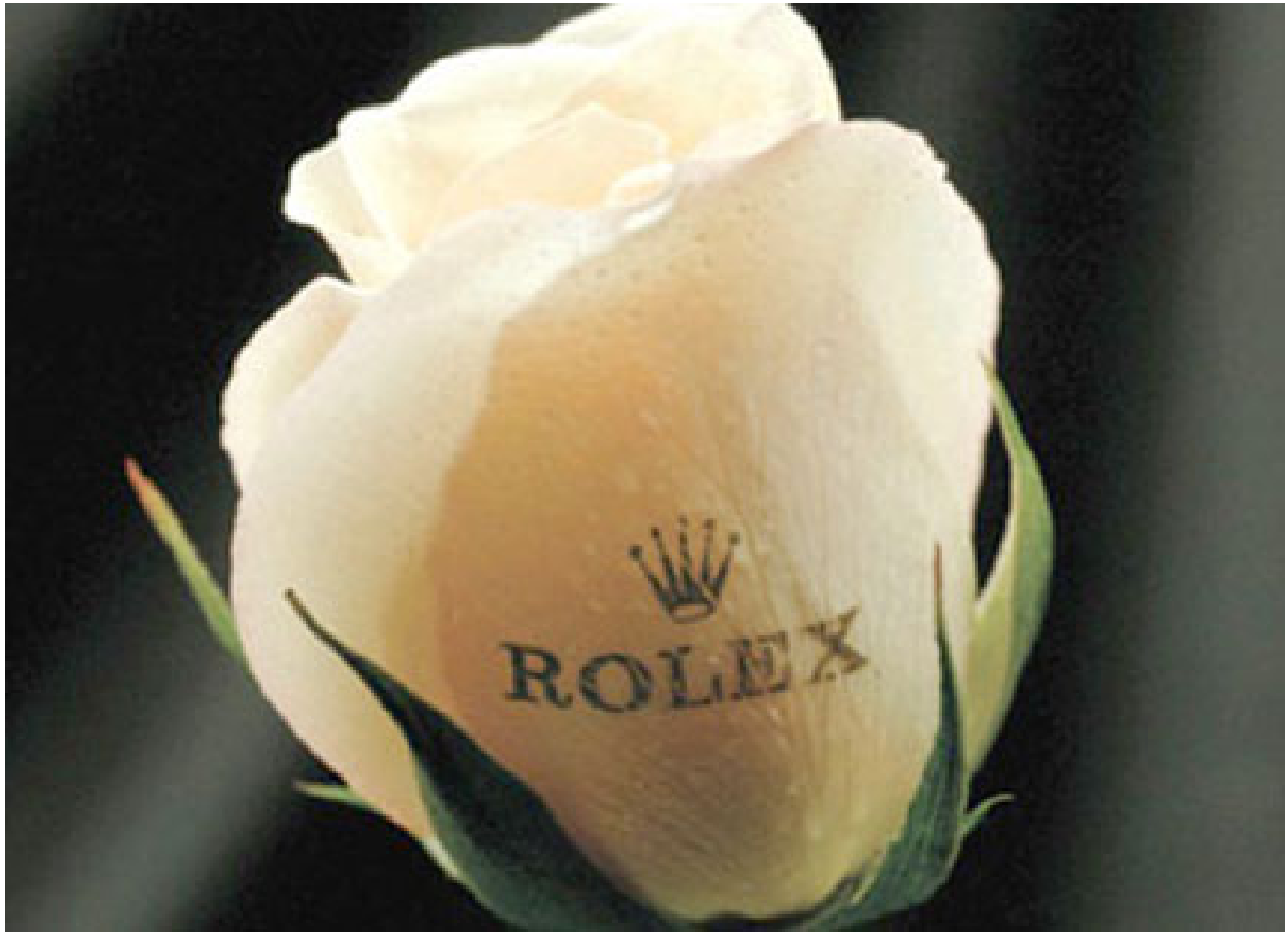
Marketers: The teen-savvy Experts.


ROLEX

What Teens Want: Marketing To Teens
Santa Monica, California USA
October 27 - October 28, 2005

Event Type: Seminar/Workshop, Conference, Exhibit

Categories: Animation, Documentaries, New Media, Interactive, Television, Comics, Ads/Commercials, Live Action, Web / Internet, Business / Management, Features, Visual Effects, Licensing

Hosted by ADWEEK, BRANDWEEK, MEDIAWEEK, BILLBOARD AND THE HOLLYWOOD REPORTER and presented by The WB, “What Teens Want: Marketing To Teens” will focus two-days to marketing products to the ever important teen market. Designed for top-level brand global marketing executives, this conference will deliver a range of innovative marketing and sales strategies that get results. The event will include keynotes, general sessions, dialogues with top executives, feedback from teenagers, panels tackling critical niche marketing issues and networking opportunities. For more information visit www.whatteenswant.com.

Your Students aka

- Generation Y
- Millennials
- Echo Boomers

Who Is Generation Y?

- 14 – 22 year olds
- Differ from previous generations of teens in many ways especially their confidence and independent spending power
- 40% of the population within ten years
- Annual incomes totaling $211 billion
- Projected lifetime spending of $10 trillion
- Creators of current and future trends
- Influence spending habits and decisions of others (including their parents)

What’s Important to Them?

- Consumed with being *cool*
- Willing to pay higher premiums to portray a *cool*, expensive lifestyle

- Most media-saturated generation
- Exposed to unprecedented clutter, approximately 3,000 ads daily
- Distrust of advertising messages
- Live and communicate in a virtual world
- Key to a successful marketing campaign is to focus on non-traditional forms of advertising and promotion.

Marketers Know that In Order to be Successful They Must Communicate with Them in Unique Ways

- Quick and to the point
- Give them Facts (forget the “fluff”)
- Cultivate awareness and build relationships early.
- Don’t make the marketing attempt obvious
- Be Creative
- And Above All…

BE COOL!

http://www.fusemarketing.com/intro.html
http://www.studentmarketing.net/?src=overture
http://www.teenresearch.com/home.cfm

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