

REPORT: Marketer's Perceptions vs Millennial Preferences – how do they line up?



Forward:

Part 3 of our Millennial study series concludes with a test of Marketer's perceptions of Millennials. Using their own experience and knowledge of Millennials, we asked marketers to predict how Millennials would respond to certain household brands, ads and products. Then, we actually asked Millennials. See how close the Marketers got!

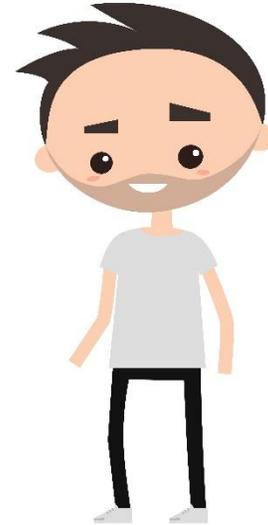


Digsite®

Marketers



Millennials



VS



Marketers and Millennials were invited into an online community. Millennials objective? Discuss what their preferences were in a household brand and what about a brand makes it trustworthy. Marketers objective? Predict the Millennials' responses, drawing on their own knowledge of or experience with Millennials. Marketers and Millennials participated in multiple of the same activities – see how they lined up!



The community ran for 5 days, during which time participants completed a total of 8 activities.



Activity types included surveys, whiteboard exercises and community discussion. The community was run in tandem with a Millennial Community. Marketers were shown Millennial's responses throughout the community and were asked to react.



Participants spent 5-10 minutes each day engaging in the community, with about 35 minutes total engagement time over the course of the week long community.

37

Marketing Professionals

All Genders

Marketing Professionals

Works in CPG Industry

Focus Brand/Product Managers

Job Function



Sample Profiles



Mary
Marketing General
Manufacturing



Jim
Marketing Management
Healthcare

40

Millennial Participants

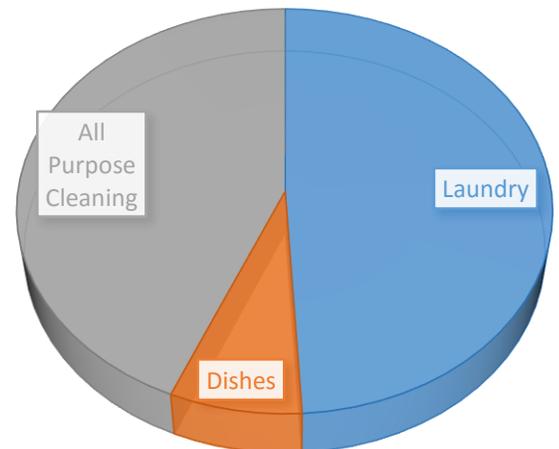
75% Female | 25% Male

Millennials

Primary Grocery Shopper

Wide age range of Millennials

Desired Function of Household Product



Sample Profiles



Melissa
Parent, Middle Stage
Laundry



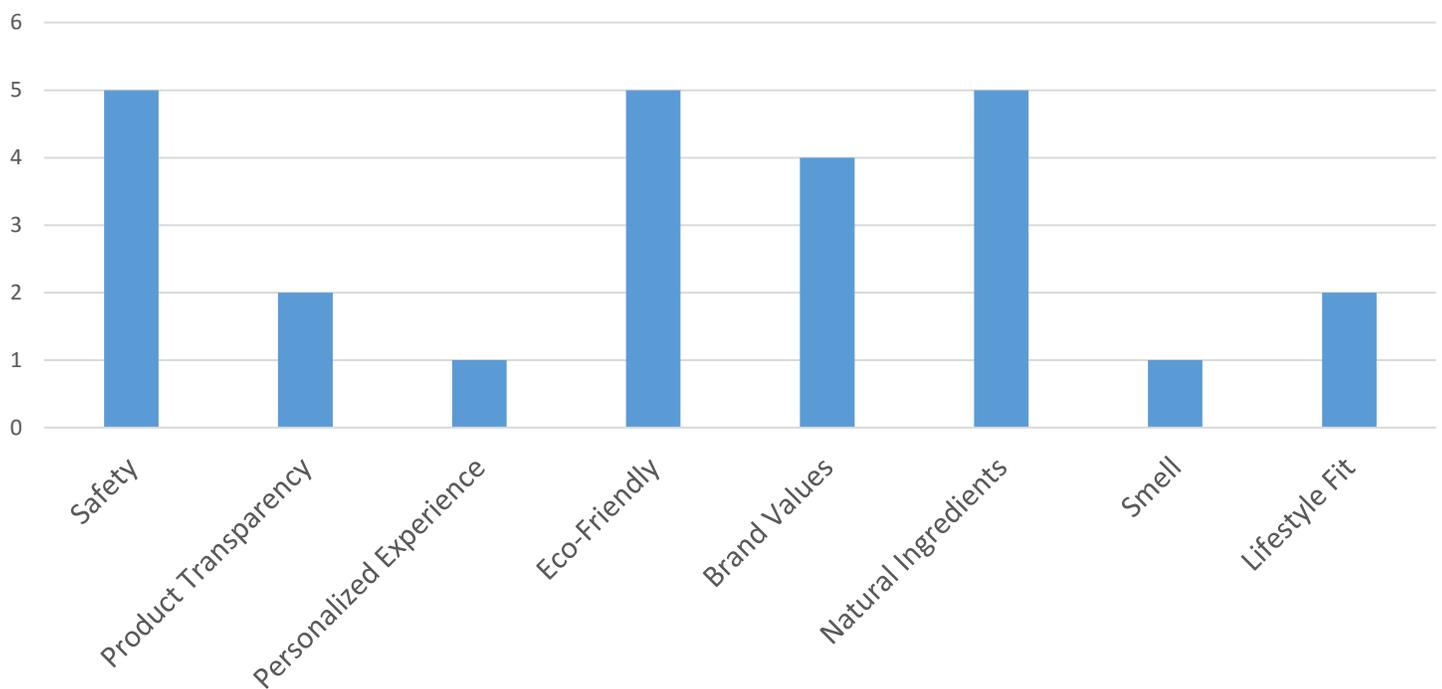
Abigail
Student, Early Stage
Laundry, Dishes



Household Brand Values

We asked **MARKETERS** what they thought Millennials would value in a household brand...

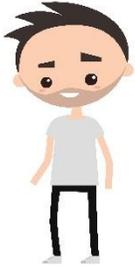
What do you think is most important to Millennials when selecting household product brands?



“Whether the product is good for the environment and whether they want to do business with that company.”

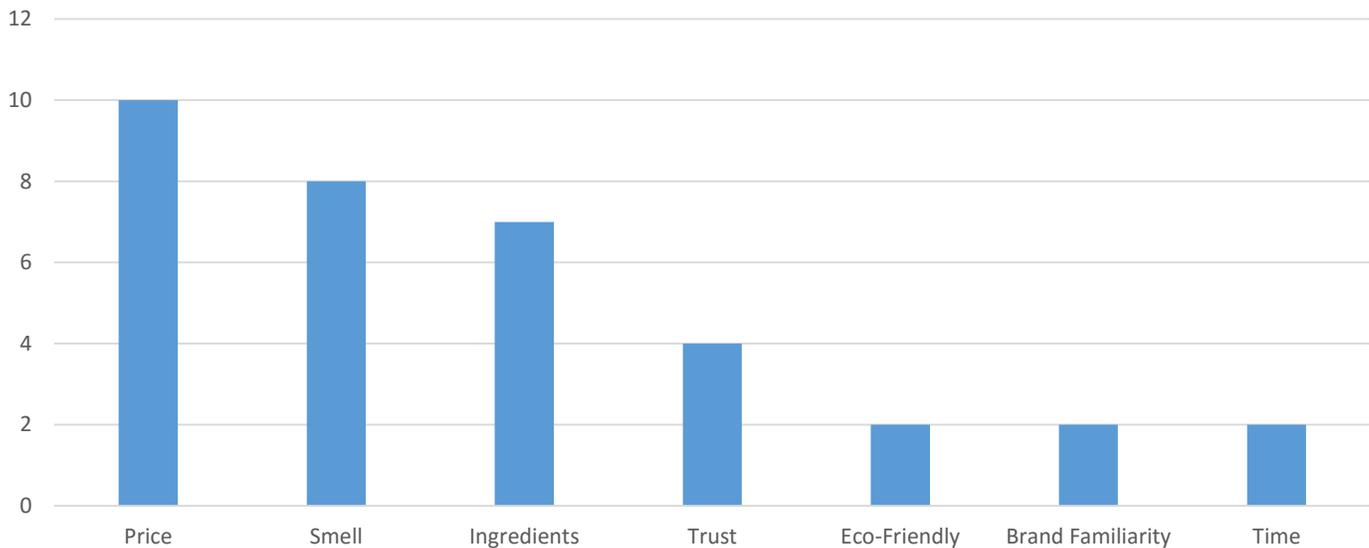
“I think Millennials care about their environment and health more now than ever and are tired of artificial products full of chemicals, dyes and preservatives.”

“Those brands where they have a personal benefit. Not necessarily those products they grew up with that their parents bought (not necessarily having brand loyalty).”



...and then we asked **MILLENNIALS** what they actually look for.

“What is most important to you when purchasing household laundry or cleaning products? Why?”



“The price and the dependability. I want something inexpensive but I would rather pay a little more for something I know will get the job done.”

“Smelly is really important to me I can't stand a stinky product especially if it's laundry detergent that I have to smell in my clothes all day long. I always look for products that are going to help cut my cleaning time down (big fan of scrubbing bubbles) so I can have more family time.”

“To me the detergent that delivers each and every time, no hassels. I don't want to have to double up and do laundry again .”



Next, we asked **MARKETERS** to sell a household product to a Millennial by completing the following sentence...

I think you should try ____

because it is ____.

I like it better than ____

because ____.

“method soap, because it is all natural and doesn't smell or feel artificial. I like it better than any of the other mass market brands because it doesn't use artificial colors or yucky odors.”

“I think you should try method because its products not only work well, but are gentle and safe for yourself as well as the environment. Also, their products are aesthetically pleasing, which means that you can leave them out and feel good about it. It is better than store brands like Walmart's Good Value cleaning products which have harmful chemicals and look ugly.”

“I think you should try Citrus Magic, fruit and veggie wash because it reduces the amounts of chemicals and pesticides you'll be eating without having to pay for expensive organic produce. I like it better than not using a special wash because I feel like I'm doing better for my kids and my own health when I use it.”



...and then asked **MILLENNIALS** to sell a product to a peer or a friend using the same sentence.

I think you should try ____

because it is ____.

I like it better than ____

because ____.

"I think you should try Swiffer Dusters! They are so handy. They pick up so much dust and stop it from getting back into the air when you dust. I like it a lot more than using Pledge with a rag because there is no smell and nothing to wash. They are awesome!!"

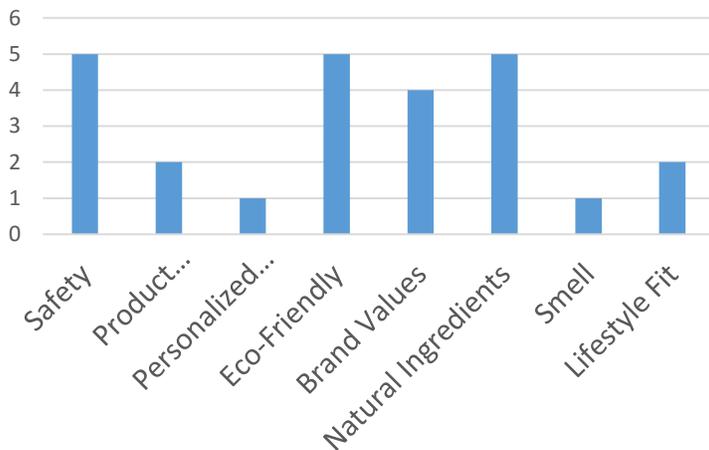
"I think you should try Purex because it works really really well and costs half of what some other brands cost. I like it way better than tide because it works just as well and won't drain your piggy bank."

"I think you should try Method multi purpose cleaner. It is family friendly and safe, has an easy to use spray pump, smells great! and goes on sale often at Target. I like it better than Fantastik cleaner because the smell is wonderful and it does not leave a residue."

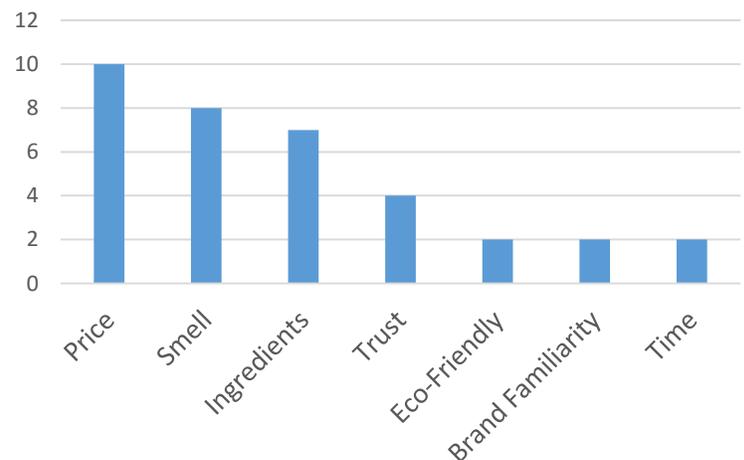


Key Findings

What do you think is most important to Millennials when selecting household product brands?



“What is most important to you when purchasing household laundry or cleaning products? Why?”



Greater importance was placed on **eco-friendly** products by marketers than indicated by Millennials.

Lesser emphasis was placed on **smell** by Marketers than Millennials indicated.

Lesser emphasis was placed on **product transparency** than was indicated by Millennials.

Lesser emphasis was placed on **price** by Marketers than was indicated by Millennials.



Brand Heritage

We asked **MARKETERS** to predict Millennial response to the below brands. They were asked to place a “+” on any brand that a Millennial would like, a “-” on a brand that they would dislike, and a “?” on brands they were unsure of...



| Sentiment by Section | | | |
|----------------------|----|----|----|
| Clorox | +4 | -6 | ?2 |
| Tide | +4 | -6 | ?1 |
| Palmolive | +1 | -5 | ?6 |
| Arm & Hammer | +6 | -1 | ?5 |
| Johnson's | +7 | -0 | ?5 |
| Seventh gen | +9 | -1 | ?3 |
| Dove | +7 | -3 | ?2 |
| Honest Co | +9 | -2 | ?2 |

Marketer's Responses

"I anticipate millennials go with newer or recently repositioned brands."

"It dawned on me that some of these logos have been essentially the same for decades. They may indeed look stale to younger audiences."



...we asked **MILLENNIALS** the same question.



| Sentiment by Section | | | |
|----------------------|------|-----|------|
| clorox | + 17 | - 3 | ? 0 |
| tide | + 14 | - 6 | ? 0 |
| palmolive | + 11 | - 7 | ? 2 |
| arm and hammer | + 17 | - 2 | ? 2 |
| honest co | + 2 | - 5 | ? 12 |
| johnsons | + 16 | - 2 | ? 0 |
| seventh gen | + 8 | - 4 | ? 8 |
| dove | + 17 | - 2 | ? 0 |

Millennials' Responses

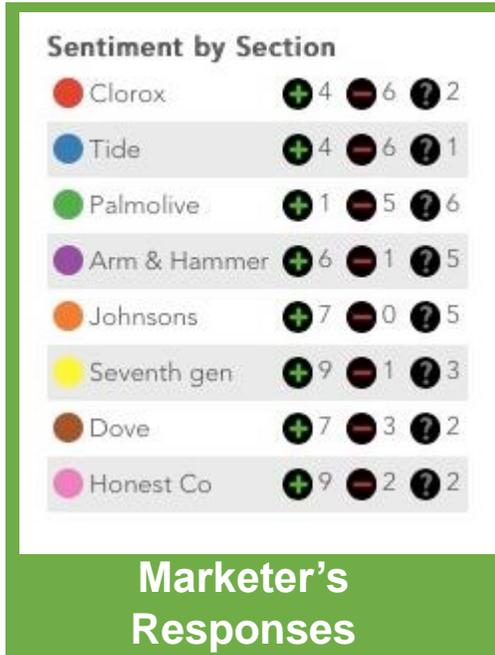
"I love tide because that is what i grew up with. My moms mom used tide for her cloths."

"I use most of these products. They are classic brands for the most part. I use clorox when i need to disinfect things. Arm and hammer stays in my fridge and in my cubbor but also my new fave detergent. We use dove body wash at home and i keep Johnsons baby lotion in my purse. These are brands i love."

"Not sure, i have heard great things (Honest Co.) but i myself havent tried it. I try to stay with brands i know and can trust to work everytime.."



Key Findings



An establish brand holds much more sway over Millennials than Marketers anticipated.

Newer brands, like the Honest Co., did not show up on Millennials' radar as was anticipated, despite the emphasis on natural ingredients and eco-friendly products.

Though high in chemicals, Clorox was much more well received by Millennials than Marketers anticipated due to the fact that it was an effective product.

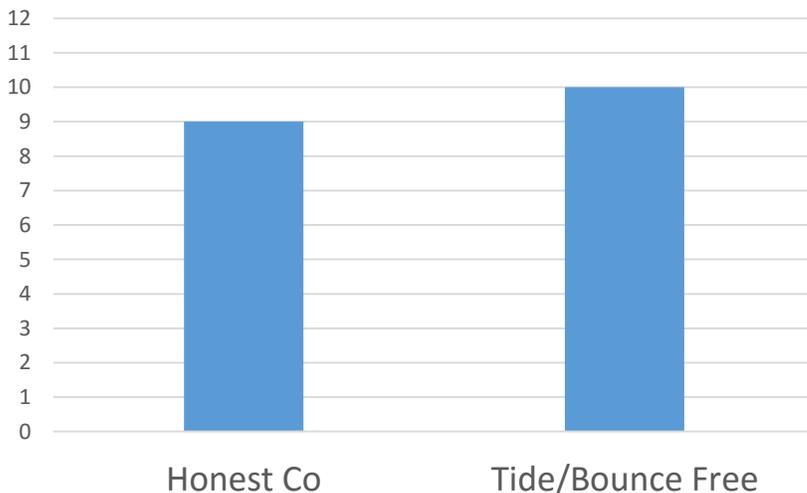


Brand Preference – Ad Comparison

In this finale, we placed two ads head-to-head. We asked **MARKETERS** to predict Millennial response to the following two ads...



Which brand do you think has a stronger message for Millennials?



“Cleaner look (Honest). Less brand ‘legacy’ related to strong chemicals. More modern look and feel.”

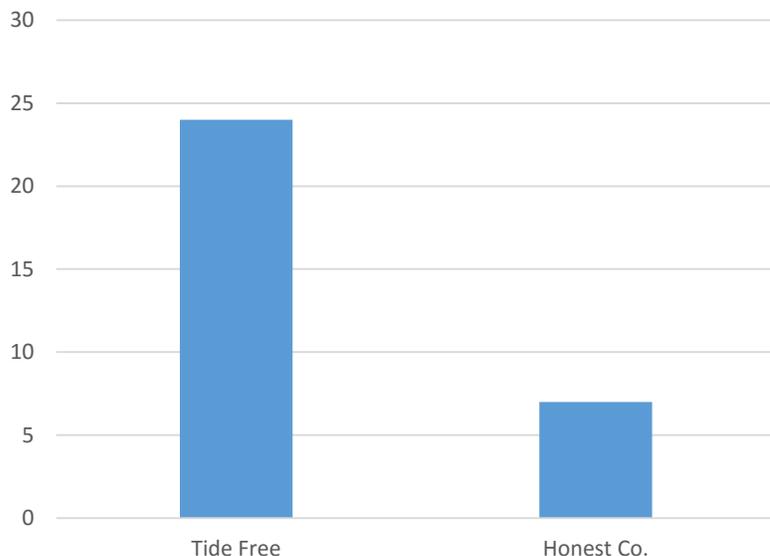
“Millennials have increased interest in sustainability, and making an emotional connection with a company vs. gen pop. I think the Honest Co does a better job of making that emotional connection.”

“It's (Tide) more specific about the benefits. Not just natural, but dye-free. And still effective as a product.”



...then we asked **MILLENNIALS** which they preferred.

Which ad did you like better?



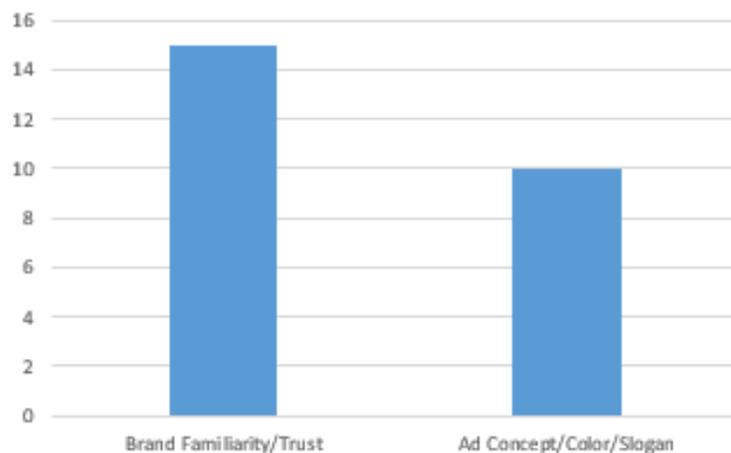
“Tide stated their attributes simply and didn't rely on using buzzwords to try to appeal to people.”

“The Tide & Bounce ad was alot more cleaner, whiter, fresh & clean. The colors popped, the phrase dermatologist tested, makes it believable and credible. The Honest Co. ad felt dingy coloring, no colors popped, it didn't catch my eye. It seems as no effort is made on their ad.”

“The product (Tide) was labeled much better, it was dermatologist recommended, and dye and perfume free. The honest co. product might have been good as well, but the product label didn't appeal to me at all, compared to the nice white label of the Tide products.”

“Tide is a name I grew up with and trust. The honest co. Ad has very little appeal. The colors of the package are pretty boring.”

Why was Tide your Favorite? (Top two answers)





Key Findings



The “clean” look of the Honest Company’s ad actually worked against it in the eyes of Millennials. They were much more attracted to the color swirls of Tide, highlighting the importance of ad and packaging concepts.

Brand heritage played largely into Millennials’ choice of Tide. Millennials were unaware of Honest Company and therefore defaulted to what they knew and trusted.

The Honest Company’s efficacy claims and attempts to connect with Millennials were coined as “buzzwords” and sparked a negative reaction from Millennials – particularly the use of the word “beautiful.”



How to Gain Millennials' Trust

Throughout the study we paid close attention to common themes expressed by Millennials regarding the factors that play into their trust in a brand. Here are some of our key findings:



Brand Heritage Creates Trust

Millennials' actions, particularly in Activity #2 and #3, were attracted to established brands that told a good story backed by historical proof of effectiveness.



Focus on Health - Critical for Millennials

Millennials are becoming parents and are now concerned for the health of not only themselves, but their families. Participants were attracted to the words, "non-toxic" and "Dermatologist tested" in the ads from Activity #3.



Efficacy Claims - Make it Clear and Back it Up

Though a focus on health is ideal, prominently displayed data that supports claims is crucial to establishing trust with Millennials. This explains Millennials' attraction to brands with a long history of performance.



Be Transparent - They are Skeptical

Having grown up in a world filled with marketing, Millennials are wary to advertisements. A quote from one participant sums it up:

"Don't say something is organic or natural when it isn't. Don't make false claims about health in order to sell products... We don't want to have to sift through misleading claims before we use a product."

Millennials are skeptical of your claims and, if necessary, will do their own research to check your product.



Aesthetics - Quality Shows on the Outside

This was a big reason as to why Millennials preferred Tide - the ad was more attractive! Millennials notice your ad concepts. It serves to reinforce your messaging and can give you a leg up against the competition.



Social Support

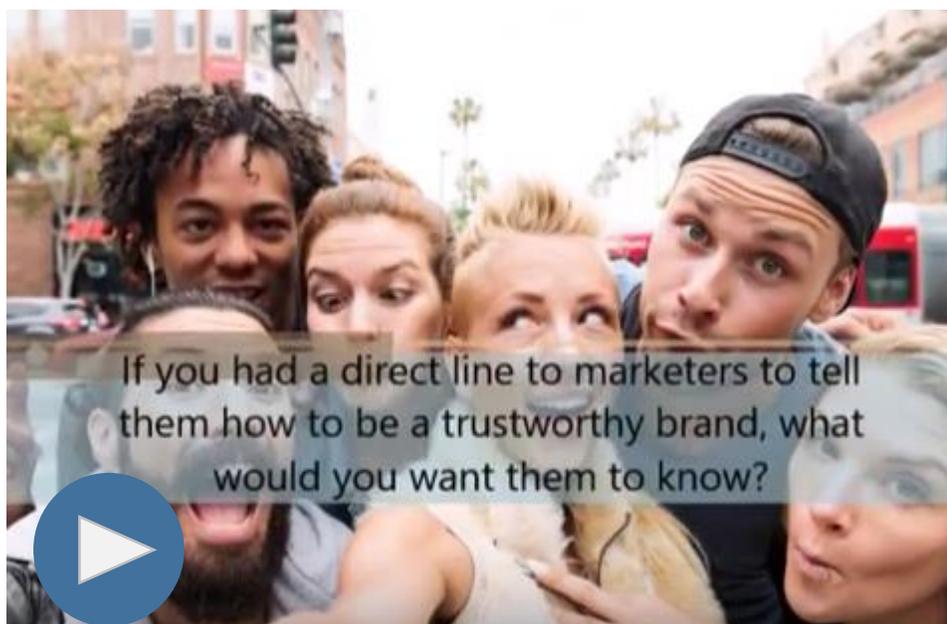
This is about more than how people are talking about you on social media. It also refers to how you handle negative social activity, what your customer support is like, and how you generally conduct yourself in the eyes of the public.

"Another thing I think is important today is social media. How they (brands) handle negativity? Do they have good customer service, address it in a timely manner, care what customers think."



A Message to Marketers on Trust

We asked **MILLENNIALS** to share some advice with Marketers on how they can make their brand and marketing more trustworthy.



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