

Branding - Millennial

1995 - AMA Encyclopedia of Mktg

Value - $v = \text{benefits} - \text{cost}$

Values = believe ;

Attributes = what it is

Benefits = what it does

Persona = human characterist

Millennials - born 1980

Social - Friends - Family

How Cool Brands Stay Hot

CRUSH - Relevant / Reflective

Cool - REAL - Unique - Self - Happiness

Persona

Sought trendy - fun - hip - stylish - popular /
appeal - exclusivity - APPEAL / buzz

REAL - Authentic / original - trusted friend
Open - transparent Honest
Classic - authoritative / heritage ~ nostalgia
not phony - not a copy

Unique (features/benefits)

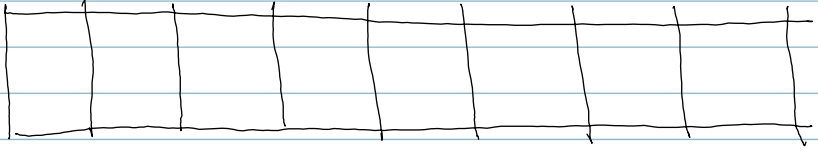
experiences - pkg/designs -
features/benefits

SELF - Identity / Values / Ideals

Aspiration - lifestyle - Reflective (Intro /
Self)

Happy - Persona - please / gratification

Social - emotional - closeness - belonging



I

R

Hello

Beer

ONE

PLEASE

Please