OPERATE IN THE CULTURE, NOT THE CATEGORY

UNDERSTANDING THE “WHY”
The Intelligence Group is a division of Creative Artists Agency

PARTIAL CLIENT LIST

Google  NBC  Microsoft  Nestle  VISA

Comedy Central  Westfield  Victoria's Secret  ELLE  Target

bebe  Disney  Nordstrom  SONY MUSIC

BBC Worldwide  Activision  GAP  Red Bull  Coca Cola

Honda  Yahoo!  American Eagle Outfitters  HBO
GENERATION OVERVIEW

• 76 million strong
• Ages 53-73
• Parents of Generation Y

BOOMERS
BOOMERS

• Carefree youth
• Post-war optimism
• Peer-ents

GEN Y TODAY

• 80 million strong
• Ages 18-34
• $200 billion in spending power → $400 billion by 2020
GEN Y TRAITS

- Feel special
- Need to be heard
- Idealistic

NEW AMERICAN DREAM

93% get parental assistance
53% of college graduates are “under-employed”
THE YOUNG AND THE CREDITLESS

53% say their finances is the area of their life that needs the most improvement

HUNTING FOR HOUSING

Housing demand is strong and growing as a result of Gen Y's size and initial recovery
THE URBAN SPIRIT

82% would rather live in a big city than a small town

CASSANDRA

ENTREPRENEURIAL ASPIRATIONS

49% want to bypass traditional companies in favor of startups

27% of mainstream and 38% of trendsetters think they will own a business

CASSANDRA
COLLABORATION IS EXPECTED

45% want brands and companies to ask for input about new products and ideas

PART OF THE CONVERSATION

84% rely on the opinions of their friends and family to make decisions
MAKE MEANING, NOT JUST MONEY

64% rank making the world a better place as a priority in life

WHAT IT ALL ADDS UP TO

A NEW DEFINITION OF SUCCESS

A RECONSIDERATION OF THE DEVELOPMENT PROCESS

A RECONFIGURATION OF THE IDEA OF OWNERSHIP
GENERATION NEXT
INSIGHTS FROM THE CASSANDRA REPORT

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