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Daily Insight Article:

3 TRENDS TO TAKE YOUR YOUTH MARKETING INTO 2017

LOYAL-ISH, TEEN SPOTLIGHT, AND THE POST-TV GEN ARE ALL COMING UP IN OUR NEWEST TREND REPORT!

Ypulse's newest trend report is arriving just in time to take you into 2017 with trends being fueled by young consumers' behaviors –and majorly shifting entertainment, retail, marketing and more. We surveyed 1000 13-34-year-olds to get real-time stats on three topics: the real story of young consumers' brand loyalty, the next generations' post-TV viewing behaviors, and a spotlight on today's teens—and how they differ from Millennials in areas from their core values to their shopping behavior. Here's a preview of the trends delving into these vital subjects, which will without a doubt be forces continuing to change the landscape in 2017:

Loyal-ish

Young consumers today—both Millennials and Gen Z—have a reputation for being completely brand disloyal. But how much truth is there to the declarations that loyalty is dead among the next generations? We found that almost eight in ten 13-34-year-olds consider themselves loyal to one or more brands, and explored what that loyalty looks like—from the categories in which they feel brand names matter to what would make them switch brands, and more. It turns out young consumers today are loyal-ish: they'll stick to brands, but you have to do just the right things to keep them coming back, and some are more loyal than others. Our deep dive includes a profile of four different young consumer groups divided by their level of loyalty to help brands target the right consumers.

The Post-TV Gen

Eight in 10 consumers ages 13-34 predict that digital services will eventually replace cable and satellite programming. So, is TV as we know it dead? Not yet, but it's no longer the main source of entertainment for today's young consumers—we're reaching the point of the Post-TV Gen. TV screens are considered a nice-to-have for live entertainment by today's young consumers, who more readily access *quality* video content on mobile. YouTube is becoming their new Hollywood. Branded series on Snapchat are less likely to be skipped. Six in 10 young consumers say, "I don't know what I would do without streaming services" like Netflix, which now captures more teen and Millennial audience power than cable services. Influences like the high cost of cable, advertisement avoidance, and the end of appointment viewing are just some of what we explore in a look at their post-TV behaviors and preferences.

Teen Snapshot

Today's teens are just not the same as teens ten years ago. While Millennials were raised during a boom, these young consumers grew up during tougher economic times—six in ten don't remember a time before the recession. They're being raised by Xers, with social media as their norm and in many cases, mobile devices as their first screens. As a result, they're making different choices, and valuing different things, than the generation that came before them. We're putting the spotlight on our stats on 13-17-year-olds from shopping to social

platforms, to give a snapshot of teens' beliefs and behaviors this moment.

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