

Inside the Mind of the Millennial Consumer

Drive more in-store
traffic with Charging
Stations from OnHand

IFC

Epic offers from
Avid

2-3

Make it *dynamic* with
Adobe Creative Cloud

6

Introducing charging
from anywhere with
Battery on the Go

7



One-third of millennial consumers say they have more fun browsing for items than actually purchasing them.

Source: The Intelligence Group

Leading the Charge for Interactive Retail

Charging Stations from OnHand

"Product is selling! ...The students use it to charge their devices. Also this has increased traffic in the store!"

- Missouri State University

"Not only is our charging station a great way to spruce up our supply department, but the new products like speakers and cables are great! Looking forward to great sales"

- Hobart & William Smith College

"Now we can offer a service that no one else in [our] college can"

- Red River College



OnHand Charging Station Merchandiser

The Charging Station allows customers to charge-wup their mobile devices with cables available for purchase. Invest in your tech offering and merchandise up to 144 units on the Charging Station.

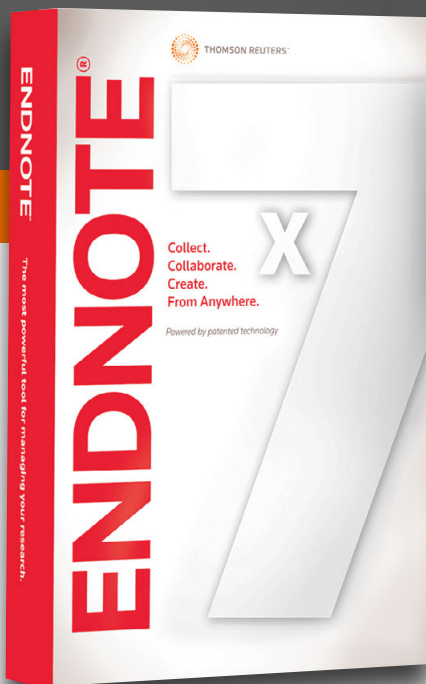
	DSC#	Vendor#	SRP	Cost
Beginner Pack	64106	BEG-CSMOH	\$1,689.20	\$960.52
Fully Loaded Pack	64108	FULL-CSMOH	\$3,028.56	\$1,727.49
Sell Through Pack	64109	SELL-CSMOH	\$4,737.78	\$2,694.92

43% of millennial respondents noted that they were very likely to frequent a store if it provided a rewards program.

Source: Pythian

THOMSON REUTERS
ENDNOTE

Streamline the Research Process with EndNote X7

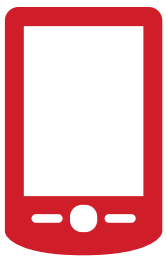


Sync your EndNote and EndNote Web libraries so all references, attachments, and groups in one can be accessed from another. Track references and find your favorites with new rating and status tools. See more with the expanded layout options to make better use of your screen. Email a reference, including file and figure attachments with one click. Use the PubMed direct export format to import records in fewer steps. Manage medical journal names and abbreviations with the updated terms list covering over 13,000 journals.

Description	DSC#	Vendor#	SRP	Cost
EndNote X7	37610	41504892	\$229.95	\$158.87
EndNote X7 Upgrade	37611	41483128	\$109.95	\$79.42
EndNote X7 Student	37612	41505892	\$115.95	\$83.76



THOMSON REUTERS



73% of millennials report that they make purchases directly on their smartphones

Source: Bazaarvoice

Educational



Pro Tools 11

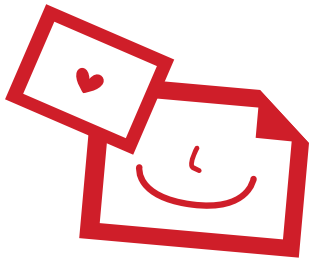
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Pro Tools 11 Student Edition, Upgrade from Pro Tools 9	30463	9920-65169-00	\$99.00	\$84.51
Pro Tools 11 Student Edition, Upgrade from Pro Tools 10	30462	9920-65168-00	\$99.00	\$84.51

* Education Suggested Retail Price. For more information on education pricing, please visit www.avid.com/education.



84% of millennials report that user-generated content has at least some influence on what they buy.

Source: Bazaarvoice



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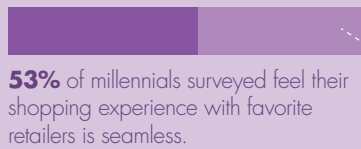
A RETAILER'S GUIDE TO THE MILLENNIAL SHOPPER

Retailers that are trying to market to a new type of buyer may struggle with the changing needs of millennial shoppers. Businesses that are able to stay successful over the long term are those that make the effort to cater to the changing needs of consumers.

SEAMLESS SHOPPING

DESPITE THE RISE OF E-COMMERCE, MILLENNIALS ARE STILL BUYING MOSTLY IN-STORE. BUT, NOW THEY'RE USING THEIR MOBILE DEVICES WHILE IN-STORE TO ACCESS INFORMATION AND REVIEWS ON THEIR POTENTIAL PURCHASES.

SEAMLESS SERVICE MEANS SEAMLESS SHOPPING



53% of millennials surveyed feel their shopping experience with favorite retailers is seamless.

Of the remaining shoppers who don't consider the experience seamless,



78% think the retailers' websites fail to deliver on their desired shopping experience.

UN-SEAMLESS RETAILERS



However, only **54.6% OF RETAILERS** don't feel their shopping experience is seamless; leaving a real divide between their assumptions and their customers' experience.

RESEARCH DRIVES SALES

Nearly **85%** of respondents report researching products before making purchases.

Retailers with websites that fail to provide accurate product descriptions and reviews encourage potential customers to look elsewhere for the information they rely on before making their purchases.

Get information directly from retailer websites **60%**

Get information from Amazon **57.5%**

Get information by word of mouth **54.7%**

MOBILIZING IN STORE

NOT SURPRISINGLY, CONSUMERS' LIKELIHOOD OF UTILIZING THEIR MOBILE PHONES WHILE MAKING PURCHASES INCREASES WITH EACH SUBSEQUENT GENERATION, WITH MILLENNIALS BEING THE MOST MOBILE SAVVY.

MOBILE MILLENNIALS



69%

Read product reviews



50%

"Check in" for discounts, using location-based mobile apps



46%

Request price matches



44%

Scan QR codes to get more information

STATIC RETAILERS



50% OF RETAILERS REPORT THEY DON'T MARKET DIFFERENTLY TO VARIOUS SHOPPER DEMOGRAPHICS

Doing this allows proactive merchants to bring in new customers and establish loyalty, while others play catch up.

MOBILE PAYMENT OPTIONS



50% of smartphone users anticipate they will use mobile wallets by the year 2017.



In fact, U.S. mobile-based transactions have grown an average of 118% per year for the last 5 years.

RETAILERS AND PAYMENT OPTIONS



Although younger generations are more likely to use mobile payment options, 88.8% of retailers don't offer mobile payment options to their shoppers.



Offering mobile payment options lets retailers market to and attract Millennial shoppers. They also provide retailers with additional tools for marketing to their customers.

THE CALL OF THE COUPON

WITH THE POWER OF KNOWLEDGE, CONSUMERS CAN PRICE-MATCH EVERYTHING. COUPONS ARE KING, AND DISCOUNTS AND OFFERS ARE A MUST FOR COMPETITIVE BRANDS.



63% of Millennials would be more likely to "check in" to businesses on various social channels if it meant they'd receive a coupon or discount for doing so.

A 20% discount is enough to prompt almost 50% OF RESPONDENTS to visit a retailer's location.



23% said they would need coupons valued at least 50% off.



17% said they'd appreciate discounts at any price.



LOYALTY GOES MOBILE



84% of consumers said they're more likely to visit websites of retailers with loyalty programs.



75% of consumers would switch to brands that deliver real-time discounts and promotions to their smartphones while shopping.



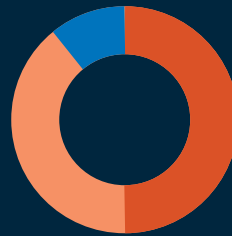
73% of smartphone users are interested in using their mobile devices to interact with brands' loyalty programs.

RETAILERS AND THEIR COUPONS*



MISSING MOBILE

72.7% of retailers don't offer mobile coupons to their shoppers. Only 27.3% do.



LACKING LOYALTY OPTIONS

50.5% of retailers don't offer any loyalty programs. 41% of retailers offer simple loyalty programs. 8.4% of retailers offer integrated loyalty programs that cover all channels.

DESPITE THE DEMAND FOR COUPONS AND REWARDS IN THE MARKETPLACE, 88.7% OF BUSINESSES DO NOT ACTIVELY PARTICIPATE IN DAILY DEAL OFFERINGS.

MERCHANTS AND MILLENNIALS

Make sure that your company is on the same page as your customers. Remembering your target demographic and evolving with today's retail trends will keep your company attractive to Millennials.



OPTIMIZE YOUR WEBSITE



GET THE MOST FROM REVIEWS



REWARD LOYALTY



MOBILIZE YOUR PAYMENT OPTIONS



CREATE A SEAMLESS SHOPPING EXPERIENCE

SOURCES: Merchant Warehouse | NRF | Search Engine Land | AdAge | Oracle | eMarketer

*Does not add to 100% due to rounding



Merchant Warehouse





64% of millennials believe that companies should offer more ways to share their opinions online.

Source: Bazaarvoice

Students get ahead with Creative Cloud™



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What skills are becoming most essential for new hires to possess?

Tech-Savvy	Communicate through digital and visual media	Creativity
88%	82%	76%

Creativity is critical for economic growth.

78% of hiring managers believe creativity is required for economic growth and **85% believe it is valuable to society.**

But only **51%** think businesses grasp the importance of creativity.

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Get Charged(x3)

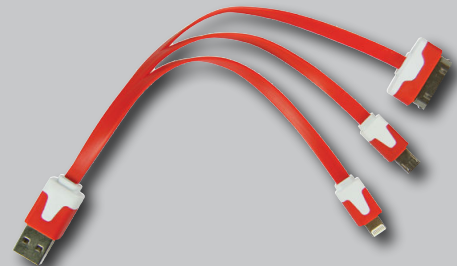
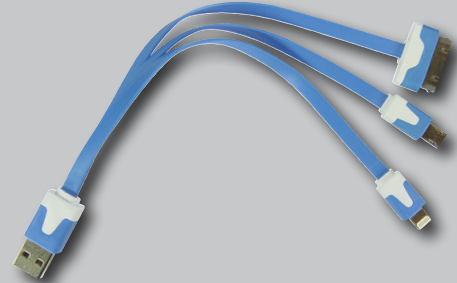
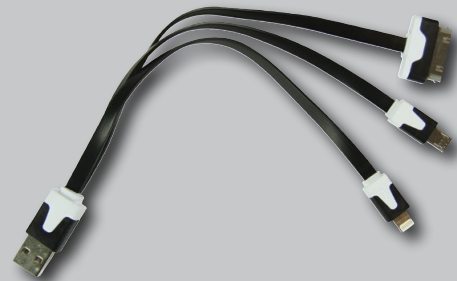


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- 30 pin - legacy Apple products



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Red	63783	WHIP-RED
Green	63784	WHIP-GRN
Pink	63785	WHIP-PIN
Purple	63786	WHIP-PUR

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Cost \$5.00

