

THE PURSUIT OF HAPPINESS:

Creating Meaningful Brand
Experiences For Millennials





'The Pursuit of Happiness' study is a global 'Active Understanding' initiative to discover valuable local insights about Millennials.

The Active Understanding stage of ZenithOptimedia's Live ROI! approach, helps us discover up-to-the-minute insights that accurately diagnose business problems. These insights give us ways to engage with consumers in order to influence attitudinal and behavioural change. Ultimately this is about driving ROI for clients.



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INTRODUCTION

ZenithOptimedia initiated 'The Pursuit of Happiness' study, over Q3 2014 to find out what truly matters to today's young adults, the Millennials.

We define 'happiness' as being fulfilled and able to appreciate what life has to offer. The desire for happiness is universal, but how do people achieve it? Greek philosopher Socrates was the first to make the argument that human beings can become happy through their own efforts. Since Socrates, philosophers, psychologists, and neuroscientists have argued

For this study, we focussed on Millennials, who became adults around or after the millennium. While the start of adulthood varies between 18 and 21, we have defined Millennials as people who are aged between 18 and 34 (born between 1979 and 1996). At this age, their own happiness is most important, their personalities are being shaped and their lives are being defined. How they live today will have a lasting impact on their future. Companies that best understand how this generation thinks and behaves, and adapt their business accordingly, stand to gain both now and in the long term.

AT THIS AGE, THEIR OWN HAPPINESS IS MOST IMPORTANT, THEIR PERSONALITIES ARE BEING SHAPED AND THEIR LIVES ARE BEING DEFINED

happiness is not only an emotion to be felt but a skill to be mastered. To be fulfilled, individuals need to identify what is truly important and worthwhile to them. In our study we explore what makes Millennials happy, how the social construction of happiness is changing and how brands can play a part in the pursuit of happiness.

The study will answer the following questions:

1. What are their expectations as they become adults?
2. What do they find meaningful and where do they look for meaning?
3. What do they consider

achievements and how do they strive to reach goals?

4. What are their relationships with family, friends and the wider world?
5. What are their expectations for brands?

We used several research methodologies to get up close and personal with more than 6,000 Millennials across all continents. Understanding the differences between those defined as Happy and Less Happy enabled us to identify the behavioural shift needed to increase happiness. Specific country data comparisons helped us understand cultural nuances.

In the following chapters, we will outline 'The Happiness Framework' and the 'Brand Manifesto for Happiness'. These guidelines are designed to help companies understand how Millennials construct happiness and where brands can play a role. In the last chapter, we set out our 'Marketing Imperatives to Happiness', which will help brands refine their marketing efforts, in line with the consumer journey and brand experiences that work for Millennials.

A MULTI-METHOD APPROACH

In the Active Understanding stage of ZenithOptimedia's Live ROI! approach we adopt a multi-method approach to gathering insights.

Through ZenithOptimedia's proprietary online community 'Boudoir', we invited 300 Millennials - 30 in each of 10 cities - to a private social media event to share their views on assigned topics. This is a more effective way of engaging with Millennials than traditional focus groups, and provides more sincere qualitative answers. We validated these insights by a large scale quantitative survey based on 5,800 online panel interviews.

We also leveraged insights gathered from ZenithOptimedia's 'Live My Life' exchange programme, which enables ZenithOptimedia people to work in another country for two weeks. Each 'Live My Life' participant interviewed five young adults about what drives happiness and meaning in their lives, and we

produced a report to share their findings.

In addition, we built a website - 'Millennial Beats' - to gather crowdsourced insights platform. Millennials across ZenithOptimedia's network of 262 offices were asked to post pictures, stories and interviews suited to the study.

In order to measure happiness, we took into account their overall satisfaction with life and not just moments of happiness. In the quantitative survey, we asked them: 'All things considered, how satisfied are you with your life, as a whole, right now?'. Respondents could answer from zero 'not satisfied at all' to 10 'very satisfied'. From the results we defined three key groups: Very Happy, Happy, and Less Happy.

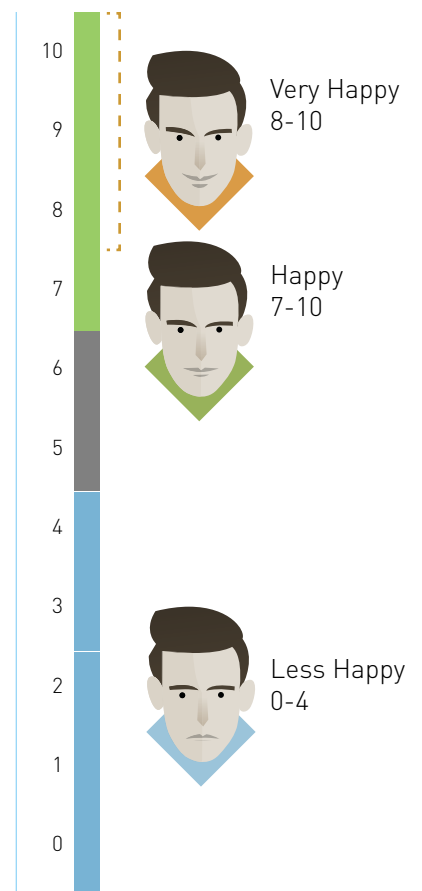


Figure 1: RESEARCH COVERAGE OF 'THE PURSUIT OF HAPPINESS' STUDY













The map in Fig.1 shows the coverage of the 'Pursuit of Happiness' study across the world. We selected developed countries and those with rapid economic growth: Argentina, Australia, China, France, Mexico, Russia, Spain, UAE, UK and USA. These countries account for 50% of global wealth (source: IMF).

Through all the various methods, we were able to have a robust database of information that verifies the insights drawn.

COUNTRY KEY:

We have used flags to denote countries in all charts and graphs in this report.

- | | | | |
|---|-----------|--|----------------------|
|  | Argentina |  | Russia |
|  | Australia |  | Spain |
|  | China |  | United Arab Emirates |
|  | France |  | United Kingdom |
|  | Mexico |  | United States |



THE CONSTRUCT OF HAPPINESS

This chapter focuses on how young adults construct happiness, the purpose and meaning they seek from life, and the behaviours they adopt to attain it. The research uncovered how Millennials define their own lives and values to live by in order to be happy.

Millennials have been the worst-hit by recession since those who lived through the Great Depression in the 1930s. Employment for people in their 20s has fallen, while employment among older individuals has not (source: The Institute of Fiscal Studies, 2014). Young people find this doubly troubling: their transition from school to the job market has been difficult and once employed their jobs are often first to be cut. The graph in Fig.2 (overleaf) shows the economic period during which

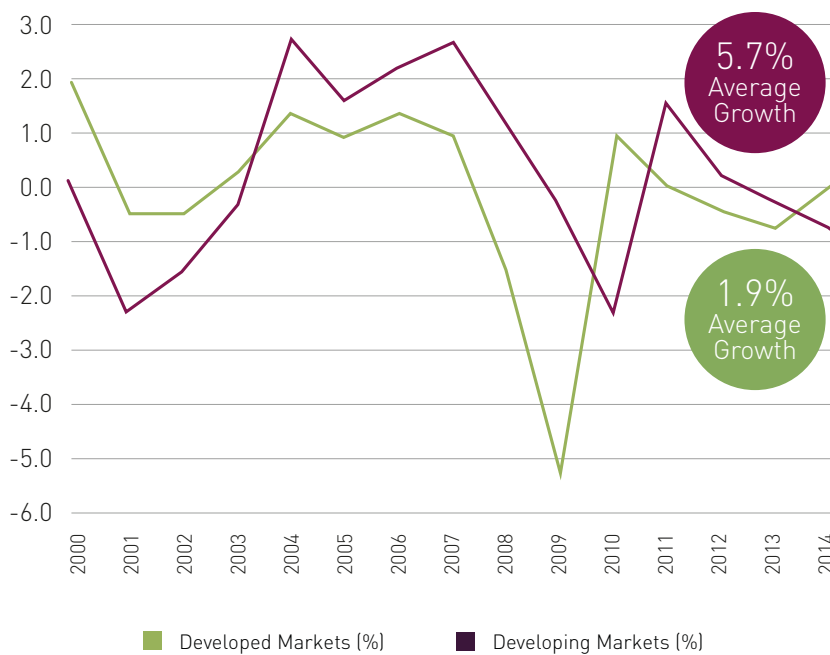
the Millennials have grown up. The average growth in developed markets during the past 15 years has only been 1.9%. Six of the past seven years have shown below average growth, which is a significant portion of a Millennial's life. Developing markets too, with average growth of 5.7% in the past 15 years, have seen declining growth rates over the past five years.

Despite the economic conditions they grew up in, Millennials have more choice and freedom than previous generations. They intend to make the most of it. In the 'Boudoir' sessions, they spoke of wanting to fulfil their potential by embracing opportunities earlier generations lacked. They value journeys of discovery, learning new skills, and prize experiences for their social value. Daring to take risks and being adaptable

puts them in the right frame of mind to explore new possibilities.

Eroding job security, high-profile corporate scandals and widespread downsizing has coincided with a shift in values and advances in technology, making it easier for Millennials to become entrepreneurs. In the 'Boudoir' sessions, Millennials shared how the economic downturn has changed their approach to working. The shortage of traditional employment has made them determined to take charge of their own careers. Their skills coupled with new technology empower them, and so they are keen to start their own businesses, freelance or join start-ups. Low barriers to entry mean failure is taken lightly, but they expect to work hard and be rewarded for it. They also see great opportunity within the new 'sharing' economy, inspired by brands such as ZipCar, TaskRabbit and Airbnb.

Figure 2: 2000-2014 GDP GROWTH VARIATION FROM THE NORM



Source: IMF

In the 'Boudoir', Millennials spoke about meaningful experiences being more important than material goods. They spend their time collecting experiences which reinforce their individual and social identities. Travel especially is seen as an opportunity for original experiences, a chance to go off the beaten track and gather personal encounters that set them apart from their peers. The meritocratic world that many of us live in today means that people's success or future depends to a far greater extent on their talents and skills. Millennials celebrate their individual uniqueness through creativity and self-expression. They want to project the right image for people to take them seriously.

Millennials told us that social media is their means to define who they are, and, as media owners themselves, they are always in need of good content. They think life experiences aren't worth as much if they're not shared with others. They also rely on each other, sharing opinions

with friends to help make more informed decisions.

Young people want to identify themselves with social roles that give them a sense of purpose and belonging: being a good friend, sibling, parent or colleague. They make a conscious effort to nurture their relationships with family, friends and the wider world. They realise their potential not just through work, but relationships, passions and interests. For example, Australian and Chinese Millennials are inspired by acts of altruism, which encourage them to participate in voluntary work. 'New' networking is less about exchanging business cards and more about genuinely helping one another to make things happen.

Having come of age in times of economic uncertainty, Millennials know that being happy is something they need to work on. They look for work in creative ways, and spend their money on experiences that they can share with family and friends, online and off.

WHAT MILLENNIALS THINK

"It's an important challenge to really break down your comfort zone, trying something new and reinforcing the ability to execute that vision."

Baili Jiyoubai, 31, Shanghai

"When the crisis began, I found myself jobless, and I reinvented myself."

Joaquín, 28, Barcelona

"I hope to have a job that I enjoy going to, doing things to improve and change the lives of others."

Peewara, 21, Sydney

"I share photos of moments I have spent with friends, some images of thought or reflection, music videos and sometimes things written by me or others."

Julio, 31, Mexico City

BRAND MANIFESTO

1. HELP MILLENNIALS TO LIVE FULFILLED LIVES

Happiness for Millennials means making the most of their lives, living with purpose and having meaningful experiences. Brands that help them organise their busy lives so they have time to spend with family and friends will be more valued.

2. HELP MILLENNIALS TO GIVE THEIR BEST

Personal development and high aspirations are really important to Millennials, and this mind-set should start right at the product development stage for brands. Don't just be useful; be meaningful.

3. DELIVER MEANINGFUL BRAND EXPERIENCES

We know that Millennials gather experiences in the way that earlier generations amassed prized possessions. Brands can help them do that, be it through helping them express what they stand for or by providing those experiences.



REFRAMING THE JOURNEY TO ADULTHOOD

We wanted to understand Millennials' expectations of adulthood as they transition into the adult world: what are the main milestones and what values do they hope to bring with them from their childhood, and how do they reconcile the delayed arrival of traditional life stages with their pursuits of happiness? We also assessed how Millennials find happiness, despite economic instability, and what might look like arrested social development.

Compared to their parents' generation, today's 25-year-olds are twice as likely to still be students, only half as likely to be married, and 50% more likely to be receiving financial assistance from their parents. Most young adults say the sluggish economy has put off coming-of-age decisions about school, marriage, parenthood, and

careers. This developmental delay is not however seen as problematic.

Millennials have created their own definition of adulthood. They see it as a journey to find their purpose in life, a pursuit of happiness. Reaching the traditional milestones of adulthood helps create identity for Millennials, but these milestones are no longer the main signifiers of adulthood. Millennials also seek certainty in their decisions. This generation is always searching for the right answers, and are willing to 'trial' before fully committing to something. They are willing to take time to reach their goals.

We asked Millennials to choose milestones they believe make someone an adult. These milestones are broken into qualities and situations, life stages and acquiring material goods or experiences (Fig.3 - overleaf). Financial independence (60%) is

the top milestone of adulthood for Millennials. The three qualities 'Becoming a decision maker' (59%), 'Being a problem solver' (47%) and 'Being dependable' (36%) are also among the top five milestones Millennials associate with adulthood. But only 39% of Millennials consider 'Move out of parents' house' as a milestone of adulthood. Moving toward adulthood involves becoming more independent, though while looking for a life partner they rely on their parents as a source of support.

There are variations in the importance of milestones across cultures (Fig.4). Moving out from the parental home is considerably more significant among European and US Millennials. A higher index of Chinese Millennials said 'Being well-travelled' was a milestone of adulthood. They describe going overseas as momentary freedom from the pressures of family, society and country.

Figure 3: BECOMING AN ADULT IS ABOUT INDEPENDENCE AND DECISION MAKING

Survey Question: 'Please select the milestones you believe classify a person as an adult in your opinion' (% of respondents)

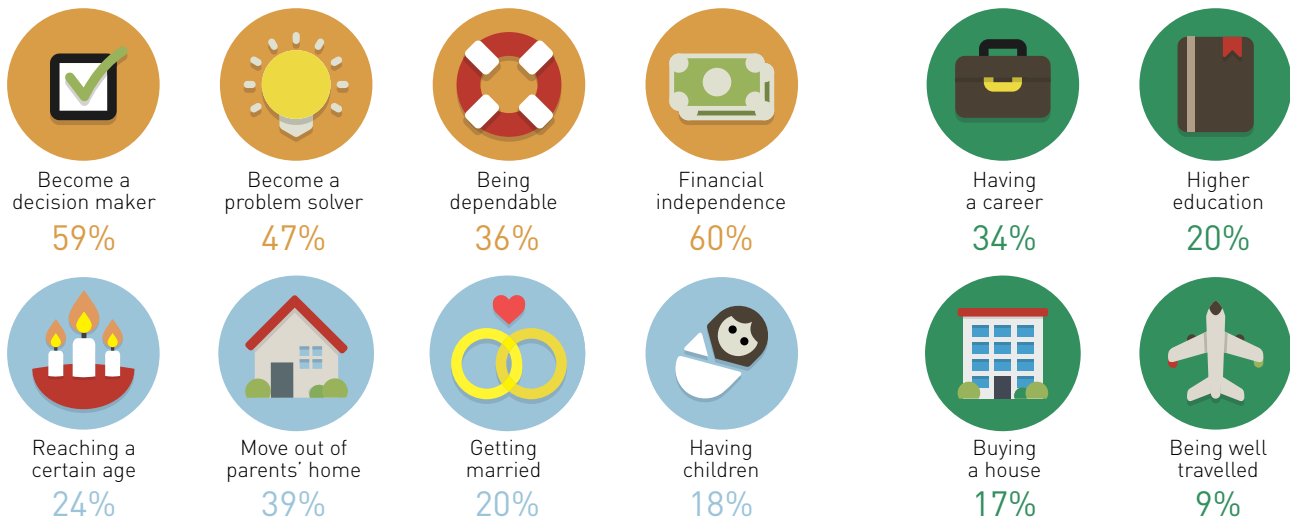
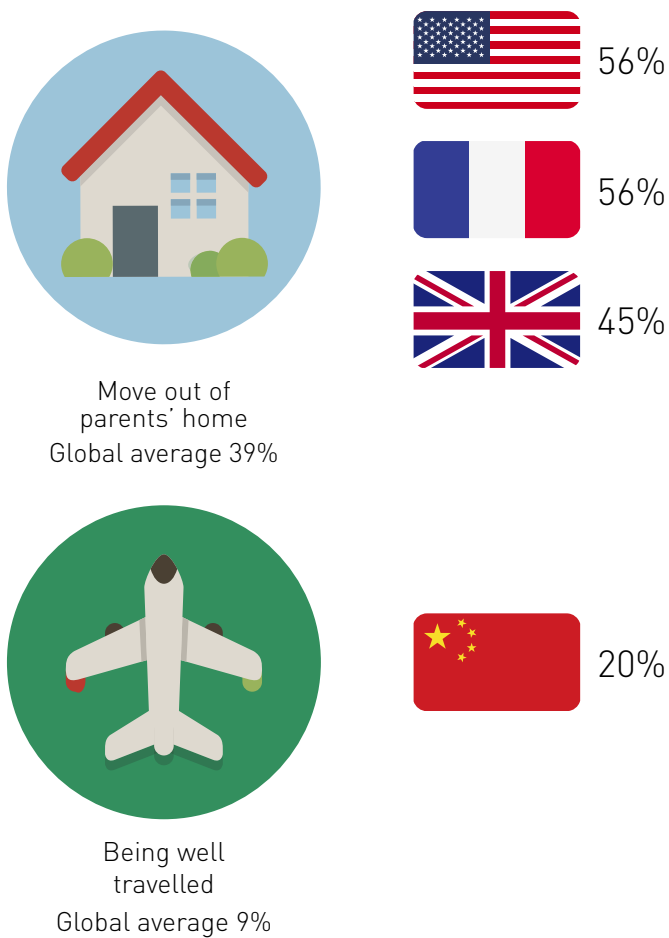


Figure 4: ADULT MILESTONES THAT STAND OUT BY COUNTRY, COMPARED TO GLOBAL AVERAGE



Adulthood is increasingly a process of learning to be wise. Millennials can be serious but do not want to take life too seriously either. In the 'Boudoir' community, Spanish participants flagged up being childlike as fostering creativity, imagination and innovation. We asked Millennials which of the attributes we have in childhood are important to maintain in adulthood. Fig.5 shows the top three: Being positive, excitement for life, and being passionate about things. Countries above index 100 indicate that the attribute is higher than the global average.

BEING POSITIVE: Spanish Millennials pointed out they have to stay positive to deal with high unemployment. Russians also felt being positive is a way of coping with political and economic uncertainty.

EXCITEMENT FOR LIFE: In Australia, the UK and the US this is regarded as way of life, part of enthusiastically striving for success. In contrast, Millennials in China prefer a more cautious outlook.

PASSIONATE ABOUT THINGS: Australia and the US are advocates of loving life and following their passion.

Figure 5: ADOPTING YOUTHFUL POSITIVITY TO EMBARK ON THE JOURNEY TO ADULTHOOD

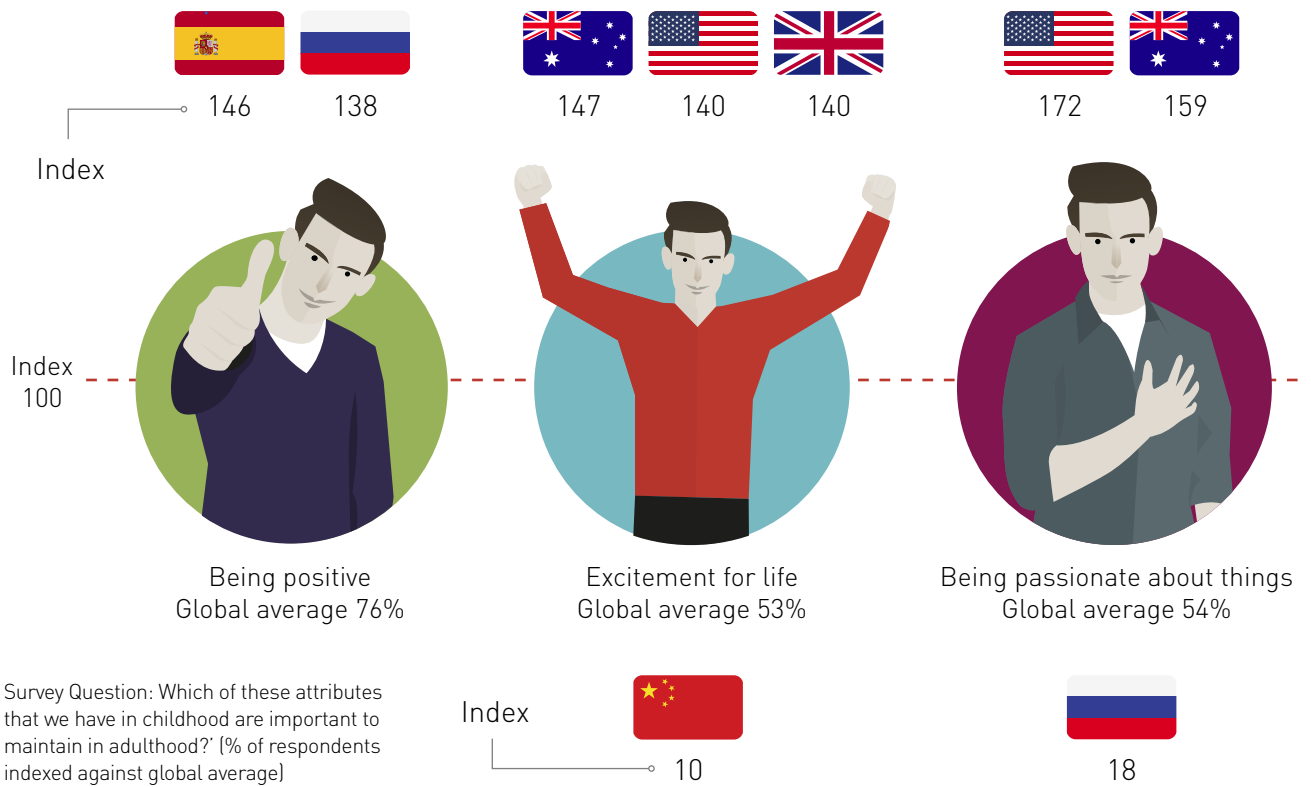
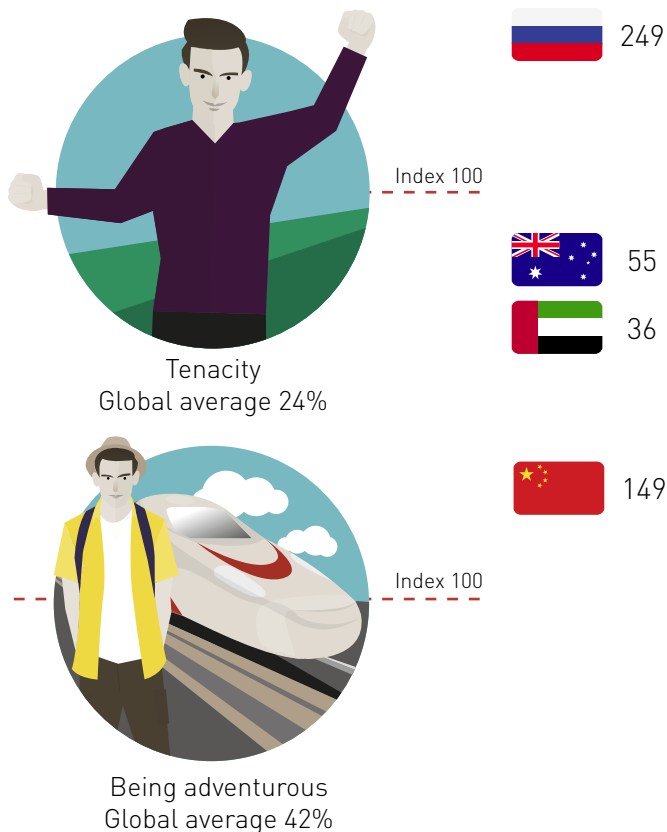


Figure 6: CHILDHOOD ATTRIBUTES NEEDED FOR ADULTHOOD THAT STAND OUT BY COUNTRY



There are cultural differences across countries in terms of the mindset of Millennials approaching adulthood (Fig.6). Russians for instance, ranked tenacity as the second most relevant attribute after 'Being positive'. In the harsh reality of political unrest and economic instability, they are determined to work hard to survive. In contrast, Australians take a more easy-going approach, ranking tenacity lower than other countries. In the UAE, there is a large transient population and these expats who live there temporarily tend to be less tenacious in getting a foothold in the country for the longer term. China ranks 'Being adventurous' as the second highest attribute to maintain in adulthood. Chinese Millennials accept they need to strive beyond their comfort zone to tackle their highly competitive market. Being adventurous is seen as a survival skill.

Young people feel the need to acquire the right skills and mind-set to succeed in this fast-changing world. They need to adapt to the changing world and to re-set their life expectations. Brands will need to understand how consumers think and make choices to play a part in their lives.

They might seem a little childish, but Millennials have put their childlike enthusiasm to work in a very grown up world. Just because

they move out of their parents' homes late and marry late doesn't mean they are trying to prolong their childhood. However, abundance of choice and their anxiety about making the wrong decisions means that Millennials can become overwhelmed. Brands need to really understand how Millennials think, if they're going to nudge them to the right direction.

WHAT MILLENNIALS THINK

"I think I never feel like an adult! Obviously I do things that you could consider adult-like such as going to work, shopping, organising my finances, paying bills. I do these things because I have to, but when I look at myself in the mirror, I continue to see the same boy as before, and on the inside I also feel this way."
Jordi, 28, Barcelona

"Being an adult has nothing to do with age, but with how you think. The biggest challenge is to beat the fear inside of me, I will have to conquer it. Our generation's dream may be a bit more self-centered, but also more open-minded."
ZhouYang, 26, Shanghai

"The prices have risen for absolutely all goods, from your rent to your basic groceries. If the financial status gets worse, you have nothing to do but to improve it. There's no other way."
Maria, 34, Moscow



BRAND MANIFESTO

4. HELP MILLENNIALS TO MAKE WISE DECISIONS

Millennials have freedom, access and choice. This generation wants to be certain they've found the right answer. However, the abundance of choices and information may cause them to believe the stakes are higher than they really are, making them less confident about making decisions or avoiding them altogether. Brands need to find easy and convenient ways to help Millennials make decisions.

THE HAPPINESS FRAMEWORK

What makes people happy? The Flower Power generation believed in making love, not war and set the world alight with music and student revolutions. The 80s saw 'work hard, play hard' become a motto to live and burn out by. Millennials have seen all this, and want to do things their own way. They have more choice and freedom than almost any generation before them, but they've also grown up in a world hard hit by a global recession. The Beatles may have sung that 'Money can't buy me love' in the 60s, but it's taken until now for a generation to take that to heart. Millennials don't want to drop out of the rat race. Instead, they want to make sure they're in charge of their own destinies and know that stable finances and control help get them the freedom they want.

ZenithOptimedia's 'Happiness Framework' (Fig.7 - overleaf) gives an overview of what makes people happy today and how brands can play a part. For Millennials, happiness comes from freedom and control. They take charge of their lives, managing work, finances, social lives and work-life balance, in the pursuit of happiness. While previous generations pushed against controls that stopped them from expressing themselves and fulfilling their potential, the global digital age has given Millennials so much freedom that they need to introduce their own controls that make use of skills such as adaptability and self-reliance. To be happy today, Millennials need to judge for themselves what is truly important and worthwhile. We looked into this in more detail.

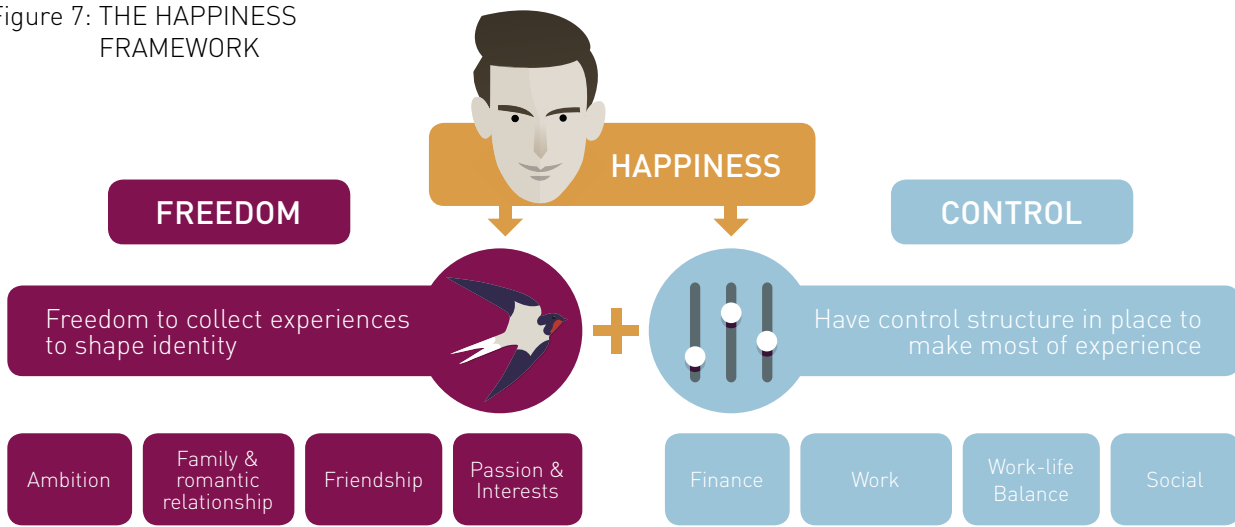
We asked Millennials: 'Thinking about how you lead your life, how important are the following to you?' High importance, medium

importance and low importance.' The word-cloud in Fig.8 (overleaf) shows what young adults considered high importance:

1. **HEALTH AND WELLBEING:** Being positive and happy, staying active and learning to let go.
2. **FINANCIAL STABILITY:** Millennials don't need to be rich but they want to secure their financial futures while doing what they love.
3. **CAREER:** Working makes them happier and more confident and helps them realise their potential.
4. **FOLLOWING YOUR DREAMS AND PASSIONS:** A testament to a life well-lived.
5. **FORMAL EDUCATION:** A stepping stone for employment in the knowledge economy.

Individual pursuits are ranked above relationships. For Millennials, if you are not being the best version of yourself, you can't share with others.

Figure 7: THE HAPPINESS FRAMEWORK



Across countries, there are naturally variations in the ranking of importance. We have indicated some of the most important differences in Fig.9.

FINANCIAL STABILITY: Though important for everyone, Millennials in countries with individualistic cultures (UK, US and Australia) rank it higher still, while those in Argentina and China count on family during hard times.

CAREER: Americans put career at the top of the list, while the Chinese consider a career a way to make money. In Russia, a career is less important: working is a default step, but a career is more

dependent on external factors than on talent and skill.

FOLLOWING YOUR DREAMS AND PASSION: More than 70% of young adults from Argentina and Mexico find this highly important. Latin culture promotes 'following your heart'; growing economies let them do this.

EDUCATION: 84% of Spanish Millennials place high importance on education and 51% on personal development, the highest figures of the study. They were brought up seeing education as the way to a bright future. Education is less important to Russians since they say it does not guarantee employment.

HAVING A FAMILY: Russia, France and UAE place high importance on marriage and having a family.

BEING IN A RELATIONSHIP: In the USA, Russia and Australia, being in a loving relationship is very important. Countries such as China, Argentina and Mexico consider being in a relationship less important than getting married.

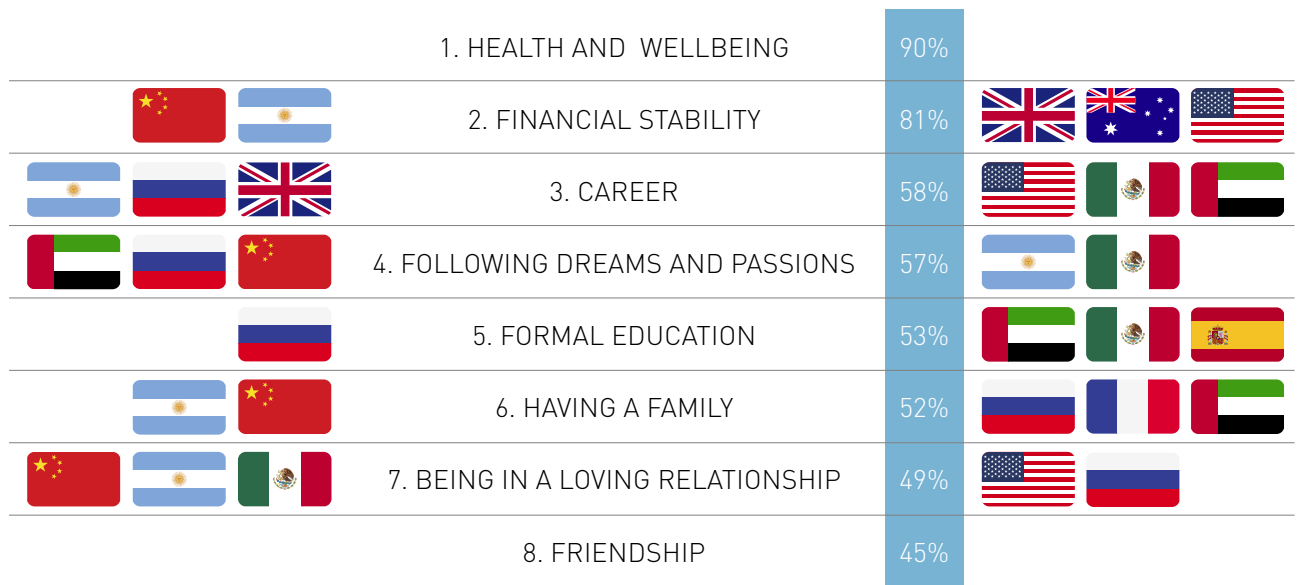
FRIENDSHIP: More than 50% of Millennials rank friendship as highly important. Only China, Russia and UAE rank family above friendship. Young people in Argentina and US consider close friends as family members.

Figure 8: ASPECTS OF LIFE THAT ARE OF HIGH IMPORTANCE TO MILLENNIALS



Figure 9: ASPECTS OF LIFE THAT ARE OF HIGH IMPORTANCE VARY BY COUNTRY

Slightly Less Important ← Overall Ranking of Importance and % → Slightly More Important



DERIVING HAPPINESS THROUGH MEANINGFUL EXPERIENCES



Realise their ambition



Friendship



Strengthen family & romantic relationships



Pursue passions & interests

HOW DO YOU WORK OUT WHAT MAKES YOU HAPPY?

We asked Millennials what they think makes them happy. Both 'Live My Life' interviews and 'Boudoir' community gave us in-depth views on what Millennials find meaningful. This includes:

REALISING AMBITIONS:

Those in control of their career are 56% happier than those who are not.

STRENGTHENING RELATIONSHIPS WITH FAMILY:
Those who are married are 16% happier than those who are single.

FRIENDSHIP:

Those in control of their social life are 35% happier than those who are not.

PURSUE PASSIONS AND INTERESTS:

Those in control of passions and interests are 56% happier than those who are not.

REALISING AMBITION

People who enjoy their work are happier. Millennials want work to give them a sense of purpose, reflecting their values and personalities. This has redefined what success looks like.

Most Millennials told us they valued the freedom and flexibility of new ways of working. Inspired by their peers, including tech entrepreneurs like Mark Zuckerberg, many see running a business they are passionate about as their ultimate goal. Still, they are realistic, knowing

difference and who value their spirit and extra-curricular skills.

They invest in personal development. Pursuing higher education has become a given. Competition and the democratisation of education means Millennials distinguish themselves in other ways, such as volunteering, developing personal interests and internships.

People with higher education are not necessarily happier. The chart in Fig.10 shows the percentage of individuals with tertiary education who are Very Happy and Less Happy by country. Countries with

earning no more than they would have without a degree. In Latin America, China and the UAE, the tertiary-educated are happier than their less educated peers.

We investigated how Millennials relate to work and money to attain happiness. We asked: 'Which of the following statements best describes your attitude towards your current working life?'

Fig.11 shows the percentage of respondents by country that agreed to the four statements. We considered unemployment as a proxy for work opportunities in each country.

Nearly 50% of respondents think about their work as a way of paying their living expenses. This is particularly true in countries with unemployment rates above 5%. Especially in Europe, uncertainty about the future and frustrations about not being able to attain the promises of pre-2008 society have meant young people take any available jobs. The UK and US have the highest percentages of Millennials working purely for money. Americans said they work long hours to keep their job.

MILLENNIALS TOLD US THEY VALUED THE FREEDOM AND FLEXIBILITY OF NEW WAYS OF WORKING

that employment gives them experience and financial stability. As employees, they look for ways to develop their interests and skills. More control in their work, finances, social life and work-life balance makes them happier, which is discussed further on in the report. They seek employers who can help them make a

many tertiary-educated people (France, Australia, US, UK and Spain), have almost as many Less Happy tertiary-educated respondents as Very Happy ones. In the US, student loan pressures are significant. In Spain, youth unemployment is high. In France, people were disillusioned by

Figure 10: EFFECT OF TERTIARY EDUCATION ON HAPPINESS

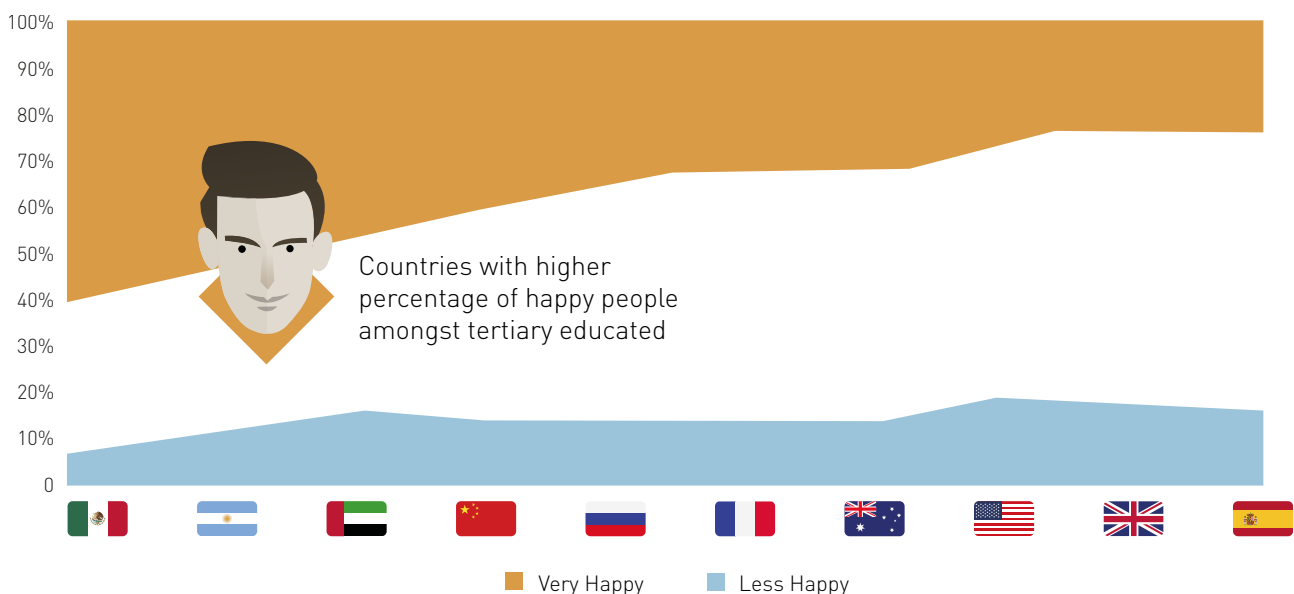
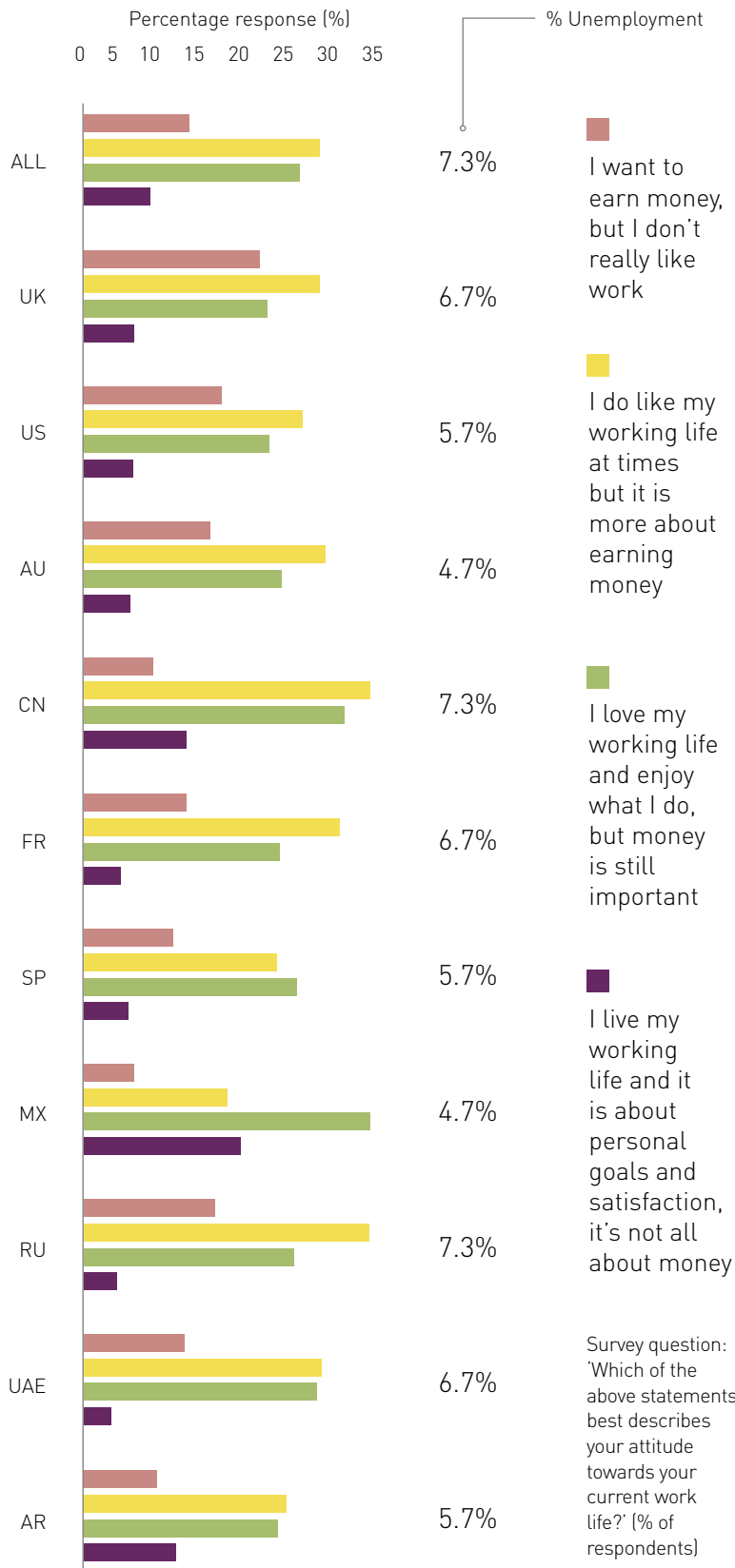


Figure 11: BALANCING MONEY AND JOB SATISFACTION



Australian, Argentinians and Russians consider a truly life-enhancing career in line with their interest a luxury.

Mexican respondents stood out for placing high importance on career and following their dreams and passions. They act on their personal goals and enjoy what they do. On the other hand, Millennials in China and the UAE, who are in a better position economically, still consider work as a means to earning money and indulging in consumerism.

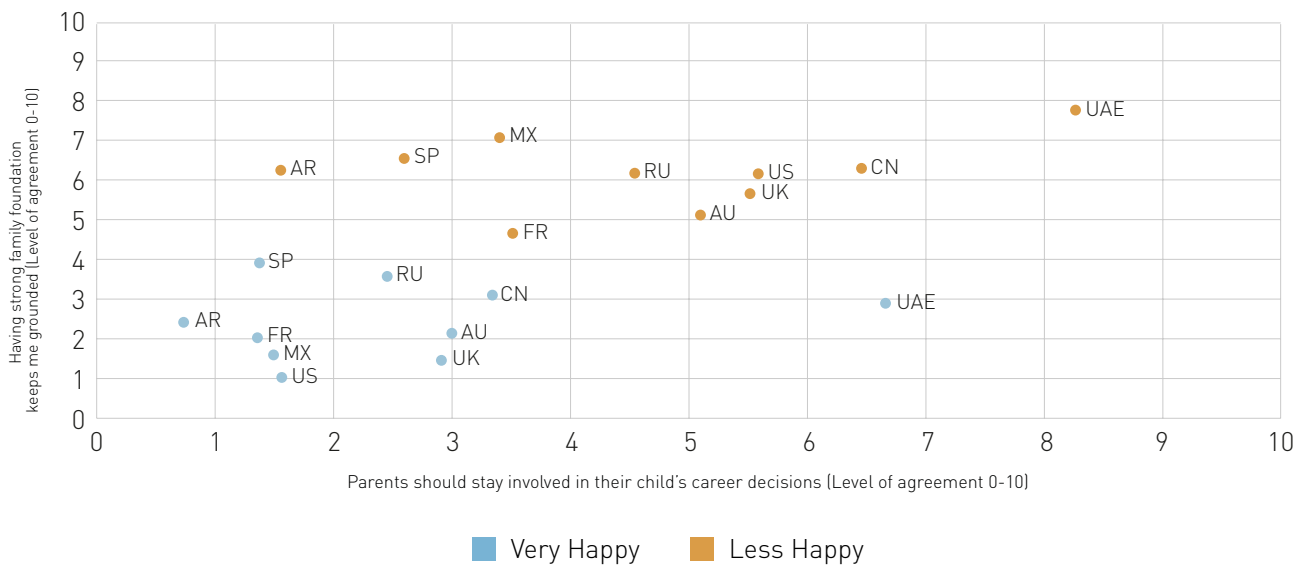
WHAT ABOUT FAMILY VALUES?

To understand how family and social expectations influence career choices, we asked: 'Please indicate your level of agreement with the following statements: Having a strong family foundation keeps me grounded' and 'Parents should stay involved in their child's career decisions - zero being not at all agree to 10 being completely agree.'

Strong family values and parental involvement in career decisions contribute to happiness (Fig. 12, overleaf). Happy Millennials tend to agree (a score of between 7-10 in agreement) that family keeps them grounded. They involve their parents in career decisions but make the final call themselves.

The UAE is the only country where Millennials both claimed strong family values and welcomed parental involvement. Young people from countries where children move out at an early age (such as the US, UK and Australia) agreed that parents should stay involved. In cultures where strict upbringings are more common (eg Mexico, Argentina and Spain), respondents preferred more independence in their career decisions.

Figure 12: BANKING ON FAMILY VALUES AND PARENTS' INVOLVEMENT FOR SUPPORT



LOVE AND MARRIAGE

Besides parental influence, having loving relationships and a family of their own are meaningful experiences for Millennials. Marriage is not a top ranking milestone of adulthood for Millennials - they marry later than their parents - but those who are married are 16% happier than those who are single. Traditional marriages are now shifting in many parts of the world to more equal partnerships, where both the husband and wife pursue careers, follow shared passions and share responsibilities. This helps Millennials with their work/life balance. Attitudes to marriage are changing in UAE, China and Russia, where young adults are beginning to reject arranged or early marriages. They are determined to marry for love and want to develop themselves before settling down.

WITH A LITTLE HELP FROM THEIR FRIENDS

Friends represent a crucial support system for Millennials, but there is clear differentiation

between acquaintances and true friends. True friends are a handful of individuals who they can count on for support and trust. True friends help Millennials to grow in confidence and assert their true identity. Acquaintances are not part of their support system, instead they set the social agenda and may have shared interests. Millennials constantly juggle between fitting in and standing out in these wider circles. This is true of social media, which keeps young people 'in the know' about distant acquaintances, and enables them to curate/create a positive image of themselves.

YOU ARE WHAT YOU DO — ON THE WEEKENDS

To see how Millennials live out their passions, we asked about their favourite weekend pursuits. Actual experiences mattered most and helped them get through a tough work week. Simple pleasures, often shared with people close to them, were cherished.

We found that passions and interests fall into three categories

1. **SIMPLE PLEASURES:** Be it going for a walk, having coffee and a chat with a friend, or spending time in nature, these experiences fulfil their desire to connect with people and their environment.
2. **EPIC EVENTS:** These include going to gigs, a big night out with friends or going on holidays. Epic events help create stories, make lasting memories and add to one's social profile. They fulfil Millennials' desire for enjoyment, adventure and social credibility.
3. **ALTRUISM:** These experiences speak to Millennials' conscience, fulfilling their need to serve others. They may involve volunteering, protecting the environment or meeting an inspirational person.

WHAT MILLENNIALS THINK

“My job definitely makes me happy even though it is hard work. That’s the fun part also, let’s be honest, we complain about working until midnight but at the same time it’s exciting and fun. It’s part of the game.”
Aude, 23, Paris

“Their friendship makes me feel loved and secure as I know they will never judge me for all the stupid things I do and always support and stand by me. We share just about anything with each other.”
Nerys, 21, London

“I used to be very overweight. But then, I fell in love with fitness because it gave me something to work hard on and feel proud of the results. It has become my passion and I hope to open my own gym someday.”
Jonathan, 26, Chicago

Figure 13: MOST ENJOYABLE ACTIVITIES (RANKED)

ALL	VERY HAPPY	LESS HAPPY
Family or partner time	Family or partner time	Leisure and entertainment
Leisure and entertainment	Leisure and entertainment	Family or partner time
Socialising with friends	Socialising with friends	Socialising with friends
Cooking/eating	Work/education	Cooking/eating
Work/education	Cooking/eating	Shopping
Fitness wellbeing	Personal study	Work/education
Personal study	Fitness/ wellbeing	Fitness/wellbeing
Shopping	Shopping	Personal study
Household errands	Community activities	Social networking
Community activities	Household errands	Commuting
Commuting	Commuting	Household errands
Social networking	Social networking	Community activities

Happiness requires you do things you enjoy. We asked: ‘Which of the three activities do you get most enjoyment out of?’ and ‘Which three do you find most frustrating?’ The chart in Fig.13 shows overall enjoyment of different activities ranked in decreasing order of enjoyment for all people, Very Happy people, and Less Happy people.

Unsurprisingly, the three most enjoyable activities for Millennials are also the ones we highlighted earlier as creating the most meaningful experiences:

- Family/partner time
- Leisure and entertainment
- Socialising with friends

Work/education, another ‘meaningful experience’, was ranked 5th (after cooking/eating), as many still struggle to enjoy their jobs.

Happy Millennials tend to rank personal study and fitness/wellbeing higher than Less Happy Millennials. Less Happy Millennials rank shopping in

their top five enjoyable activities. Though enjoyable, shopping is more consumerist and ephemeral than activities that improve the quality of life.

Fig.14 (overleaf) shows selected activities where enjoyment varies by country. Highlighted countries ranked these items higher or lower on their list of enjoyable activities.

WORK/EDUCATION: Mexicans enjoy their work, whilst the Chinese see their careers as a way to earn money rather than something that makes them happy in itself. Millennials in both countries rank personal study highly as a stepping stone.

FITNESS AND WELLBEING: The Spanish rank enjoyment from fitness and wellbeing above the global average. Increasingly prosperous Millennials in UAE see improvement in their fitness and wellbeing but are not doing much about it. Russians are stressed by high inflation, and political and economic instability.

SHOPPING: Although Mexicans and the Spanish find shopping enjoyable, it does not come near activities that improve their quality of life.

SOCIAL NETWORKING: This is generally ranked as medium to low enjoyment, though the UK and US rank it slightly higher than the global average.



Figure 14: MOST ENJOYABLE ACTIVITIES THAT STAND OUT BY COUNTRY

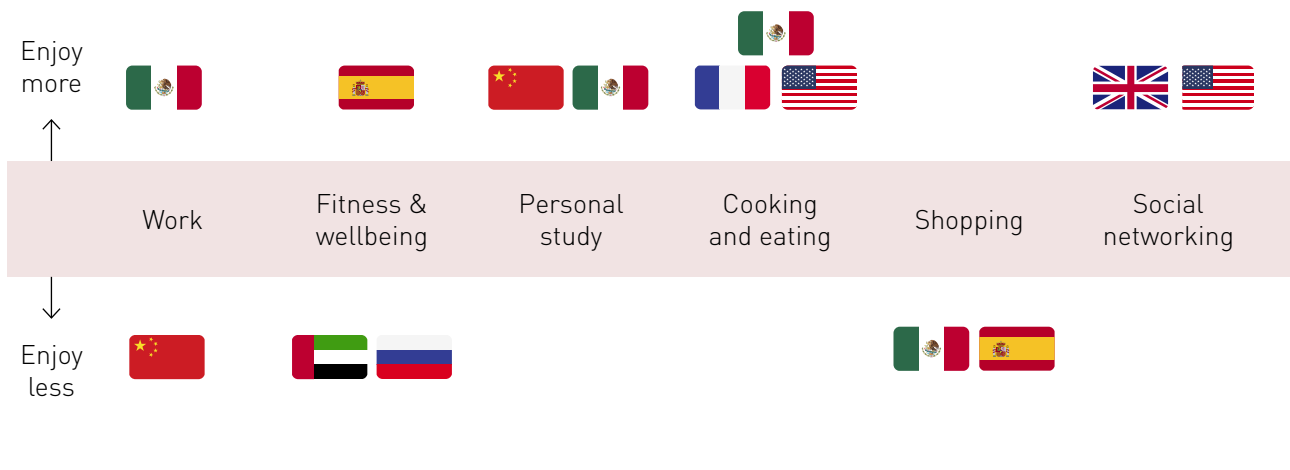
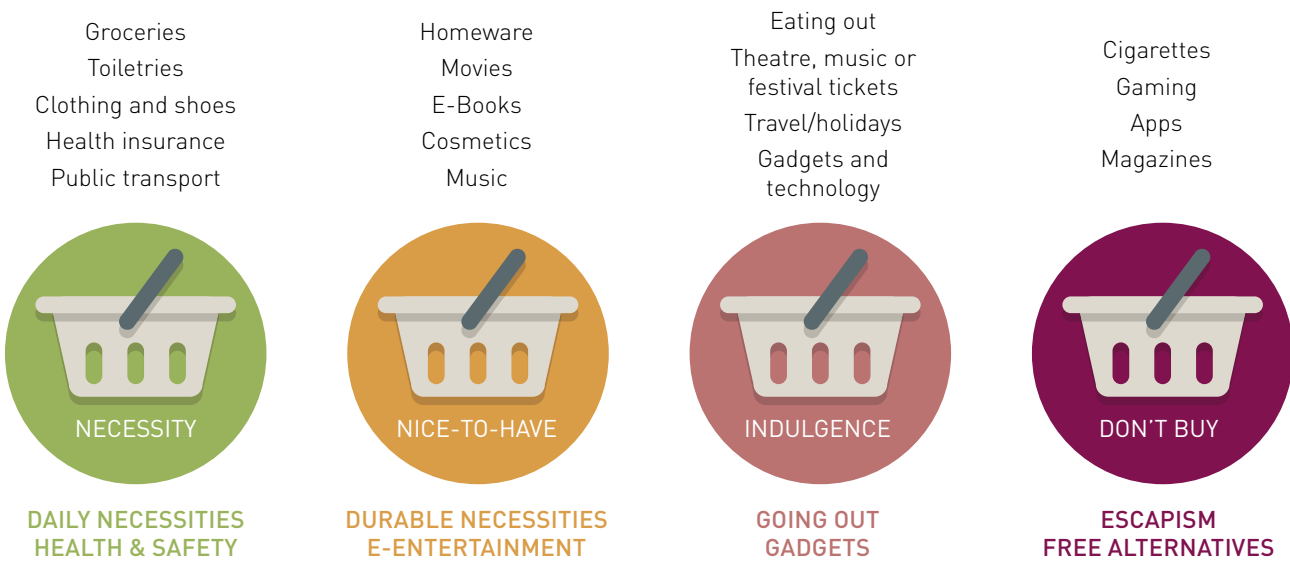


Figure 15: SAVING UP TO FUND EXPERIENCES



Survey question: 'Please place the above expenses into the labelled baskets to indicate whether they are a necessity, a nice to have or indulgence'

ALL THE THINGS THAT MONEY CAN BUY

Money may not buy you happiness, but how you spend it has a bearing on happiness. We asked Millennials: 'Please place the following expenses into the labelled baskets below to indicate whether they are 'Necessity', 'Nice to have', 'Indulgence' or 'Do not buy'. Millennials have made mindful consumption an integral

part of their pragmatic lifestyles, having lived with the results of the recession for most of their lives. Their 'Necessity' basket is stripped to the bare essentials and 'epic' experiences end up in the 'Indulgence' basket.

The baskets in Fig.15 show how they rank their purchases:

NECESSITY: Essentials. Other than groceries, toiletries and public transport, people put health

insurance, clothing (a means of self-expression) and shoes in this basket.

NICE TO HAVE: Durable necessities and e-entertainment, like home ware, movies, e-books, music and cosmetics.

INDULGENCE: Big ticket items like theatre, music or festival tickets, travel and gadgets and technology.

DON'T BUY: Usually cigarettes, gaming and apps.



Shopping baskets for Happy and Less Happy Millennials vary. There were stark differences between the 'Necessity' and 'Don't buy' baskets for Happy and Less Happy Millennials. Beyond essentials, Happy Millennials have gadgets and technology in the 'Necessity' basket, reflecting their needs for entertainment and organisation. Meanwhile, Less Happy Millennials consider alcohol and cigarettes necessities. Happy Millennials don't usually buy games, while Less Happy Millennials don't buy gym membership, cosmetics and travel/holidays.



DOES FREEDOM COME FROM FEELING IN CONTROL?

Millennials' happiness depends on the freedom to realise their potential, and to develop meaningful relationships with family and friends. Pragmatic idealists, they want to have structures of control in place to enjoy all other aspects of life. Through our study we discovered how being in control brings Millennials happiness.

We asked how satisfied Millennials

were with their lives. As shown in Fig.16, happiness varied across age groups. The dotted line shows the happiness level for countries that break the trend.

On average, there was a 10% dip in happiness levels for those in their mid-twenties in Spain, France and the UK. In these countries, the recession has affected the job market especially for young people. Still, this dip is not only down to economic factors: many people in their mid-to late twenties are experiencing a 'quarter-life crisis'. As people are marrying and having children later in life, milestones of adulthood are delayed, leaving people uncertain of where their lives are going. Taking control of their lives in other ways is therefore how Millennials are staying on the right course.

We asked participants how much they felt in control of key aspects of their lifestyles, with zero being 'not at all in control' and 10 'completely in control'. Fig. 17 compares the percentage of Happy and Less Happy Millennials who have high control (score 7-10 for control) over eight aspects of their lifestyle.

Figure 16: ACTING ON GOALS TO AVOID QUARTER LIFE CRISIS

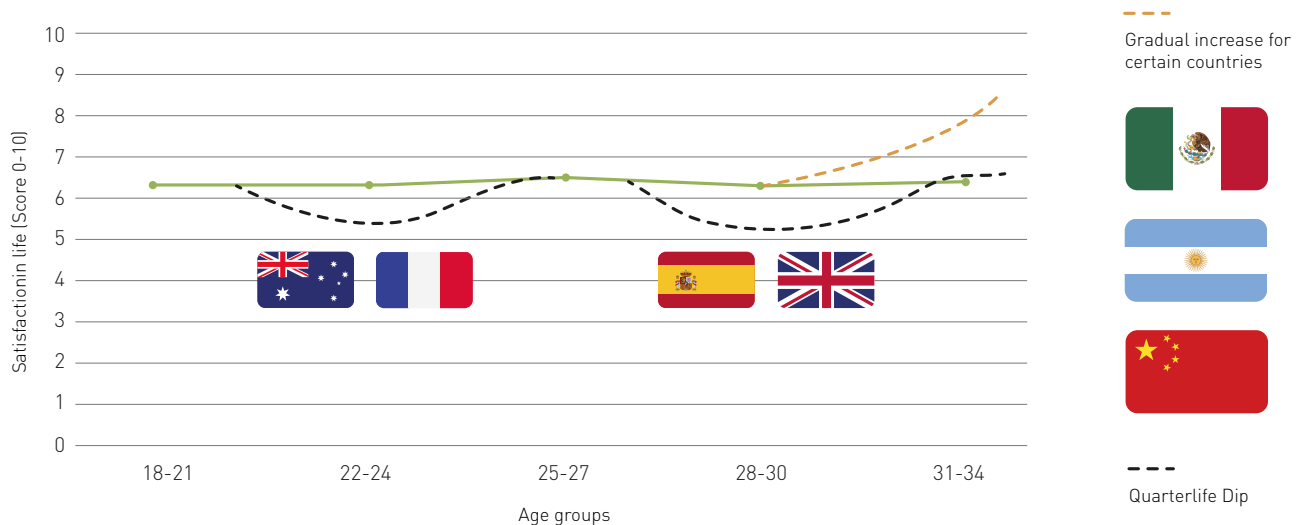


Figure 17: HAPPINESS: CONTROL IN ALL ASPECTS OF LIFE

Survey question: 'To what extent are you able to control the above aspects of your life?'
 (% of Very Happy Millennials versus Less Happy Millennials who have high control of these aspects)



Survey question: 'To what extent are you able to control the above aspects of your life?'
 (% of Millennials who have High Control versus Low Control of these aspects) [Score 0-10]

Happiness score for:	Career/ Education	Ambitions	Finances	Personal interests & passion	Where you live	Social life	Fitness and wellbeing	Work life balance
High Control	7.13	7.04	7.20	7.13	6.87	7.12	7.03	6.92
Low Control	4.57	4.66	5.04	4.57	4.75	5.28	5.00	5.41
% difference	56%	51%	43%	56%	45%	35%	41%	28%

Fig.17 shows that at least 50% of Happy Millennials have high control over all aspects of their life except finances. This control covers almost all the things they consider important such as personal interests and passions, career/education and ambitions. Despite finances being the second most important aspect of their life, both Happy and Less Happy Millennials still find controlling their finances difficult. Those who do are 43% more happy than those who don't.

Less Happy Millennials have significantly lower levels of control, especially with regard to career/education, finances and work/life balance, which are all of key importance. Solid finances fund life experiences and a work/life balance enables them to organise their time to enjoy work and leisure. A career gives them the fulfilment and financial means to sustain their happiness.

For all of these aspects, those in High Control are significantly happier (44% on average) than those in Low Control. These findings point to the role brands can play in helping consumers regain control of their lives in their quest to become happier.

One should bear in mind, however, that the attitude toward control differs by country. Key factors affecting attitudes to control include cultural norms and economic uncertainties (Fig.18).

Countries that show a higher need for control are:

SPAIN: Spain may be seen as an easy-going nation, but we saw that Spanish Millennials want clear structures and well-defined rules.

US: American Millennials struggle to live up to the high expectations of living the American dream. Society's expectations of an active and engaged lifestyle with activity

packed schedules lead to high levels of stress and anxiety. The need to feel busy is directly related to controlling uncertainty and feeling powerless against external forces.

MEXICO AND FRANCE: Millennials in these countries want everything to be in control, well-prepared and in order. Mexicans Millennials have higher levels of control than the French, which is reflected in their happiness levels.

Countries that show less tendency for control are:

ARGENTINA: Although the country has many structures, Argentinians circumvent rules to follow their desires. A largely happy group, they accept uncertainties.

RUSSIA: Bureaucracy leaves little room for Russians to follow their dreams. Unlike Argentinians, the lack of control leaves Russians feeling inadequate.

Figure 18: ATTITUDE TOWARDS CONTROL VARIES BY COUNTRY

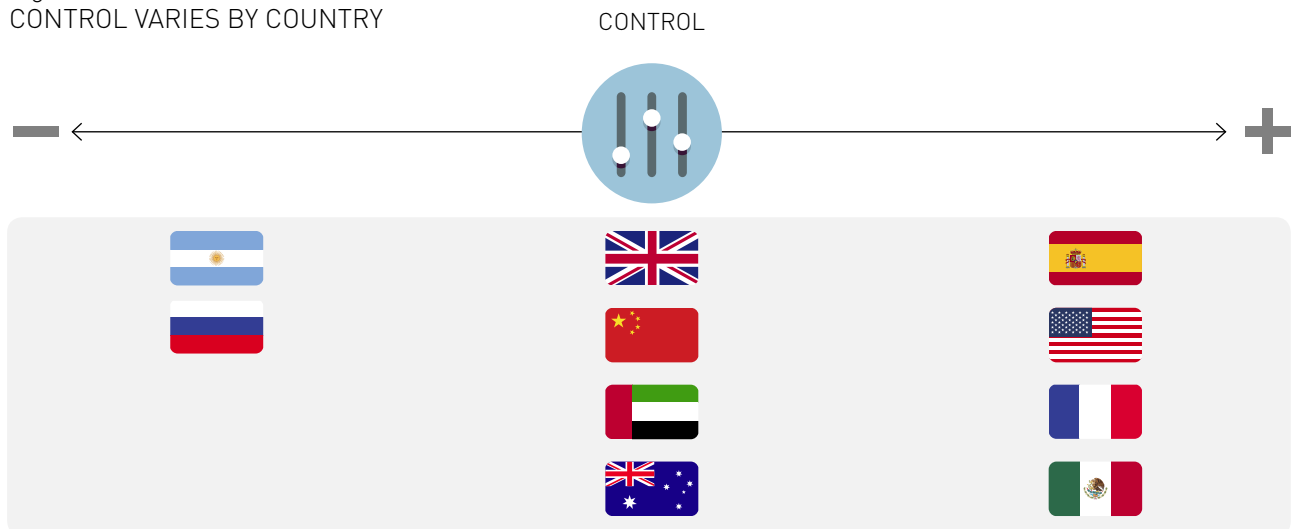
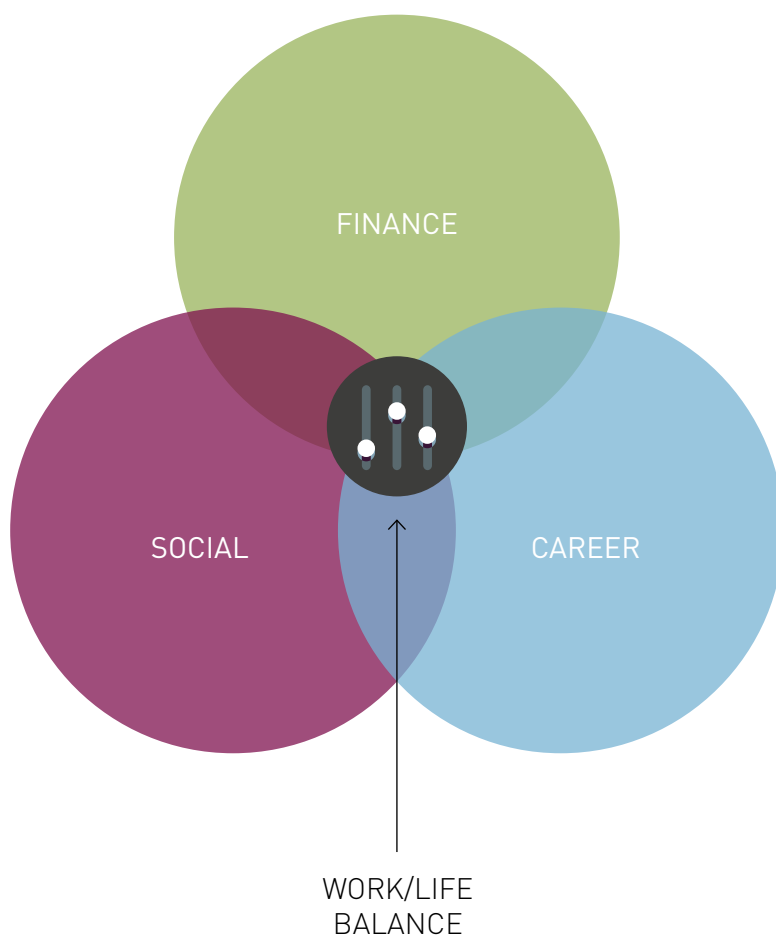


Figure 19: KEY AREAS OF CONTROL FOR HAPPINESS



Correlation analysis:
 Survey question: 1. 'To what extent are you able to control the above aspects of your life?'
 2. 'All things considered, how satisfied are you with your life, as a whole, right now?'

LIFE CONTROL

We did a correlation analysis to understand the connection between control over various aspects of life and happiness. Control over finance, career, social life and work/life balance helps young people to be happy (Fig.19). Millennials want to be better at managing their time. They have seen their parents and older peers before them work very long hours. As a reaction, many strive for a better work-life balance than their parents had.











WHAT MILLENNIALS THINK

"I find technology generally makes things easier - it has affected my life for the better. I can stay in touch with so many more people than before."
 Erin, 27, Sydney

"I love my smartphone! It is basically my life organiser, alarm clock, music player, book reader, and way for me to connect with my friends!"
 Katherine, 28, London

"Privacy is very important. You need to put online only what you would be willing to share with others."
 Antonio, 22, Mexico City

Figure 20: ACHIEVING HAPPINESS:
WHAT NEEDS TO BE CONTROLLED VARIES BY COUNTRY

	Where you live					
	Career/education	Ambitions	Finances			
	Finances	Career/education	Work/life balance			
	Career/education	Finances	Social life	Work/life balance		
	Finances	Where you live	Work/life balance			
						
	Career/education	Ambitions	Finances	Personal interests and passions	Work/life balance	Where you live
	Career/education	Personal interests and passions	Social life			
	Finances	Social life	Work/life balance			
	Career education	Ambitions	Finances	Personal interests and passions	Work/life balance	

Correlation analysis: Survey question: 1. 'To what extent are you able to control the above aspects of your life?'
2. 'All things considered, how satisfied are you with your life, as a whole, right now?'

Aside from these four aspects of control, other types were also influential to varying degrees. Each country in our study differed in terms of the areas of life that needed to be controlled in order for happiness to be achieved. Fig.20 highlights these differences.

ARGENTINA: Millennials are willing to move away from their family and friends for the sake of their career.

AUSTRALIA: Millennials tend to be highly individualistic, self-reliant in managing their careers, ambitions and finances.

CHINA: Millennials are status driven: climbing the social ladder is related to money which makes careers important. Chinese are

known for sacrificing family and leisure to work. However, Chinese Millennials want to tilt their work-life balance the other way.

FRANCE: A strong distinction between work and private life is important for French Millennials.

MEXICO: Young Mexicans want to be busy and work hard but family values and desires to pursue their passions drive their work-life balance.

RUSSIA: This is the only country with little connection between control and happiness, as Russians feel they have very limited control over their lives.

SPAIN: In contrast to Russia, control is completely linked to

happiness, as rules and structure lessen the uncertainties caused by the changing socio-economic landscape.

UAE: The growing economy rewards those who do well in their career and education. Money enables Millennials to fulfil individual material needs and heighten status. Social connections are very important both in terms of emotional support and influence.

UK: Taught from childhood to pursue personal fulfilment, people follow their impulses and desires to enjoy life and have fun with friends.



TECHNOLOGY HELPS FACILITATE CONTROL

Technology gives Millennials the tools to keep control over their lives; it's so pervasive that many claim they cannot function without it. The utility that technology brings simplifies their lives, saves time and helps them communicate and entertain themselves and others. Social networks, games, mail and maps are the most popular apps used. This integration of work and play – anytime, anywhere – makes the mantra of eight hours of work, eight hours rest and eight hours play redundant in Millennials' technology-facilitated lives. That said, it also brings distraction and a strong sense of dependence. Millennials respond to this with occasional desires to break free from technology, or to restrain it and integrate it into the control structure of their lives.

Happy Millennials tend to have more control over their lives than Less Happy Millennials. Finances are the most difficult part of their lives to control for all Millennials. They work hard to make sure they have a steady stream of income. Having a good work/life balance is a priority for a lot of Millennials, though their always-on, technologically mediated lives mean that the strict division between work and play is a thing of the past. While Millennials sometimes want to take breaks from technology, it's such an intrinsic part of their lives that tends not to be a long-term break. Brands that use technology to help give Millennials more control over their lives are set to do well in the long term.



BRAND MANIFESTO

5. HELP MILLENNIALS TO WRITE THEIR PERSONAL STORIES

Millennials are happy when they have meaningful experiences in aspects of their lives that are important to them. This creates their personal narrative. As enablers of happiness, brands need to think about how they can help Millennials to have experiences that fuel their life stories.

6. ENABLE AND FACILITATE CONTROL

The 'Pursuit of Happiness' study shows that Millennials want structures of control in place. Being in control of their life brings more happiness. The brand's role is to help Millennials take control in terms of decision making, how best to use of the products and services, and in getting the best deals.

7. RESPECT THE RELATIONSHIP

Millennials are savvy consumers who want brands that reflect their own values. Brands need to be authentic in what they stand for and to develop relationships with Millennials through shared values. In a digital era, brands that don't practice what they preach will be found out. Millennials only want to be associated with brands that walk the talk.



REDEFINING MARKETING IN THE CONSTRUCTION OF HAPPINESS

How can brands get involved in Millennials' pursuit of happiness? Brands need to help create experiences that enable Millennials to have purpose-driven lives. The 'Five Brand Imperatives to Market Happiness' redefine how brands should market to Millennials.

BRAND INTEGRITY AND MARKETING IMPERATIVES

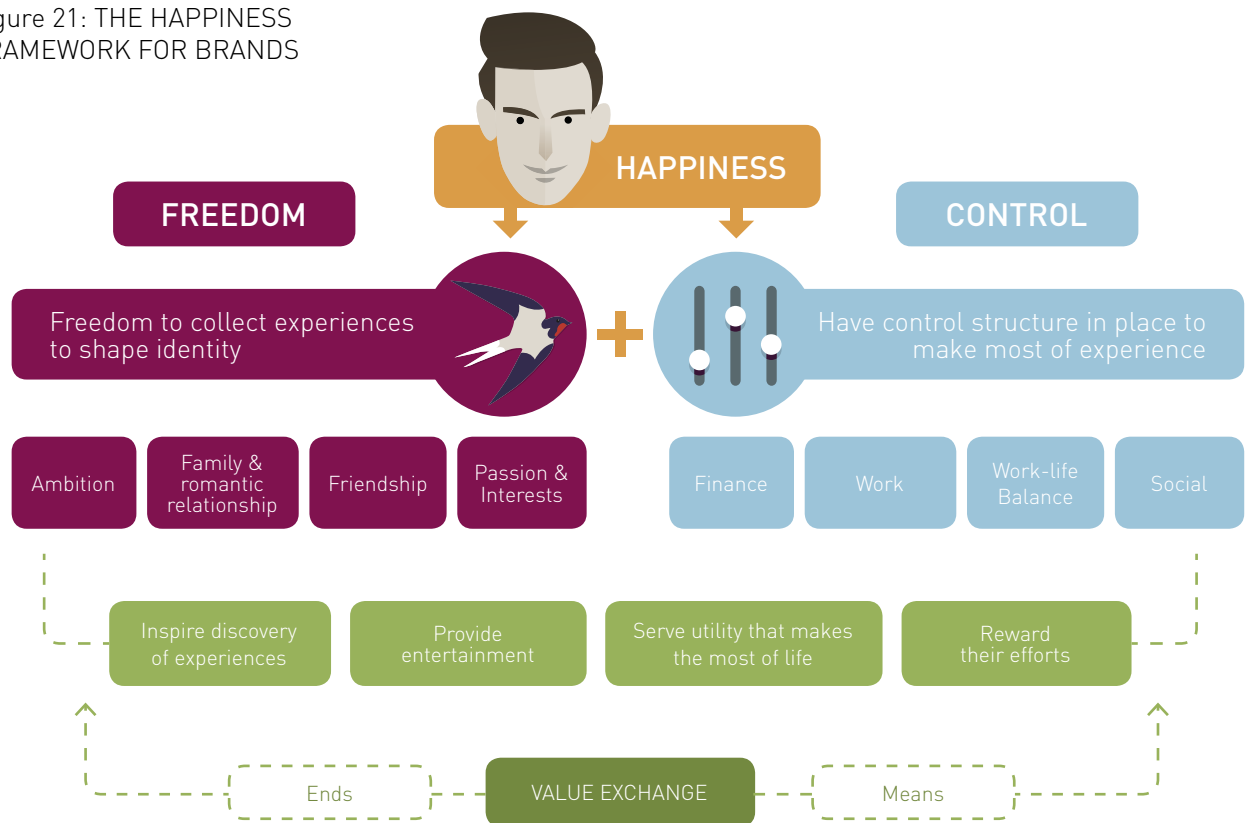
Becoming a brand that is socially responsible and useful is a good way to help Millennials in their pursuit of happiness. Millennials like brands that are genuinely useful. Brands therefore need to prove they are serious about helping Millennials throughout the

consumer journey. Brands need to focus on delivering powerful user experience and on generating value exchange.

As brands shift from marketing products and services to marketing happiness, the focus changes. Brands need to think of themselves as service providers that address deeper needs; helping Millennials pursue meaningful experiences, shaping their identities and taking control of their lives. We identified 'inspire discovery', 'provide entertainment', 'serve utility that makes the most of life' and 'reward them in their efforts' as brand services that aid in happiness (Fig.21). As Millward Brown said in BrandZ Top 100 Brands 2013: "Stand for a higher purpose: the best brands are built on an ideal that encompasses not what people

buy, but what they buy into." Digital era brands need a clear purpose and a coherent series of attributes that reflect authentic experiences, going beyond what's expected to build goodwill.

Figure 21: THE HAPPINESS FRAMEWORK FOR BRANDS



FIVE BRAND IMPERATIVES FOR MARKETING HAPPINESS

Based on the insights from 'The Pursuit of Happiness' study and 'Brand Manifesto to Happiness' we recommend the following:

1. HUMANISE YOUR BRAND

Millennials are happy when they make genuine connections, fuelled by meaningful experiences, on-going support and shareable stories. Brands need to support and facilitate this. Invite young people in and let the conversation flow by showing an authentic, relatable brand.

2. CREATE MEANINGFUL ASSETS

Invest in owned media and assets and place them at the forefront of your communications strategy. Millennials are looking

for meaningful experiences that help them develop narratives that reinforce their identities. Brands will need to place user experiences at the heart of their communication. This requires expansive, experience-oriented brand building, and brand stories in an authentic voice.

3. CREATE PURPOSEFUL VALUE EXCHANGE

The desire to make the most of their lives motivates Millennials to invest in personal development. They want a purposeful value exchange to achieve their higher goals. They expect brands to be of service to them, so user journeys should make them feel they are making the most of their lives and are in control of their paths to adulthood.

4. ORIENTATE ON USER EXPERIENCE

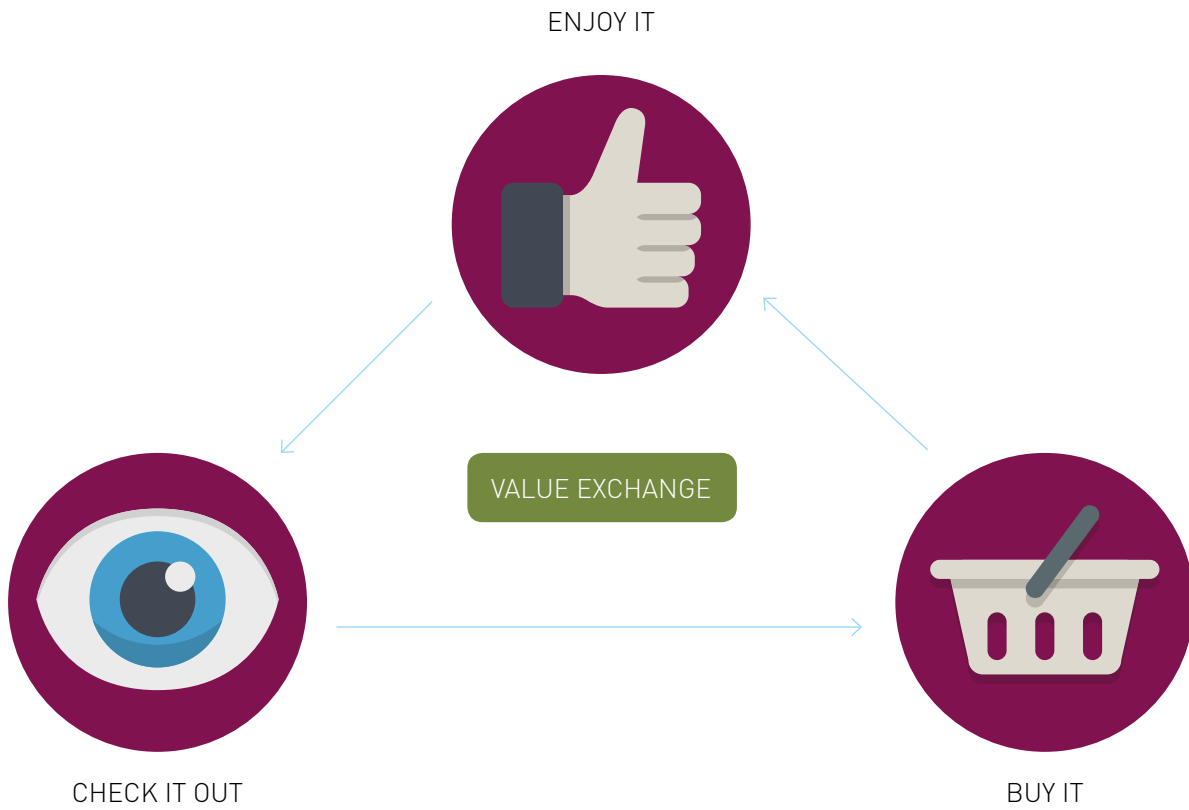
In the digital era, people don't take things on trust. They value real experiences, peer guidance and

expert recommendations. Brands like Google and Amazon have strong bonds with consumers, without abstract concepts or advertising. Understand what Millennials expect of the product category and how they use these products or services. Think about how to make the consumer pathway effortless. Brand experiences should migrate across different platforms and devices: Millennials expect brands to know them and remember their past interactions.

5. SHARE YOUR CUSTOMERS' STORIES

Millennials love sharing their experiences with family and friends. Give them content that makes them look good. Understand the types of stories that are worth sharing. Work out how your brand can help them create stories that enhance their identity.

Figure 22: THE CONSUMER JOURNEY



CONSUMER JOURNEY

How do you apply these marketing imperatives throughout the consumer journey? We have identified three critical brand engagement phases in the user journey: we call actively looking for the brand 'Check It Out', shopping for the brand 'Buy It' and using brands 'Enjoy It' (Fig.22).

CHECK IT OUT

Happier Millennials tend to be more involved in shopping. 76% of Happy Millennials find shopping an enjoyable relaxing activity compared to 56% of their Less Happy peers. About 70% of Happy Millennials enjoy shopping with their friends as well as discovering new stores. Ultimately they prefer to buy products from known brands, valuing quality over price (74%) and over fashion trends (81%). Less Happy Millennials tend

to portray similar preferences but dropped by around 15 percentage points. Roughly 50% of both groups find shopping a chore they simply have to do (Fig.23).

Different countries exhibit different attitudes to shopping. China has peaks in almost all shopping questions we asked. A massive 85% of Chinese Millennials see shopping as an enjoyable and relaxing activity followed by Russia (84%) and UAE (79%). Russian consumers are the most eager shoppers of the surveyed markets, as 77% think that shopping is not a chore. The UK (61%), Spain (61%), France (63%) and Argentina (63%) enjoy shopping the least. In the UK, France and Argentina this may also reflect a general high cost of living rather than not enjoying shopping per se.

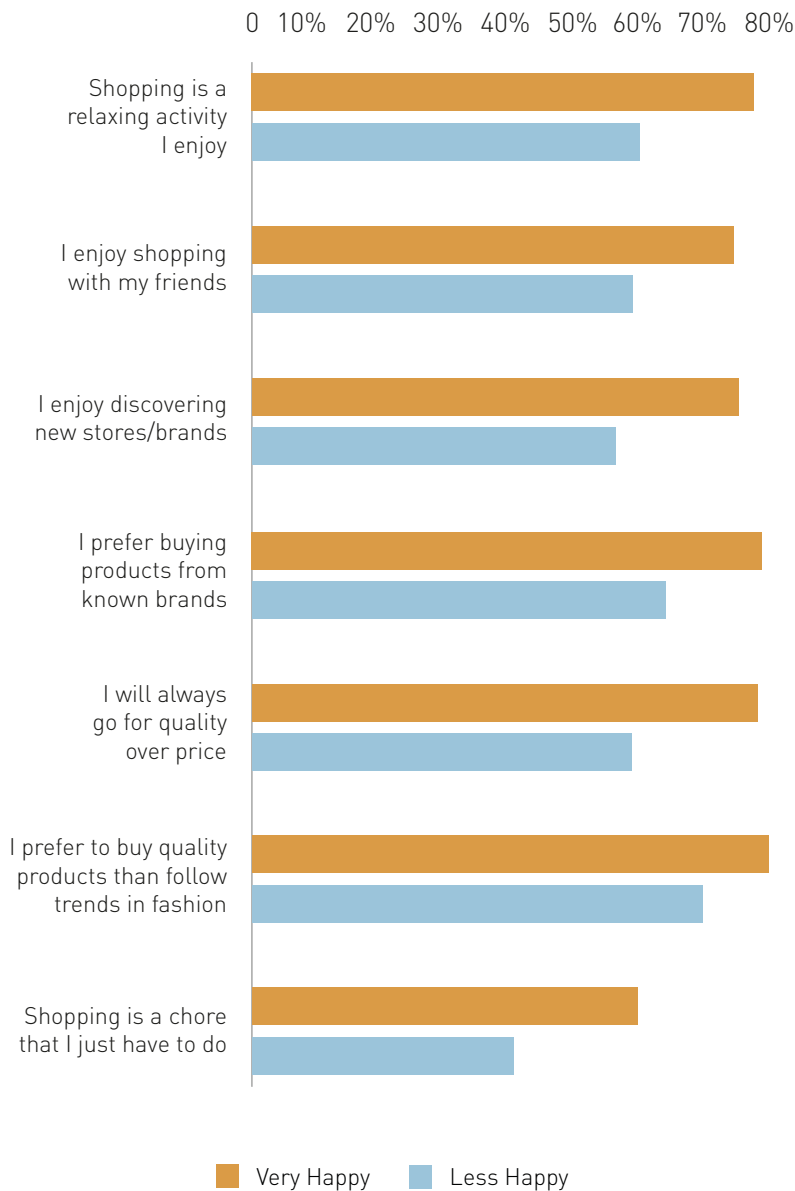
What do Millennials' views of shopping mean for brands? We asked: 'What are your favourite

brands? Rank your Top 3' and 'You can make three brands disappear. What are they and why?' The study revealed that they like brands that:

- Serve a purpose
- Innovate and are original
- Exemplify their values
- Offer a personalised experience or personal connection
- Do something to help people

They are critical of brands that do not 'walk the talk', are unethical or have poor customer service. Brands need to be authentic and respectful if they want to stay relevant to Millennials. Young people enjoy shopping, but they want to be sure before they buy. Brands that give them a clear understanding about what the brand stands for, and taps in to their love of good experiences by making shopping enjoyable, are well on their way to supporting Millennials in their pursuit of happiness.

Figure 23: ATTITUDES ASSOCIATED WITH SHOPPING



WHAT MILLENNIALS THINK

“Brands that actually do something to help people are more likely to get my attention and respect.”
Erin, 23, Sydney

“I love Toyota, they are pioneers in the hybrid car industry and I admire their passion for alternative fuel.”
Vafa, 32, Sydney

“I like brands that offer convenience, especially when it comes to technology. I try to keep loyal to that brand because having multiple devices from the same brand makes things easier. My TV and my cell phone are all Samsung.”
Sebastian, 27, Buenos Aires

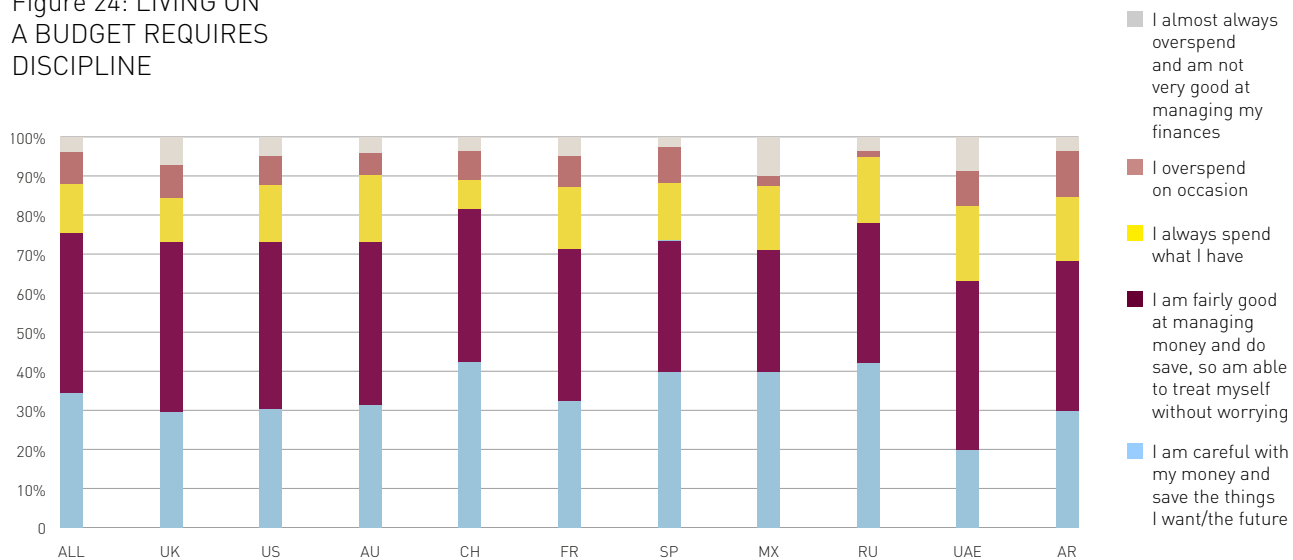
BUY IT

We investigated how Millennials allocate their shopping budget. Millennials accept the fact they cannot have it all. They are pragmatic and disciplined when managing their finances, budgeting for the true essentials and the occasional luxuries. They are determined to make the most of what money they have and proudly admit to being savers rather than spenders. The personal control needed to budget pays off, as Millennials can afford to live their desired quality of life.

We asked ‘Which of the following statements best describes how you manage your finances?’ (Fig.24, overleaf). The majority stay in control by spending less than they earn. Their frugal lifestyles mean they’re comfortable with trade-offs and are open to trying alternatives.

As noted, the Chinese have a higher tendency to be in control of their financial situation and are big savers compared to rest of the countries. Mexican Millennials have a definite tendency toward indulgent spending, as part of a willingness to impulsively enjoy life. 10% of Millennials from Mexico and UAE say they always

Figure 24: LIVING ON A BUDGET REQUIRES DISCIPLINE



overspend. The banking system in UAE makes it easy to take out large loans, get credit cards and other financial benefits. Therefore, they are less careful when it comes to financial management and spending.

There is a connection between comfortable finances and happiness. As Millennials strive to become financially independent, they constantly struggle to make do with what they have. Having friends in the same situation provides much-needed empathy.

The 'Pursuit of Happiness' study showed that regardless of income, frugal Millennials are more comfortable with their finances, as they feel in control. We found that Millennials who are comfortable with their finances are 10% more frugal and 23% are happier compared to those who are not comfortable with their finances. Being frugal is now cool, and many make the effort to be seen that way. Today, bargain hunting is therefore viewed as a positive thing, despite Millennials scorning their parents' generation for using coupons. Getting a 'deal' is the norm, regardless of one's financial situation.

Most Millennials said they're into 'showrooming'. They examine merchandise at a nearby retail store and buy it online at a lower price. Though frugal, Millennials don't want to sacrifice quality for price, and will pay for brands. Brands can attract Millennials by offering them good deals, for instance in response to engagement on social media, or by helping them map and control their finances. They will always spend on basics and are happy to pay for quality, so good quality basics tap into Millennials' desire for everyday happiness.

ENJOY IT

Millennials will be friends with brands on social networks if brands offer them something of value. Personalised, targeted promotions and discounts are the price of their loyalty. They want brands to actively court them, take on their feedback and provide opportunities to contribute to a higher purpose. Sharing on social media is also a way in which Millennials pursue happiness. Brands that have inspiring, entertaining stories, that update content regularly and can show how they benefit people, will have

created content worth sharing (Fig.25). Brands can also tie in to values that make Millennials happy in the long term, like well-being and self-improvement, to become sustainably involved in the pursuit of happiness.

WHAT MILLENNIALS THINK

"I actually prefer to shop online because I believe I can get better discounts which makes me feel really happy."
Kayleigh, 22, London

"If I decide that I need money for something, I just stop spending it on something else. Every time I see something I want I ask myself if I really need it."
Svilena, 25, Dubai

"How I shop depends on the occasion. Quite often I buy in-store, but I also shop online when it is cheaper. I only do so after having tested or tried the product in store."
Benjamin, 26, Paris

Figure 25: CREATING TYPES OF CONTENT WORTH SHARING



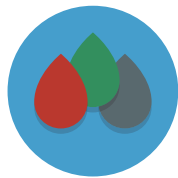
HERO

Entertain and inspire with incredible storytelling promoted through advertising



HUB

Regularly updated destinations full of valuable and engaging content which people will bookmark, share, or subscribe



HYGIENE

Educate on specific product benefits for an audience who have found you through brand or category search

CREATIVE WAYS OF SHARING

How do Millennials share their experiences? We asked: 'In general, when you experience something new, interesting, funny or exciting, which of any of the following would you be inclined to do? Select all that apply.' The chart in Fig.26 (overleaf) shows the percentage of Millennials that selected specific creative formats. Photography is hugely important for a generation that expresses and builds identities on social networks. Photos have been instrumental in creating lasting impressions that can be collected and shared. The 'selfie' phenomenon marks a new era of self-expression: showing the self in a place and time, and sharing the proof with friends. About one third of them wait to tell someone in person. Surprisingly, only 14% post videos, despite the increasing fame of YouTube celebrities.



Figure 26: USING DIFFERENT CREATIVE WAYS TO SHARE STORIES



Many Millennials love to shop, but they're savvy consumers who want quality at a good price. They are happy to be seen as being in control of their finances, often looking at things in real life before finding the best deals online. Part of the joy of shopping for them is in getting value for money with a brand that reflects their values. They get pleasure from sharing on social media, but they're smart about this too – they know their own value and want brands to respect their feedback, give them good deals and give great, timely content they can share with friends.

WHAT MILLENNIALS THINK

"I like the Pepsi-Cola new year short film series, bringing happiness back to the home. It seems to me that if the stars of the Pepsi-Cola didn't show up, spring festival hasn't properly arrived yet."

Yvonne Zhu, 27, Shanghai

"I like to see the websites of the brands that I like. I also get emails with offers. If there are some apps I like to download it. I like the American Express customer care."

Jocelyn De Leon, 22, Mexico City

"Uber has offered a low-cost taxi service trial to its regular users. They sent me an email inviting me to have a go. I really like the fact I can influence the future of their service, especially as it's something I am very likely to use in the future. They are also offering discounts on getting taxis between certain times on weekdays, which is excellent!"

Erin, 23, Sydney



CONCLUSION



Millennials might seem happy-go-lucky, but scratch the surface and you find savvy, frugal consumers. Sure, there are cultural differences, often related to the ease of ready cash in some of the quickest growing economies (such as the UAE), or about how involved their families get in decision making, but there are more similarities than differences among Millennials around the world. Millennials may have more freedom than any generation before, but they don't want to squander it. Having seen their parents and grandparents work all hours with mainly possessions to show for it, Millennials want to collect experiences. Brands that can help them do that are in a

great position to benefit from the ways Millennials seek happiness. A life well lived also has to do with being financially stable - Happy Millennials will save up to spend money on durable things for their houses, or for brand products that they feel express who they are. Millennials regard friends and family as important and they want to be seen as not only responsible but also caring. This opens up opportunities for brands to tie in with inspirational figures or with charities. Brands need to be really careful to deliver on their commitments. In a digital era, there are no secrets, and Millennials are more considered than most - they will buy luxury goods, but they will do the

research first. Self-improvement is really important for this generation - many young people feel that they can't help others before they've helped themselves. Brands that help them stay in control will reap the benefits, as will those who are able to tap into social media with great content that Millennials want to share. But don't be fooled: what might look like just a few selfies and retweets of cat photos are part of a bigger identity building project. Brands need to keep listening, engaging and offering great value if they want to be as happy as the happiest of Millennials. After all, happiness isn't just a feeling - it's a skill we learn.

ABOUT ZENITHOPTIMEDIA

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with over 7,400 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, Aviva, Bacardi Martini, Clarins, Kering, Lactalis, L'Oréal, LVMH, Nestlé, Oracle, Reckitt Benckiser, Richemont Groupe, SCA, Sanofi, Toyota and 20th Century Fox.

ABOUT THE PURSUIT OF HAPPINESS

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