

# JEFFFROMM



Leverage Youth Culture Trends to Drive Profit Growth

Jeff Fromm is a subject matter expert and professional speaker on consumer trends, marketing and innovation. He has keynoted over 500 times all over the world – well, not Antarctica.

He is a contributing writer for Forbes and co-author of three books: "Marketing to Millennials," "Millennials with Kids" as well as "Marketing to Gen Z."

Jeff is president of FutureCast, a consumer trends consultancy. While others talk about trends, Jeff and his partners are applying trends to create marketing and innovation best practices. His humorous stories and provocative new strategy paradigms are supported by hard research and real client profit growth.

Jeff has more than 25 years of brand marketing consulting experience. He serves on the Board of Directors at Three Dog Bakery and Tickets for Less.

Jeff graduated from The Wharton School of the University of Pennsylvania and attended The London School of Economics.

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## Marketing to Millennials

Millennials are the largest and most influential generation of consumers ever and are no longer an unreachable audience. With more than 80 million Millennials living in the U.S. today, the brands investing time and resources in understanding and connecting with these content-consuming, hyper-connected consumers are the ones that are winning big. This educational presentation will challenge participants to unlearn and reimagine what they thought they knew about the Millennial generation including their influence and impact on older generations.

### AUDIENCES WILL TAKE HOME

- \* Major Millennial trends that influence attitudes and behaviors across categories
- \* Examples of brand practices that can be applied to drive engagement in the participation economy™
- \* How to re-image the role of data, the need for personalization and customization
- \* Why content excellence is critical to your future as Millennials consume bite-size content
- \* Identifying at least five key questions to better understand how you can be successful with this influential generation

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## Marketing to Gen Z: Tapping into Youth Culture Trends

Generation Z — born between 1996 & 2010 — is driving a new era of empowered consumerism. Gen Z is a powerful consumer force in our market. This group represents up to \$143 billion in direct spending a year and has the potential to influence more than \$665 billion in family spending.

Having internalized the lessons of the Great Recession, this generation blends the practicality and work ethic of older generations with the high ideals and digital prowess seen in youth culture earning them the title of “Old Souls in Young Bodies”.

Learn how today's teens and young adults are rewriting the rules for brand behavior through their “old school” values, new American pragmatism and desire to co-create the new rules of marketing and the role innovation plays in creating ongoing value. Gen Z is pivoting away from past generations to create a unique identity all their own. As they continue to form their own brand preferences and develop personal buying behaviors, they will have a strong influence on the direction our market will go. Is your brand Gen Z ready?

### AUDIENCES WILL TAKE HOME

- \* Key trends to watch
- \* Six Mindsets that will drive “brand level profit performance”
- \* Differences between Gen Z and other generations
- \* The role of Innovation in creating ongoing value



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## Leverage Profit Growth Through Youth Culture Trends

Today's consumers have new expectations. They are hyper-connected, content-consuming and more likely to bypass traditional forms of marketing and listen to their peers. Do you know how to find your next profit opportunity?

Jeff will uncover ways your organization can navigate, and, more importantly, prioritize and quantify youth culture influence to increase sales and profits. Jeff will show the financial impact on consumer spending and brand preference across generations by delving into how the youth culture of today is directly influencing the attitudes and purchasing decisions of older generations.

Attendees will receive tangible examples, useful "how-to" ideas, take home new tools to identify and then capitalize on profit driving trends.

### AUDIENCES WILL TAKE HOME

- \* Driving sales and profit growth with Xers and Boomers through youth culture trends that span generations
- \* How agile content marketing can impact just-in-time buyers
- \* The role of innovation for mature iconic brands and finding empathy points
- \* Innovative research & data paradigms that leading brands use to be more nimble

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## Today's Modern Workforce: Recruiting and Retention Best Practices

Your external brand is only as strong as your internal culture. More than half of today's managers are Millennials, and this cohort already accounts for the largest generation of employees.

With up to five generations in the workplace, organizations need to understand the new employee engagement framework required to attract and retain top talent. How will this next-gen workforce impact your organization, both internally and externally? Attendees will discover how Millennial and Gen Z employees approach collaboration, flexibility, and purpose while completely reinventing the values and environment of today's modern workplace. Jeff will discuss these generational shifts and take the audience through a mapping exercise to evolve today's internal cultures for tomorrow's demanding workplace.

### AUDIENCES WILL TAKE HOME

- \* Learn how to engage today's modern employee
- \* Learn to listen and communicate
- \* Uncover 3 ways to improve retention
- \* The journey starts pre-employment



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*Do you know  
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opportunity?*”

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## Creating Shareworthy Frictionless Experiences™

Today's consumers trust other consumers more than they trust traditional forms of marketing. If your brand isn't creating share-worthy experiences, it isn't earning digital word of mouth. To truly capitalize on today's sharing economy, you must understand how consumers engage with – and what they expect from – high-performing brands. They expect a frictionless shopping experience from product research and reviews all the way to shipping and delivery. They even want frictionless customer service. The bad news? Amazon and others have set a very high bar. The good news? Making your brand's experiences both frictionless and shareworthy will ensure its survival and success – at least until the next generation.

### AUDIENCES WILL TAKE HOME

- \* Find ways to eliminate friction by aligning the analog and digital journeys
- \* Looking for ways to create advocacy and moments that matter
- \* Driving emotional connections with consumers

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## How to Win With Today's Modern Family

As Millennials are aging, many are beginning to start families. More than 25% of Millennials are already parents and they are embracing a form of pragmatism that hasn't been seen before. Millennials redefined the way companies market their brands and Millennial parents are no different. In this informative presentation, Jeff will show how brands can win with modern families by showing what they need and want with data driven examples that work.

### AUDIENCES WILL TAKE HOME

- \* How to develop a Brand Stand and position of authority that is based on proof
- \* Find ways to merge digital and nondigital strategies
- \* How to reach increasingly diverse households
- \* The role of just-in-time content for just-in-time buyers

# Client Testimonials: We're Feeling the Love

“ Jeff was our guest keynote at our annual Sports Summit, a gathering of 250 Ticketmaster professional sports client across all five leagues. We sought a speaker and a topic that would exude, aspirational thinking, contextual insights, creative messaging and could entertain an always entertained group. Jeff scored! There seems to be so much research on millennial marketing; Jeff had the best package and delivered an engaging keynote.”

***ticketmaster***®

“ Jeff Fromm offers a direct line into the lives of this generation and explains what drives their behavior. He delivers invaluable insights for any brand marketer interested in this generation.”

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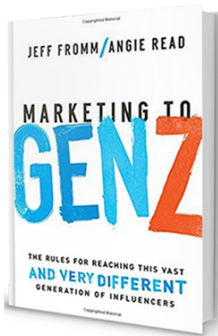
“ Jeff is an incredibly engaging speaker-he can take a marketing driven message and make it relevant to every business unit within an organization. We have had him speak at the same event two years in a row now, and the feedback has been unanimously positive from the team. He is collaborative and tailored his presentation to our business strategy- I would highly recommend him!”



“ Jeff's presentation delivered a refreshing new approach to Millennials — focusing on the what rather than the who of this diverse generation. Everyone walked away with a few “aha” moments, even the many millennials in the audience. He provided entertaining and actionable insights as well as direction.”



# Books: Developed Through Research



## MARKETING TO GEN Z

Drawn from original quantitative research and interviews, Marketing to Gen Z paints a fascinating portrait of the newest buyers now entering the scene. Having internalized the lessons of the Great Recession, this pivotal generation blends the pragmatism and work ethic of older generations with the high ideals and digital prowess of youth. For brands, reaching this mobile-first and socially-conscious cohort requires real change, not just tweaks to the Millennial plan.



## MARKETING TO MILLENNIALS

Marketing to Millennials is both an enlightening look at this generation of consumers and a practical plan for earning their trust and loyalty. Based on original market research, the book reveals the eight attitudes shared by most Millennials, as well as the new rules for engaging them successfully.



## MILLENNIALS WITH KIDS

Millennials with Kids changes how we think about this new generation of parents and uncovers profound insights for marketers and brand strategists seeking to earn their loyalty. This book captures data from a new large-scale generational study and reveals how to enlist Millennial parents as co-creators of brands and products.