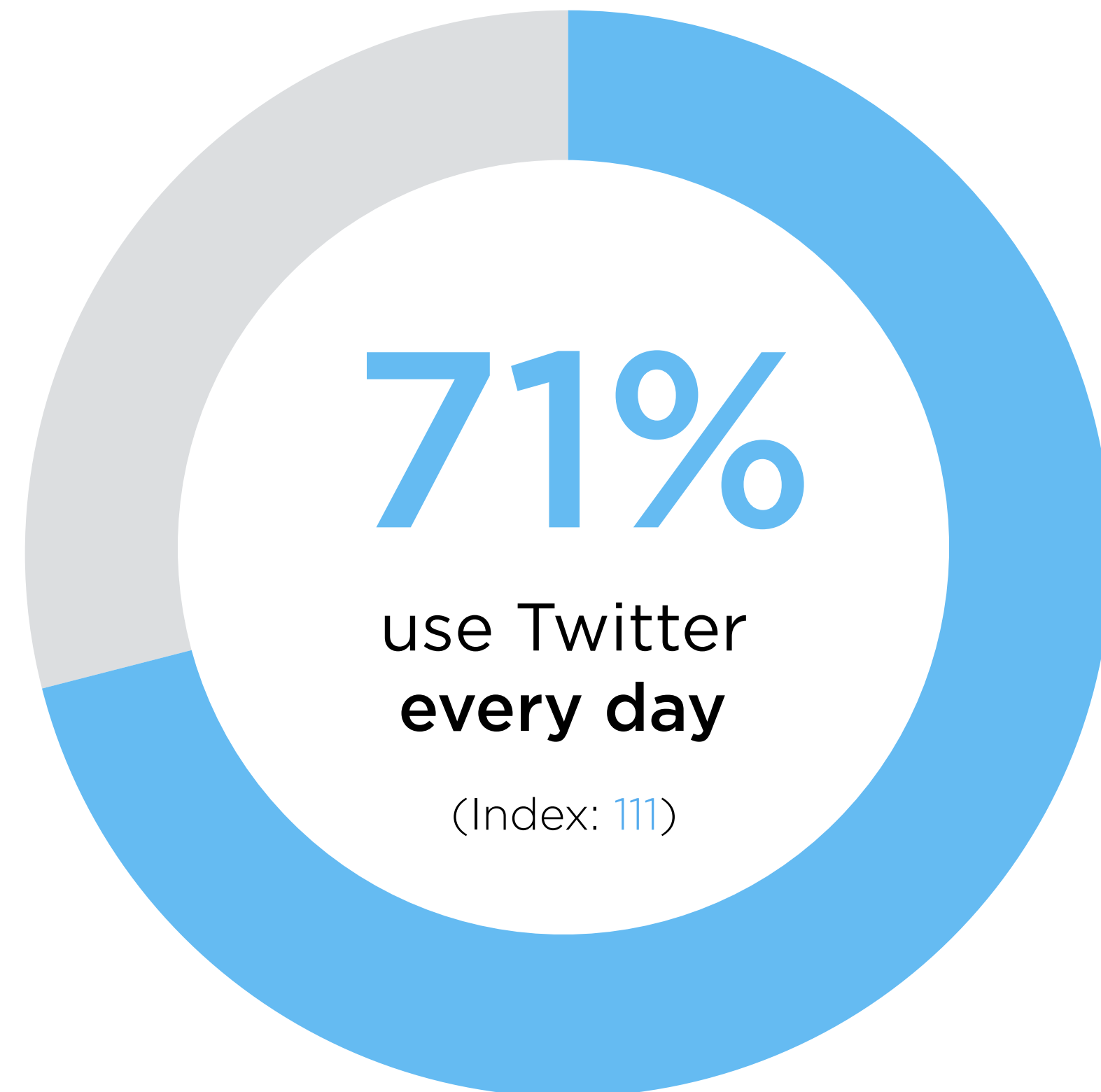
60% Tweet at least
once a day



Findings based on an online survey conducted in partnership with DB5 in 2014.

TWITTER IS A DAILY ACTIVITY FOR MILLENNIALS

ON A DAILY BASIS, MILLENNIALS...



55% Read Tweets
(Index: 118)

49% Tweet
(Index: 113)

45% Watch videos
(Index: 127)

43% Check trends
(Index: 115)

ENGAGING ON THE GO AND IN THE MOMENT...



While **hanging out with friends**

39%

(Index: 130)



While **shopping**

38%

(Index: 133)



While **at the gym/exercising**

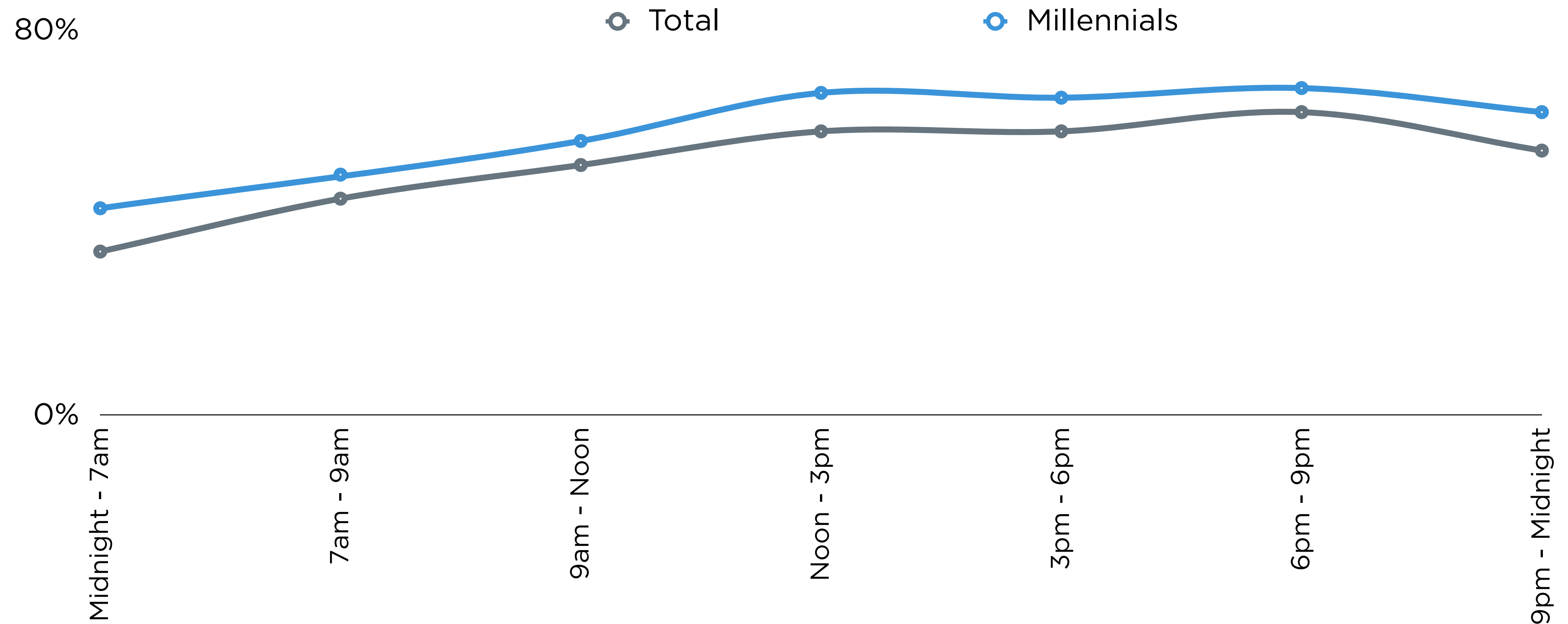
25%

(Index: 135)



Base | Millennials (16-34 year olds)
Question | Q5, Q8, Q10 (Full questions in notes) Index against Total Twitter user
Source | Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA

MILLENNIALS ENGAGE WITH TWITTER STRONGLY ALL THE WAY THROUGH THE DAY



Base | Millennials (16-34 year olds)
Question | Q11. And when during the day do you use Twitter?
Source | Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA



VALUE OF A TWITTER MILLENNIAL

OPPORTUNITY

42% shop online or in-store at least once a week (Index: 111)

1 in 2 are easily influenced by others' opinions (Index: 118)

33% intend to upgrade their smartphone in the next 12 months (Index: 107)

INTERRUPT

55% use Twitter While watching TV (Index: 112)

65% use a mobile device as the main way to access Twitter (Index: 117)

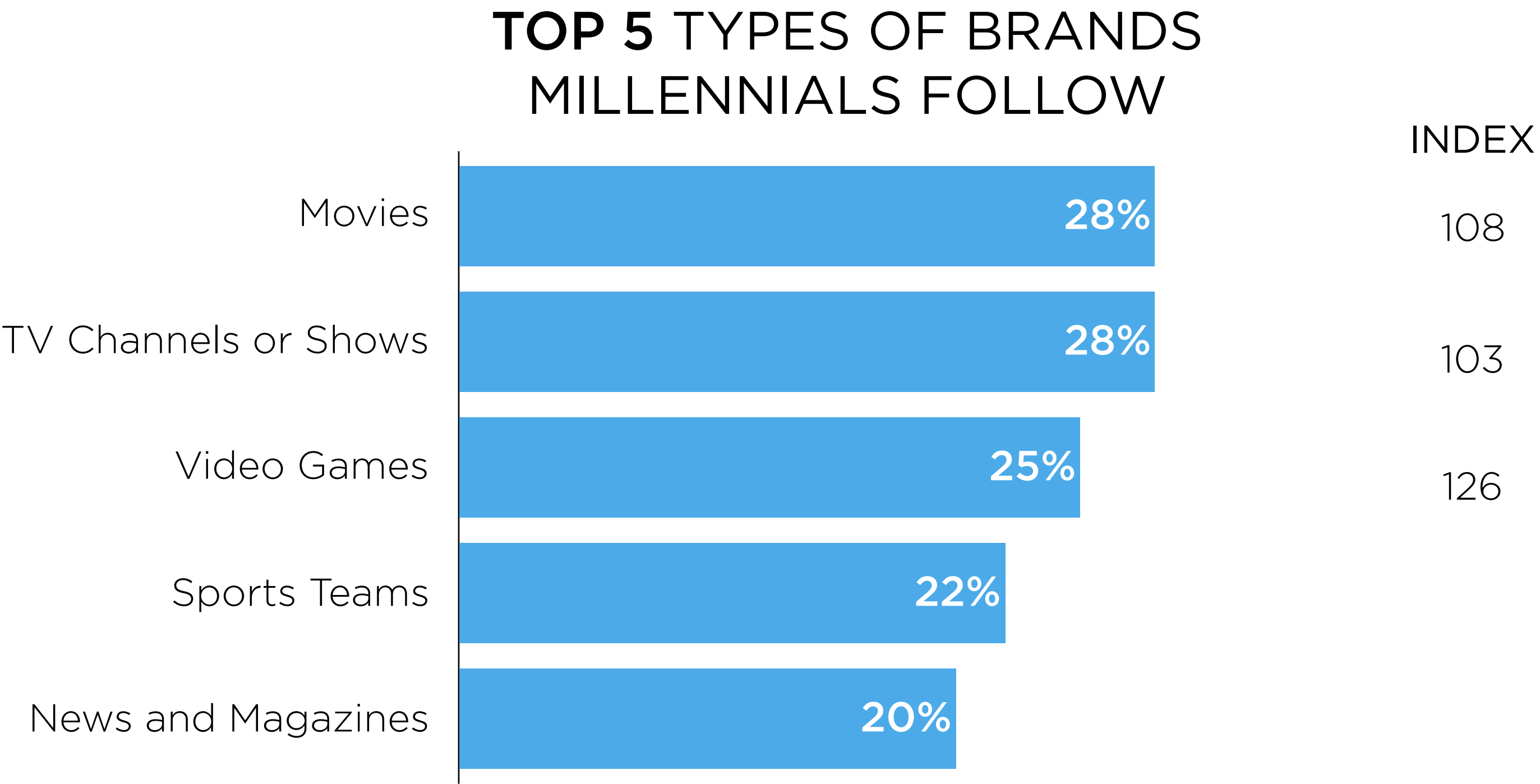
61% view ads on Twitter at least once a week (Index: 111)

Base | Millennials (16-34 year olds)

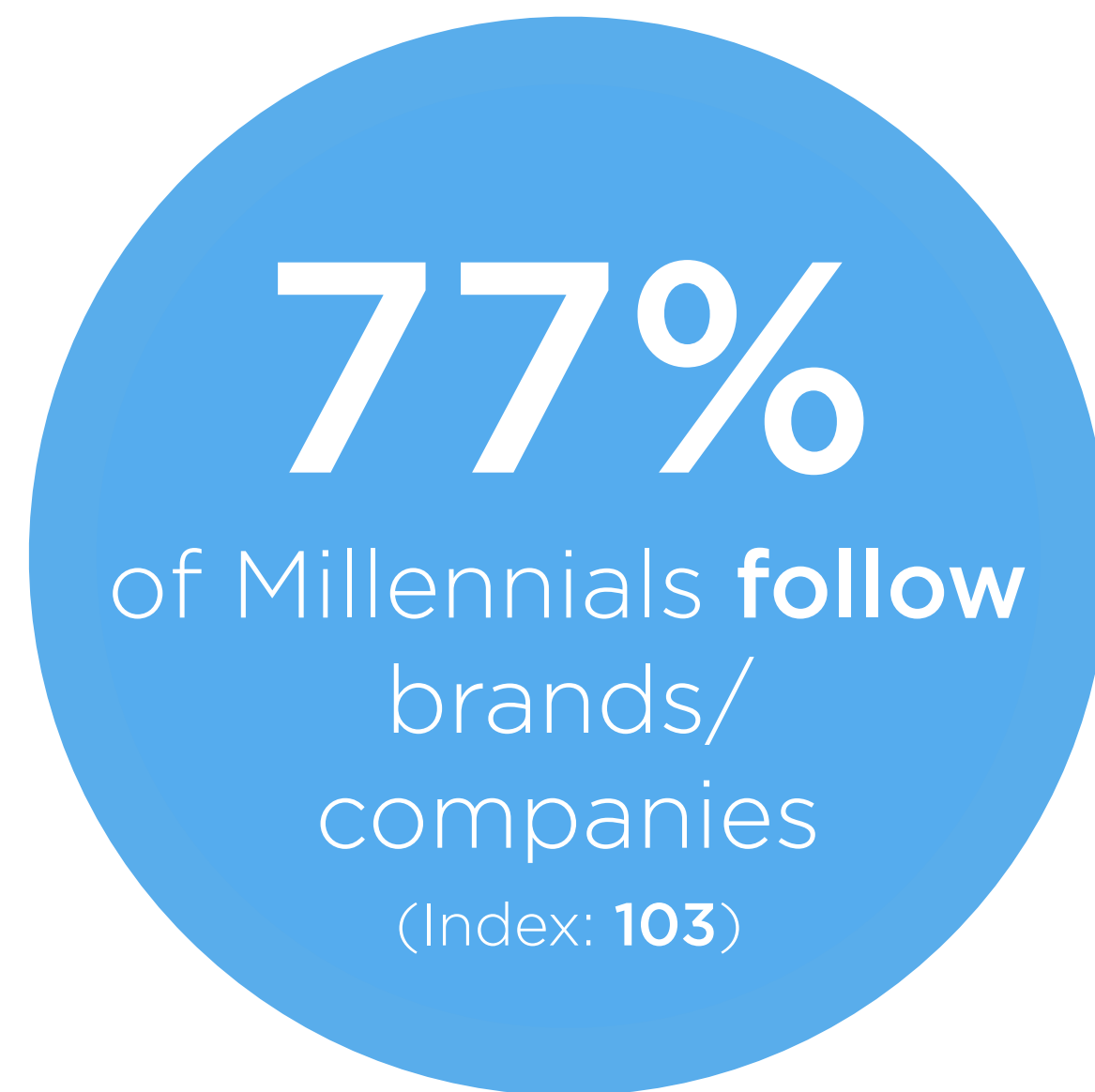
Question | Q7, Q8, Q10, Q57, Q63, Q65 (Full questions in notes) Index against Total Twitter user

Source | Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA

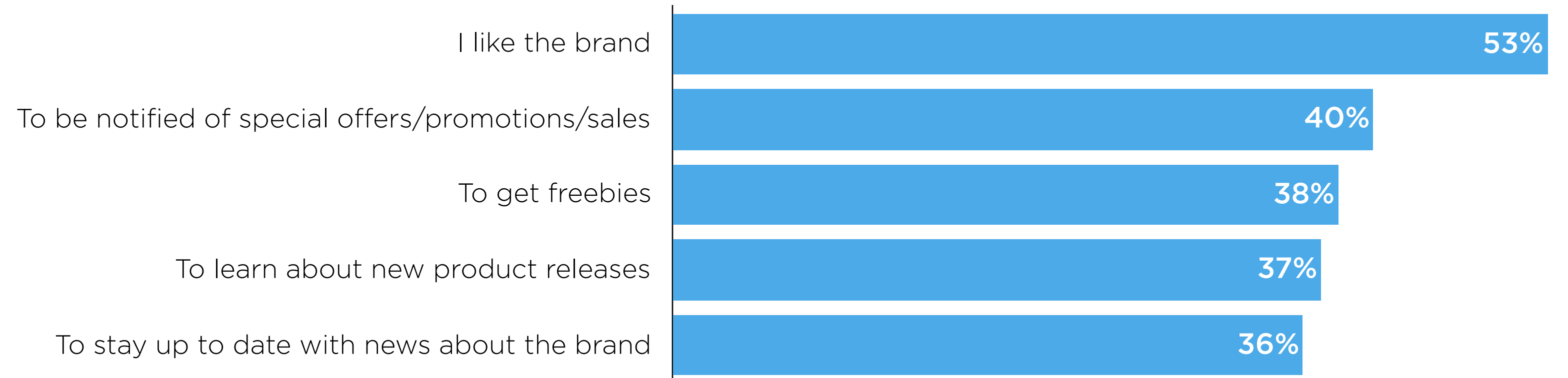
MILLENNIALS CONNECT WITH BRANDS



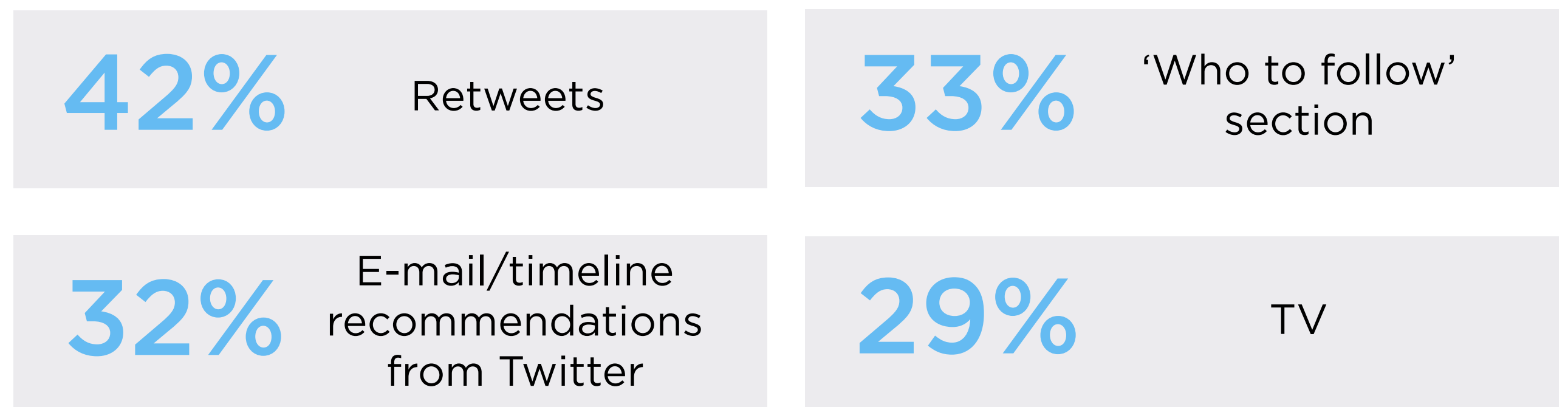
TELL A LASTING STORY WITH MILLENNIALS



WHY MILLENNIALS FOLLOW BRANDS



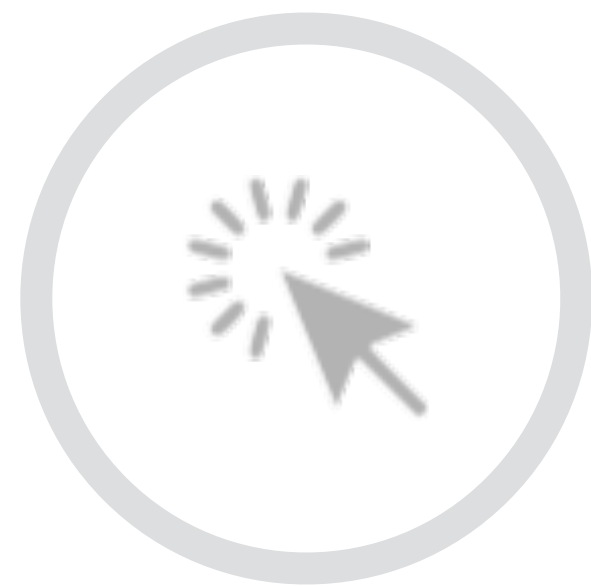
HOW MILLENNIALS **DISCOVER** WHO TO FOLLOW



Base | Millennials (16-34 year olds)
Question | Q50, Q25, Q22 (Full questions in notes)
Source | Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA

CONVERTING EXPOSURE

AS A RESULT OF FOLLOWING BRANDS/COMPANIES ON TWITTER, **MILLENNIALS...**



38%

visited a brand website



1 in 3

looked at **reviews/recommendations**



1 in 3

have **searched** for a brand online



36%

found out **more information** about a brand



39%

purchased brands/products



41%

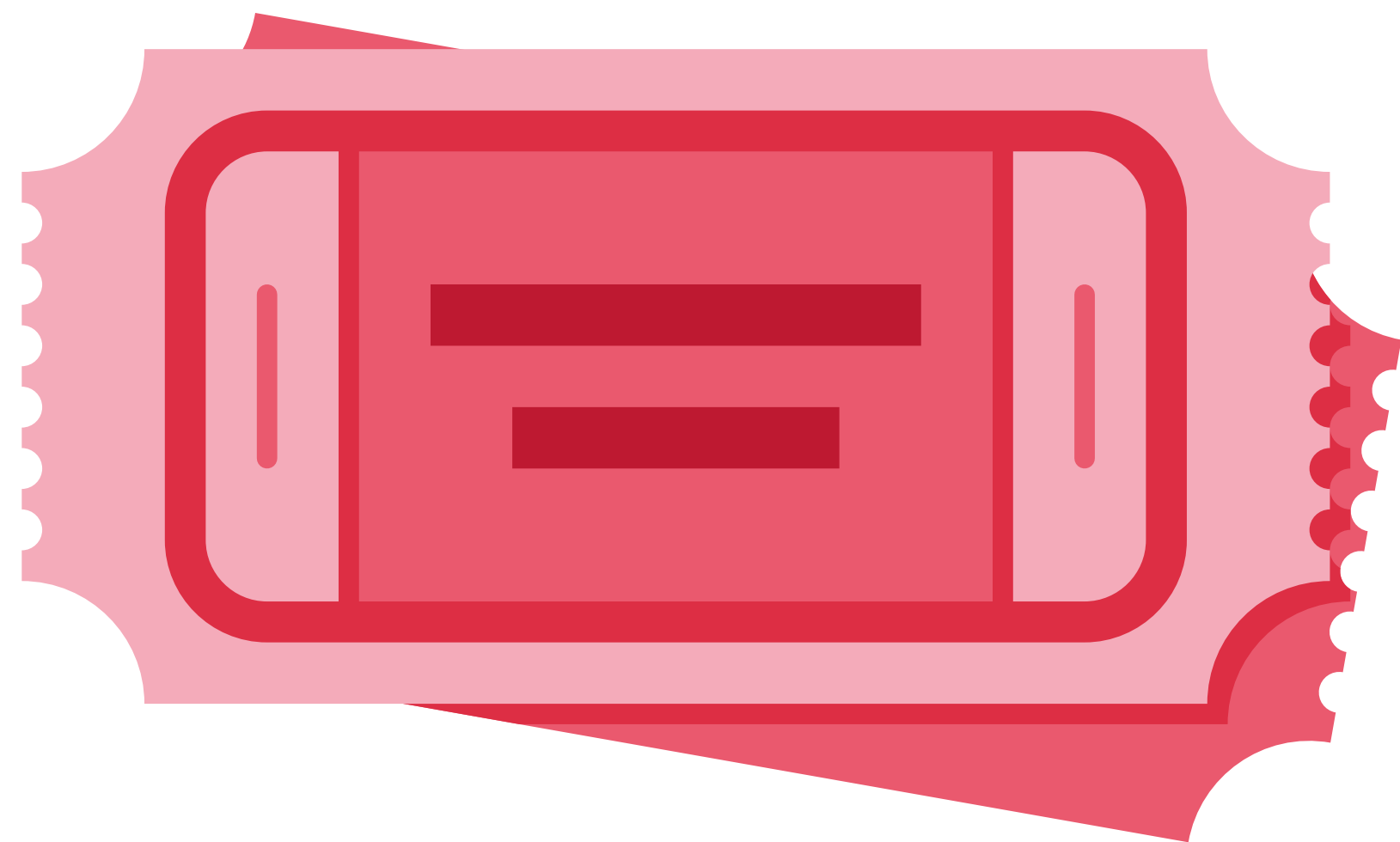
have Tweeted about a positive experience

02

MILLENNIALS **LEVERAGE TWITTER** IN WAYS MEANINGFUL TO THEIR LIVES



MILLENNIALS THINK TWITTER ENHANCES LIVE EXPERIENCES



71% say tweeting about an event makes it more fun



70% enjoy reading Tweets while tracking a live event on TV



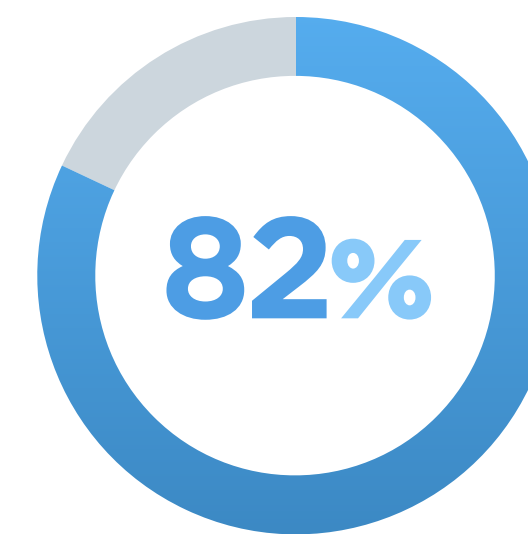
67% would follow a hashtag related to these events



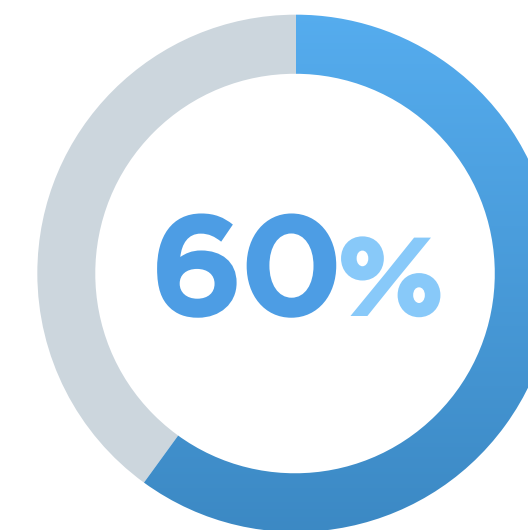
MILLENNIALS RELY ON TWITTER TO BANISH BOREDOM



47%
agree that Twitter
means **“laughing”**
or **“a cure for
boredom”**



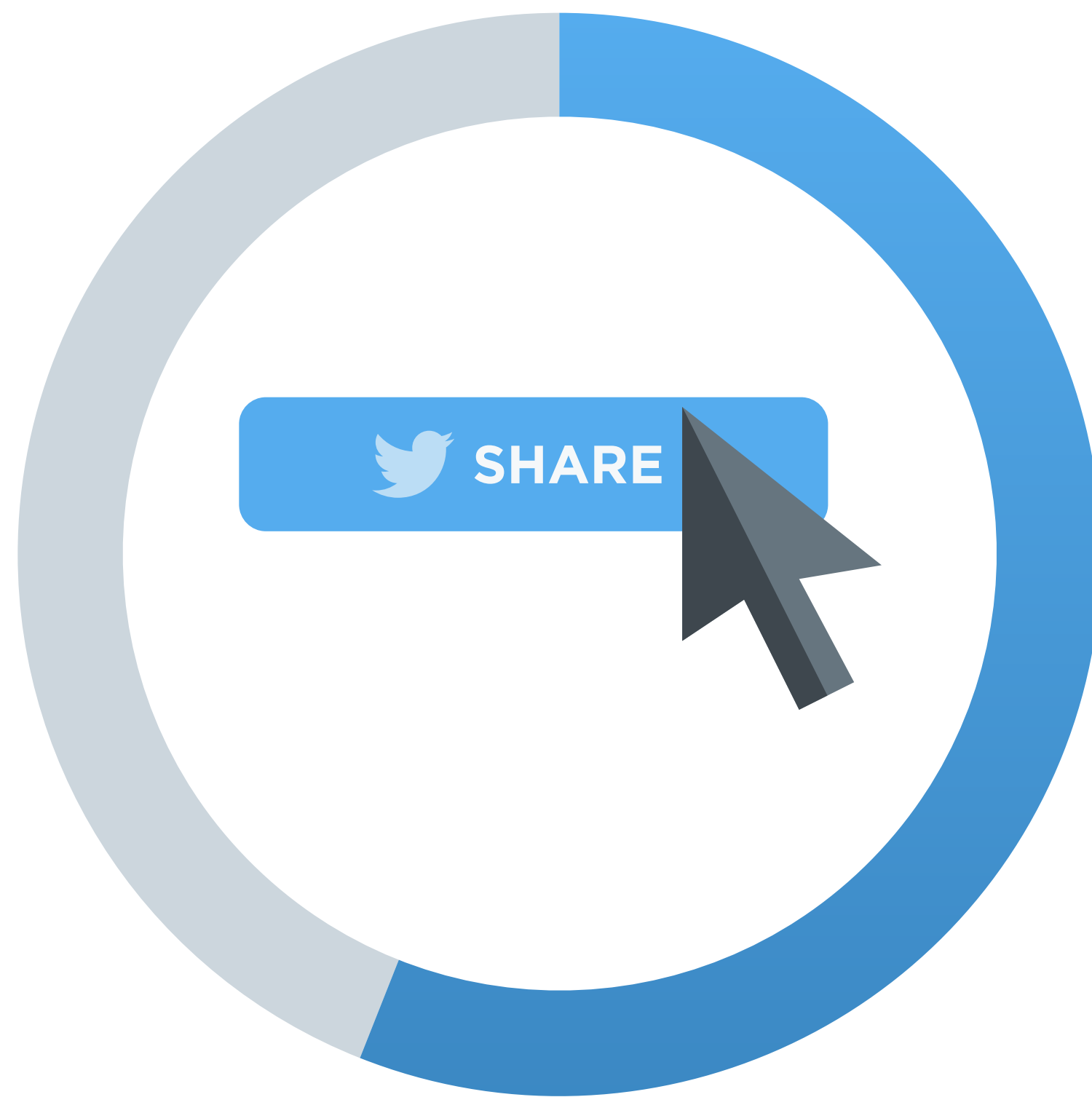
will share a funny
Tweet when they
come across it



say they are more
entertained because
of Twitter



MILLENNIALS USE TWITTER TO TELL THEIR OWN STORIES



56%

believe Twitter is about sharing, and they use it to document their lives in real time

42% share photos

46% jokes & humor

53% current events

57% fun activities

67% random thoughts



Who are they?

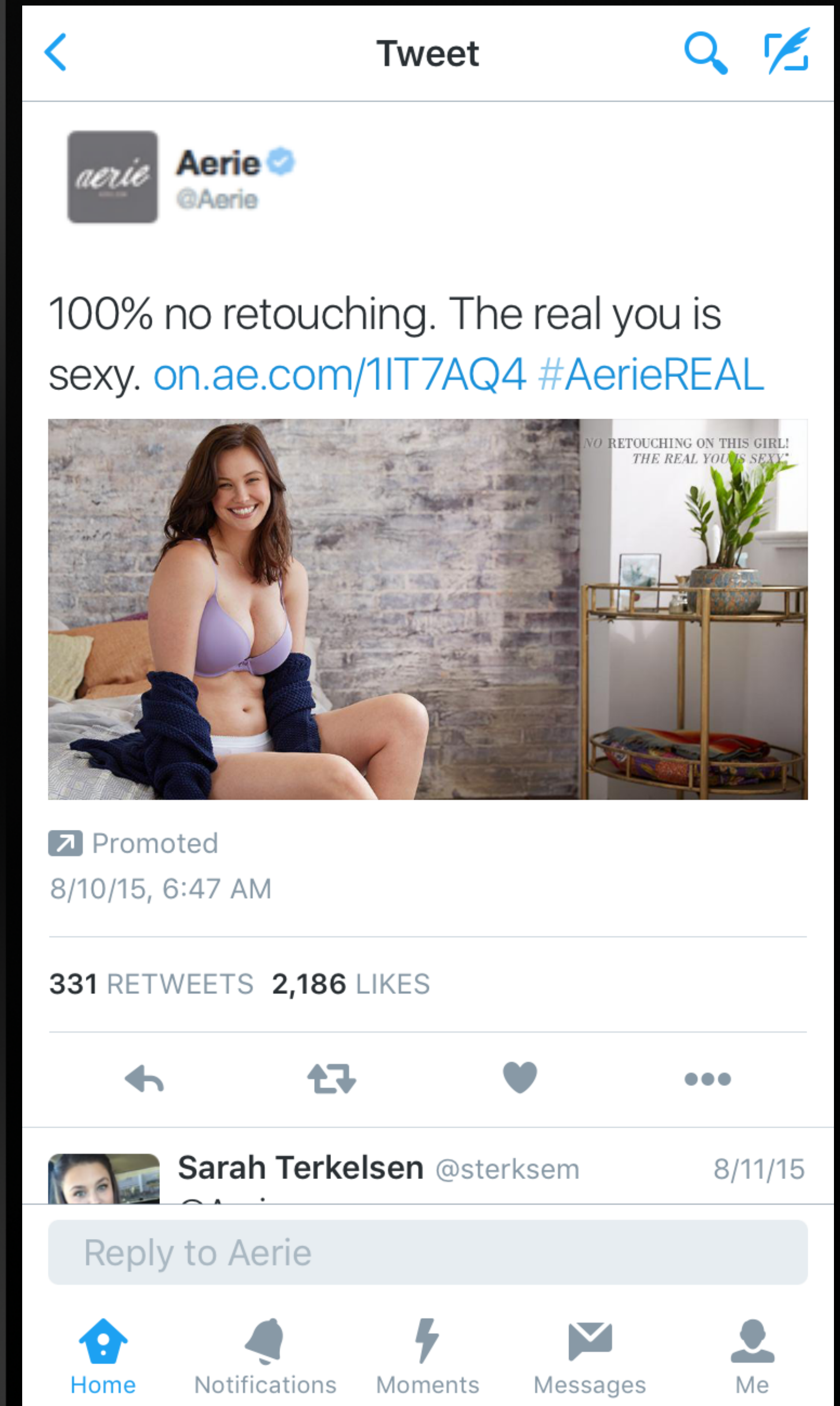
Millennials on Twitter

Brand best practices



STAND FOR A CAUSE

Standing up for something or being a part of an important social initiative is not only good business. It **humanizes** your brand and lets the audience **personally identify** with you.



BE A PART OF THE BIG EVENT

71% of Twitter users say tweeting about an event makes it more fun. **70%** enjoy reading Tweets while tracking a live event on **TV**, and **67%** follow an event hashtag.

Now, with Event Targeting, you can really be a part of the big show, or at least the talk of the town.

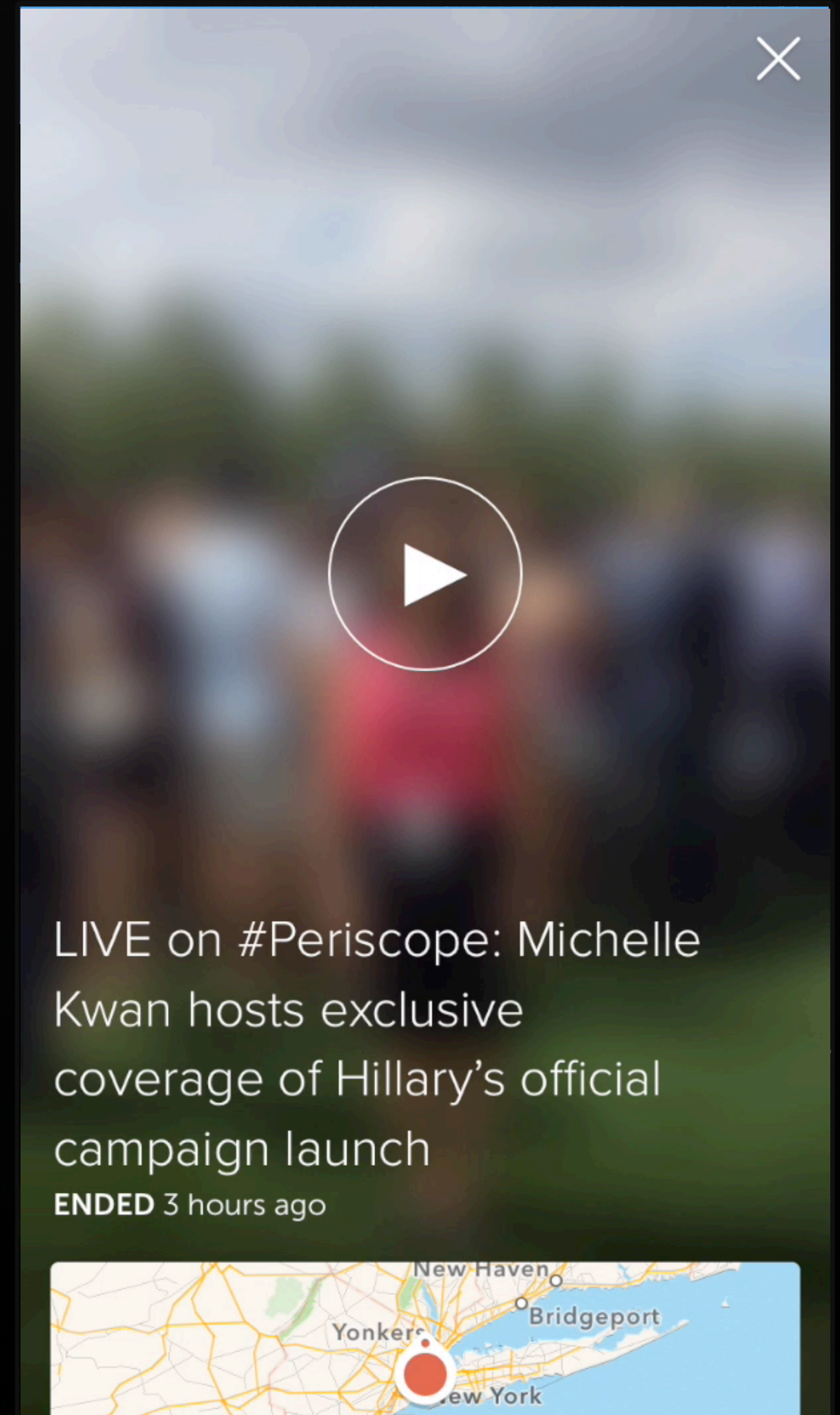


BE A PART OF THE BIG EVENT

Bring your events to life as they happen.

Periscope provides the unique opportunity to give users **authentic, new ways to experience your brand.**

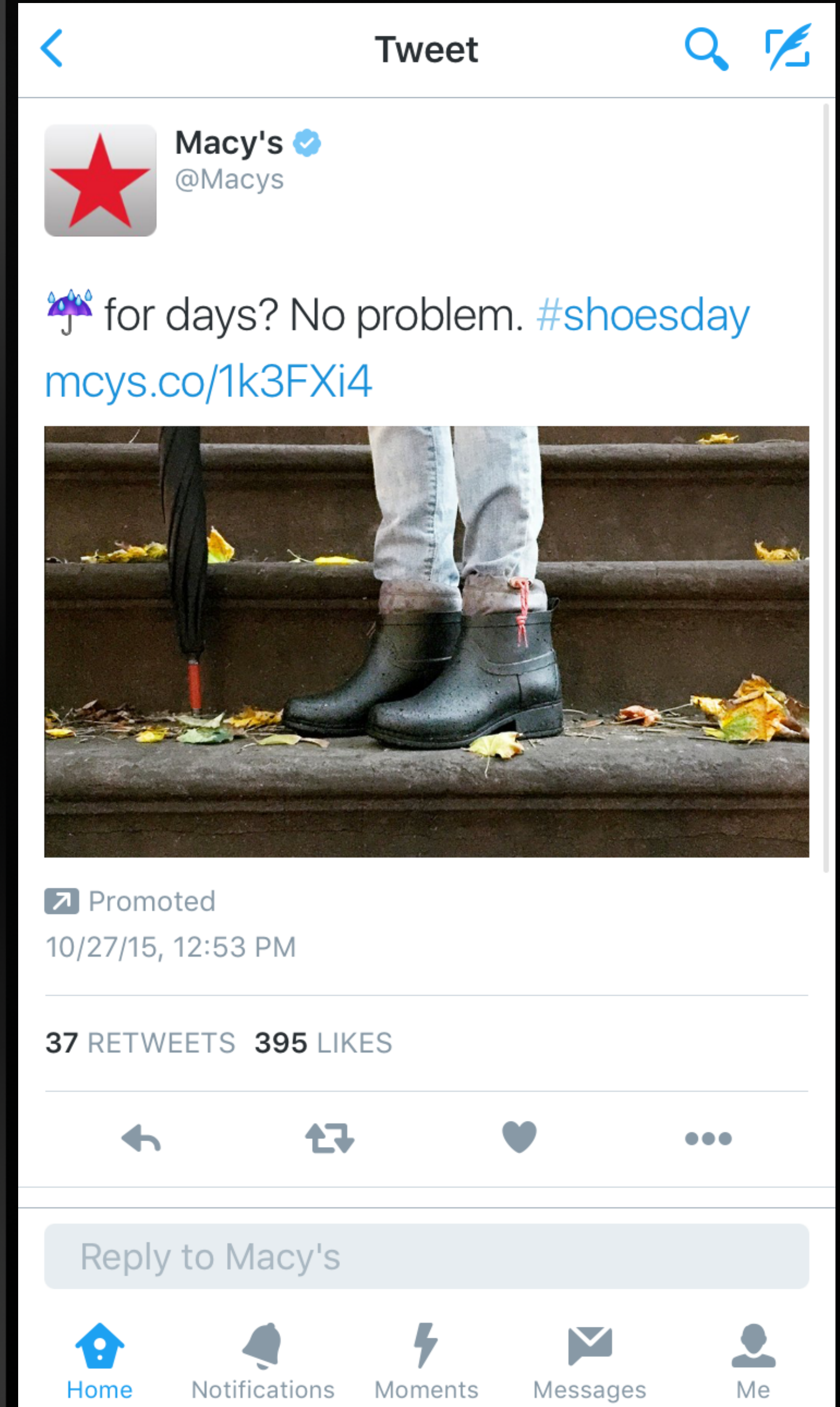
Viewers can influence the broadcaster by sending messages, and expressing their love by tapping the screen to send hearts.



GET VISUAL

42% of Twitter users share **photos** on the platform.

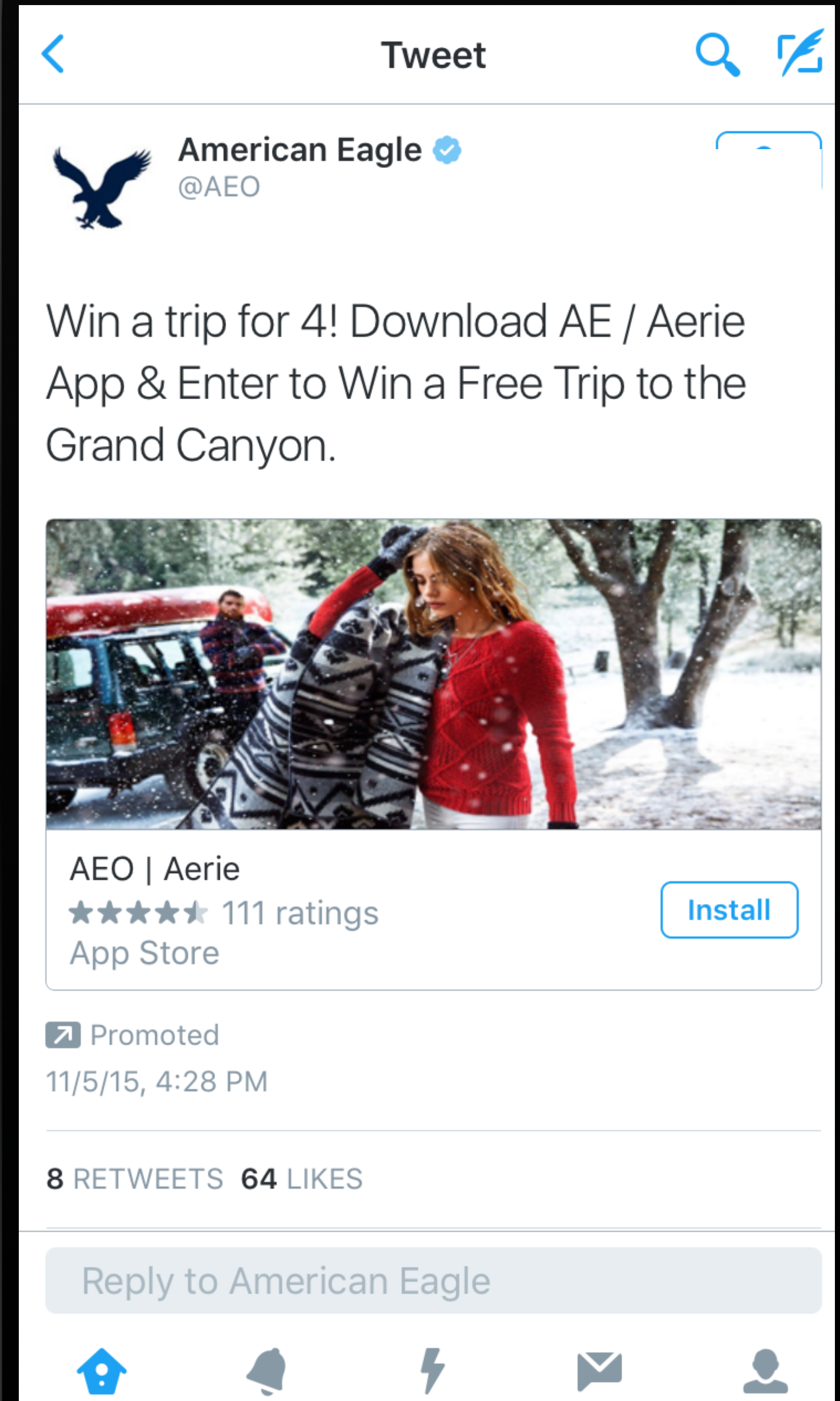
Finally, visualizations that **feature people receive x2 the volume of faves** vs. ones that just feature a product or object



ENCOURAGE LOYALTY

Mobile apps dominate mobile web presence to the tune of **75% of all time spent on mobile**

Promoting mobile app **downloads** & app **engagement** allows advertisers to really be in the pocket of their consumers and drive loyalty program membership, which in turn increases **store visits by 40%** & **sales by 25%**



USE VIDEO

Twitter's Autoplay Video offers engagement at **100% viewability** for a minimum of **3 seconds**

Preliminary results are staggering:

Favorability

+63%

Engagement

+45%

Mobile

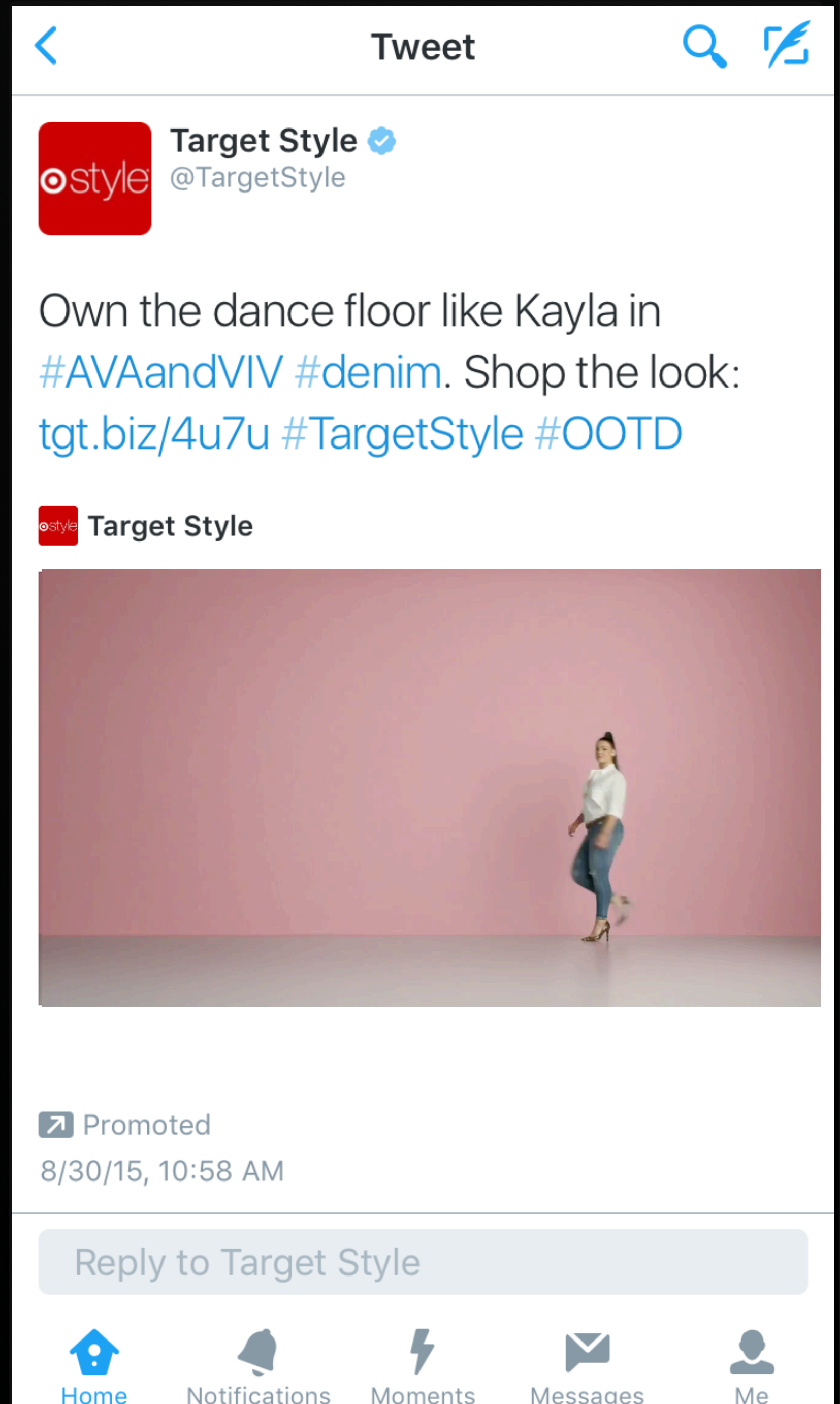
90%

CPV

-88%



SOURCE | Twitter Live Video Research, Neuro Insight, 2015, Twitter internal benchmarks for CPV



INTERACTIVE EXPERIENCES

Bring new and interesting **shopping experiences** to customers as they scroll through their timelines.

Narrow a set of product choices for customers to guide them towards their new favorite products.



SURPRISE AND DELIGHT

52% of millennial dining audiences on Twitter follow brands to get **discounts, coupons** and **promotions**.

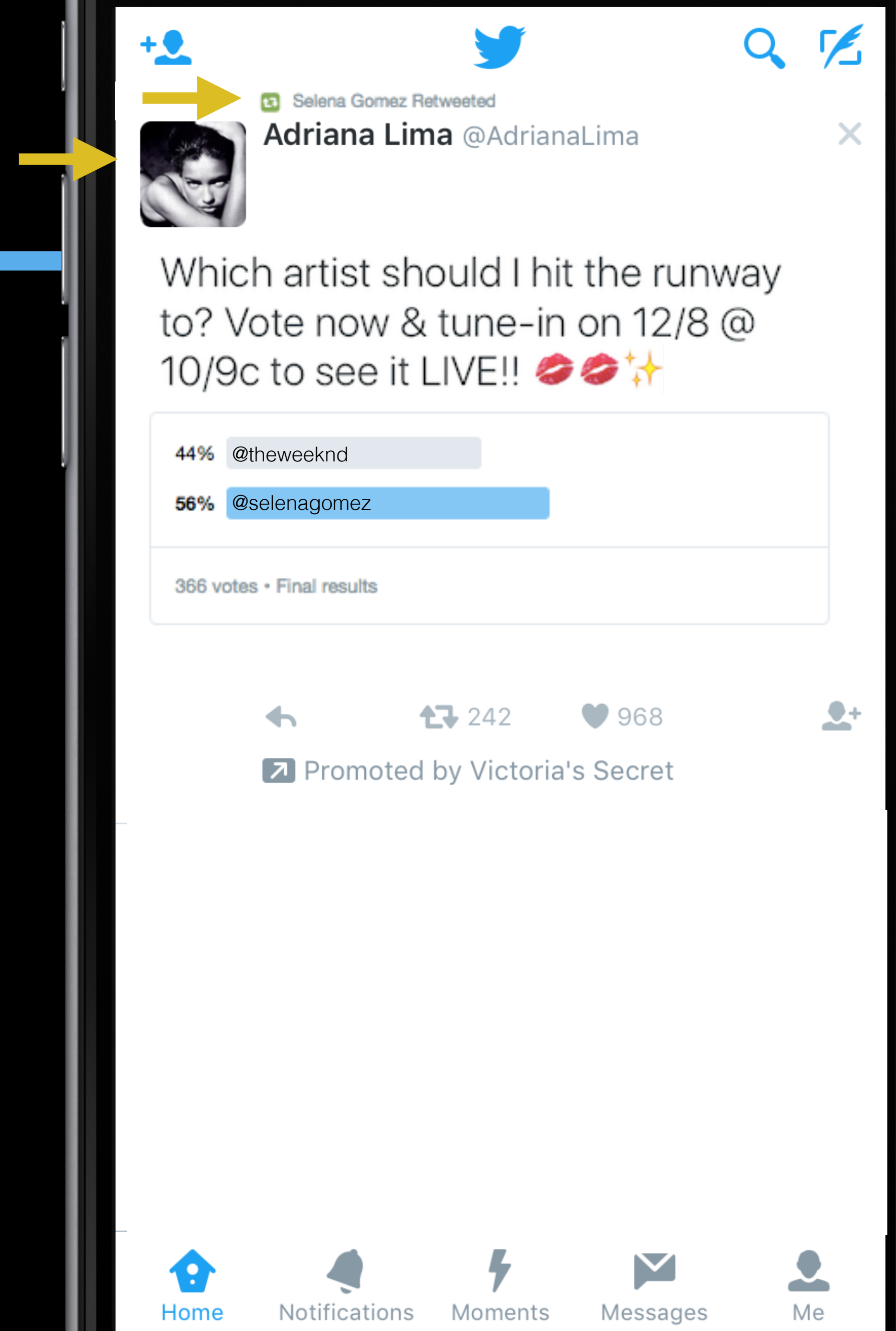
The only thing that's better than a free treat is a free treat you really weren't expecting!



DEMOCRATIZE AND LEVERAGE INFLUENCERS

Polling and voting are great ways to encourage **engagement**, gain **insight** and drive **sales** towards specific products or offers.

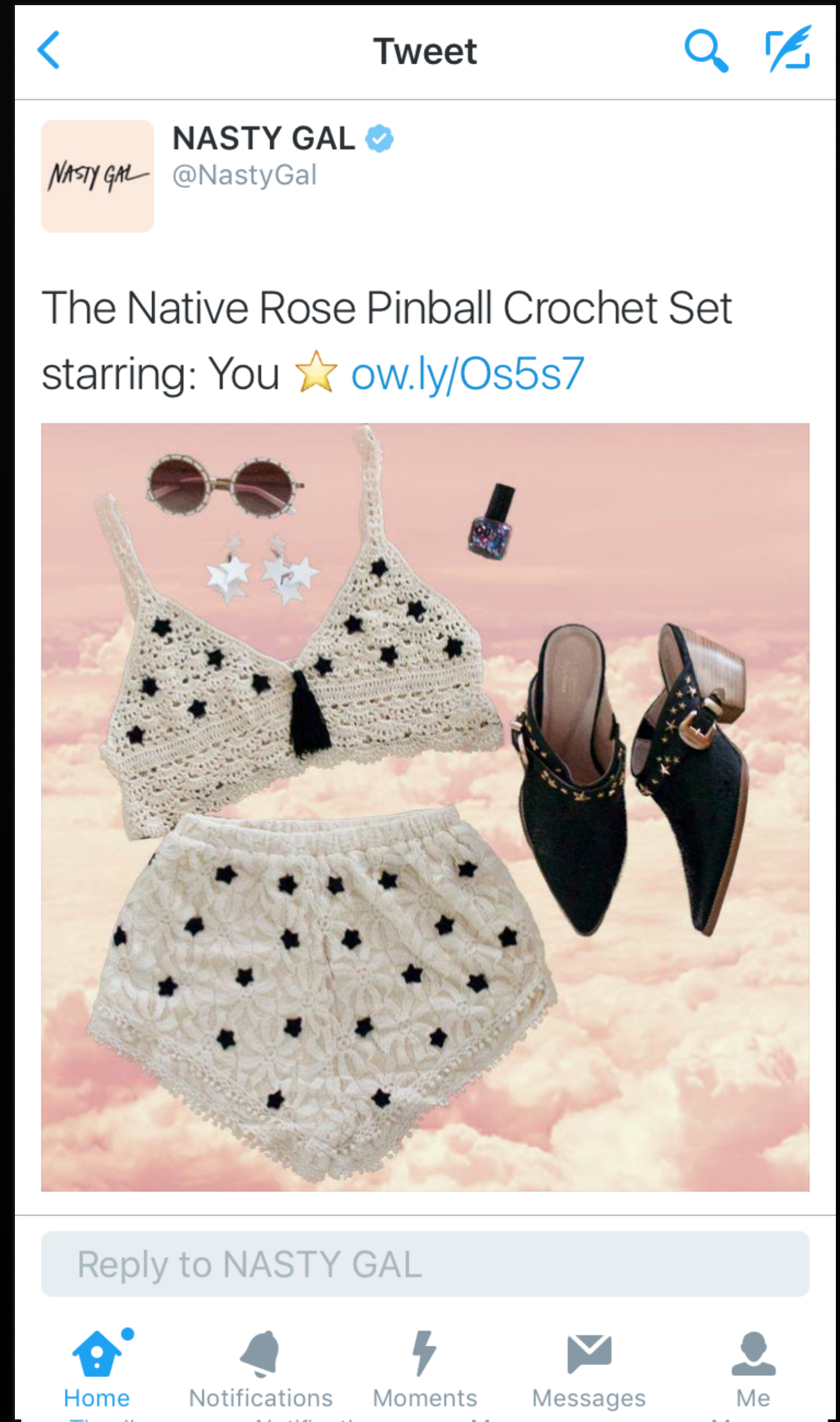
They are fun, viral and empower audiences to feel like they are a part of business decisions for brands that matter to them.



CREATE CADENCE AND CONSISTENCY

Twitter is well known for owning tentpole events.

But, did you know that combining Twitter events with an “**Always On**” strategy increases Retweets by **2.1x**, Mentions by **2.4x**, Share of Voice by **2.6x**, all while **decreasing CPM** by **22%?**





#THANKYOU

