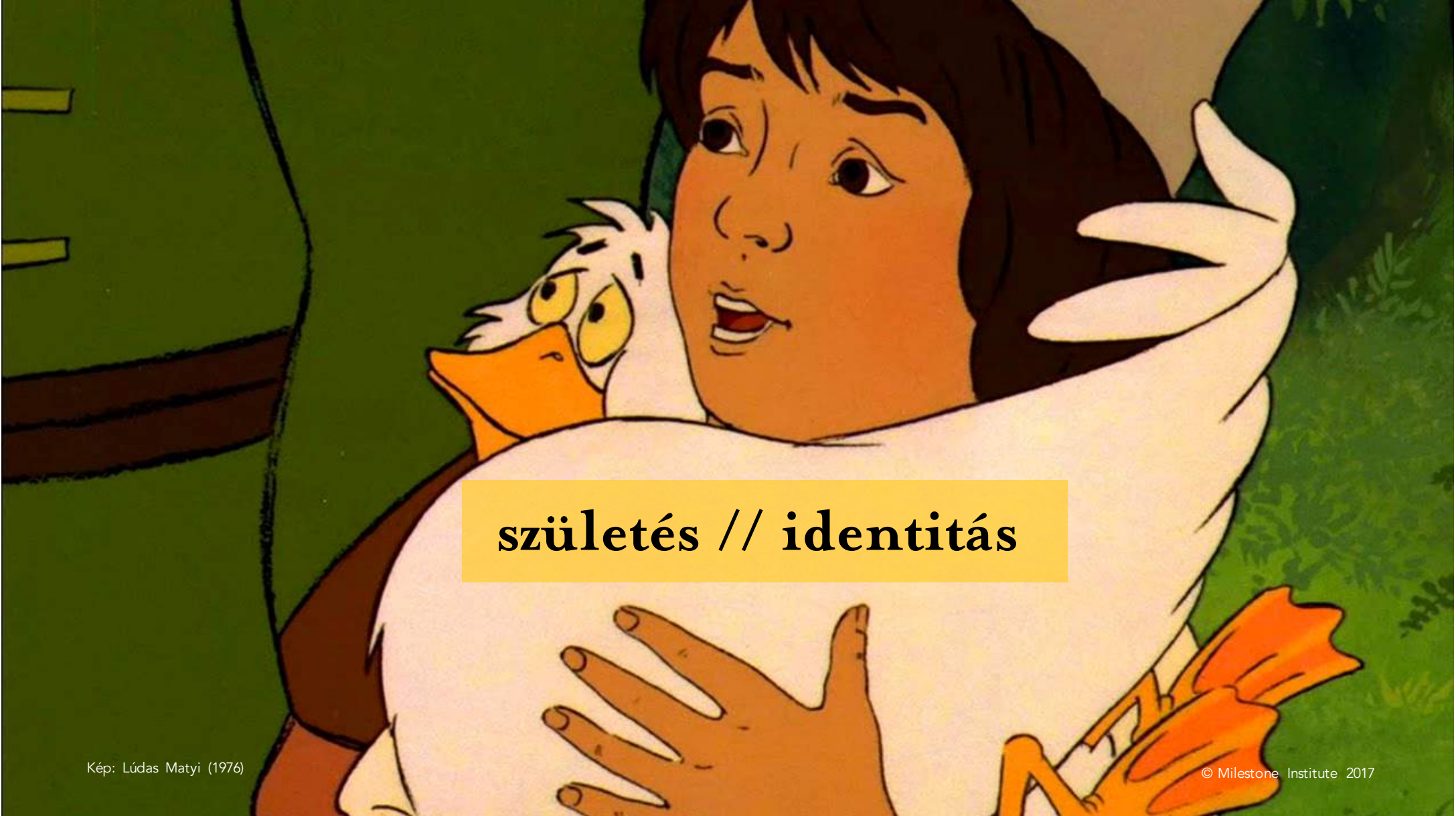




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30 alattiak márkatudatossága

Nemes Orsolya



születés // identitás

Kép: Lúdas Matyi (1976)

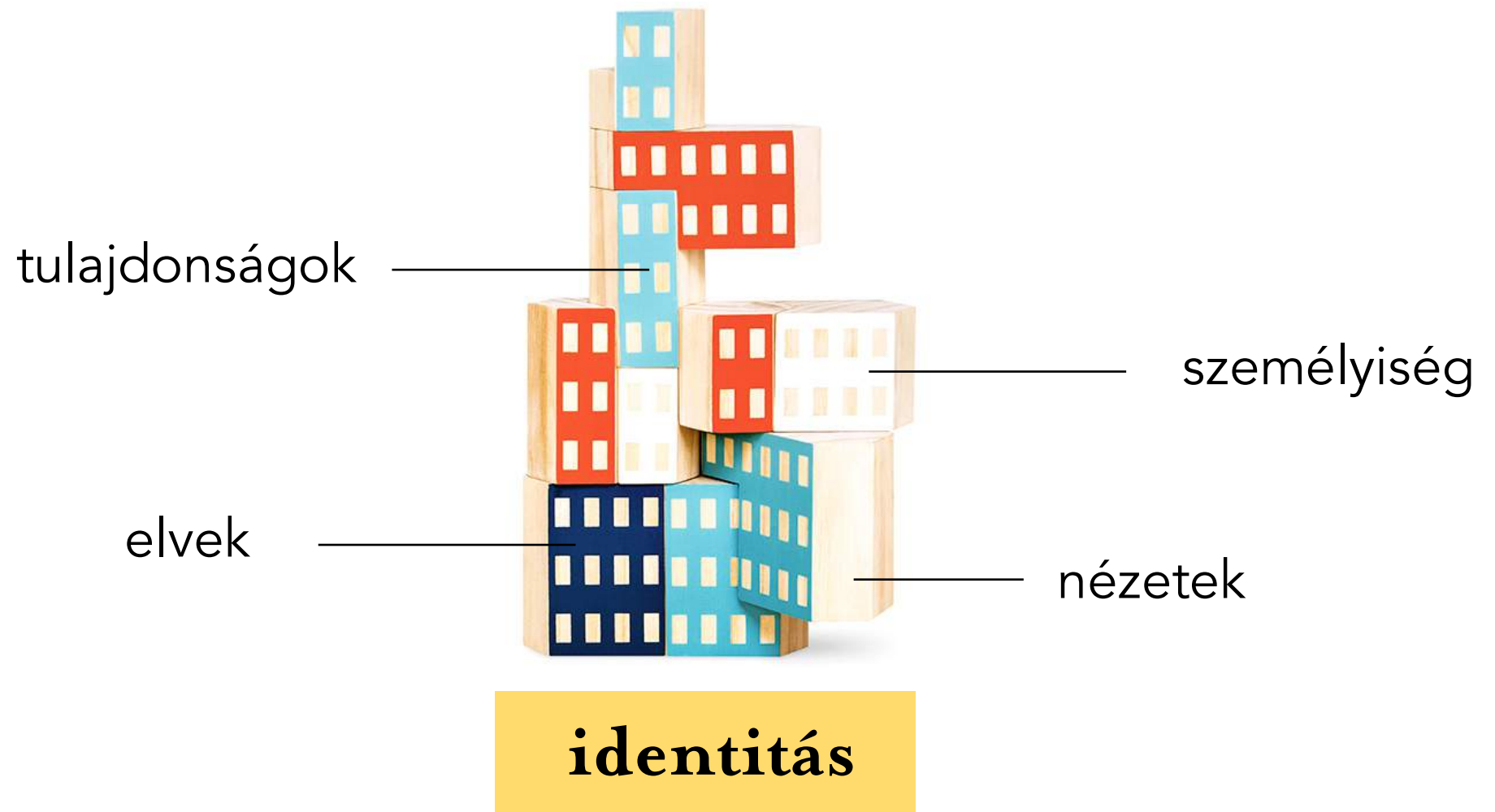
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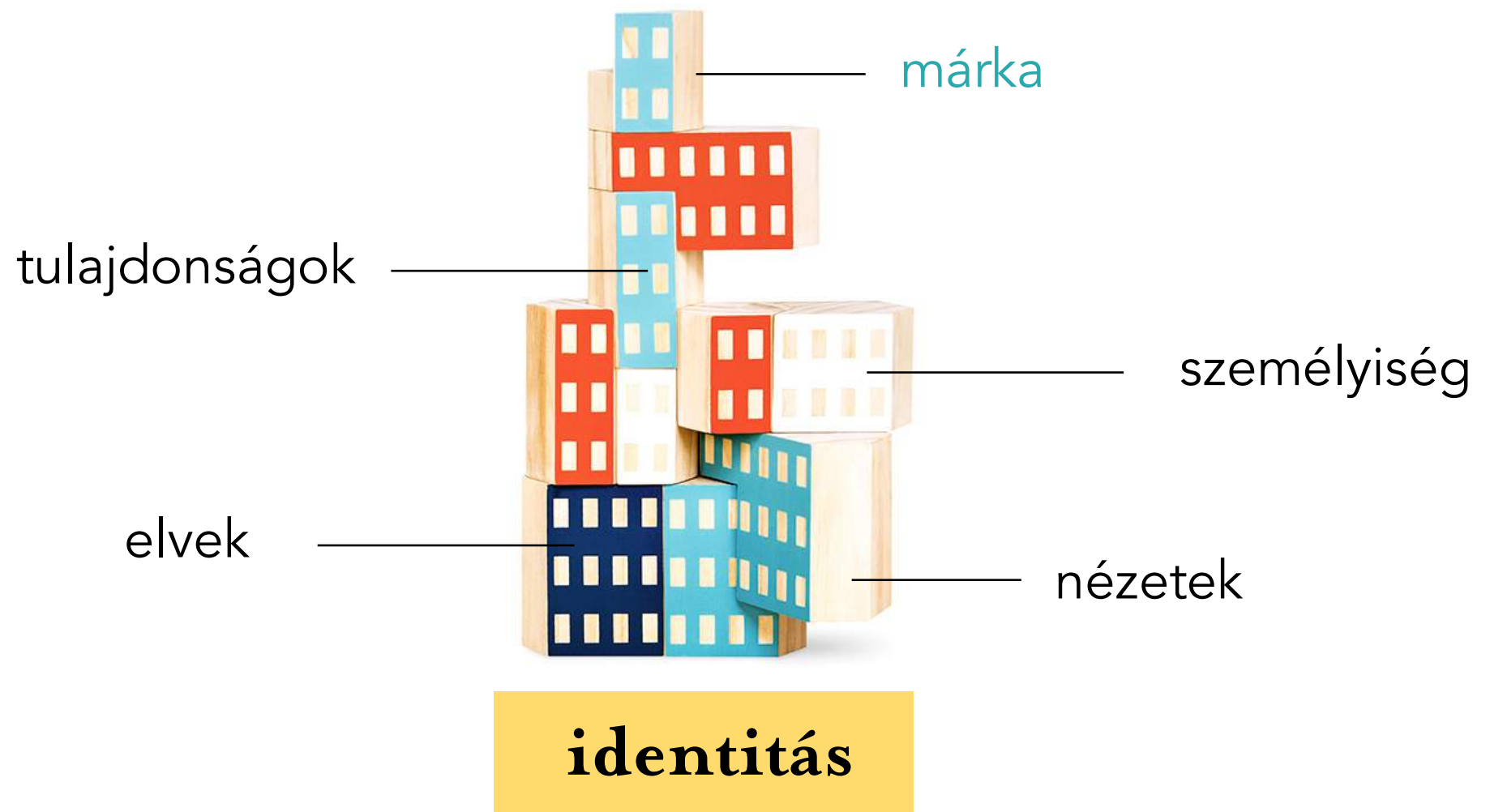
Stewart Butterfield



Fotó: Business Insider

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A close-up photograph of a blue denim fabric, likely from a pair of jeans. A red fabric label with the white 'Levi's' logo is visible, partially obscured by a yellow rectangular overlay. The denim has a distinct twill weave and is accented with orange stitching.

Baby Boomer // márka nélküli világ

márka békikortól



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ezek a mai fiatalok nem lojálisok

A black and white photograph of two LEGO Star Wars figures. One figure, a Stormtrooper, is in the foreground, reaching up with its right arm. The other figure, also a Stormtrooper, is in the background, holding the first figure's arm. The background is blurred, showing what appears to be a person's arm and hand.

72%
18-25

56%
26-33

szülők márkáihoz való lojalitás / használat



24% még inkább márkahű, mint a szülők



ár / érték

baráti
ajánlás

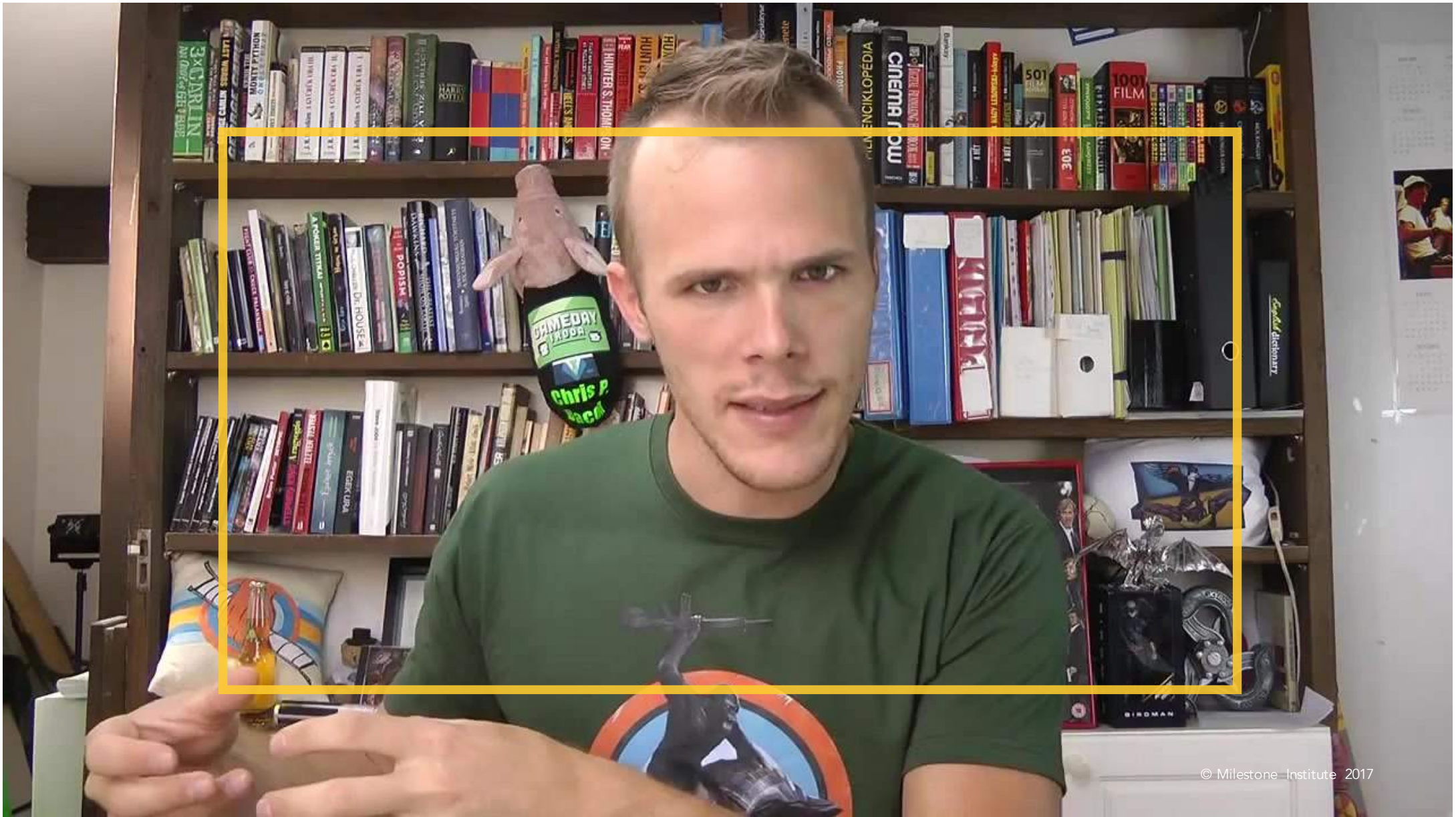
márka
hírneve

24% még inkább márkahű, mint a szülők



ALOISIUS
BRAND

Y / Z brand identity // online -- offline





Barnes, Nora G., and Ava M. Lescault. "Millennials Drive Social Commerce: Turning Their Likes, Follows or Pins Into a Sale." 2014

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**Nem minden rovar bogár,
de minden bogár rovar.**

1982-2007





birtoklás vs hozzáférés

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PREVIEW NOW

A photograph of a crowded street at night, likely in a city. The scene is filled with people, some looking towards the camera and others looking away. The background shows city lights and storefronts. A semi-transparent yellow rectangular box is centered over the image, containing text.

#szuperszegmentáció

nemes@msinst.org