

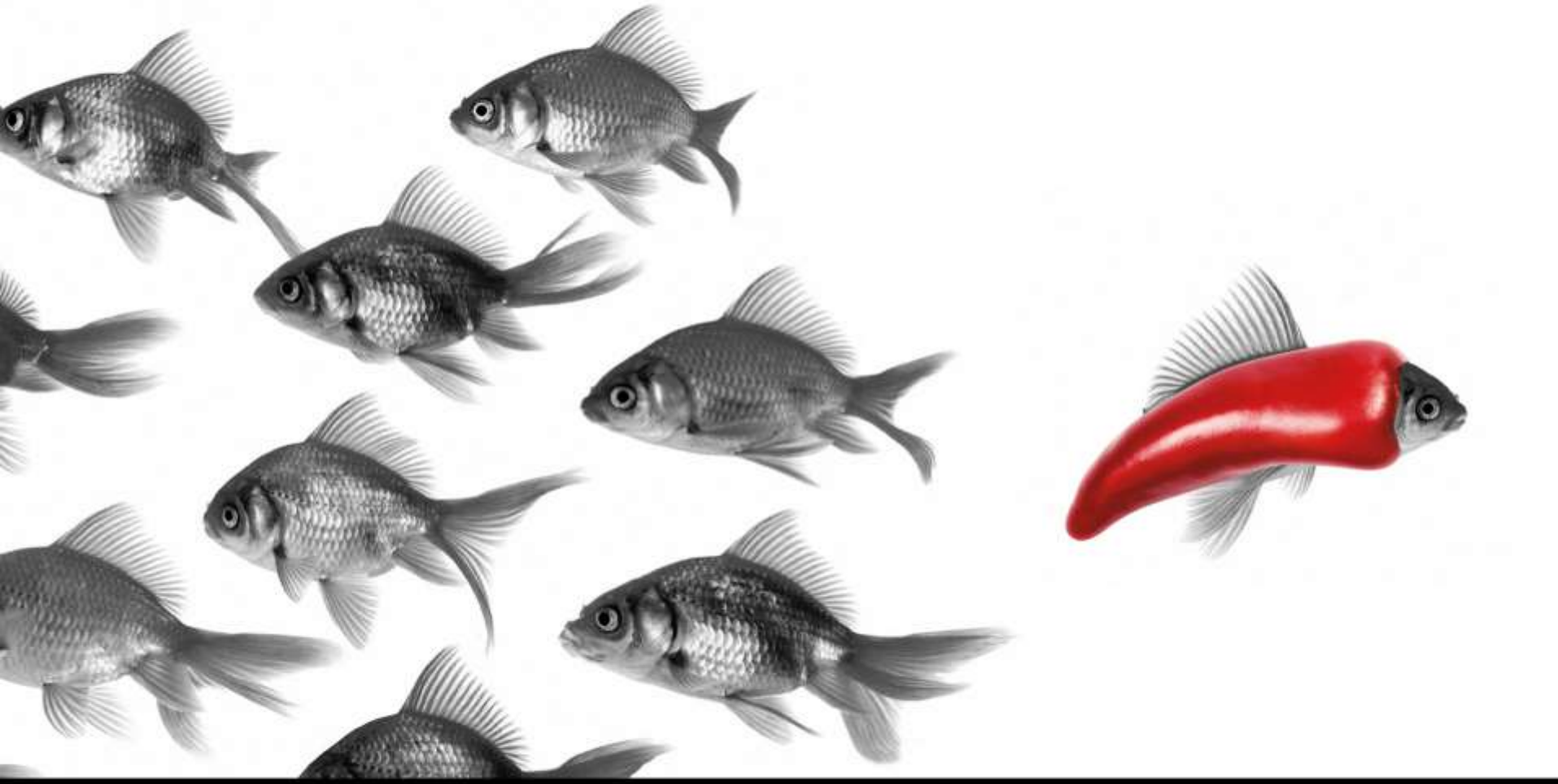


how cool brands stay **hot**

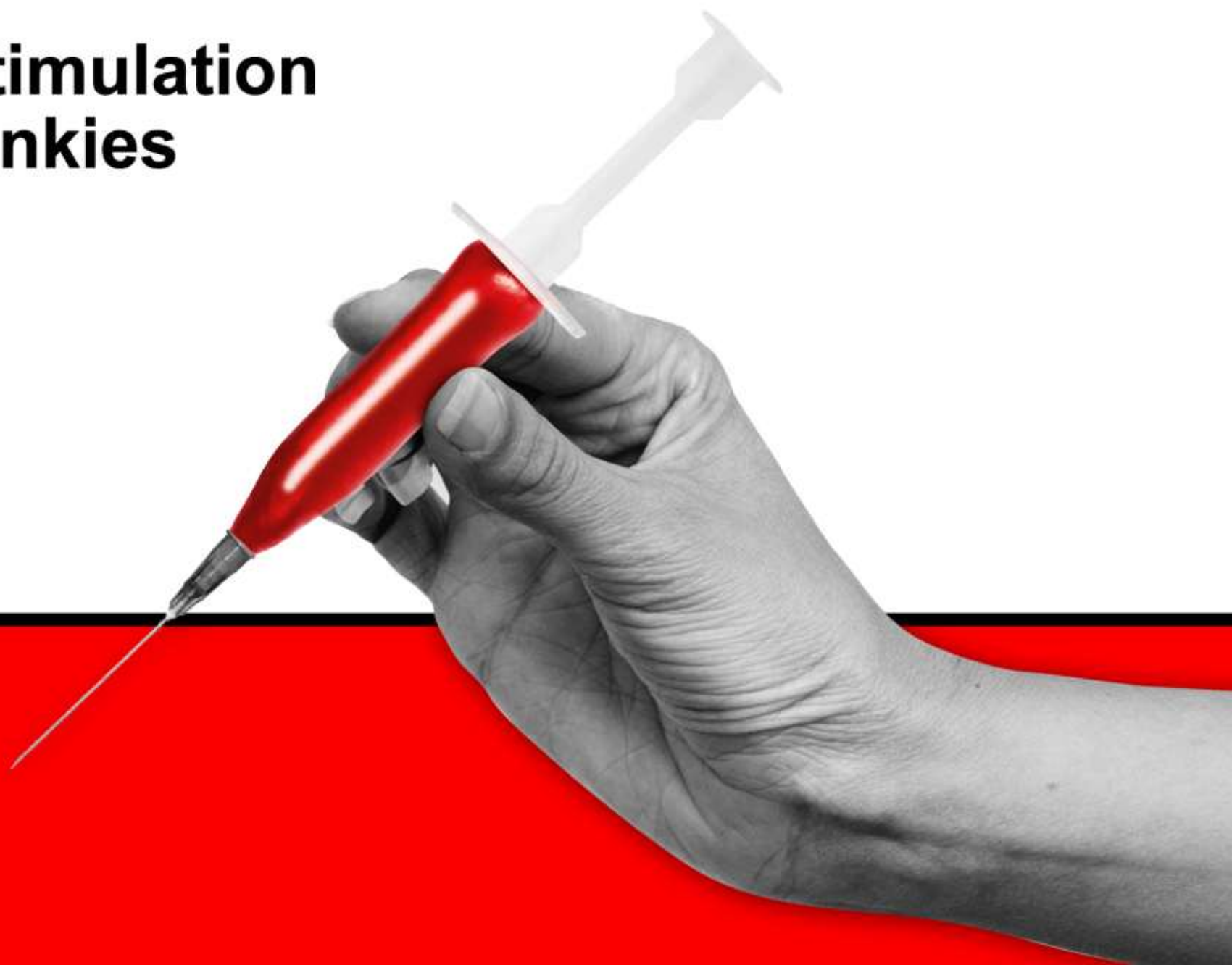
Branding to Generation **Y**

Joeri Van den Bergh

How different is Gen **Y**?



**Stimulation
junkies**



Gen Y's role models



#146

The power of conversations



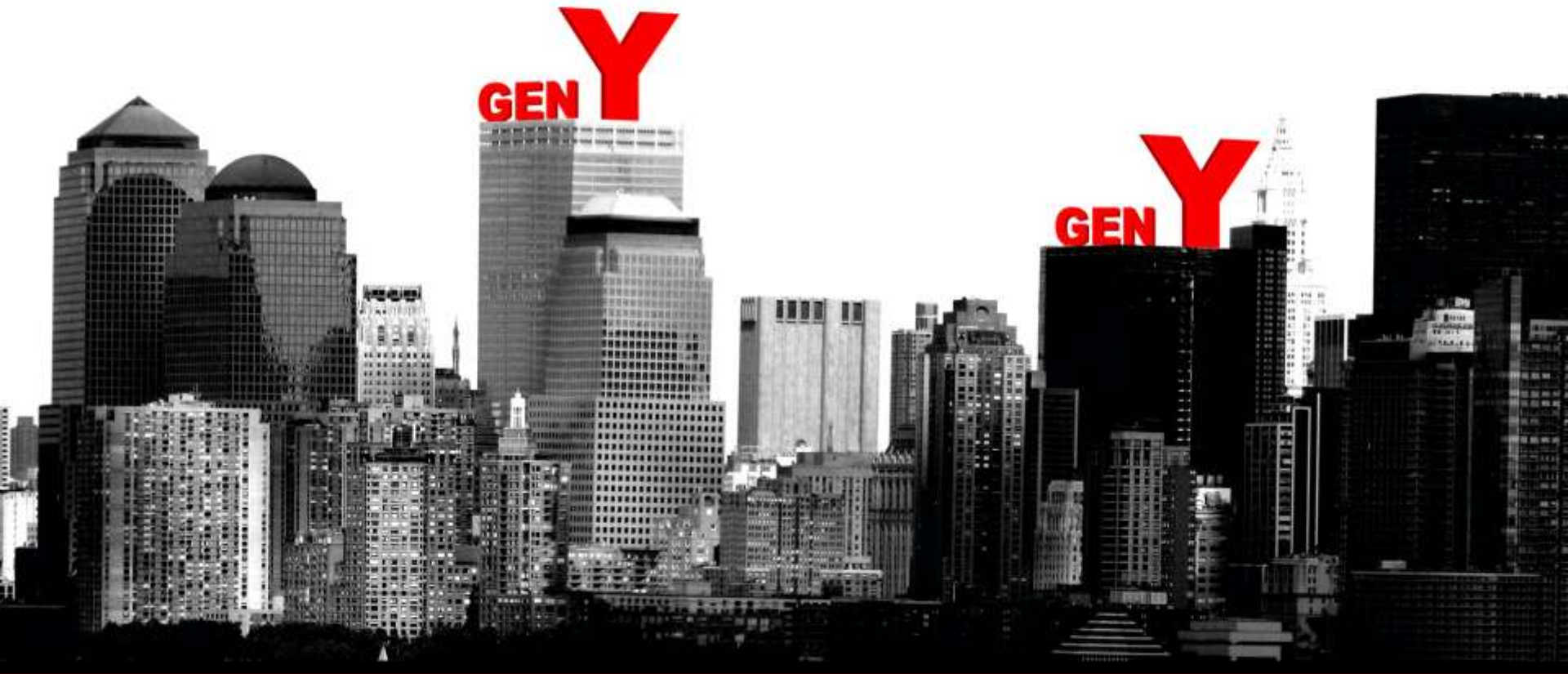


**Technology
Generation**



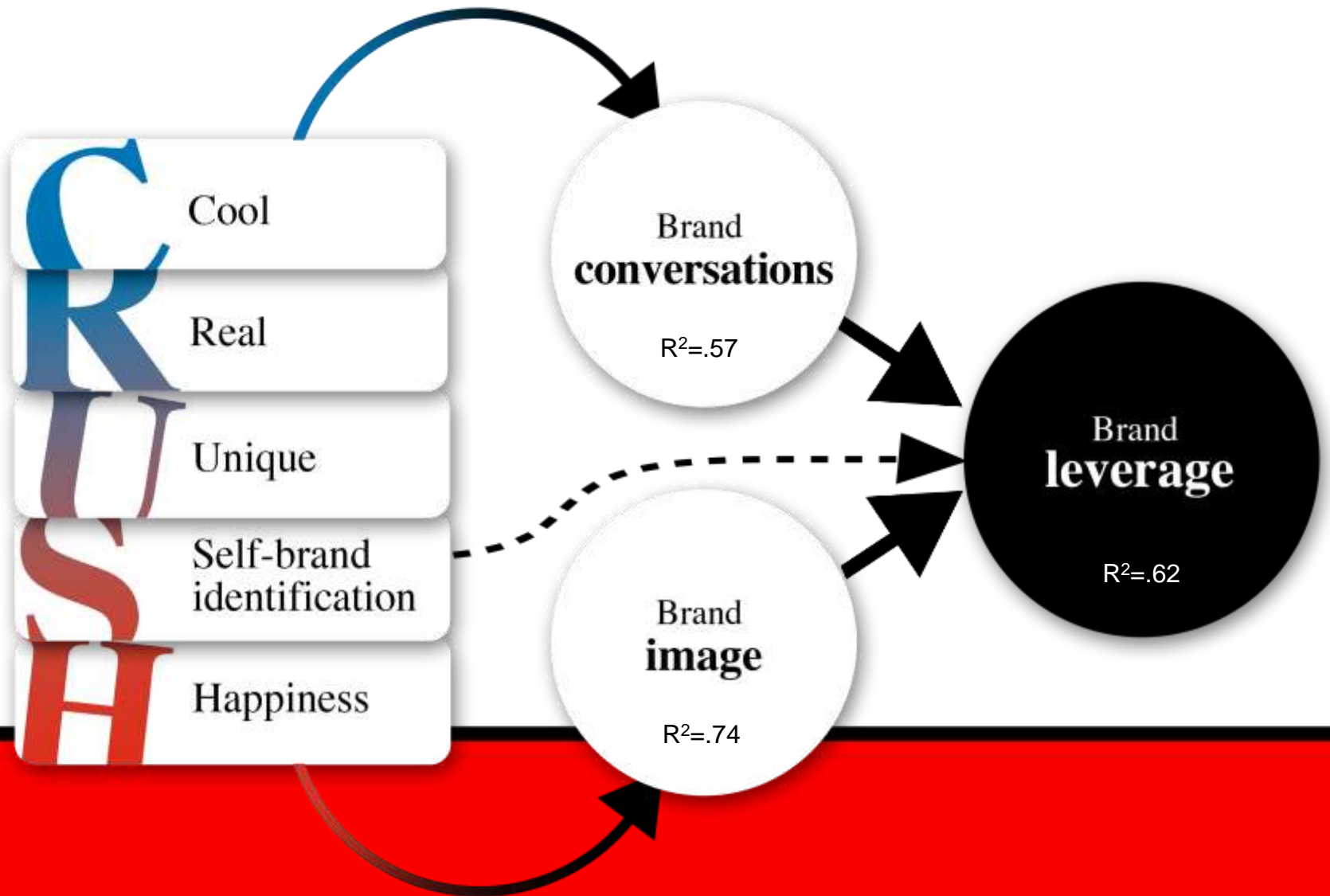
**Individual
empowerment**

Gen Y embraces ownership



How to keep your brand hot





InSites Consulting Brand Model tested by path analysis

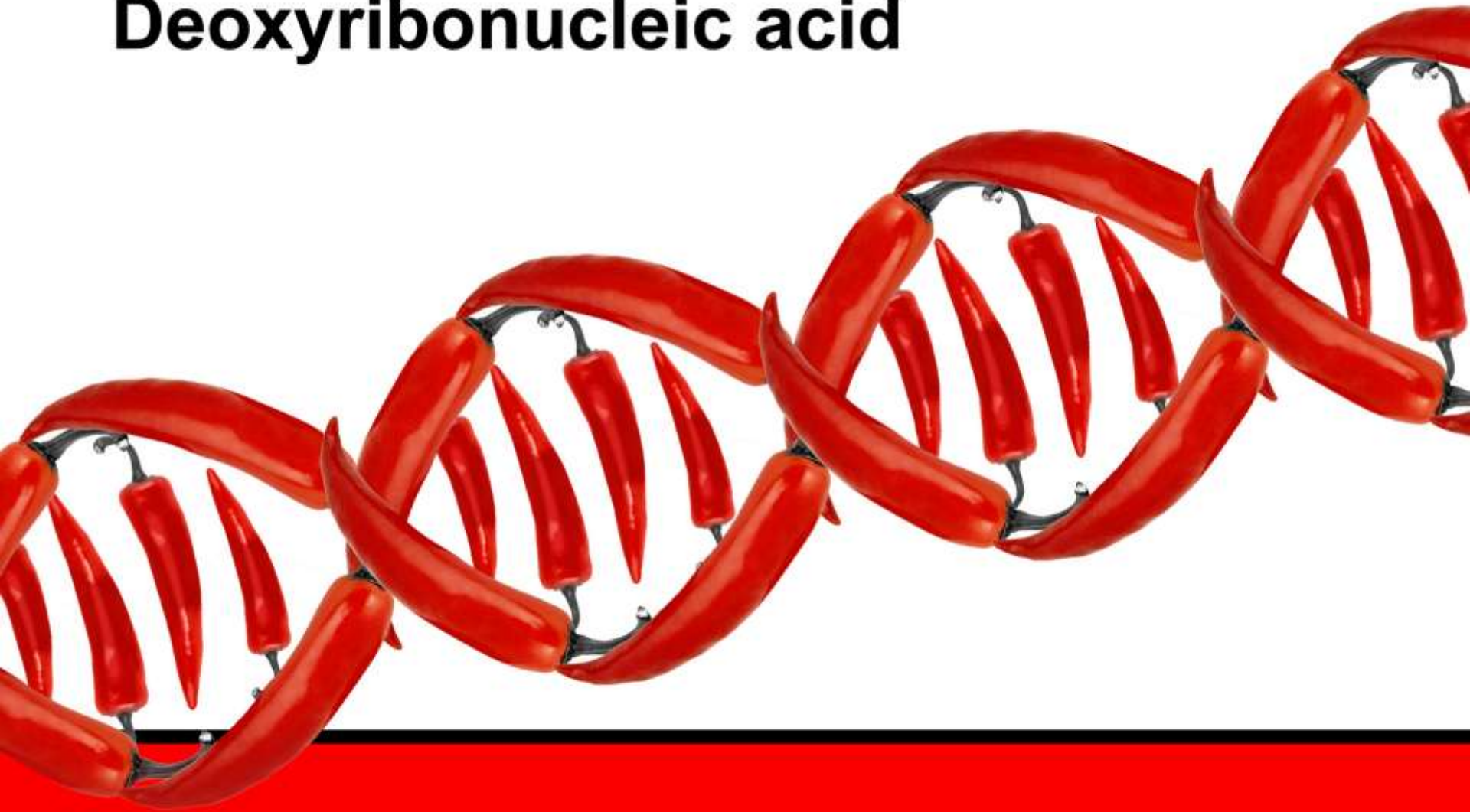
Real

C
R
U
S
H



//Authenticity **for** **Generation Y**

Deoxyribonucleic acid



Real



**Hot takeaways
to sustain
real brands**

C
R
U
S
H

- ① Stay true to your roots, but don't shout
- ② Warm is the new cool
- ① Be open and respectful, listen (like friends)



Happy



C
K
S
H

Happy

**Me & my
mixed
emotions**



Happy



**You can't buy
happiness from
a machine**

Happy

**The great
gratification**



// I WILL NEVER FORGET THE DAY...

Happy

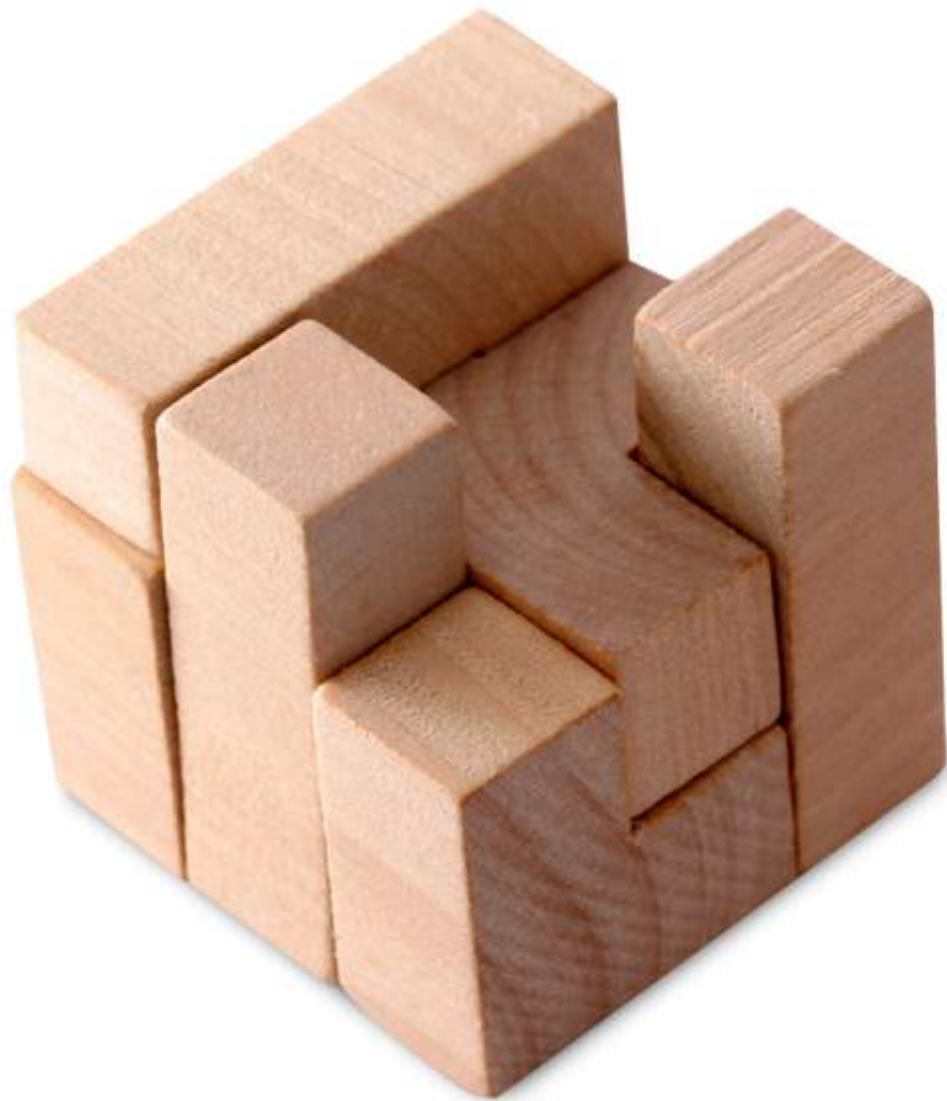


Source; InSites Consulting 16 country study January 2011 – 4,065 respondents aged 15-25 in USA, UK, Russia, Germany, France, Denmark, Sweden, Netherlands, Belgium, Spain, Italy, Romania, Poland, Brazil, India, and China.

Pay for
attention



**Play for
attention**



The Triumph Generation



Hot takeaways
to sustain
happy brands



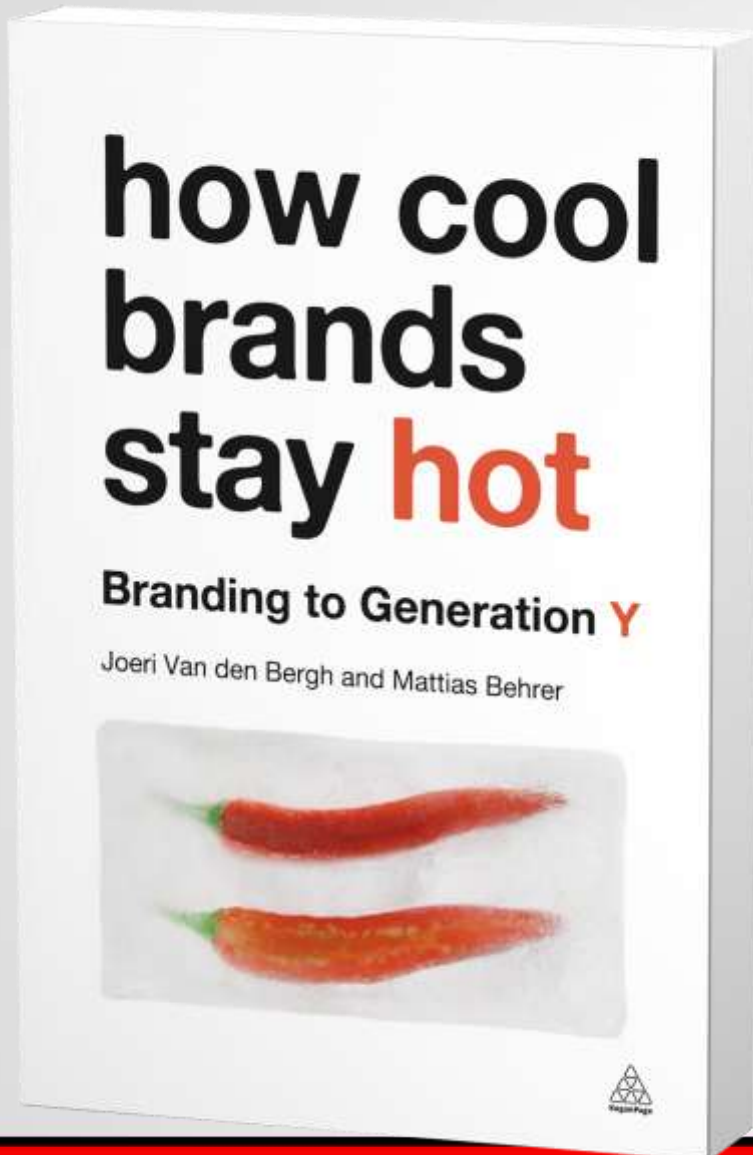
① **Deliver gratifications** = challenges

① **Don't use** negative emotions

① **Everyone** likes happy endings!



how cool brands stay **hot** Branding to Generation **Y**





**THANKS
FOR LISTENING!**

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