

A LABOR OF LIKE

Millennials 2015
Favorite Brands Ranking Report



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WHY MAKE FRIENDS WITH MILLENNIALS?

They Have The Power



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Boasting a population of 75 million, the Millennial generation is quickly becoming the most influential group of consumers. However, they reject traditional advertising, preferring instead to build relationships with brands. And, with buying power in the billions, Millennials are the kind of friends your brand wants to make.

U.S. PURCHASING POWER BY GENERATION

MILLENNIALS

POPULATION
74.3 MILLION

\$170 BILLION
IN PURCHASES PER YEAR

GENERATION X

POPULATION
65.7 MILLION

\$125 BILLION
IN PURCHASES PER YEAR

BABY BOOMERS

POPULATION
84 MILLION

\$2.9 TRILLION
IN PURCHASES PER YEAR

SOURCE: MARKETING CHARTS

THE TARGET

KEEPS MOVING



Changes in the marketplace, technology and consumer behavior are rolling out at high speeds. As a digital ad agency, our mission is to roll with those changes. Last year, we launched our first Millennial study, focusing on the channels and methods that led to marketing success. This year, we'll identify which brands are connecting with Millennials and discovering just how they do it.



THE TRUTH IS OUT THERE

2015 Millennial Ranking Report

Moosylvania and Great Questions, LLC, began the ranking report with qualitative research to learn which brands are often at Millennials' sides. We then used panel studies to explore why those brands are connecting so strongly.





HOW WE DID IT

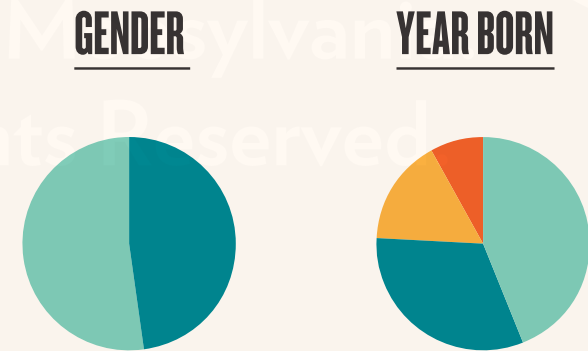
Our initial panel study of 500 Millennials identified their favorite brands as well as high-awareness brands that hadn't yet earned Millennial affection. This initial study confirmed that the top brands persisted year after year, even if the individual rankings shifted.

A subsequent panel study of 1,000 Millennials explored how those brands connect – deciphering what traits can transform a high-awareness brand into a trusted friend.

WHO WE TALKED TO

1,500+ MILLENNIALS

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52%
FEMALE

48%
MALE

44%
1980-1984

32%
1985-1989

16%
1990-1994

8%
1995 OR LATER

BREAK THROUGH THE FRIEND FILTER

Brands Who Do The Work Win

Many companies pursued Millennials, and some found the right balance between marketing and friendship. In an unaided survey, the following brands were listed as Millennial favorites.



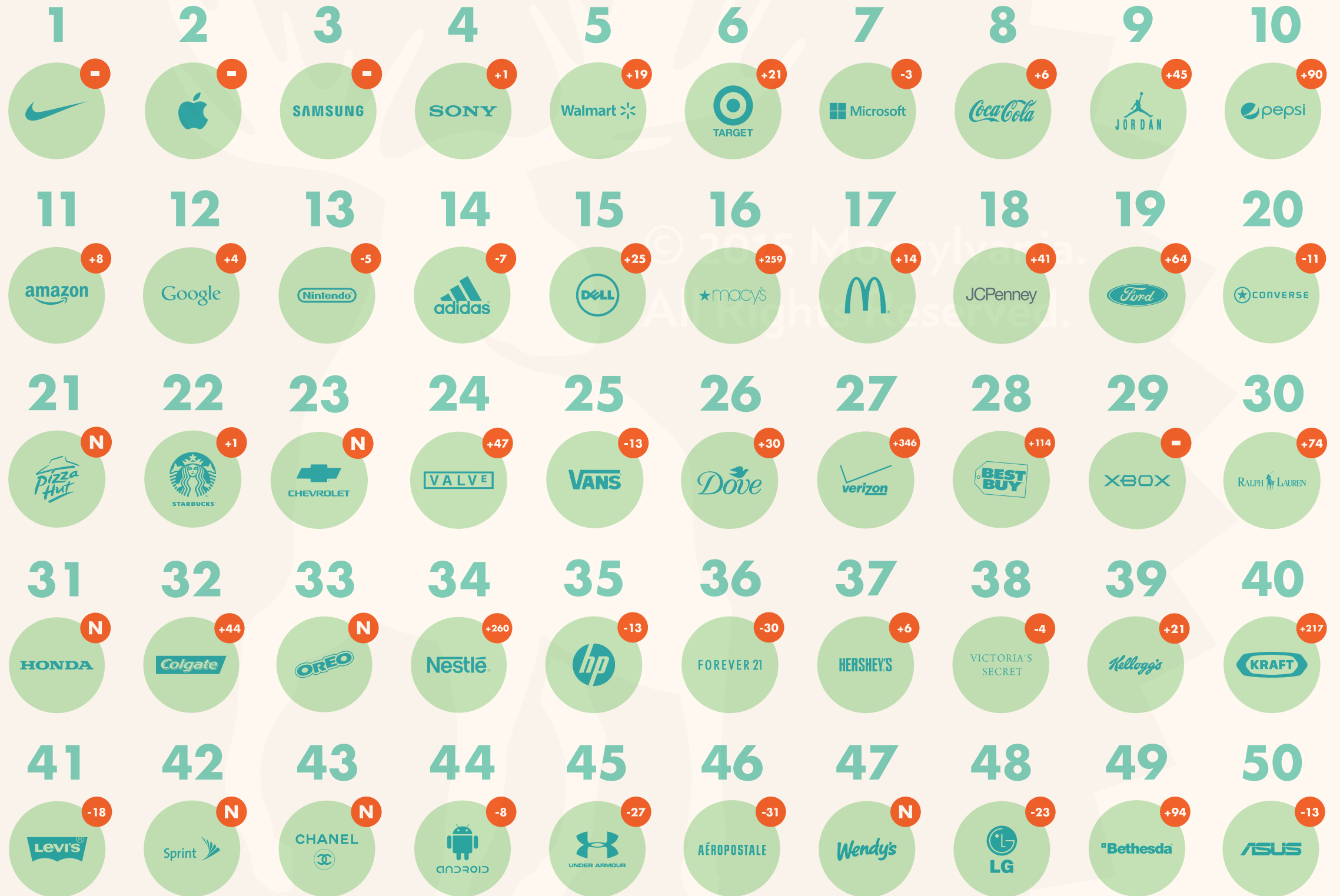
TOP 50 MILLENNIAL BRANDS

2015 STUDY

MOVEMENT FROM 2014 STUDY

RANKING CONSTANT YEAR OVER YEAR

NEW ENTRIES



TOP 10 MILLENNIAL BRANDS

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● 2015 STUDY ● MOVEMENT FROM 2014 STUDY ● RANKING IS CONSTANT YEAR OVER YEAR

STICKINESS

STARTS HERE

Making The Millennial Shortlist

We asked Millennials what they want in a right hand brand and got responses ranging from accessibility to unique features. We narrowed the list down to traits that spurred the most conversation and positive responses. Want Millennials stuck on your brand? Here's the glue that will hold your marketing together.



WHAT MATTERS TO MILLENNIALS

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HIGH-QUALITY PRODUCTS



WOULD RECOMMEND



FITS THEIR PERSONALITY



SOCIAL RESPONSIBILITY



SHARES SIMILAR INTERESTS



SAYS IMPORTANT THINGS



THEY'RE SCREENING
YOUR CALLS

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Millennials aren't going to answer your call to action, but they will take a call from a friend. So, how do you get your brand into the friend zone with a generation that's playing hard to get? Put those key brand characteristics together, and it comes down to simple directives.

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All **MAKE THEM LOOK GOOD,**

MAKE THEM FEEL GOOD

AND

ENTERTAIN THEM.

MAKE ME LOOK GOOD

IT GOES BEYOND GADGETS

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This generation is looking for brands that help them become something more than their regular selves. Provide a high-quality product or service that helps them look cool, and Millennials will return the favor with their recommendations and purchasing power.

These brands demonstrate top quality and have the recommendations to prove it.

amazon

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TARGET

Google

SAMSUNG



Microsoft

Coca-Cola

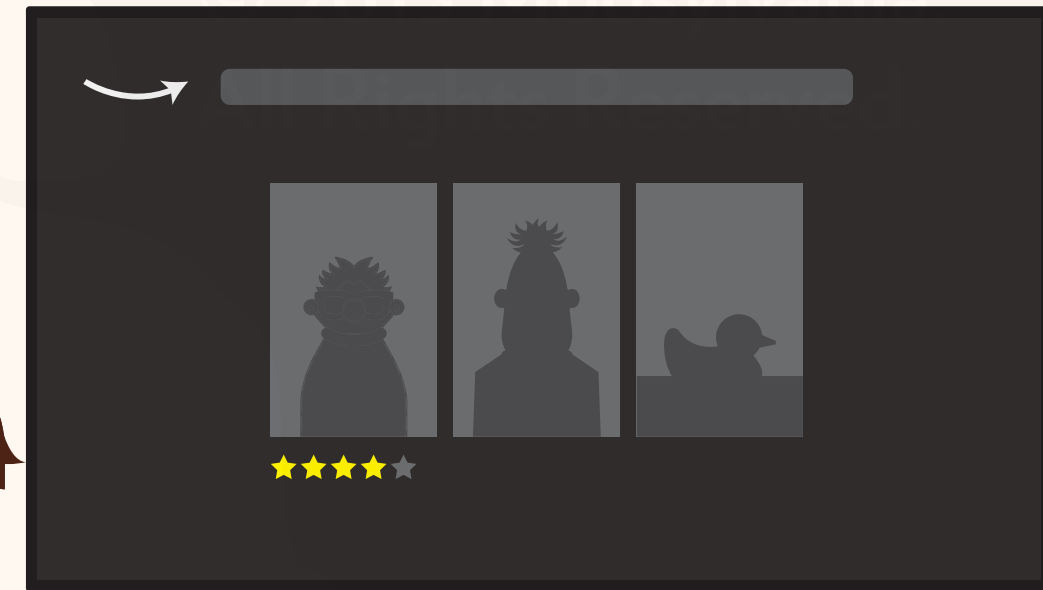
SONY

Walmart ✨

MAKE ME FEEL GOOD

LEND A HELPING

BRAND



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Millennials feel responsible for the world around them. They care about what's happening on their street, in their neighborhood and beyond – and so should you. Brands that market with a strong, positive message and display a sense of social responsibility show that they care about what Millennials care about. And everybody can feel good about that.

These brands are walking the talk with their message and values.

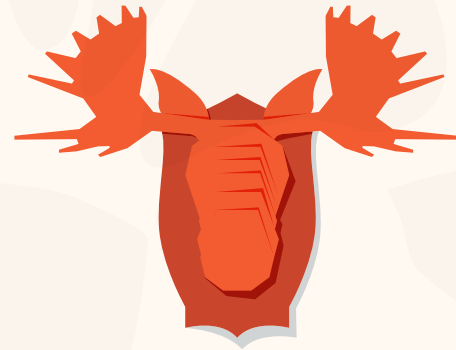
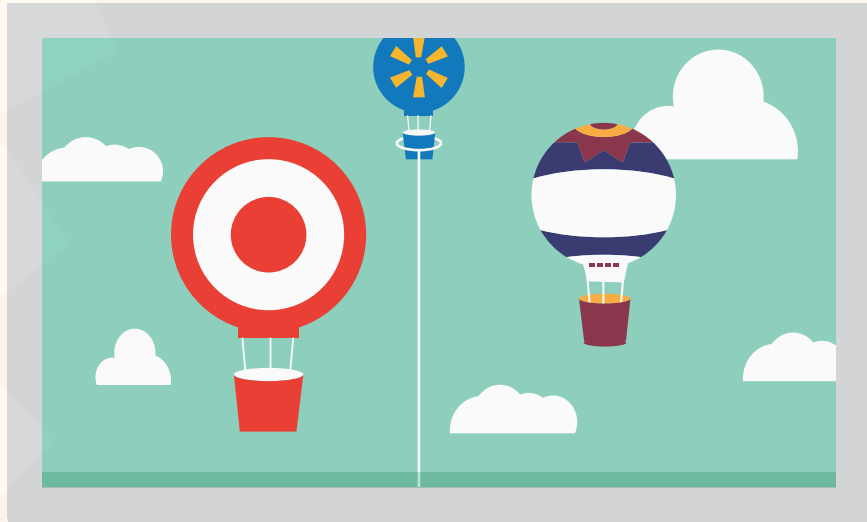
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TARGET



ENTERTAIN ME



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GREAT BRANDS THINK ALIKE



Macaroni and cheese. Football and tailgates. Moose and squirrel. When a great match is made, both sides benefit. The same is true when Millennials feel that a brand really gets them. Show the same interests, make them laugh, make them think, and back them up when they need it. That's the way to true brand loyalty.

The following have become true right hand brands.

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Google

amazon



TARGET

Nintendo



Microsoft

SAMSUNG

Coca-Cola

Walmart ✱

SONY

ARE YOU UP FOR IT?

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BACARDÍ OAKHEART® Challenge

Moosylvania had the opportunity to put our Millennial insights into practice for BACARDÍ OAKHEART by creating a relatable social persona for the emerging brand. Teaming up with The Great Urban Race, we executed a campaign that used experiential marketing and social media to build brand awareness and affinity.



BACARDÍ OAKHEART.

#OAKHEART



The OAKHEART Challenge included in-race activities, along with a microsite, social promotion and online sweepstakes that brought out the competitive spirit in our target audience. As Millennials' social posts were featured on the OAKHEART website, we succeeded in making them look good, making them feel good and entertaining them.

THE IMPRESSION WE MADE

The results? Site visits, social traction and engagement blew past expectations.

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346,377
TOTAL VISITS

72,873
SOCIAL REFERRALS

18,000+
TWITTER SHARES

6,500+
GREAT URBAN RACE
SWEEPSTAKES ENTRIES

13,000+
WEEKLY CHALLENGE
SWEEPSTAKES ENTRIES

And for 2015, BACARDÍ ranks in the top 10 for each trait for the Alcohol category.

THE GANG'S ALL HERE

The study continues with specialized, consultative analysis in specific categories.

ALCOHOL
APPAREL AND ACCESSORIES
AUTOMOTIVE
CPG
ENTERTAINMENT
FINANCIAL
MILLENNIAL FAVORITES
RETAIL

To receive the full study, please contact
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MOOSYLVANIA IS A DIGITAL AD AGENCY THAT HELPS CLIENTS CROSS THE LINE FROM MARKETING TO FRIENDSHIP.

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