



# USA REPORT 2017

## YOUTH 100

TOP BRANDS ACCORDING TO 16-24S IN THE USA



# INTRODUCTION

**Voxburner's Youth 100 USA report is back. Over the past three years, the report has evolved to become one of marketers' go-to reports, giving them the edge on young consumers for the year ahead.**

The research begins and ends with the target youth consumer as the focus, allowing them to really let loose with their opinions on the brands they love and more importantly, those they don't. We have surveyed over 2,000 US 16-24s, anonymously, ensuring the data we retrieve is as candid as it can be, giving you, the readers, professionals in the youth marketing industry, insights into which brands are doing well, which aren't, and those that are deemed irrelevant via the 'no feeling' option.

Learning about brand behaviour and its affect on young consumers provides key inspiration for future youth marketing

strategies. The Youth 100 data and industry expert opinions that follow in this report will provide inspiration for youth marketing ideas and campaigns that truly resonate with future generations. Of course, some categories are tricky to compete against. How can a finance company ever be more popular than a fashion label? The most insightful figures are not the overall rankings, but the sentiment scores: is your brand loved or hated, or does it arouse no feeling whatsoever? That's exactly what the 800 brands here should be reflecting on and most importantly responding to right now.

Read on to find expert opinions on just that, while ensuring your knowledge on youth brand marketing is at the top of its game for 2017 and beyond. Did your brand triumph this year? Scan down the Youth 100 list and you may be pleasantly surprised!



# MEET THE CONTRIBUTORS



## DIGITAL & TECH

MATT BRITTON, CROWDTAP

As CEO, Britton oversees the continued evolution of Crowdtap's products and offering, leads the cultivation of deeper brand and client relationships, helps with the recruitment of top talent, and drives thought leadership for the company. As a founding member of Crowdtap back in 2009, Britton played an integral role in the company's growth. As a Chairman of the Board for 7 years, he helped drive the creation, incubation, and current spin-off of Crowdtap, as well as its on-demand consumer network now used by over 100 of the largest brands and marketing agencies in the U.S. A prominent industry figure who has sat at the helm of several agencies throughout his career, Britton is considered a leading expert on the millennial generation. He's advised multiple Fortune 500 companies on youth marketing strategy, often speaks at conferences and trade shows on trends and issues that affect the millennial marketing landscape, and is the critically-acclaimed bestselling author of "YouthNation," a marketer's guide to millennials.



## RETAIL & E-TAIL

LISA FEIERSTEIN, TRENDWATCHING

Lisa Feierstein is the Digital Content Executive at TrendWatching. She facilitates workshops, crafts bespoke reports, and presents trend research/methodology to clients - including Frito-Lay, PetSafe, D&AD and Fordham University - to aid them in their understanding of consumer trends and in applying these insights. Additionally, she creates both video and written content that is published on TrendWatching's social media channels, Premium platform, quarterly reports, and more. Prior to joining TrendWatching, Lisa figuratively "got her hands dirty" in a variety of roles at several startups and graduated from Brandeis University.



## FASHION

ALYSSA JARRETT, ITERABLE

Alyssa Jarrett is the Head of Content at Iterable, where she specializes in creating data-driven content to educate B2C growth marketers on how to develop world-class user engagement campaigns. Her recently published User Engagement Top 100 Report examines the email and mobile messaging strategies of the leading subscription services, including Dollar Shave Club, Le Tote, and Rocksbox. Alyssa holds an M.A. in Mass Communication and Journalism from California State University, Fresno.

# RETAIL & E-TAIL



**LISA FEIERSTEIN**

DIGITAL CONTENT EXECUTIVE,  
TRENDWATCHING

**The retail and e-tail brands dominating this year's Youth 100 results overwhelmingly demonstrate a growing desire to be dealer-chic: to be seen not only as fashionable, but also as a savvy shopper who can score deals worth bragging about. Target and Amazon, the top-ranked brands, have helped young consumers achieve this across a multitude of categories (beauty, fashion, home and beyond).**

Target jumped ahead of Amazon this year because their strategy does more to seize youth attention and capture the 'chic' in dealer-chic. Target's campaigns and Instagram (with, by the way, roughly twice as many followers as Amazon's) have spotlighted social media influencers – see their "Vibes, TargetStyle" spots featuring the Urban Bush Babes and Beyoncé lyric references. Furthermore, youth continually flock to the on-trend, only-at-Target fashion brands that deliver more than just wardrobe basics. Target announced they'd be replacing some of their popular lines with new ones, and I'm curious to see how younger generations will react.

Target's ranking, of course, doesn't diminish Amazon's initiatives to capture this group's attention. Over the past year, BuzzFeed has churned out curated Amazon shopping lists and announcements of deals on the site; they even released a music video in honor of Amazon's Prime Day event. Amazon's expansion of their "New

& Interesting Finds" section, showcasing items with modern designs, also appeals to style-conscious young shoppers.

While I was initially surprised by Family Dollar's high position, it is perhaps the most striking testament to the rise of bargains as a status symbol. After all, it's hard to beat a one-dollar deal! These savings, in turn, let young consumers spend more on the experiences they're valuing over material goods. And the fact that eBay, Wal-Mart, Big Lots and Costco (to name a few) also rank highly reflects this growing sentiment.

Emerging alongside the embrace of dealer-chic brands is an appreciation for all things DIY. Punchy how-to crafting videos – particularly for home items and furniture – are seizing young consumers' attention, thanks to social pages like BuzzFeed's Nifty. This shift is evident in the appearance and higher rankings of more home retailers on the list, as compared to last year. The Home Depot and Lowe's both hopped on the DIY-on-social-media bandwagon – the "In a Snap" how-to Snapchat series from Lowe's exemplifies this. The top spots occupied by HomeGoods and Pier One Imports (Youth 100 newcomers) along with IKEA also indicate that young people want to purchase inexpensive yet on-trend home furnishings – or build them on their own.

What do brands catering to dealer-chic and DIY sensibilities have in common? What does appreciation for them say

about younger generations? Besides saving consumers money to be spent on experiences, they provide youth with ways to do what they're already doing on social media: branding themselves. These brands often supply "blank canvas" merchandise for the customer to customize, teach them new skills, and provide brag-worthy bargains. In other words, they help young

consumers showcase who they are and what they can do. This is perhaps why premium retailers such as Vineyard Vines and lululemon are at the bottom of the list. Their pricier products heavily emphasize their own brand, are often laden with logos, and leave less room for their young consumer's personal stamp.

| RETAIL & E-TAIL       | HATE | DISLIKE | NO FEELING | LIKE | LOVE | OVERALL    |
|-----------------------|------|---------|------------|------|------|------------|
| 1. TARGET             | 1%   | 1%      | 12%        | 45%  | 40%  | <b>85%</b> |
| 2. AMAZON             | 0%   | 3%      | 12%        | 32%  | 51%  | <b>84%</b> |
| 3. FAMILY DOLLAR      | 0%   | 4%      | 14%        | 48%  | 33%  | <b>81%</b> |
| 4. WALGREENS          | 1%   | 4%      | 16%        | 51%  | 30%  | <b>81%</b> |
| 5. CVS                | 2%   | 5%      | 13%        | 51%  | 29%  | <b>80%</b> |
| 6. WAL-MART           | 3%   | 8%      | 10%        | 32%  | 48%  | <b>79%</b> |
| 7. BEST BUY           | 2%   | 3%      | 18%        | 40%  | 36%  | <b>76%</b> |
| 8. THE HOME DEPOT     | 2%   | 5%      | 17%        | 53%  | 23%  | <b>76%</b> |
| 9. EBAY               | 2%   | 9%      | 15%        | 44%  | 30%  | <b>74%</b> |
| 10. PETSMART          | 1%   | 5%      | 22%        | 40%  | 31%  | <b>71%</b> |
| 11. STAPLES           | 1%   | 3%      | 25%        | 50%  | 20%  | <b>71%</b> |
| 12. LOWE'S            | 2%   | 7%      | 22%        | 49%  | 21%  | <b>70%</b> |
| 13. JCPENNEY          | 3%   | 5%      | 22%        | 46%  | 24%  | <b>69%</b> |
| 14. BATH & BODY WORKS | 3%   | 4%      | 26%        | 30%  | 37%  | <b>67%</b> |
| 15. BIG LOTS          | 1%   | 8%      | 24%        | 40%  | 27%  | <b>67%</b> |
| 16. SEARS             | 3%   | 11%     | 19%        | 49%  | 18%  | <b>67%</b> |
| 17. FOOT LOCKER       | 1%   | 4%      | 29%        | 34%  | 32%  | <b>66%</b> |
| 18. KOHL'S            | 4%   | 4%      | 29%        | 43%  | 21%  | <b>64%</b> |
| 19. COSTCO            | 3%   | 1%      | 33%        | 30%  | 32%  | <b>62%</b> |
| 20. HOT TOPIC         | 5%   | 11%     | 24%        | 33%  | 28%  | <b>61%</b> |