

logic + magic

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“I think, therefore I.M.”

- Rene DeCartes, liberally paraphrased

Those of us born in an earlier generation may not fully understand ubiquitous nature of technology communication or the comfort of sharing life's choices.

But what we cannot escape is the ease at which the Millennial generation adopts and adapts to an ever-changing landscape of communication platforms.

While the rest of us struggled to know what to say in our first Tweet, this generation integrates the key value from every new platform into a lifestyle built around communication.

This issue of Logic + Magic works to demystify and/or debunk some of the assumptions that are made of the Millennial generation. And along the way, some of us may be inspired to think more like a Millennial...and publish that next 140 characters with ease.



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LOGIC+MAGIC IS AN IN-HOUSE PUBLICATION PRODUCED BY ALL OF US AT LEAP.

It's designed to give you a taste of how we think. To sample the mix of data-driven analytics and passionate creativity we use to propel incredible jumps in brand performance. To understand how we earn our name.

For the latest news in digital marketing, past issues and our blog, visit the website at: www.LEAPagency.com/logic-magic

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Influencer marketing isn't as plug-and-play as brands make it seem.

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DEBUNKING THE MYTH: MAKE A VIDEO MILLENNIALS WILL WATCH

Videos don't have to be X,Y or Z to attract Millennial attention. They just have to be worth the view.



BY: ALAN GILLES

From Time Magazine running a cover story calling Millennials, "The Me, Me, Me Generation," to the countless online articles claiming that Millennials will be the downfall of us all (see: any Twitter post in the last 24 hours), every assumption about Millennials seems to be negative.

What's interesting, in his talk at the 2016 annual Deep Shift conference, Adam Conover, host of "Adam Ruins Everything" explains how latter generations assume the following generation are the laziest, the most irresponsible or the most selfish.

We see this theory played out on the covers of Time Magazine every decade.

As a marketer, you can't afford to let your judgement be tainted by these cyclical - and false - negative stereotypes. Your real marketing dollars are on the line. If you fall prey to misguided thinking, you'll lose money for yourself or, even worse, for your client.

That's why this issue reveals who Millennials are: A group of people that have \$200 billion in annual buying power, according to Forbes Magazine (and that number is constantly rising). And people that are tech-savvy, but still share similarities, such as price sensitivity and an attraction to creative advertising, with the generations before them.

At the end of the day, Millennials are just people like anyone else, except they've grown up with, and are extremely comfortable with, more advanced technology and the digital space. Which, honestly, we should be thankful for, in terms of marketing.

If your brand is going to thrive, it needs to learn how to connect with Millennials - and that's going to take some logic and magic.

SAME STEREOTYPE, DIFFERENT DECADE



1968



1985



1990



2013

HERE'S WHO WE'RE DEALING WITH

83 MILLION

There are roughly 83 million millennials currently.



Millennials were born between 1980-1995.



They're also the most educated generation. Ever.



They are the largest and most diverse population in the U.S.



They've grown up with TV and online marketing, so they recognize a sales pitch when they hear a sales pitch. You're better off reaching them with authentic, upfront brand messaging.



"THE YOUNG PEOPLE OF TODAY THINK OF NOTHING BUT THEMSELVES. THEY TALK AS IF THEY KNEW EVERYTHING, AND WHAT PASSES FOR WISDOM WITH US IS FOOLISHNESS WITH THEM."

-PETER THE HERMIT 1274 A.D.

"I SEE NO HOPE FOR THE FUTURE OF OUR PEOPLE IF THEY ARE DEPENDENT ON FRIVOLOUS YOUTH OF TODAY... WHEN I WAS YOUNG, WE WERE TAUGHT TO BE DISCREET AND RESPECTFUL OF ELDERS. BUT THE PRESENT YOUTH ARE EXCEEDINGLY DISRESPECTFUL AND IMPATIENT OF RESTRAINT"

-HESIOD, 8TH CENTURY BC

"THE FRIVOLOUS YOUTH OF TODAY..."

HOW TO:

MARKET TO MILLENNIALS, WITHOUT FORGETTING YOUR FIRST AUDIENCE

When you started your company, you were attracting 18-34 year olds, and they have remained by your side for the last 10 years. They're your loyal consumer base. Your brand ambassadors. They're who you'd thank in your next award speech.

But today, those Gen-Xers have grown up and, while still loyal, they're are moving farther and farther away from your target market: The largest living generation and a group of people who have \$200 billion in annual buying power. Millennials. You know they can no longer be ignored, but you also know marketing to Millennials is different than marketing to Generation X.

Now, you find yourself considering both parties in your marketing strategy.

BY: RUBY KOHLER

FIND THE SIMILARITIES

To do this, first look at the similarities and differences between the two target markets, so you can understand what entices these audiences to interact with brands and what motivates them to buy.

Unsurprisingly, both Millennials and Gen-Xers are on the Internet. According to the Pew Research Center, 99 percent of 18-29 year olds, and 96 percent of those between the ages of 30-49 in the United States are Internet users. But how they use the Internet varies.

Millennials feel more attached to their phones and tablets than Generation X. They use apps to make purchases from retailers, and they are much more likely to shop for fun.

On the other hand, your Gen-Xers are less impulsive, and they need time to make purchasing decisions. Knowing both groups are active on the Internet means your marketing campaigns can, and should, live in the digital space. But your messages for each group must be unique.

CREATE

Content created for Millennials should reinforce their social identity, or their sense of who they are within their peer group. Use images and video that reflect how your brand helps them achieve their aspirations and #goals. Familiarize yourself with trendy abbreviations and hashtags, and take time to understand the nuances of emoji-use.

If you can authentically speak their language, you can create an authentic connection. To further that connection beyond your owned channels, identify influencers your Millennial audience will relate.

Meanwhile, create content for your Gen-Xers that makes them believe in their purchasing decision. Use data when making claims of top performance and show them, via images or video, how your brand's offering compares to the competition.

When in doubt, highlight another consumer's review to help justify the purchase. Don't forget, these are your loyal consumers already. Make them even more loyal by offering them exclusive content and discounts. You can even create nostalgic content that reminds them of the good ol' days when you first met each other.

DISTRIBUTE

Once you've created content for both groups, consider where it should be distributed. Think about where Millennials and Gen-Xers each spend time online. Both groups utilize social media, but they use it differently.

Millennials are on Instagram, Snapchat, Twitter and, despite what you may have heard, Facebook. According to MarketingCharts and Bluecore, 25 percent of Millennials say they use Facebook to learn about new products, while 43 percent of Gen-Xers say they don't use

WHERE YOU CAN FIND MILLENNIALS AND GEN-XERS ONLINE

	MILLENNIALS	GENERATION X
CABLE TELEVISION		✓
ONLINE TV	✓	
RADIO	✓	✓
STREAMING RADIO	✓	
NEWSPAPERS		✓
DIGITAL NEWSPAPERS	✓	
EMAIL	✓	✓
SEARCH	✓	✓
SMS	✓	
FACEBOOK	✓	✓
TWITTER	✓	✓
LINKEDIN	✓	✓
PINTEREST	✓	✓
INSTAGRAM	✓	✓
SNAPCHAT	✓	
YOUTUBE	✓	✓

social media to learn about new products.

Generation X might not be using Facebook to research products, but they are on Facebook. They are also on Instagram and Pinterest, so social media is still a network brands can use to reach them. However, you should also consider search and email for Generation X, and SMS for those Millennials that feel so attached to their phones.

LET'S BE HONEST

At times, marketing to two people groups may feel like you're doubling your workload. And it may seem difficult to focus on an entirely new group of people. But if you can create engaging content for both Millennials and Gen-Xers, and then distribute it on the channels where each group spends time, you'll be marketing to both in no time.

Don't be afraid to adopt new channels and test out content ideas. Not to freak you out, but in just a few years, we'll be talking about how to market to Generation Z without ignoring Millennials and an aging Generation X. If you start strategizing and researching now, you'll be

DISSECTING THE TOP 10 MILLENNIAL BRANDS

WE'LL GET TO THE BOTTOM OF WHAT MILLENNIALS LIKE
TO SEE IN BRANDING.

BY: JEFF CHAMBERS

Let's talk about Millennials for a minute. Why? Because, hell, everybody is talking about Millennials. They're the Holy Grail of marketing.

It's as if Millennials didn't exist, the world would lose its axis. No more popcorn at the movies, learning to ride a bike wouldn't be necessary and, possibly most dramatic, no Seinfeld reruns.

It's that serious.

Many times, we get asked to capture this vital people group's attention. Instead of recreating the wheel, we looked at the top 10 brands already succeeding in the Millennial market space, and dissected their entire brand.

For the rest of this article, we used an "are you freaking kidding me?" scale. Ten means the brand is making a smart decision, one means, well, you know what it means.*

	LOGO	COLOR	TYPE	TOPE
VICTORIA'S SECRET	2	3	5	7
SEPHORA	1	2	6	5
NIKE	8	6	7	9
COACH	6	3	6	6
KATE SPADE	7	3	7	7
MICHAEL KORS	2	2	2	2
ULTA	7	7	7	7
LULULEMON	8	8	8	8
DSW	2	4	2	2
NORDSTROM	5	6	5	5

LET ME EXPLAIN MY SCORING:

VICTORIA'S SECRET

Victoria's Secret doesn't have a real logo. Just a simple word mark. But when you have nearly naked girls in all your advertising, nobody's looking at your logo.



If you'd like an excellent example of a logo that works, look at the Nike swoosh. It's cooler than VS because it's a little piece of art. And people prefer art to words.

SEPHORA

Also, Sephora doesn't have a real logo. Just a simple word mark. But since they don't feature any nearly naked girls everybody's looking right at their logo. Which isn't good.



Lululemon actually has a logo – you know, that little graphic thing that represents what the brand is supposedly about – and it looks like the head of a woman with floppy little hair. I wish Lululemon would call me and explain the symbol.



Coach uses a celebrity on their website, so if there were a rating for convincing consumers use of their products will elevate them to limousine-ridin', paparazzi-fleein', superstar status" we'd give them a four.

Michael Kors doesn't have a celebrity, but often feature a girl lounging suggestively in a limo, which is arguably just as effective.

Celebrity endorsements have been used to hawk products for decades, and it continues today. (Have you seen those cheesy Lincoln ads featuring Matthew McConaughey? Insufferable.)

But the thing is, the manner in which a celebrity is used is the crucial thing. Millennials can smell an ounce of insincerity hidden in a ton of dead fish.

COLOR

Regarding color, most of these brands represent themselves in black and white, which indicates Millennials live in a world that's easy to clean with Windex. More likely, though, that current fashion trends call for a minimalistic approach.

FINALLY, TYPE

Most of our brands represent themselves with a san-serif type face. That's due to the aforementioned goal of maintaining expression simplicity. Or maybe Millennials don't appreciate little dangly-doodles on the ends of letters. That's probably it. They're so persnickety.

We don't have to worry about the tone of any copy because they don't have any copy. Consumer engagement is driven

CAUSES, POLITICS & ADVERTISING: TAKING A STAND

BY: CHRIS HAWKINS

RIGHT THING AT THE RIGHT TIME

During the hours and days following a tragic or trending event, it's now common for major brands and personalities to come out and make a statement on the subject. For example, the Oreo's tweet during the Superbowl.

In an age of up-to-the-second media distribution, timing is everything when a brand wishes to throw their opinion into the public eye. Say the right thing at the right time, and you could win over a whole new breed of consumer: the Millennial.

But the pressure of jumping on the hype of a hashtag often causes under-experienced media managers to say the wrong things at the right time, potentially causing serious

UNDERSTAND YOUR CORE CUSTOMERS

Campbell's Soup recently ran an ad featuring two men, at home, feeding soup to what the setting suggests is their son.

In the background of the shot is, very subtly, a child's ring toy in the seven colors of the rainbow. This is hardly making a statement of a cause, but really simple painting a more realistic slice of a contemporary life.

Nevertheless, Campbell's Soup's Facebook page ran rampant with comments against same-sex marriage and same-sex parenting. Instead of deleting or ignoring the comments, Campbell's Soup handled with grace and humor. By doing so, Campbell's showed a traditional brand nod on a social topic, while not alienating their broad audience too drastically.

Often a hard lesson learned: What's right for one company, product or service may not be right for the next. Through analytics, contextual inquiries, interviews, personas and surveys, consider your core audience and what strategy could be most effective to raise awareness as socially conscious corporation or organization. Otherwise, it may result in lost consumers, or potential



"PUBLIC AUDIENCES
NOW HAVE AN
EXPECTATION OF
CORPORATE AND
CEO ENGAGEMENT
REGARDING CURRENT
EVENTS."



A SPEEDY CULTURAL OBLIGATION

According to Global Strategy Group's Annual Business and Politics 2016 Study, 62 percent of Millennial Americans believe it is important for companies to make a public statement within 72 hours following a current event including LGBT rights, climate change, gun control, racial discrimination, immigration policies, etc.

Public displays of compassion and empathy not only impact the customer-base, but the retention and attraction of talent, as well.

Public audiences now have an expectation of corporate and CEO engagement regarding current events. Weber Shandwick's CEO Activism in 2017 reveals 47 percent of Millennials believe CEOs have a responsibility to speak up about issues important to society.

Corporate engagement and humanity is now seen as a job perk. Millennials are more likely to be attracted to, persuaded to buy from and spread the word on social media when they see a company taking action over hotly debated current issues.

Unless your product or service is unique or revolutionary, it is almost critical to showcase some stance on social awareness. On average, Millennials would be willing to give up \$7,600 in salary to work at a job that reflected purpose and positivity. Millennials are an awoken generation that is passionate, diverse, and mindful of the power of their dollar and the value of their presence.



BE HONEST

"I think every generation has the responsibility to enlarge the meaning of human rights." Tim Cook, CEO, Apple

If you feel your brand should take a stance, only do if it is natural, honest, well thought-out and, most importantly, resonates with your brand. Otherwise, it appears inauthentic. And Millennials pick up on insincere claims.

In the case of Campbell's Soup, their brand has always represented the warm, loving comforts of home and family. It makes all the sense in the world to adjust their message for a contemporary audience. It's honest and represents their message, showcasing their awareness of the several previous generations that continue to buy their products and support

WE'LL ADMIT IT: IT'S RISKY

And, honestly, scary, to state an opinion within the broad consumer landscape. Traditionally, it's been in a brand's best interest to avoid controversy. But in doing so, your brand has to be OK with possibly alienating a percentage of potential customers.

If your brand has nothing to do with the cause it's publicly supporting, Millennials, again, can seemingly sniff out fake news, will see through the authenticity as what it actually is: A desperate attempt to win them over.

Millennials are well-informed, highly skeptical, aware they are being sold to and aware of their value. According to a study by Elite Daily, only 1 percent of Millennials surveyed said an advertisement would make them trust a brand more, and 43 percent rank authenticity over content. They wield immense power of persuasion through social media, and are 45 percent more likely to refuse a company's products or services after learning that a company is not in touch with cause awareness.

Unless you are prepared to defend your position, any trust you created with your customer is a risk of being destroyed with one bad ad.

GO BEYOND THE AD

LEAP has a philosophy through which we funnel every message: Market Less, Matter More. When you think about pushing your brand onto the current generation

of consumers, you have to realize Millennials have been advertised to their whole lives.

The traditional advertising landscape is changing. Commercials promising a more exciting lifestyle by celebrity spokespeople and catchy jingles are quickly becoming extinct.

What sells to Millennials are not front-page newspaper ads, but changing, viral Reddits and front-page posts of brands donating money and time to a cause. For example JetBlue's immediate and meaningful response to the tragedy in Orlando in 2016. Fees were waived to travel to/from Orlando, donating \$100,00 to the #OneOrlando Fund in the name of crew members.

DO WHAT'S RIGHT

But let's be honest. Even when a company or organization doesn't out rightly make a statement regarding a cause or political stance, there's always a chance for controversy.

As brands are unveiled as promoting dishonest practices, CEO's with less-than-savory pastimes or even just loose policies on social issues, it's best to tighten ship and make a statement when the time is right and it supports a core value. In the new Millennial marketplace, the best defense is being boldly offensive to the less socially aware.

Should your brand take a stand? The short answer: It depends. Predicting consumer support and fallout is not an exact science.

[BUY]ING



IN



[LOCAL]LY



BY: HAYLI GOODE

Walk down any sidewalk in Stars Hollow, Connecticut or through the alleys in Tree Hill, North Carolina and before entering Karen's Café or Luke's Diner, other resident-owned business tout their own boutique stores featuring hand-lettered shirts and hand-crafted home goods.

Shopping local has become an opportunity of pride in recent years. Even in LEAP's hometown of Louisville, Kentucky, there are many studies that show more people prefer to visit locally-owned and operated cafés, as opposed to chain stores.

Similarly, less-researched studies show more town residents turn up their noses to people that shop chain-stores, as opposed the genuine smiles received when holding a Heine Bros. coffee cup.

THE SWITCH

In a 2017 study published by Prosepad, the search organization found 90 percent of U.S. shoppers are likely to switch from their norm purchase for a cause-branded product. Additionally, research showed 43 percent of Millennials find it easier to contribute to causes through a business' program, rather than giving to the nonprofit, directly.

Disregarding the stereotype around shopping local, the truth is, value is put directly back into the culture of the city. Ask any boutique owner – the business as started because he or she saw a need in their community and had the skills to fill the void.

As advertising agencies, execs, CMOs and entrepreneurs, we serve a wide variety of clients – expanding from a local reach to a national, and even international, client list. That doesn't mean we love our community less than the Heine Bros. coffee family or Luke Danes. It just means we have to work harder to show our affection.

And it may not be through traditional ways – shopping or advertising. Smaller, local stores may not be able to afford agency prices. Even so, it is possible to show support in other ways. We've laid out three, easy ways your company can quickly get involved in your community



UTILIZE SOCIAL MEDIA

If you're a company bigger than a local store, it's likely you have a larger social following than a small café. Take an off-site business meeting to a local restaurant or coffee shop, and post an image from there. Not necessarily of your coworkers, but the service and/or goods the establishment has to offer. It is then up to the locally-owned business to maximize on your engagement.



SPEND SOME INTERNAL MONEY

Spend some internal money for out-facing clients. Louisville, Indianapolis and Cincinnati – all homes to LEAP Group offices – are all fortunate enough to have local sporting events. The Louisville FC soccer team plays at least once a week, right on the Ohio River. If you go upstream a bit, you may catch a Cincinnati Reds game. Or, if you just go straight north, the Indianapolis Indians may be playing under the lights. Whatever event brings the community together, show your logo to show your community you're involved.



BECOME A VOLUNTEER

Common sense, right? In any area, there is no lack of need. At least once a quarter, LEAP brainstorms ways to give back to our community. In the past, we've given Christmas gifts to Hand in Hand Ministries, volunteered at the Ronald McDonald House and pet animals at the humane society.

There's a myriad of small ways to give back. Think seasonally – serving a Christmas or Thanksgiving meal is great for team building and immersing your brand in the community. Also, think locally. There may be some areas of need specific to your region.



this week:

THE DOUBLE-EDGED SWORD

In episode 4 of season 5 of "Friends," Phoebe and Joey argue over if performing a completely selfless act is possible. I'll admit, Joey makes a good argument. Sure, intentions can be pure when volunteering time or resources. But the sweet, fulfilled feeling that results is

LEAP PANEL RESULTS

LEAP Panel partnered with Odyssey to survey over 300 Millennials. For this research, we wanted an honest representation of ads Millennials engage with most, and how they engage with both traditional and nuanced advertising.



TOP 5 BRANDS THAT EXEMPLIFY IMPACTFUL ADVERTISING

- 1 **APPLE**
- 2 **NIKE**
- 3 **AMAZON**
- 4 **COCA-COLA**
- 5 **VICTORIAS SECRET**

MOST IMPACTFUL ADVERTISING METHOD

- EMAILS 3%
- SOCIAL MEDIA 32%
- TV/COMMERCIALS 14%
- GIVEAWAYS/SWEEPSTAKES 7%
- CAUSE MARKETING 9%
- ONLINE ADVERTISEMENTS/VIDEO 19%
- LOGO/BRANDING 17%
- INFLUENCERS 9%

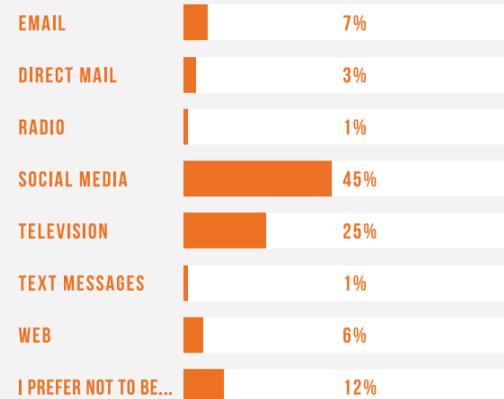
DO YOU TRUST MOST ADVERTISING?



ARE YOU INFLUENCED BY ADVERTISING?



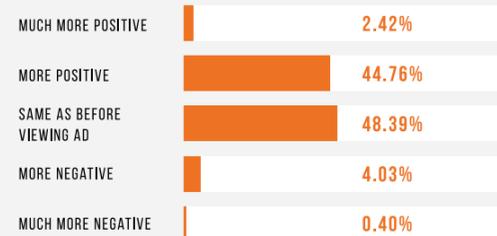
ON WHICH PLATFORM DO YOU PREFER TO RECEIVE ADS?



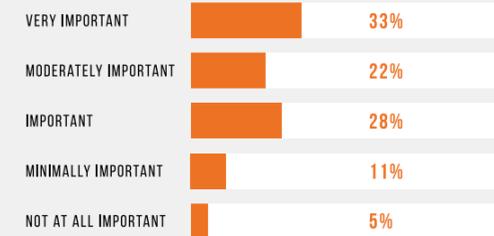
PLEASE RANK THE FOLLOWING AD CHARACTERISTICS IN MOTIVATING PURCHASE BEHAVIOR

- 1 **PRICING**
- 2 **MEETS A CURRENT NEED**
- 3 **HUMOR**
- 4 **REVIEWS**
- 5 **STORYTELLING**
- 6 **PRODUCT INFORMATION**
- 7 **SHORT/CONCISE MESSAGING**
- 8 **ENTERTAINMENT**

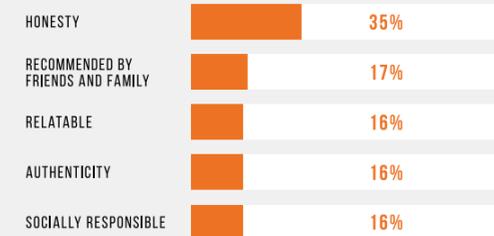
HOW DO YOU TYPICALLY FEEL AFTER VIEWING AN ADVERTISEMENT?



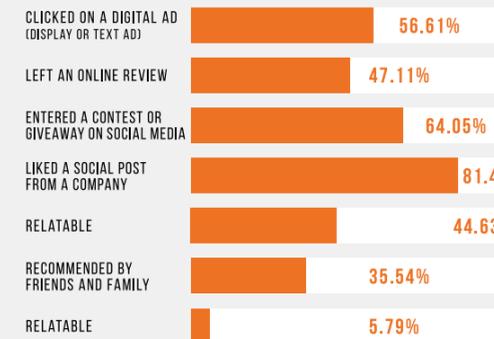
HOW IMPORTANT IS IT FOR A BRAND TO RESPOND TO COMMENTS OR MENTIONS ON SOCIAL MEDIA?



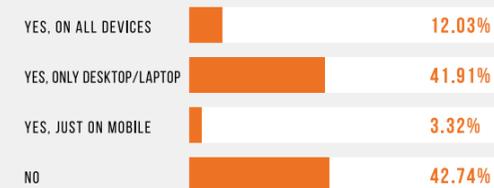
PLEASE RANK THE FOLLOWING BRAND CHARACTERISTICS, BASED ON THEIR IMPORTANCE TO YOU AS A CUSTOMER



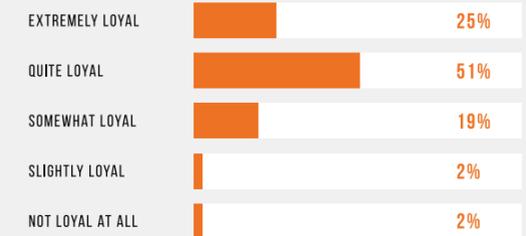
OVER THE PAST THREE MONTHS, HAVE YOU DONE ANY OF THE FOLLOWING?



DO YOU USE ANY AD-BLOCKING SOFTWARE?



HOW LOYAL ARE YOU TO BRANDS YOU LIKE?



WOULD YOU BE WILLING TO PAY FOR A COMPLETELY AD-FREE CONSUMER EXPERIENCE (TV, INTERNET, ETC.)?

YES 75% NO 17%

DO YOU CURRENTLY PAY FOR AD FREE VERSIONS OF THE FOLLOWING SERVICES?

- SPOTIFY 38%
- YOUTUBE RED 5%
- HULU 11%
- SATELLITE RADIO 3%
- PANDORA PLUS 3%
- NEWS SITES 3%
- TWITCH PRIME 1%
- NONE 52%

HOW MUCH WOULD YOU BE WILLING TO PAY FOR AN AD-FREE EXPERIENCE?

- \$1-\$10 75%
- \$1-\$20 17%
- \$21-\$30 6%
- \$31-\$40 0%
- \$41-\$50 1%
- \$50+ 1%

PLEASE INDICATE HOW OFTEN YOU ENGAGE IN THE FOLLOWING BEHAVIORS.

	ALWAYS	USUALLY	HALF THE TIME	SELDOM	NEVER
FAST FORWARD COMMERCIALS ON RECORDED TELEVISION PROGRAM	48.55% ▲117	29.46% ▲71	9.13% ▲22	5.81% ▲14	7.05% ▲17
CHANGE THE CHANNEL DURING A COMMERCIAL BREAK (LIVE TV)	20.33% ▲49	29.46% ▲71	25.31% ▲61	16.6% ▲40	8.3% ▲20
SELECT ANOTHER RADIO STATION WHEN I HEAR COMMERCIALS	52.7% ▲127	23.24% ▲56	13.69% ▲33	7.47% ▲18	2.9% ▲7
SKIP THE REST OF AN AD ON YOUTUBE	65.15% ▲157	26.56% ▲64	6.22% ▲15	1.24% ▲3	.83% ▲2
PURPOSELY AVOID CLICKING ON PAID SEARCH RESULTS	52.28% ▲126	26.97% ▲65	12.45% ▲30	4.98% ▲12	3.32% ▲8
PURCHASE AN AD-FREE VERSION OF AN APP (WHEN AVAILABLE)	15.35% ▲37	8.71% ▲21	16.6% ▲40	29.05% ▲70	30.3% ▲73

LEAP PANEL

PLEASE RATE THE EFFECTIVENESS OF THE FOLLOWING AD TYPES IN INFLUENCING YOUR PURCHASE BEHAVIOR.

	VERY EFFECTIVE	EFFECTIVE	AVERAGE	INEFFECTIVE	VERY INEFFECTIVE	NOT FAMILIAR
STATIC BANNER ONLINE ADS	3.63% ▲ 9	6.45% ▲ 16	26.21% ▲ 65	29.03% ▲ 72	31.05% ▲ 77	3.63% ▲ 9
INTERACTIVE ONLINE BANNER ADS	6.05% ▲ 15	16.53% ▲ 41	28.63% ▲ 71	19.76% ▲ 48	27.82% ▲ 69	1.21% ▲ 3
RECOMMENDATIONS FROM PEOPLE I KNOW	45.56% ▲ 113	40.32% ▲ 100	10.08% ▲ 25	2.02% ▲ 5	1.2% ▲ 3	0.81% ▲ 2
PRODUCT PLACEMENT ON TV/FILM	7.66% ▲ 19	32.26% ▲ 80	38.31% ▲ 95	13.71% ▲ 34	8.06% ▲ 20	0% ▲ 0
BILLBOARDS & OTHER OUTDOOR ADVERTISING	4.44% ▲ 11	16.94% ▲ 42	37.10% ▲ 92	27.42% ▲ 68	14.11% ▲ 35	0% ▲ 0
DIRECT MAIL	4.44% ▲ 11	14.92% ▲ 37	22.58% ▲ 56	21.77% ▲ 54	35.48% ▲ 88	0.81% ▲ 2
MAGAZINE ADS	4.03% ▲ 10	19.35% ▲ 48	34.68% ▲ 86	20.16% ▲ 50	19.76% ▲ 49	2.02% ▲ 5
NEWSPAPER ADS	1.61% ▲ 4	8.47% ▲ 21	23.39% ▲ 58	29.44% ▲ 73	32.66% ▲ 81	4.44% ▲ 11
TELEVISION ADS	13.71% ▲ 34	34.68% ▲ 86	36.29% ▲ 90	8.87% ▲ 22	6.05% ▲ 15	0.40% ▲ 1
RADIO ADS	4.44% ▲ 11	16.94% ▲ 42	30.65% ▲ 76	24.60% ▲ 61	21.37% ▲ 53	2.02% ▲ 5
EMAIL	5.65% ▲ 13	19.35% ▲ 48	27.02% ▲ 67	18.15% ▲ 45	29.84% ▲ 74	0% ▲ 0
TEXT MESSAGE/SMS ADS ON MOBILE	6.45% ▲ 16	14.11% ▲ 35	16.94% ▲ 42	21.37% ▲ 53	37.9% ▲ 94	3.23% ▲ 8
NATIVE ADVERTISING (E.G. SPONSORED BLOGS)	6.45% ▲ 16	27.02% ▲ 67	25.4% ▲ 63	13.71% ▲ 34	14.52% ▲ 36	12.9% ▲ 32
PAID SEARCH	5.24% ▲ 13	13.31% ▲ 33	26.61% ▲ 66	16.94% ▲ 42	14.11% ▲ 35	23.79% ▲ 59
SOCIAL MEDIA ADS & PROMOTED CONTENT	23.39% ▲ 58	35.89% ▲ 89	23.39% ▲ 58	6.85% ▲ 17	9.27% ▲ 23	1.21% ▲ 3
SOCIAL INFLUENCERS (E.G. A CELEBRITY PROMOTING PRODUCT)	30.65% ▲ 76	25.81% ▲ 64	24.19% ▲ 60	12.1% ▲ 30	6.85% ▲ 17	.4% ▲ 1
TARGETED DIGITAL ADVERTISING (SEE ADS FOR RECENTLY VISITED SITES)	13.71% ▲ 34	36.29% ▲ 90	28.63% ▲ 71	8.47% ▲ 21	10.48% ▲ 26	2.42% ▲ 6
VIDEO PRE/POST ROLL (E.G. YOUTUBE COMMERCIAL BEFORE VIDEO PLAYS)	8.87% ▲ 22	22.98% ▲ 57	28.63% ▲ 71	20.16% ▲ 50	18.95% ▲ 47	.4% ▲ 1



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INFLUENCER MARKETING GROWS UP

BY: RYAN SMITH AND DAN DARK

Something interesting happened over the last year you can use to your advantage – if you're willing to accept it as reality.

Influencer marketing has evolved, not only into a viable Millennial marketing strategy, but into a proven tactic, offering enormous ROI for audiences ages 18-32.

Paying key influencers and industry leaders to market your brand to their audiences is no longer a "test and see" method. Influencer marketing is a vital part of any social strategy for reaching Millennials and their buying power. So vital, in fact, it tops \$1.3 trillion in the U.S. alone, according to Mediakix.

The driving force behind this evolution is the same that creates any digital marketing opportunity: Brands must go where their audiences go, while seeking the greatest return on their investment.

Young consumers are spending more time online, engaging with their favorite content creators. Obviously, this trend ends with influencer marketing as one of the fastest growing marketing strategies in the world. And there's no reason to believe it will slow down anytime soon.

While influencer marketing isn't a new strategy, the aging of advertising-shunning Millennials into a massive consumer group means all marketers need to start thinking like a Millennial. But what does that mean exactly? Think mobile-first. Then, focus on the soft sell of peer recommendations over interruption-based advertising.

It is important to remember influencer marketing isn't as plug-and-play as it may seem. A lot more thought goes into it than just picking a popular Instagrammer.

Every marketing team needs to create a process for working with influencers that best fit their brand.

That said, there are some fundamentals to creating a winning strategy that should be a part of every engagement regardless of brand or industry. Before starting any influence marketing campaign, first acknowledge the difference between an influencer and a celebrity.

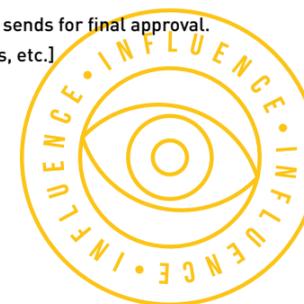
"ADVERTISING-SHUNNING MILLENNIALS INTO A MASSIVE CONSUMER GROUP MEANS ALL MARKETERS NEED TO START THINKING LIKE A MILLENNIAL."

70% OF TEENAGE YOUTUBE SUBSCRIBERS SAY THEY RELATE TO YOUTUBERS MORE THAN MAINSTREAM CELEBRITIES. -FORBES



INFLUENCER CAMPAIGN STEPS

- 1 | Establish what you want to accomplish. [Sales, leads, brand awareness, contests, audience build, etc.]
- 2 | Create a budget, including the number of influencers you want to engage and how many posts you think is best. [Ten influencers each posting once. Or four influencers, each posting five times, etc.]
- 3 | Reach out to a database of influencers, and create a narrow list of partners. Look for brand synergy. Remember, it's a two-way street. [Your brand → Influencer → Content Influencer audience wants to see]
- 4 | Select influencer(s), then contact them with an overview of your brand and campaign goals.
- 5 | Influencers should send ideas/concepts for your approval before posting content anywhere.
- 6 | Influencer creates content and sends for final approval. [Videos, still images, blog posts, etc.]
- 7 | Make all revisions and edits.
- 8 | Publish.
- 9 | Monitor and respond.



A reality show contestant from 2015 with an active fitness and fashion Instagram account may not be a celebrity, in the traditional sense of the word. But with their million+ followers, you better believe they can be influential. Influencers didn't get to where they are by misleading their audience or publishing random content.

While celebrities are often more concerned with PR, influencers must deliver consistent content on brand to their followers to remain relevant. They, like you, built a brand with a loyal following and they have their own goals.

The big takeaway from the celebrity vs. influencer distinction is realizing every brand can get in the game. Obviously, the more niche your audience is, the fewer influencer options you may have.

If you're in the banking sector, you may only have a handful of influencers that only produce blogs, while a lifestyle consumer brand may have hundreds of potential influencers on every social platform.

Nevertheless, influencer marketing can be done effectively by any brand.

Still, too many people think influencer marketing is only an awareness tactic. This is a narrow view of its potential. If properly configured, an influencer tactic can drive awareness, sales, retention and loyalty. A deeper ROI from an influencer campaign must include a synergy between topic, influencer, advocacy, brand storytelling, channel choice, budget and timing. Balance, compromise, collaboration and creativity are key to ensuring everyone wins with the campaign.

Unfortunately, there's not a "#win!" button for Millennial marketing. Your brand needs to strategize, execute and track results. But Influencers offer a path to reaching the least brand loyal generation ever.

Influencer marketing isn't new, but I believe it has matured along with Millennials. Today, it has created new opportunities with endless possibilities.

AMONG TEENS, YOUTUBE STARS ARE PERCEIVED AS 17X MORE ENGAGING AND 11X MORE EXTRAORDINARY THAN MAINSTREAM STARS.

WHERE TO FIND THE MILLENNIAL

BY: THOMAS HYNES

Since Millennials have become a “thing,” there have been thousands of research, reports, and even more articles and think-pieces written about this generation. There have been meetings, summits and guest speakers - all just to figure out what type of marketing Millennials notice.

But there has not been a solid answer.

A wealth of research already exists on the best way to reach Millennials - it's through the medium they use the most (the internet) and the channels they're on frequently (Millennials spend more than six hours a week on social media, for example).

There's been little research, however, that offered insight into what makes Millennials respond to brand messaging.

Recently, some of the leading marketing research companies have made insightful discoveries by not only looking at the current generation, but comparing Millennial's behaviors to past generations.

ComScore, an award-winning media measurement and analytics company, compares Millennials' advertising engagement to the advertising engagements of 16-29 year olds from 1999 and 1988.

The ComScore study reports Millennials are less responsive to TV ads than their parents and grandparents. But according to that same study, 18-34 years olds in 1999 and 1988 were less responsive to TV

MILLENNIAL

ADS MILLENNIALS DO/DON'T NOTICE

TYPE OF AD	YES	NO
	Television ads could have been put in a "kinda?" category. Not measuring if Millennials watch live TV, those that do respond well to emotional advertising. According to MediaPost, 48 percent of Millennials they won't only watch, but will respond to, an "equity-themed ad."	
PHONE		Millennials hate talking on the phone. If your brand, for some reason, has called them, they already wrote you off. Telecommunications company, O2, found the phone app was the fifth most used app among the entire general public, behind music, games and social media apps.
PINTEREST	Pinterest was slow to advertisements. Since launching pin ads in September 2015, and video pins in 2016, it now reaches 80 percent of what Facebook ads reach, each month.	
TWITTER		Though once the most-used social media network, time spent on Twitter is slowly decreasing, compared to its social brothers and sisters. Social Media Examiner found 65 percent of Millennials will spend the same amount of time on Twitter in 2017.
RADIO		Hopefully this doesn't surprise you. With Spotify, Apple Music and Bluetooth, not many Millennials listen to the radio. In fact, 84 percent of Millennials don't trust traditional forms of advertisements, according to Hubspot.
NEWSPAPER		Quoting the Hubspot research again, Millennials don't easily trust many forms of traditional advertising.
MAGAZINE	You have to do this correctly. Instead of simply having an ad in a magazine, reach out to writers and editors to have your product featured in an article. That appears more organic to the Millennial eye.	
INSTAGRAM	The picture-sharing app is doing better than the Facebook app. Social Media Examiner found only 24 percent of Millennials decreased their amount of time on Instagram in 2016. And in 2017, Millennials 24 percent said they plan to increase their time on the app.	
BILLBOARD		Though they obviously can't be missed on the interstate or in cityscapes, an Arbitron study found 71 percent of Millennials will see a billboard, but will not look at the messaging.
FACEBOOK	Despite what you hear, Millennials are still using Facebook. In a study by Social Media Examiner, more than 63 percent of plan to use Facebook "for the same length of time as they have in the past."	
SNAPCHAT		Some predict Snapchat still has room to grow, but with ads appearing without user control, Snapchat had the lowest percentage of time spent on the app compared to other social mediums.
EMAIL		Email could have been put in a "kinda?" category, but for trend sake, we're going to advise you think toward other strategies. The financial brand found 30 percent of 25-34 year olds respond to direct mail. But that number dropped to 20 percent between 18 and 24 year olds.
WORD OF MOUTH	Kissmetrics found, more than any other form of marketing, Millennials trust recommendations from their friends and family.	

ENGAGEMENT

ComScore studied the variables that led to Millennials engaging with an ad, and the results were similar to what causes the same age groups in 1999 and 1988 to engage with ads.

66% OF MILLENNIALS SAID THEY ENGAGED WITH AN AD BECAUSE IT WAS INTERESTING (70 % OF BOOMERS SAID THE SAME)

71% SAID THEY ENGAGED WITH AN AD BECAUSE IT WAS BELIEVABLE OR AUTHENTIC (76 PERCENT OF BOOMERS SAID THE SAME).

When marketing to Millennials, targeting them is only the beginning. Ignoring the importance of creative when targeting Millennials is a mistake and a wasted opportunity. ComScore data shows half a campaign's impact on sales is due to the creative strength.

Marketers are treating targeting like it's the single most important part of capturing Millennial's attention. But creative is equally important, and should be treated as such.



MARKET LIKE A CMO

TROLL LIKE A MILLENNIAL

BY: HAYLI GOODE

In two words, and over 60,000 impressions, Wendy's decided a typical PR response of either ignoring or the classic "We're sorry for your inconvenience! DM us and we'll get you taken care of." may not be the best strategy.



Instead, the company decided to respond to Twitter "trolls" with the same terse and tone given.

Like a mythical troll insults passerbys from under a bridge, an internet "troll" is a user, typically hidden behind a username and an @ symbol, that tweets or mentions a brand in an insulting manner. The person may not typically cause confrontation in real life, but feels comfortable causing drama through the safety net of a screen.

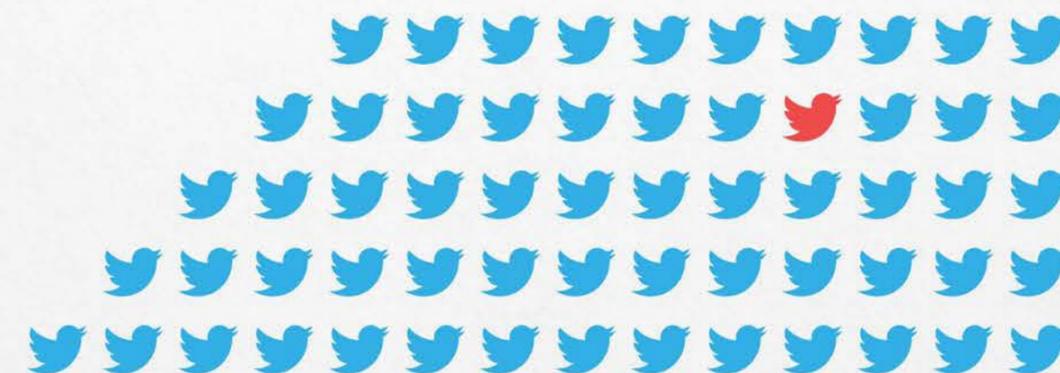
Taking the high road may look like ignoring the "trolls" and continuing with the marketing strategy plan. And while that's not a bad idea, with its new, what some may call (and have called) "snarky" Twitter strategy, Wendy's saw over 350,000 more followers from January 2016 to January 2017, according to Toast writer AJ Beltis.

"The intent of the social media team is to represent the brand's voice as best they can," Wendy's VP of Advertising Brandon Rhoten told Mashable. "When folks say 'roast me,' we're going to have fun with that."

While Wendy's might be "roasting" users on social media, they're not insulting them. Wendy's, Miriam-Webster and Denny's, all accounts known for their snarky comments, have respected the fine line between humor and defaming a person's character, or "trolling" a follower.

The fast-food chain never used their @ symbol as a safety net. They never insulted a brand or real human, but simply let facts, placed in a matter-of-fact tone, do the responding.

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BUT IT’S NOT FOR EVERYONE

In a 2017 report by Forbes, Andrew Caravella, vice president of strategy and brand engagement at Sprout Social, found 72 percent of people appreciate humorous brands on social media. But only one-third of that percentage relate to the snarky brand personality. Even more, the study found 88 percent of Twitter users find it “annoying” when brands tease their followers.

What Wendy’s noticed with its first tweet, however, its audience was that one-third. The tweet saw a 30 percent increase in its typical engagement, leading the brand to believe there was something to the sarcastic tone.

Even more interesting than their new plan, Wendy’s used their tone to grow sales. Never did they Tweet a CTA, like “Don’t drag @mcdonalds into this. Grab yourself a double cheeseburger with natural salt fries!” They didn’t sell themselves to their audience. They let their tone and uniqueness do the selling.

Developing a brand personality is just as important as being present on social media. Instead of merely posting the “Come get our [insert product or good here]!” which only adds to the noise on social media, your brand stands out when it has a personality. An edge.

Think uniqueness, per platform. Twitter polls. Slideshow Instagram photos. Stories. Facebook’s new video tab.

TAKE THIS OFF SOCIAL MEDIA

Aside from the social world, the rest of the digital realm needs to grab Millennials attention. That means being present not just on social media, but also where Millennials are physically present.

In our last issue (get in touch if you’re missing it!) we discussed digital out of home campaigns.

Through these interactive billboards, which can be found on the streets, actually in the sky like a traditional billboard or randomly in the wild, pedestrians don’t simply look at a well-designed ad. They interact with the billboard, and it responds to them.

Apoteket, a pharmacy based out of Stockholm, created a digital billboard featuring a man that coughed every time someone smoking passed the billboard. It was controversial, and a little edgy, but the brand had a point to get across.

TV IS NOT OUT OF THE QUESTION

We don’t need to restate Millennials aren’t watching TV anymore (oops, just did.) But that’s not completely true.

In an article published by Adweek, Jason Lynch found Millennials are, indeed, watching cable TV. ESPN took the lead, with an average of 772,000 views between the ages 18-49. But not far behind sports was HGTV. Chip and Joanna garnered 478,000 viewers between the same age set.

Of course, messaging your ad to those channels is a completely different article.

GO WHERE THE NUMBERS ARE

Though we found where Millennials are on TV, more are on social media. Of course.

As of January 2017, the Pew Research Center found:

 **88%** ARE ON FACEBOOK

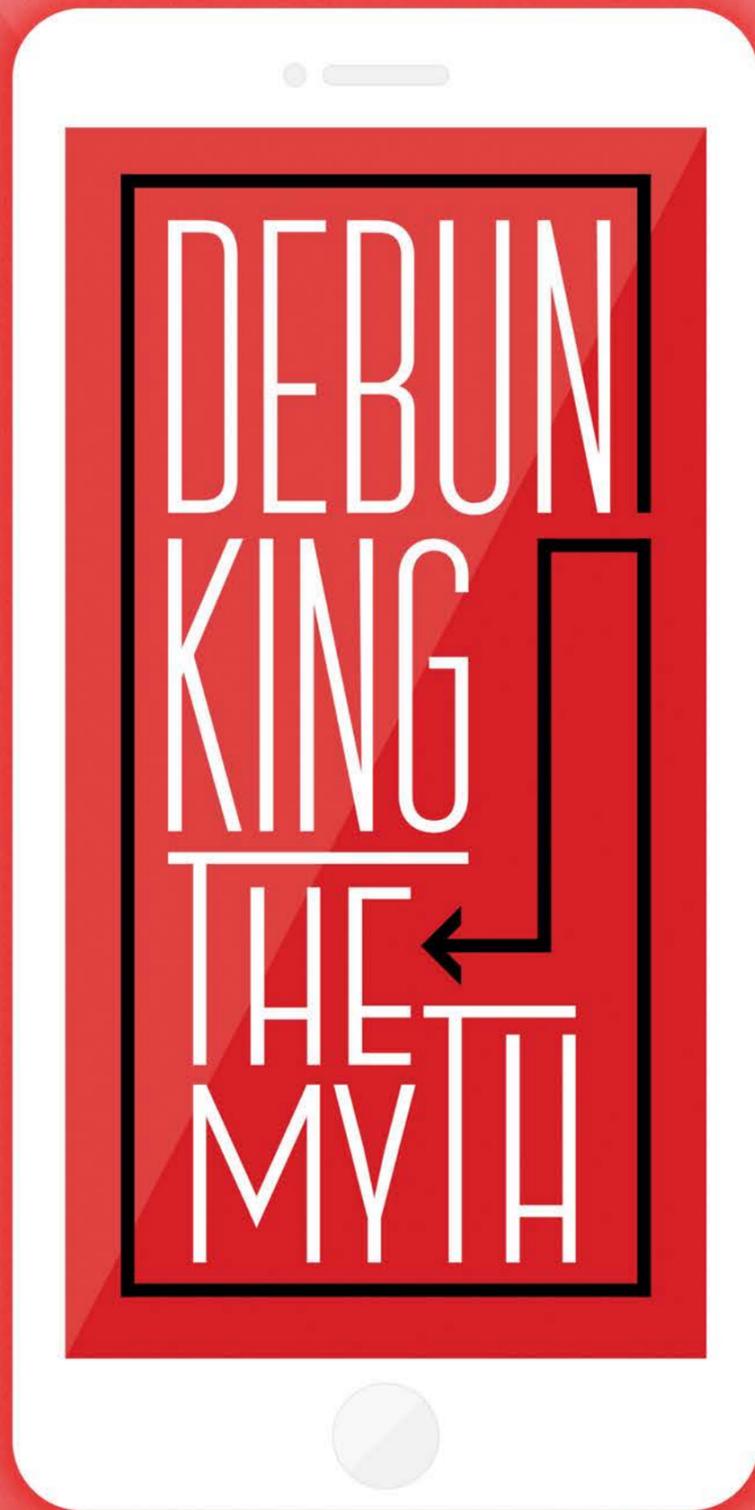
 **59%** ARE ON INSTAGRAM

 **36%** ARE ON PINTEREST

 **34%** ARE ON LINKEDIN

Each one of those platforms has its own persona. Its own tone. Its own personality. Though it seems like a lot of work, your brand will also need to adapt its brand personality to match the medium.

And that may be trolling. But do it like a CMO.



Millennials are watching video. If YouTube indicates anything, in 2016, Mashable reported YouTube now reaches more 18-34 year olds than any TV network – broadcast or cable. And Mashable said this has something to do with YouTube being connected through Smart TVs.

Another obvious statement: Millennials don't like to be not entertained. If something doesn't hold their attention or interest, they're onto the next screen. In 2015, USA Today reported attention spans have dropped from 12 seconds in 2000, to 8 seconds. And that number continues to drop.

We don't need to tell you about bounce rates.

When it comes to videos, a few things in the past years have surprised professional videographers.

For instance, any beauty vlog features a myriad of rough cuts (some in the middle of a sentence, for heaven's sake). Other issues of lighting, audio and questions of "what kind of camera did you use?"

Looking at the most viewed videos on YouTube, it's possible to think fancy filmography isn't necessary to capture short attention spans. That's wrong.

MAKE A VIDEO MILLENNIALS WILL WATCH.

BY: BRANDON FARIS



MYTH #1

NOT MUCH PLANNING GOES INTO A VIDEO

Simply not true. Sure, a teenager can make a video using an iPhone 4 and upload it to YouTube. But beauty vloggers and YouTube influencers alike know it takes detailed planning alongside appropriate lighting and good editing to be successful.

We experienced the days of "if you can pick up a camera, you're a photographer." And while the rule-of-thirds may come naturally to some, recording video, while still follows the rule-of-thirds, is completely different.

Even live video, if done well enough to capture and maintain attention, requires more than simply pushing the "Live" button.

MYTH #2

A VIDEO NEEDS LIGHTS, CAMERA AND ACTION TO BE SUCCESSFUL

Yes, a video needs a camera. And yes, lighting is important if you want to look like you know what you're talking about.

But added sparks, over-the-top editing or any type of costume changes, unless it is really required to tell your narrative, is not necessary. Millennials don't waste their time. Get to the point of your video, and get to it fast, or they've scrolled past you.

MYTH #3

IT HAS TO BE HUMOROUS

Being humorous in your speech, video or text is never a bad thing. In fact, a 2016 survey by Comedy Central found 88 percent of Millennials said laughing was their No. 1 form of self expression.

But that doesn't mean everything has to be humorous. Millennials are educated, knowledgeable and #woke, for lack of a better word. They not only know pop culture, but they're writing about politics and breaking news. And they have opinions about today's culture.

So no, content doesn't have to be funny. Though, it doesn't hurt. But it has to provide something to them. In a 2012 article, Adweek found the debate is not around what kind of medium Millennials engage most with, "they want to get something tangible out of their social relationship..."

MYTH #4

IT HAS TO BE VR/AR/FRIGGIN COOL

Our last issue talked a lot about emerging media, and how if you don't know it, you need to know it.

We don't disagree with that. But we also understand not everything has to be superfrigginawesome to capture attention. As stated earlier, those kind of technological pieces could only distract from the conversation your brand is trying to start.



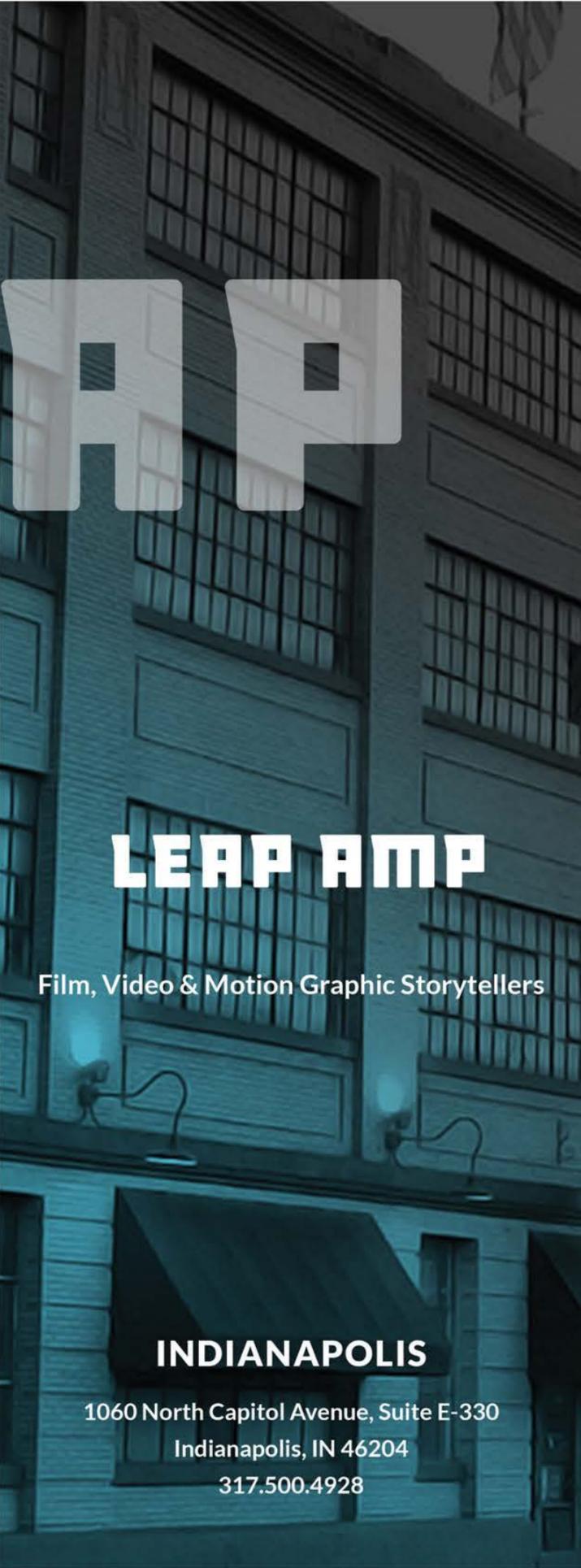
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