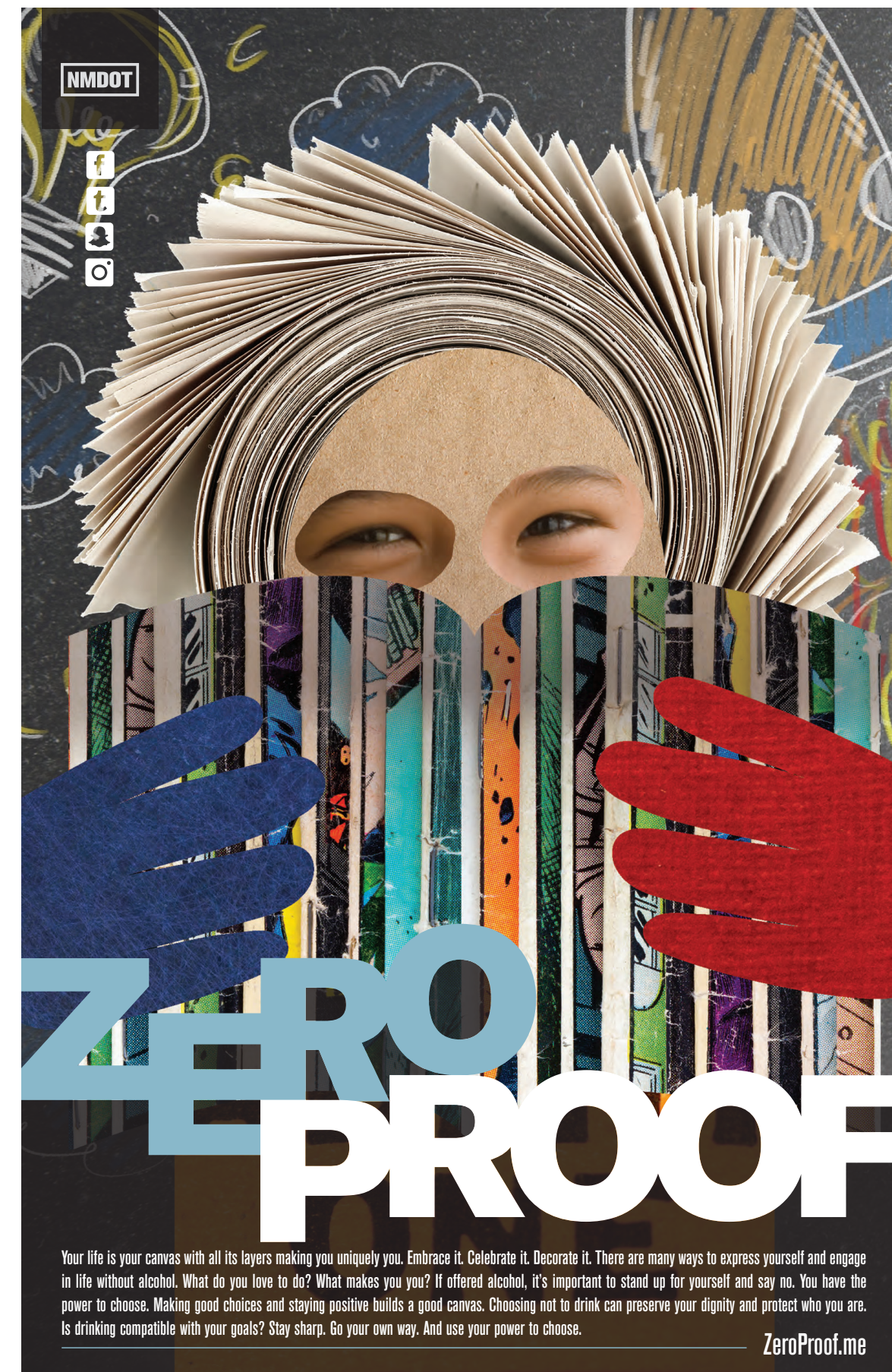




CUTTING THROUGH THE CLUTTER

“...New research has found that millennial behavior has the power to influence that of baby boomer and generation X as well.”

FutureCast



18-34 group using multiple devices

87% of millennials use between two and three tech devices at least once on a daily basis, 39% are either very or completely likely to purchase a tablet computer in the next five years, while 30% are for wearable devices.

Elite Daily - Generation Y

More than 85% of millennials own smartphones and check them an average of 43 times a day.

Nielson



84% of millennials don't trust traditional advertising.

Hubspot

Only 1% of millennials surveyed said that a compelling advertisement would make them trust a brand more.

Elite Daily - Generation Y

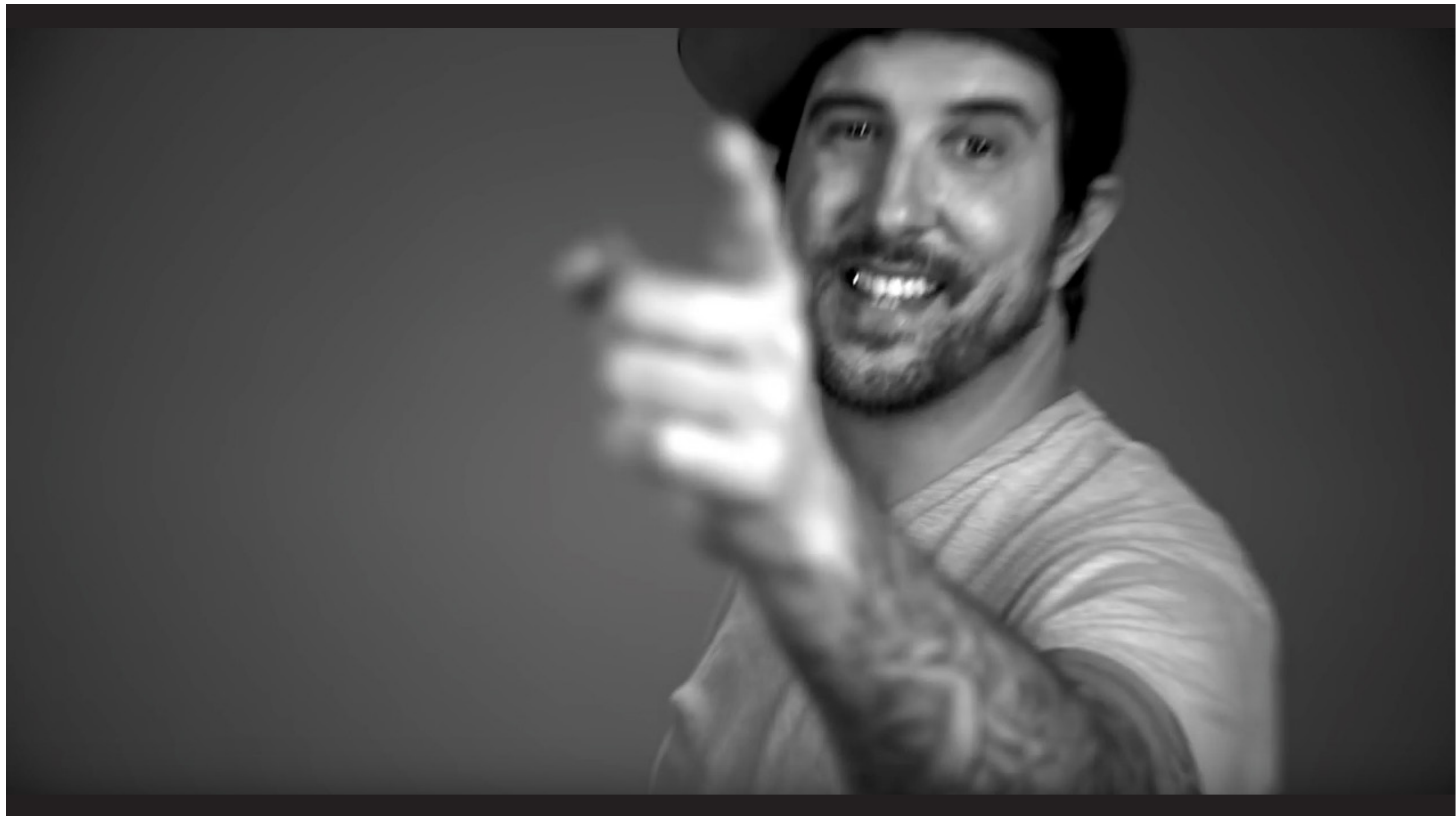


43% of millennials value authenticity as more important than content.
Elite Daily - Generation Y



61% of millennials are worried about the state of the world and feel personally responsible to make a difference.

Huffington Post



THE UNUSUAL MAN BITES DOG
THE “EST” BIGGEST, FIRST, BEST
CONTROVERSY
CELEBS AND KNOWN **INFLUENCERS**
HEART WRENCHING STORIES AND STORYTELLERS

Howard University study regarding what gets media attention.

