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What Is Gen Y Saying About Your Brand? Moosylvania Offers 7 Trust Builders to Connect

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ST. LOUIS, Mar 11, 2009 (BUSINESS WIRE) -- Gen Y - the children of baby boomers, born between 1977-89 who comprise a whopping 25 percent of our population - will most likely snub your brand unless it has consensus from family and friends via social networking sites that your brand is worth the time and cost to try.

"Your attempt to connect with Gen Y will be an 'epic fail' unless you really know how to build trust with the largest, most ethnically diverse and technologically-advanced generation on the planet," said Rodney Mason, CMO of Moosylvania. "This is a group that is supremely protective of its subculture and highly suspicious of those outside its group." Mason should know. He and his team at Moosylvania have extensive experience leading in-depth initiatives for the Gen Y audience. "We showed them the respect they have come to expect and we listened long and hard," said Gus Hattrich, Moosylvania's president." As a result, Moosylvania has published The 7 Trust Builders for Gen Y a white paper - available for free - that outlines ways to make an impact on this audience. It includes examples of breakthrough campaigns created by leading brands - some you would associate with Gen Y, others you wouldn't.

"It takes an investment in time and focus to attract Gen Yers, who, for the most part, are just beginning to establish their life-long purchasing patterns," said Mason. "If you respectfully communicate and acknowledge their intelligence by providing helpful tools and content that intersects with their lives, you open the door to loyal customers who can become your ardent online spokespeople." For a copy of The 7 Trust Builders for Gen Y, visit moosylvania.com and click on "Insights." For a POV on what Gen Y thinks about your brand and how you can best leverage Moosylvania's insights, contact Rodney Mason at 314-644-7987 or rodney@moosylvania.com.

About Moosylvania Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit moosylvania.com or contact Rodney Mason, CMO, at 314-644-7987 or rodney@moosylvania.com.

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