

Harnessing The Vibe Of London

Contributed by Millward Brown
 Wednesday, 16 November 2011
 Last Updated Wednesday, 16 November 2011

Millward Brown research taps into London's youth culture

A new report released today by brand research consultancy Millward Brown identifies increasing community behaviour among young people aged 16 to 24 as an emerging trend. The report *Harnessing the Vibe of London* helps brands to understand how they can leverage an association with London in time for the 2012 Olympic Games.

The research highlights which celebrities, historic icons, cool places and aspects of London life engage young consumers.

Young people in London love experiencing everything the city offers from music, gigs, bars, clubs and festivals to shopping and watching sport. And those living in the capital are also spending more time participating in "at home" or communal activities such as playing music or cooking, writing songs, photography and "skill swapping" - using social media to organize events and activities.

"While young people are still heavily engaged in social media, they are yearning to do new offline things with their friends and family too," commented Anne Collins, lead researcher on the report. "Social media plays a critical role in facilitating these more traditional activities."

Brands can benefit from an association with the positive vibe of London, as the city takes centre stage next year. According to Anne Collins, "By showing an understanding of London life and aligning with a place, person or pastime, marketers can tap into a truth about London to lend valuable insights to their brand."

Brands wishing to align with London should be able to demonstrate an understanding of what is happening on the ground at street level. With such a range of activities, interests and hobbies available, combined with fast-paced city life, keeping track of these latest trends and fashions presents challenges for marketing professionals.

Other research highlights include:

Pride, Passion and Purpose

~ Young people are extremely positive and proud about London and consider the city to be exciting and alive with opportunities. It provides them opportunities to experience all that life has to offer.

~ ~ ~

Places have Personalities too

~ Young people connect with different places in different ways. Different parts of the city have different personalities.
 ~ For Londoners these are Oxford Street, London Eye, Trafalgar Square, Buckingham Palace and the O2 Arena.
 ~ According to 16- 24 year olds, Hackney is the coolest and most creative place in the capital - East London is retro-cool.
 ~ As a result of the regeneration in the East, West London is losing some kudos, but Notting Hill in West London still retains some magic with the Carnival and Portobello Road continuing to provide the "luxury meets bric-a-brac" feel.

~ ~ ~

London's most famous places

~ Young people in London connect with historic, traditionalist and populist places such as Oxford Street, Trafalgar Square and Covent Garden. Oxford Street is home territory - it is the most talked about, most familiar and most famous.
 ~ Olympic Park has the most excitement surrounding it for Londoners regarding the Olympic Games, and what they will bring to London. The venue shares similar brand values to Nike and Adidas.

~ ~ ~

Past and present

~ A host of famous people are seen as representing the London vibe including icons from the 60s and 70s (The Rolling Stones, The Who and David Bowie) as well as The Queen, Kate Moss, Pete Doherty, Guy Ritchie, Jack the Ripper, The Krays, Lily Allen, Banksy and Tinie Tempah. In addition, Stella McCartney represents the creative force of London

About Millward Brown

Please visit <http://www.millwardbrown.com/Home.aspx> for more information

14 November 2011