

MARKETING TO MILLENNIALS 2017

TUESDAY, JUNE 20



CHIEF MARKETER ACADEMY

10:30 AM ET | VIRTUAL EVENT OPENS

11:00 AM – 11:10 AM ET | WHY DO MILLENNIALS MATTER?

What's the big whoop with Millennials? Are they really all that different from Gen Xers and Boomers? You know they are. Kick off a day of learning with the latest stats on the buying power, needs and reach of this significant demographic segment.

Presenters:

Daniela Forte

Content Manager

Multichannel Merchant

Patty Odell

Senior Editor

Chief Marketer

11:15 AM – 11:45 AM ET | FESTIVALIZATION: CONNECTING WITH MILLENNIALS AT FESTIVALS

It's all about engaging Millennials where they go—and more and more, they're going to festivals. Come get a primer on how to use festivals such as Coachella, Panorama and South by Southwest as the perfect backdrops for engaging Millennials. Find out what works and doesn't, get access to festival case studies and learn how to make the most of your activations. We'll wrap up with quick do's and don'ts for the most popular festivals to activate at.

Presenter:

Chad Tons

President

Infinity Marketing

Moderator:

Rachel Kirkpatrick

Managing Editor

Event Marketer

12:00 PM - 12:30 PM ET | HOW FABLETICS IS MEETING THE MILLENNIAL SHOPPER AT EVERY TOUCHPOINT

Co-founded by actress Kate Hudson in 2013, high-performance lifestyle brand Fabletics is bringing the Millennial demographic front and center. The brand recently announced its first-ever collaboration with singer, songwriter and actor Demi Lovato. In this session, Fabletics will discuss how it is meeting the needs of Millennial shoppers through the diversification of channels -- particularly social media, email and other major channels in which they sell their products. Fabletics will also talk about how its proprietary multi-touch attribution process has led to better engagement with its VIP members and resulted in increased profitability.

Presenter:

Dustin Netral

SVP, Operations

Fabletics

Moderator:

Daniela Forte

Content Manager

Multichannel Merchant

12:45 PM – 1:15 PM ET | THE INSTAGRAM REPORT: AN ALEX AND ANI CASE STUDY

Instagram has proven successful for jewelry and accessory retailer Alex and Ani, especially for the Millennial demographic. In this case study session, Alex and Ani will take a deep dive look at the types of content and creative that have won the millennial hearts, minds and wallets. Alex and Ani has managed to provide a rich and visual experience for customers while still staying true to their roots as an authentic customer-first brand. You'll learn:

- How Alex and Ani has evolved as a brand on Instagram while still maintaining authenticity.
- What types of content worked best for Alex and Ani and why
- Why Instagram proved to be successful for Alex and Ani

Presenter:

Jessica Latimer

Director, Social Media

ALEX AND ANI

Moderator:

Daniela Forte

Content Manager

Multichannel Merchant

1:30 PM – 2:00 PM ET | MARKETING TO B2B MILLENNIALS

Stop waiting for Millennials to arrive at the B2B table. They're already here. More than one in three American workers are now Millennials and these digital natives don't respond to marketing the same way as their Gen X and Boomer predecessors. You'll learn:

- The channels and content Millennials use most to inform B2B buying decisions
- Ideas for leveraging social, email and more to connect with professional millennials
- How electronic component distributor Avnet underwent a massive rebranding to reach young (and young at heart) entrepreneurs

Presenters:

Kevin Sellers

CMO

Avnet

Beth Negus Viveiros

Managing Editor

Chief Marketer

2:15 PM – 2:45 PM ET | HOW DR PEPPER USES CUSTOM BOTTLES TO WIN OVER MILLENNIALS

Go behind-the-scenes of Dr Pepper's wildly successful "Pick Your Pepper" summer program. See how the brand crafted a retail program using custom labels tied to Millennials' passion points and lifestyle interests like fashion, music and pop-culture. Learn how the brand influenced Millennials to choose Dr Pepper over the competition. Take away tips on how Dr Pepper drove brand awareness and sales while leveraging and reinforcing its overarching brand strategy.

Moderator: Patty Odell, Senior Editor, Chief Marketer

Presenters:

Damon Swenson

Brand Activation Manager

Dr Pepper

Erica Davis

Senior Account Director

We Are Alexander

3:30 PM ET | VIRTUAL EVENT CLOSES