

With over 250,000 apps (and growing) available on the iPhone and Android based phones these days, coupled with the “instant gratification” needs of Gen Y, the challenges for marketers are many. Today’s young population has many opportunities for information – for any reason – entertainment, shopping, and research. Understanding Gen Y and their use of technology is really a lens on the “Future of Marketing”. It is not going away. It will be adopted by older and younger cohorts and constantly evolving. The goal of the project is to design and build Apps that will integrate across media and into the connected world of Gen Y by increasing trust, empathy, consideration, awareness, and ultimately sales.

Institute/Organization : The MIT Center for Digital Business, Massachusetts Institute of Technology, USA

Sponsor : General Motors

Contact: Professor Glen Urban

Status: Ongoing

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