

How Cool Brands Stay Hot: Branding to Generations Y and Z

By Joeri Van Den Bergh, Mattias Behrer

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How Cool Brands Stay Hot analyses Generations Y and Z, the most marketing savvy and advertising-critical generations yet. It reveals how millennials think, feel and behave, offering applicable, proven strategies to market to these age groups more effectively and remain a relevant, appealing brand. Featuring interviews with global marketing executives of successful brands such as the BBC, Converse, Coca-Cola, eBay and MasterCard along with case studies from companies including H&M, Converse, MTV and Forever21, it guides you in developing the right strategies to reach this critical age group and leave a lasting impact on your business.

Previous editions of How Cool Brands Stay Hot have won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and the 2011 Expert Marketing Magazine's Marketing Book of the Year award. This fully revised 3rd edition of How Cool Brands Stay Hot goes beyond the discussion of Generation Y, expanding its reach with an entirely new chapter on Generation Z and a detailed analysis of the impact that issues such as recession, social media and mobile marketing have had on these consumers. Based on new figures, case studies and interviews, it provides a fresh take on what remain critical issues for anyone hoping to market to those who come after Generation X.

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Editorial Review

Review
"This book gives a fabulous deep dive in marketing and branding to Millennials. It is often said that the Millennials are more complex and don't follow easy, linear rules. *How Cool Brands Stay Hot* definitely reduces complexity and is a must-read for all of those who have to understand these target groups."
(Dr Alexander Linder, VP Corporate Brand, Consumer and Market Intelligence *Swarovski*)

"It is easily taken for granted that a hot brand stays cool forever. You continue working with what was successful in the past until one day you have become irrelevant or 'the brand of my parents'. This book helps in such an impactful way to stay in touch with Millennials and offers plenty of concrete examples to apply to your brand instantly."
(Anneleen Waterloos, Global Head of Consumer & Business Intelligence *IKEA*)

"Van den Bergh and Behrer give an elaborate insightful view on how to reach generation Y and Z. A must-read for every marketing professional who wants to get a better understanding of young adults." (Jean-Jacques Velkeniers, VP Marketing Europe *and Business Unit President Europe West, AB InBev*)

"We continuously fuel our brands with fresh and creative views. *How Cool Brands Stay Hot* is a rich source of inspiration for anyone who wants to truly connect with young people."
(Renzo Rosso, Founder and CEO of DIESEL and Only The Brave *United Nations MDG Global Leader*)

"One of today's challenges is having too much access to too much information. *How Cool Brands Stay Hot* focused us on key things to know about Millennials and did a great job of illustrating these themes with current marketing and advertising examples to bring them to life."
(Judith Oppenheim, Research Director, Insights & Planning *R/GA*)

"*How Cool Brands Stay Hot* holds the best and most comprehensive perspective on Generation Y marketing and I regularly recommend it in lectures on recruiting Generation Y."
(Christophe Fellinger, Talent Relationship & Recruiting Manager *Beiersdorf*)

"No challenge is more pressing for today's brands than successfully connecting with Generation Y. This book offers precious insights on doing just that." (Ricardo Marques, VP Marketing High End Imports *AB InBev*)

"*How Cool Brands Stay Hot* is a great compass based on science and art, a source of inspiration for any leader on where to go next and what to do. Not only from a business perspective but even when you have younger teams or family troops to manage."
(Anouk Lagae, Chief Marketing Officer *Duvel Moortgat*)

"Because generations shift and change constantly, books on the topic often gather dust. Not this one! Joeri and Mattias have kept their insights in sync with the times. That makes a nice and useful refresher for all of us marketers to read and live by. Why? Staying in sync with the times and with changing consumers is exactly what you need to drive growth and change for your brand."
(Kurt Frenier, Vice President GM Global Marketing *PepsiCo Group*)

"To win the consumer revolution, all brands should have the ambition to become a Lovemark. This book explains brilliantly how you can gain the love of Generation Y. A must-read for all Generation Y marketers and for brand marketers altogether, since Generation Y leads to all the other target groups as well."
(Kevin Roberts, CEO *Saatchi & Saatchi Worldwide*)

"This and previous editions have been instrumental in bringing this generation to life for us. By introducing key elements of tangibility and insight, they're helping shape our shared journey, both as a world-class technology brand as well as a best-in-class employer brand for Gen Yers and beyond."
(Anna Zanghi, Vice President Global Product *MasterCard*)

"I am generally not a big fan of marketing books and particularly not when they touch so-called youth marketing. But this one was refreshing and informative, more observing and sharing a frame of thinking on the evolution of generations instead of an absolute theory on 'how to get after those young consumers'."
(Gert Kerkstoel, Partner GIMV, Investor and former Global Business Director *Nike SB*)

"Millennials - everybody is trying to understand them but very few get to both their hearts and brains. This is what Van den Bergh and Behrer do in this book, decoding young men and women who will lead the world in the coming future. For a generation famous for multitasking and lack of attention, the book helps brands in creating longer lasting bonds. The sneak peak on Gen Z is insightful too, as they are not 'younger Millennials' but a generation on its own. A great, insightful must-read."
(Marcelo Amstalden Möller, Head of Global CMI Innovation *HEINEKEN Group*)

"A great book exemplifying and rationalizing critical changes to capture in our activities - well written and easy understood."
(Paul Andersen, Vice President *Pepsi-Lipton Europe*)

"Well-written and well-documented, this is a must-read book for anyone connecting with Generations Y and Z. Once you start reading, you will not be able to put it down."
(Marion De Bruyne, Assoc. Prof. in Marketing Strategy and Innovation *Dean of Vlerick Business School, and author of Customer Innovation*)

"Knowing the consumer is vital to any business looking for a meaningful, long-term engagement. The addition of fresh insights into Gen Y with an eye-opening preview of Gen Z will help marketers keep pace with the digital generation."
(Elizabeth Wolgemuth, SVP Global B2B Marketing *MasterCard*)

"*How Cool Brands Stay Hot* shares a wealth of insight. At TOMS we are in business to improve lives and this mission allows us to build an emotional bond with customers and motivate employees, because they know they are shopping and working for a movement bigger than themselves. Connecting with consumers in an authentic way is essential in today's world."
(Blake Mycoskie, Founder and Chief Shoe Giver *TOMS*)

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 CEO of Dentsu Aegis, Sweden, a multinational media and digital marketing communications company. He previously worked for ten years with Viacom where he combined general

management for Viacom’s portfolio of youth and entertainment brands in northern and central Europe with heading up MTV’s international consumer marketing and branding operations. Prior to this Behrer had different management positions at the international Marketing Department of H&M. He also worked as Global Brand Manager for DeLaval (Tetra Laval Group).

Users Review

From reader reviews:

Gilbert Albright:

A lot of people always spent their free time to vacation as well as go to the outside with them household or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that is look different you can read a new book. It is really fun for you. If you enjoy the book you read you can spent the entire day to reading a guide. The book How Cool Brands Stay Hot: Branding to Generations Y and Z it is quite good to read. There are a lot of people who recommended this book. They were enjoying reading this book. In the event you did not have enough space to create this book you can buy the actual e-book. You can m0ore quickly to read this book from a smart phone. The price is not too costly but this book offers high quality.

Joan Rogers:

Reading can called mind hangout, why? Because when you are reading a book particularly book entitled How Cool Brands Stay Hot: Branding to Generations Y and Z your thoughts will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely might be your mind friends. Imaging just about every word written in a e-book then become one web form conclusion and explanation that will maybe you never get before. The How Cool Brands Stay Hot: Branding to Generations Y and Z giving you yet another experience more than blown away the mind but also giving you useful information for your better life in this era. So now let us demonstrate the relaxing pattern is your body and mind are going to be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary spending spare time activity?

Mary Fox:

Would you one of the book lovers? If so, do you ever feeling doubt if you find yourself in the book store? Aim to pick one book that you find out the inside because don't ascertain book by its include may doesn't work is difficult job because you are afraid that the inside maybe not as fantastic as in the outside appear likes. Maybe you answer may be How Cool Brands Stay Hot: Branding to Generations Y and Z why because the wonderful cover that make you consider in regards to the content will not disappoint you actually. The inside or content is fantastic as the outside or even cover. Your reading 6th sense will directly guide you to pick up this book.

Patrice Lach:

What is your hobby? Have you heard that will question when you got learners? We believe that that query

was given by teacher to the students. Many kinds of hobby, Everyone has different hobby. So you know that little person similar to reading or as examining become their hobby. You need to know that reading is very important and book as to be the factor. Book is important thing to include you knowledge, except your own teacher or lecturer. You find good news or update in relation to something by book. A substantial number of sorts of books that can you go onto be your object. One of them are these claims How Cool Brands Stay Hot: Branding to Generations Y and Z.

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