



Meet Tomorrow's Customers



Army Worldwide Food Service Workshop

Helene Clark



Tomorrow's Customers



Generation Y

3x bigger than more famous Gen X

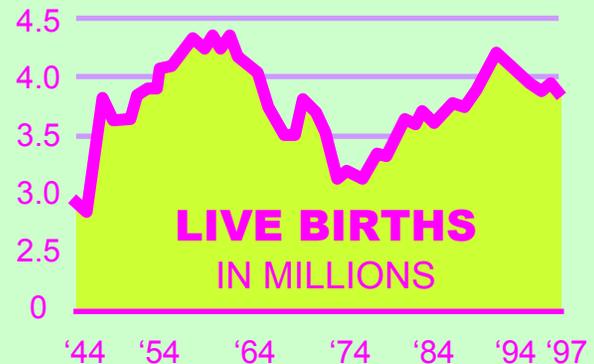
■ 60 Million Kids

- Largest slice still 5-6 years away from adolescence!



THE SECOND BOOMING

The number of new babies surged with the baby boom, and then again as the boomers had their own kids.



DATA: National Center for Health Statistics

Millenials

Numbers don't tell the WHOLE STORY!

- Think the power of youth
- Think excitement
- Think unique...



... 'cause they do!

The Fiction

reBELLIOUS

CYniCal

ESCAPIST



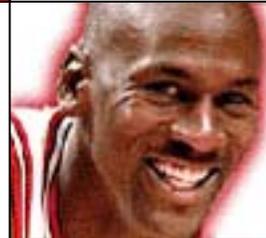
The Reality

A+

Optimistic

Multi-taskers

Pragmatic



**Michael
JORDAN**

Market Conditions



Changing family dynamics:

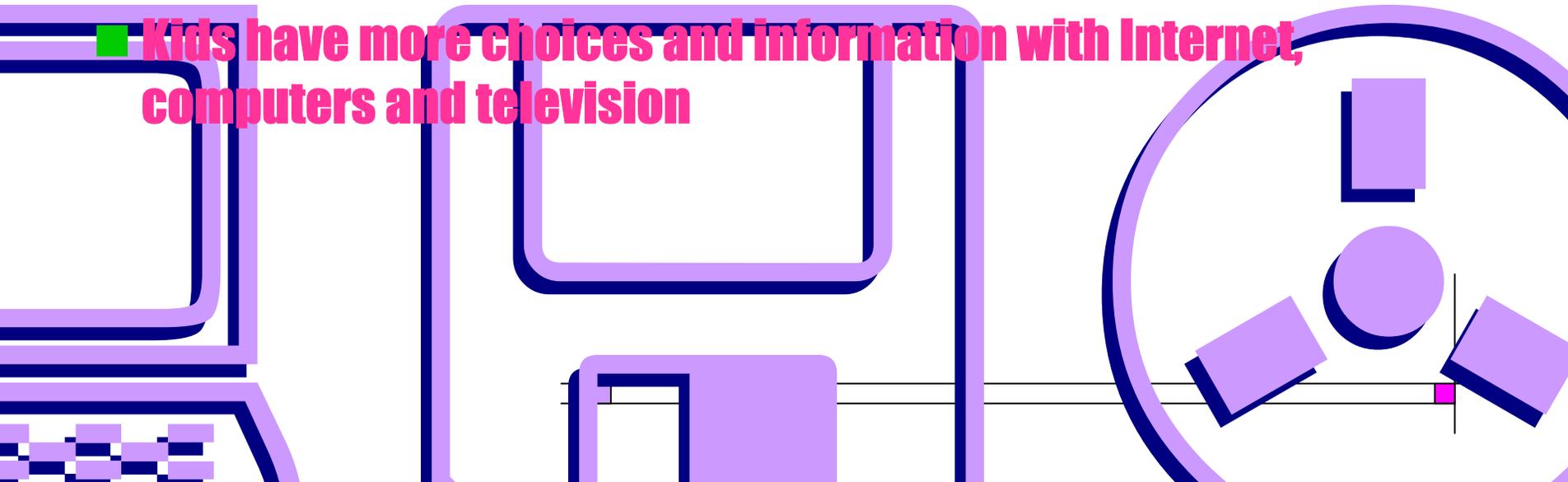
- **2 income households**
- **More households – same size**
- **Older new mothers**
- **More single parent households**
- **Ethnic population growing – Asian, Hispanic**



Market kIDiTioNs!

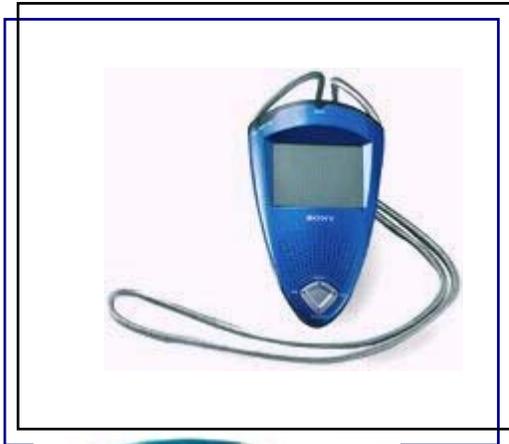


- Kids have more money to spend and have huge buying power
- A child's influence on parent's purchases begins at age 2 and takes over
- Kids time pressure affects meal time just like adults
- Kids have more choices and information with Internet, computers and television



Market Conditions

TUnedD IN / pLugGEd IN:



Own TV/ OWn RoOm **66%**

CABLe/ OWn rOom **57%**

pHOnE/oWn RoOm **50%**

VCR/ OWn RoOm **43%**

ViDeo GAMe SYstEm **40%**

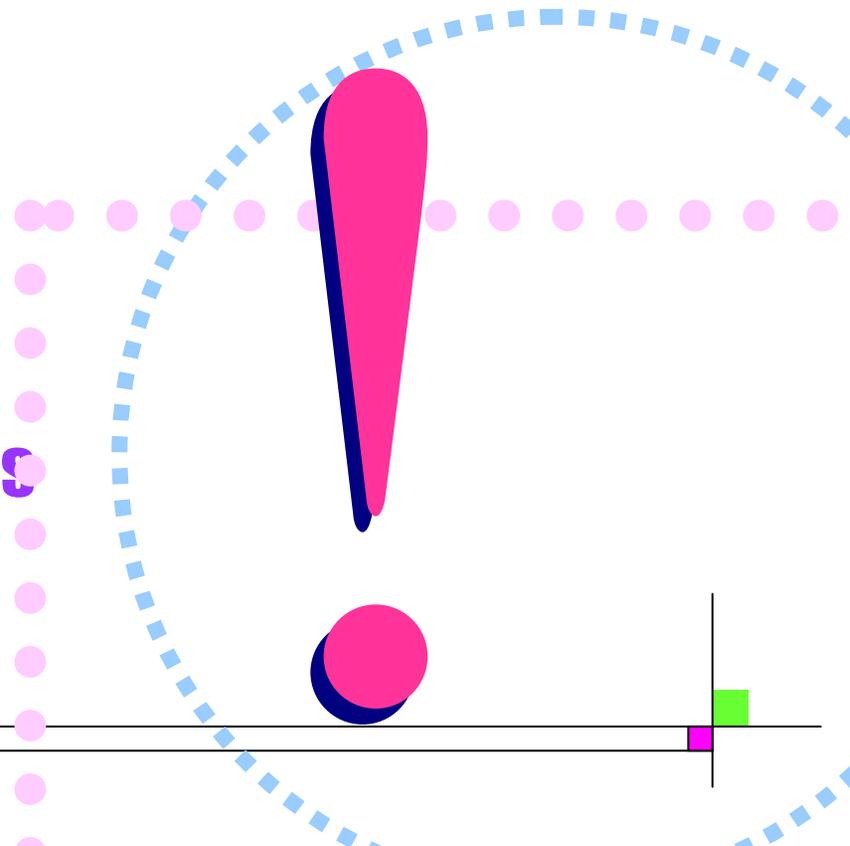
AveRAge HoUrs TV/WEEk **25**

Market kIDiTiONs!

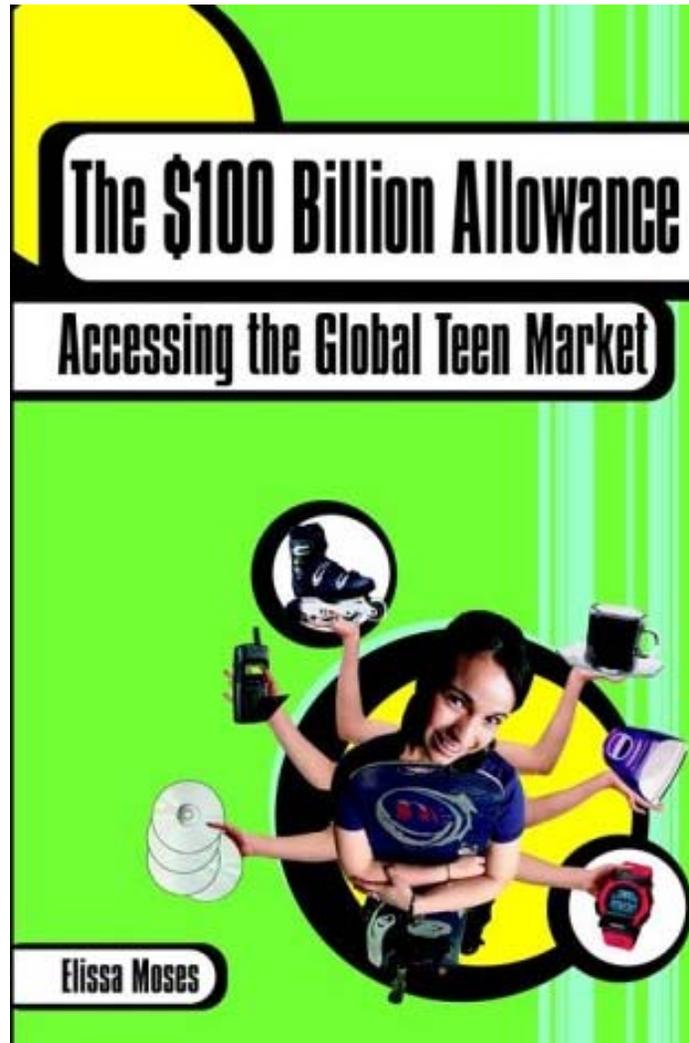


KiDS ToDay Are...

- SaVvy ConSumeRs
- BrAnd ConScious
- SpOnTANeous
- skePtICal
- StRONG InFLUenCers



Unifiers



“Unifying” Themes

Unabashed consumerism



“Unifying” Themes

Unabashed consumerism
Passion for technology



click to enlarge



Red Hot

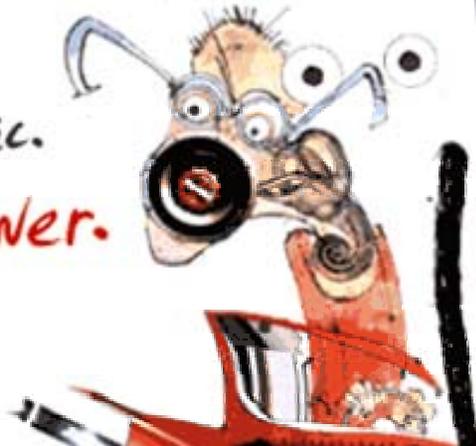


Blue Streak



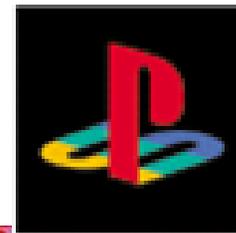
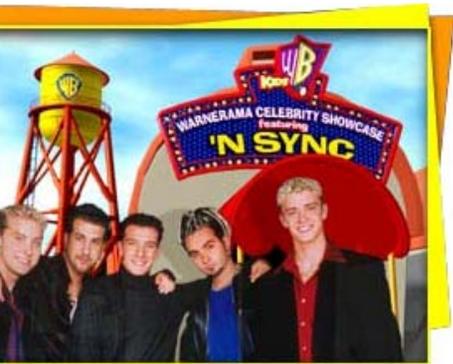
Totally Teal

Your Car.
Your Music.
Xplōd Power.

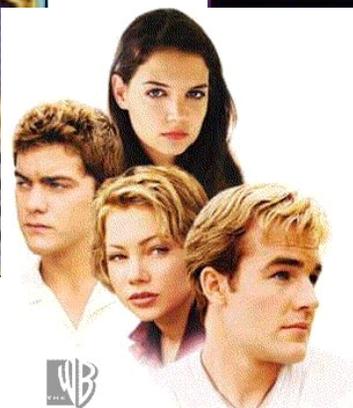
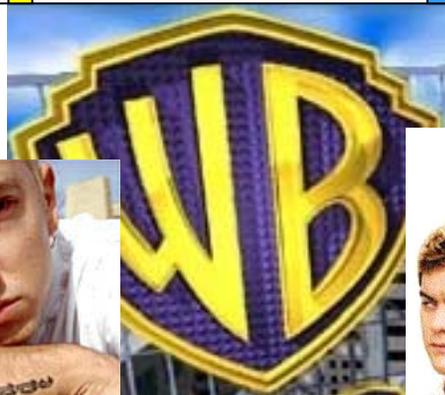


“Unifying” Themes

Unabashed consumerism
Passion for technology
Perpetual entertainment



HOT
CDS



DAWSON'S CREEK

“Unifying” Themes

Unabashed consumerism

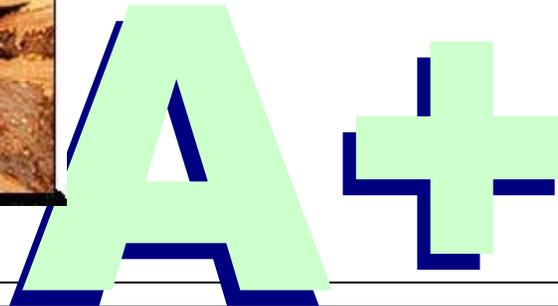
Passion for technology

Perpetual entertainment

Endless experience & learning



Welcome to GLO
Welcome to GLO
Global Learning On-line
Global Learning On-line



“Unifying” Themes

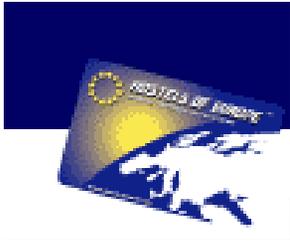
Unabashed consumerism

Passion for technology

Perpetual entertainment

Endless experience & learning

Exploration & mobility



“Unifying” Themes

Unabashed consumerism

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Exploration & mobility

Sports



“Unifying” Themes

Unabashed consumerism

Passion for technology

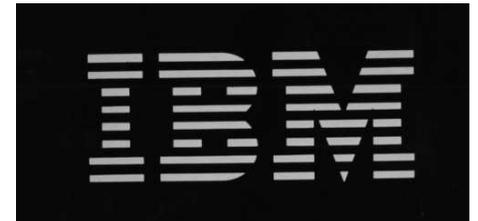
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Respect for global icons



“Unifying” Themes

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Endless experience & learning
Exploration & mobility
Sports
Respect for global icons
Humanism & empathy



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Respect for global icons

Humanism & empathy

Hope & trust in the future



“Unifying” Themes

Unabashed consumerism

“If it is to be, it is up to me.”

Passion for technology

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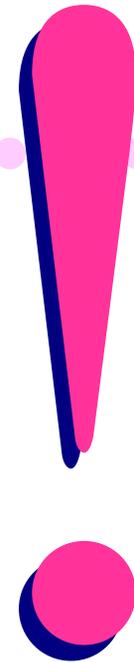
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“If it is to be, it is up to me.”

Self-navigation

Implications for Dining

- **Multi-media, wired, multi-tasking**
- **Constantly updated and refreshed**
- **Strong international influences**
- **Brands still matter**
- **Brands can be built**
- **Quick!**
- **Must show relevance & value**
- **Upbeat**





Marketing Keys



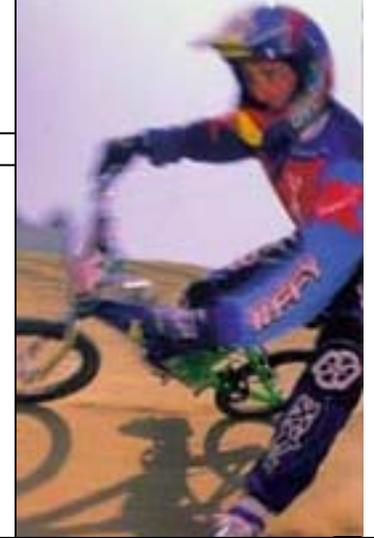
kid's
vans *kid's*



Marketing Keys

Create an “Experience”:

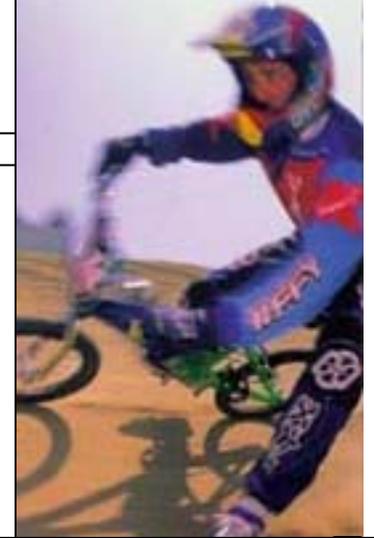
- Excite their imagination
- Create originality
- License originality, excitement
- Be multi-sensory... be cool!
- Incorporate learning
- Don't bore them!



Marketing Keys

Be “Real”:

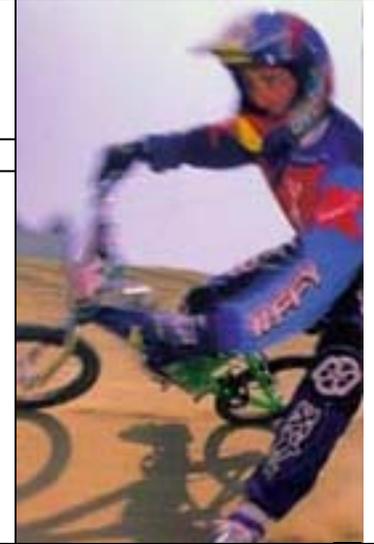
- Don't talk down
- Hire people their age
- Show the product
- Show that your organization cares
- Consider the “differentiators”
- Deliver value

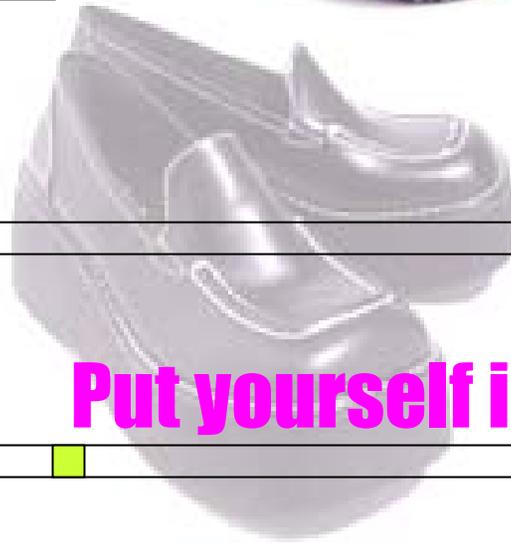


Marketing Keys

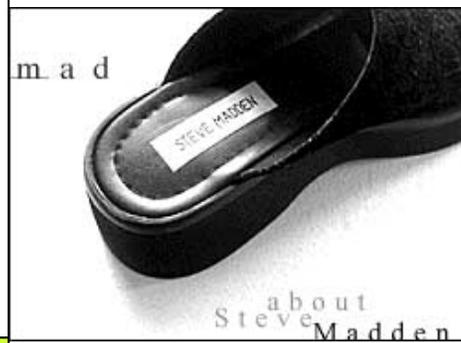
Be "Fun":

- Use popular music
- Make 'em laugh
- Tell an interesting story
- Use contemporary graphics and colors
- Explore the unusual and new
- Constantly refresh
- Don't be negative!





Put yourself in their shoes!



m a d

about
Steve
Madden