CAPTURING CENTENNIALS

In 2017, the oldest members of the Centennial generation will turn 20 years of age. To capture members of this group as potential clients, it’s important to understand them, their values, and how they make decisions.

FACTS ABOUT CENTENNIALS:

- Born 1997-Present.
- First generation to ever live in a world in which the population pyramid doesn’t look like a pyramid – people are living longer.
- Well acquainted with limits and constraints.
- Success no longer defined by owning lots of material items. It’s about the journey.
- Facing slow economic growth.
- Approach the future with a dose of realism not seen in previous generations.
- Learning that hard work and grit are the keys to success.

Key takeaway:
People and brands who are closed off to ideas or certain groups of people won’t thrive in a world driven by Centennial values.

SOURCE: 2016 US Yankelovich MONITOR