



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

Lisa Johnson

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Today's 18-to-40-year-olds make for a notoriously elusive group of consumers: they're savvy, sophisticated, and particular. They're all but immune to traditional advertising and have an instinctive sense of quality and fair pricing. Inundated with choices, they are drawn to brands that satisfy not just what they need, but what they crave. At the same time, these consumers are spending money like it's going out of style. Generation X has firmly refuted its slacker reputation and is nearing the height of its earning potential. Generation Y has more buying power than any previous generation of teens and twentysomethings. But how to win their attention and loyalty?

In Mind Your X's and Y's, Lisa Johnson proves that the buying habits of 18-to-40-year-olds can be anticipated. Johnson, coauthor of *Don't Think Pink* and a leading marketing consultant, pinpoints the new rules of engagement for this Connected Generation. Based on her own and others' groundbreaking research, she looks into the heart of the Gen X and Y psyche to identify its ten core cravings -- for adventure, for high-concept design, for new families and social networks, and for personal storytelling, to name a few.

This revolutionary book is packed with fascinating case studies of established and breakaway brands from every major industry, interviews with dozens of maverick thinkers and hundreds of consumers, and numerous revealing statistics. Johnson analyzes the scope of each craving to determine how it drives specific buying behaviors and offers relevant data that illustrate its impact. *Mind Your X's and Y's* equips anyone who wants to reach these consumers -- brand managers and their advertising, online, creative, packaging, events, and promotions teams; small-business owners and their marketing staff; advertising agencies and specialists -- with the know-how to transform market research into profitable strategies.

Members of Generations X and Y are the most coveted and hard-to-reach consumers in the marketplace. *Mind Your X's and Y's* is a master class in how to create compelling brands for this Connected Generation.

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