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Oh, to Be Young, Millennial, and So Wanted by Marketers

By HILARY STOUT JUNE 20, 2015

The makers of Tic Tac:

After 18 months of
important millennial g

No, the millennial
“emotional rescue.”

So this month a n
— the Tic Tac Mixer, w
cherry to cola, for exam

It’s yet another pl
of businesses, and see
baby boomers came of

But this has a 21st
psychographic analysis

study after study (24
with millennials, and
and other marketing
business success story

All these marketing
to state, which suggests

Jason Dorsey, who at 36 considers himself among the older millennials, founded the Center for Generational Kinetics in Austin, Tex., five years ago and is often invited to speak about his generation at conferences and events.

The center, which advises corporate clients in many industries, focuses its research efforts on “generational context,” he said, “not generational silos.”

Really, he and others say, millennials, especially their dependence on technology, are probably just a leading indicator of where life is headed for everyone.

“Being able to text message with a company we found is something every generation wanted to do even though we assumed it was just millennials,” he said.

“Definitely we want to be inclusive of millennials,” he added, “but we don’t want to forget the people who brought us to the dance.”



Jason Dorsey of the Center for Generational Kinetics, which focuses on “generational context.” Ben Sklar for The New York Times

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