

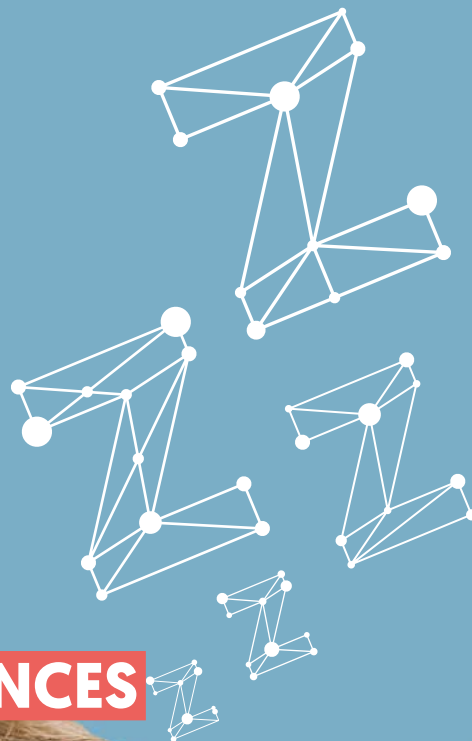


Ipsos Connect

ATTENTION GENERATION NEXT!

ISSUE 3 OUT OF 3

**BEATING THE ATTENTION
DEFICIT FOR YOUNG AUDIENCES**



Thought Piece
2015



**WHEN WE THINK ABOUT WHAT IT'S LIKE TO BE
YOUNG, WE NATURALLY THINK BACK TO OUR
OWN CHILDHOOD; PLAYING IN THE STREET,
DISCOVERING MUSIC ON THE RADIO, ONLY
HAVING FIVE TV CHANNELS TO CHOOSE FROM
WITH ONLY THREE CARRYING ADVERTISING.**





THE COMPLEXITY OF TODAY'S DIGITAL MEDIA LANDSCAPE IS BAFFLING IN COMPARISON.

The generation Ipsos Connect are looking at in this paper, Generation Next, are born after 1990 and therefore all under 25. Dealing with this unique generation who are 'growing up digital' is a cultural challenge for most marketers, many of whom are not digital natives. These kids and teens are growing up in an always on, constantly evolving, media and tech landscape.

The environment for brand communications is diversifying. Brands are no longer competing just for ad space, they are competing for attention against a wide variety of sources from Taylor Swift videos and Vine stars to personal social media streams where the drama, excitement and relatability of Generation Next's social circles are played out. With a dizzying array of multiple content choices at their fingertips, how do brands even try to compete for their attention?

This plethora of choice is making Generation Next increasingly demanding, and therefore the old tried and tested approaches to gain their attention are becoming less effective. The classic mantra of 'right place, right time' has never been more important, but with the increasing fragmentation of the environment, identifying this sweet spot is becoming more difficult.

However, it is not an impossible task, and by getting closer to Generation Next, we see there are patterns that emerge and principles of engagement, to help ensure marketers have the best opportunity of reaching and connecting with their audiences.

SIMPLICITY SEEKERS

What is interesting is that we are often finding that consideration sets for this generation are narrowing; they go to their favourite platform and destination to seek out content from there. Whilst Gen Next may not be quite as overwhelmed with the speed of change as non-digital natives, they are governed by the same rules, seeking shortcuts which easily gratify their needs.

In our research on branded content looking at influencers and engagers, we found that young people consult a strikingly small number of media sources and platforms. Generation Next are adept at curating their own content based on their interests.

'I follow a few Instagram accounts dedicated to food (for example @top_london_restaurants). I love finding new places on there.' **Female, Influencer, 18-24**

'I came across this on my home page on YouTube from my recent interests' **Female, Influencer, 18-24**

Getting into these consideration sets is key; and to do this we need to understand their ecosystem of influence; what platforms or destinations do they go to first and why; and what do they expect from brands and content in these places? Influencers such as peers, social media streams and digital stars play a big part in determining what this generation pay attention to; generating likes is not the be all or end all, but in some cases can act as a shortcut for indicating the likely appeal of content.

'If I have seen a certain product advertised by a few different celebs then I will always research it a bit more and maybe invest ... More than anything, I find that keeping up with trends etc. is made easier by following celebs on social media.' **Female, Influencer, 18-24**



**1 IN 3 (34%)
CHILDREN
AGED 5-15
NOW OWN
THEIR OWN
TABLET,
UP FROM 1 IN 5
IN 2013**



**MOST KIDS
(88%) AGED
5-15 LIVE IN A
HOME WITH
INTERNET
ACCESS**

Source: Ofcom – Children and Parents: Media Use and Attitudes Report 2014

Making sure that we understand 'influencers' and their unique sets of motivations, needs and reasons for engagement and sharing behaviours is as important as understanding the people who follow their choices.

'I wouldn't share it [a GoPro branded content example] because it's not funny enough and isn't really close enough to who I am for there to be any point.'
Male, Influencer, 18-24

AUTHENTICITY IS KEY

Most importantly, there are consistent signs that trigger Generation Next to engage with content. If we learn to speak



**OVER 8 IN 10
CHILDREN
(84%) AGED
5-15 LIVE IN A
HOME WITH
A FIXED OR
PORTABLE
GAMES
CONSOLE**



**1 IN 5 KIDS
AGED 8-11
OWN A
SMARTPHONE
RISING TO 65%
OF 12-15 YEAR
OLDS**

this language, we find the key to growing brand desire.

There are many myths surrounding this generation, particularly regarding the notion that they are constant 'flickers' and are not capable of concentration and deep engagement. Whilst this is certainly the case in some situations, we also find the opposite can be true; digital natives will engage deeply IF content meets their emotional needs and provides something they care about.

'I would share this [Dove – Always] as I love the message that they are trying to share. It is also something that I personally connect with. I'd probably share it on Facebook as I feel video sharing works the best there. I'd expect a reaction from my friends who can sympathise with the message.'
Female, Engager, 16-24

'It's a chance to find friends which you haven't spoken to in ages, a place to share interesting and entertaining videos and a chance to share photos so others can see what you are doing in your daily life. Without social media, this world would be completely different as people wouldn't be able to share anything that might brighten up another person's day.'
Female, Influencer, 18-24

I follow Innocent on Twitter. I absolutely love their tweets. They're so funny. I think I first came across it when one of my friends retweeted something of theirs. I frequently re-tweet their tweets and occasionally share some of their videos/photos with friends who are not on twitter. It made me think that the brand is more relatable as often brands on Twitter self-promote 100% of the time.'
Female, 18-25

Authenticity is also key. The digital world offers the chance for organically grown stars, like Pewdiepie and Zoella, to build audiences from their bedrooms; and the reason they achieve these viewing figures is that they are real people talking about issues that matter to young people and engaging with them in a tone they recognise. Skippable ads and multi-screening means that Gen Next can easily turn away from slickly produced advertising and media content that does not feel real to them.

Content also has to work within the rules and boundaries of the platform it is embedded in. Unfortunately, a standardised strategy for releasing content across multiple platforms will rarely be effective. Choosing the right platform and tailoring content is vital. Different platforms meet different needs; do you want to create aspiration through Instagram, inspiration through Pinterest, excitement through Vine and/or conversation through Twitter?

MEET THE NEO VICTORIANS

So how do you create authenticity? Traditional perceptions of what it is to be young are being turned on their heads for this generation. Youth is no longer just about carefree, hedonistic days; they have serious issues to contend with and increasing societal pressure. We often find they are more sensible than their parents!

When you speak to young people about their aspirations they are relatively conservative – they want to be parents, get married and be successful in their careers. They are increasingly concerned with academic success [86% in 2014

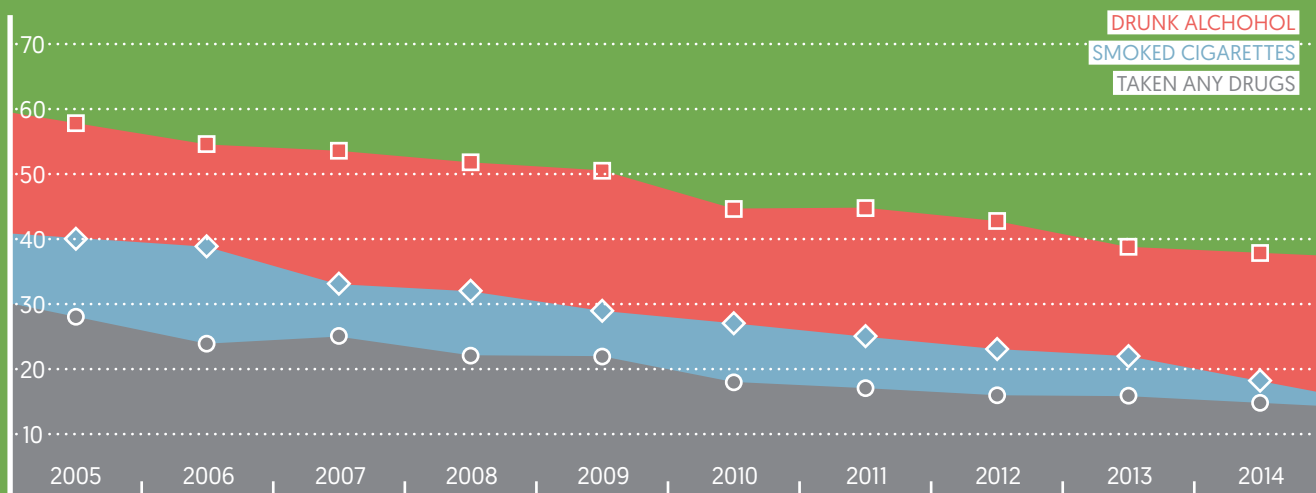
up from 79% in 2007, Ipsos MORI Young People Omnibus] and job prospects, rather than the traditional risky behaviours of smoking, alcohol and drugs which have been decreasing steadily over the past 10 years [Ipsos MORI 2014, Smoking, drinking and drug use amongst young people in England, NatCen Social Research]. They also have a belief that success in life is truly down to the individual.

A desire to earn their own success, to challenge themselves, to be the best they can be is what is driving them. We call them the 'Neo Victorians'. To connect with this audience, we need to understand this 'Neo Victorian' lens; and speak to them in a way that reflects their aspirations in life.

That said, being young is still in some ways the same as it ever was, it is an emotionally turbulent time of testing and defining boundaries and personal identity, and often kids are looking for some form of release. Entertainment and humour is still a key device in unlocking emotional engagement; Brands and content that connect them with this feel-good factor in an authentic way reap the benefits.

TRADITIONAL RISKY BEHAVIOURS HAVE DECLINED....

EVER SMOKED, DRUNK ALCOHOL, TAKEN DRUGS: 2005-2014 (SECONDARY SCHOOL CHILDREN)



Source: Smoking, drinking and drug use among young people in England, NatCen Social Research (2014)

SUCCESS IS DOWN TO THE INDIVIDUAL...

WHICH OF THESE SENTENCES DO
YOU AGREE WITH THE MOST?

84%

**It doesn't matter what background
you're from, anyone can be successful
in life if they try hard enough**

Source: Ipsos MORI Young People Omnibus [2012]



THE KEY TO SUCCESS

If brands are going to compete, they need to create content which offers emotional value to Gen Next and engages them in an honest and authentic way. One of the ways in which this can be achieved is by acknowledging that in a time of Snapchat and memes, Generation Next has moved to more visual ways of communicating and tailoring brand messages to the platform.

'I think Instagram is the most influential for me by far and my friends agree. For me, having that album there of someone's life is very revealing so I think people connect with it.' Male, Engager, 18-24

The good news about this generation is they are open to engaging in conversations with brands – if they are engaged in the right ways. Brands and media providers need to stay ahead of the ever changing game. Whilst platforms continue to evolve, success lies in making content that has a fresh perspective on a changing world that really talks to Gen Next about their reality.

FOR MORE INFORMATION ON OUR QUALITATIVE OFFER, PLEASE CONTACT:



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Ipsos Connect

ABOUT IPSOS CONNECT

Ipsos Connect are experts in brand, media, content and communications research. We help brands and media owners to reach and engage audiences in today's hyper-competitive media environment.

Our services include:

- **Brand & Campaign Performance:** Evaluation and optimisation of in-market activities to drive communications effectiveness and brand growth.
- **Content and Communications Development:** Communications, content and creative development from early stage idea development through to quantitative pre-testing alongside media & touchpoint planning.
- **Media Measurement:** Audience measurement and understanding.

Ipsos Connect are specialists in people-based insight, employing qualitative and quantitative techniques including surveys, neuro, observation, social media and other data sources. Our philosophy and framework centre on building successful businesses through understanding brands, media, content and communications at the point of impact with people.

