

# Consumer Clarity

## 2015 Millennial Marketing Insights Program

### Program Description

In the dynamic world of marketing we have witnessed a very real changing of the guard, and marketing is transforming as a result. Millennials now represent the largest segment of consumers and think, feel and act differently to the marketing and advertising of products and services than the generations that preceded them. The Millennial consumer has taken control, and many marketers have no choice but to change their focus and marketing efforts in order to reach these consumers and persuade them to buy.

In a flexible, customized format Dennis Devlin shares **Millennial Marketing Insights**, providing the latest in Millennial marketing research and learning, including:

- Trends in social media, the web, mobile and in-store impacting Millennial marketing
- Best practices for effective Millennial marketing
- Examples of effective Millennial marketing

While there is a presentation deck to share, the intent is to have the program be conversational (not meant to be a “formal” presentation), and it is all about sharing insights - there is no selling involved.

### Brief Bio

Dennis Devlin is the founder and CEO of Consumer Clarity, a consumer marketing consultancy specializing in marketing to Millennials. The company’s client base consists predominantly of consumer goods manufacturers (including consumer packaged goods, or CPG).

He speaks to audiences across the country on the topic of Millennial marketing, including organizations such as the American Marketing Association and conferences that include the Hispanic Retail Summit 360 and Share. Like. Buy. Marketing + Millennials. He is also the author of the new blog, [MarketingToMillennials.com](http://MarketingToMillennials.com).

Dennis was the 2011-2012 recipient of the Entrepreneur of the Year award from The Legacy Center, which celebrates outstanding entrepreneurial success. During 2013-2014 he served as the President of the Cincinnati chapter of the American Marketing Association, which received national recognition for leadership excellence.

