Marketing to Millennials

Insights from the Obama ’08 Campaign

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Good News:
MILLennials want to CONNECT!

Social networking is the most popular online activity for younger Americans.

(Email is something their parents use.)
Good News: MILLENNIALS want to CONNECT!

Implications:

• Engagement trumps marketing.
• You’ll need to speak their language.
• Brand control is shared.
• Informing isn’t enough.
• Traditional boundaries are blurring.
• Moving targets are the only targets.
• Customer service isn’t a department.
• No sales are final.

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The Obama campaign changed the RULES OF ENGAGEMENT

INSPIRE lead with a big idea, vision
INVOLVE give them something to do
AMPLIFY provide the tools they can use
RESPECT the voter, the crowd, dissent
“The campaign’s official stuff they created for YouTube was watched for 14.5 million hours. To buy 14.5 million hours on broadcast TV is $47 million.” - Joe Trippi
A CUSTOM CAMPAIGN for youth

‘O’con: official logo of “Generation Obama”:
• Distinct, but related
• More about Obama, himself
• Discoverable
• Ownable as theirs, not the campaign’s
Appealed to their SELF-INTEREST

Made it FRICTIONLESS
Pragmatic
INTERACTIVE INNOVATION
Don’t forget OLD MEDIA

But do it DIFFERENTLY
Informing Isn’t Enough.
USER-GENERATED, SHARABLE CONTENT
Made to Travel.
MILLENNIAL RESULTS

• 24mm youth (18-29) voted in 2008
• 2.2mm more youth than in 2004
• Highest youth turnout ever (est. 49-55%)
• About 66% of them voted for Obama
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