

Super Dads

Millennial dads continue to challenge what contemporary fatherhood looks like. While most brands' depictions of fatherhood have evolved, millennial dads want brands to reflect not just their aspirations, but the realities they face as well.

LONDON
PROPERTIES



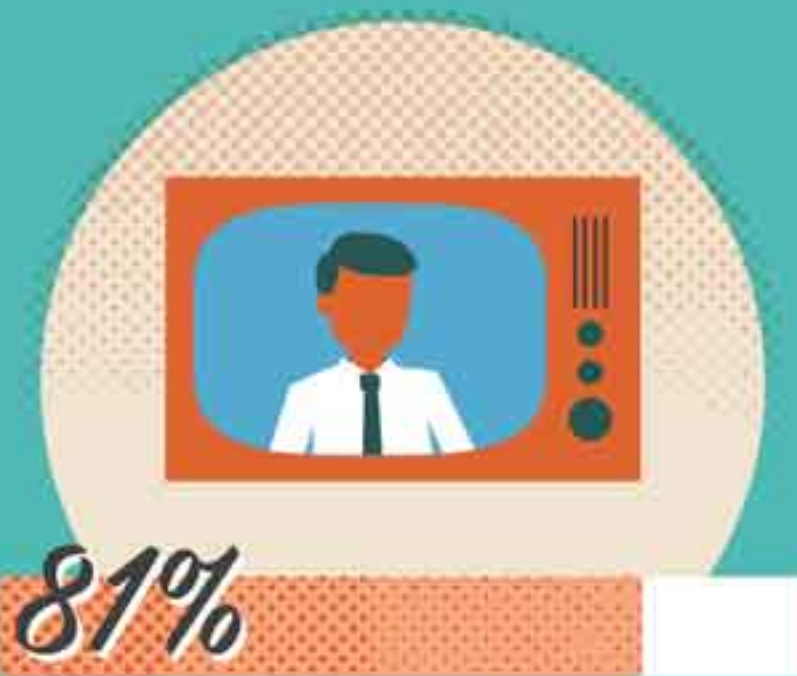
Of Millennial Dads:



agree they live paycheck to paycheck



agree they don't let traditional gender roles define how they live their life.



agree the way men are portrayed in advertising is completely out of touch with how men truly are today.