



THE MILLENNIAL HUSTLE

Time magazine:

"This generation has no fantasies."

"...today's youth appears more deeply committed to...decency, tolerance, brotherhood—than almost any generation..."

"What (this generation) possesses in every stratum is a keen ability to sense meaning on many levels at the same time."

"...today's young are committed as was no previous generation to redeeming...social imperfections"

Millennials have become the obsession of media and marketers.

But this is a trick. The above quotes are not about millennials. They are about baby boomers from Time magazine's Person of the Year, circa 1967.

Researchers, media, and marketing experts have been selling us the same generational hogwash over and over for 50 years. And we keep buying it.

Here's how it works. If you want to be a successful consultant or marketing guru you must first convince the gullible business community that things are changing dramatically and the only way for them to stay ahead of the curve is to hire you for your unique expertise.

So every 20 years they invent a new generation with distinctive, mysterious characteristics that only they can explain.

It's all baloney. As [I have written](#) on many occasions, there is just as much diversity *within* generations as there is *between* generations.

Fast Company has [an article](#) about author Jennifer Kriegel this week who has written a book about the myth of generational stereotypes. Jennifer was writing her doctoral dissertation on "the unique attributes of the millennial generation" when she discovered something. It was all nonsense.

Instead what she discovered was *"how remarkably similar the generations are."*

"There are a million factors that go into determining the kind of person you are when you grow up, and this arbitrary 20-year-long age bracket ...is not one of them ... characteristics often attributed to millennials...are...merely attributes of various life stages."

Justin Bieber is just Elvis Presley with his hat on backwards.

Okay, this clarifies everything

The IAB (Interactive Advertising Bureau) which is the clown show that serves as the trade organization for the online ad industry announced this week that they have created a "fee calculator" which tries to explain who's feasting on programmatic ad buys. If it's anything like this Rube Goldberg cartoon they created to explain how it all works it should be a real fun read. BTW, the conclusion of their "fee calculator" is that 55% of programmatic ad budgets are devoured by adtech middlemen.



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