Centennials are independent, open-minded and future-focused. They’ve grown up in a VUCA world, and are building their lives with an eye towards both stability and flexibility. This generation is driving change in the marketplace, and they’re re-defining the youth lifestage as we know it.

Central Question
How can brands help Centennials manage their stress and pressure?

Factors of stress affecting Centennials
- Pressure I put on myself
- My parents
- My friends

81% 66% 51%

Source: 2017 Global MONITOR (U.S. 13-20 sample)

Central Question
How can you deliver on Centennials’ need for quick change, driven by order and purpose?

64%
I’m happy to take some risks for the chance to enjoy greater rewards

Source: 2017 U.S. MONITOR (12-20 sample)

Central Question
How can you help Centennials build kinship by showing how your brand’s interests align with those of Centennials?

What You Can Do
- Be Transparent
- Be the Purpose
- Be the People

Source: 2017 Global MONITOR (U.S. 13-20 sample)

Central Question
How can you meet Centennials’ technology expectations today, and get ahead of their expectations for the future?

Talking about technology to Centennials is like talking to a fish about water.

ANDREW HAWN
VP & TECH EXPERT, KANTAR FUTURES

What You Can Do
- Walk the Line
- Target Tomorrow

Source: 2017 Global MONITOR (U.S. 13-20 sample)