

CONTENT MARKETING

BEST PRACTICES

 AMONG MILLENNIALS 

YAHOO!

 DigitasLBI

razorfish.

tumblr.

HELLO.

Compelling content is an effective way to break through today's cluttered digital landscape and connect with Millennials. We delved deep into understanding behaviors and attitudes specifically around content marketing by referencing more than 60 insight studies and speaking to more than 15,000 respondents aged 18-34. We've used these insights to determine **strategic principles and successful creative tactics** for marketers to **create content that Millennials will engage with and share.**

This study is brought to you by Yahoo and Tumblr, in partnership with Razorfish and Digitas, to guide marketers through the next generation of digital creative content.



MILLENNIALS ARE A LARGE AND POWERFUL GENERATION

- They will total more than \$1.4 trillion in spending power in the U.S. by 2020.¹
- They are the first generation to be truly open to not just receiving ads, but engaging with them and sharing them.²
- However, 45% of Millennials don't usually find content marketing compelling enough to share.²
- Brands need to reimagine content marketing in order to connect with this important demographic.

MORE PLATFORMS, MORE CHOICES

Millennials consume content across multiple devices, so marketers need to create content with a “multi-platform” strategy.

5

average number of sites they go to watch online video²

55%

are watching video several times a day on different devices²

72%

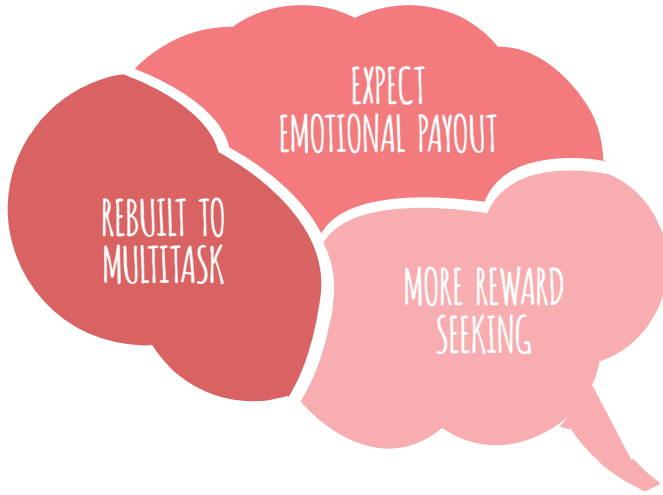
want to connect to news across all devices³



7.1

average number of devices they have access to¹

HIGHER EXPECTATIONS, LITTLE PATIENCE



Because Millennials navigate busy digital lives, their brains have been rewired to organize and consume content differently. This raises their expectations of what content needs to be delivered, and how quickly it gets there.

A NEW SET OF VALUES

Millennials value a unique set of qualities that drive how they engage with content. These core characteristics include:



HOW THEY VIEW THE REAL WORLD

- Realness & Transparency
 - Diversity & Equality
-

HOW THEY DETERMINE FULFILLMENT

- Self-acceptance
 - Creativity & Self-expression
 - Entrepreneurism
-

WHAT THEY CONSIDER HAPPINESS

- Positivity
- Fun

WHAT MILLENNIALS EXPECT OUT OF CONTENT

DESIRE TO IMMERSE IN CONTENT

72%

tend to find themselves lost in a vortex of entertainment¹

52%

seek out sports because it's fun and to escape²

DESIRE TO SATISFY FANDOM

72%

want to "see it all" when it comes to celebrity content (news, info and interviews)¹

10

the number of sports sites avid sports fans regularly visit²

DESIRE TO BE "IN THE KNOW"

76%

want to be informed on specific topics³

75%

want to learn things and become smarter³

DESIRE FOR RESOURCES TO SUCCEED

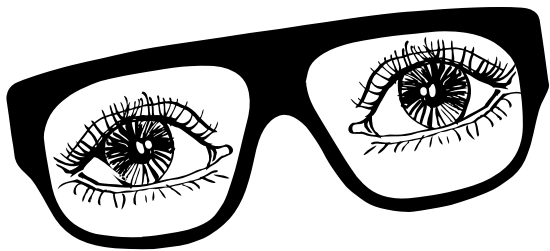
44%

are looking for online resources that will help them transition to becoming responsible adults⁴

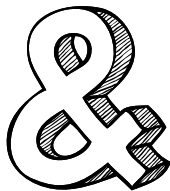
45%

are looking for resources, people, and books to help them get through a financial crisis⁴

MILLENNIALS RECOGNIZE THE NEED FOR ADS, AND ARE WILLING TO SHARE THEM

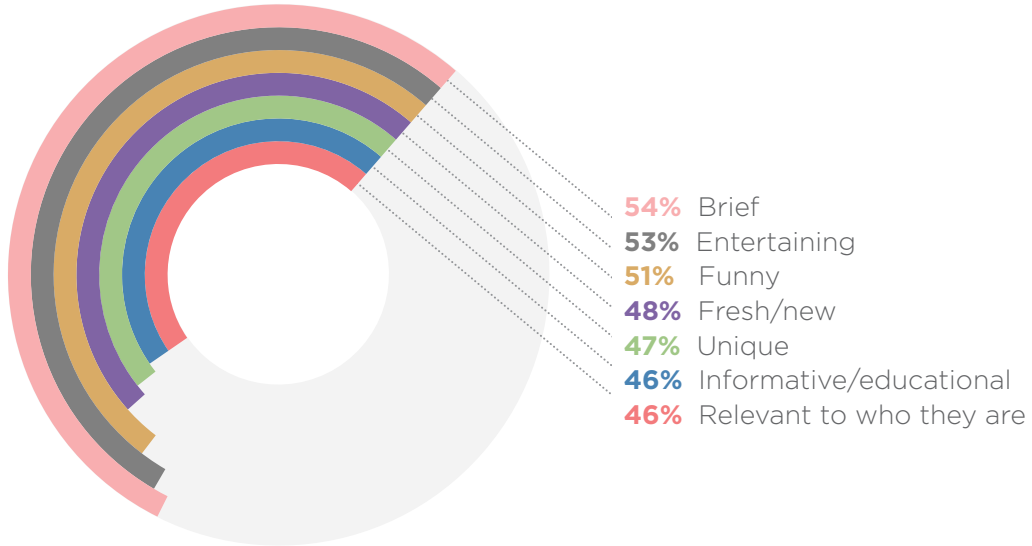


46% of all who notice branded content on Yahoo consume it,



1/3 share it

BRANDED CONTENT ON SOCIAL WORKS FOR MILLENNIALS IF IT IS...





5

STRATEGIC PRINCIPLES
TO REACH MILLENNIALS WITH YOUR CONTENT



BE NATIVE, NOT DECEPTIVE

Millennials are willing to share good advertising, but dislike when advertising feels deceptive. Create native content that is relevant to the environment it's hosted in, but does not mislead the viewer.



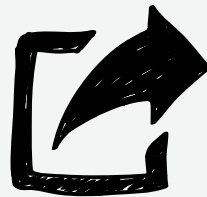
79%

would watch at least some of the native video



55%

would watch the native video again



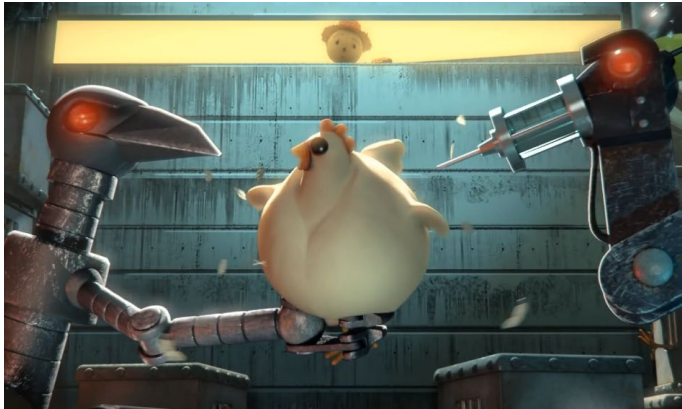
51%

would share the native video

2

BE AN INDIVIDUAL...AND BE READY TO EVOLVE

Know when to evolve your communication to stay culturally relevant and to keep your audience wanting more. Millennials favor brands that showcase their personalities.



3

DELIVER ON AN EMOTION...AND KNOW THAT HUMOR RULES

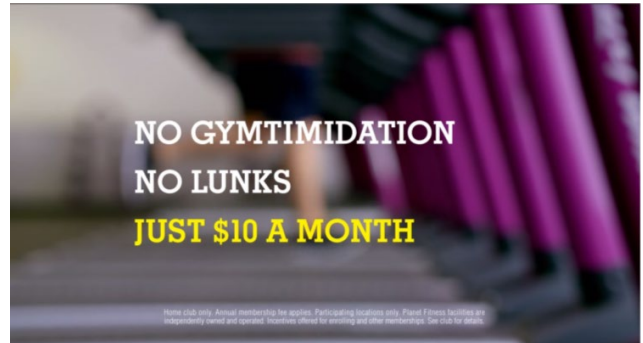
Generate content that gives Millennials an emotional payout. Comedy is the number one most watched genre online and speaks to their values of fun and positivity.





RESERVE JUDGMENT

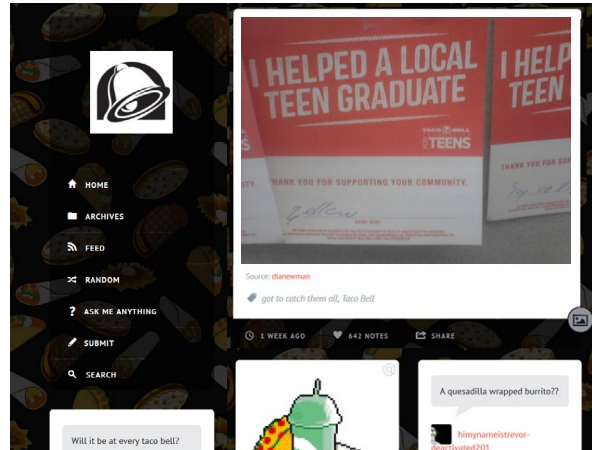
Reserve judgment in conversation with consumers. Millennials engage in creativity and self-expression, which thrive in a judgment-free space.



5

ACT LIKE THE LOCALS

Leverage all different formats - video, images, gifs, and text - to follow the rules of the Millennials' environment.



A pair of hands is shown holding a vibrant red heart. Overlaid on the heart is a large, light blue number '6' enclosed within a white circle with a scalloped, dashed border. The background is a soft, out-of-focus image of the hands and heart.

6

SUCCESSFUL CREATIVE TACTICS

1

SET THE MOOD



CAPTURE A MOOD MOMENT

Act as a repository for a particular mood.

←..... LABEL FEELINGS

Express a complex emotional moment. Bond over a universal human experience.

2

HELP THEM ESCAPE

THE GOOD LIFE

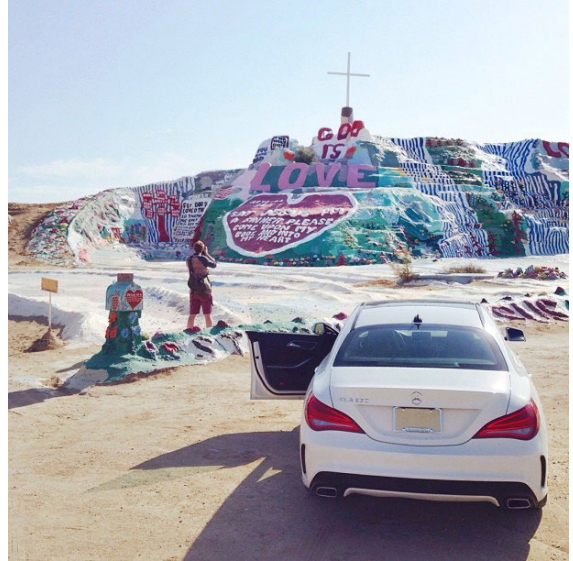
Give Millennials a sense of the good life. It's a chance to broadcast your vision to the world.

SMELL THE ROSES

Reinforce the Millennial values of embracing life and finding happiness along the off-road path to adulthood.

INSPIRATION

Issue a rallying call and provide a new way to look at their lives and the world at large.



3

FUEL CREATIVITY & PLAY



ABSURDIST MASH-UPS

Tap into a key connection point – humor – and find hilarity in the nonsensical.

ART INSTALLATIONS

Inspire collaboration and reinforce your brand's personality with hyper-creative artistic expression.

USE MEMES WISELY

Leverage popular memes that are the right fit for your brand's attributes, and get creative with it.

4

SPOTLIGHT POP CULTURE

SUPERFANDOM

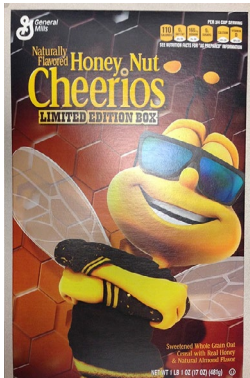
Use expressions of strong fandom involving paying homage, fan art, mash-ups, and reinventions.

←..... NOSTALGIA NODS

Trigger Millennials' nostalgic side for the youth they recently left behind by recalling 90's/00's TV, music, brands, and aesthetics.

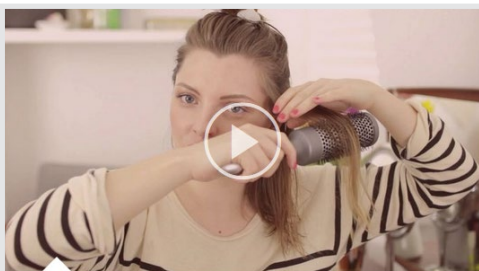
CELEBRITY MUSINGS

Create content about celebrity news – celebrity experiences, musings, or what they're thinking and feeling.



5

HELP THEM SUCCEED



HOW TO ADD
VOLUME TO
STRAIGHT, FINE
HAIR...

←..... HOW-TO'S

Deliver on Millennials' thirst for knowledge and instruction in the form of how-to's. This can take the form of serious and not-so-serious stuff.

LIFE TOOLKITS

Offer a content experience that guides them through their paths and makes them feel smarter. This often takes the form of more serious topics.

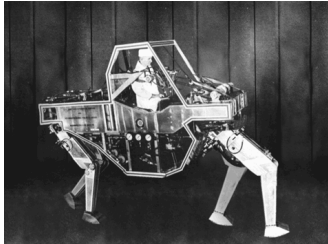
6

HELP THEM DISCOVER



INNER WORKINGS

Reveal a peek behind the curtain of how everyday things are made. Tap into Millennials' desire for discovery.



←..... SUBJECT DEEP DIVES

Offer a deep perspective on a subject matter Millennials may want to learn about.

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