

# Data Points

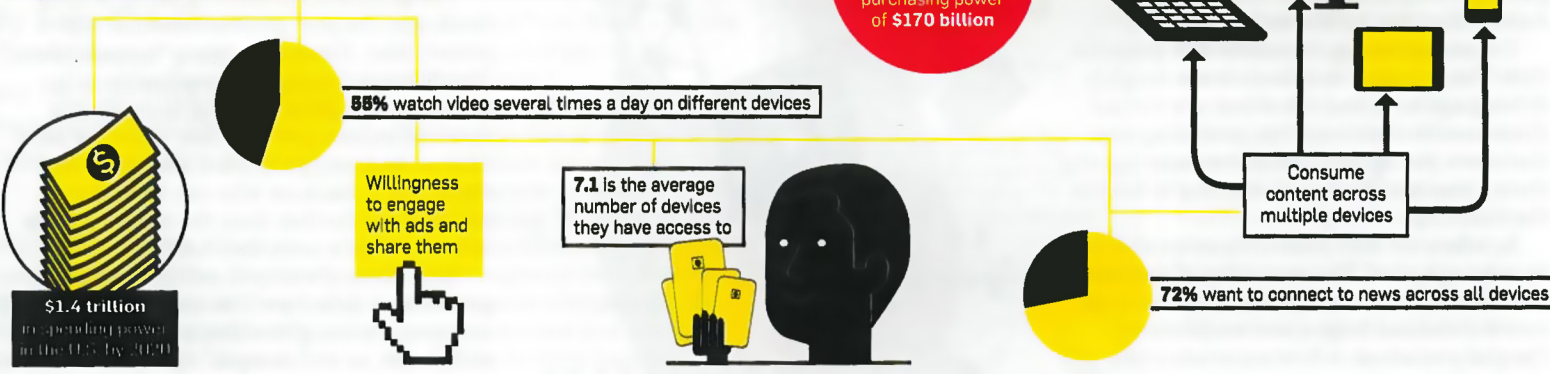
## Millennials and Brands

**By Melissa Hoffmann** More so than any other generation, these younger consumers are cool with ads—as long as you speak their language.

Source:  
 Moosylvania 2015 Millennial Ranking Report  
 Yahoo/DigitasLBI/Razorfish/Tumblr, "Content Marketing Best Practices Among Millennials," 2014  
 Havas, "Hashtag Nation," 2014

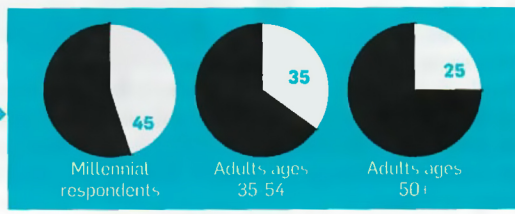
### What Defines the Millennial Shopper?

There are **74.3 million** millennials in the U.S. with purchasing power of **\$170 billion**



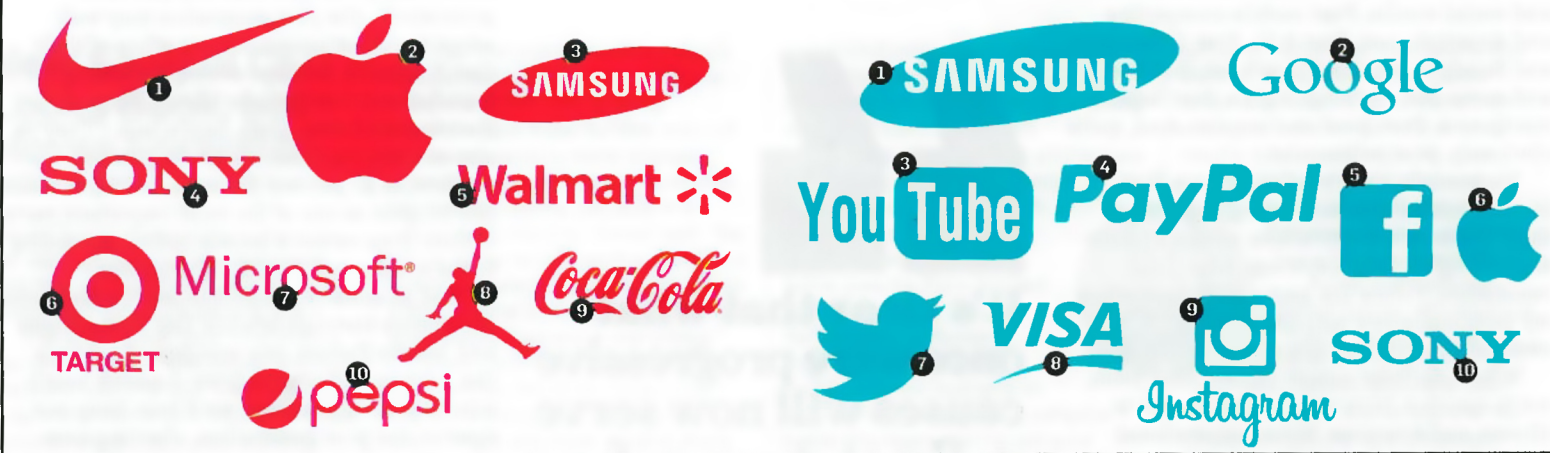
### A Huge Generational Difference in Relating to Brands

Respondents who said brands play an essential role in their lives (%)



### Top 10 Millennial Brands

The rankings are slightly different between studies, but it's clear millennials favor their phones and tech products—and shopping in general.



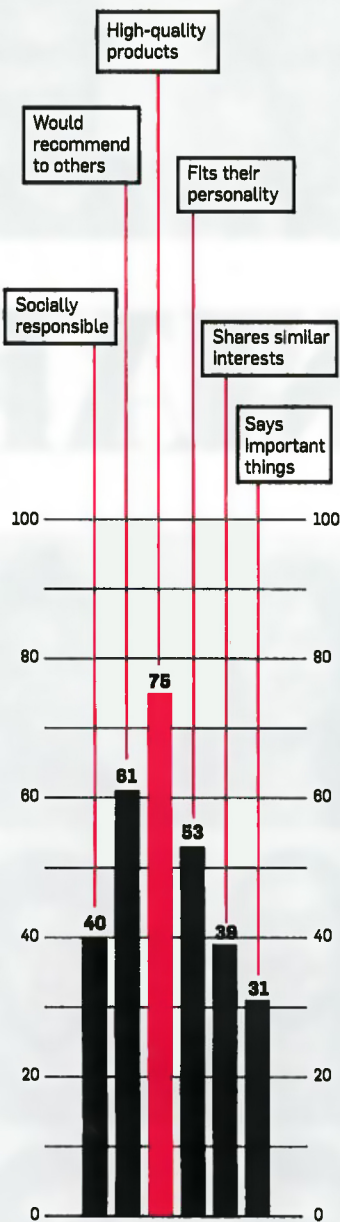
# 'If you can create a friendship with these consumers, you really take it to the next level.'

Norty Cohen, founder and CEO, Moosylvania.

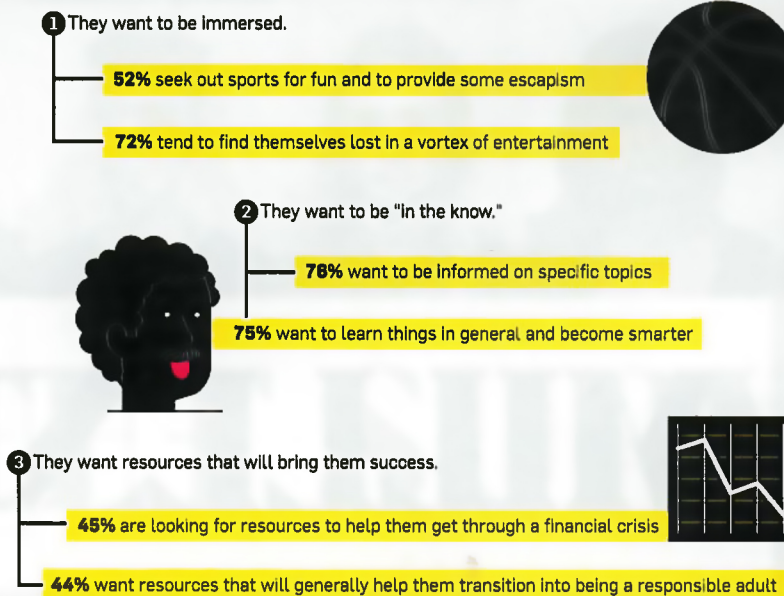
# 40%

Percentage of survey respondents ages 18-24 who said brands don't take young people seriously enough

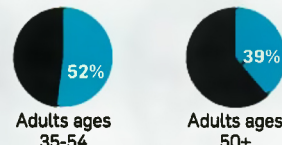
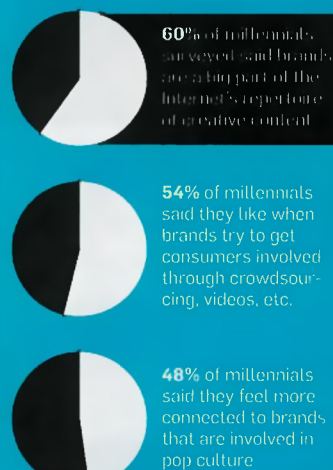
## Most Important Brand Characteristics for Millennials %



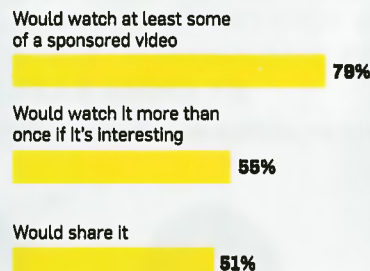
## What Millennials Expect From Brand Content



## Brands Are an Important Part of the Creative Content Online



### Millennials Are Fine With Native Ads—as Long as They Are Not Deceptive



## Top 8 Ways Millennials Advocate for Brands They Love

