



How Cool Brands Stay Hot: Branding to Generation Y

By Joeri Van den Bergh, Mattias Behrer

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Generation Y (13-29 year olds) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? *How Cool Brands Stay Hot* reveals what drives Generation Y and how to reach them.

The previous edition was voted Marketing Book of the Year 2011 by Expert Marketeer. Full of statistics and new case studies from a number of industries, this second edition features input from 18 interviews with global brand and marketing executives from companies such as Diesel, Heineken, MasterCard, BBC Worldwide, PepsiCo and eBay. It also includes new research from a 16 country study on Generation Y that highlights insights from 100 Millennials in 15 different cities. *How Cool Brands Stay Hot* helps brand managers and marketers re connect with the new generation of consumers by understanding their likes and dislikes, and provides creative ideas on how to position, develop and promote brands to the new consumer generation.

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Editorial Review

Review

Praise for the previous edition:

"This book explains brilliantly how you can gain the love of the Generation Y. A must-read for all generation Y marketers and for all brand marketers together, since Generation Y leads to all other target groups as well." --**Kevin Roberts**, CEO Saatchi & Saatchi Worldwide

"A lot of hot takeaways for cool brand builders in this book" --**Dirk Van Kamseke**, Global Marketplace Insights Manager, Levi Strauss & Co.

"Case studies and interviews with global marketing executives of successful brands make this a winner for any college-level business library." --**Midwest Book Review**

"The authors sum up the winning attributes of a hot youth brand with the acronym 'CRUSH' (Coolness; Realness; Uniqueness; Self-identification with the brand; and Happiness)... Hot companies that get this include MTV, H&M, Nike, Levi Strauss, Cadbury, Mars, Apple, Sony, Nokia, and Red Bull. Summing Up: Recommended. Upper-division undergraduate and graduate marketing students, faculty, and professionals/practitioners." --**CHOICE**

"...several years of research interviews with global marketing executives, and consumer behavior studies combine to give you 'a timely and necessary resource' for anyone in the marketing biz."

--**Brandchannel.com**

"Nobody draws a sharper, more incisive and still warm, caring picture of how to reach Gen Y consumers."

--**Dan Hill**, President of Sensory Logic and author of *Emotionomics* and *About Face*

About the Author

Joeri Van den Bergh is co-founder and managing partner of InSites Consulting where he focuses on marketing, branding, and advertising for youth. Prior to that, he was a senior research manager at Vlerick Leuven Gent Management School where he managed a team of marketing researchers.

Mattias Behrer is Senior Vice President of MTV North Europe, and prior to this he spent seven successful years with retail giant H&M, where he had various leading roles in global marketing and brand management.

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As people who live in the particular modest era should be upgrade about what going on or details even knowledge to make these keep up with the era which can be always change and move forward. Some of you

maybe will update themselves by examining books. It is a good choice for yourself but the problems coming to anyone is you don't know which you should start with. This How Cool Brands Stay Hot: Branding to Generation Y is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and want in this era.

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