

# Millennial Minds

Leo Burnett Group

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# 1. The **fear** of a millennial

Take my car, not my  
smartphone



**I don't think car-buying for Millennials  
will ever be what it was for Baby  
Boomers''**

**Sheryl Connelly – head of global  
consumer trends (Ford)**

# Zipcar

zipcar wheels when you want them

check out  
our blog,  
ziptopia

for everybody

for business

for universities



FIT THE  
WHOLE TEAM IN.

JOIN FOR \$6/MONTH.

join today

WIN AT CAMPUS  
LIVING  
zipcar.

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# They are more connected than we think.



## Flappy Bird - Impossible (PARODIE)

by Bianca Adam · 8 months ago · 744,304 views

Acesta este un pamflet/parodie si trebuie tratat/a ca atare! Un share ne ajuta enorm! Like, Fav si Subscribe pentru mai mult. Sunet: ...

HD



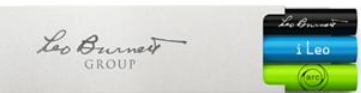
2. **If** digital is king for millennials  
**then** brands should rule digital, right ?

**We are the content providers**

**We are matching every need**

**We are what people crave for**

**We are the reference**







They were here first...

**We are the interstitial**  
**We are the pre-roll video**  
**We are the necessary evil**  
**We are the pop up ad**

We are  
**THE INTERRUPTION**

# Fact

Right now, the biggest amount of money is **LOST** on digital in relation with building and maintaining communities

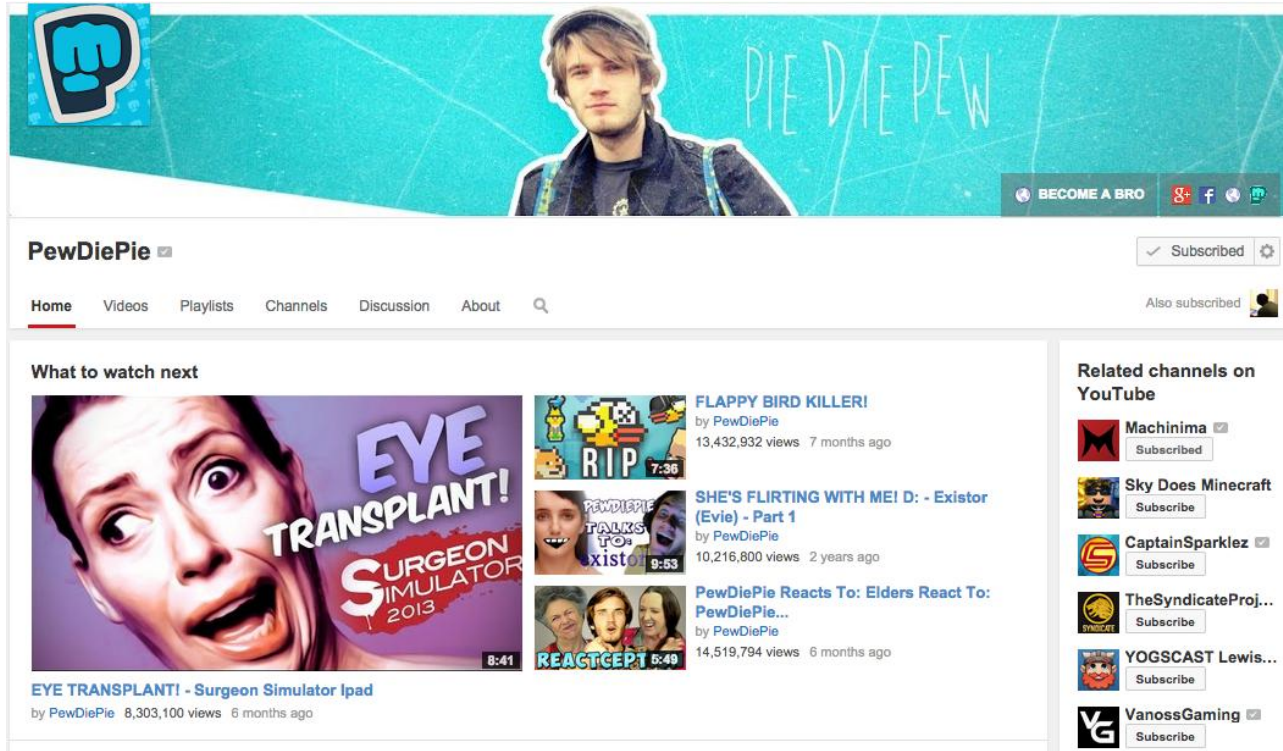
# 3. The most important ingredient that keeps together a millennial community ?

# Giving, not receiving

**Believe it or not, people are doing a far more efficient job, owning the internet right now.**



# The largest community on YouTube




The image shows a screenshot of the PewDiePie YouTube channel page. At the top is a banner with a blue fist icon on the left, a photo of PewDiePie in the center, and the text "PIE DIE PEW" on the right. Below the banner is the channel name "PewDiePie" with a verified checkmark and a "Subscribed" button. Navigation tabs include Home, Videos, Playlists, Channels, Discussion, and About. A search icon is also present. Below the navigation is a "What to watch next" section with several video thumbnails. The first video is "EYE TRANSPLANT! - Surgeon Simulator Ipad" by PewDiePie, with 8,303,100 views and posted 6 months ago. Other videos include "FLAPPY BIRD KILLER!", "SHE'S FLIRTING WITH ME! D: - Existor (Evie) - Part 1", and "PewDiePie Reacts To: Elders React To: PewDiePie...". On the right side, there is a "Related channels on YouTube" section with links to Machinima, Sky Does Minecraft, CaptainSparklez, TheSyndicateProj..., YOGSCAST Lewis..., and VanossGaming.

**PewDiePie** ✓

Subscribed

Home Videos Playlists Channels Discussion About 🔍

Also subscribed 

**What to watch next**

**EYE TRANSPLANT! - Surgeon Simulator Ipad**  
by PewDiePie 8,303,100 views 6 months ago

**FLAPPY BIRD KILLER!**  
by PewDiePie 13,432,932 views 7 months ago

**SHE'S FLIRTING WITH ME! D: - Existor (Evie) - Part 1**  
by PewDiePie 10,216,800 views 2 years ago

**PewDiePie Reacts To: Elders React To: PewDiePie...**  
by PewDiePie 14,519,794 views 6 months ago

**Related channels on YouTube**

- Machinima** ✓  
Subscribed
- Sky Does Minecraft**  
Subscribe
- CaptainSparklez** ✓  
Subscribe
- TheSyndicateProj...**  
Subscribe
- YOGSCAST Lewis...**  
Subscribe
- VanossGaming** ✓  
Subscribe





- 1. Values have changed**
- 2. Don't be the interruption**
- 3. Offer, don't demand**

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*Think Big*

