



# How to Connect with Millennials

ANTHEM BRANDING

# A BRAND IS AN EXPERIENCE.

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Millennials connect with brands  
that provide a unique and  
authentic experience.



# MILLENNIALS MAKE UP **25%** OF THE US POPULATION

*with over a trillion dollars  
in direct buying power.*





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*Millennials today are looking for relevance and authenticity. They want to develop relationships with brands that deliver a personalized, customized experience. Brands that don't understand and respond to these needs will fail.*

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**CBRE • UCR**

# CONNECTED MILLENNIALS ARE LOOKING FOR RELEVANCE AND AUTHENTICITY TO DEVELOP RELATIONSHIPS WITH BRANDS.

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Personalized interactions

Unique experiences

Entertainment

Adventure and travel

Support for a cause



# ATTRACT YOUR CORE AUDIENCE

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## CREATE

Let them live your brand's story

## DISRUPT

Offer something unique and special

## INVITE

Get involved in new product development and brand direction

## SPEAK

Solve a need and create a personal connection

## FOCUS

Branded products must be personal and relevant



A photograph of two young women running and laughing in an industrial or warehouse setting. The woman on the left is wearing a black sleeveless top, dark jeans, and yellow flat shoes, carrying a colorful patterned blanket. The woman on the right is wearing a striped shirt, a red plaid skirt, and white sneakers. They are holding hands and running towards the camera. The background shows a large industrial building with a corrugated metal roof.

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*Engage, don't market.  
Listen well and  
respond. Provide  
value. Find out where  
your customers are  
living, digitally, and  
involve them there.  
Seek interaction, not  
reaction. Market  
with Millennials.*

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**FORBES**



# EVOLVE.

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Build a cohesive brand platform that remains true to your heritage and creates a real connection.

# AMPLIFY YOUR BRAND'S MESSAGE

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The steps you should take to improve your company's communication with millennials:

1. Find a branding agency that understands your goals
2. Create relevant promotional products that resonate with your audience.
3. Partner with a trustworthy and proactive team





# READY TO GET THE CONVERSATION STARTED?

Let's create something together.

hello@anthembranding.com  
303-245-8000

2617 Broadway  
Boulder, CO 80304