

Ambika Sharma

Ambika Sharma is the Founder & MD, Pulp Strategy Communications- a company successfully providing One to One marketing technological solutions to Industry Giants to achieve there go to market strategy. Founded in 2011, Pulp Strategy under her entrepreneurship, has gained the distinction of being India's Youngest and most awarded agency with 45 global and national recognitions. Her past experience includes serving as Chief Operating Officer for Jagran Solutions (a unit of JPL), Encompass (A WPP Company) and Kidstuff (A Mudra Group Company). Some of the biggies she is working with includes Google, Yahoo India, Nokia, Philips, Renault to name a few.

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Millennial Marketing and Why It Needs to be Planned Differently?

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by Ambika Sharma

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We made a shift in the traditional marketing route by adapting to the digital media, which was a buzzing trend back in the day. While the digital media has only grown in its scope and reach, hence validating the shift we made, we presently stand at a juncture where it has become mandatory to revise our marketing initiatives, with respect to the changing times. Millennial are leading the consumer markets at present, and as brands always looking to remain meaningful and relevant for the ever evolving consumers, it is now time to concentrate efforts on millennial marketing.

The United Nations has already predicted India becoming the most populous country by 2022, coming at par or perhaps even exceeding China. As per the 2011 consensus, 60 per cent of Indian population, a staggering 701 million to be precise, was found to be below the age of 30. Reaching adolescence by 2000, there is something truly unique about this generation. Born in the Independent India, while one part of this generation witnessed the transition from traditional mediums to digital, the other was born in the glorious Digital India. The exposure received in the formative years have shaped up this generation, otherwise called Millennial, differently.

The startup boom experienced in the country today is part of the same transition. They are different from the Baby Boomers, the ones born following the Second World War. The generation parents often seem so exasperated about, stem from the same difference. For Baby Boomers, security, and that too at a physiological level, was amongst the strongest driving factors. To build a home, nurture a family and provide decent education to their children were perhaps the most compelling thoughts of Baby Boomers. However, Millennial were born in times that were secure. Hence, a sense of adventure took over the motivation. The wanderlust, so actively communicated in the popular social media posts, an increasing inclination towards entrepreneurship, which is both an adventure and means to register autonomy over the work, are all the ways in which the transition in the consumers are reflected today.

There are certain concepts in the marketing strategies, which are now done to death, especially when we factor in the increasing number of Millennial. For instance, take the traditional Life Stages marketing for instance. The approach typically differentiated consumers on the basis of age and put them under different stages, such as young and single, honeymooners, full nest: 1, 2 and 3, empty nest 1 and 2. However, millennial are more non-traditionalist in this approach than ever. With their creative and independent thinking, they are completely revamping the traditional family set up. Moreover, the transition from being single to married to becoming parents might not follow the same age cycle.

As a result, swift brands have now started targeting on social causes and lifestyles, as part of their marketing campaign. Several advertisements in the past, whether they are promoting a soft drink or a ceiling fan, have come to include a strong social message, one that is hard hitting and resonates with the liberal and experimental mindsets of the current generation. Some of the video marketing initiatives that have gone immensely viral included erstwhile taboo themes like opposite gender norms, homosexuality and the likes.

Moving further, we need to keep in mind that the Millennial are rather tech-savvy. As mentioned before, a major part of the millennial generation was born post the digital expansion. They take technology for granted and expect the same from the brands that are vying to get hold of their time and shortening attention span. Britannia got it right when they re-introduced their once popular but now fading Bourbon biscuits as a smart phone launch. The digital campaign called it a Version 2.0 and the entire language was such entirely tech-friendly.

It remains to be seen how brands will be able to tap into the increasing number of tech-savvy users. Overhauling the marketing routes, registering a mobile presence, perhaps with a full-fledged smartphone app and customizing the outreach campaigns as per the users, shall gain prominence over what has worked previously.

Lastly, brands may want to recruit young millennial as campus ambassadors and the likes, since this generation is roaring to work and gain some field experience. The tradition job security holds lesser value for them and they would rather work for a brand that shares their vision and contributes significantly in the world. If a brand is able to register its social empathy with the millennial, it is sure to become a hit amongst the generation, along with gaining their trust, respect and brand loyalty.

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