

Inside The Millennial Mind

Hussain Manawer



Who Am I?

About Me





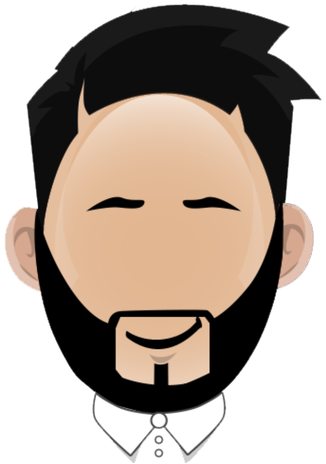


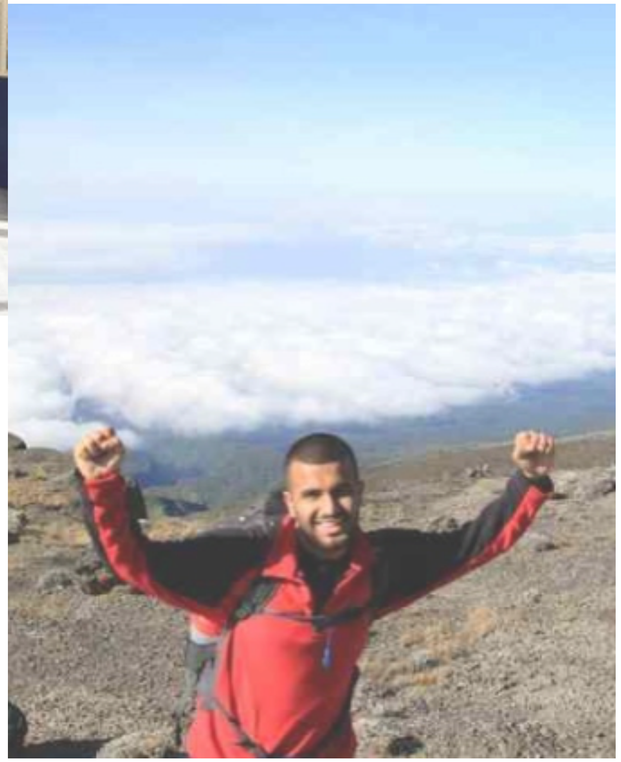


Work
Work
Work







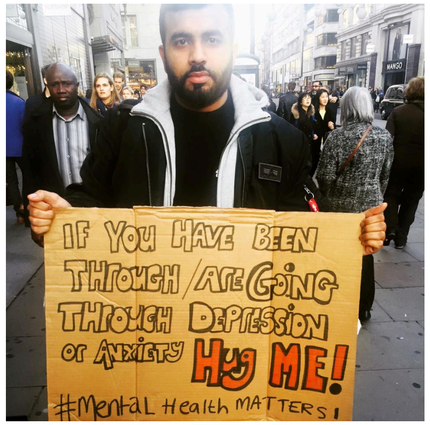




Hussain's House









Unilever

accenture

Virgin EMI RECORDS

BBC RADIO ASIAN NETWORK

THE HUFFINGTON POST

SPACE











The mobile is the new billboard



The most powerful generation of all time



Hungry

Menu



Eat & Digest


WORD IN THE WEST










ST YEAR

Hussain's House Content

Meaningful Vs. Disposable



Analytics Video Manager

The Oxford Street Experiment (Mental Health)

Hussains House

Channel settings

5,926 views

Add to Share More 387 1



Analytics Video Manager

A Night In A Greece Refugee Camp | Hussain's House

Hussains House

Channel settings

598 views

Add to Share More 50 3

Hussain's House Content

Meaningful Vs. Disposable





Analytics Video Manager

Bars and Melody Want A Prom Date | Hussain's House

Hussains House

Channel settings

128,307 views

Add to Share More 3,281 32

Analytics Video Manager

Kevin Hart on UK Slang | Hussain's House

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Channel settings

154,451 views

Add to Share More 967 38









COCA-COLA

FUTURE FLAMES

'Coca-Cola Future Flames' - inspirational young people who have been selected to run with the Olympic Torch - and aims to excite people ahead of London 2012.

- Introduced the Future Flames Workshop

-Calling forward senior staff members of Coca-Cola held informative sessions in youth clubs across the UK

- Held workshops in Glasgow, Birmingham, Leeds and London







Where brands fail

Failure to:

-Understand the values that drive them: Happiness, Discovery, Sharing, Passion

-Understand their realistic lifestyles and experiences – discover ways to amplify their reality

-Making them feel involved and informed

Snapchat for brands



1. Provide instant access to live events

2. Deliver private content

3. Offer contests, perks, promotions

1. Take people behind the scenes

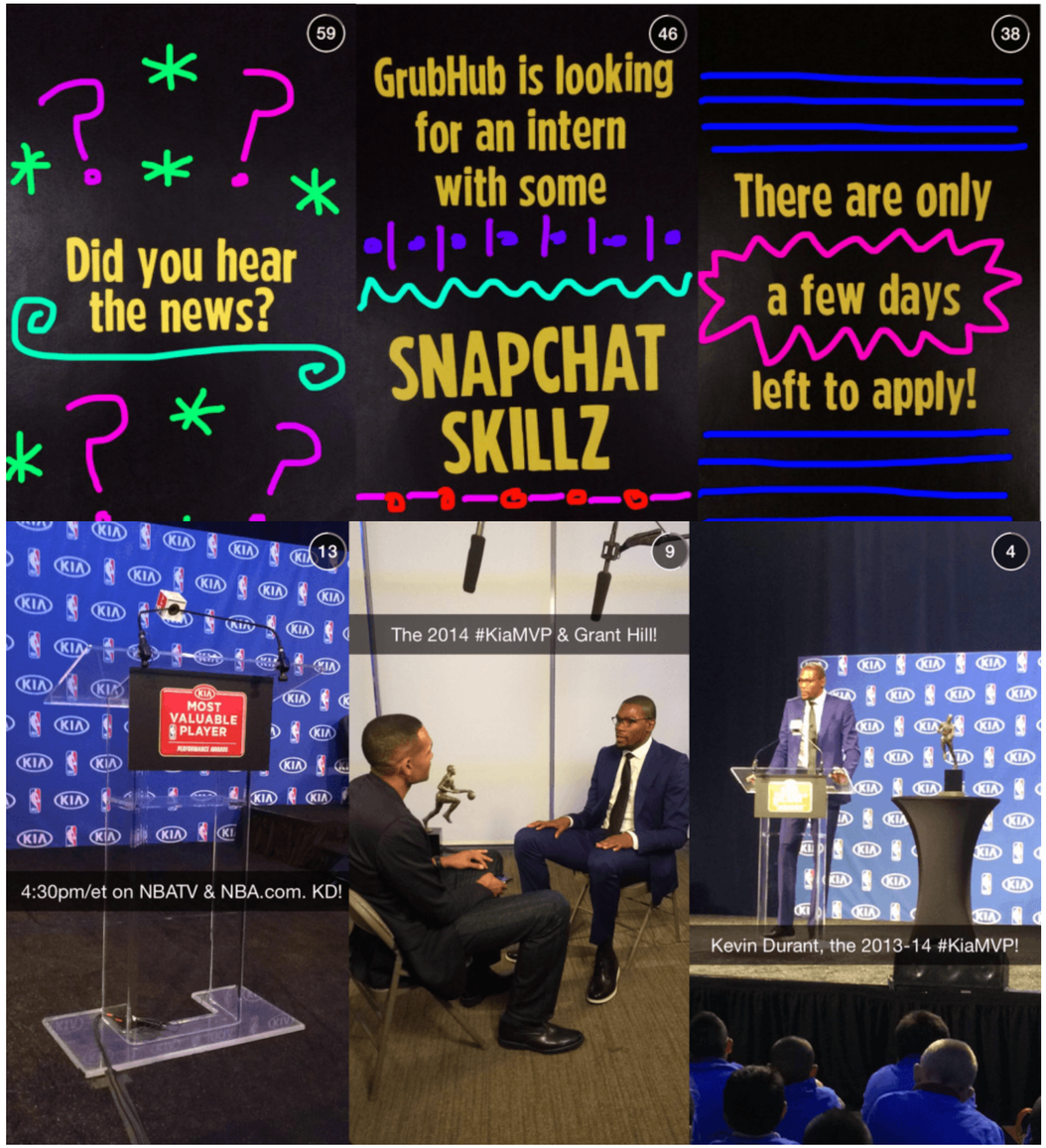
1. Partner with the correct influencers to help the business / campaign grow

Good Snapchat Campaigns

- GrubHub uses Snapchat to recruit Summer Intern

- The NBA generates excitement via Snapchat for Kevin Durant's MVP announcement

- World Wildlife Fund's #LastSelfie Snapchat campaign raising awareness about endangered species





Why has t-mobile decided to work with an american hip hop DJ on Snapchat?

Why is it easier to connect with someone across the world

Than it is across the room


Dream


DREAM


DREAM


dream



Get in touch

Stephen@KrugerCowne.com