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# Connecting Creatively to the Mediavores: An Investigation of Effie Award Winning Campaign Creatives that Successfully Communicated to Millennials.

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# **Connecting Creatively to the Mediavores:**

***An Investigation of Effie Award Winning Campaign Creatives  
that Successfully Communicated to Millennials***

Thesis presented in partial fulfillment of Honors

By.

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## Abstract:

To many marketers, the second Gold Rush has come. The Millennials are on the rise and marketers are ready to strike; but “How?” has become the question. For many marketers, it has taken years of trial & error and data research to understand this target group that is considered to come out of 1981-2000 (Crang, p.1). The biggest hurdle marketers have to overcome is taking their thought process from traditional platforms to the digital technology that this group has grown up on. On top of joining the digital world, marketers have to be more creative than ever. With this group, they have been creating before they could talk, so they know what has been done and what is refreshing. And if that did not seem like enough on the marketers’ plates, Millennials want interactivity and personalization from every brand.

To the average person, this seems incredibly demanding; but a few companies were willing to take on this challenge. Old Spice, Doritos, and Syfy found a way to connect with the Millennial audience through incredible creatives and received Effie Awards in recognition of their hard work. This report investigated each brand’s case study and what made their creative so successful. Throughout it, similarities were found, and differentiating elements were discovered, which resulted in why each case received the level of award they did. By the end of this paper, a

clear picture of what resonates with this target audience should be painted to inform other researchers in the Millennial targeting field.



**Introduction:**

When given the chance to do some research of my own, I knew immediately that I wanted to combine my two passions: graphic design and advertising research. How I was going to do this took a little longer for me to figure out though. It was after going through many different avenues that I realized I did not know my own generation. How did I expect to go into the marketing/advertising field without any understanding of one of the largest target audiences to exist? It was with this thought that I realized I wanted to fully understand my own generation, the Millennials, as a target audience, but more specifically, how to connect with them on their own terms creatively. After looking around, there really was not any set data to show what is working with this generation. So I turned to Effie award winning campaigns that had been recognized by specialist, as well as viewers, to shed some light on creative elements Millennials are responding to.

Effie Awards are given out to campaigns that not only achieved their goals, but also went over and beyond their expectations. Each case had to clearly establish their communication, marketing, advertising, and media goals and have a way of measuring their progress to establish if they had accomplished what they set out to do. Three cases that won different award levels were Syfy with their "Alice" campaign, Doritos with

their “Concert in a Bag” campaign, and Old Spice with their “The Man Your Man Could Smell Like” campaign. Going through each step of these campaigns really helped me gain insight as to how these brands are applying their information and expanding upon it. After reviewing each case, I was able to make comparisons amongst the three as well as pinpoint what differentiated each case to win them the level of award they did.

To put it simply, I was able to see what worked, and what did not.

**Meet the Mediavores:**

Before I could jump into reviewing these case studies, I needed to understand more about the target audience, the Millennials. The Millennials, also known as NextGen, GenY, C Generation, M Generation, and Echo Boomers (Sweeny, p. 1), are the generation born between 1981-2000 (Crang, p. 1). Most agree that there are around 79 million Millennials in the United States today, which makes them the largest generation since the Baby Boomers (Crang, p.1). On top of their numbers, they are said to hold a purchasing power estimated around \$170 billion per year (Crang, p.1). So understanding them is paramount for marketers if they hope to see any of that money come in their company's direction.

First, you have to recognize a Millennial when you see them. So what should we be looking for? Before going into these traits, it is important to remember that this generation encompasses people from the age of 11-31. So while these characteristics are very much a part of the older 2/3 of this generation, it is not necessarily a part of the younger 1/3. But these traits most definitely are influencing the younger 1/3 of the Millennial generation and shaping them. Some of the common characteristics marketers attribute to Millennials are confidence, team-oriented, sheltered, special, impatient (Sweeny, p.1), achieving (Howe, p.1), self-reliant, loving, diverse, brand-oriented, fun seeking,



service/cause-oriented, mobile, and technology addicted (Key, p.1). To take a quick recap as to what each of these mean:

- Confident- Millennials are confident in themselves and their future.
- Team-oriented- When it comes to making change within their community, this generation turns to each other and leaves their “individualistic” attitudes behind.
- Sheltered- Millennials were brought up in a time of overly protective parents. As children, they had the top safety gear available and as they have grown, their parents have “hovered” to protect them from unpleasant experiences (Howe, p. 1).
- Special- After years of growing up with everything they do being celebrated, this generation has gained a sense of entitlement and constantly seeks reassurance in their performances to validate their purpose (Howe, p. 1).
- Impatient- Being in an environment that requires them to constantly be multitasking, Millennials have grown to be intolerant of anything that might take up time they could be using on other activities.
- Achieving- With aptitude test scores that have risen across all grade levels (Eubanks, p. 1), the Millennials feel more pressure to achieve within their world, i.e. good grades, hard work, extracurricular activities, rather than in their personal development (Howe, p. 1).

- Self-Reliant- Millennials take the achievement that is expected of them and apply it to their “self-reliant mode”. They acknowledge that while their parents have sheltered and helped them their whole life, it is ultimately up to them to make things happen for themselves.
- Loving- Even though their parents are described as “hovering”, this generation holds relationships with their parents to a high standard. These relationships are some of the most important to them because these are the people who have always supported them and given guidance through their lives.
- Diverse- Going along with their “team-oriented”ness, this group is more diverse than any before. Said to be one of the most tolerant generations, 1 in every 3 Caucasian Millennials is a member of a minority group (Generation, p. 4). Growing up with such ethnic diversity, Millennials believe strongly in equal rights and being tolerant of different beliefs.
- Brand-Oriented- Brand identification and consumerism is at an all time high amongst Millennials (Key, p.2). While they are individualistic, they stick with the brands that they have grown up on and watched their parents use. But, studies have shown that Millennials are more likely to be brand loyal to apparel, technology,

- food, and hygiene brands over brands in other markets (Lodes, p. 5).
- Fun Seeking: With most of this generation still being in the “kid” mindset, they are constantly seeking out fun. They have more activities available to them than any other generation before, and with this being one of the first generations that were not expected to be working since the age of 14, they have more time to take advantage of those opportunities.
  - Service/Cause-Oriented- Since Millennials have grown up with such a diverse population; they are very up-to-date on social issues pertaining to themselves. With the dominance of technology and social networking in their lives, Millennials are constantly learning and addressing social issues and joining groups that are working toward a cause.
  - Mobile- Millennials are very set on being mobile, not staying at home with their parents. They show a huge interest in traveling the world and experiencing different places (Key, p. 3).
  - Technologically Addicted- Technology has been a prominent part of Millennials lives from the time they could walk. When they were in grade school, they were learning how to work with computers and today, Millennials pretty much sleep with their phones and laptops (Parker, p. 2). Technology has made them the multitasking fiends

they are today and is responsible for why they crave media; hence, “Mediavores” (Key, p. 3).

While all of these traits warrant some of marketer’s attention, it is the last trait, “*technologically addicted*”, that really defines this generation. Since most of them grew up with a computer being in the home at some point, they are fairly savvy users. Also, the introduction of the Internet occurring during the early Millennial’s lifetimes really sealed the deal for media exposure to them. Since then, Millennials cannot seem to disconnect themselves. Steve Parker Jr. and Doug Crang reported that 93% of Millennials are avid Internet users compared to 88% of adults 35-54, and 42% of adults 55 and older (Parker, p. 3). One would think that a platform that seems to have so much power with this generation would make reaching them increasingly easier than just relying on traditional platforms, but for some reason, this is where most marketers are finding that they need to regroup and gain more insight to their target audience.

While the Millennials are digitally savvy, it is important to understand how they are using these digital platforms. In a report done by the Pew Research Center, it was found that 95% of Millennials own a cell phone, 57% own a desktop computer, 70% own a laptop computer, 74% own an iPod or MP3 player, and 63% own a game console, all of which have internet access (Zickuhr, p. 3). Early on with the invention of the Internet, most people were using it for emails. With the incredible expansion of

knowledge over the past twenty years, the amount of things the Internet is being used for are unimaginable. Today, Millennials have stated that the first thing they do when they wake up is check a social networking site. Social Networking sites seem to have taken over the Internet world. With sites such as Twitter, Facebook, YouTube, 4 Square, and more, Millennials are able to stay connected without having to make a conscious effort. No longer do they have to make a phone call, email, or write a letter. They can simply find a person on one of these sites and connect instantly with them. In 2010, Millennials rose from 67% to 83% of using social networks (McNaughton). These sites are being used for everything from sharing actions, posting blogs, videos, music, games, and instant messaging. The abilities that these sites give the users have influenced marketers and advertisers greatly.

Marketers and advertisers have really needed to embrace this characteristic of Millennials because of the sheer amount of usage digital platforms receive from them is incredible. The internet these days gives Millennials access to be on point with trending topics, see what other people are doing, and most importantly for campaigns, influence people within their social communities. Being able to influence their peers gives Millennials the feeling of being important in the "bigger scheme of things". This ability makes them the center of their own hubs, thus having more people looking to them for what is going on in the world. For people who

spend majority of their media time on social networking sites, these people become how they find out about different things going on socially and politically. If marketers and advertisers can gain these influencers as consumers of their campaign, they can then reach an even larger audience without extra coverage. It is important for them to realize though, that Millennials are very guarded when it comes to advertisers. They have picked up on their lingo and know when to put up their barriers so it is imperative that marketers and advertisers find an honest language to communicate with them. The digital platforms can help with this and have given marketers and advertisers more ways to target a narrow audience and play to their interests.

Some campaigns that were able to understand what Millennials want out of their information's delivery were Old Spice and Wieden+Kennedy who won a gold and grand Effie (Old Spice), Syfy and Fallon who won a bronze Effie (Syfy), and Doritos and Goodby, Silverstien & Partners, and OMD who won a silver Effie.

**Who Got It? :**

Started by the American Marketing Association in 1968, the Effie Worldwide Inc. was started to recognize, educate, and encourage effectiveness across the marketing communications industry ("About"). They saw that there was a need to recognize current communications worldwide and build upon those to create effectiveness. Today, the Effie Awards are still looked to heavily in the marketing/advertising communications world for effective communication trends. These differ from other awards programs such as the ADDYs and CLIOs because those place more focus on the creative execution as opposed to the overall campaign. What has made the Effies so highly established is their yearly, assembled judges ability to assess submitted cases through their awards programs, which are based off goals, research, creatives, results, and longevity. The judges are all experts within their own fields so the cases get full critique from real world workers. If an agency were to win a prestigious Effie Award, the collateral they would garner from that would only allow them to display their team's great ability to create a solid campaign so many agencies strive to win an Effie.

Since they have started their awards program, immense amount of companies have submitted their campaigns in hopes of receiving one of the prestigious Effie Awards: Bronze, Silver, Gold, and Grand. 2011 was no

different. With many entries submitted, three stood out in particular to me, due to their target audiences: Syfy, Doritos, and Old Spice.



**Case 1 – Syfy, Alice:**

In 2009, Syfy was rebranding their network and hoping to gain enough ratings to be in the top ten spots of cable television for the end of the year (Syfy). To draw viewers in, Syfy decided to release a mini-series of a modern day Alice in Wonderland. On top of modernizing Alice, Syfy needed to use this opportunity to promote its new slogan, “Imagine Greater”. With so many new changes to the brand, the success of this campaign was imperative to retain its current viewers, while gaining new ones, and also get their ratings up. The overall goal of this campaign was to exceed ratings of 1.54 HH with 989,000 people between the ages of 18-49 and 1,128,000 people between the ages of 25-54 (Syfy). Their

secondary and tertiary goals were to generate digital buzz across social media and drive digital traffic to Syfy.com (Syfy).

To ensure they were speaking to the correct people, Syfy employed research from Simmons to create a target audience that consumed heavy amounts of media and were influencers; a.k.a. Millennials (Syfy). Making the target audience aware of what Alice was about was easy due to the fact that most people grow up with the tale, the not so easy part was figuring out how to come at it from a new angle. With many iconic characters, Syfy found that the one most people identified with Alice in Wonderland was the white rabbit. Thus, their big idea was born: *taking consumers down a multimedia rabbit hole.*

With the reinvention of Alice, Syfy took this opportunity to reinvent the way they reached their target audience with an immersive, interactive campaign. Just because they were a television company did not mean they were going to stick to television commercials. In fact, they literally went out of the box.

Starting where most Millennials spend their time, Syfy placed Alice banners on websites, promoting the time and date of the miniseries. To step up the interaction, they placed the white rabbit character within the ad and surprised the viewer by having him burst from his banner confines and into their faces. He then enticed them to try and catch him, which

led the viewer to follow him to different pages, some resulting in further exploration of the campaign, and some being false ends.



Along with interactive web banners, Syfy created an account for the white rabbit on Twitter where fans could follow clues given out over the campaign. Literally pushing out of the box, Syfy created an interactive O.O.H. (out of home) projection in New York City at night where the white rabbit was featured climbing and bounding off the buildings. Fans could watch the rabbit all over the city furthering promotion for his Twitter account and the Syfy website.



To push the interaction further, a street team of fifty white rabbits was deployed in New York City the Friday before the miniseries premier date. This street team was dressed identical to the white rabbit character fans had seen bounding around buildings just days before. Fans were able to interact with the rabbits by taking pictures, videos, and receiving playing cards featuring an image of a wanted ad for Alice, complete with the miniseries' premier time and date.



The Twitter accounts exploded with activity from fans. Blogs, news coverage, Facebook, and the Syfy website were all fired up for Alice. To really pull dedicated fans/influencers in, Syfy also mailed exclusive “Alice” kits to their homes containing material from the movie and promotional gear. This multiplatform creative resulted in Syfy not only reaching all three of their goals, but exceeding them greatly.

For their primary goal, Alice got 1.75 HH ratings with 1,355,000 people between the ages of 18-49 and 1,244,000 people between the

ages of 25-54, which was a 14%, 37%, and 10% over their expectations (Syfy). To sweeten the pot even more, Alice premiered as the highest rated and most watched Sunday night on Syfy since 2007 with 3,000,000 viewers (Syfy). Their secondary goal was reached by having blog mentions more than doubled in only one day, a huge spike in search terms with almost 100,000 clicks across the campaign, and average Tweet Mentions of @WhiteRabbitInc ever two minutes during the New York City invasion and with every one minute during the movie premier (Syfy). For their third goal of driving traffic to the Syfy website, over 650,000 visits and 1.4 million clicks were made through the faux rabbit holes (Syfy).

With all this success, it is hard to see why they received a bronze award, but there were some points that could have influenced this. While Millennials spend more time on digital platforms than any others, they would have only been exposed to the interactive banners if they were on the sponsored sites. This interaction also would have been limited if the viewer's pop-up blocker was turned on depriving the viewer from seeing the white rabbit leap into their face. The interaction of the rest of the campaign was also fairly limited in that unless you live in New York City, you would not actually have been able to experience the projections or the street invasion where most of the buzz came from. While the viewer could see all the excitement from Twitter, your experience would not be the same, or as influential. And lastly, the longevity of this campaign

ended when the miniseries was over. There was no continuation of characters, or link to continue the experience. But it is important to remember how Syfy got the bronze award for Media Idea. The key element for them was giving the Millennials the interaction they crave, in their own time, and through their most used platform but still delivering unexpected twists.

**Case 2 – Doritos, Concert In A Bag:**

Doritos also embarked on a new venture in 2009. With the snack product market being down due to the recession, Doritos needed to make a mark that could put them into “megahit” status. The only problem with that is that less than 3% of new packaged-goods products reach that status (Doritos). Doritos knew that their product would not be able to put itself at that status without the help of an outstanding creative. This is how they decided to surprise their audience with something they were never expecting.

For their primary goal, Doritos wanted to create the most successful new product launch of the year in the salty-snack category. Secondly, they wanted to create enough momentum to establish a long-term platform. And thirdly, Doritos wanted to create a platform that was as

innovative as their product and that would be relevant to their target audience (Doritos).

The target audience for Doritos was a “hyperlifer”, tech-savvy, 19 year old who craved intense, immersive, entertainment experiences (Doritos). This very specific target audience resides in a Millennial segment, and is one that is considered to value their social credibility and establish themselves as an influencer amongst their peers (Doritos). To make a creative that was relevant to the “hyperlifer”, Doritos came up with their big idea: *it's not a bag, it's a ticket* (Doritos).

After doing some research, Doritos realized that their main competition was not other salty-snacks, rather, iTunes, apps, games, and other technology (Doritos). This meant they needed to find a way to cut through all the clutter of totally separate markets to reach their target audience. With a target audience that thrives off of nightlife energy, Doritos decided to turn their Late Night flavors into Late Night interaction.

To bring their big idea to life, Doritos decided they were going to deliver an exclusive concert, to the purchaser, through their Late Night Flavor bags. Using Augmented Reality technology, Doritos created a 3D concert that could be accessed with a special marker that would be available on bags. Not only does this technology give the viewer a personal concert, the viewer could then personalize the concert and control different elements of the show. With a solid incentive, Doritos



teamed up with Blink 182, Rihanna, and Big Boi as the stars of their show (Doritos).



In promoting their creation, Doritos treated the entire thing as an actual concert would be. This included teaming up with popular music sites and using the various artists' social outlets to promote the show. One big part of their promotion came from their partnership with Pollstar where the Doritos bag was placed on their Music Ticket Ticker for just \$3.99. Doritos information was then placed under the Music Tours & News page where viewers could order their own "ticket" and the first 500 could have it delivered directly to their house (Doritos).



With a downloadable scanner, the viewer could open their own show, personalize it, and then share the experience through their various social media networks. This created a huge amount of W.O.M. (word of mouth) for the Doritos campaign. In fact, in a poll taken in October of 2010, viewers reported a combined score of 65% loving the campaign concept and campaign videos (Doran). There was also a 59% increase in mentions of the Dorito brand in online discussions (Doran).

After the campaign had been launched nationally, the results were in with Doritos Late Night products becoming the top-selling product innovation in 2009. In fact, the two flavors launched accounted for 18% of total dollar sales for new innovations in the salty-snacks category (Doritos). Also, Doritos had easily achieved “megahit” status with \$50 million dollars in sales (Doritos). They also succeeded in their goals for creating a platform as unique as their target audience with a reported 72% of people saying the experience improved their opinion of the brand (Doritos).

It is easy to see how this campaign achieved a silver award in Media Innovation. But if they created an entirely new platform, one has to wonder why they only received a silver award. After looking into later attempts of this continued campaign, Doritos has not garnered as much attention as they did the first time they introduced their idea. While they have created more flavors, the “experience” seems to have become

repetitive. When dealing with Millennials, it is important to be constantly evolving. While Doritos connected to them fantastically the first go around, they failed to continue to deliver that stimulation that Millennials crave which is where I find they have fallen short. It is imperative to recall though, that they found a way to unexpectedly reach Millennials within their vested interest and did not communicate with them trying to sell a product. Rather, they sold an experience.

**Case 3 – Old Spice, The Man Your Man Could Smell Like:**

Over the span of the 2000's, the men's body wash market had become filled with brands vying for a piece of the pie. By 2009, Old Spice found themselves losing their place (Old Spice). They needed to find a way to re-establish their market position and bring in new customers. These customers could not only be men though. Dove was announcing a new product release in 2010, which could threaten anything Old Spice put out due to their high brand loyalty numbers from women (Old Spice). Old Spice needed to find a way to connect with men and women.

For their overall goal, Old Spice wanted to gain the most campaign buzz (Old Spice). This buzz could not only promote their product, but also generate brand recognition and brand recall for new users. Secondly, Old Spice wanted to give body wash sales a boost. They wanted to exceed year-over-year sales numbers that could surpass category growth, which

had only been about 7% - 9% yearly (Old Spice). In order to achieve these goals, Old Spice needed to get their target audience to start thinking about men's body wash and to start talking about it.

While it makes sense to target both genders in order to boost participation numbers, Old Spice found an even more important reason to incorporate women into their target audience. In research conducted by Proctor & Gamble, Old Spice found that 60% of men's body washes were purchased by women (Old Spice). While the target audience was not specifically denoted, the creative approach Old Spice took to their big idea was one that would speak to primarily, men and women within the upper to middle segments of the Millennial generation, ranging between 20-32. In order to get the conversation to happen between men and women, Old Spice needed a stimulating character. Thus, *the man your man could smell like* was born.

After hiring actor Isaiah Mustafa (Schroeder), viewers were confronted by the crusader against "lady-scented" body washes via social media outlets such as YouTube and Facebook a few days before the Super Bowl (Old Spice). Here they were faced with the now infamous words "Look to your man. Now look back at me.". To also further Old Spice buzz, they used Super Bowl related search terms to direct traffic over Super Bowl weekend to their social sites (Old Spice). The videos had become so viral by the end of the game that many people actually

believed they had seen the new Old Spice commercials during the game, when in fact it was not released on television until 24 hours later (Old Spice). To further reach their target audience, Old Spice concentrated on times which had high Millennial ratings such as *Lost*, the Vancouver Olympics, *American Idol*, and movie commercials over Valentine's Day weekend (Old Spice). These spots were shown as having high views from both sexes which meant the Old Spice conversation was being reached by both at the same time.



After a very short amount of time, *the man your man could look like* had garnered a massive amount of earned media. Parodies of the character were popping up all over the Internet, being covered by news, and even being reenacted by many smaller companies who recognized it as a great idea. With the campaign clearly achieving their goal of taking over media buzz, Old spice decided to launch the second part to this campaign, the *Response Campaign*.

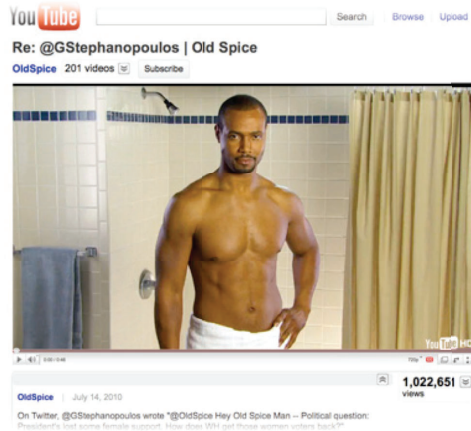
With the *Response* campaign, Old Spice wanted to make the conversation between *the man your man could smell like* and the viewers a little more personal (Old Spice). While creating these conversations, Old Spice would measure their reach's success in buzz, views, and growth of the brand's fan base on social networks. While they were concentrated on connecting intimately with the consumer, they also wanted to continue to promote themselves in order to drive business to their company (Old Spice). Granted their sales for Old Spice Red Zone were up by 60% from the previous year, but Old Spice wanted more (Old Spice). Other goals this campaign had were to bring fans from "brand time" to "human time" and also execute the whole campaign without spending a single penny (Old Spice).

In order to execute this campaign, Old Spice used social networking sites such as Facebook, Twitter, and YouTube to deliver *real time* video conversations (Old Spice). The big idea behind this campaign was that participants could submit their own questions to *the man your man could smell like* and have them responded to. The main platform used to host this campaign was the Old Spice YouTube channel (Old Spice). It was perfect to distribute the video to the target audience because it had a built-in fan base of 65,000 subscribers, which we can assume were also influencers of their communities (Old Spice). With a "place" set, Old Spice needed a way of pulling all the questions they

were receiving from different social networking sites and getting them organized. Since they could not find a technology to do this, they developed their own software named NORAD. NORAD pulled mentions of Old Spice from the sites and allowed digital strategists and interactive producers to organize the questions by clout, and creative potential (Old Spice). NORAD also allowed the operators to write responses to selected questions, which were then sent directly to a teleprompter where they could be delivered to the fans in *real time*.

After the development of the main player in this campaign, NORAD, the campaign was ready to be launched. In order to promote the event, Old Spice created personalized messages for previous influencers from the *The Man Your Man Could Smell Like* campaign, which created a huge amount of digital buzz (Old Spice). While some celebrities were included, Old Spice mainly focused on messages for “Average Joes” which made up 70% of the personalized messages (Old Spice). With questions being responded to over 72 hours, the campaign ended with outstanding results.





The results for the campaign showed that the primary and secondary goals had been surpassed. For their primary goal of wanting to generate digital buzz, Old Spice received 5.9 million YouTube views within the first 24 hours (Old Spice). In the second day, Old Spice had 8 out of the 11 most popular videos on the web (Old Spice). By the third day, the campaign eclipsed 20 million YouTube views and after one week, the videos had been seen more than 40 million times (Old Spice). To add to the great buzz, Old Spice's fan base had huge growth. Twitter followers increased by 2700% (Old Spice), Facebook fans went up 60% from 500,000 to 800,000 (Old Spice), Oldspice.com traffic increased 300% (Old Spice), YouTube subscribers increased from 65,000 to 150,000 (Old Spice), and Old Spice became the #1 All-Time Most Viewed and #2 Most Subscribed Branded Channel on YouTube (Old Spice). Their secondary goal was achieved as well when their unit sales had increased from the previous year by 125%, which also served as the highest number for the brand (Old Spice).

Anyone who reviews this case can see how this campaign was a success. This success was a contributor to the gold award that Old Spice won, but what got them the grand award was their follow up campaign's success. Both campaigns targeted Millennials in their main domain, the digital world. They focused on digital more than any other platform and depended on influencers of this group. What they did fantastically was relying on Millennials desire to spread information within their groups. The second best part of their creative was the amount of interactivity. When one steps back and thinks about the campaign, neither would have been a success had Millennials not been so engaged and enticed to be interactive with the campaign. Old Spice gave Millennials the reigns more or less, and allowed them to see a more humanistic side to their company instead of marketing to them. This fulfilled Millennials desire to be a part of something bigger than themselves, and their desire to take control. Building this level of a relationship is what really captured brand loyal fans for Old Spice. What also added to the success of both campaigns was the universality of the concept and language. While the main target segment was Millennials, people within other generations also found this campaign to be a favorite. The language used really appealed to people of all ages and brought their attention to the campaign and it's success.

**Tying It All Together:**

After reviewing each of these cases, the elements that are working for Millennials creatively are clearly demonstrated: engagement, interaction, and longevity.

When targeting the Millennials, the campaign has to engage them. If a campaign is targeting Millennials, it cannot expect to hold them twenty feet away. Campaigns today have to allow their targeted audience to get up close and personal with their brand/product. It is this allowing of engagement that the target audience are going to put effort into the campaigns and take the time to investigate them. A perfect example of good engagement was in the Alice case study. Their bounding white rabbit created unexpected engagement and invited the viewer into his world pulling them into the rest of the elements of the campaign. Following Syfy's lead in this approach would allow companies to really pull their target audience in.

After a campaign has managed to engage Millennials, it needs to provide a great level of interaction. This does not mean making a Facebook page and allowing people to "friend" the brand. This means giving away some control and allowing the audience to become an active participant within the campaign. Doritos did this when it allowed consumers to create their own concert experience in their *Concert in a Bag* campaign. Giving this level of interaction to Millennials fulfills many of

their desires to be a part of something larger than themselves. It also allows them to become an influencer within their social community, which is held in high importance to them. This interaction allows the target audience to build a relationship with a brand and view them more as a “human” than a company. This relationship is where they develop their brand loyalty and so on so they become a “lifer”.

Lastly, after the campaign has gotten Millennials attention and made a relationship with them, longevity needs to play a role. The longevity of most campaigns is generally a couple months, after which, is ended. The Old Spice Response campaign really understood this element and established a close relationship with its consumers by answering their personal questions in real time on the Internet. Longevity for Millennials is appealing due to the fact that it allows them to continue their relationship with the brand. If the campaign is continued, but evolves, it allows this relationship to strengthen and reaffirms the target audience that the campaign needs them as much as they need the brand the campaign is for, without the campaigns topic becoming boring and overused. It is continuing that relationship that has become very intimate for them.

**Conclusion:**

After looking through these cases, I was able to really understand the generation known as the Millennials. Not only was I able to understand different psychographics and demographics of this target audience but also I was able to gain insight into creative elements that appeal to them.

Millennials are a generation of digital savvy, collaborative, and influential people born between 1981-2000. They are big on cause-oriented, confidence, diversity, and much more. They know what they are looking for, but want it with personalization. They want their content delivered to them through their preferred platform, on their time, and with relevant information. With this group being the multitaskers they have become to be known as, they are looking for certain deliveries, and if a campaign does not have those, it will get looked. This is a generation of really interesting individuals that have a huge potential influence on the market financially. If advertisers and marketers can remember to have campaigns that engage, interact, and have longevity they will be able to capture these people and gain a massive amount of “lifers”.

To remember examples of these three elements, marketers and advertisers can look to Syfy and Doritos with their campaigns. But if they want to see these three elements working harmoniously, marketers and advertisers should look to Old Spice with their campaigns, *The Man Your*

*Man Could Smell Like* and the *Response*. This campaign really showed fabulous engagement through the language it used. It spoke to the target audience with a fast paced order, which grabbed their attention. The campaign continued to keep the target audience's attention through the level of interaction they incorporated with their *Response* campaign. By allowing the target audience to create content that went into the campaign, they were able to establish the base for longevity, a brand relationship. The level of intimacy the *Response* campaign shared with its consumers allowed for the element of longevity to take place and gain brand loyalty amongst their fans for years to come.

It is important that marketers and advertisers continue to keep up to date with current campaigns and awards being put out to see what trends are happening in the communications market. By keeping tabs on this research, companies and agencies can maximize their campaigns success and fully achieve their goals. Also, if they can continue learning about Millennials, companies can gain a huge part of the marketplace and have Millennials become brand loyal to them.

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