

Are you missing a big part of the puzzle in your youth marketing strategy?

 By [Antoinette Pombo](#)

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On the dawn of Youth Dynamix's 15th year anniversary next month, we reflect on how the youth market has transformed in this short space of time and how marketers have had to adapt to survive.

There's no doubt, the marketing of goods and services have undergone a profound transformation over the past 15 years. Regulatory advances, new technologies and increasingly open global markets have all played their part in changing how the youth react and interact with products and services.

The information conundrum...

Children and young adults are more significant forces in the marketplace now. But, while new technologies offer more access to information overall, many young consumers today lack the necessary skills to cope with the increasingly complex, information-intensive marketplaces they're faced with.

With many companies struggling to differentiate themselves in a highly competitive open market, they're forced to bundle related products and offerings, making it difficult for consumers to compare them. As a result, young consumers have had to learn more about markets in order to make good decisions.

"Show me, don't tell me"

The youth's ability and willingness to trade with a company depends on their level of confidence in it. That's why it's so important you don't ignore brand activations. There are very few marketing activities as powerful as brand activations.

This is because they involve experiential, interactive, emotive and sustainable involvements with the brand. Overall, brand activations offer a more holistic view of the product and allow for an emotive connection with the brand - you cannot offer using new technologies alone.

Be sure to get the most out of your budget...

All engagement and communication campaigns developed by us include an element of measurability. This gives you the assurance that you've met your ROI and have made a relevant impact in the market.

ABOUT ANTOINETTE POMBO

Antoinette is passionate about result-driven marketing, copywriting and powerful content! She writes for Youth Dynamix, a youth & family specialist research and marketing agency. To activate your brand in the youth market, contact Antoinette.Pombo@YDx.co.za or call 071 551 8200.

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