

Millennials All About Mobile

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Sabine Feldmann

Photo By Daniel D'Errico

If companies want to reach Millennials, they must have a mobile presence, said Teen Vogue vice president and publisher Sabine Feldmann.

"Mobile is definitely the 'must' marketing platform for Millennials, where they're consuming content literally 24/7, instantly and constantly," she said.

Technology is the unique differentiator of that generation. "Digital devices and the Internet have really shaped this generation," Feldmann continued. "At the end of the day, it's not just technology but the connectivity that this technology enables."

The Millennials are the largest consumer group in the U.S. with 75 million members ages 14 to 29. Collectively, they spent \$467 billion in 2009.

Foursquare, Twitter, Facebook and other social media are all about getting Millennials to engage with them, said Feldmann. If Facebook were a country, it would be the fifth largest in the world, and the Millennial generation makes up half of it.

Seventy-five percent of Millennials have a mobile device, said Feldman.

Twenty-nine percent of teens send photo messages, and 26 percent of kids live in a house with only wireless phones.

Of Teen Vogue's teen panel of 120,000 "It" girls, 97 percent have a camera phone, 41 percent have a smartphone and 36 percent access the mobile Web daily, she said.

"I want what I want when I want it" is the mantra of their generation, added Feldmann.

Their favorite things for brands to do online are prizes and giveaways, discounts, look books and how-to beauty videos.

Teen Vogue recently created an iPhone app with seasonal trend closets, Facebook integration, sharing of street-style photos, personal look books and e-commerce.

"We wanted girls to be able to get in on the experience, let them take on the role of editor, create mash-ups of their photos, our photos, and create styles that were personal to them," said Stacy Greco, Teen Vogue senior integrated marketing director.

The September issue will feature Microsoft mobile tags, so girls can scan a bar code and watch a related video on their mobile devices.