



# Millennials with Kids: Marketing to This Powerful and Surprisingly Different Generation of Parents

*Jeff Fromm, Marissa Vidler*

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While everyone was bemoaning their alleged laziness and self-absorption, the Millennial generation quietly grew up. Pragmatic, diverse, and digitally native, this massive cohort of 80 million are now entering their prime consumer years, having children of their own, and shifting priorities as they move solidly into adulthood.

*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. Building on the highly acclaimed *Marketing to Millennials*, 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
- Promote purpose beyond the bottom line
- Cultivate shareability
- Democratize customer experience
- Integrate technology
- Develop content-driven campaigns that speak to Millennials
- And more

A gold mine of demographic profiles, interviews, and examples of brand successes and failures, this book helps marketers rethink the typical American household—and connect with these critical consumers in the complex participation economy.



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