

Hyphen How To

Mission

Hyphen seeks to connect 18-30 year olds
To Service...With Purpose... Through
Resources...For a Mission.

Hyphen's demographic is the
Millennial generation

Millennials love...

- Social Spaces
- Choices
- Access
- Involvement
- Depth and Spirituality

Millennial's are LOST

Prepare Yourself

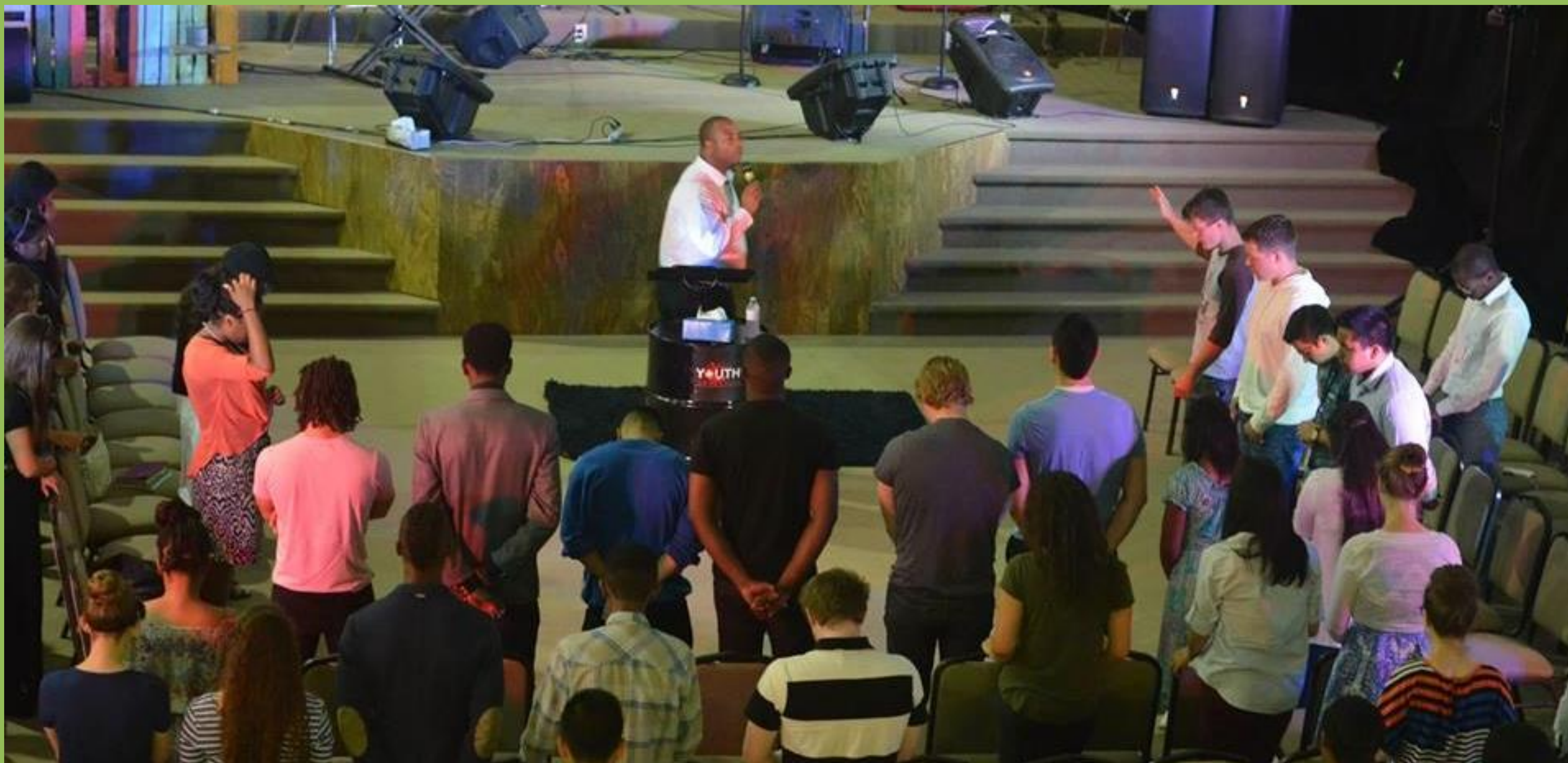
Know Your Objectives and Measure
Your Success Accordingly

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The
commune-ity
MY WORLD. MY NEIGHBORHOOD. MY RESOURCES.

BE: Authentic

BE: Unexpected



Floor Plan



DIY Design Excellence

Excellence doesn't have to be expensive

hyphen



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BE: Deep

Panel Discussions Will Always Win

Hyphens want to talk about the issues

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SOULSESSIONS Q&A

Text your questions to 905-261-4770





BE: Inclusive



OFFER: Relationship Connections

OFFER: Choices



76%

own a smartphone



90%

use social network sites



83%

sleep with their smartphone





02

Millennials LOVE Visual Content



9/10

use a digital camera



81%

post their photos on
the Internet



55%

say they have posted
a selfie online



Facebook & Instagram are the most popular apps for this generation

A



Aesthetics and Creativity Matter

Use good design & take good photos

Use dynamic stimuli & bright colors

Try video animations & filters on images

Surprise them with unconventional or unexpected content

Be authentic, creative and distinct

B



Capture Their Attention

Graphics and visuals work instantly

Get to the point quickly and make it interesting

Once you have their attention, don't stop!

Keep the convo going through deals, newsletters & more

C



Create a Social Connection

Engage & ask for feedback

Listen & respond to feedback when it comes

Make them feel involved in your brand

Speak directly to them as individuals, not in general terms

Maintain a Facebook presence, but don't let it be your only social presence

Invest time in Pinterest and Instagram

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Build expertise in visual marketing

Sources:

NBCNews // Nielsen Reports 2013-2014 // MillennialMarketing.com // JWT Intelligence // Netbase.com // PEW Research CenterAdAge.com
Barkley // Hubspot // Royal.Pingdom.com