

Gen Y: HAS REALITY BITTEN?

Young Australian have had a blessed history. The most educated generation in history, they grew up in an era of unprecedented growth and prosperity

They see themselves as smarter than their parents, open-minded, digitally nimble, empowered, socially connected and faced with endless opportunities.

I think we're a bit more laid back too. Like, we enjoy stuff that's wrong, the wronger it is, the funnier it is.

The world is literally at their fingertips. And success is at their door. The only hard choices are how to make the most of their options.

So how are they feeling today? Has the GFC dampened their spirits at all? Are they more realistic than idealistic? Are they spending like they have accustomed to and avoiding delayed gratification?

Put simply, is our image of Gen Y up-to-date, or is there a need to re-calibrate the way we connect with this segment of savvy consumers?

Sometimes I feel really unprepared, cash-wise anyway. The concept of delayed gratification, for me, financially, is a hard one.

Facebook's about marketing yourself really. You don't want to put out there that you're a loser, so you're only going to update or put up status that makes you look positive.

YOU WILL LEARN...

- Why Gen-Y resent their depiction in the media?
- The four areas to connect positively with them
- Why "spontaneity" should be the theme of your next campaign?
- Why The Hangover movies are an aspiration?
- How reality has nibbled, not bitten
- The key media themes that connect
- What their expectations are of brands in social media
- Why image is everything and how manifests
- How their healthy self-perception is not matched by behaviour?
- Why switching off is a growing trend?
- Why water-cooler TV is on the wane?