

REACHING AFFLUENT MILLENNIALS

1.



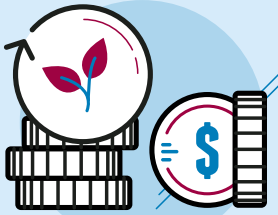
The industry's perception of millennials doesn't match the reality – the affluent subset are the 'real' millennials

Millennials are so sought after because they're considered the arbiters of all things innovative, cool and current – but are they?

With almost 950m globally, it's easy to see why they are being viewed with cynicism by some... it's obvious they aren't all the same. So we set out to identify the millennials who do embody the attributes often associated with this vast target group.

We applied the filter of affluence and discovered that the majority of millennials (non-affluent ones) are attitudinally just like older generations ...but Affluent Millennials are unique.

2.



Affluent Millennials' unique relationship with money and the environment has a major impact on their relationship with brands

Money is status defining for this high capital group – much more so than for older affluents. Money is central to achieving respect from their peers.

Affluent Millennials are extremely passionate about the environment and are much more likely than non-affluent millennials to follow this through into purchase behaviour.

They expect brands to behave in the same way when it comes to the environment and corporate responsibility – words aren't good enough... it's about action.

Affluent Millennials feel a strong emotional connection with brands and are defined by them. They don't want to align themselves with brands that will reflect badly on them.

Affluent Millennials have a much stronger relationship with international news providers than they do with social media and 'youth' news brands such as BuzzFeed and Vice.

This is because international news providers help them to make sense of the world and make important life decisions. This is why they value 'trust' in a news provider over anything else.

3.



We've segmented the Affluent Millennials and identified the most valuable audience – 'The Supercharged'

'The Supercharged' stand out from the rest.

They have a stronger global outlook, they are more influential in business, they are early adopters and brand ambassadors. More importantly, they are the opinion leaders of today and tomorrow.

Advertisers can now buy this audience segment on bbc.com.

To view the research and find out more visit reachaffluentmillennials.com or email affluentmillennials@bbc.com