



JOSH HUDDY, DIRECTOR OF EDUCATION & MARKETING
KENTUCKY CONCRETE ASSOCIATION

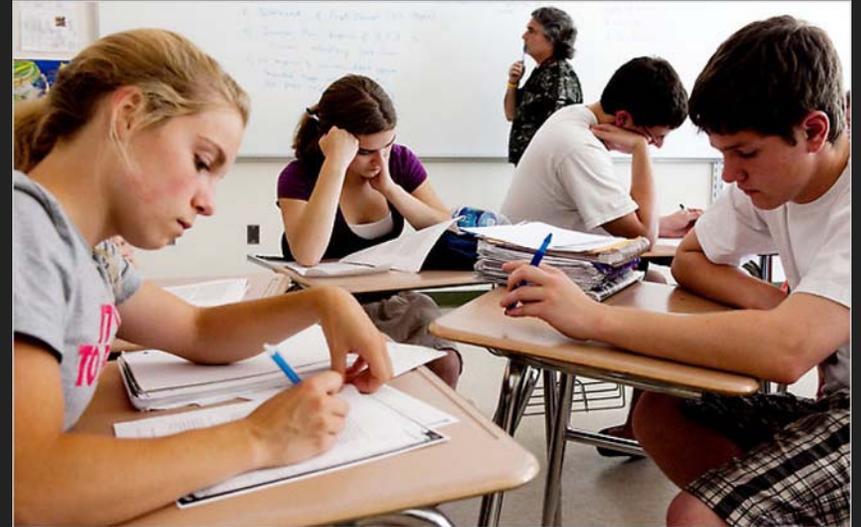
HOW TO MESSAGE TO THE NEXT GENERATION

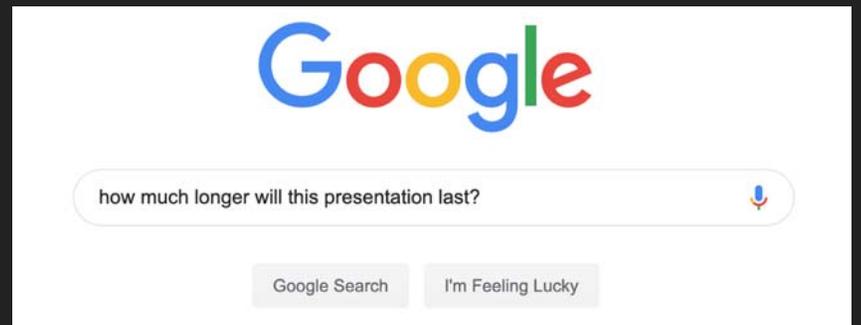
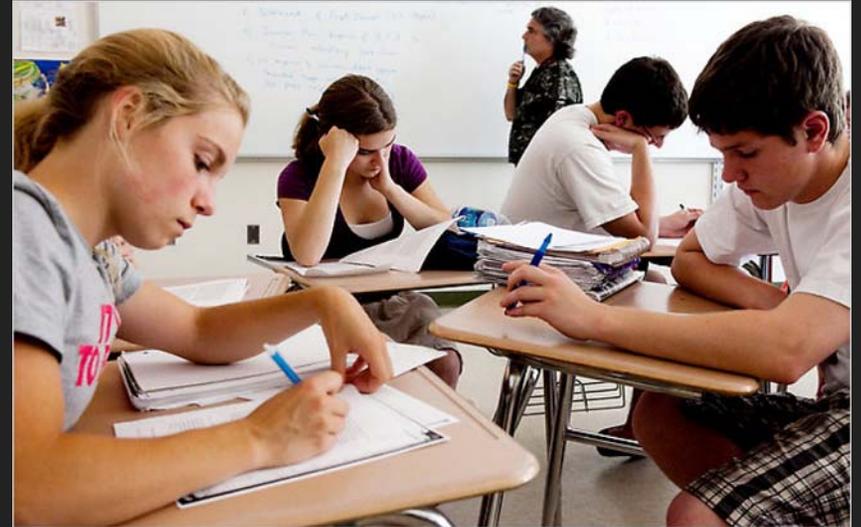












UNDERSTANDING REALITY

OUR MARKETING LANDSCAPE

ON FEBRUARY 27TH, 1995 *NEWSWEEK* SHARED THE TRUTH ABOUT THE INTERNET:

"THE TRUTH IS, NO ONLINE DATABASE WILL REPLACE YOUR DAILY NEWSPAPER, NO CD-ROM CAN TAKE THE PLACE OF A COMPETENT TEACHER AND NO COMPUTER NETWORK WILL CHANGE THE WAY GOVERNMENT WORKS,

Clifford Stoll

**...HOW ABOUT ELECTRONIC PUBLISHING? TRY
READING A BOOK ON DISC... [THE] DIRECTOR OF
THE MIT MEDIA LAB PREDICTS THAT WE'LL SOON
BUY BOOKS AND NEWSPAPERS STRAIGHT OVER THE
INTERNET. UH, SURE."**

Clifford Stoll



**17 YEARS LATER, ON DECEMBER 31, 2012
– NEWSWEEK CEASED PRINT PUBLICATION
AND TRANSITIONED TO AN ALL-DIGITAL
FORMAT.**

**ADULTS ON AVERAGE
SPEND 6HRS 43MINS PER
DAY ON DIGITAL MEDIA**

SOURCE: EMARKETER, APRIL 2019

**TWO-THIRDS OF USERS WATCH
YOUTUBE ON A SECOND SCREEN
WHILE WATCHING TV AT HOME.**

SOURCE: GOOGLE, 2016

**90.4% OF MILLENNIALS
ARE ON SOCIAL MEDIA
(COMPARED TO 48.2% OF BOOMERS)**

SOURCE: EMARKETER, 2019

**ESPORTS ARE SECOND ONLY TO
THE NFL IN TOTAL VIEWERSHIP
(BEATING MLB, NBA & NHL)**

SOURCE: SYRACUSE MBA

MESSAGE TO THE NEXT GENERATION

HOW SHOULD WE DO IT?

- Focus on the customer
- Solve problems
- Use platforms effectively
- Advertise smarter
- Don't fear change



A FEW LEADS TO FOLLOW

LEARNING FROM WINNING STRATEGIES

Amazon

UBER

Wendy's

Dollar Shave Club

Old Spice

A FEW LEADS TO FOLLOW

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Amazon ▶ Focus on the customer

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Old Spice ▶ Don't fear change

THINK LIKE AMAZON...

FOCUS ON THE CUSTOMER

AN EXPERIENCE DESIGNED AROUND THE CUSTOMER

Get yourself a little something [See more](#)



Inspired by your shopping trends



Track package

Return or replace items

Problem with order

Order details

Share gift receipt

Archive order

THE UBER APPROACH

SOLVE A PROBLEM



IS IT "GIF" OR "JIF"? DOES IT MATTER? YES – IT'S GIF.

USE PLATFORMS WELL



Wendy's 
@Wendys

 Follow

The 4 for \$4 Meal: a trayful of mouth-filling glory.

4:07 PM - 20 Jan 2016

  908  1,195

USE PLATFORMS NATIVELY

Need inspiration? Follow
@Wendys on Twitter



Wendy's Versus Burger King



Burger King 
@BurgerKing



Follow

5 for \$4, because 5 is better than 4.

9:08 PM - 21 Jan 2016

  3,123  4,249

USE PLATFORMS NATIVELY

Need inspiration? Follow
@Wendys on Twitter



Wendy's Versus Burger King



Brittany Guernsey
@bguerns13

Follow

@Wendys what are you firing back

3:53 PM - 22 Jan 2016

2 26



Wendy's
@Wendys

Follow

@bguerns13 edible food

4:04 PM - 22 Jan 2016

26,848 35,840

5 for \$4, because 5 is better than 4.

9:08 PM - 21 Jan 2016

3,123 4,249

USE PLATFORMS NATIVELY

Need inspiration? Follow
@Wendys on Twitter

- Websites / Blogs
- LinkedIn
- Twitter
- Instagram
- Email
- Snapchat
- YouTube
- Podcasts
- Facebook

**USE
PLATFORMS
NATIVELY**

- Websites / Blogs - Longform
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USE PLATFORMS NATIVELY

Social networks are inherently “social”



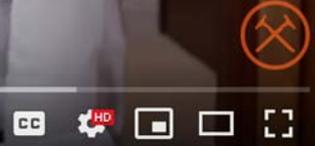
HOW DO YOU DO, FELLOW KIDS?

RAZORS FOR \$1?

ADVERTISE WISELY



0:16 / 1:33

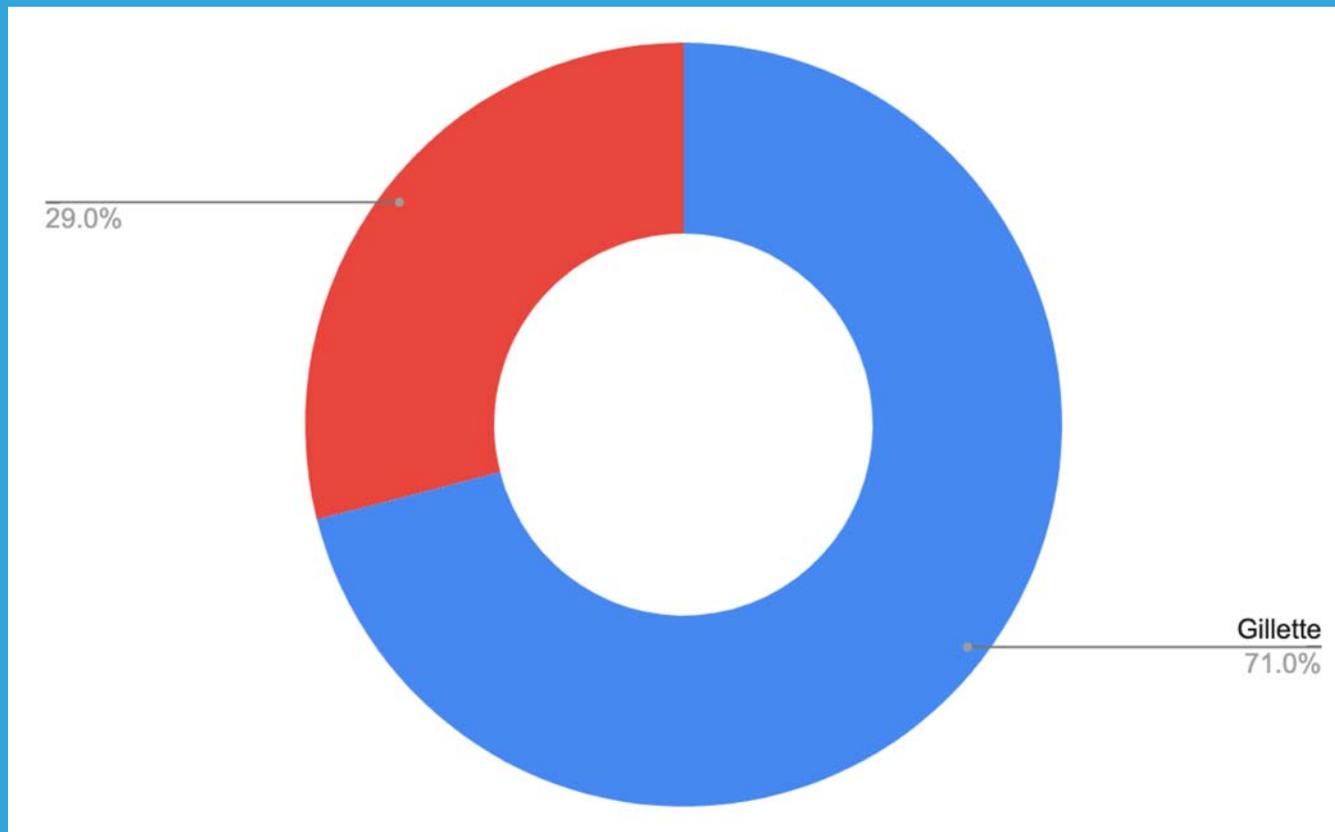


DollarShaveClub.com - Our Blades Are F***ing Great

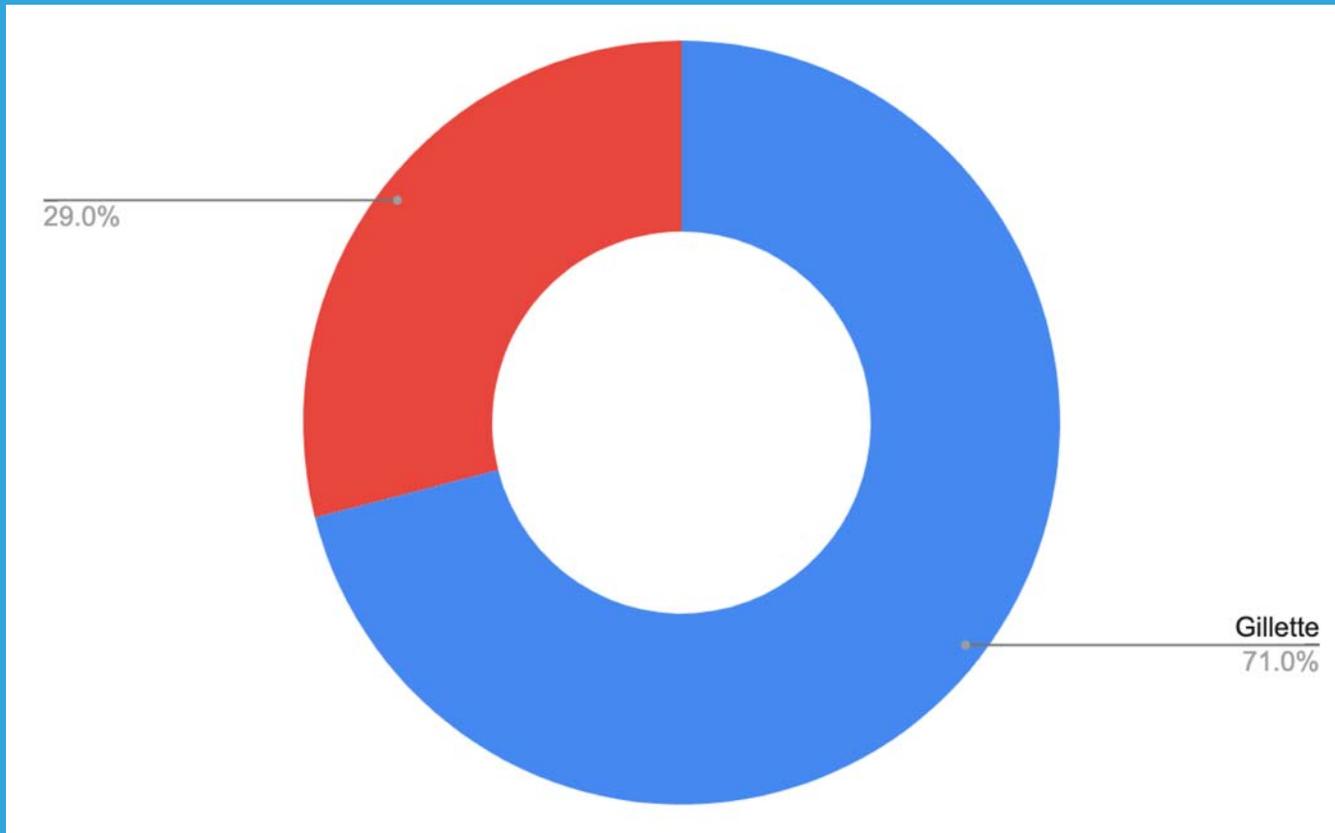
26,388,576 views

131K 2.5K SHARE SAVE ...

GLOBAL RAZOR MARKET SHARE

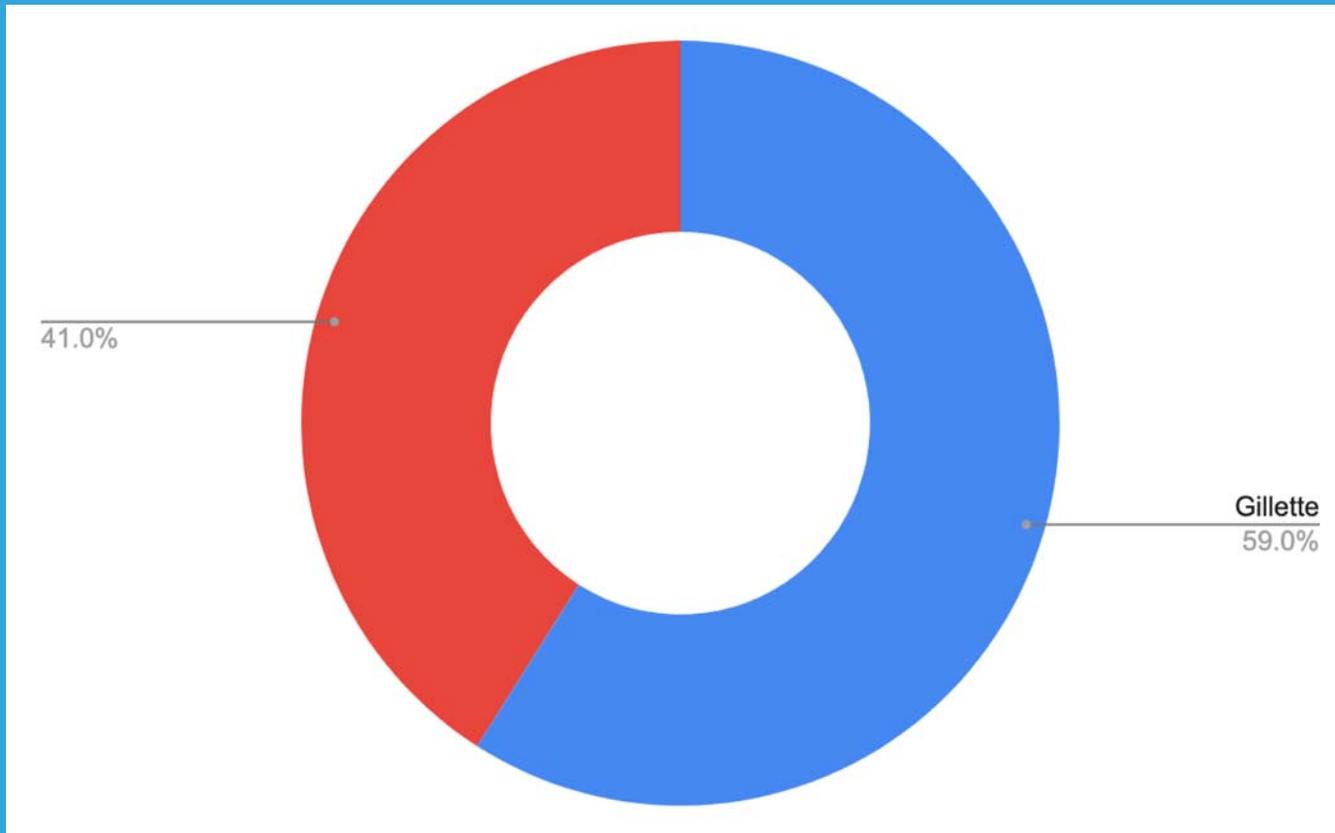


GLOBAL RAZOR MARKET SHARE



**5 YEARS
LATER..**

GLOBAL RAZOR MARKET SHARE



**5 YEARS
LATER..**

OLD SPICE WAS TOO OLD.

DON'T FEAR CHANGE



SMELL LIKE A MAN, MAN.

Old Spice

WE'RE NOT SAYING THIS BODY WASH WILL MAKE YOUR MAN SMELL LIKE A ROMANTIC MILLIONAIRE JET FIGHTER PILOT, BUT WE ARE INSINUATING IT.

NEED CLIFF NOTES? HERE:

BESMARTER BEMOREAGLE

- ❑ Focus on the customer
- ❑ Solve Problems
- ❑ Use Platforms effectively
- ❑ Advertise smart
- ❑ Don't Fear Change

