participant
THE AUDIENCE

Plurals
- 2000’s

Millennials
- 1980-1999

Gen X
- 1965-1979

Baby Boomers
- 1946-1964

~315m Total US Population

Population percentages based on U.S. Census projections, released 2012
THE NEW GREATEST GENERATION

15–34

~85m

American Millennials

Participant's Entertainism - Media that Leads to Millennial Action, Focus groups and Online Survey of 3,156 P15-34
THE NEW GREATEST GENERATION

• 85 Million
• Highly Diverse
• A Generation Shaped by Crisis & Opportunity
• The Uncovered News IS News

• Alpha Status Democratized
• Authenticity Is Everything
• Feel My Friends Are My Newsfeed
• Lines Blurred between News & Entertainment

• Seeking Passion
• Humor Is Essential
• FOMO Is Real
• Generation Hero
• Curated Identity
66% would seek employment with companies that support causes they care about.

75% would tell friends about companies that support causes and support those companies with purchases and loyalty.

74% think more highly of a companies that helps support causes they care about.

THE NEW GREATEST GENERATION
TELL A STORY
SHINE A LIGHT
COLLABORATE
PROVIDE INSTANT GRATIFICATION
SOLVE A PROBLEM
MAKE IT SCALABLE
SPEAK THEIR LANGUAGE