

what's the best way to reach today's

teens

12  
to  
20

tells all...



Teens love to

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# the millie

## Get to know them

Each new generation seeks to reinvent itself to be different from the last.

Today's nearly 25 million 12 to 17 year olds prefer to think of themselves as "Millennials". To them, "Millennial" implies the start of something new.

This new set of young people will respond to different kinds of messages, across a different mix of mediums.



Millennials are **optimists**

They want to be cool but they embrace traditional values. They don't want to tear institutions down. They want to build institutions that work.

shop.

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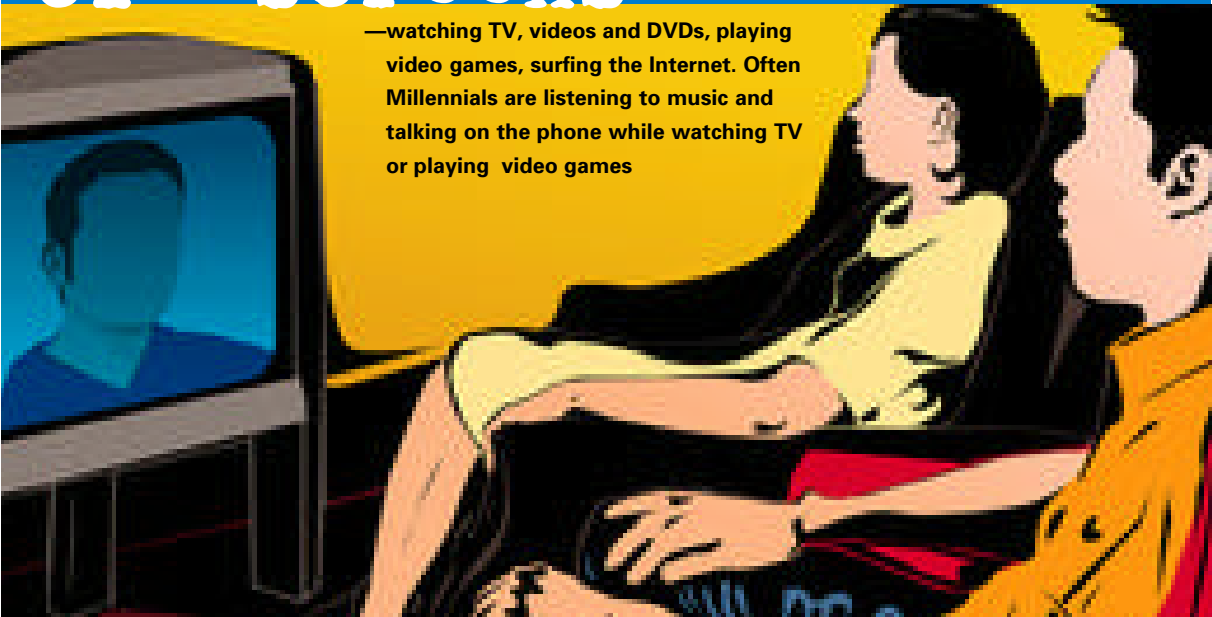
On average, they're making more than 13 shopping trips per month. They're buying nearly \$100 billion worth of goods per year. Recent studies show teen discretionary income averages 85 percent versus adults' less than 10 percent.

*Companies that get the right message to these young people at the right time will seize an enormous opportunity.*

# neration (of something new)

Parents report their children spend an average of 4.5 hours each day in front of "screens"

—watching TV, videos and DVDs, playing video games, surfing the Internet. Often Millennials are listening to music and talking on the phone while watching TV or playing video games



# WILL THIS NEW BREED OF TEENAGERS INTERACT WITH YOUR BRAND?

Teenagers are always in motion. Home. School. Sports. The Mall. Even in their own bedrooms, Millennials' interactions with several media—TV, VCR, phone, Internet—simultaneously reflect the speed at which they consume and digest information. Like Millennials themselves, teenage consumers' desires change — constantly.

## CAN YOUR BRAND FIND THEM?

Marketing to Millennial teenagers is like hitting a moving target. The marketplace evolves at the speed of light. The number of messages targeted at teens increases constantly. Traditional media tactics alone don't work in this market. They don't move fast enough.

## IF YOU FIND THEM, WILL THEY LISTEN?

Millennials respond to total immersion. Messages targeted at teens where they live, learn, shop and play. Teens respond to one-on-one interactions with a brand. They respond to messages that talk to them in their own language.



While very brand aware, few teens have established brand loyalty. Brands that use fresh marketing tactics can benefit from their ability to tap into the teenage psyche.

12-20 targets teens where they



## 12-20 PLUGS YOU INTO THE TEEN MARKET

### REACHING MILLENNIALS WHERE THEY LIVE, WORK, AND PLAY

**12 to 20** is a full-service marketing and promotion agency that helps marketers connect with Millennial teens where they live, learn, shop and play. **12 to 20** evolves as fast as Millennial teenagers to create fresh marketing platforms and opportunities for marketers.

### WITH MEANINGFUL MESSAGES

With its roots in marketing music to teens, **12to20** has successfully developed cutting-edge marketing programs that immerse teenagers in brand messages via:

- In-school programs
- Television programming
- Web-based programs
- Place-based media
- Music tours in schools, malls and colleges
- Mall events, and
- Other unique marketing tactics.

12 to 20 is about total immersion. 12 to 20 targets Millennial teens where they live, learn, shop and hang out.



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# shop

## THAT RESONATE

**12 to 20** 's integrated, experiential marketing programs and events surround teens with multiple, powerful brand messages. They attract, entertain, educate and motivate Millennials to connect one-on-one with a company and its products. **12 to 20** 's goal is to help its clients build brand relationships and long-term loyalty.



## AND ARE INFORMED

**12 to 20** 's focuses only on marketing to teenagers. The firm's connection to Millennials is real, deep and evolving. An alliance with Teenage Research Unlimited—the nation's largest teenage research firm—enables us to change as quickly as this \$100 billion per year market.

Richard Ellis, **12 to 20** 's President and Founder, has more than 20 years experience creating unique and successful national and local marketing programs to reach teenagers and college-age consumers. He has created integrated marketing programs using non-traditional advertising and corporate sponsorship for product launches, events and music tours. Richard's connection to the evolving teenage market is the cornerstone of **12 to 20** 's success.

Millennials believe their community is their circle of friends, not the overall youth community. They are heavily influenced by friends and can be "brand obsessive." 40 percent claim advertising contributes to a brand's coolness.

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# 12-20 MOTIVATES MILLENNIALS

**12 to 20** 's many successful marketing programs and promotional events include the following:

## THE BACKSTAGE PASS CAFETERIA AND IN-SCHOOL PROGRAMS

An exciting program that combines new musical artists with cause-related education to provide teens with information about important issues and links artists to issues that teens care about.

## THE BACKSTAGE PASS MALL PROGRAMS

Unique and exciting programs that include music performances and product sampling.

## THE MAKING OF MUSIC COLLEGE TELEVISION SHOW

A half-hour, magazine-style TV show that provides students with an exclusive insider's look at the artists, music and lives that make up music industry.

## COLLEGE AND TEEN LISTENING PARTIES

Based on "industry only" parties that record companies produce for retailers, radio programmers and producers, these events invite college students and teens to experience the newest releases by the hottest artists.

## 12 TO 20 SELECTED CLIENT LIST

- Arista Records
- Blockbuster Home Video
- BMG Entertainment North America
- Bolt.com
- Capitol Records
- CollegeClub.com
- Columbia Records
- Cosmopolitan Magazine
- Dodge
- Elektra Records
- EMAP/Peterson Publishing
- Ford Motor Company
- FasTV
- Fuji Film
- General Growth Partners
- Hollywood Records
- Home Depot
- Interscope Records
- Kellogg's
- MCA Records
- School Link Technologies
- Pepsi
- RCA Records
- Reebok
- Rightsline
- Seagrams
- Sony Music
- Taco Bell
- Tommy Hilfiger
- Warner Brothers Records



**12-20** has offices in New Jersey and Los Angeles. To find out more about creating your exciting marketing program or promotional event, call Richard Ellis at **973.256.9152** or visit **12-20** online at **www.12-20.com** .