

Marketing to Millennials

“No matter what business you are in, you are in the business of winning millennials.”

Technology is revolutionizing how we work, live and play. And, millennials are at the center of this revolution; directly influencing the makeup of the modern marketplace and workplace.

At over 9 million across Canada, they are the single largest living generation today. 18-38 years of age today, millennials are in the thick of life’s biggest moments. Careers. Side hustles. Families. Home ownership. They are claiming their new position as head of household, and every brand is vying for their attention. So, how do you break through?

Referred to by Forbes as a “millennial expert”, Andrew Au will guide us on winning their head, heart and hands as customers and employees.