

25 september 2019

MILLENNIALS PORTRAIT

CONNECTED PEOPLE / 20-25 Y.O

artizano
L'AGENCE INSPIRANTE



MILLENNIALS

Who are they ?

GEN Y / **MILLENNIALS** /

Altruist
Optimistic
Do good
FOMO
Hard-Workers
Opportunity-builders
Always-on mode
Efficient seekers
Experimentation crave

NEXT GEN

FOCUS ON

The Insta Beautysta Millennial (20-25 y.o)

WHO IS SHE?

Connected 24/7 on Instagram, she discovers online new indie beauty brands as well as she follows mega-brand like MAC or Kylie cosmetics. She is a real beauty addict as she spends hours browsing insta seeking for new cool products or chatting with her friends about the latest Fenty foundation. Craving for unique, fun and seamless experiences, she enjoys going shopping with her friends in the latest beauty concept-store where she will try all the products. She knows exactly what she wants and follow mega beauty influencers to check the latest beauty trends she will decide to adopt or not.

ALWAYS CONNECTED

ONLINE/OFFLINE

SHOPPING ADDICT

BFFING



Her Values & Attitudes



MAKEUP ADDICT

Highly-addicted to makeup, she is very sensitive to the latest trends in the beauty industry. She is looking for fun and unique experiences empowering her and pushing her to express herself.



UBER CONNECTED

Always connected, she browses Instagram all day to find new indie brands and follow 'beautystas' with influence. She is looking for easy and seamless experiences to satisfy her instant and changing beauty needs.



DISRUPTIVE

She likes to discover counter-current trends and aesthetics that convey an alternative message and challenge the global established rules.

Her Portrait - Lifestyle



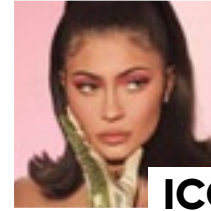
TRAVEL DESTINATION

She hangs out in cool and trendy places that are conveying a chilled & healthy lifestyle such as **Los Angeles in California..**



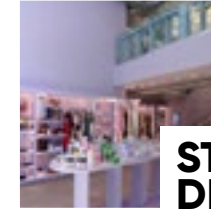
MEDIA

She is swapping from **Instagram** to **Youtube** & **Snapchat** but prefers Instagram for the aesthetic content, discovering brands and follow influencers trends.



ICON

Kylie Jenner - Founder and owner of cosmetic companies 'Kylie Cosmetics' & Kylie Skins. She is the world's youngest billionaire. +145 M Instagram followers.



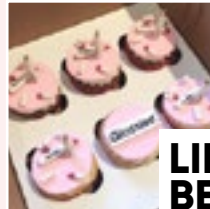
STORE DESTINATION

She loves concept-stores like **RE:STORE** with unique 360° experience where she will have access IRL to cool online brands.



INFLUENCER

Zoe Sugg - is an English YouTuber & Author (29 y.o.) +10M followers on Instagram / 11M followers on Youtube "I'm going to make a conscious effort this year, to post more without second guessing, or contemplating a perfect caption."



LIFESTYLE BEAUTY

She falls for **Glossier**, THE Digital-native brand breaking the rules of the beauty industry with a new aesthetic and way of communicating. 100% Millennials-oriented.



BEAUTY

Fenty by Rihanna was created with promise of inclusion for all women. With an unmatched offering of shades and colors for ALL skin tones to address the millennials values & needs.



PERFUME

KKW Fragrance - **Kim Kardashian West** has once again found a way to make her products intriguing, collectible and very instagrammable.

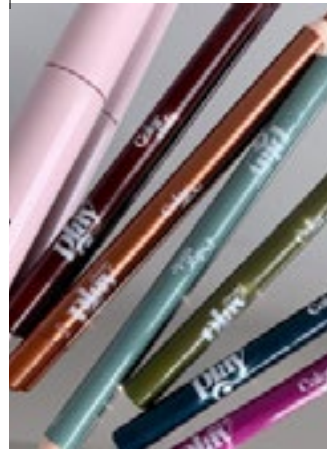
How to catch her?

Adopt an inclusive tone of voice that you inject in all your customers' touchpoints.



/ INCLUSIVE /

Catch the latest trends and filter it through your brand DNA to offer her new products (drops) very often.



/ NOVELTY /

Ask her what she wants in order to make her the best partner of your brand.



/ COLLAB /

Create unique tangible experiences she will share and remember for a long time.



/ IRL /

