

The average 20-year-old city dweller receives 105,000 advertising messages each year – that’s a lot of noise

How to reach super spenders

IGNORE Generation Y and Z at your peril.

They are 8.1 million in number, Gen-Y alone is believed to spend \$42 billion a year on so-called hedonistic purchases, and they are more likely to get a second job in tough times than decrease consumption.

They may have a reputation for being impatient, self-indulgent and jaded, but they are the world’s most serious super consumers.

Just ask Adam Penberthy, the man dubbed the Gen-Y Guy.

He is founder and managing director of Fresh, a Brisbane PR firm that teaches business how to market to young people.

“You must have creative content, you must speak to niches and you have to get brand ambassadors who can amplify the brand amongst their friends,” Mr Penberthy says.



TUNED IN: Adam Penberthy, managing director of PR firm Fresh, teaches businesses how to get their message through to Gen Y and Z consumers. PHOTO: CONTRIBUTED

“...the challenge for business is to find a way to break through the media noise...”

“The advertising stage is changing.

“A traditional advertising model was like getting up on stage and shouting to the audience and hoping five people put their hand up.

“We want to provide specific creative experiences with key people within the key demographic, to give them the tools to go out and share it with their friends.”

Mr Penberthy said the challenge for business was to find a way to break through the media noise created by the estimated 105,000 advertising messages the average city dwelling 20-year-old receives targeted directly at them every year.

“About 12 months ago was a campaign we really loved by

(clothing company) Zoo York.

“They spray-painted their brand on the back of cockroaches and dumped them in the middle of Wall Street and loaded it on YouTube where it got five million hits.

“Then they inspired brand advocates to create their own content. It was really clever.”

He is predicting big things for Twitter as a tool to connect brands with consumers, experi-

encing a jaw-dropping 2800% growth per annum.

He said Facebook was also proving popular with the over-25s but MySpace was declining in popularity.

Mr Penberthy will speak at the next Boardroom Lunch at Montego’s Kawana on July 3.

Tickets cost \$85 per person and include a two-course lunch, beer and wine.

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