

Schmooze Media. Street-Smart Marketing – Winning The Motivations & Desires Of Young Consumers.

Street-credibility and marketing to young adults.

A few brief facts about progressive urban consumer culture:

The 16-35 demographic are media savvy, they are very aware of advertising, but pre-consciously “learned” to filter out or switch off to most conventional marketing and advertising messages that don’t communicate with them properly; they like to deride bad creative/ads; that’s why traditional marketers consider them to be “difficult to reach”!

To achieve effective marketing to these segments, Schmooze’s messages cut through the clutter with a provocative & thoughtful pitch. It is crucial to utilise professionals from within the target market who are experts in communicating with intellectual and cultural respect.

Marketing to youth and young adults is not a static concept; it is an evolving paradigm: Schmooze is perpetually adapting to youth/young adult markets.

Many traditional advertising methodologies utilised by conventional marketing/advertising companies are anachronistic sales “tricks” that serve only to engender distrust, cynicism, ignorance and derision amongst the very people they are targeting.

Schmooze know that successful contemporary marketing is not simply about targeting age; it's about relating to attitude! The Gen-X & Y's are the smartest (most highly-educated and informed) human segment in history. And they're getting smarter!

To connect the core of young consumers' awareness levels, desires, motivations and perceptions, all of Schmooze's research and advertising must be interesting, involving, fun and engaging for the intended target audience.

Schmooze is aware that Asian/European (and other non-English speaking background youth) account for significant consumer spending habits across all (general and specific) product and service platforms, especially fashion/IT/communications. As a result, Schmooze strategically integrates a multi-cultural element into all peer groups and surveys as required.

It is imperative to characterise future customers in the deepest ways, avoiding profiles that are merely descriptive. Schmooze researches and breaks down the elements of campaign(s), identifying positive and negative attributes, whether they stem from creative execution, media buying/placement, frequency, distribution/pricing, point-of-sale or from a variety of specified external factors.

Schmooze know that the measurement of youth value consciousness/market perceptions is not about jumping on the back of the latest craze; it's about understanding and establishing the patterns and mindsets that define the ways in which young people can be understood as aware consumers with the power of choice.

Speed, validity and reliability are not the only salient factors in schmooze media's unique qualitative market research strategy. To capture consumer moods, research must also identify the links between actual aspiration, belief and behaviour. When this information is clustered with brand choices, it can then be utilised to investigate and identify opportunities in order to create specifically targeted marketing strategies.

Overview of: "Communicating With The Youth Market"
- Marcus Bottay, Schmooze Media Group Pty Ltd.

- Reversing the "Intolerance Quotient" of your target market; contemporary youth notice most advertising, but have subconsciously "learned" to filter out mainstream media messages that don't communicate with them properly; that's why they're considered to be "difficult to reach" by traditional communicators! *To achieve effective results a message must cut through the clutter with a provocative, thoughtful & genuine sentiment. It's all about relating to attitude.*
- Constructing a "Transparent Trojan Horse"; devising and implementing effective research techniques to effectively understand the youth & young adults of Australia. *How to humanise and personalise the lines of communication using social sensitivity, cultural credibility and intellectual respect. Using the right people and the right language at the right time. How to question creatively and garner genuine responses. Designing research that is interesting, involving, fun and engaging for the respondents. It's not only about speed, validity and reliability.*
- Retrieving research profiles that are not merely descriptive; how to identify youth typologies and characterise future aspirations and mindsets in the deepest ways. *Breaking down elements of the message, identifying positive and negative attributes, whether they stem from creative execution, media buying/placement, frequency or from a variety of specified external factors.*
- The inherent value of mainstream media as a peripheral communication platform for communicating with Australia's youth. *Why using mainstream media in a conventional "advertising" manner may be perceived with derision and cynicism by youth and how it can be re-tooled as an effective vehicle for indirect communication.*
- Communicating with Australia's youth; addressing the media consumption habits of 4.3million highly media-savvy young people & implementing effective communication methodologies. *Addressing the impact of niche and fringe media platforms on the overall media landscape and exploiting the relevant distinctions.*
- Identifying segmentation of youth "tribes" and sub-cultures. Exploring the impact of attitude, desire and multi-cultural backgrounds on peer groups as a segment initiator. *Why family income and traditional social class is largely irrelevant to peer groups such as skaters, goths, moshers, clubbers, deth-metal heads, et al.*
- Levelling the "Great Dividing Range"; acknowledging and addressing the yearnings of rural youth. *How the pro-active social politics of inclusion and respect can be harnessed despite geographical factors.*
- Summary: The evolution of understanding; young people in the new millennium are not replicants of the young people of any other era. *The "art of communication" with youth and young adults is not a static concept; it requires perpetual vigilance and responsive adaptation.*

The advantages of niche/fringe media as a youth communication vehicle.

Examples: large & HR

- By its nature, niche/fringe is unique, esoteric and exclusive of the mainstream. If you don't know about it, it's not for you.
- The language utilised is the most crucial factor; you can use a specifically tailored communication tone that your target market is familiar and comfortable with, as well as understands and ultimately, respects.
- Mainstream media uses a communication template that is basically homogenised. Niche/fringe media allows the use of culturally appropriate language, establishing the right forum for effective communication.
- Mainstream media informs people on a broad level. Niche/fringe media allows for the transfer of culturally relevant information, coupled with appropriate messages.
- The method of distribution is also crucial. It cannot be purchased in newsagencies or outlets that also stock Women's Weekly or Cleo or a range of other "corporate" publications. By utilising distribution points at street-level, readers acquire the magazine by searching for and discovering it themselves. This increases its inherent worth. If you don't know where to get it, you don't deserve to read it and are irrelevant to the culture.