



HOT TOPIC INNOVATION LAB

Marketing to Millennials

Learning What It Takes To Connect With The Most Influential Generation Today

There are more than 80 million millennials living in the U.S. today and the brands that are investing time and resources in understanding and connecting with these influential consumers are the ones that are winning big. Millennials are the most connected generation to date and are setting new marketing standards across the board.

Many businesses today don't understand how to effectively engage with this generation of modern consumers who are connecting digitally, consuming and creating content and seeking a frictionless consumer journey, and as a result are missing the mark when it comes to building genuine engagement and brand love.

This workshop will give you the tools you need to reimagine a roadmap for your brand's new communication strategy and tap into the influence that is carried within the Millennial Mindset®.

Using the ANA L.E.A.D. learning approach, you will;

- Learn how the millennial generation behaves and tactics to harness millennial influence that extends up and down the generational line
- Experience through case studies how to align with the Millennial Mindset®
- Apply your learning through interactive exercises and develop a roadmap for a new communication strategy
- Discover new resources to continue to be successful with this influential generation

Who Is This Workshop For?

- Marketing directors and VPs who want to enable their organization to engage and interact with the influential millennial generation

Workshop Benefits

As a result of this workshop, you will be better able to:

1. Identify growth opportunities based on the Millennial Mindset®
2. Move beyond traditional positioning statement and messaging strategy
3. Understand where your brand aligns on the discovery path and how can you can create meaningful experiences along the way
4. Break down barriers in the consumer journey to deliver a better experience
5. Understand the foundation of innovation and how you can begin implementing internal innovation practices in your organization

Module Outline

#	Module	L.E.A.D. Learning Approach	Time	Learning Experience Summary
1	Setting the Stage	Learn	:30M	<ul style="list-style-type: none"> • Welcome and expectations • How ANA Makes a Difference • Review L.E.A.D. learning approach • Introduction of millennial segments
2	Millennial Brand Love	Learn	:15M	<ul style="list-style-type: none"> • Building brand love for your business • Understand the roles uniqueness, innovation and meaningfulness play for your business



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				<ul style="list-style-type: none"> Identify Millennial Mindset® opportunities
		Experience	:10M	<ul style="list-style-type: none"> Examples of brands aligning with the Millennial Mindset® Outcome: Identifying opportunities for organically growing brand love across mindset
		Apply	:30M	<ul style="list-style-type: none"> Millennial Mindset® Exercise: Work with groups to identify where you believe your strongest growth potential is and create new engagement strategies
3	Storyliving, Brand Action and Proof	Learn	:15M	<ul style="list-style-type: none"> Brand behavior moves beyond brand positioning How is your brand living their story? Embracing transparency and authenticity
		Experience	:10M	<ul style="list-style-type: none"> Learning from brands that are built on their actions and behaviors not just products Outcome: Learn how to move beyond traditional brand standards and positioning
		Apply	:30M	<ul style="list-style-type: none"> Storyliving Exercise: Practice out-of-the-box thinking by viewing your brand from a different perspective
	Break		:15M	
4	Culture of Content	Learn	:15M	<ul style="list-style-type: none"> What is content? Develop a content strategy Understand the content matrix
		Experience	:10M	<ul style="list-style-type: none"> Examples of brands that utilize content to share brand story Outcome: Identify what content opportunities exist for your brand and how you can activate in a meaningful and authentic way
		Apply	:20M	<ul style="list-style-type: none"> Content Exercise: Reimagine your current content strategy and develop new ideas using the content matrix
5	Understanding Path of Discovery and Experiential Marketing	Learn	:15M	<ul style="list-style-type: none"> Define discovery for a new generation Learn the consumer discovery path Understand experiential currency
		Experience	:10M	<ul style="list-style-type: none"> Examples of how businesses today are trading products for experiences Outcome: Understand where your brand aligns on the discovery path and how can you can create meaningful experiences along the way
		Apply	:20M	<ul style="list-style-type: none"> Discovery Exercise: Work in groups to identify opportunities for future growth and brand discovery potential by saying, “yes, and...”



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	Lunch		:30M	
6	Peer Influence, Team of Experts	Learn	:15M	<ul style="list-style-type: none"> Learn value of peer affirmation Build a social circle Identify obvious and unobvious influencers
		Experience	:10M	<ul style="list-style-type: none"> Examples of brands tapping into peer networks for activation Outcome: Learn tactics to harness influence that will propel your brand forward
		Apply	:20M	<ul style="list-style-type: none"> Influence Exercise: Brainstorm ideas that harness the power of community and unobvious influencers to change the way people experience your brand
7	Frictionless Journey™	Learn	:15M	<ul style="list-style-type: none"> Reimagine the consumer path to purchase Recognize the transition from consumer to prosumer Learn how to identify points of friction
		Experience	:10M	<ul style="list-style-type: none"> Examples of brands that remove friction from consumer journey Outcome: Learn how to break down barriers in the consumer journey to deliver a better experience
		Apply	:30M	<ul style="list-style-type: none"> Journey Exercise: Map out your consumer's journey to create a truly frictionless experience
	Break		:15M	
8	Innovation Through Empathy	Learn	:15M	<ul style="list-style-type: none"> What is innovation? Sustaining vs. disruptive innovation Understanding the role empathy plays in rethinking brand experience
		Experience	:10M	<ul style="list-style-type: none"> Example of a brands that base industry innovations on human centered design Outcome: Understand the foundation of innovation and how you can begin implementing innovation practices
		Apply	:30M	<ul style="list-style-type: none"> Innovation Exercise: Conduct one-on-one interviews to identify the role empathy plays in creating disruptive innovation ideas and practices
9	Experimentation	Apply	:20M	<ul style="list-style-type: none"> Experimentation Exercise: Marketers create individual experiments (challenge, hypothesis and experiment) to test and learn new approaches to marketing to millennials



#	Module	L.E.A.D. Learning Approach	Time	Learning Experience Summary
10	Learning Reflection and L.E.A.D. Action Plans	Discover	:15M	<ul style="list-style-type: none">• Pulling it all together - review your marketing to millennials roadmap• “Discover More” resources• Exercise: Groups reflect on learnings, create L.E.A.D. action plan and present highlights• Share action plans as a group