



# Understanding Millennials for Better Connections

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Bord Bia Consumer Insight & Innovation*

**The Study**

**Introducing the Millennials**

**Life Themes**

**Shopping**

**Rules for Connecting**

**The Segments**

# **The Study**

**Introducing the Millennials**

**Life Themes**

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**Why are Millennials important  
to your brand?**



# Sizable

Over half a million in ROI and 7.6 million in GB.



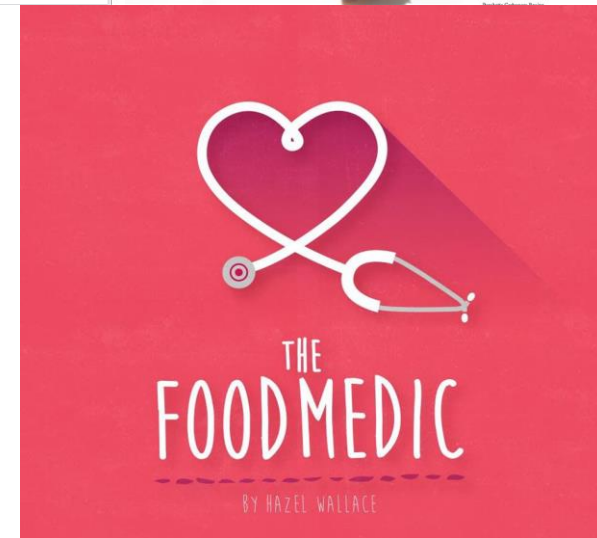
# Influential

Food and drink trends flow up.

*Lovin' Dublin*



New blog post- Comfort food at newly opened The Woollen Mills [www.frenchfoodieindublin.com](http://www.frenchfoodieindublin.com) #dublin #ireland #comfortfood #irishfood





# Interested

Food and drink is in.



# Challenging

Millennials can be tough customers to please.





# Time is now

Beginning to establish more committed and formal relationships.



**Creating a solid and enduring  
connection with Millennials  
can help secure your  
brand's future.**

**jump!**



# 1. Explore

## Breakthrough Labs - Dublin, Cork

Live tracking of a day in the life using an online social media tool

Create a collage of food and drink brands



## 2. Go Shopping



# 3. Count



*Online Survey: 22 - 60 year olds*

1,000 ROI

1,000 GB

*Booster Sample: 22-30 year olds*

401 ROI

574 GB

*May 2014*

**Figure out if Millennials  
would be happy to hang out  
with your brand at a festival.**

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**We asked Millennials to give us  
some words to capture the  
essence of food and drink  
brands they use day to day ...**

**Powerful, romantic, comedic, red-blooded,  
sophisticated, charming, ambitious, playful.**

29 year old male

**Attractive, dependable, loved, competitive,  
trustworthy, accessible, influential, valuable,  
enjoyable.**

24 year old female



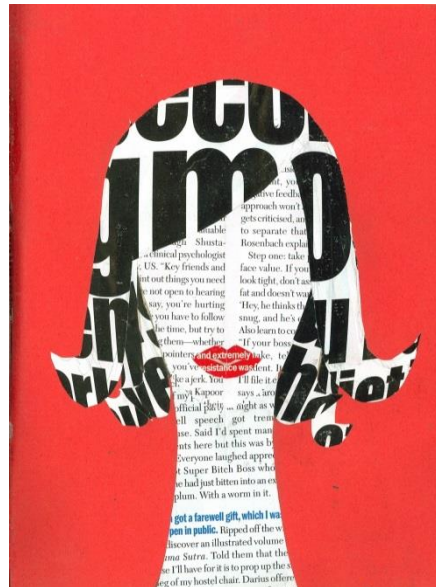
Both had lots of similar brands in their kitchen.  
And both were really just describing themselves.  
Or at least, how they would like to be seen.

*Because we use brands as a proxy to express  
who we are.*

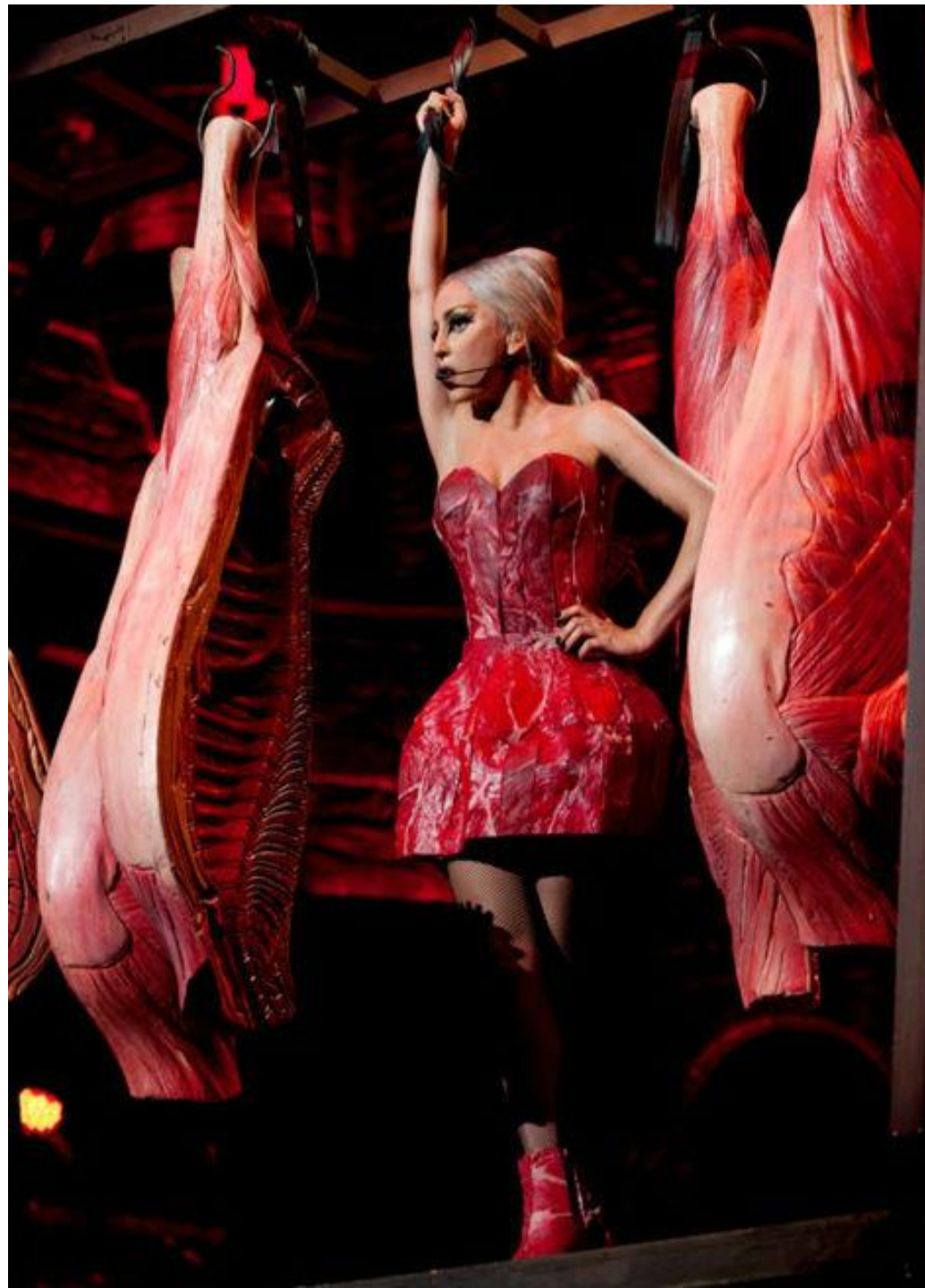


And no group more so than Millennials.

Previous generations have relied on music, fashion, TV, politicians, renegades, rebels and celebrities to help express and shape who they're becoming.



*Millennials have firmly added food and drink as a way of expressing who they are becoming.*

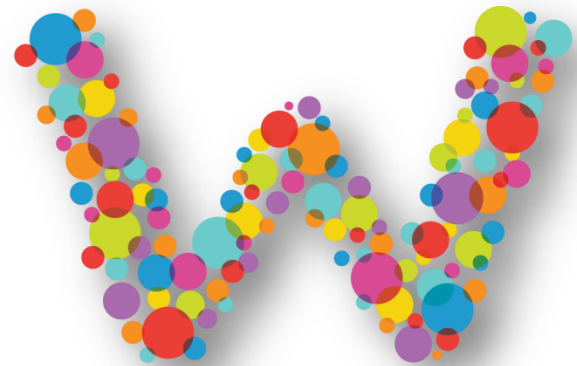




Chefs have been treated like rock stars.

Now the amateur creator is having a go.

*Food at festivals is being talked about almost as much as the music!*



**WESTPORT**  
FESTIVAL OF MUSIC & FOOD 2014

**To connect with Millennials  
you need to be festival ready!**



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# Uncertain Progress: Unsure about what's next

making their own  
way in the world

many unknowns  
ahead

weighing up  
different options

uncertainty of what  
lies ahead



# Pressured Times:

## Stress filled lives

stressful, pressure-  
filled, hectic lives

forge a career

taking on extra work

backdrop of new  
responsibilities





# Exhilarating Discovery:

Desire for new  
experiences

actively seeking new  
experiences

buzz of doing  
something new

need exhilarating  
tales to tell

not missing out by  
choosing to stay put



# Random Escape: Need for frivolous fun

spontaneous fun,  
unexpected escape,  
random adventures

keen not to get too  
stuck in the mire of  
routine living

decompress from  
their pressured lives

random escape is an  
important need





# Sport Active:

Healthy living is  
in

more healthy and  
active living

fitness is in

exercise described  
as “trendy”

more balanced  
about the badness





# Real Connections:

Real time with real  
people

frustration finding the  
time to maintain real  
connections

technology dominated  
by fairly impersonal and  
vacuous interactions

desire to create the  
space and time for real  
conversations





# Beauty Burden:

Pressure to be  
fabulous

pressure to look  
beautiful continues

fabulous social  
media posts, pretty  
selfies, unrealistic  
portrayals of celebs,  
-embrace and reject  
this

males too feel under  
pressure





# Optimistic Self-Focus:

I will be amazing



strong sense of  
optimism

economy is picking  
up, opportunities  
are growing

creating a strong  
sense of self

consciously and  
comfortably make  
selfish choices

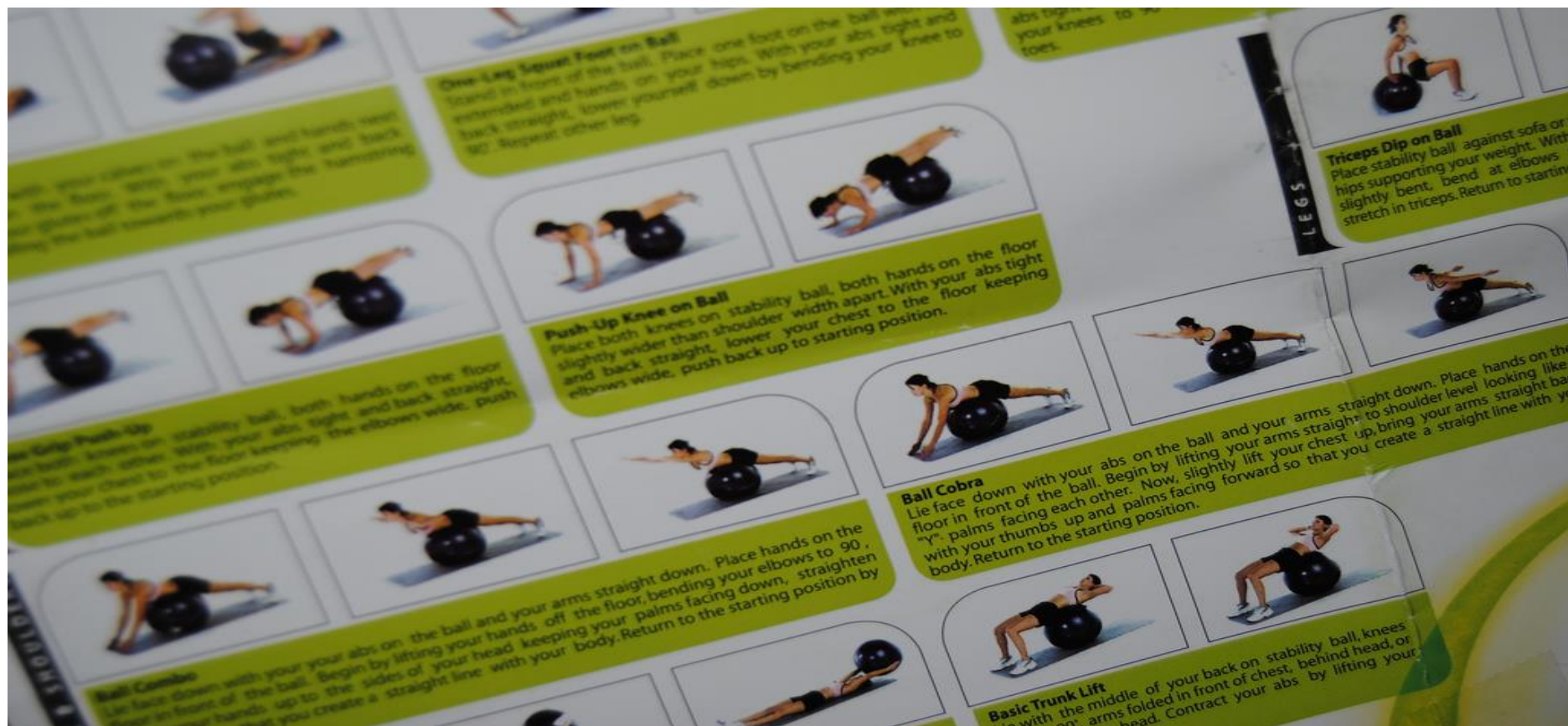


**Millennials need food and  
drink solutions that help  
them feel ...**



# Uncertain Progress: **SECURE**









# Pressured Time: **COMFORTED**







# Real Connections: **GROUNDED**





# Exhilarating Discovery: **EXHILARATED**







# Beauty Burden: **FABULOUS**







# Random Escape: **PLAYFUL**





# Optimistic Self-Focus: **INDULGED**







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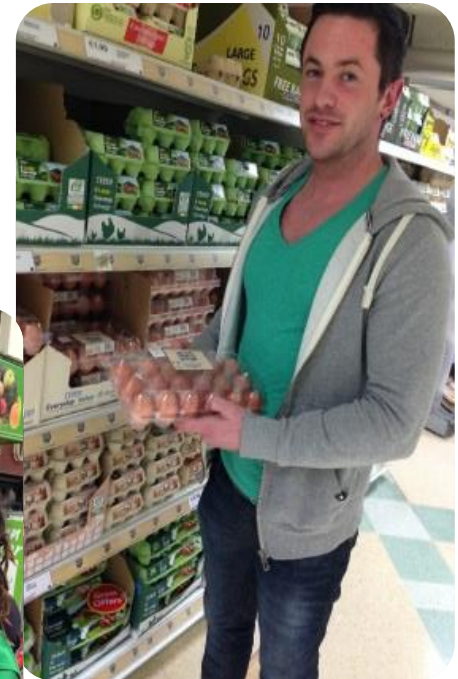
**The Segments**





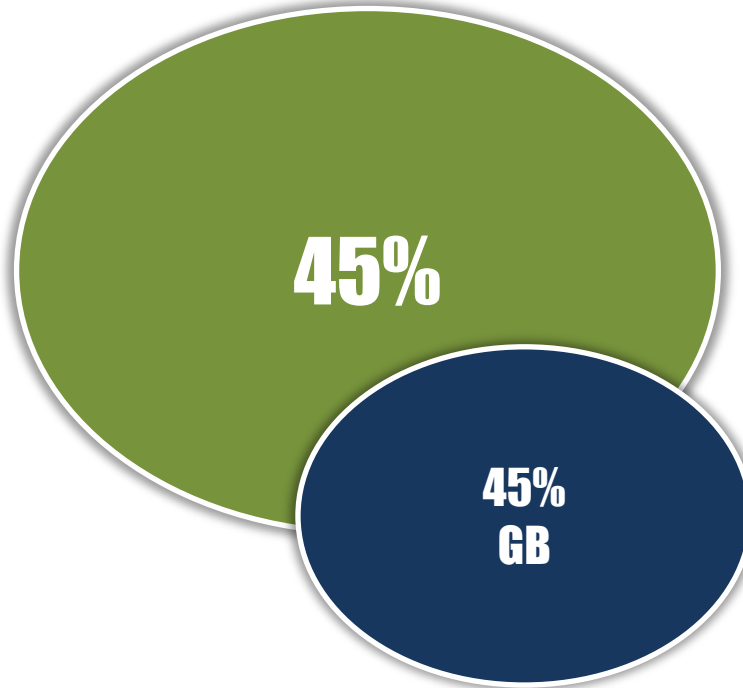


# Understanding how they Shop...



**Might budget  
better than  
mum, but will  
always leave  
room for fun**

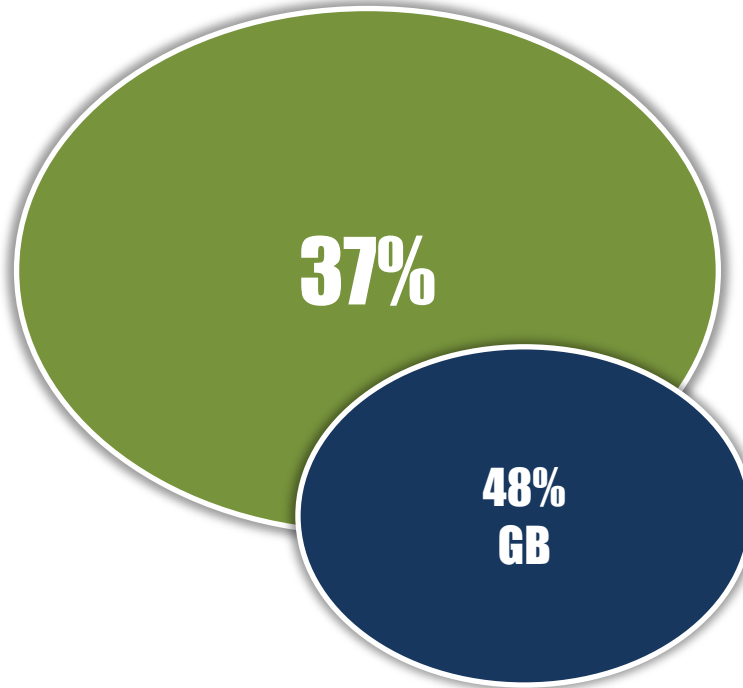
# Grocery Lists



*'I make a grocery list and stick rigidly to it'  
compared to 35% of Baby Boomers*



# Impulse Shopping



*‘When in the supermarket, I choose a lot of products on impulse’  
compared to just 19% of Baby Boomers*

**“**

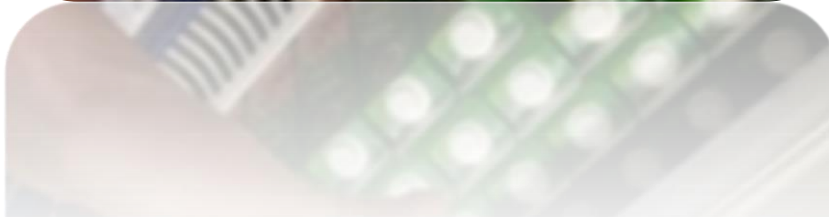
**AlB have this new thing on their app where it breaks down your expenditure. If I go out for dinner and lunches and stuff... it tells you how much you've spent on food alone**

**22-25 year old, Cork**

**”**



Emmet likes to get the basics and then come back for some treats, like Tesco Finest orange juice. Delicious and a hangover saviour.

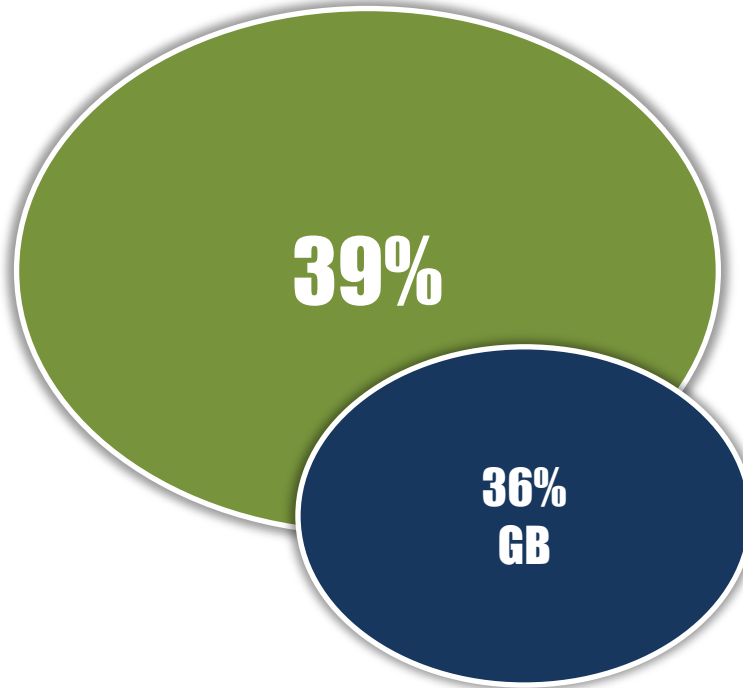




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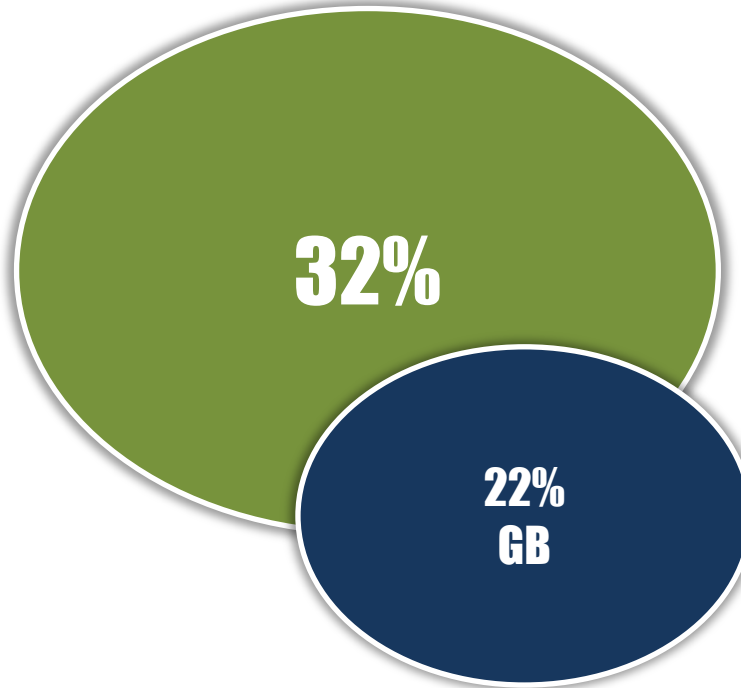
**They've got the  
smarts when it  
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what's on offer  
and where**

# Special Offers



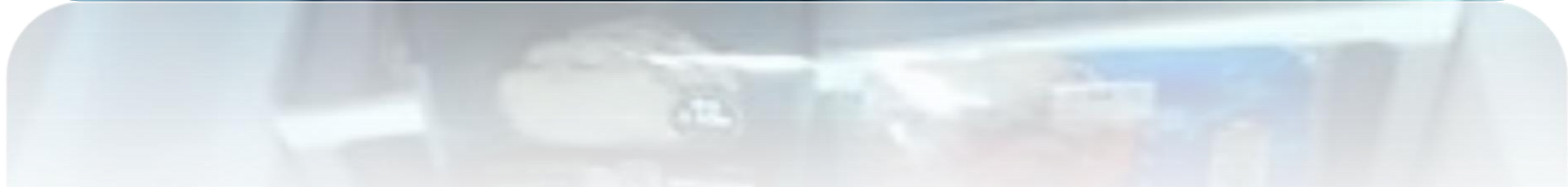
*‘Look up special offers on the grocery store website’  
compared to 28% of Baby Boomers*

# Offline Research



*‘Browse through inserts/grocery store magazines’  
compared to 34% of Baby Boomers*





**“**

**It's cheaper, you can get your six super foods for 39c each in Aldi. I load on that for the week. I spend a fiver and make different things'**

**22-25 year old, Dublin**

**”**

# Amy, 27, in Cork.



## Amy, Retail Manager

- Shelf Savvy
- Budget of €55 p/w
- Expects prices to change each week
- Best friends with Tesco Club-Card





## When Shopping:

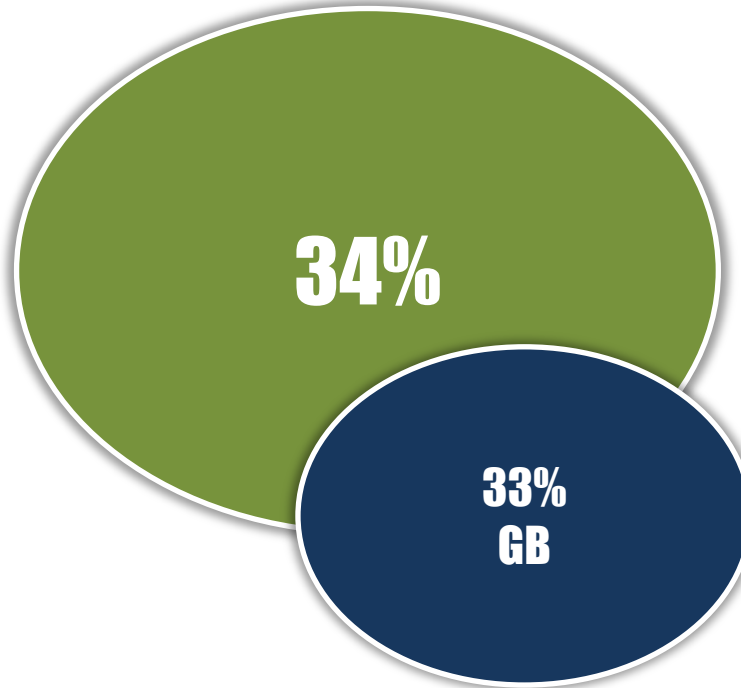
- Price versus quantity
- Watching compromise
- Versatility

**Might budget  
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**They've got the  
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**Inspired by  
more than just  
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store**

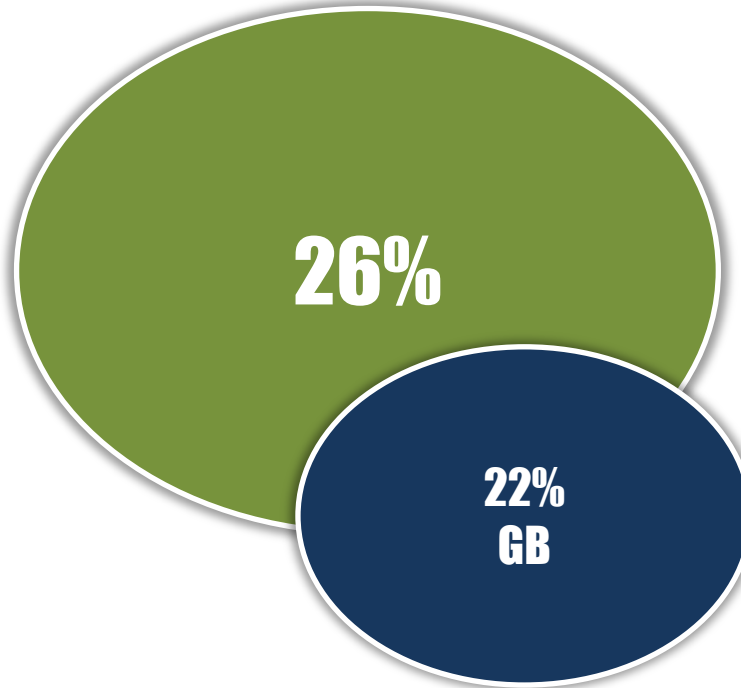
# Shopping Motivations



*They shop because 'Wanted to pick up ingredients for a new recipe I was trying out' compared to 28% of Gen X and 20% of Baby Boomers*



# In-store Research



*They 'Used your phone to look up grocery information while shopping'  
compared to 15% of Gen X and 12% of Baby Boomers*



PHOTO



[Redacted name]

29s



Like

Comment



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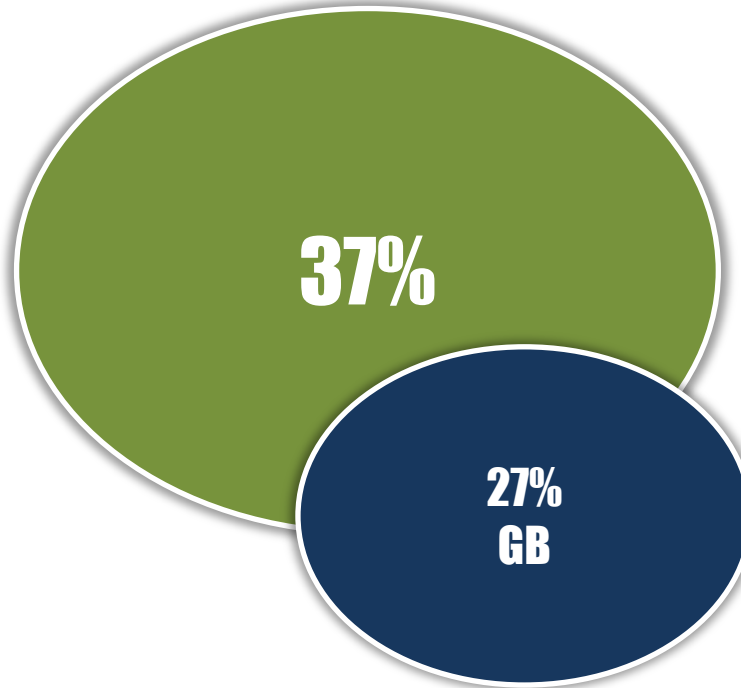
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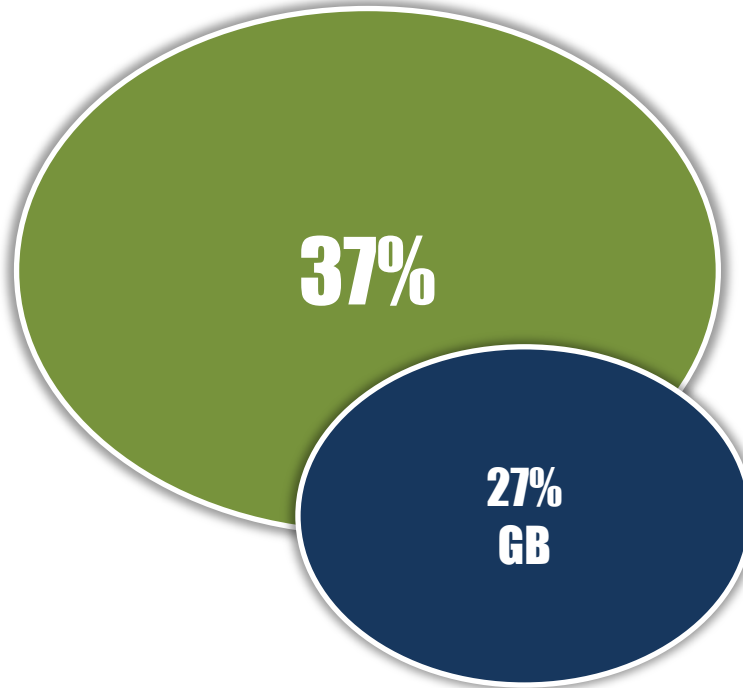


# Choice in Supermarkets



*Agree that 'There's not enough choice in Irish/British supermarkets'  
compared to 24% of Baby Boomers*

# Diets/Lifestyles



*Currently follow a specific diet/lifestyle  
compared to 26% of Gen X and 17% of Baby Boomers*

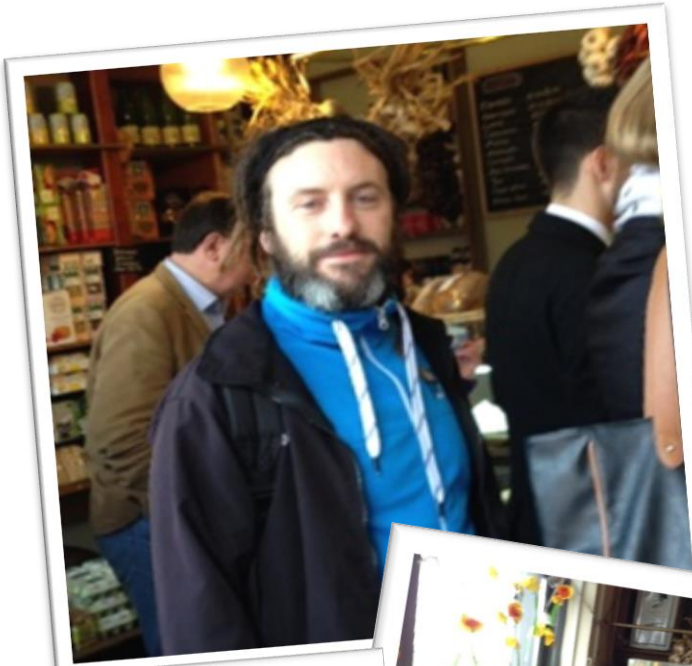
# Experiential shopping...

Average # of times visited per month (ROI)

	Millennials	Gen X	Baby Boomers
Farmers Market	1.5	1.1	0.7
Health food store	1.8	1.1	0.5
Ethnic Food Store	1.6	1.3	0.4
Specialist off-license	1.9	1.2	0.6



# Emmett, 30, Dublin.



Travel has fostered a keener interest in food.

He'll likes to mix mainstream supermarkets with trips to the local butcher, organic food stores and artisan cafés and coffee houses.



# Emmett, 30, Dublin.



What he's thinking about when he's shopping:

1. How **tasty**?
2. How **natural**?
3. How many **dinners**?
4. What are the **staple things** I need  
(herbs, spices, salad base, meats)?
5. Is there enough **variety**?

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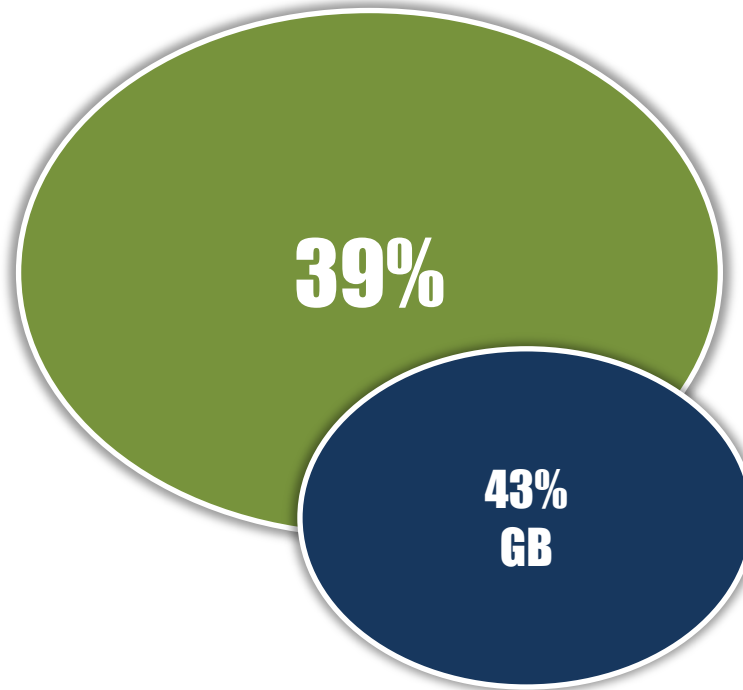
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**Will often pay  
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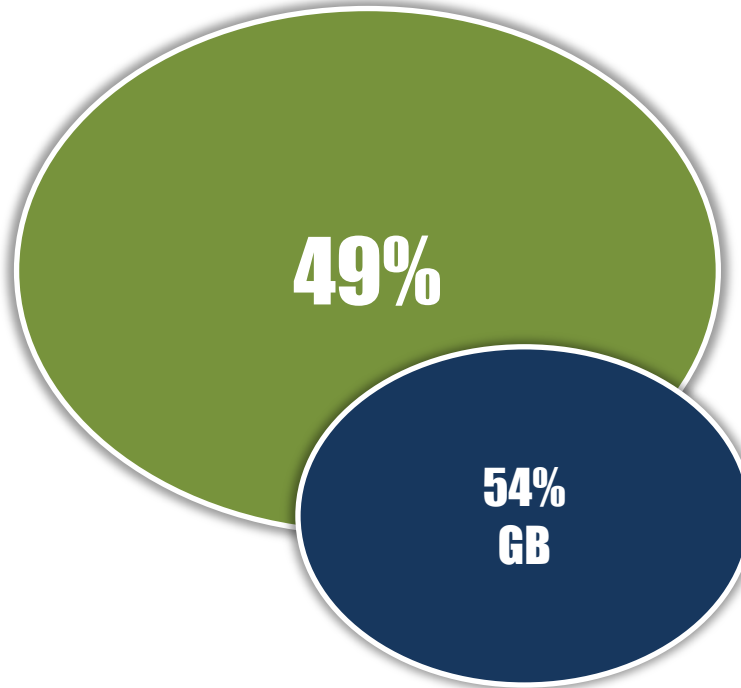
# Brand vs. Private Label



*Agree they don't see any difference between branded and private/own brand food*



# Branded Treats



*Prefer to buy only branded treats  
compared to 46% of GenX and 38% of Baby Boomers*

**“**

**I suppose growing up we would have always had Coke and Heinz. It reminds us of our youth. It is instilled in your head... and Cadburys has always been around**

**26-30 year old, Cork**

**”**



...but notably  
absent when we  
asked them to  
share their  
favourite treats...



Own brand foods  
were highly visible  
in our home  
food diary  
investigations...



...or when we  
shopped in the  
alcohol aisle.

**Might budget  
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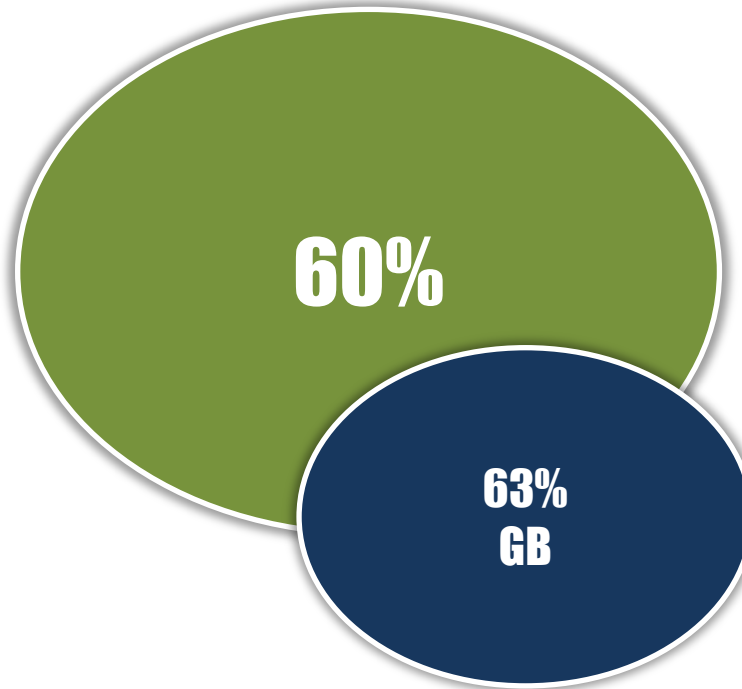
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**Weekend  
versus  
weekday? It's  
night versus  
day!**



## Junk Food



- agree that *'Life would be very dull without junk food'*

**“**

**Weekends I would indulge, it keeps me going all week then. Monday –Friday I am very good.**

**26-30 year old, Cork**

**”**

Aideen, 26, who lives in Dublin shared comparisons of her weekday and weekend.

Weekday: Healthy,  
fresh and light



Weekend: Indulgent,  
fatty and delicious



## Monday to Friday Aisle Shop:

- It's all about 'Food for Fuel'.
- Rice, oats, tins of tuna, meat in bulk and basic and Superfood veg.

## Weekday Shopping







## The Weekend Aisle Shop:

- Soft drinks, sugary alco-pops and beer, crisps, sweets and frozen pizzas.
- After a tough week training he likes “to sit in on a Friday night with his girlfriend and gorge, guilt-free.”

## Weekend Shopping



**The Study**

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# 1. Be Healthful



# 1. Be Healthful

## **Make it easy for Millennials to eat well.**

Fitness is in.

Besides the social gains, they're valuing the mental health benefits too.

They want to look good too of course. Weight is a concern.

They're learning about nutrition. Many are learning how to cook for themselves for the first time.

They're eager to make the right choices and for it to be made simple for them to do that.

# 1. Be Healthful

“

**My lunch is brown rice and mackerel with olive oil and linseed – I like this as it's easy to make, tasty and good ahead of training.**

**26-30 year old, Cork**

”

# 1. Be Healthful

**Morning**



**Afternoon**



**Evening**



Health + Convenience = Healthful

# 1. Be Healthful

*'Sometimes I choose the healthy option, but only if it's convenient and easy'*

	GenX	BB
ROI	44%	45%

**51% ROI**

**51% GB**

*'The foods I choose are closely linked to my fitness regime'*

	GenX	BB
ROI	39%	29%

**41% ROI**

**37% GB**

*Currently on a diet*

	GenX	BB
ROI	26%	17%

**33% ROI**

**36% GB**

Top 5

High Protein	11%
Vegetarian	9%
Gluten free	8%
Juicing	7%
Dairy free	7%



# 1. Be Healthful

## Spell it Out

Explain the functional benefits that your product has to offer to fuel their busy and active lives. Don't assume they understand. They want to know more but feel that nutritional knowledge is not always as accessible as they would like. Call it out up-front.

# 1. Be Healthful

## **Fortify & Collaborate**

Can you simply create a healthier variant? Fortify your product for example. Add something unexpected to boost its health credentials e.g. seaweed, kale, seeds. Superfruit your beer. Collaborate with a healthier brand; clash your products and create something new and exciting.

# 1. Be Healthful

## Restraint

Think about how to promote healthier eating through portion control and portion understanding. What about “half-portions” in the shopping aisles? Smaller plates are growing in popularity in the restaurant world.

# 1. Be Healthful

## Affordable

Imagine if your brand became famous for offering the healthier option at a cheaper price point than the less healthy option. Usually the reverse is true. Think about it 😊.



# 1. Be Healthful



## Nakd

Their range of products provide the nutritional wholesomeness that Millennials are looking for.

# 1. Be Healthful



## Natasha's Living Food

It offers a tasty yet healthy alternative snack which Millennials crave. Healthy made easy.



**2. Be Fast**

## 2. Be Fast

### **Fit into fast paced Millennial living**

Millennials rarely stand still. They want to make the most of opportunities that come their way.

They tend not to be tied down to very structured routines. Things can change day to day for them.

They value having the freedom to make spontaneous and impulsive decisions.

Millennials want to squeeze as much as possible in and finding the time to think about what to eat and drink, to buy something, and physically consume it can slow them down.

They want options that will fit in with their fluid on the go lives.



## 2. Be Fast

*'I'm too busy to cook meals as often as I would like'*

	GenX	BB
ROI	29%	19%

**41%  
ROI**

**46%  
GB**

*Average # of times per month Millennials buy food or drink to eat on the go*

	GenX	BB
ROI	4.2	2.4

**6.2  
ROI**

**6.2  
GB**

*'I prefer to graze and snack as I need to rather than have set meal times'*

	GenX	BB
ROI	21%	14%

**32%  
ROI**

**33%  
GB**

*'I buy a lot of convenience food'*

	GenX	BB
ROI	16%	10%

**29%  
ROI**

**39%  
GB**

## 2. Be Fast

### Add Pace

Can your product be more pacey to fit with the fast lives Millennials lead? Think about how your product is prepared. How it is eaten or drunk. How it is packaged. Are there opportunities to save time, without compromising on taste or satisfaction.

## 2. Be Fast

### **Purchase Speed**

How can you help Millennials buy your product faster than any other product. We're already in the world of contactless payments, mobile payments. Imagine you made your product the easiest product to pay for in a local convenience store. How cool would that be.

## 2. Be Fast

### **Moveable Feasts**

Are you making it easy for Millennials to take your food and drinks on the move with them? Re-usable and secure packs to allow easy transport on the go and avoid wastage or spillage. Can you make your product more hand friendly?



## 2. Be Fast



### John West Steam Pot Infusions

Healthy snack for Millennials with little time but looking for a flavoursome, satisfying bite.

## 2. Be Fast



popchips

Healthy snack  
option to image-  
conscious people  
on the go.



**3. Be Naughty**



# 3. Be Naughty

## Indulge in Millennial's desire for badness

Despite lots of talk of healthy living and sporty activity, Millennials love to let go and gorge.

Particularly after a late night, they enjoy a chill out the next day in front of the TV with their favourite decadent foods.

There's sizeable numbers who are not overly concerned about the health and nutrition credentials of what they're eating and drinking. They take a more carefree approach and eat and drink as they choose.



“

**We have all got really busy lives going on and a bit of junk food at the weekend or whatever is a good way to unwind.**

**22-25 year old, Dublin**

”

# 3. Be Naughty



Brands dominate when indulging

# 3. Be Naughty

## Celebrate the Gorge

When Millennials actively choose to “pig-out” they want to enjoy it; to luxuriate in the badness; not to feel guilty about the gorge. So help them celebrate it. If your product plays into their naughty side, take a stance and embrace it. Don’t hide from it.

# 3. Be Naughty

## Get Sloppy

When being naughty, Millennials want to get stuck in. They want to use their hands, they don't mind getting messy, slurping and noisily chomping; it's all part of being a bit bold. So get sloppy with them. Play up that it's not a dainty experience. Encourage them to get down and dirty with your brand.



# 3. Be Naughty

## Spark Some Outrage

Man vs Food is very popular among Millennials. They can be fascinated by excessive food indulgences. For example, the Pizza Hut Cheeseburger Crust Pizza (10 burgers in the pizza crust...mmn delish). Can you do a limited edition outrageous version of your product. Grab their attention by really stretching the boundaries of good taste and restraint.

# 3. Be Naughty



## Doritos

Doritos position themselves firmly in party time.

They innovate well on flavours, bringing lots of choice and discovery to naughty times for Millennials.

# 3. Be Naughty



## Burger King's Bacon Sundae

It is often the excessive and the downright outrageous which catch the eye of Millennials.



## 4. Be a Fajita



# 4. Be a Fajita

## Create more opportunities for shared experiences

Millennials love getting together.

They talk about “living for the weekend” because that’s the time they have their important shared experiences with the people who matter most to them.

Nights in with the girls, nights out with the lads, football games, poker nights, birthdays and reunions. And food is more often than not a central part of these shared experiences.

They’re looking for easy and tasty food and drink experiences that everyone can sit around and share with some good conversation and laughs.

# 4. Be a Fajita

*'I enjoy getting friends together for a meal I've made'*

**56%**  
**ROI**

**56%**  
**GB**

*'While there's many things I'd like to own, I'd prefer to spend my money on experiences I can share with others'*

**65%**  
**ROI**

**61%**  
**GB**

*'Food and drink is a really important way to bring people closer'*

**70%**  
**ROI**

**68%**  
**GB**

# 4. Be a Fajita

## Break it Up

Can your product be “portioned”? Can you break it up in a way that facilitates sharing or guide the preparer in how to make it more easily shareable.

## Eventful

Inspire people to get together - create a reason for people to share time together in the company of your food or drink. Be in tune with their events. The big occasions that they enjoy coming together for. Put yourself in the centre of that action.

# 4. Be a Fajita

## Size Matters

Think about the size of your packs; your multi-pack options? Do they lend themselves to bulk use? When preparing specific meals, can amounts be easily doubled; tripled?

## Make it Pretty

When serving food for sharing, Millennials want it to reflect well on them. Will it look good? What will it say about their taste? Will it demonstrate some skill on their part? Think about new ways for how your can product add to Millennial culinary esteem.



## 4. Be a Fajita

Share a  
**Coke.** with...



### Coca-Cola Share a Coke

They're tapping directly into the need for more personal and intimate encounters.

# 4. Be a Fajita



## Secret Garden

Lidl bringing people together without revealing themselves until the end, to highlight how good their food is.





**5. Be Beautiful**

# 5. Be Beautiful

## Add to Millennial Storyful Living

Millennials are engulfed by a massive visual culture - selfie craze, constant Facebook updates, Snapchat pics, Instagram shots infiltrating Twitter feeds.

Millennials want to capture and share both their significant and insignificant food and drink moments.

They also like being entertained by food porn.

Food is fashion which is there to be mused over, to titillate, to be glamourised and Millennials are lapping it up.



# 5. Be Beautiful

“Lunch in Super Miss Sue ”



“The pizza is from Paulies Pizza - unreal Pizza!”



“The gin is Hendricks and I was at Drury buildings”



Casually beautiful.

# 5. Be Beautiful

*Posted or shared a picture of food on Facebook*

	GenX	BB
ROI	14%	8%

**20%  
ROI**

**20%  
GB**

*'I like to use social media to keep people up to date on what's going on in my life'*

	GenX	BB
ROI	36%	24%

**45%  
ROI**

**53%  
GB**

*'Sometimes I'll buy a food or drink product just because the packaging caught my eye'*

	GenX	BB
ROI	36%	28%

**44%  
ROI**

**48%  
GB**

*'Well-designed packaging gives me confidence in the food and drink products I buy'*

	GenX	BB
ROI	37%	29%

**48%  
ROI**

**50%  
GB**

# 5. Be Beautiful

**Always  
Fabulous**

We eat with our eyes. Our products always need to look fabulous. If the raw product isn't pretty, the packaging needs to be amazing.

# 5. Be Beautiful

## Find your Fans

Think about what you can do to encourage your customers to share pictures of your products. Consider competitions, promotional offers, identifying Millennial brand ambassadors - genuine fans of your brand who will hero you online.

## Titillate

Think about your Twitter feed, Instagram account, Pinterest, Tumblr....how are you glamourising your product and titillating with your food and drink porn?



# 5. Be Beautiful



## Skoff Pies from Donal Skehan

Skoff Pies are beautifully designed packs, bang on trend for Millennials.

# 5. Be Beautiful



## Nando's Finger Selfies

Taps into the bigger life theme of Random Escape - Millennials are looking for easy ways to have some frivolous fun; as well directly playing into the visual culture.



## 6. Be Revealing

# 6. Be Revealing

## **Share your knowledge. Divulge your secrets.**

Millennials are becoming more interested in understanding what exactly they're eating and drinking.

They're beginning to pay more attention to product sourcing; product manufacture.

They're keen to make more informed choices. To get behind the scenes a little. So they are looking for the workings of the food industry to be little bit more demystified.

As they start asking more questions, they're putting more emphasis on brands which appear to be more open and act with greater transparency. Brands that are willing to share what they know, to help their customers make smarter decisions.



# 6. Be Revealing

*Always/Sometimes  
check for country of  
origin*

**89%**  
**ROI**

**80%**  
**GB**

*'I like to know the  
story of where my food  
& drinks have come  
from and how they're  
made'*

**50%**  
**ROI**

**44%**  
**GB**

# 6. Be Revealing

## Behind the Scenes

Let your customers in behind the scenes. Demonstrate that you've nothing to hide; and in doing that help them learn a little bit more about your industry.

# 6. Be Revealing

## Get Closer

Invite customers to be your co-creators. Demonstrate that their opinion is valued. Help them shape your next creation. Help them feel involved and closer to your brand.

## In the Know

Share your knowledge with your customers. Give them tips on the best way to avoid wasting your product for example; or how to make it last longer/go further. Small and simple pieces of information that they'll value.

# 6. Be Revealing



## Taco Bell

Taco Bell recently joined the popular app Snapchat.

Using this app Taco Bell gives behind the scene footage on how their food is made and content on new food products they are creating.





# 7. Be Generous

# 7. Be Generous

## **Appreciate their custom. Always and forever.**

Millennials can be a fickle bunch. Flitting from one brand to the next. Trying out different things. Not feeling any great desire to be loyal.

They often *claim* not to be interested in brands and shop on price alone. Price is a big consideration for them. So brands need to work that bit harder to justify their price point.

Therefore, it's really important to be generous. To demonstrate that you appreciate their custom. That you want them coming back again and again.

They don't want to be taken for granted. They don't want their custom to be assumed.

This isn't about always offering deals, being on discount. But more about finding a way to reward your loyal customers, to create fans of your brand.

## 7. Be Generous

“

**Centra have a card now and they email me and it maybe once every six weeks, I might get an email to say there's a free coffee and biscuits for you.**

**22-25 year old, Cork**

”



# 7. Be Generous

*'I'm not interested in food brands, I choose whatever is the cheapest'*

	GenX	BB
ROI	32%	26%

**37%  
ROI**

**40%  
GB**

*'In the supermarket, I usually shop based on what's on promotion/ special offer'*

	GenX	BB
ROI	65%	59%

**69%  
ROI**

**69%  
GB**

*Look up special offers on the grocery store website*

	GenX	BB
ROI	38%	28%

**39%  
ROI**

**36%  
GB**

*Ask friends/family or hear from friends/family about special offers or discounts*

	GenX	BB
ROI	15%	8%

**16%  
ROI**

**17%  
GB**



# 7. Be Generous

## Find your Fans

Find your fans and hero them. Who are the people who would write to their supermarket if you were delisted? Track them down and make them famous. Show everyone how much you adore your fans.

# 7. Be Generous

## **RAOK**

Random Acts of Kindness...find new ways to surprise and delight your customers. Do more than a competition or a giveaway. Surprise them at the checkout (real or virtual). Share it online.

## **Give it Away**

Sometimes you do need to just give a little away. Birds Eye recently had a pop-up restaurant where people could eat for free once they tweeted about it. Generosity can work both ways.

# 7. Be Generous



## Nando's Loyalty Card

For Millennials, it is about more than just free stuff. They want to be constantly acknowledged for their custom and Nando's through their unique loyalty card get to do this on a regular basis.

# 7. Be Generous



**Anthon Berg**

Danish Chocolatier, pop-up shop lets you buy chocolate with good deeds...





## 8. Be Virtuous

# 8. Be Virtuous

## **Effort free goodness for Millennials.**

When asked directly most Millennials say they aren't really that pushed or willing to pay more for the more sustainable or ethically produced product.

When asked in a quant survey though, the results would suggest that it is in fact pretty important to them.

The reality is, they want a brand's "good" credentials to rub off on them *effortlessly*. They prefer to make the better choice - better for the world, better for the farmer, better for the animal - but they need to be able to make that decision with out making much effort. They want goodness built in.

For brands this is about minimising harm. Acting with integrity and goodness; and not expecting your customer to pay more for simply doing the right thing.

# 8. Be Virtuous

*'I prefer to buy from companies that are aware of the impact of environmental issues'*

	GenX	BB
ROI	51%	48%

**54%  
ROI**

**54%  
GB**

*'It's important to me that the food & drinks I buy are ethically sourced'*

**48%  
ROI**

**47%  
GB**

# 8. Be Virtuous

## Do More

Imagine if your brand was the most virtuous in your category, but you weren't the most expensive. That makes you an effort free choice for Millennials. Think about how you can grow your brand's virtuous credentials.

## Call it Out

If you're doing good, make sure your customers know about it. Don't assume they do. None of the Millennials we spoke to knew that Cadbury Dairy Milk used Fair Trade chocolate.

# 8. Be Virtuous

## Participation

Think about super easy ways your customers can help/get involved in your cause. Feel part of the action without a massive effort.



# 8. Be Virtuous



## Capri Sun

Capri Sun provide a good example of engaging consumers in making recycling fun.

# 8. Be Virtuous

## Yeah Burger

“Food You Can Feel Good About<sup>SM</sup>” - food without harmful chemicals and heavy processing, food from farmers we know, and food that respects the environment and the humane treatment of animals.”





**9. Be Brave**

# 9. Be Brave

## **Champion their adventurous spirit**

Want more adventure in their life.

Many love trying new products.

Appreciate new and unusual pairings, flavours, stretching experiences that they can talk about and share with friends.

Travelling a lot. They want discovery and more stretching experiences.

So brands need to be brave to rise to this challenge. Push your boundaries to start stretching theirs.



# 9. Be Brave



Trying New - Some of the products we spotted in their home



# 9. Be Brave

*'I love finding new products to try when I'm shopping for groceries'*

	GenX	BB
ROI	61%	53%

**65%  
ROI**

**70%  
GB**

*'It's important to me to be up on new food trends and happenings'*

	GenX	BB
ROI	27%	21%

**30%  
ROI**

**32%  
GB**

*'I would like more adventure in my life'*

	GenX	BB
ROI	65%	56%

**68%  
ROI**

**65%  
GB**

*'Life is best when it's action packed'*

	GenX	BB
ROI	48%	44%

**63%  
ROI**

**60%  
GB**

# 9. Be Brave

## Stretch

Stretch their palates, give them a story to tell.

Think about offering some limited edition variants that will really create some buzz; drive trial.

Or do a pop-up stand/store and pass it over to customers to create the most unusual flavours.

# 9. Be Brave

## Collaborations

Think about young and rising artists, musicians, fashion designers, sport stars. Draw inspiration from their approach to life.

How can you make your product more rebellious; more playful; more outrageous; more ambitious?

# 9. Be Brave

## In Tune

Help Millennials stay on top of emerging food and drink trends.

Figure out how your product can fit into the latest trend be it Paleo, Gluten-free, meatless Mondays...whatever it may be.



# 9. Be Brave



## Brewdog

Brewdog view themselves as revolutionaries in the alcohol industry.

Their mission is to be as unconventional as possible.

# 9. Be Brave



## Cadbury's Marvellous Creations

Marvellous Creations provide something entirely different and the bizarre combinations have brought a buzz to the category.



**10. Be Interested**

# 10. Be Interested

**Prove you're fascinated by them.**

## Get Closer

Watch their TV shows.

Listen to their music.

Read their magazines, read their blogs.

Follow them on Twitter, Pinterest, Tumblr.

Hang out in their cafes and bars.

Go to their gigs.

Tune in to their lives.

Observe and listen, over and over again.

Know what's hot, what's not?

Know what's important to them.





**The Study**

**Introducing the Millennials**

**Life Themes**

**Shopping**

**Rules for Connecting**

**The Segments**

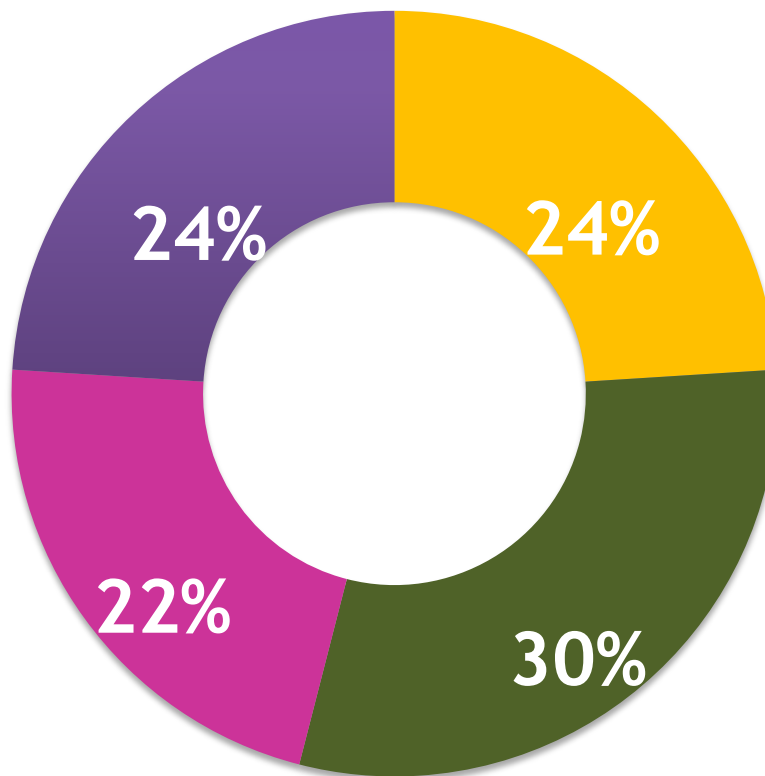




**Grazers**



**Gatherers**



**Hunters**



**Nurturers**







Gatherers





# Nurturers





# Hunters



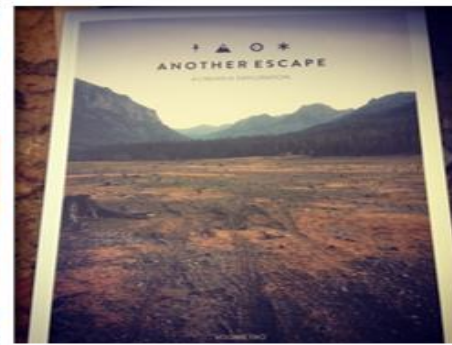
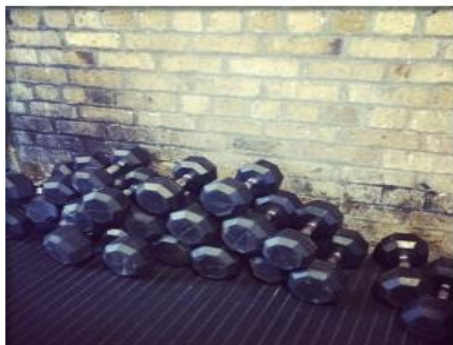


# Grazers



**So, are your brands  
festival ready?**





*Thank you!*  
*Helen King & Grace Binchy*  
**[www.bordbia.ie](http://www.bordbia.ie)**