



Look Around - It Is a 360 Degree View Out There

By LON OTREMB

Today young adult consumers (12-34) consume content wherever and whenever. They demand content and they get it on demand. Young adults consume content on their mobile phones, on radio, on television, online and on their iPods. They are constantly inundated with a steady stream of information. With young adults always "on-the-go", marketers are left to figure out how to cut through the clutter and get their message across...and fast.

Today's marketers must develop and deliver messages in a way that resonates, engages and connects with young adults and speaks to them in their voice, on their level. Advertisers and marketers must reach young consumers when and where they are most receptive to hear and act on marketing messages – Retail, Online and Mobile.

>Retail: One of the biggest pastimes for young adult consumers is to cruise the mall and, in fact, it provides the "real" community of social networking. Advertisers can leverage a retail network to get their messages across to consumers while they are browsing the stores through signage, promotions, sampling and television monitors which ultimately creates a unique in-store experience that consumers simply can't miss.

By creating engaging content for the in-store television monitors based around young adult passion points, consumers become truly engaged in the advertising messages in-store.

For example, companies such as Cingular have tapped into a mobile marketing network for their youth marketing initiative—it is the perfect place to reach their young adult target right in the store—mobile phone in hand.

>Mobile: Young adults are never without their phones – it's their lifeline to their social network, providing another innovative platform for advertisers to bring their messages right to the palm of their target consumer. When you consider that 78% of young adults leave their phone on and within reach 16+ hours a day, mobile marketing is a must for reaching young consumers. By creating unique marketing programs such as exclusive offers, mobile coupons, alerts, sweepstakes, and loyalty programs young consumers become active participants in the advertising messages.

Through mobile marketing, brands can create unique programs which provide consumers with exclusive deals at their favorite stores right to the palm of their hands. These "insider deals" create a special one-to-one relationship with the consumer.

For example, junior's retailer Mande offered mobile coupons through the Cingular Insider Deals program during the 2006 holiday season and saw more than 36% redemption rates for customers using mobile coupons.

Online: You can't reach young adults without an online presence. With the average young adult spending more than 12 hours a week online, and social networks as important as the mall, it is the perfect complement to the mobile and retail program. First you reach them in-store and extend that customer relationship with a mobile and online enhancement.

To engage young adults you need to create a 360-degree integrated marketing solution. When Wrigley's wanted to sample a new Winterfresh-brand flavor, they looked to innovative youth retail partners such as Journeys and Underground Station. How do you extend an in-store sampling program to a 360-degree experience? Promote it on the Journeys and Underground Station websites with contests and emails to the retailer's loyal customers.

Today's advertisers and marketers have a complex job ahead of them to really understand how and why young adult consumers respond to messages. With the guidance and tools of youth marketing experts, inroads can be forged.//

Access 360 Media has closed Series A Funding with Bessemer Venture Partners, a top Venture Capital firm boasting an impressive profile of funding leading consumer and retail brands.