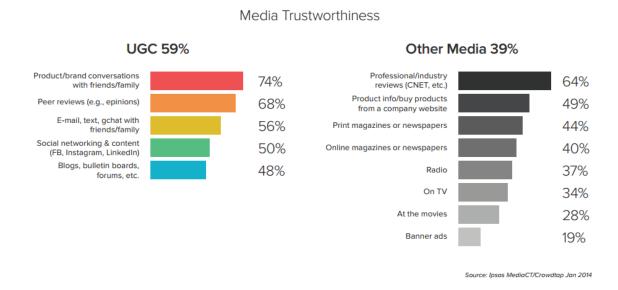
Millennials do not trust advertising, and rightfully so. No company is ever going to say that is product is inferior to another company's, no matter how true that statement is. It goes against their best interest. That is why Millennials have turned to user-generated content (UCG) for their purchasing decisions.

In a 2015 study from Crowdtap and Ipson on the impact of social influence on consumerism, it was abundantly clear that millennials trust UCG more than traditional advertising mediums.

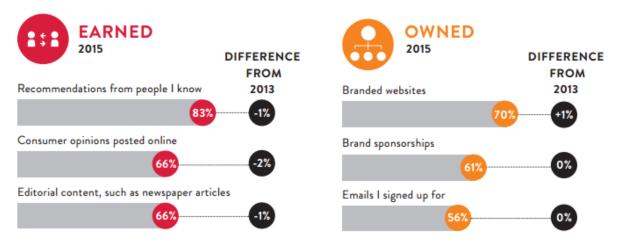


It is a no brainer that people trust the word of their friends and family, but we can see even content displayed on social networks like Instagram and Facebook is more trusted than almost all forms of direct advertisement.

In today's landscape, it's peer-created content, or "consumer to consumer marketing," that drives trust.

Diving into the study by The Neilson Company, we find further evidence that recommendations from a person's inner circle is more trusted than any advertising avenue.

PERCENT OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT

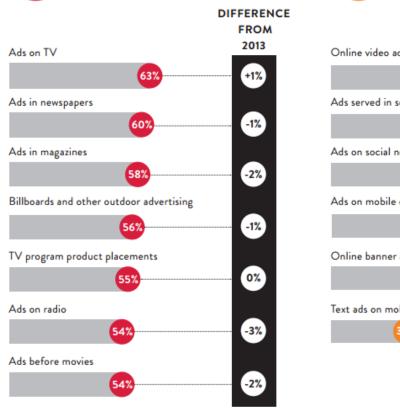


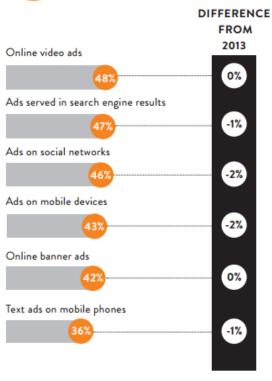
Source: Nielsen Global Trust in Advertising Survey, Q1 2015 and Q1 2013

Another interesting takeaway is how effective brand sponsorships are. Even when people know that these sponsorships are paid, a majority of them still give those sponsorships a considerable amount of trust when making a purchase. When viewing a breakdown of owned or paid advertising streams, brand sponsorships still stand out - second only to TV Ads when it comes to trust.









Source: Nielsen Global Trust in Advertising Survey, Q1 2015 and Q1 2013

To better zone in on millennials, Neilson's study helpfully provides-----. As expected, UGC (personal recommendations, online reviews, and editorials) lead the pack.

PERCENT OF RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT BY GENERATION

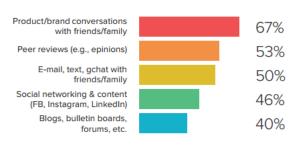
	GEN Z	MILLENNIALS	GEN X	BOOMERS	SILENT GEN
RECOMMENDATIONS FROM PEOPLE I	(AGES 15-20)	(AGES 21-34)	(AGES 35-49)	(AGES 50-64)	(AGES 65+)
KNOW	83%	85%	83%	80%	79%
BRANDED WEBSITES	72%	75%	70%	59%	50%
CONSUMER OPINIONS POSTED ONLINE	63%	70%	69%	58%	47%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	68%	68%	66%	60%	55%
ADS ON TV	58%	67%	64%	55%	48%
BRAND SPONSORSHIPS	62%	66%	62%	52%	42%
ADS IN MAGAZINES	57%	62%	61%	50%	46%
ADS IN NEWSPAPERS	57%	62%	62%	55%	53%
ADS BEFORE MOVIES	54%	60%	55%	42%	31%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	59%	60%	57%	46%	38%
TV PROGRAM PRODUCT PLACEMENTS	51%	60%	56%	42%	39%
EMAILS I SIGNED UP FOR	54%	57%	56%	53%	54%
ADS ON RADIO	51%	55%	57%	49%	42%
ONLINE VIDEO ADS	45%	53%	50%	37%	27%
ADS SERVED IN SEARCH ENGINE RESULTS	43%	52%	50%	41%	33%
ADS ON SOCIAL NETWORKS	45%	51%	47%	35%	26%
ADS ON MOBILE DEVICES	42%	48%	45%	31%	20%
ONLINE BANNER ADS	36%	47%	43%	34%	25%
TEXT ADS ON MOBILE PHONES	32%	41%	38%	27%	18%

Source: Nielsen Global Trust in Advertising Survey, Q1 2015

Even when making a brand impression on Millennials, UCG was found to be 35% more memorable. Amongst the constant bombardment of information, news articles, and photos of puppies and kittens, shoppers are more likely to remember UCG that was posted to their social media feeds more than ads they saw online or on TV.

Percent Who Find Media Type Memorable

UGC 50%



Other Media 37%

