



**MÁRKAÓRÜLET A
MUSICAL.LY-N ?!**

**millennials
listen to 75
percent more
music than baby
boomers**



**„we are in the
midst of the
X Factor
generation.
Becoming a
celebrity just
feels more
accessible now“**

**Peter Grenfell,
managing director at
agency VCCP Kin**



**15 secs of
fame instead
of 15 mins**

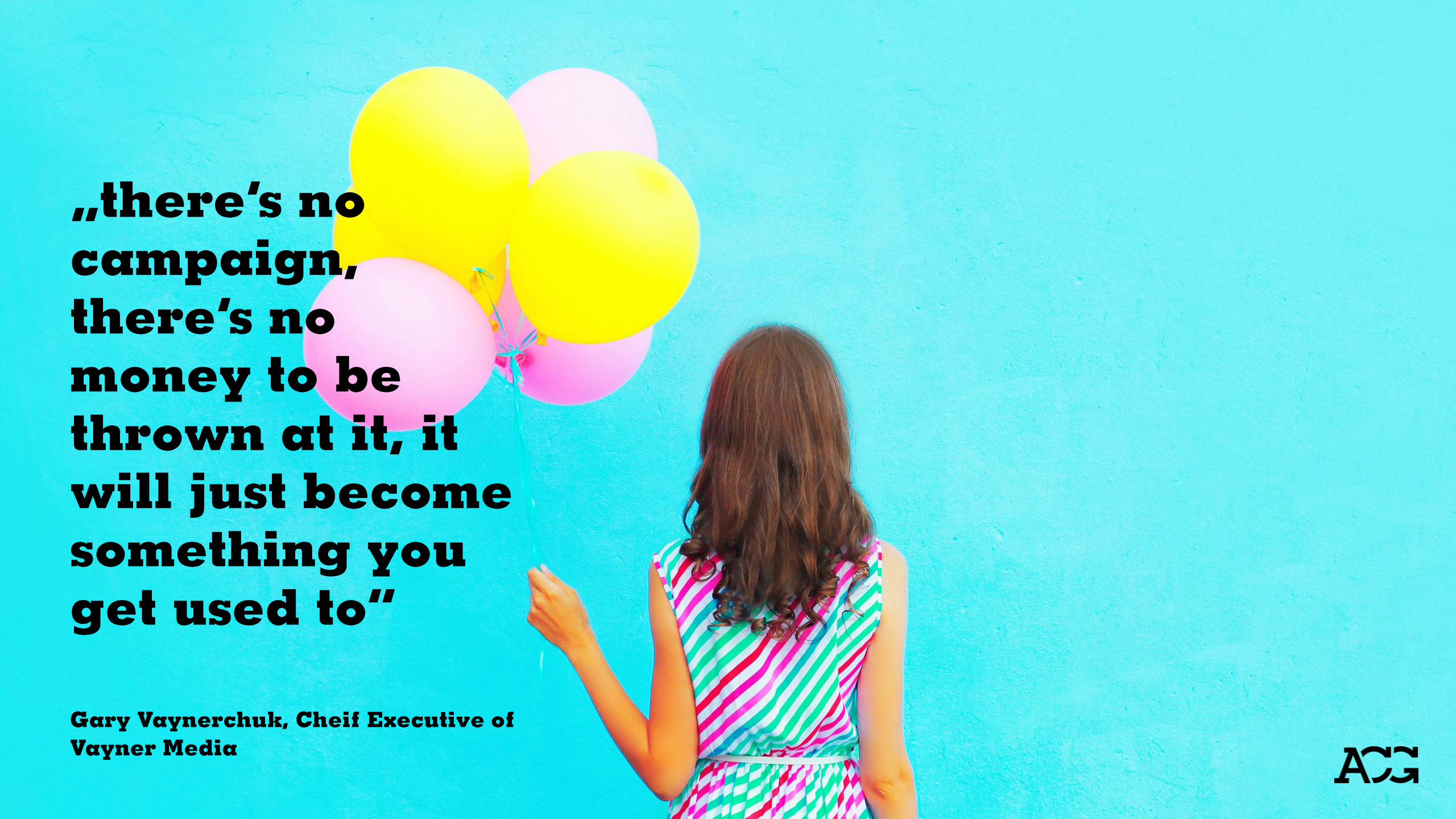


**we love to
create, we
love to play,
we love to
show our
personality**



**200 million
mostly teen
and tween
users**





**„there's no
campaign,
there's no
money to be
thrown at it, it
will just become
something you
get used to“**

**Gary Vaynerchuk, Cheif Executive of
Vayner Media**

**Pappa Pia was
the first and HPS
is working on a
campaign right
now**



**let them show
your values
through their
personality**



**brands and
publishers who
specialize on or
highly connected
with music are, of
course, the best fit**



**they are still
children, who don't
know that they are
celebs – handle
them like that**



**Disney,
Kit Kat,
Beiersdorf,
Coca-Cola,
Fashion,
Tech**



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