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HAPPY 30TH BIRTHDAY, MILLENNIALS!

Jeanette Morrow, Matthew Clay and Amanda Mooney on behalf of 8095

Our generation is turning the big 3-0 in 2010 and what are we wishing for while we blow out the candles? We wish for 2010 to be the year brands stop lumping us into generic groups and learn to understand our diverse, complicated, social and empowered nature. We've highlighted a few of our favorite eye-opening facts below, but stay tuned as Edelman 8095 prepares to launch (Happy Birthday to...us!)

01

1.71 BILLION, ONE THIRD OF THE WORLD'S POPULATION, WERE BORN BETWEEN 1980 AND 1995.

-CIA WORLD FACT BOOK

02

"THEY ARE THE LARGEST, MOST DIVERSE, EDUCATED, AFFLUENT, COMPLICATED AND INFLUENTIAL SHOPPERS ON THE PLANET."

-GEN BUY

03

CHINESE YOUTH OUTNUMBER U.S. YOUTH 5-to-1.

-MOBILE YOUTH

04

THEY ARE CONSIDERABLY MORE LIKELY TO RECOMMEND PRODUCTS AND START TRENDS.... THEY HAVE MORE INVOLVEMENT IN POP CULTURE AND ACTIVITIES THAT WOULD COMPEL THEM TO TRY NEW PRODUCTS AND SERVICES AND RECOMMEND THEM TO FRIENDS.

-MINTEL, WORD OF MOUTH AND VIRAL MARKETING

05

"THEY HAVE 145 CONVERSATIONS ABOUT BRANDS A WEEK. THAT'S TWICE AS MANY AS ADULTS HAVE."

-KELLER FAY GROUP

06

"IN THE WEST, TEENAGERS USING WEBSITES...ARE OFTEN QUITE OPEN ABOUT THEIR REAL NAMES. CHINESE YOUTH ARE CAPABLE OF REELING OFF A DOZEN OF THEIR FRIENDS' QQ NUMBER CODES AS EASILY AS RECITING THEIR REAL NAMES. IN JAPAN'S MOBILE NETWORK MOBAGETOWN, THEY ROLE-PLAY WITH THEIR MOBABOYFRIENDS AND MOB A GIRLFRIENDS. BEING YOURSELF HAS NEVER BEEN SO COMPLEX."

-MIKE WALSH, FUTURETAINMENT

07

AT 250 MILLION STRONG, THERE ARE MORE MILLENNIALS IN INDIA THAN THE TOTAL POPULATIONS OF GERMANY, SPAIN, FRANCE AND THE U.K. COMBINED.

08

THE AVERAGE AGE OF THE WORLD POPULATION IS 28.

-CIA WORLD FACT BOOK

09

25 IS A TURNING POINT FOR US WOMEN. NOT ONLY ARE ABOUT HALF MARRIED, BUT 25 IS ALSO THE AVERAGE OF A FIRST TIME MOTHER IN THE U.S.

-CDC, MINTEL, U.S. CENSUS BEAUREAU

10

SOUTH AFRICA, HOME OF THE FIFA 2010 GAMES, WILL BE ENTRENCHED WITH MARKETERS TRYING TO UNDERSTAND THE BEHAVIORS OF MILLENNIALS. 50% OF THE TOTAL POPULATION IS UNDER THE AGE OF 30.

-MOBILE YOUTH