



## How Cool Brands Stay Hot: Branding to Generation Y

By Joeri Van den Bergh, Mattias Behrer

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**How Cool Brands Stay Hot: Branding to Generation Y** By Joeri Van den Bergh, Mattias Behrer

Generation Y (13-29 year olds) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? *How Cool Brands Stay Hot* reveals what drives Generation Y and how to reach them.

The previous edition was voted Marketing Book of the Year 2011 by Expert Marketeer. Full of statistics and new case studies from a number of industries, this second edition features input from 18 interviews with global brand and marketing executives from companies such as Diesel, Heineken, MasterCard, BBC Worldwide, PepsiCo and eBay. It also includes new research from a 16 country study on Generation Y that highlights insights from 100 Millennials in 15 different cities. *How Cool Brands Stay Hot* helps brand managers and marketers re connect with the new generation of consumers by understanding their likes and dislikes, and provides creative ideas on how to position, develop and promote brands to the new consumer generation.

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### Editorial Review

Review

*Praise for the previous edition:*

"This book explains brilliantly how you can gain the love of the Generation Y. A must-read for all generation Y marketers and for all brand marketers together, since Generation Y leads to all other target groups as well." --**Kevin Roberts**, CEO Saatchi & Saatchi Worldwide

"A lot of hot takeaways for cool brand builders in this book" --**Dirk Van Kamseke**, Global Marketplace Insights Manager, Levi Strauss & Co.

"Case studies and interviews with global marketing executives of successful brands make this a winner for any college-level business library." --**Midwest Book Review**

"The authors sum up the winning attributes of a hot youth brand with the acronym 'CRUSH' (Coolness; Realness; Uniqueness; Self-identification with the brand; and Happiness)... Hot companies that get this include MTV, H&M, Nike, Levi Strauss, Cadbury, Mars, Apple, Sony, Nokia, and Red Bull. Summing Up: Recommended. Upper-division undergraduate and graduate marketing students, faculty, and professionals/practitioners." --**CHOICE**

"...several years of research interviews with global marketing executives, and consumer behavior studies combine to give you 'a timely and necessary resource' for anyone in the marketing biz." --

**Brandchannel.com**

"Nobody draws a sharper, more incisive and still warm, caring picture of how to reach Gen Y consumers." --  
**Dan Hill**, President of Sensory Logic and author of *Emotionomics* and *About Face*

About the Author

**Joeri Van den Bergh** is co-founder and managing partner of InSites Consulting where he focuses on marketing, branding, and advertising for youth. Prior to that, he was a senior research manager at Vlerick Leuven Gent Management School where he managed a team of marketing researchers.

**Mattias Behrer** is Senior Vice President of MTV North Europe, and prior to this he spent seven successful years with retail giant H&M, where he had various leading roles in global marketing and brand management.

### Users Review

**From reader reviews:**

**Enrique Hayes:**

In this 21st centuries, people become competitive in each and every way. By being competitive now, people have do something to make these survives, being in the middle of the actual crowded place and notice simply by surrounding. One thing that occasionally many people have underestimated that for a while is reading. Yep, by reading a book your ability to survive raise then having chance to remain than other is high. For you

who want to start reading any book, we give you this specific How Cool Brands Stay Hot: Branding to Generation Y book as starter and daily reading e-book. Why, because this book is more than just a book.

**Renee Wood:**

As people who live in the actual modest era should be change about what going on or info even knowledge to make all of them keep up with the era that is always change and move forward. Some of you maybe will update themselves by examining books. It is a good choice to suit your needs but the problems coming to a person is you don't know which you should start with. This How Cool Brands Stay Hot: Branding to Generation Y is our recommendation to make you keep up with the world. Why, since this book serves what you want and want in this era.

**Michele Stoney:**

Playing with family in a very park, coming to see the marine world or hanging out with good friends is thing that usually you might have done when you have spare time, after that why you don't try thing that really opposite from that. Just one activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love How Cool Brands Stay Hot: Branding to Generation Y, you can enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout guys. What? Still don't understand it, oh come on its known as reading friends.

**Crystal Lavigne:**

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