

MEDIA RELEASE

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The Party's Over: Millennials Are No Different from the Rest of Us, Says Nonprofit NPAFE

Its new White Paper presents compelling data showing why companies must rethink how to market to Millennials.

Washington, D.C., August 30, 2017: The National Performing Arts Funding Exchange today announced the release of its long-awaited White Paper challenging the idea that Millennials are different than GenXers, Baby Boomers, or anyone else.

Aptly titled "Millennials Are NOT Much Different From The Rest of Us" and available complete or in topline summary form at www.npafe.org, NPAFE's White Paper is directed at business-to-consumer (B2C) companies, asserting that their marketing time and dollars spent on reaching Millennials as a singular target is wasted.

"We poured through data from Accenture, Deloitte, Ad Age, Gartner, Nielsen, even the Census Bureau," says NPAFE's CEO Cliff Brody, "to find out what the numbers really show. No matter that headline after headline still claim that Millennials are different. Proof abounds that they are pretty much the same as the rest of us in terms of their goals, their hard work to achieve them, and their dislike of advertising that gets in their way. Too much data now exists to think otherwise."

In its study, NPAFE defines Seven New Truths about Gen Y, each underscoring the major risks that Brody's nonprofit believes corporate marketers run by thinking Millennials are different because of how they use smartphones and social media. Four of NPAFE's Seven Truths jump out:

- Millennials' real expectations are universally shared by people in all geographic and age segments, and across all demographic groups.
- Failure to increase Millennials' customer loyalty by using social media is increasing at an accelerating rate and out-of-control cost to brands large and small.
- Like Millennials themselves, everyone is increasingly turned off by commercial content getting in their way when they use social media.
- All consumers, Millennials included, want to feel confident that whatever a brand stands for today will be the same as what it stands for tomorrow.

NPAFE bluntly states its bottom line right on the Paper's first page, namely that Millennials are very much like the rest of us in terms of their wants and needs and that this has major impact on how companies should — and should not — be spending their budget time and money marketing to Gen Y.

To drive this point home, NPAFE's Paper cites a Nielsen finding from early 2017 that GenXers (ages 35-49) exceed Millennials in time spent using smartphones, with Baby Boomers rapidly catching up. "And they all use social media just for one reason above all: staying in touch with friends and the world, not for ads," says Brody.

As for Millennials' love of the "shared economy", Brody is blunt: "That so-called shared economy doesn't empower Millennials at all. They are imprisoned by debt to be a part of a shared economy that in truth they would love to escape. They work very hard to fight their way out, too, and will tell you why if you ask them."

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About NPAFE - The National Performing Arts Funding Exchange. NPAFE is the country's only not-for-profit partnering exclusively with private sector businesses committed to advancing the performing arts, channeling funding to up-and-coming performing artists acclaimed primarily for compelling original work. This financial support comes from corporate donors intent on associating their brands with "the next generation of best" performing artists, people already applauded by loyal and discerning audiences. NPAFE also provides marketing and fiscal agent services to these artists at no charge.

Special Media Resources. Click [here](#) to get to the [Topline Summary](#), and [here](#) to get to the [complete White Paper](#). Click here for Q&As. Reach Cliff Brody at (+1) 202.643.8048 or cbrody@npafe.org for follow-up.