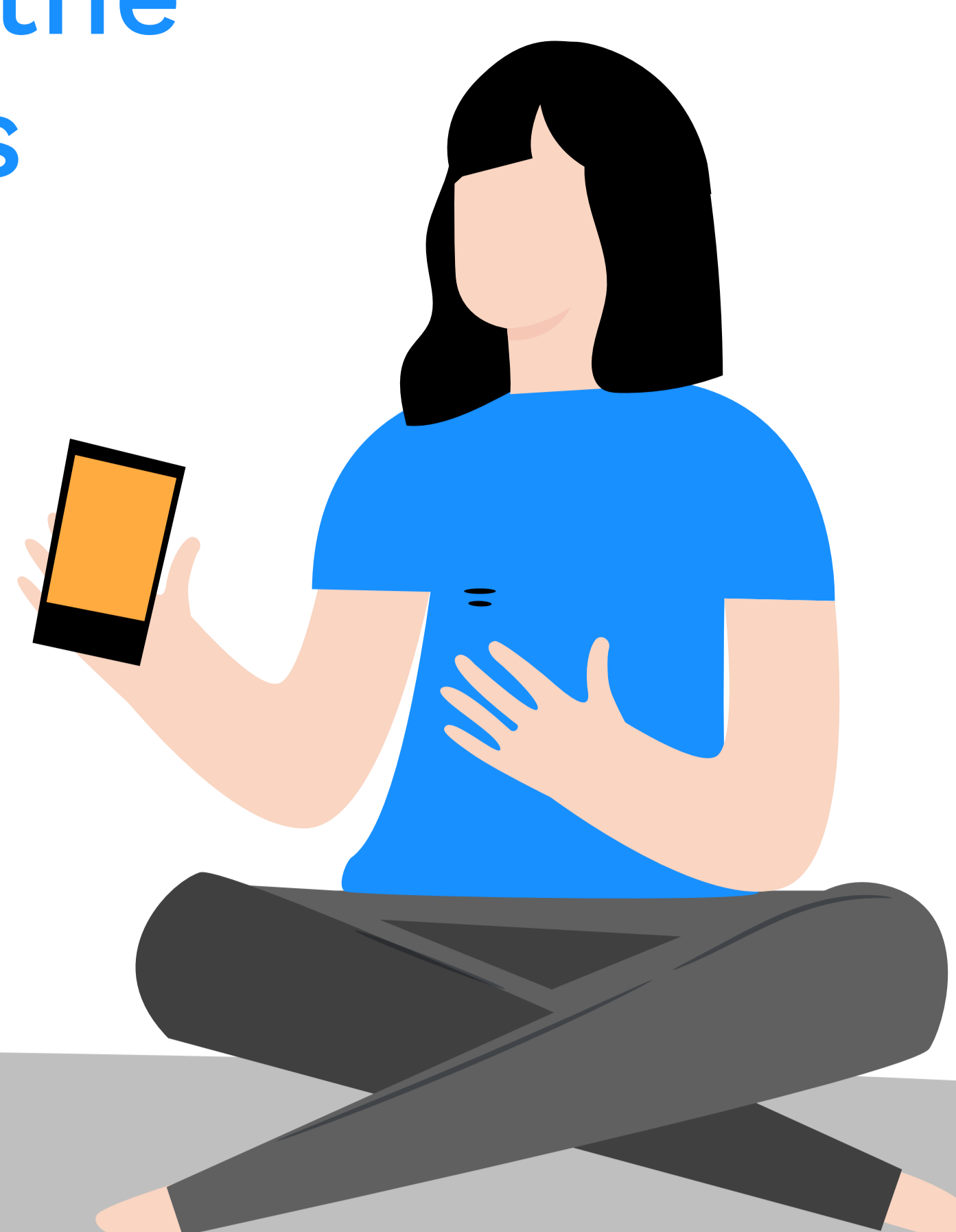


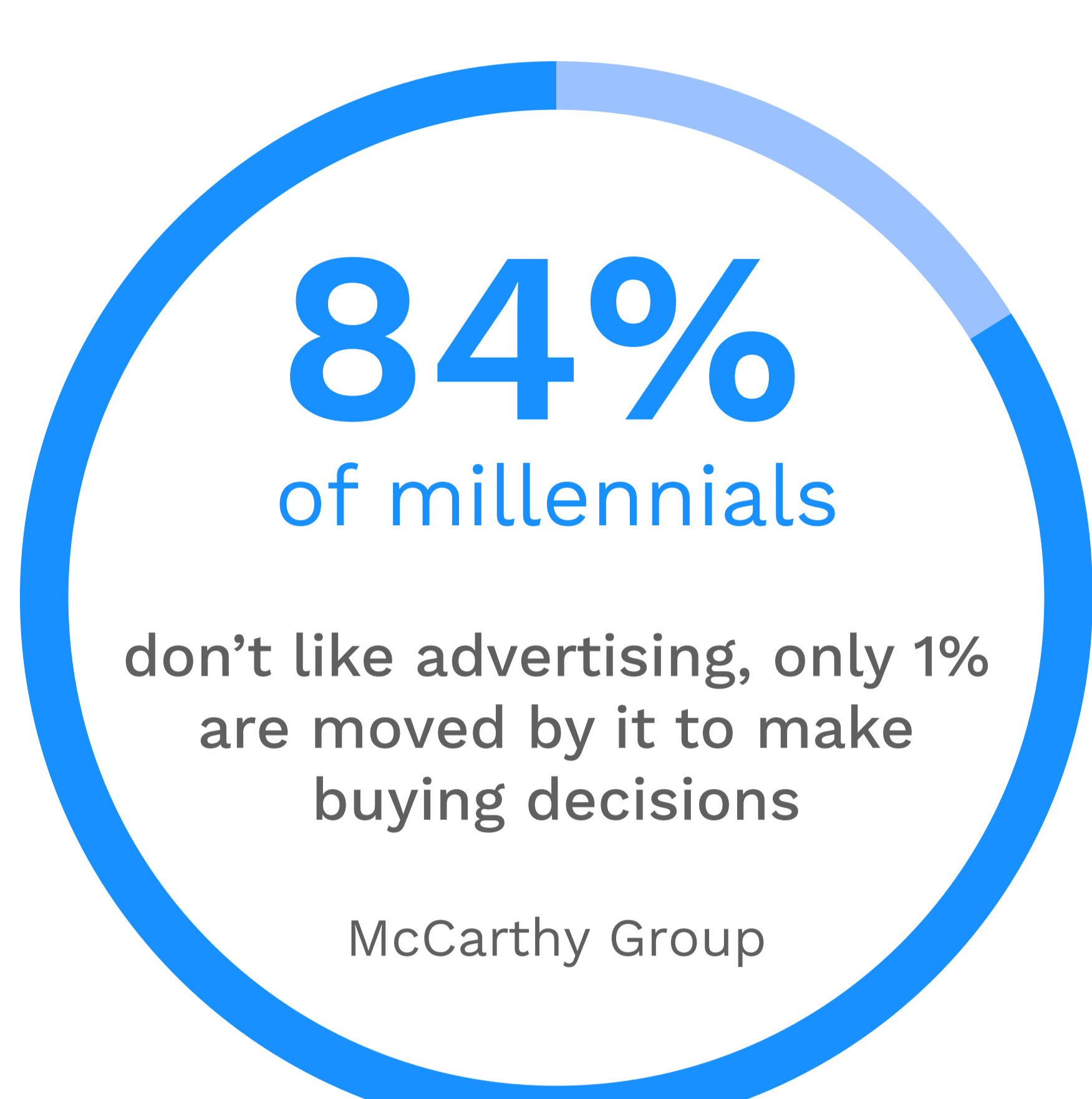


Millennials: The future of marketing to the generation that hates ads

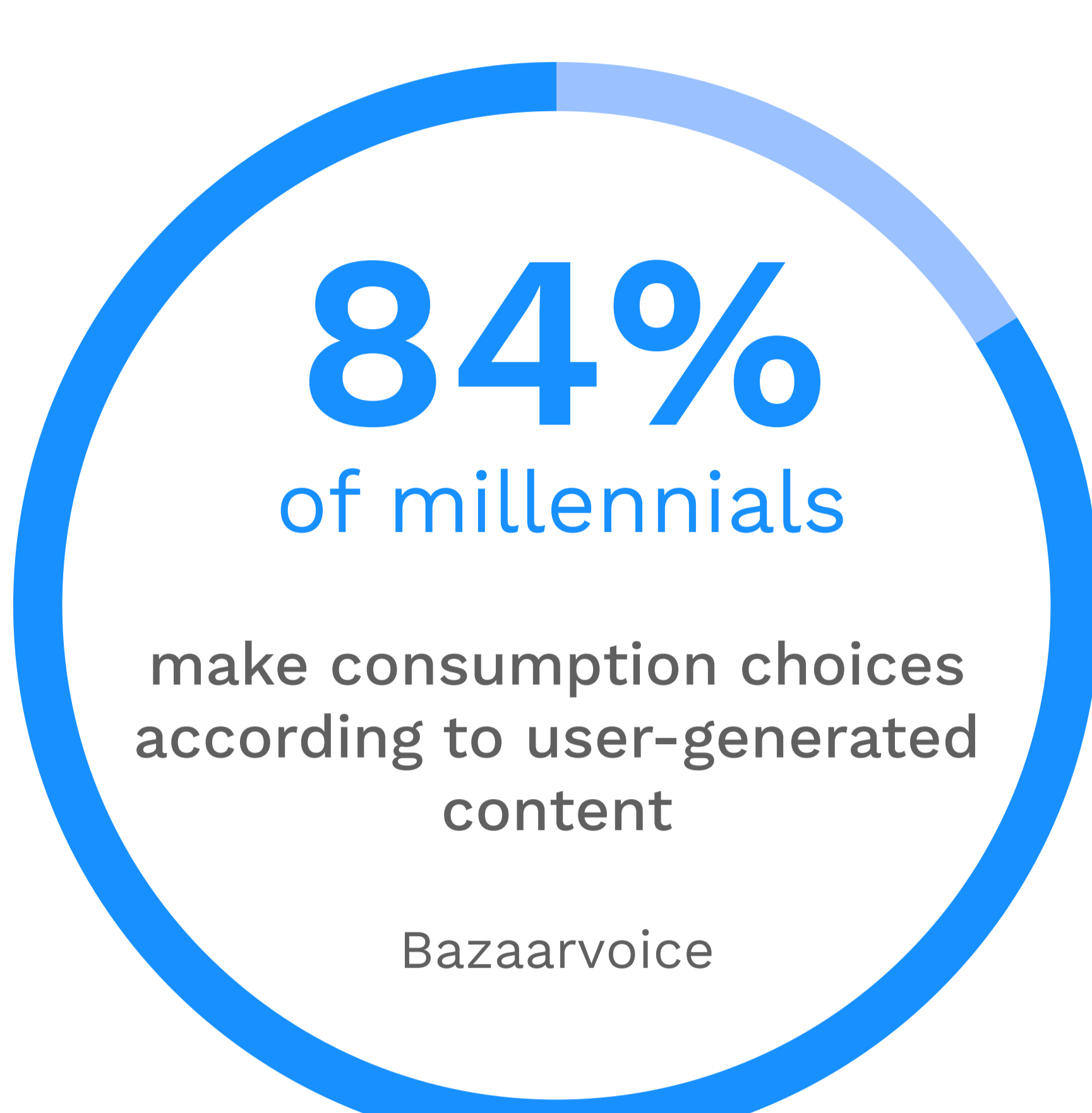
zinklar



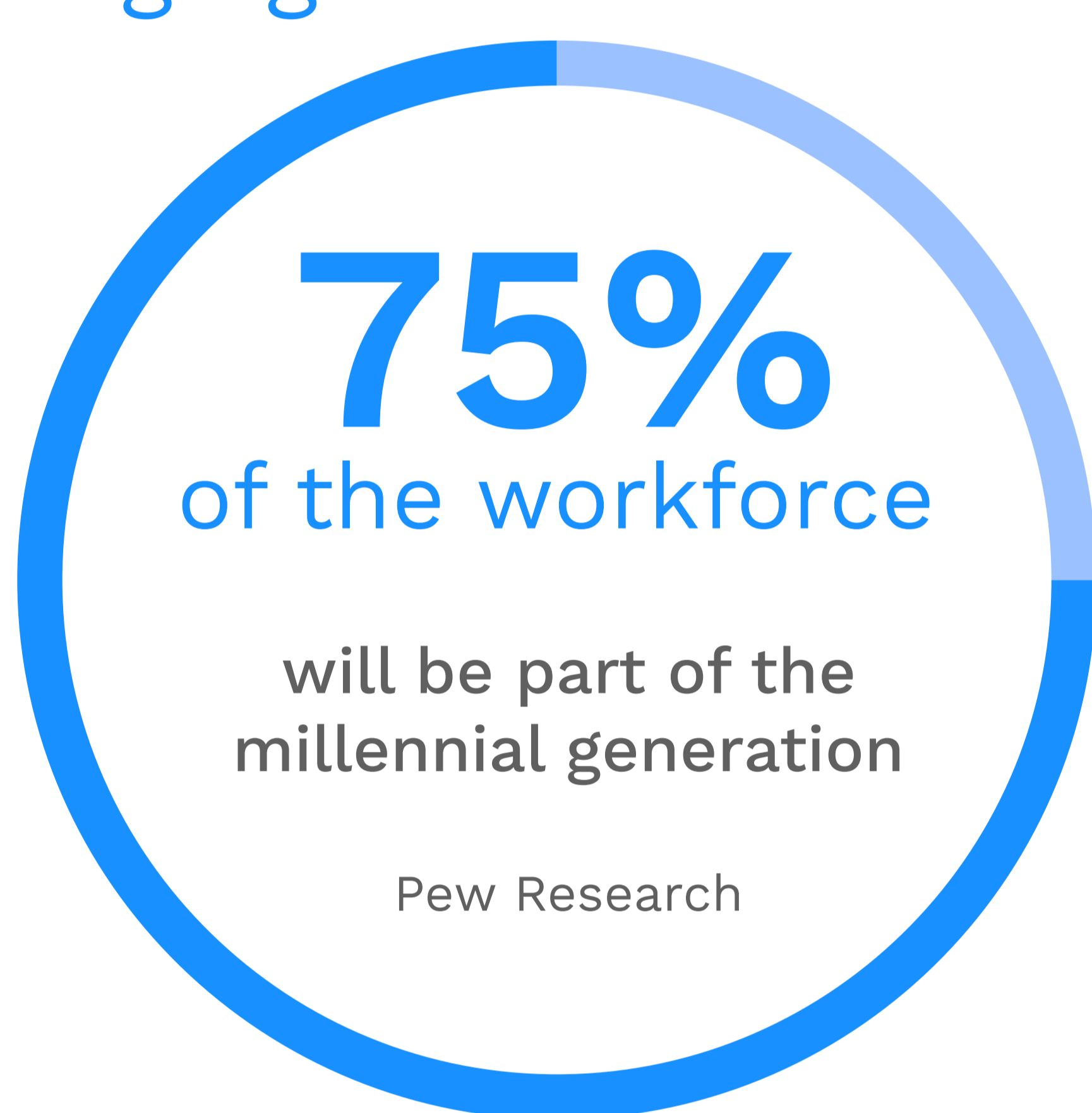
Your next consumer is probably born between 1981 and 1996... But will you be able to connect with them?



but also



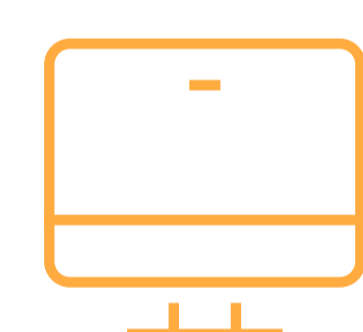
Millennials at work The workplace is changing:



Digital Nomadism: A Rising Trend



Freelancing



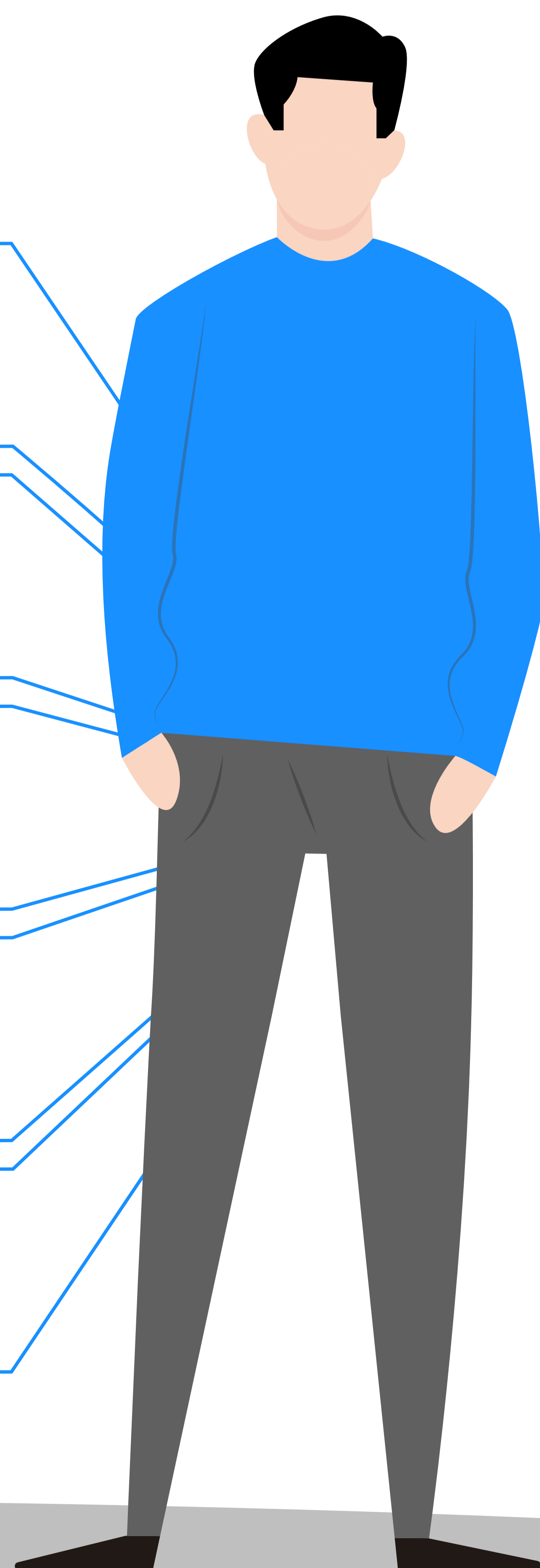
Independent workers



Part-time and temporary contract

How is marketing set to change?

- 1 Trying to be cool will make you uncool**
don't overdo it with the trending section
- 2 Tone deafness**
don't capitalise on their activism. Don't be a cynic
- 3 Mobile technology opens new opportunities**
connected at all hours!
- 4 There is a place for qualitative research**
not everything is about data
- 5 Social Media is all about community**
contribute, study, and be transparent with your consumers



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