Blue Branch Reviews Recent Report Suggesting Brands Must Prioritise Security to Attract Young Buyers

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After a recent report emerged on the back of a study carried out by Channel 4 and Starcom questioning over 1,100 16-24 year olds, it revealed that young consumers value security most. Edinburgh-based events promotions firm, Blue Branch are claiming brands must prioritise security to attract young buyers.

About Blue Branch: http://www.bluebranch.org/about/

The research aimed to expose what young consumers value most and how advertisers can engage with them. The statistics were staggering, with the report highlighting that 90% of the young people polled agreed that 'security' was very important to them and 55% stating it had become even more important in the last twelve months. After security, 88% of those polled stated that 'Building good relationships with others' was critical. 'Feeling satisfied with who you are' was ranked third at 86%, 'experiencing something new' scored 84% and lastly, 'integrity' was at 75%. Brands need to listen to customers' wants and needs in order to deliver a service and experience that will be up to standard, claims Blue Branch.

The study suggested that brands must work harder if they want to meet the needs of young consumers. Only 10% of those polled agreed that brands provide them with something to believe in, while even fewer, 9% believe brands help them build relationships. "Feedback, particularly negative, is vital as it can significantly assist in a brand's ability to adapt and innovate to create a new strategy to deliver a better service," said Rania Noumaan, Managing Director at Blue Branch.

Social media use is highest among the younger generation and its role in marketing and advertising has become phenomenal. The report provided an insight into the way young people view different social media platforms. Facebook ranked as the most popular, with 30% stating they used the site to fight for something they believe in. YouTube is the platform most popular for people to experience something new, scoring 31%. Overall, 63% of those polled said that social media had helped them to build good relationships with others.

The demand for security from the younger generation was evident in the EU referendum, with that vast majority voting to remain. Uncertainty is not something that sits well with young consumers and brands need to make an effort to prioritise security in order to attract young buyers, states Blue Branch.

Blue Branch is an events promotions company which was formed due to the ever-growing demand for alternative marketing strategies. Blue Branch specialises in event marketing campaigns and utilises face-to-face engagements to form more meaningful connections with their clients' consumers. Listening to consumers and catering to their wants and needs is what separates the successful from the unsuccessful. At Blue Branch they believe that the customer is king and that to succeed in business it's crucial to do whatever it takes to attract and retain them.

SOURCE: https://www.marketingweek.com/2016/07/06/brands-must-work-harder-and-prioritise-security-to-win-over-young-people-finds-study/

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