

MULTICHANNEL

Millennials render campaigns extinct, channels irrelevant

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By JOE MCCARTHY

NEW YORK - Millennials are rapidly changing how brands approach marketing, according to a senior executive from SDL June 25 at Forrester's Forum for Customer Experience Professionals East: "Why Good Is Not Good Enough."

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Luxury Daily

The executive discussed five trends that millennials are propelling, including the extinction of campaigns and the irrelevance of channel distinctions. Although casting these transitions in such terms is provocative, it does signal to brands an urgency that might otherwise be overlooked.

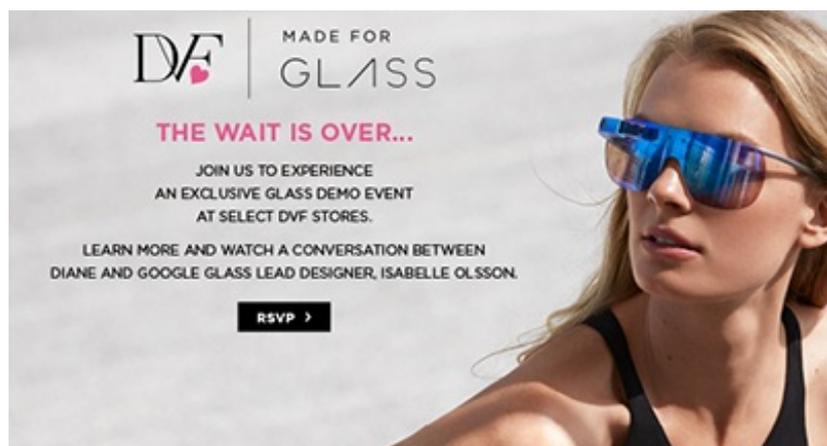
"[Millennials] are willing to give up personal information to a pretty high degree if they get the right kind of return," said Paige O'Neil, chief marketing officer at [SDL](#), San Francisco.

"It's almost the same problem, having no data and too much data," she said. "You're frozen and don't know what to do next."

Analysis

Ms. O'Neil noted that the millennial demographic is three times as large as the Generation-X block and will have a collective purchasing power of \$2.5 trillion by 2015.

Two-thirds of millennials believe that marketers do not know how to market to them, most will ignore emails from brands they are unfamiliar with and 47 percent are most likely to engage with brands they have previously engaged with.



DVF email for Google Glass

Brands have to meet this demographic where it is, which is all over the place. Indeed, 64 percent of millennials want the brand experience to be the same across channels because they traverse them so regularly.

Sixty-two percent of millennials are worried about Big Data being used for marketing, but 46 percent will share their data if it leads to more relevant offers.

To help marketers respond to this changing landscape, SDL identified five "truths." The first "truth" is that campaigns are no longer effective because consumer attention is so fragmented. According to this view, brands have to deliver contextually relevant content at fast clips rather than deploy a campaign that lumbers for months at a time.

Next, brands must confront Big Data to develop the ability to deliver this relevant content.

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Third, as digital profiles become more personalized, content will supposedly find the right consumer, relieving brands of the need to hunt for consumers. Also, since millennials rely on social media as a primary source of information, the amount of brand advocates will increase.

Fourth, channel boundaries are no more. "[Brands] have to create that complete view of the consumer by bridging silos," Ms. O'Neil said.

Localization

The last "truth" that Ms. O'Neil identified was the need to localize content. Translation and Web site localization are crucial to attracting and retaining consumers in countries outside of a brand's main markets.

These functions should not be reserved for outside agencies at the last minute. Instead, brands have to carefully translate and curate content that is contextually relevant.

Forty-six percent of millennials are more likely to buy in their own language and 75 percent would choose to buy a product if information was in their language.

"It's quite dangerous for marketers to relegate the strategy of translation and localization," Ms. O'Neil said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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