



How Cool Brands Stay Hot: Branding to Generation Y

Joeri Van den Bergh, Mattias Behrer

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Generation Y are the most marketing-savvy and advertising-critical generation ever. Three times the size of Generation X, they have a much bigger impact on society and business. In *How Cool Brands Stay Hot*, Joeri Van den Bergh and Mattias Behrer address what drives Generation Y as consumers and how marketers can develop the right brand strategies to reach this generation of 16-33 year olds.

The authors' insights on what drives the consumer preferences of this new "Dot-com" generation are based on interviews with 5,000 Generation Y consumers. This new research provides understanding of the consumer psychology and behavior of the generation also known as the "Millennials." It helps marketers connect with the new generation of consumers by understanding their likes and dislikes, and guides them on advertising, marketing, and branding relevant to them.

How Cool Brands Stay Hot contains guidance and checklists for marketing plans and campaigns, as well as case studies of Nokia, Nivea, PlayStation, Coca Cola, Volkswagen, Smirnoff, Red Bull, H&M, and Levi's. It offers creative and effective ideas on how to position, develop and promote brands to one of the largest and most influential generations of consumers today.

Visit the website at <http://www.howcoolbrandsstayhot.com/>

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Gail Nugent:

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