

MARKETING

## Future of marketing lies in co-creation, breaking down demographic barriers

October 27, 2016



*Image courtesy of Amarnium*

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By STAFF REPORTS

NEW YORK As typical defining characteristics such as race and gender become less rigid, marketing will need to evolve with it, according to an executive from Turner speaking at Future Laboratory's U.S. Futures Forum on Oct. 26.

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Natasha Hritzuk, the vice president of client insights and content partnerships research at Turner, explained how consumers in the digital generation, or those between the ages of 12 and 19, also subvert traditional targeting strategies due to their screen-agnostic content consumption habits. Reaching these future consumers should center more on communicating brand values and core benefits than channel-specific pushes.

### Next-generation tactics

Ms. Hritzuk, who was formerly at Microsoft, explained how the digitally native generation, or Gen-D, as Future Laboratory refers to them, care more about the content itself than how it is consumed.

According to the executive, in a perfect world, marketers would focus their efforts on a key need that their product or service caters to. If presented in the right way, she believes that this outreach can transcend generations to find the right consumers.

Even more so than the millennials, members of Gen-D feel powerful to enact change themselves, wanting to be the catalyst of transformation rather than an inactive bystander. Having grown up with social media and technology at their fingertips, they do not think twice about broadcasting their views.



### *User-generated content about BMW*

Rather than stifling their opinions, Ms. Hritzuk suggests opening up brands to co-creation, allowing consumers to help build the story.

Speaking to the co-creation trend, U.S. fashion label Marc Jacobs encouraged consumers to graffiti the wild postings of its spring 2016 ads throughout New York with their own art.

A social contest for New York Fashion Week told consumers to treat the brand's creative as their canvas, using it as the backdrop for their own art. Once they had tagged the art, they were told to post and hashtag a photo for the chance to attend the brand's show on Feb. 18 ([see story](#)).

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