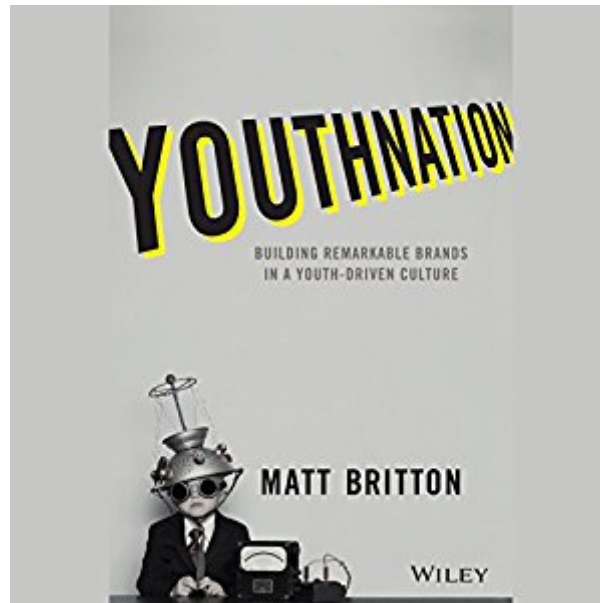


The book was found

YouthNation: Building Remarkable Brands In A Youth-Driven Culture



Synopsis

Youth is no longer an age - it's a commodity YouthNation is an indispensable brand road map to the youth-driven economy. Exploring the idea that youth is no longer an age - it's a commodity that's available to everyone - this book shows what it takes to stay connected, agile, authentic, and relevant in today's marketplace. Listeners will learn the ins and outs of the new consumer and the tools, methods, and techniques that ensure brand survival in the age of perpetual youth. Coverage includes marketing in a postdemographic world, crafting the story of the brand, building engaged communities, creating experiences that inspire loyalty and evangelism, and the cutting-edge tricks that help businesses large and small harness the enormous power of youth. The old marketing models are over, and the status quo is dead. Businesses today have to embody the ideals of youth culture in order to succeed, and they can do so by tapping the new and rapidly evolving resources in business and in life. When everything is changing at the pace of a teenager's attention span, how do businesses future-fit for long-term success? This book provides a plan and the thoughts, strategies, and brass-tacks advice for putting it into action. Use new-gen psychographics to target markets Build stronger evangelism with a compelling brand narrative Create loyal communities with immersive and engaging experiences Navigate the radically changed landscape of the future marketplace In today's hypersocialized, Facebook fanatic, selfie-obsessed world, youth is the primary driver of business and culture. Smart companies are looking to tap in to the fountain of youth, and the others are sinking fast. YouthNation is a roadmap to brand relevancy in the new economy, giving businesses turn-by-turn directions to their market destination.

Book Information

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Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "YouthNation: Building Remarkable Brands in a Youth-Driven Culture" by Matt Britton. This book is a lot more than just another marketing to millennials handbook. And it's more than just a marketing book. It walks you through all the technological and cultural changes in the United States that are being quickly adopted by what the author calls YouthNation. YouthNation is the 80 million Americans born between 1982 and 1998 and nearly all of them cannot remember a time when they did not have the Internet. And they have become a massively influential movement of people with disruptive power over cultural, business and political issues in the United States. But even if you don't market to millennials, this book is a road map of how customers of all ages are changing. It explores trends such as:- How status symbols are a lot less important, having been replaced by status updates- Why customers' experience with the product is more important than the product itself- Why the desire to access products is now preferred versus owning them- Why renting is the new owning- Why the days of mass TV audience are over and the future of advertising is fleeting- Why traditional spray and pray marketing or blasting out messages to as many as possible has forever lost its potency- And why getting your message out is now more important than the message itself- And my favorite part of the book was the very end where he offers 14 predictions on the next 5 years. They are worth the price of the book. Even if you don't buy the book, go to the bookstore or library and open the book up to page 251 and read his predictions.

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