



# CARNATION COLLECTIVE

YOUR BRAND BLOOMS WITH US

A SPECIALIZED BOUTIQUE AGENCY



## MILESTONE 2 REPORT

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Created for FTM 387, Dr. Delisia Matthews

A decorative image on the left side of the page featuring a close-up of carnations. There are several light pink carnations at the top and a large, prominent white carnation at the bottom. The background is a soft, out-of-focus light grey.

# TABLE OF CONTENTS

## 01 - Agency Profile

|  |   |
|--|---|
| Behind the Brand .....                 | 3 |
| Font Styles + Visual Elements .....    | 4 |
| Summary (Description + Approach) ..... | 5 |
| Our Vision .....                       | 6 |
| Meet the Team .....                    | 7 |

## 02 - Consumer Profile

|                                      |    |
|--------------------------------------|----|
| Demographics .....                   | 9  |
| Psychographics .....                 | 11 |
| Buying Patterns .....                | 13 |
| Advertising and Media Patterns ..... | 15 |
| Perceptions of the Retailer .....    | 17 |
| Consumer Profile Appendix .....      | 19 |

## 03 - Situational Analysis

|                                 |    |
|---------------------------------|----|
| Background Research .....       | 23 |
| SWOT Analysis .....             | 26 |
| Key Communication Problem ..... | 31 |

## 04 - Message Strategy

|                        |    |
|------------------------|----|
| Message Strategy ..... | 33 |
|------------------------|----|

## 05 - Campaign Proposal

|                            |    |
|----------------------------|----|
| Campaign Overview .....    | 35 |
| Creative Execution 1 ..... | 38 |
| Creative Execution 2 ..... | 40 |
| Creative Execution 3 ..... | 43 |
| Timeline .....             | 44 |

## 06 - References

|                  |    |
|------------------|----|
| References ..... | 46 |
|------------------|----|



# Agency Profile

ABOUT OUR AGENCY



Learn more about Carnation Collective including information regarding our mission, vision, goals, services, approach and creative branding elements.



# Behind the Brand

## Our Logo

### CARNATION COLLECTIVE

Our logo is an illustration of the same flower that is in the name of our agency: the carnation flower. Carnations as a flower type have a particular meaning which informed our name. However, we chose specifically to highlight orange carnations for the logo due to their symbolism of happiness, spontaneity, flamboyance, and enthusiasm. Our logo inspires us to be energizing as an agency, focusing on positivity and creativity in everything we do.

## Our Color Palette

Our color palette is based on natural colors, and is once again influenced by the colors of carnations. Carnations can be pink, white, yellow, and orange, which informed the colors in our color palette respectively. The darker brown and green shades are centered around the idea of leaves, stems, and branches. The darker shades also provide a nice contrast to the lighter, brighter shades and when combined they form a color palette with a comforting and empowering appeal.



# HEADERS:

- **League Spartan**
- **Bernoru**

## **BODY TEXT**

- Montserrat Light
- TT Commons Pro

These font styles convey the feminine yet resilient spirit of our agency while still being bold, readable, and eye-catching.

## VISUAL ELEMENTS

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Our most prominent visual element is the carnation flower itself, showcased through outline drawings or images. The flower is accompanied by other images or elements based on a natural theme. This includes other flowers, leaves, and more.





# Summary

## About Our Agency

Carnation Collective is a specialized boutique agency dedicated to providing creative marketing solutions for our clients in the fashion, lifestyle, and retail industries. Our agency name is based on the carnation flower, which has the meaning of fascination, female love, and mother's love. We are a female-led agency, and our name encompasses the resilience and creativity that women have. We are a collection of creative thinkers who work together to come up with innovative marketing strategies and solutions for our clients, hence the second part of our name being collective. We encourage collaboration in our business model, internally within our teams and externally with our clients to achieve goals.

Our agency was founded in 2022 by a group of women who saw a need for a creative agency dedicated to engaging the younger generations in fashion and lifestyle. Our founders combined their respective industry knowledge to form Carnation Collective, with the intention of bringing a women's touch to the marketing and advertising field.

## Agency Approach

As a boutique agency, we supply our clients with customized unique marketing plans curated based on the client's specific needs. We generate new and innovative ideas for our clients to incorporate into their unique marketing plan. Our approach involves a great deal of collaboration and open communication with client, so we can understand how to intrigue their customers. We pride ourselves on getting things done efficiently and effectively, as well as having great personable relationships with our clients.

## Expertise

As previously mentioned, we specialize in working with local small-medium B2C, D2C, or B2B companies in fashion, lifestyle, and retail. Our expertise includes engaging the younger generations for our clients, specifically Generation Z and Millennials through our practices. We focus on higher quality branding, strategic, and creative projects including digital/social media, influencer marketing, events, brand development, content creation, and public relations.

# Our Vision

## MISSION STATEMENT

**"We use strategy and creativity to help brands bloom."**

## GOALS

- 1. Become a thought-leader in the boutique agency field by developing unique deliverables for our clients**
- 2. Increase collaboration by investing in our internal employees and external clients**
- 3. To support and uplift local businesses in the fashion and lifestyle community**

## OUR TAGLINE

**"Your brand blooms with us"**

## VALUES

- **Passion** - We are passionate about what we do, the industries we specialize in, and most importantly, our clients. We aim to show our love and passion within each and every campaign we produce.
- **Teamwork** - We endeavor to collaborate as a team and work together to achieve goals and ideas bigger than we imagined. We incorporate collaboration into our business model to encourage a welcoming environment for everyone to share their voices.
- **Commitment to Clients** - We aim to give our best to serve our clients needs and to work with them to achieve a common goal. We go above and beyond for our clients as they are the backbone of our business.
- **Diversity, Equity, and Inclusion** - As an agency, we are dedicated to inciting more inclusion and equity internally and externally. We strive to gain diverse perspectives and support marginalized groups of all demographics through our business, including people of any race, age, gender, religion, or sexual orientation





# MEET THE TEAM

## AN INTRODUCTION TO OUR IN-HOUSE TEAM



### **Maggie Trantham - Account Planner**

Maggie Trantham is a junior studying Fashion and Textile Management at North Carolina State University. Her previous experience includes working with NC State's University Activities Board event planning committee, creating events to represent and engage student body.



### **Maya Mitchell - Art Director**

Maya Mitchell has three years of experience practicing a multitude of art mediums, including pottery, drawing, painting, collage, and primarily photography. A former graphic design major with an eye for color and composition, she provides our clients with the branding, visuals, and artistic insights to best convey a story for the consumer.



### **Kendall Wisniewski - Market Research**

Kendall Wisniewski has five years of experience working in customer service, knowing how to prioritize a variety of consumer needs. Having previous experience in a merchandise buying role, she understands how to analyze competitors and identify areas our clients can capitalize on.



### **Doris Enochs - Account Manager**

Doris Enochs is a senior in the Wilson College of Textiles studying the different Brand Management and Marketing techniques. She has four years of experience in retail management as well as content creation that she carries over into her role as a communications liaison between the agency and the brand.



# Consumer Profile

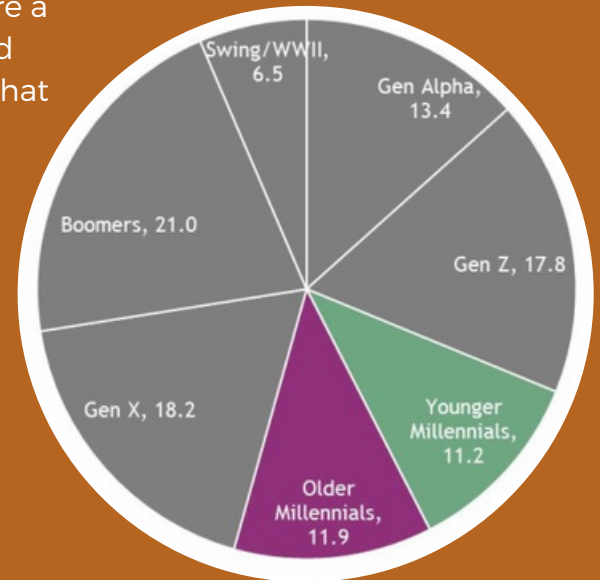
**MILESTONE 1: JESSICA DAVIS**

Meet who we believe is a key target consumer for the Flourish Market: Jessica Davis.



# Demographics

Jessica Davis is a 28 year old woman, classifying her as a young millennial. She is a part of the 77.5 million adults that make up the largest generation in the United States as of 2021, with younger millennials making up 11.2% of the population as seen in Figure 1 (Horton, 2021). Millennials are a diverse generation; with her ethnicity being half-white and half-Latina, Jessica is a part of the 2.3% of the generation that is 2 or more races. (Figure 2).



She is a Market Research Analyst with a \$53,230 annual salary (LiveCareer Staff Writer, n.d.). She has been with her current company for almost three years, growing within the company through different positions as she prioritizes career growth and stability (Horton, 2021). She enjoys the flexibility of a hybrid model career, as new work-from-home policies allow her to work from anywhere in the world. Being a proud NC State alum, she is a part of the 39% of ages 25 to 37 to have a bachelor's degree or higher (Bialik & Fry, 2022). She holds a bachelor's degree in Business Administration with a marketing concentration and a minor in Psychology. She is passionate about fostering meaningful connections and learning about what drives them.

After graduating, rather than buying a house, Jessica moved out of her parent's home to rent a condo on her own in Southeast Raleigh (Sanfilippo, 2022). Due to the rising housing prices and stagnant income levels, she has decided to wait on owning a home or apartment outright. Additionally, she also has to consider her significant amount of student debt, which aligns with the fact that "the median amount of debt was nearly 50% greater for Millennials with outstanding student debt (\$19,000) than for Gen X debt holders when they were young (\$12,800)" (Bialik & Fry, 2019). She loves the convenience of living in a city where her amenities are walkable (Brown, 2021). Jessica is currently single with no kids as she is focused on pursuing her independence. She made the decision to prioritize building financial stability and her career in her early adulthood over striving towards traditional milestones such as having kids or getting married (Horton, 2021).

## DEMOGRAPHICS

# Millennials by the Numbers

### – Impact report



#### Pursuing Independence

"Millennials, especially younger Millennials, are delaying milestones and prioritizing their careers and financial stability. Even when they do take the plunge into marriage or parenthood, many are still choosing independence by keeping their finances separate and not consulting their spouse before making a big purchase." (Horton, 2021).

#### Housing and Student Debts

"The median amount of debt was nearly **50% greater for Millennials** with outstanding student debt (\$19,000) than for Gen X debt holders when they were young (\$12,800)." (Bialik & Fry, 2019).

### – Quick Stats

**39%**

Ages 25-37 to have a bachelor's degree

**77.5**

million adults are considered millennials

**11.2%**


are considered younger millennials




# Psychographics

Jessica's age group is experiencing life at a completely different rate than previous age groups. Due to this, there has been a dramatic shift in their set of values as compared to the generations before them. Jessica values companies that include a diverse array of models and sponsors for their brand because she is a strong believer in equality and diversifying spaces as much as possible (Parker et al, 2019). She is a firm believer in workers rights; and a proud supporter of DACA and immigration reform as well. Furthermore, Jessica is an advocate to see more women in the workplace and in higher places in power. In a survey of what different generations think about "...the increasing number of women running for public office...roughly two-thirds of Gen Zers, Millennials, and Gen Xers say this is a good thing..." (Parker et al, 2019 ). She herself is interviewing to be the Senior Marketing Analyst. Like many of her peers, she is very passionate about social issues and progressivism, making it a priority in her life to help others in need (Millennials: Confident. Connected. Open to Change, 2010). She executes this by remaining active in her community's non-profit volunteer work. She has been volunteering with her local understaffed animal shelter every Sunday morning for the past eight months. Jessica values creating a positive impact on the world, championing equitable actions and practices.

Passionate about learning new information and researching interesting topics, Jessica is open-minded to new ideas and adventures (Abbot, 2022). She just finished an Italian cooking class at her local community college and is now reading a book about experiencing intersectionality as a woman. Every Wednesday, she spends her lunch breaks with her co-workers and friends at new restaurants. Last week, they tried "Street-Food Inspired Dishes" at a restaurant about two blocks down the street. It is extremely important for Jessica to have a healthy balance with work and life to enjoy her time (Zuckerman, 2020). When she is not working, she is reading, socializing, or volunteering at the local animal shelter (Time Use of Millennials and Nonmillennials, n.d.) (Figure 3). Jessica's curiosity also extends to exploring new places in North Carolina. She and her friends often will take day trips to destinations like the beach, mountains, or new cities on their time off . However, Jessica also loves to travel outside of North Carolina, as she had gone to Toronto, Canada this past summer! She wants to experience as much as she can, while she can, when she can. (Zuckerman, 2020).







Jessica is more tech-savvy than the usual person as she spends more than half of her day on both her personal and work computer (Abbot, 2022). She has created a life around using technology, but equally favors the occasional break away from the screen (Millennials: Confident. Connected. Open to Change, 2010). Jessica's health is very important to her lifestyle as well. By prioritizing exercise and eating healthy meals consistently, she aims to make sure she is feeling well (Millennials Infographic, n.d.). She practices a healthy lifestyle by taking jogs around the parks nearby and eating well balanced meals with proteins, vegetables, and carbohydrates. Not only is her physical health important to her, but her mental health is even more of a priority in her life. Jessica has had mental health struggles in the past and pushes for better assistance in counseling centers (Let's Talk About Mental Health and Millennials, n.d.). Despite her frustrations with mental health, Jessica is an optimistic person (NowUKnow: The Unbridled Optimism of Millennials, 2018). She believes that the future ahead is bright and that change can be made socially. Jessica is part of the 54% of people in her generation who do not identify with a specific religion, but is enthusiastic about meeting new people and discovering new things about new cultures and perspectives (Cheng, 2019). She cares about human rights, sustainability, and is part of the 56% of people in her generation that feel that humans have a negative impact on the earth's environment (Parker et al., 2019). She, like many other people in her age group, makes an effort to be as conscious as possible about the impact of her daily decisions. Jessica is financially responsible in order to ease her stress, putting her in the company of 43% of other millennials who worry about their financial future and welfare of their family (Johnson & Dienst, 2020). Similar to her decision to rent a condo, Jessica prefers to use services that she can hire rather than buy. In order to go out of town, she takes the train or uses rideshare apps to save money and reduce her carbon footprint.

According to an article by Mckinsey & Company, Millennials are interested in things that give an experience and flagships, as opposed to previous generations that were devoted to status and vinyls. (Francis and Hoefel, 2018). Jessica has a specific taste where she is looking for a distinctive shopping experience that she cannot find anywhere else. She feels constantly overwhelmed with information, so a brand that can keep her attention is worth trying (Mcadmin, 2017). She is especially interested in sustainability and brands that prioritize social issues and uplifting them with their platform as brands. With the plethora of options that can be found on the internet, it is increasingly harder to find something that satisfies her taste.

# Buying Patterns

Like many of her peers, Jessica frequently enjoys shopping and shares about 38% of the buying power within the United States along with other Millennials of her age (Cvetkovska et al., 2022). More often than not, Jessica begins her search for clothing online rather than in a physical store. Raised around technology, Jessica has always had access to the internet; this correlates with why 91% of Millennials prefer an online form of shopping (Grozdanov, 2022). She has developed a sense of comfortability and ease with the internet which heavily influences the way she chooses to shop. Although Jessica enjoys the efficiency and convenience of shopping online, she still highly values the in-store shopping experience and enjoys maintaining a relationship with the brands she's shopping from. When given the option, she may choose to purchase a product online and then go to pick it up in store. In fact, 23% of millennials said they prefer purchasing a product online before going to pick it up in store (Grozdanov, 2022). This option allows for the same convenience that Jessica looks for when shopping, while also maintaining a positive in-store experience where she can physically try on clothes. With two-thirds of female shoppers wanting a multi-sensory experience, this is typically what Jessica searches for when shopping at a store in person (BDI Blog, n.d). She wants the stress-free aspect of purchasing a product online along with the immersive sensory stimulation that picking the product up in-store offers.

Jessica typically does not choose to shop in-store by herself; she usually delights in shopping with her group of girlfriends to make her shopping experience even more enjoyable. Like Jessica, many other millennials enjoy shopping with their friends at least half of the time, and 60 percent consider advice from their friends when deciding what to buy (Sahni, 2022). For millennials, shopping in person can be seen as a social event and a fun thing to do with your peers. Greatly valuing the opinions of her family, friends, and peers, Jessica is also much more likely to purchase a product with support from those close to her before buying it. Similarly, if she reads reviews or comments by other consumers online, her future purchases have the potential to be greatly influenced. . Forty percent of millennials refer to reviews and testimonials before purchasing any products, and the number is even higher when they are purchasing products online (Grozdanov, 2022). Along with peer reviews, social media also plays an important role in determining what Jessica spends her money on. According to a recent survey done in 2022, 72 percent of millennials say social media impacts their buying decisions. There have been many times where Jessica has seen an ad on Instagram or Pinterest for a particular brand or product, and has either bought that product, or bought something from that brand.



# Buying Patterns cont.

We now know how Jessica and others her age like to shop, but what exactly is she spending her money on? And how much is she willing to spend? Contrary to what her parents may think, Jessica is actually a very budget conscious person. With the daunting task of paying bills hanging over her head and everyday expenses rearing full force, Jessica, and many other millennials, have more financial demands than any other generation (CB Insights, 2021). In an effort to save money, Jessica is much more inclined to buy from a brand that offers some sort of discount. In fact, 66 percent of millennials would switch brands if offered at least a 30% discount (Costin, 2022). As mentioned previously, Jessica greatly values the shopping experience and this is reflected in her spending habits. She enjoys spending her money on experiences which can include grabbing a cup of coffee, going out to dinner with friends, or going on a social shopping spree. According to Forbes Magazine, 60% of millennials spend more than \$4 on a single coffee, 70% of millennials will spend a little extra to eat at hip restaurants in town, and 69% buy clothes for reasons beyond basic necessity (Costin, 2022). Overall, millennials like Jessica have a higher rate of spending per year on things such as restaurants and clothing and are more inclined to spend money on things that are instantly gratifying.

Along with the instant gratification aspect of purchasing decisions, Jessica also likes to buy things that make her feel good morally. She wants to give her money to a company that is supporting a greater cause and makes her feel like she's contributing to the well being of others. According to the Deloitte Global Millennials Survey 2020, 60% of millennials shared that they are willing to support a big business that took care of its employees and made a positive societal impact (Molenaar, 2022). Jessica is more inclined to support a brand that is supporting a greater cause, especially if the greater cause aligns with her values and political views. Younger shoppers, particularly millennials, are more favorably inclined toward brands that support their politics, with 52% of millennials wanting retailers to align with their values (Sterling, 2022). In addition, Jessica is much more consumer conscious when it comes to the environmental impacts of a brand. It is said that 54% of millennials revealed that they have started a new relationship with a business if its services and products have a positive effect on the environment. Even more so, one third have actually stopped supporting a business if they thought that the brand was doing more harm than good to the environment (Molenaar, 2022).

# Advertising and Media Patterns

In a chronically digital society, online and media presence is everything. For every profile and post, someone is seeing and perceiving. Social media has boomed into society's prime outlet of communication, supported by the variety of platforms each catering to different preferences. Jessica is one of the "one billion active users" who loves Instagram (Dixon, 2022). Instagram has become a prime place for her to keep tabs on anyone and everyone. Currently, she loves connecting with her old college friends who have since moved to different places, as well as with her extended family. Launched during Jessica's sophomore year of high school, she is a part of the platform's top user age demographic (Dixon, 2022). Following her through high school, college, and her twenties, Jessica feels bonded to the platform as it has allowed her to share so many important moments and milestones.

Additionally, Instagram is one of her favorite places to browse; what better way to see how that sundress will look in a vineyard than someone who has already posted that? She's one of the many "millennials (who) use Instagram to seek fashion information and interact with their preferred brands" (Hazzam, 2022). On a typical day, Jessica scrolls through Instagram and social media to look through merchandise and read fellow consumer comments on various brands' pages. As a part of "America's top spending generation," she's frequently enticed to buy from an Instagram ad; that vase will match her kitchen so perfectly! (Zackiewicz, 2021, p. 21). Social media ads are the most relevant to Jessica and what she is most frequently exposed to (Adobe Digital Insights, 2018). Some ads will lead her to a direct purchase, others will just expose her to a new brand to browse or follow on Instagram.

The boom in streaming was no stranger to Jessica. It has permanently altered how she experiences video entertainment and television. Following "the average US shopper," she now spends "78 more minutes streaming" than she did last year (Zackiewicz, 2021, p. 21). Although she grew up on DVDs and Blockbuster, Jessica helped Millennials become "America's leading generation for streaming" when she binged every Kate Hudson movie in one month (Zackiewicz, 2021, p. 21). Her favorite streaming platforms are Netflix, Hulu, and DisneyPlus, and is currently a fan of the show Abbott Elementary. Streaming has been a great source of entertainment for her and has influenced some of her social media activity. She now loves to follow various streaming services' and actors' social media platforms for updates on releases, sneak peeks, and behind the scenes footage.

# Advertising and Media Patterns cont.

As mentioned, Jessica has always been a huge advocate for mental health awareness. She prioritizes self-care and mental wellbeing. Because of this, she is a part of the many “women (who) are more likely to use social media platforms where they can connect with others and be inspired by them” (Poelking John, 2021). Jessica puts her trust in social media and online outlets that she can relate to emotionally. These will function as trusted sources for answers and advice. Her emotional trust and connection to any particular social media outlet/influencer/brand will influence where she receives both information and advertising from. Furthermore, she resonates with brands that encourage everyone “to feel good about themselves” (Horton, 2021). She especially loved Target’s “You Deserve Wellness” Instagram post back in January of 2021, even reposting it to her own account (Horton, 2021). Hazel Hayes is a beloved influencer among Jessica and her friends. They love her advocacy for mental health, frequently reposting all of her “self-help techniques” (DeYoung, 2022). Reposting her favorite brands and influencers is a big way Jessica uses Instagram to interact with her friends, peers, and family.

Reliance on digital outlets for general information is heavy. With “56% of Gen Z and Millennials intentionally (seeking) financial advice online or through social media,” Jessica once again turns to Instagram (Pastore, 2021, p. 19). The importance and critical implication of financial decisions demonstrates her trust in social media and online outlets. In contrast, Jessica’s sources for news and current events do not include Instagram, and, occasionally, lean more traditional. Jessica finds Twitter to be a good source for unique perspectives on current events and social issues. She looks to be well informed on world news and is one of BBC News’ 38.6 million followers (BBC News, n.d.). She appreciates the brief, yet informative snippets that Twitter’s format is conducive to. For more in depth information and specifics, she turns to online newspapers (Rahmad Solling Hamid et al., 2022). However, due to the increasing polarization of the news, Jessica, like other Millennials, sees Twitter “as a good place for news, but not a good place for self-esteem” (Horton, 2021). Furthermore Jessica has been “feeling digital fatigue” as a side effect of the polarizing news climate and a heavily media focused society. This has led her to have “both traditional and novel expectations from the news media” (Project, 2022). While her trust in online media for advice, inspiration, tips and tricks is high, trust in these same sources for news and world affairs is wavering.




# Perceptions of the Retailer



When Jessica was looking for a new place to shop for clothing, she asked for recommendations from her friend Megan, someone whose opinion she values when shopping or making purchasing decisions. (Sahni, 2022). Best friends since highschool, Jessica and Megan know each other very well and are experts on each others' style, taste, likes and dislikes. Megan suggested The Flourish Market since she is a regular at the boutique. Megan described The Flourish Market as being similar in style to its competitors, Altar'd State and Free People. Altar'd State and Free People have the multi-sensory experience and social environment that Jessica gravitates towards, so she was intrigued by a new store with the same qualities. On her last visit, Megan also talked to Adrienne Masangkay, an employee at The Flourish Market. She stated that the boutique does "not (have) a lot of competitors in the area with local small businesses or boutiques" due to being in such a niche market. After being introduced to the brand, Jessica's personal online research revealed that over 50 loyal customers left positive Google reviews. One customer stated "This is my favorite store in Raleigh! Their mission to help other women succeed, whether through the retailers they purchase from or the customers they see on a daily basis, is inspiring. ... They also have incredible customer service..." (O'Brien, 2022). After analysis of other customer reviews, Jessica determined that there are frequent comments that describe the staff in a positive light; a high percentage even referred to a staff member by name. Overall, the brand had a ranking of 4.8 stars out of 5 on Google reviews, as well as a ranking of 4.9 out of 5 stars on Facebook with over 100 reviews. This reflects how highly other consumers, like her best friend, regard the boutique. When Jessica heads to the brand's Instagram page, she sees that their posts have enthusiastic comments from past customers about their favorite products, excitement for new releases, celebration of vendors, or various promotions (see examples below).

The Flourish Market is not only known for their variety of products, but also for their stellar customer service, staff, and location. When Megan walks into the store, she describes to Jessica that she always notices the nice smell, the aesthetically pleasing merchandise, and the open floor plan that makes it easy to see the products. The welcoming environment and store experience is accentuated by the warm personalities of the staff. This is made easier since the employees love working at The Flourish Market, an experience influenced by the generosity and kindness of its CEO, Emily Grey. Adrienne stated she loves her job because "the owner is helpful about anything that she or any other employees need, whether that is payment, security, and wants them to enjoy their jobs" (A. Masangkay, personal communication, October 18, 2022). Employees like Adrienne often have regulars and interact with their loyal customers on a level to which they notice their habits. For example, Adrienne notes that Megan tends to come into the store with either her friends, her husband, her kids, or dog given the store's ample seating and social setup (A. Masangkay, personal communication, October 18, 2022). Like a majority of The Flourish Market's female customers, Megan first gravitates towards the classic styles and other clothing.



# Perceptions of the Retailer cont.

Megan resonates with the brand's inclusive sizing, classic styles, products from local makers, and pieces that could last for a long time. According to Adrienne and the Flourish Market website, the company likes to get their brands especially from women who are trying to better their lives. For example, they have experienced social trafficking, domestic abuse, etc. and they are trying to gain back control of their lives through making or through a business aspect. In carrying these brands, the company directly supports the women behind the businesses. Megan loves the fact that when she shops at the Flourish Market she is supporting a good cause, which is in accordance with the “85% percent of young shoppers (millennials) who liked the abstract idea of retailers supporting charities.” (Sterling, 2022). Everytime she shops in-store, she marvels at the “Wall of Women” – a visual showcase in-store consisting of black and white photographs of the empowering female makers created by the CEO of The Flourish Market, who felt it was important for customers to see the women behind the products. Regulars such as herself continue to come back to the brand since they love the cause so much, even going as far as to volunteer to work there themselves. (A. Masangkay, personal communication, October 18, 2022). Jessica finds the mission statement, as well as the sheer amount of brand loyalty regulars like Megan have for the brand, inspiring and is excited to experience the boutique herself.

While Megan mentions only coming in to shop primarily for herself, her husband on the other hand tells her he comes only on the rare occasion with the intention of looking specifically for gifts. Adrienne reaffirms The Flourish Market as an ideal spot for gifts as she “loves how there's products that you wouldn't be able to find anywhere else, like Urban Outfitters” and that the store is “great for gifts that are unique since that's always what I have trouble with”. This improves Jessica's perception of the store since she knows of some birthdays and weddings that she still needs to buy gifts for and now she has a place to get them easily, especially with the help of gift bouquets and gift guides she found on The Flourish Market website. When Jessica asks about the prices at the store, Megan claims that while the prices at The Flourish Market range from \$50-\$154, she is willing to support brands with good customer service and has good brand values. Furthermore, she is willing to go out of her way to support a brand she feels loyal to like 70% of other millennials. (Netzer, 2020). After getting insights from her good friend, staff, and her own personal research, Jessica perceives The Flourish Market as welcoming, unique, sustainable, and aligned with her politics.



Figure 1

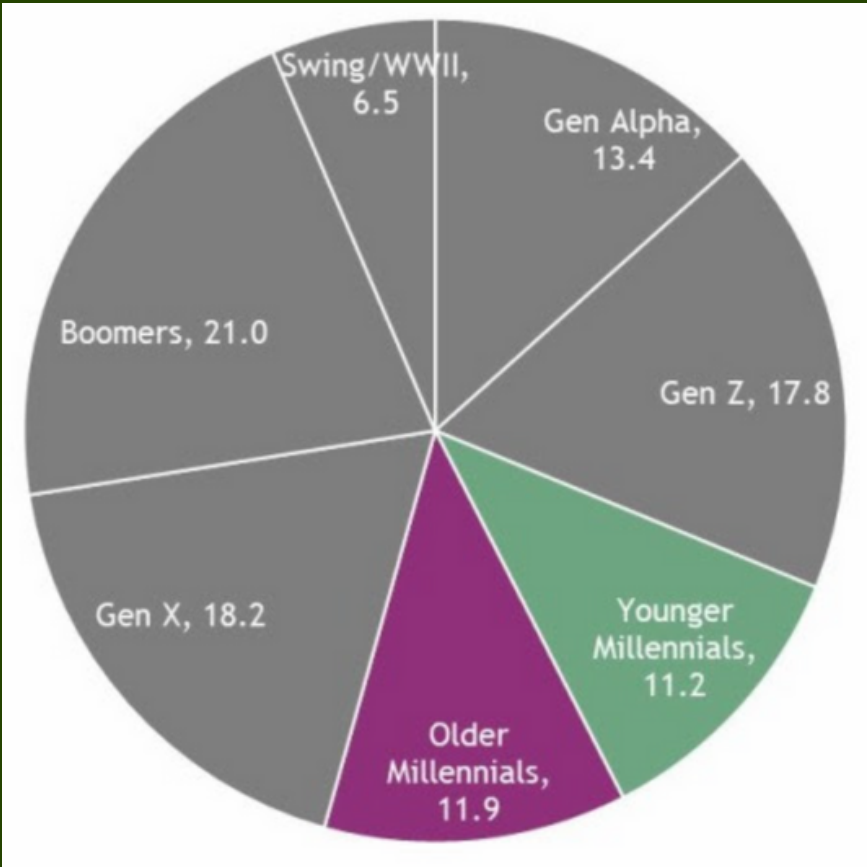
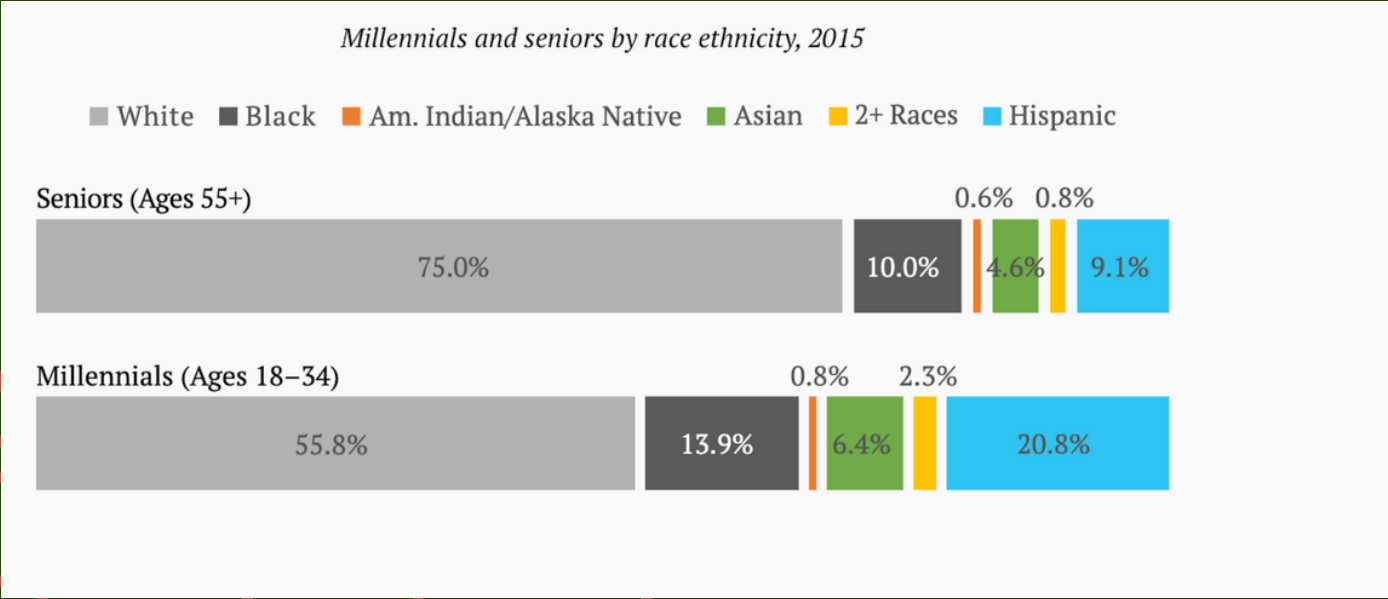


Figure 2





# Figure 3

**Table 2. Time spent on various activities and percentage of millennial and nonmillennial populations engaging in each activity, averages per day, 2017**

| Activity   | Average hours per day, civilian population |                            |                                  | Average percentage engaged in the activity per day |                            |                                  | Average hours per day for people who engaged in the activity |                            |                                  |
|--|--|----------------------------|----------------------------------|--|----------------------------|----------------------------------|--|----------------------------|----------------------------------|
|  | Total, ages 21 and over                    | Millennials, ages 21 to 36 | Nonmillennials, ages 37 and over | Total, ages 21 and over                            | Millennials, ages 21 to 36 | Nonmillennials, ages 37 and over | Total, ages 21 and over                                      | Millennials, ages 21 to 36 | Nonmillennials, ages 37 and over |
| Volunteering (organizational and civic activities) | 0.15                                       | 0.08                       | 0.17                             | 6.1  | 3.5                        | 7.1                              | 2.42   | 2.35                       | 2.43                             |
| Leisure and sports                                 | 5.21                                       | 4.36                       | 5.56                             | 95.5   | 94.2                       | 96.1                             | 5.45   | 4.63                       | 5.79                             |
| Socializing, relaxing, and leisure                 | 4.73                                       | 3.79                       | 5.11                             | 94.5   | 92.4                       | 95.3                             | 5.00   | 4.10                       | 5.36                             |
| Socializing and communicating                      | 0.65                                       | 0.77                       | 0.60                             | 35.2   | 36.7                       | 34.5                             | 1.84   | 2.08                       | 1.73                             |
| Relaxing and leisure                               | 4.00                                       | 2.94                       | 4.44                             | 90.7   | 86.7                       | 92.3                             | 4.41   | 3.39                       | 4.81                             |
| Watching TV  | 2.85                                       | 1.99                       | 3.20                             | 78.4   | 71.9                       | 81.1                             | 3.63   | 2.77                       | 3.95                             |
| Relaxing and thinking                              | 0.37                                       | 0.22                       | 0.43                             | 21.3   | 16.9                       | 23.1                             | 1.72   | 1.30                       | 1.84                             |
| Playing games                                      | 0.21                                       | 0.36                       | 0.15                             | 9.7  | 13.0                       | 8.3                              | 2.16   | 2.77                       | 1.77                             |
| Computer use for leisure, excluding games          | 0.18                                       | 0.18                       | 0.18                             | 12.5   | 14.2                       | 11.8                             | 1.46   | 1.29                       | 1.55                             |
| Reading for personal interest                      | 0.30                                       | 0.12                       | 0.37                             | 20.0   | 10.7                       | 23.8                             | 1.48   | 1.07                       | 1.55                             |
| Sports, exercise, and recreation                   | 0.28                                       | 0.33                       | 0.26                             | 18.9   | 21.0                       | 18.1                             | 1.49   | 1.55                       | 1.47                             |
| Participating in sports, exercise, and recreation  | 0.25                                       | 0.30                       | 0.23                             | 18.1   | 20.0                       | 17.3                             | 1.40   | 1.49                       | 1.36                             |
| Telephone calls, mail, and email                   | 0.14                                       | 0.12                       | 0.16                             | 19.8   | 15.4                       | 21.6                             | 0.73   | 0.76                       | 0.72                             |
| Other activities, not elsewhere classified         | 0.21                                       | 0.19                       | 0.22                             | 17.4   | 16.6                       | 17.7                             | 1.20   | 1.13                       | 1.23                             |

Notes:

[1] Includes naps and spells of sleeplessness.

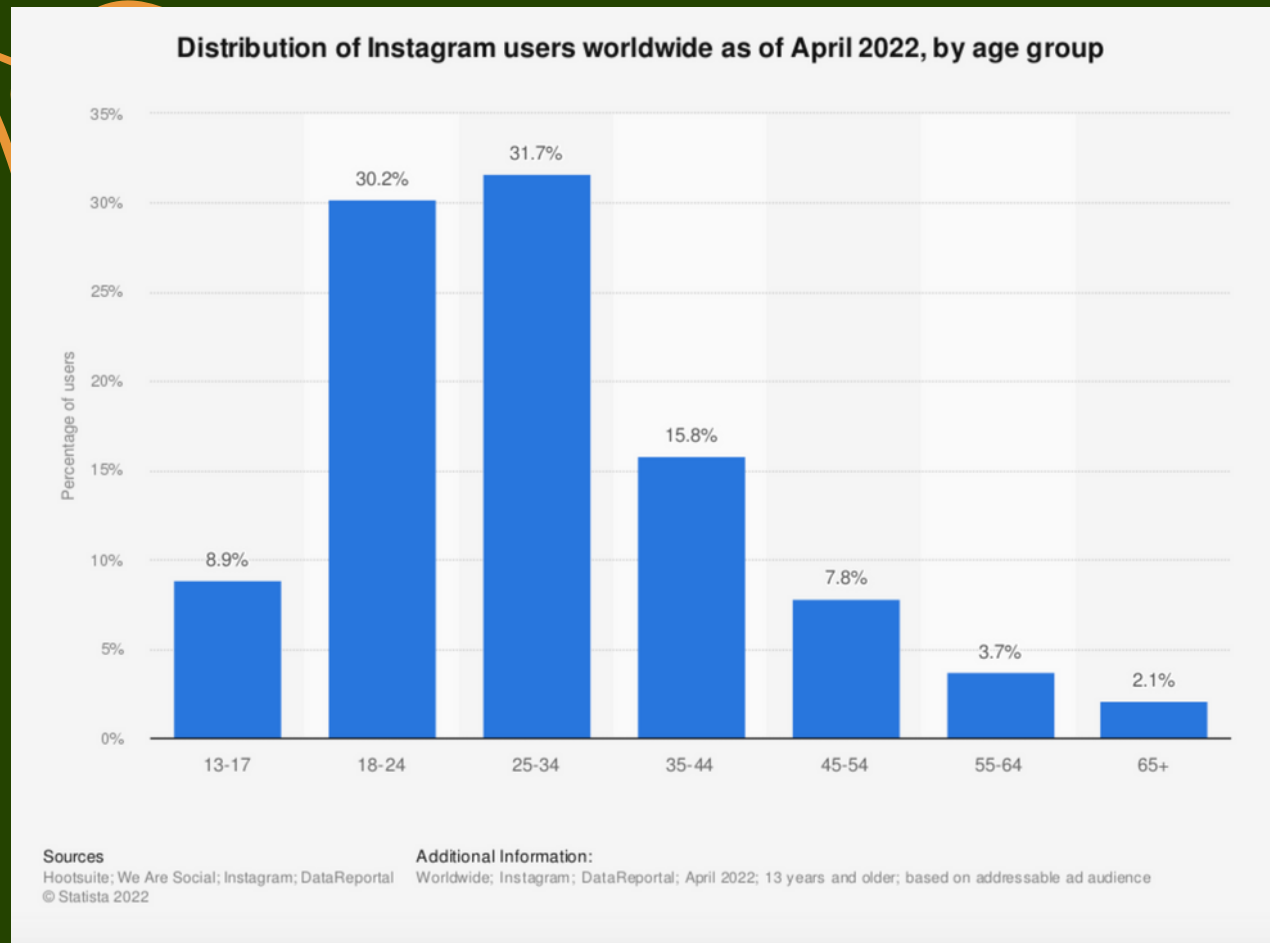
[2] Estimate is approximately 0.

[3] Estimate is suppressed because it does not meet the American Time Use Survey publication standards.

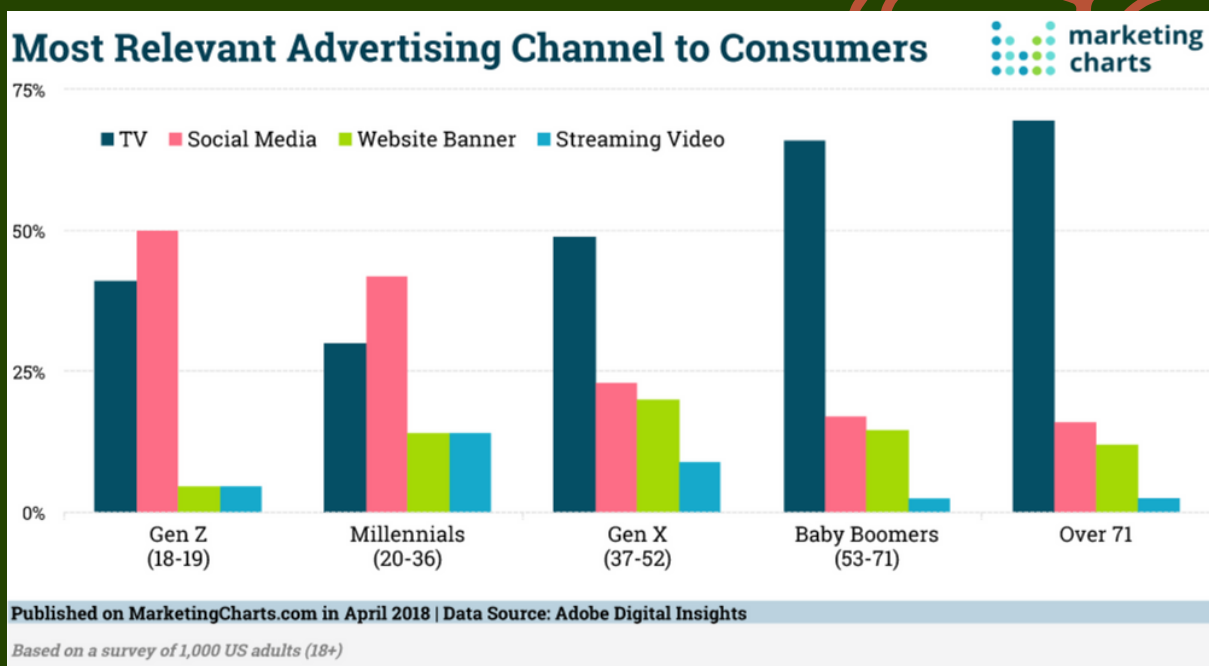
Note: A primary activity refers to an individual's main activity. Other activities done simultaneously are not included.

Source: U.S. Bureau of Labor Statistics, American Time Use Survey.

# Figure 4



# Figure 5



# Situational Analysis

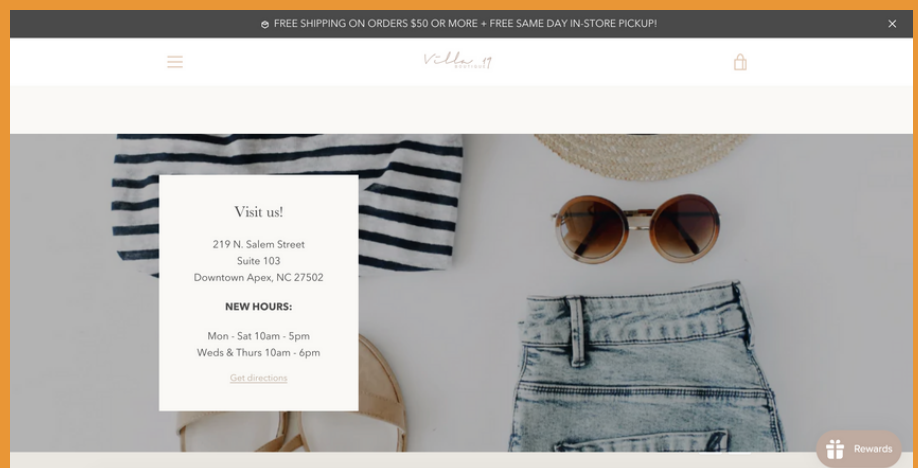




# Background Research

Since their establishment as a company back in October of 2015, The Flourish Market has evolved from a fashion truck, to an online store, and most recently, to a brick and mortar store. Their shop is located in the heart of downtown Raleigh, N.C. and aims to target young millennial women between the ages of 26-29. Recently, Flourish Market has been faced with the task of developing new ideas to attract more women to their brand and increase foot traffic within the store. Through extensive research, we have gathered information related to the business that may assist in developing a successful marketing strategy and achieve their brand goals.

**Key Competitors:** Flourish Market's target market consists of young twenty-something women who fall within the millennial generation. When developing a marketing strategy to appeal to the needs of a specific group, it is important to look at other competing brands that have a similar target market. One key competitor of the Flourish Market is Villa19 boutique. They are located in downtown Apex, North Carolina and after looking at their website, it is evident that they share a similar target market of younger millennial women. The stores both have similar pricing when it comes to clothing, and they also carry similar items for women such as gifts, shoes, and accessories (cite Villa19 website). Another key competitor of the Flourish Market would be small business platforms such as Etsy. Etsy is a global online marketplace that individuals can use to sell unique items. They are a community that pushes for positive change for small businesses, people, and the planet (Etsy, n.d.). Although Etsy is a strictly online platform, similar to Flourish Market, they are a brand that appeals to the demands for sustainability and communal support. The Flourish Market and Etsy are competing to provide business opportunities for smaller brands in order to sell their products on their platform or in-store. When a consumer buys from somewhere like Etsy or The Flourish Market, they can feel like they're supporting a good cause and contributing money to benefit a small business rather than a larger corporation.



# Background Research cont.

**Market Trends:** When analyzing millennial market trends, rather than pin-pointing a particular product that they are buying, the way they are shopping is much more important. There has been a noticeable trend among Millennials who are often choosing to browse products online first before purchasing the product and then going to pick it up in store. Millennials often value the convenience and ease of buying online while also maintaining that personal relationship of picking the product up in-store. In fact, 91 percent of millennials say they prefer an online form of shopping. Furthermore, 23 percent of millennials said they prefer purchasing a product online and then going to pick it up in store (Grozdanov, 2022). Growing trends in technology directly correlate to purchasing trends amongst millennials and can greatly impact an individual's chosen shopping experience. The internet and major social media platforms play a large role in determining what these individuals are going to spend their money on. Furthermore, 59 percent of millennials say the internet has become the primary source of where they obtain their information (Todorov, 2022). As trends continue to evolve and new technology continues to develop, we see social media becoming an integral part of the purchasing process for millennials on all fronts.

**Market needs of target consumer:** As we analyze the needs and demands of this generation; we found that young millennials in particular seek transparency and a sense of community when looking at brands (Ekholm, 2022). For marketing towards millennials, it is important that you make it known how your products are going to support their needs and key values. Millennials want to know how buying your products will create a positive impact for others. They want to feel like they are doing something for the greater good when purchasing products. In fact, 54% of millennials revealed that they have started a new relationship with a business if its services and products have a positive effect on the environment (Molenaar, 2022). This translates very well to what the Flourish Market has to offer their target consumer. The Flourish Market positions themselves as a company that is sustainable and wants to support local businesses as well as women who are trying to better their lives (A. Masangkay, personal communication, October 18, 2022). This brand image fits well into the needs of the millennial generation and offers them that form of both an ethical and transparent shopping experience. Flourish Market also sources a lot of their products from local brands and vendors when selecting products for their shop. This appeals to the sense of communal support that many millennials often advocate for.

# SWOT Analysis

## Brief Overview

### strengths

- mission & values
- location
- customer loyalty

### weaknesses

- attracting new customers
- price
- core products

### opportunities

- store app
- Instagram approach
- usiness accessories

### threats

- maintaining relvancy
- established brands
- urban development

# Strengths

## Mission & Values

One of The Flourish Market's most prominent and notable features is their commitment to giving both their products and customers a "bigger purpose" (The Flourish Market, 2022). Partnering with over 200 brands, The Flourish Market allows customers to " (support) causes and change makers (and create a) sustainable impact". Acting on their passion for sustainable change through equitable products, The Flourish Market makes their values clear. Being a social conscious and ethical consumer is an increasingly important trait of the Millennial shopper (Reavis et al., 2021). So, The Flourish Market's clear company mission and values is a key advantage and strength they have as a company.

## Location

Residing in downtown Raleigh, The Flourish market has placed themselves in an ideal location. Surrounded by both multinational chains and local small businesses, The Flourish Market is in an area where consumers are eager to spend. Furthermore, the essence of going "downtown" for any major city is for an experience, hence the variety of businesses. The millennial shopper values the overall shopping experience and is willing to pay more for an item if it aids in their experience (Costin, 2022). The Flourish Markets option of having parties and hosted events further caters to the notion of an experience many search for whilst downtown.

## Customer Loyalty

The Flourish Market's use of events also highlights an additional strength: customer loyalty and engagement. Having private events and styling appointments allows customers to have an individualized experience, while also connecting with the retailer on a personal level. Having a personalized experience is something that is key to one of The Flourish Market's main target markets: the young millennial. In comparison to four other generations, Kantar Profiles found that millennials were the most in favor of having personalized suggestions from retailers and of having private appointments when shopping (Smith, 2022). To further their connection with the customer, founder of The Flourish Market, Emily Grey, is frequently featured on the store's various social media accounts and also sends out weekly emails to their customers updating them on products and the store (Matthews, n.d.).





# Weaknesses

## Attracting New Customers

One weakness of The Flourish Market is their ability to attract new customers. Although current customers are loyal ones, engaging and attracting them in the first place is a struggle. This is an inherent weakness of many small businesses. Because of their loyal customer base, word of mouth marketing is crucial to spreading brand awareness. However, we believe that The Flourish Market is too reliant upon this word of mouth marketing and struggles with brand recognition outside of their loyal consumer base.

## Core Products

In relation to attracting new customers, The Flourish Market has no consistent line of or singular products that are considered store staples. This means that the store cannot market having core products, or having products that the store will timelessly be most notable for. The wide variety of brands The Flourish Market is partnered with and carries makes it difficult for the store to be known for one particular product or line of products.

And while variety is good for providing more options for customers, it does not attract customers towards a “golden item” that the store is known for. The lack of core products or line(s) is a weakness for The Flourish Market because it hinders a marketing opportunity and can create confusion as to what the store’s purpose, values, and mission are amongst new customers.

## Price

An additional weakness of The Flourish Market is their price point. This is also related to their status as a small business. Because The Flourish Market searches for high quality products and vendors with similar missions and values, they have limited options. When purchasing from vendors, prices are difficult to change given that they are small businesses and The Flourish Market wants to provide equitable and fair compensation to workers and vendors. Furthermore, to remain in business and make a profit, The Flourish Market must also properly mark up their products on top of the wholesale price they paid. Additionally, the recent covid induced economic recession means the high price point of The Flourish Market is not suitable for those on a budget.



# opportunities

## Store App

One opportunity for the Flourish Market is developing an app. The app would serve as an outlet for customers to shop, book appointments or parties, and also allow customers to post pictures of their Flourish Market outfits or products. Having an app would be a great way for customers to shop products on the go and have items bookmarked for later or as favorites. Furthermore, the app could serve as a source of more in depth product information. Implementing qr codes in store next to products will allow consumers to scan the code and be brought directly to the product description in the app. Their existing rewards system could be integrated to encourage customers to embrace the app and even purchase more. Additionally, a chat feature could be included to talk with stylists about products. Overall, an app would enhance the consumer experience by uplifting the sense community that is already prevalent within the Flourish Market.

## Instagram Approach

While the Flourish Market has active social media accounts on several platforms, their Instagram presents an opportunity for improvement. Currently, their Instagram feed is almost exclusively video posts and upon first scroll, it is hard to tell what the Flourish Market is as a business and what products they sell. Implementing product images in still photo form will be a quick way for consumers to browse and understand the “vibe” of The Flourish Market.. An additional area of Instagram The Flourish Market can capitalize on is their Instagram shop. Adding still images of products will also allow Instagram shop links to be tagged on images of products. Incorporating more images and expanding their Instagram shop will overall enhance the consumer experience for The Flourish Market.

## Business Accessories

An additional opportunity for The Flourish Market lies within their product assortment. While closet staples and seasonal styles can be found on their site, there is a lack of accessories fit for the workplace. While a wide assortment of jewelry, wallets, and bags there are only a few hand/tote bags that would be large enough to fit a laptop. Additionally, the only shoe style sold currently is the sneaker. Given The Flourish Market’s mission of empowering women and entrepreneurship, carrying products to support a business ready look would fit right in. Additionally, carrying these “business accessories” would pair well with some existing products such as the “cardiblazer” and or “power skirt” (The Flourish Market, 2022).



# threats

## Maintaining Relevancy

Maintaining relevance is one main threat to The Flourish Market. Carrying products in the fashion industry, The Flourish Market is faced with x trends per year. The swath of trends is not something that coincides with the Flourish Market's business model of small businesses as their suppliers. Small businesses do not have mass production capabilities nor the means to quickly change which trend they are catering to. Furthermore, the vendors chosen by The Flourish Market are chosen because they also uplift the store's mission in their own way. While empowering and ethically sustainable, changing or onboarding a vendor, and one who meets the mission of The Flourish Market, is a process, whereas changing trends are almost overnight. Keeping pace with the plethora of trends is a notable threat to the Flourish Market because of their small scale supply chain.

## Established Brands

Like any business, The Flourish Market has its competitors. Because they are a small business, their biggest competition lies in established brands. Etsy and Free people are two big name competitors for The Flourish Market, While They partner with over 200 brands to make up their product selection, Etsy has exponentially more brands and makers. Free People not only has a competitive amount of brands, but also many storefront and solidified brand recognition..

## Urban Development

While downtown Raleigh is a great location for those looking to shop, some of those looking are land developers. For example, LGBTQ nightclub, Legends, located just minutes from the Flourish Market, was bought out by a real estate firm who is now partnering with a developer (Barnes, 2022). They are currently looking at rezoning the land to be a 300 story high-rise. With examples so close to home, land buyouts are a serious threat to the prime location of the Flourish Market.

# Key Communication Problem to be Solved

## Social Media Presence:

One way that The Flourish Market has had a noticeable gap with their client base is through their social media presence, particularly on Instagram . This platform is the most popular among millennials. With technology acting as a growing trend of communication between brands and their target consumers, it is important to maintain an interactive relationship with consumers both in-store and online.

### Examples:

- Monthly giveaways for new store merchandise to promote awareness and generate a larger following.
- Grow Instagram shop and update products for sale regularly; include direct links to website with prices and more info.
- Instagram story flash sale's: Let your followers know when the sale will take place and then post photos of new merchandise to sell (first come first serve basis).
- Develop sponsorship relationships with prominent influencers on Instagram particularly among the millennial generation.



# Message Strategy





# Message Strategy

A heart strategy is the most effective way to convey our message to the target audience. This method will connect to the audience's values and uplift them to shop with Flourish Market. These are important aspects of the store, especially being that many aspects of the Flourish Market aim to "...drive positive social change" (The Flourish Market, 2022). The message would present the products, the boutique's background information, and most importantly the social causes behind the products. A heart strategy would show our target audience, twenty-somethings, that they can have a good conscious about shopping at Flourish Market.

The psychological appeal will address the key communication problem, by helping consumers find a store where they can consciously shop for products. Using social media advertising programs, we will be able to market our advertisement to our target audience, who want products that are guaranteed to help others. Not only this, but this strategy will allow our target audience to get a break from the chaos of social media with a post that will build their confidence. This will create a bright brand image for Flourish Market, as it is focused on the consumer's feelings rather than the other social media posts persuading consumers that they something.



# Message Strategy cont.

The most effective strategic format is the Psychological Appeal focusing on the self-esteem of the target audience. This is the best format, as part of the Flourish Market image is around a community of women and raising awareness for social causes. Furthermore, this is an effective strategy for Jessica and her age group, as she makes sure she is helping other people who are in need when possible (*Millennials: Confident. Connected. Open to Change*, 2010). To find a store, where they are able to freely shop and help a great cause, the consumer's self-esteem will increase as they interact with the brand as unique as Flourish Market.

A Psychological Appeal, focusing on self-esteem has great advantages with our target audience. With this selling premise, the unique characteristics of the shop can be highlighted to the audience. The "Wall of Women" piece and other campaigns around women empowerment will motivate the audience in a message through a psychological appeal. The consumers leave the advertisement with a higher view of themselves and the brand. Furthermore, this is a great selling premise, because of the altruistic background of the products. By purchasing a product from the store, you will be supporting a social cause and making a progressive difference. Naturally, aiding a charity or non-profit organization is satisfying and people often feel like better people afterwards. Finally, as a brand image, this strategy can make a large influence on each person who may see the advertisement, because of our self-esteem approach. As a consumer is impacted by the heartwarming feeling of the advertisement, they want to share the experience with loved ones or friends. From this position, more and more consumers will come in contact with this satisfaction and wish to buy a product and visit the store.



# Our Campaign



Learn more about our campaign for The Flourish Market's Spring Launch including information regarding our media tools, objectives, and campaign strategy.





## CAMPAIGN OVERVIEW


CAMPAIGN NAME:

**"COLOR ME FLOURISH"**

SLOGAN:

**Be your own artist**

Our campaign is titled “Color Me Flourish”. The campaign name was created with our target audience of women between the ages of 20-29 in mind, as research has shown that millennials (and Gen Zers) love shades that are energetic and bright. (Kirchner, 2022). Additionally, color is a concept that is easily associated with the spring season and our client. The name merges the love of color with the idea of “coloring the consumer’s lifestyle with The Flourish Market’s products”. Color is a way of being creative and expressing yourself authentically, which is a priority for our target audience. (citation.)



### **Our objectives include:**

1. To increase engagement on Instagram of Twenty-something women
2. To increase store traffic of twenty-something women by 10%
3. To increase brand awareness of the Flourish Market amongst the twenty something women



# CAMPAIGN OVERVIEW CONT.

We believe the idea of color agrees well with our objectives, as well as translates to a variety of media tools in ways that appeal to twenty-something women specifically. Color can be an eye-catching way to break through the clutter on social media, especially on Instagram where photos and videos put emphasis on aesthetics and uniqueness. In making color engaging by involving the activity of coloring in our media tools, we have even more potential to increase brand awareness and store traffic by creating experiential moments for our target audience (which is valued by younger millennials). (Francis and Hoefel, 2018).

We aim to create a campaign plan consisting of 60% owned media, 54% earned media, and 0% paid media in order to approach our goals while still staying true to the values of our client. We will be communicating with our audience through social media (photo and live video formats) and in-person activations, consisting of key partnerships and consumer-generated content. To be more specific, our first media tool would be The Flourish Market's Instagram page which would include feed posts and highlight covers. We chose Instagram over other platforms since 71% of millennials use Instagram at least once a week, 72% of millennials buy fashion and beauty products based on Instagram posts, and Instagram is one of The Flourish Market's more successful and established platforms. (Digital Media Ninja, 2021). The second media tool would be utilizing two types of in-person events. The first would be a pop-up booth or tent at Artsposure, which is the annual arts and culture event hosted in Downtown Raleigh. This event is the longest running arts festival in the city (starting in 1980) and over 150 artists from various categories participate to sell goods. The event spans over 12 blocks of downtown Raleigh's central streets. (Artsposure, n.d.). At the booth, consumers would be able to view and purchase The Flourish Market's goods, in addition to participating in some interactive activities. The second activity would be an outdoor installation done in partnership with a local artist. The installation would tie back to our campaign messaging and client, with the invitation to reshare photos on social media with a campaign hashtag. As previously mentioned, this would be our opportunity for consumer-generated content, which will be effective since millennials want to participate in experiences with a brand. (Weinstein, 2015). We specifically chose an art installation in part because it is shareable content and millennials are "...willing to go out of their way to find a piece of Instagram gold." (Flemming, 2017). This is supported by another source's claim that "Give them a hashtag and something Instagrammable, and you've won yourself a fanbase. Make them stars by using their images in your brand feed, and you'll have yourself some brand advocates." (Meg, 2019). We plan to utilize this strategy to amplify our own messaging and attract engagement. For our last media tool, we aim to use branded media, specifically an Instagram or Facebook Live, to participate in influencer marketing. We decided to use the live format since millennials are looking for "honest, authentic, self-aware, transparent content" and they perceive referrals (whether that is from family, friends, or influencers) as being more authentic. (Meg, 2019).

# CAMPAIGN OVERVIEW CONT.

Each of our media tools is designed to target our specific objectives. Both of the social media efforts will address the objective to increase engagement on Instagram, and will have tangible results that we can assess after the fact. Our in-person activations are designed to target objectives two and three, with activities at the event promoting consumers to stop by the store (thus encouraging a conversion to store traffic) as well as the exposure at a high-traffic event allowing for increased brand awareness. Our plan is to measure the campaign's effectiveness against our objectives as follows:

- For the first objective, we will review the average like count per post before and after the campaign, as well as how many twenty-something women are engaging with each post through likes, comments, etc.
- For the second objective, we will analyze store traffic of twenty-something women before and after the campaign and calculate the percentage difference between the two values, as well as measure conversion both from in-person event attendance to store traffic and from store traffic to purchase.
- For the third objective, we will conduct incentivized pre- and post- campaign surveys in a high-traffic area for our target market where coupons would be given out for those who have completed the survey. Pre-campaign surveys may have a promotional discount or reward related to an in-person activation in order to drive attendance. Both surveys would have questions examining the person's brand awareness of The Flourish Market.

"Color Me Flourish" is presenting a message to the target audience of expressing yourself and allowing yourself to shine. The campaign is looking to empower our audience and improve their self-esteem. Our creative execution will consist of bright colors, interactive sensory experiences, artwork, and flowers. The target audience will gravitate towards the interactive experiences as two-thirds of female shoppers look for a sensory experience when shopping (BDI Blog, n.d). The campaign will provide the target market with a sensory experience that makes them feel inspired to be themselves. The colorful and inspiring instagram posts in our media mix will give the target audience a well-earned break from the chaos and negativity from social media overall. Our creative executions present products to the target audience to not only help them feel inspired, but give them the reassurance that they are shopping with a reliable brand that helps others. The campaign and the impact of the products that are sold will have consumers leaving The Flourish Market's brand with their head held higher than before. Our slogan for this campaign, "Be Your Own Artist", highlights The Flourish Market's principles to empower consumers through expression. The slogan will be kept as a reminder and affirmation that you can create anything you want and be whoever you want.

# CREATIVE EXECUTION 1

Our Instagram posts consist of an assortment of communication strategies to promote brand awareness and generate interaction with our targeted consumer market. The goal of these Instagram posts is to develop a unique advertising aesthetic that will resonate particularly with our 20-somethings women target market. After conducting a SWOT analysis of the Flourish Market, we noticed several areas of improvement when it comes to their presence on Instagram. When looking at their Instagram feed, we noticed that their posts are almost strictly all videos or reels. We found that it may be more helpful to promote their products with a still photo which may allow consumers to better understand the “vibe” of the company.

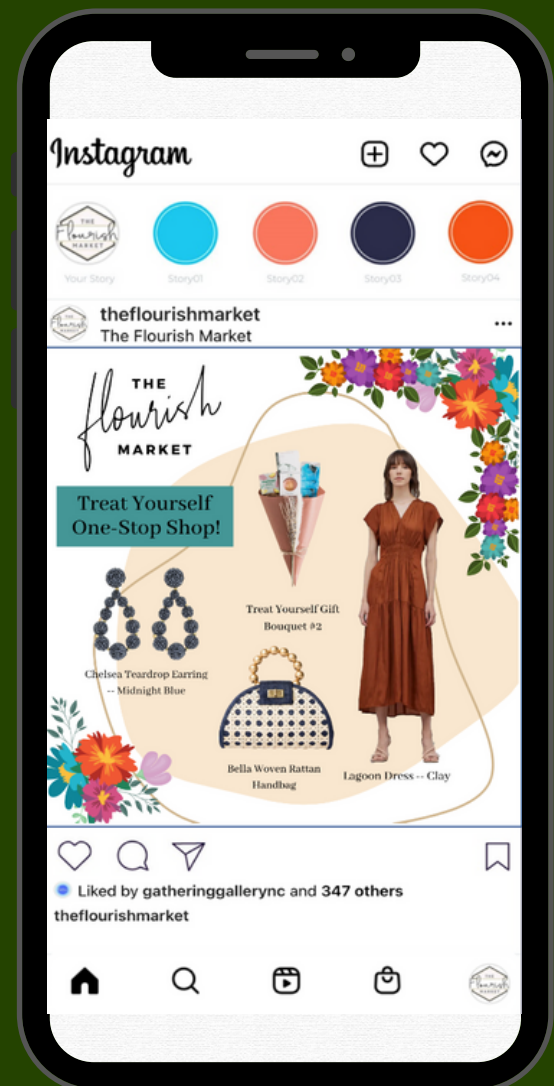
## "One-Stop Shop"

For our first Instagram post we created a design that incorporates the “Treat Yourself” aspect in order to appeal toward the young millennial generation. According to Fidelity Investments, Eighty-six percent of millennials said they treat themselves at least once a month (Hoffower, 2018). Playing off of this ‘treat yourself’ trend will help the products resonate more with potential consumers and increase engagement among existing customers. We also pulled different clothing items and accessories from the Flourish Market website that could offer as inspiration for a potential outfit option. Each of these products will be linked to their Instagram shop and allow for a more convenient shopping experience. Providing this assortment of purchase options also emphasizes the ‘One-Stop Shop’ aspect of the store itself. The post incorporates clothing, accessories, and a gift that can all be found in the store. This convenience can make the brand appear more attractive to our twenty-something women market.

### Caption:

Who doesn't love treating themselves? Stop in at the Flourish Market today to pick up one of our gift bouquets and so many other lovely items in store!

#SelfCareSunday  
#ColorMeFlourish



# CREATIVE EXECUTION 1 CONT.

## "Be the Artist of Your Life"

Our second Instagram post is meant to align with the aesthetic of the Spring Campaign in an effort to support our objective of increasing brand awareness among twenty-something women. This post incorporates our campaign slogan "Be Your Own Artist" and reflects a colorful and exciting look to match the tone of the Flourish Market. This post is meant to be a quick yet informative blurb as to who Flourish Market is and what they represent. It communicates the fact that their mission "supports positive change" which can serve as an appeal to our target market of twenty-something women. As found in our customer profile research, young millennials value brands that are both ethically and sustainably conscious. According to the Deloitte Global Millennials Survey 2020, 60% of millennials shared that they are willing to support a big business that took care of its employees and made a positive societal impact (Molenaar, 2022). Our target market will appreciate the fact that Flourish Market is consciously trying to remain as ethical as possible.



## Caption:

Be the artist of your life and paint your wardrobe with clothing and accessories from over 200 sustainable brands.  
#BeYourOwnArtist #FlourishMarket



# CREATIVE EXECUTION 2

Our in person events will consist of two parts as previously mentioned: a booth at the Artsposure event and a flower installation in the Village District of Raleigh. The booth will consist of eye-catching springtime colors in a variety of forms. An expansive booth, adorned with colorful backdrops and locally sourced and seasonal flowers, will feature clothing, accessories and other merchandise from the Flourish Market. Similar to the instore décor, there will be images of some of the makers featured. Furthermore, adult coloring books will be featured and sold to coordinate with our slogan, Be your own artist. Our target market of the twenty something women are also a key demographic for adult coloring books; 71% of buyers are female and “the largest representation (comes) from the 18-29 age group; Millennials overall are 29% more likely to buy an adult coloring book than all buyers” (Nielson, 2016).

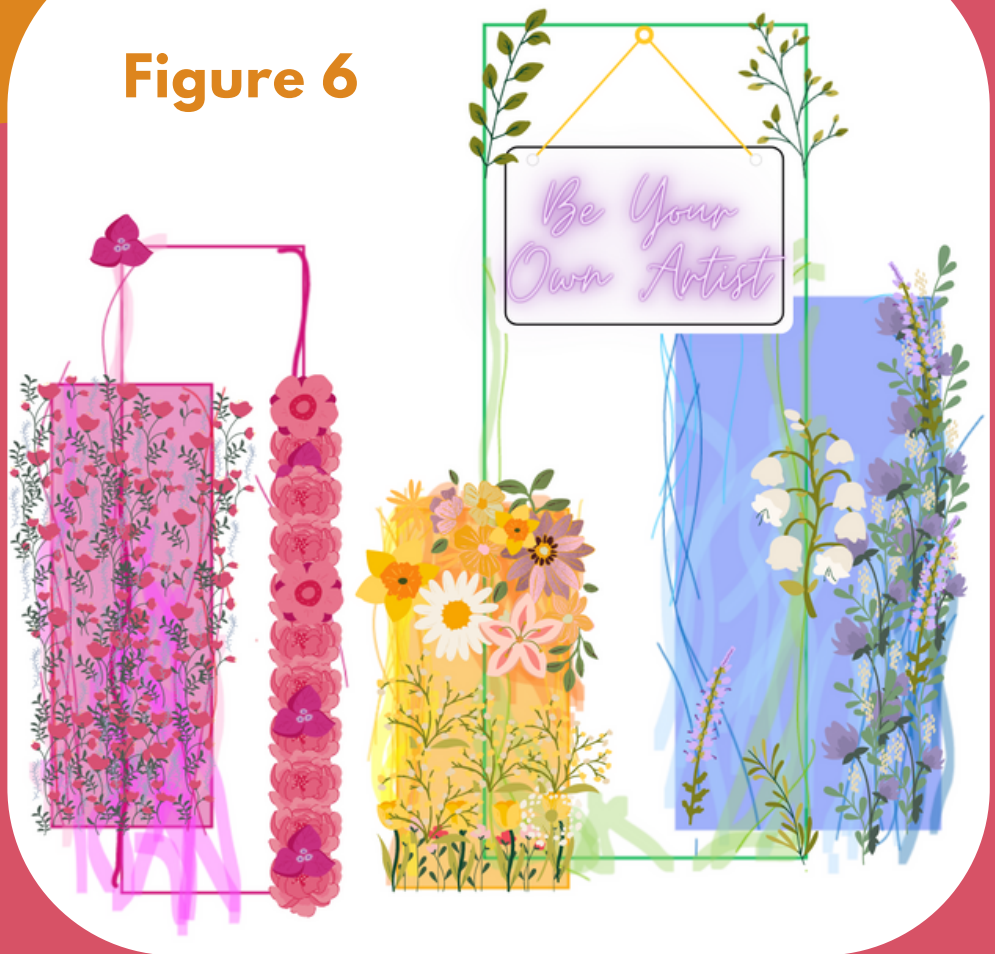


On top of merchandise, there will be two activities for consumers to participate in: a chalkboard response board and a paint by numbers. The chalkboard will be stationed next to checkout and on the outer edge of the booth so customers can easily fill it in after checking out or just as they walk by. The board will have simple and fun questions like “what’s your favorite color” or “what’s your favorite flower” to encourage customers to be creative and express themselves while interacting with the brand. At the bottom corner of the board will be our slogan as a hashtag, #beyourownartist. Having a hashtag will encourage customers to also photograph and share their contribution to the board on social media. The main activity will be a paint by numbers. An outline/sketch, done by a local artist and/or one of Flourish Market’s existing makers, will be printed on a large canvas. Tubes of coordinating paint and brushes will be placed next to the canvas and out for customers to paint a portion of the image. Like the chalkboard, the campaign slogan will be at the bottom of the canvas as a hashtag to promote consumer generated content.

# CREATIVE EXECUTION 2 CONT.

The second in person event will also be aimed at consumer generated content. Using locally sourced materials and flowers, a colorful display will be created by a local artist and placed near Barnes and Noble in the Village District in Raleigh. Our overall concept can be seen in figure 6. The installation will have colored glass panes and frames with flowers draped and placed throughout. Additionally, one of the frames will have our slogan hanging on a sign and another frame will have a sign with The Flourish Market's logo.

**Figure 6**





# CREATIVE EXECUTION 2 CONT.



**Figure 7**



**Figure 8**

The installation would be placed in The Village District in Raleigh near the Barnes and Noble.

This portion of The Village District has ample space for both an installation and room for several people to stand around it for picture taking. There are two possible areas near the Barnes and Noble that the installation could go: on the outside wall next to the entrance seen in figures 7 and 8, and the “popped out” area of the sidewalk with benches as seen in figure 9 and 10.



**Figure 9**



**Figure 10**

# CREATIVE EXECUTION 3

For our third creative execution, we will be partnering with a Raleigh based influencer, Molly Stillman, also known by her instagram handle @stillbeingmolly. Coined one of the Triangle's top influencers, she is not only within the target demographic for the Flourish Market, but has even shared her love of the Flourish market previously (Schulte, 2022). Molly's lifestyle and fashion content will resonate with The Flourish Market consumer and our specific target market of the twenty something woman. Additionally, her passion for ethical fashion aligns with the values and mission of the Flourish Market, making a partnership with her that much more meaningful.



Molly Stillman

@stillbeingmolly



In our partnership with Molly, we plan to have her curate gift baskets for occasions based on customer responses to an Instagram poll. The poll will ask what is the next occasion you need a gift for? Based on responses, Molly will then create her “Five Minute Favorites”: gift baskets for the selected occasion, curated in five minutes. The time constriction is so that it can be streamed on instagram live without a long time commitment for viewers. Viewers will then have the opportunity to vote which basket is their favorite. The winning basket will be offered as a giveaway prize, sponsored by Molly and The Flourish Market. The final aspect of this partnership will be providing Molly with a discount code to share with her followers. The overall partnership will allow her to share the brand with potential new customers and also amplify her and the Flourish Market’s shared passion of ethical fashion.



# TIMELINE

## Phase One

### January 2023 - March 2023

Beginning the campaign timeline, we will be brainstorming ideas. We will also be researching brand is doing in comparison with a SWOT analysis. With this information, we will have a meeting brief with the different areas of the team for the campaign.

### April 2023 - June 2023

During this period, we are better understanding our target market by conducting target market research as well as budgeting for the campaign. This includes building a consumer profile and figuring out the wants and needs of the consumer.

### July 2023 - August 2023

At this point, we will be specifically brainstorming ideas for the overall comcept of the campaign. The message strategy will also be developed at this point as well to move forward with the campaign concept. Further research on Influencers, Artsplosure, and Artist for the flower instillation. We will also create a outline for the Campaign Execution.

## Phase Two

### September 2023 - November 2023

We will be deciding what inventory will be used during the campaign period. Additionally, we will select the artist to do the Flower Installation, as well as the commission for their work. Surveys and promotional material will also be made during this time

### December 2023 - January 2024

At the end of 2023 and into the new year, we will be releasing some pre-campaign surveys to analyze brand awareness. We will also begin the process of coordinating and negotiating with our influencer of choice.



# TIMELINE

## Phase Three

### March 2024 - April 2024

#### "Color Me Flourish" Launch

At the beginning of this time period, we will be launching our campaign to the public with our instagram posts, flower installation, and influencer collaboration. We will promoting the hashtag "#ColorMeFlourish" and "#BeYourOwnArtist". We will also be posting our product releases on social media as well.

## Phase Four

### June 2024 - July 2024

After finishing the campaign, we will release post-campaign surveys in June 2024. We will be doing evaluations of each media tool to analyze its effectiveness against our objectives. Once we have the results, we will analyze the pre- and post-survey results.

### February 2024

The Flower Installation will be installed. The Instagram and Facebook Live release dates will be discussed and planned. Additionally, we will purchase a vendor spot at Artspllosure in preparation for the in-person event. at the venue.

### May 2024

With the campaign in full swing, social media promotions will continue picking up. The Instagram and Facebook Lives will go-live on the dates as planned along with posts from the flower installation under the our hashtags. The Instagram giveaway will be conducted along with the Artspllosure in-person activation.



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