

Generation Y

Generation Y is entering the job market, and the demographers are all abuzz. So are the folks in human resources departments across corporate America. As more Boomers retire and Gen X employees leave the office to work at home, companies are wondering if and how this new generation will deliver. Will they be company-loyal like the Boomers? Will they be independent mavericks like Generation X? Also known as Millennials and Boomerangs, Generation Y is showing great promise.

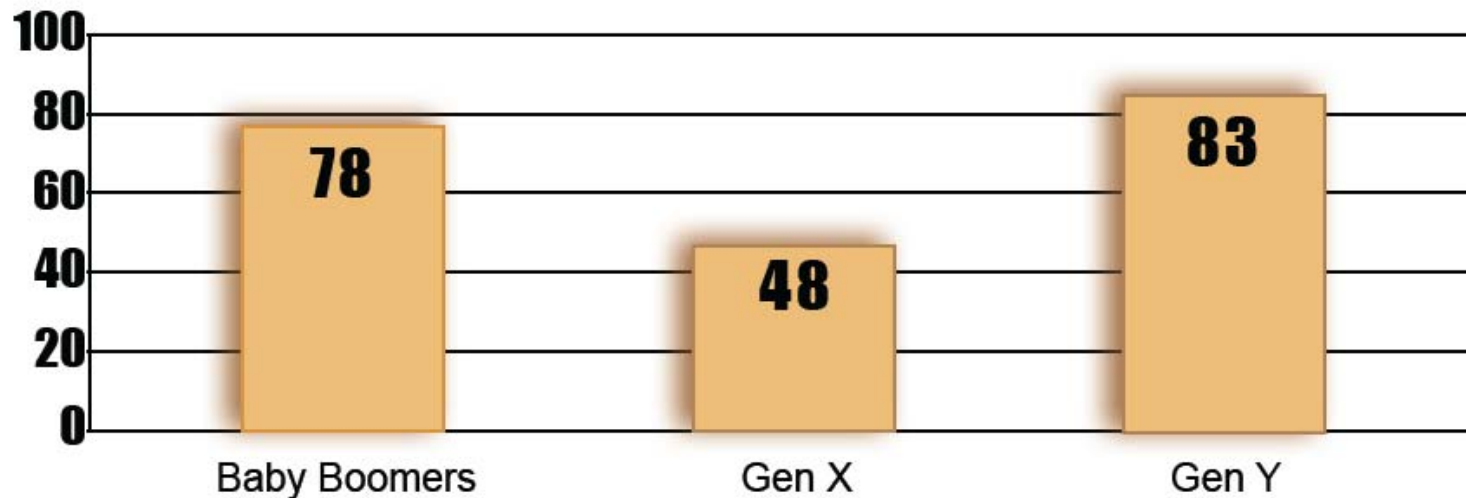


Businesses should take a clue from major marketers, who know that Gen Yers want products that are environmental, healthy, public-conscious, genuine, and appealing. Free samples will be a big hit with them, especially when accompanied by catchy buzzwords and cool labels.

Adapted and recreated by shanisoffice.com from Leadership notes, slides, and numerous resources found online. We are not endorsed or affiliated with Mary Kay or any other company mentioned in this publication. Names are used as reference only.

When it comes to Gen Y - age isn't just a number.

The Generations (in millions):



Who is Gen Y?

Who Are They?

Those born between 1982 and 2000 are generally considered to be Gen Y members. The current 20-somethings are the children of younger Boomers and older Gen Xers. The “boomerang” tag comes in part from their numbers. Boomer children were so called because of the sharp increase in births after World War II. Generation X saw a sharp decline. Generation Y is back up again, within ten million of Boomer’s numbers.

Gen Y and X

Generation X paved a few golden roads for the younger set, mostly in the workplace. Gen X did not like the corporate ladder system, nor did they want to get shafted by cold corporate layoffs. They valued a stimulating working environment that provided plenty of feedback and utilized a team effort rather than dictatorial-style supervisors. Companies listened, and a few drastically changed their structure.

Initial reactions to Gen Y are that they are more willing to take entry-level jobs than their predecessors and stick with them longer.

"Gen Y...is defined by their technology and media use, their love of electronic communication, and their need to multitask."

- They are optimistic about their jobs and future income
 - They want to be secure but do NOT have a live to work mentality that some of the previous generations have
- They are confident about their retirement
- Don't consider not succeeding
- They were raised by parents that told them they could do anything and they believe it!
- They think about financial success
- NOT interested in
 - following the traditional protocol
 - being told what to do
- 95% use the internet, 90 to 100% use email
- 75% own a face book page
- They want things to be fun and fast
- They have a very large and global view of the world
 - They see the world as their "pack" so you get her and her vast network of people
 - Talk to them about how global Mary Kay is
- Have great self esteem
 - Feel they deserve it all
 - Enthusiastic
 - Bring volunteer power to events
 - They bring their Mom's (mother/daughter events)

A Generation with Many Names & Challenges

Generation Y, Net Generation, Millennials, Echo Boomers, Generation Next, Generation iY

- Age 15-32 (est.)
- **Approximately 42 million women**
- Born between 1977-2001 (est.)
- Highly Educated & affluent
- **On average, has \$20,000 in student loan debt**
- 60% still live with their parents
- Ethnically diverse
- Incredibly tech savvy
- Addicted to social media - **42% visit a social network site several times a day**
- Independent and individual
- Highly adaptable, confident and open to change
- **Thinks like an entrepreneur**



The Y Cycle - Gen Y as she is just getting started

Age 15-18: The Prom
(High School)



Age 18-21: The Dorm
(College)



Age 21-24: The Desk
(First Job)



Why Gen Y Matters



Fact: four years ago, a survey by the NPD group showed that on average, women began using beauty products at 17. Today, the average is 13.

Despite her age, this consumer is already a beauty junkie. Globally, 18% of all personal care spending is by 15 - 24 year olds. In the US, that equals about \$3.4 billion dollars on fragrance, makeup and skin care.

Why Gen Y Matters (especially to Mary Kay)

“At this age, consumers are prepared to experiment with a wide variety of products and brands. Although many will be abandoned, this period will play an important role in forming long-term personal-care habits and preferences.” - *Lawrence Gould, Datamonitor*

The Mary Kay sweet spot (especially for our Botanical line are ages 15 to 24)

- This woman will grow our business
- They are divided into three age categories
 - 15 – 18 still in high school
 - 18 to 21 in college
 - 21 to 24 working at their first job



Words that matter: Magical Communication Buttons for the 15 - 24 year old Gen Y female

15 - 18

Friends
Trends
Freedom
Texting
My way
Easy
Opportunity
Boyfriends
Celebrities
College

18 - 21

Friends
Trends
Inexpensive
Facebook
My way
Dare2B
Responsibility
Balance
Celebrities
Career

21 - 24

Friends
Trends
For me
Skype
My way
Right now
Respect
Mobility
Celebrities
Marriage?

I am the Prom (15 - 18)



I can't live without:
My cell phone

I love to listen to:
Katy Perry, Taylor Swift, Justin Bieber

My favorite place to shop is:
Forever 21, \$5 and Under, Abercrombie

My can't miss TV shows are:
Secret Life of an American Teenager, Glee

Magazines I subscribe to:
Seventeen, People

I visit these sites daily:
Facebook, YouTube

What I'm wearing right now:
Skinny jeans and a hoodie

The celebrity I would love to be:
Kristen Stewart

My biggest celebrity crush:
Robert Pattinson/Taylor Lautner

Issue I am most concerned about:
The environment

My favorite brands:
Droid, Sketchers, Chuck Taylor

My favorite movies are:
The Twilight Series, Harry Potter Series

If I were a car, I'd be a:
Hyundai Accent

If I were a makeup brand, I'd be:
Cover Girl

I am the Dorm (18 - 21)



I can't live without:

My cell phone

I love to listen to:

Rihanna, Lady Gaga, Beyonce

My favorite place to shop is:

An Taylor Loft, Target, H & M

My can't miss TV shows are:

Gossip Girl, Vampire Diaries

Magazines I subscribe to:

Allure, Glamour, Lucky

I visit these sites daily:

Facebook, Twitter, iTunes

What I'm wearing right now:

Slouchy sweater, pencil skirt, Ugg boots

The celebrity I would love to be:

Blake Lively

My biggest celebrity crush:

Ryan Reynolds

Issue I am most concerned about:

Financial Security

My favorite brands:

Apple, Starbucks, Steve Madden, Urban Outfitters

My favorite movies are:

Bridesmaids, 500 Days of Summer

If I were a car, I'd be a:

Honda Civic

If I were a makeup brand, I'd be:

Neutrogena

I am the Desk (21 - 24)



I can't live without:
Laptop/iPhone

I love to listen to:
Lady Antebellum, Adele, Coldplay

My favorite place to shop is:
The Gap, J. Crew, Target

My can't miss TV shows are:
Modern Family, Real Housewives, American Idol

Magazines I subscribe to:
inStyle, People, Self

I visit these sites daily:
Google, Monster.com

What I'm wearing right now:
Seven jeans and Free People top

The celebrity I would love to be:
Emily Blunt

My biggest celebrity crush:
Bradley Cooper

Issue I am most concerned about:
Health care

My favorite brands:
Apple, Anthropologie, Coach

My favorite movies are:
The Social Network, Sex & The City

If I were a car, I'd be a:
VW Jetta

If I were a makeup brand, I'd be:
L'Oreal

What do they want to hear?

Key message drivers:

- **Price and quality go hand in hand**
- **The ease of purchase**
- **Trendiness of the product**
- **That it is “for her”**
- **That Mary Kay is on-trend**
- **That Mary Kay is an entrepreneurial culture**
- **That all her friends will love it as much as she does**
- **That it’s the “NEW” Mary Kay!**

Words that appeal to Gen Y

- Fun & Free
- Girls Night Out
- Lash Bash
- Beauty Bar
- Giveaways
- “If it’s free, it’s for me”
- Themed events (Little black dress, etc.)

Approach for Booking with Gen Y

- Free is a good place to start
 - free sampling
 - cello bag with business card, sample and piece of candy
 - “have you tried the new Mary Kay?”
 - Then invite them to an exciting event (to be held soon)
 - Text them right away to follow up
- Do ask them how they want to be contacted.
- They love to give their opinion so are great for test panels on new product
 - Glamour opinion
 - Trend items
 - Limited edition
- **AND THEN they fall in love with the skin care!**



Gen Y is a fun, new consumer

She is interested, engaged, looking for what's new and on-trend, and she's a constant communicator!

- **She rolls in a pack** and peer/friend approval is critical. Before she makes any decisions, she vets out her ideas with her entire group.
- **Get online** and become well-versed in these applications: facebook, FourSquare, YouTube, etc. are where she turns to first for information.
- **Use relevant language** - are you familiar with hashtags? How about IDK? Find out now. (try Googling it)
- **Ease** - must be as easy to purchase as products at the mall or Sephora.
- **Cost** - she's just starting to earn a salary or have her "own" money.
- **Image** has to be instantly relatable and for "someone like me"
- **Communications/events** should be tied into popular culture.
- **Online ordering** (iTunes model: quick, affordable, consistent, quality product)
- **Follow up** must be fast and furious, and forget the old-fashioned phone call. She's texting instead, and that's the best way to reach her.

What can Gen Y bring to your business?

- Her eyes on the prize
- Her optimism
- Her world view
- Her pack (and maybe her mom!)

TEXT to friends ... Take their photo with their cell phone and have them send it to their friends ... "look at the makeover I just had with my MK consultant. She wants to know when she can do yours!"

Put their MK makeover on face book (with their permission)

Remember, they love to come in groups to events so tell her to bring friends when she comes to give her opinion.

Buzz words (or really concepts) from NSD Kathy Helou's daughter (Cadillac Director, Jordan Helou Eicher)

- They are visual
- They love our lifestyle (it fits their interests and comfort level)
- They love our flexibility
- They like the Company team building brochure
- They like The Look
- Jordan says, "This ain't your Mama's Mary Kay anymore!"

Key Question: How do you see yourself in 5 years?

- Their parents support them, but they do resist "Mom's ideas."

"How spontaneous are you?" (they want to think they are)

- Invite them to give their product opinion today
- Invite them to an event that is happening tonight