YouthLogic

Creating the youth's favorite brands

YouthLogic specializes in blending creativity, new technology, and psychology with media to help brands better understand, connect with, and engage Generation Z.

Our work is centered around culture – not advertising. By working with brands that aim to cultivate a young brand, YouthLogic creates that make people's lives easier – and more exciting.

What we do best

DESIGN

We take time to listen and understand your business issues, offering effective designs to solve them.

IMMERSE

We enter the world of young people on their terms by facilitating authentic engagement.

CO-CREATE

We move beyond observations and incorporate real insights through content to bring your audience to life.

ACTIVATE

We delivery strategic insights and powerful marketing campaigns that drive your organization.

The YouthLogic playbook

We create incredible customer experiences through our tested and frequently-iterated services.

Insights

Qualitative Research

Co-Creation Groups

Youthful Analysis Tool

Testing & Validation

Youth Marketing

Big Brand Ideas

Campaign Concepts

Social Strategy

Content Development

Influencer Strategy

Our clients

We work (and become good friends) with
some of the world's greatest brands.

Sprint

Levi's

Coca-Cola

PROGRESSIVE®

Hootsuite®

MODELL'S SPORTING GOODS

NPD GROUP

Red Bull

ATKearney

AWESOMENESS TV

Testimonials

"Connor Blakley not only stays one step ahead of the curve, but understands the influence of trends on consumer behavior. He understands the power of Gen Z, and how major brands need to be paying attention to this generation of innovators or disruptors before they go extinct!"

– Daymond John, Shark Tank

"Connor Blakley reveals solid techniques and methodology when it comes to living in a Gen Z-driven economy."

– Marcelo Claure, CEO at Sprint

The Dream Team

CONNOR BLAKLEY

Founder & CEO

Advisory Board

MITCHEL MODELL

CEO, Modells Sporting Goods

JAY ABRAHAM

CEO, The Abraham Group

HARVEY MCKAY

Entrepreneur, NYT Bestselling Author

TOD JOHNSON

Executive Chairman, NPD Group

Generation Z is here.

YouthLogic