

新时代如何做年轻人营销

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亿滋中国口香糖、糖果及冲饮品类市场部副总裁



A young man with a beard and red hair, wearing a light blue denim jacket and yellow pants, is performing a handstand in the middle of a busy city street, likely Times Square. He is looking upwards with a slight smile. The background is filled with tall buildings, large billboards, and a crowd of people. One billboard on the left says "SHOW US". Another on the right shows a glass of beer. The text "得年轻人者得市场" is overlaid in the center in a large, white, sans-serif font.

得年轻人者得市场



46%

2018天猫双十一
90后消费占比



28岁

中国奢侈品消费人群
平均年龄



50%

过去一年购买炫迈口香糖
24岁以下人群占比

Data Source:

- ✓ 阿里天猫2018双十一数据报告;
- ✓ 中国奢侈品市场消费者数字行为报告;
- ✓ 亿滋天猫旗舰店;

A group of young people are celebrating at night on a rooftop. They are wearing winter clothing like leather jackets and fur-lined coats. The background shows city lights and a railing. The overall mood is joyful and festive.

年轻人有些什么特征？



认同共鸣 反感说教

挑战

机遇

PROBLEM



SOLUTION



机遇一：深耕圈层

炫迈 X 热血街舞团



炫迈 X 电竞



机遇二：玩在一起

奥利奥DJ台

YOUKU



奥利奥游戏机





机遇三：个性定制

Personalization @ Scale

奥利奥缤纷填色装



内容
为王

用心
倾听

互动
平等

One More Thing...



祝大家2019年生意好到根本停不下来!



Thank you