

# MIND YOUR X's and Y's

*Satisfying the 10 Cravings of a New Generation of Consumers*

**By Lisa Johnson  
with Cheri Hanson**



They've got technology. They've got friends. They've got the tools to overhaul your business, and they're already using them. From MySpace to iTunes to YouTube, the connected generation is behind the hottest headlines, the biggest business deals, and the most talked-about cultural phenomena on the continent. Baby boomers may still hold the heaviest purse strings, but the connected generation is changing the way we all do business.

Today's 18-to-40-year-olds are connected to technology and their social networks around the clock. They are also seeking a peer-like connection with their favorite brands. These young consumers will quickly spread the news about brands and services that they love – and hate.

Lisa Johnson, a marketing expert who has devoted the last two decades to studying consumer behavior, teaches businesses how to make loyal customers out of this elusive group in her groundbreaking new book **MIND YOUR X's and Y's: Satisfying the 10 Cravings of a New Generation of Consumers (Free Press; Sept. 13, 2006; \$25.00).**

Linked by a worldview that embraces communication, cooperation, self-expression, creativity, do-it-yourself empowerment, and limitless possibility, the connected generation is not content to watch from the sidelines—they are actively reinventing today's marketplace. Whether you're a marketer, an ad

executive, a student, the head of a non-profit or an artist, you need to understand this colossal shift.

**MIND YOUR X'S AND Y'S** outlines the 10 core cravings at the heart of the connected generation's psyche:

1. **Shine the spotlight:** How companies are waking up to the power of personalization and highly engaging tools that celebrate a person's potential (and make an Average Joe feel like a Big Celebrity)
2. **Raise my pulse:** A look at the new premium placed on adventure, and the Gen X and Y hunger for brands that can deliver exciting, interactive, and compelling *experiences*
3. **Make loose connections:** How "families" and social networks are shaping buyer's appetites more than ever before (and how Chipotle connected burrito-lovers nationwide to launch a new "fast food" craze)
4. **Give me brand candy:** Why innovative design is the new vehicle for steering troubled brands out of mediocrity, like the Motorola Razr
5. **Sift through the clutter:** How editors and "filters" have gained new prominence as trusted resources for spotting the Next Big Thing
6. **Keep it underground:** Why X and Y generations reject push advertising, and how to create word-of-mouth buzz like Toyota's launch for the Scion—without appearing "mainstream"
7. **Build it together:** How connected citizens influence change (and how the user-driven Wikipedia has changed the face of encyclopedias)
8. **Bring it to life:** How brand entertainment takes typical experiences a few steps forward by engaging the senses, the imagination and the spirit, and turns routine experiences into entertainment
9. **Go inward:** A look at how spiritual hunger and modern media find common ground
10. **Give back:** How today's volunteers are redefining volunteerism and community contributions

Every chapter features an in-depth exploration of each market craving, including a summary of its scope, analysis of how it drives specific buying behaviors and relevant statistics that demonstrate its impact. Filled with fascinating handpicked case studies of established and breakaway brands from every major industry—everything from Craigslist.com to Red Bull energy drinks to the U.S. Army—this revolutionary book will help marketers and brand builders understand how today's 18-to-40-year-olds are reshaping the marketplace.

Marketers have tried everything to reach the connected generation, but Lisa Johnson is the first to present proven methods in a comprehensive, accessible guide that equips companies with the know-how to transform market research into tangible results and future opportunities. **MIND YOUR X's and Y's** is a master class in smart marketing to the new generation of savvy shoppers.

## **ABOUT THE BOOK**

### **Mind Your X's and Y's: Satisfying the 10 Cravings of a New Generation of Consumers**

Lisa Johnson with Cheri Hanson

Free Press / \$25.00 hardcover / Publication date: Sept. 13, 2006

0-7432-7750-3

Subrights: Audio: Audio-Tech Business Book Summaries, Inc.

To download high-resolution digital images of *Mind Your X's and Y's* and authors, Lisa Johnson and Cheri Hanson, visit:

<http://reachgroupconsulting.com/about/in-the-news/>

## **Media contact**

Heidi Metcalfe

Senior Publicist

Free Press

212.698.2358

212.632.4989 (fax)

[heidi.metcalfe@simonandschuster.com](mailto:heidi.metcalfe@simonandschuster.com)

## **About Reach Group Consulting**

The Reach Group is a boutique consultancy that provides fresh insights and clear thinking about the connected generation—a powerful, technology-fluent group of change agents that are connected to their social and professional networks around the clock.

Our client list includes Nike, Disney, Giant Bicycles, Motorola, Intel, Office Depot, Brown Foreman, Panasonic, Starbucks, Barnes & Noble, Microsoft, Meredith Corporation and Mercedes-Benz.

A new marketplace is under construction and the connected generation is wearing the hard hats. The Reach Group has discovered a clear map to this quickly evolving business environment that will save companies time, money and unnecessary mistakes.

As members of the connected generation, we are actively engaged in this community and have organically gathered a nationwide network of inspiring leaders, quirky innovators, black belt shoppers, media mavens, imaginative problem solvers, and interesting friends who keep us laughing and guessing over coffee.

Strategically staffed and partnered with a team that understands the new marketplace, we allow our clients to exhale while we equip them with essential skill-sets, trusted resources and prioritized options to navigate their own path to success.

Visit [www.reachgroupconsulting.com](http://www.reachgroupconsulting.com)

## Meet the Reach Group



**Lisa Johnson**, CEO and co-founder of The Reach Group ([www.reachgroupconsulting.com](http://www.reachgroupconsulting.com)), is an award winning marketer, expert on Gen X & Y and female consumers, and co-author of *Don't Think Pink: What Really Makes Women Buy and How to Increase Your Share of this Crucial Market* (Amacom, 2004). Featured in *The New York Times*, *American Demographics* and on NPR's Marketplace, *Don't Think Pink* was chosen by SoundView

Executive Book Summaries as one of the one of the best marketing books of all time.

In 2000, Johnson co-founded ReachWomen LLC ([www.reachwomen.com](http://www.reachwomen.com)), an innovative research and marketing consultancy that helps companies listen to female consumers, learn from their behavior, and understand what they want and how to deliver it. Through consulting, books, and articles, ReachWomen educates fellow marketers and the media. It is the only marketing consultancy to focus extensively on the 18-39-year-old career woman, a market 35 million strong and growing.

Johnson is a sought-after speaker and authority on marketing to women of Generation X and Y. She has worked with companies as diverse as Kohler, Intel, Motorola, Mercedes, Giant Bicycle, Starbucks, Dream Dinners, Outdoor Industry Association, Office Depot, Panasonic, Wildly Sophisticated and Barnes & Noble. She has been quoted in a variety of publications including the *New York Times Magazine*, *the Chicago Tribune*, *American Demographics*, *AdWeek*, *MediaWeek*, *Men's Health*, *American Executive*, and *Redbook*. Tom Peters selected Johnson as his "cool friend" for the month of April 2005.



**Cheri Hanson**, president and co-founder of the Reach Group, is a sought-after writer, journalist and content strategist. She is the West Coast correspondent for *Quill & Quire* magazine (Canada's answer to *Publishers Weekly*) and writes a Saturday publishing trends column for the *Vancouver Sun* newspaper. She is also the co-author of *Mind Your X's and Y's* (Simon & Schuster).

Cheri contributed her expertise as a writer and editor to Nicole Williams' bestselling book *Wildly Sophisticated: A Bold New Attitude for Career Success* (Penguin, 2004) and co-authored Nicole's second title, *Earn What You're Worth* (Penguin, 2005). As the Director of Content for Wildly Sophisticated Media, Cheri supervised all company materials and served as a story producer on the affiliated Life and Oxygen network television series, *Making it Big*.

As a copywriter and content strategist, Cheri has collaborated with award-winning companies in a diverse range of industries including tourism, technology, marketing, publishing and sporting goods.



**Cassie Pruett** is the Reach Group's new media and content strategy specialist, and an expert in the young women of generation Y. In college, she created a highly successful community of young business professionals that quickly became a prototype for other campus groups. Cassie intimately understands underground movements and has a gift for translating her peers' behavior into relevant insights and strategies for companies. She always knows what's new, what's important, and what's coming.