



MILANO, 18.07.2018

TARGETING MILLENNIALS: IS IT REALLY A DIFFERENT GAME?

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Millennials are today's most talked-about generational group. They represent the obsession of marketers in consumer goods companies, the target that marketers long for the most. Millennials are said to be different from every other generational group. Flows of research are devoted to understanding their needs, desires, and preferences. However, they appear difficult to understand, fickle, and disengaged. A fascinating target yet a marketing nightmare. A conversation between Luca De Meo, Chairman of the Executive Committee at SEAT, and Gabriele Troilo, Professor of Marketing and Associate Dean of SDA Bocconi, will try to give answers to some managerial hot questions:

- # Are millennials really different from any other young generation of the past?
- # What are the specific characteristics differentiating them from older consumers?
- # How will the companies transform themselves to be attractive to all generations?
- # What are the new rules for the digital age?

Speakers:

LUCA DE MEO, Chairman of the Executive Committee, SEAT

GABRIELE TROILO, Associate Professor of the Department of Marketing, Bocconi University, Associate Dean for the Open Market and New Business Division, SDA Bocconi

Cocktail will follow.



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