

“Brand New Me”: Madano Partnership research shows that business communications need to adapt to Gen Y, not the other way round

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The Madano Partnership has published “Brand New Me”, the last in its series of four reports delving into the changing communications landscape.

Following on from “Collaboration and Connection is the new Competitiveness”, “The Certainty of Uncertainty” and “Going Against the Grain”, trend four differs from the previous three, concentrating on the impact that the main protagonists of change, Generation Y, will continue to have on business communications, rather than looking at the shifting operating landscape.

Madano, a strategic communications consultancy has analysed the trends, theories and observations surrounding those 16-32 year olds, also known as Millennials and Echo Boomers, the influence they exert, what they value and why, and how business will increasingly need to adapt to them, not the other way round.

“We know that most of our clients now have to communicate with Gen Y, whether they are employees or customers,” says Ruth Flood, Partner and Head of Research at Madano. “This age group is becoming increasingly influential, both inside and outside of business, and it is vital to understand what influences them, how they like to be treated and what they can bring to a business.”

“Brand New Me is a way of thinking, an approach to business and a personal GPS system for living life for Generation Y,” says Mark Dailey, Madano Partner and Co-Author. “Instead of trusting institutions like government or big business, they put their faith in individuals – their peers. This trust deficit also extends to the media. In 2003, the numbers trusting TV journalists to tell the truth some or most of the time stood at 82% for ITV and 81% for the BBC. By 2012 this had plummeted to 41% and 44% respectively.

“Elsewhere, Gen Y also has a thirst for authenticity and a propensity to challenge accepted norms about the ‘rules’ of work. The personalising of products or services is key to them as well, along with marketing to their mobiles and a strong, innate sense of entitlement. The significance of mobiles is perhaps reflected in the fact that eBay expects the amount of commerce over them to quadruple between 2016 and 2021 to £19.6bn.”

“The Changing Communications Landscape” series of reports has been published under Madano’s recently-formed “White Label Research” brand. Led by resident research expert Ruth Flood, the new brand complements Madano’s growing research business.

The full series of reports can be downloaded at [madano.com](http://www.madano.com)
(<http://www.madano.com/madano-world/madano-thinking/brand-new-me/>)

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About Madano Partnership

Madano is a strategic communications consultancy that applies clear thinking to deliver clear communications to clients, operating across five broad streams of activity: proposition and messaging, external communications, internal communications, research and market intelligence and resource and infrastructure.

Founded in 2004, the firm works with a wide variety of clients across numerous sectors including: building and infrastructure; financial and professional services; energy and environment and food & drink.

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