



## **How Cool Brands Stay Hot wins '2012 Best Book in Marketing' award by American Marketing Association**

*Last week the American Marketing Association Foundation (AMAF) announced 'How Cool Brands Stay Hot: Branding to Generation Y' as the winner of the 2012 Berry-AMA Book Prize for the best book in marketing. This award recognizes books whose innovative ideas have had a significant impact on marketing and related fields and set the standard for excellence.*

'How Cool Brands Stay Hot' by Joeri Van den Bergh (co-founder of and Gen Y expert at InSites Consulting) and Mattias Behrer (SVP, General Manager Youth & Music Northern Europe at Viacom International Media Networks) explains that Generation Y (13 to 29-year olds) are the most marketing-savvy and advertising-critical generation ever.

The book reveals what drives Generation Y and how you can reach them. Based on five years of intensive new youth research by InSites Consulting, it provides insights into the consumer psychology and behaviour of Millennials. It will help you connect with this new generation of consumers by understanding their likes and dislikes, and explains how you can make your advertising, marketing and branding relevant to them. 'How Cool Brands Stay Hot' is full of case studies and interviews with global marketing executives of successful brands such as Jack&Jones, Nokia, H&M, Nike, Levis and Coca-Cola. The second edition, to be released in March 2013, will contain new and updated case studies and exclusive interviews with CMOs of companies such as Converse, KFC, BBC, Abercrombie&Fitch, Heinz, MasterCard and Diesel.

The Berry-AMA Book Prize committee of five marketing experts, led by AMA VP of Publications Robert Lusch, stated that *"How Cool Brands Stay Hot is a must read for anyone marketing to Generation Y. Once you start reading it you will immediately start taking notes on how you can enhance your brand's relevancy to Generation Y"*.

Winning co-author Joeri Van den Bergh (co-founder of InSites Consulting): *"We are very pleased with this recognition in the US. I believe our book fulfils the need to understand the new empowered consumer generation. Gen Y is a media-savvy cohort that incites marketers to change their approach to branding and communication."*

The authors donated their cash prize of \$1,000 to the Staying Alive foundation. Staying Alive is an MTV International initiative to encourage HIV prevention, promote safer lifestyle choices and fight the stigma and discrimination which fuels the HIV epidemic. It is now the world's largest HIV mass media awareness and prevention campaign. 25% of the book's royalties are also donated to that foundation.

The 2012 Berry-AMA Book Prize is already the second award for 'How Cool Brands Stay Hot'. Last year the book won the '2011 Marketing Book of the year' award by Expert Marketer (based on the votes of 2,154 marketers from 85 different countries).

### Side notes:

This November Joeri Van den Bergh shares his book story at a Smartees Breakfast session in London on 22 November (event hosted by InSites Consulting). Interested in joining? [Register online](#).

For more information and updates on the book, visit [www.howcoolbrandsstayhot.com](http://www.howcoolbrandsstayhot.com)



# how cool brands stay hot

Press release

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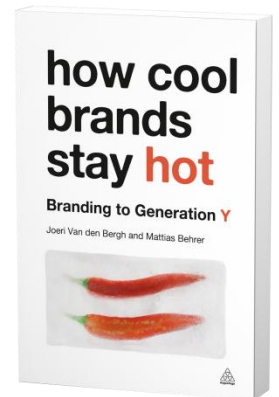
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About the book:

**How Cool Brands Stay Hot** is about connecting with a new generation (Generation Y) which will determine how society and the consumer markets will evolve in the next 3 decades. The book is based on 5 years of intense new market research and insights and case studies of MTV teams from all over the world, and offers insights in the psychology and behaviour of “the Millennials” as consumers. The book describes the five main characteristics of successful youth brands and will help companies get in touch with this new generation of consumers by understanding their preferences and dislikes. The book is interspersed with case studies and interviews with global marketing executives at international brands such as H&M, Coca-Cola, Levi’s, Nike, Nokia and Jack & Jones. It presents creative ideas to its readers about how to position, develop and promote brands and how to make them relevant for Generation Y.



About Joeri Van den Bergh:

**Joeri Van den Bergh** is author of the book *How Cool Brands Stay Hot* and co-founder of InSites Consulting, a global ‘new generation’ research agency with offices in the UK, the Netherlands, the USA and Belgium. All through his career Joeri has been working on research and marketing for children, teenagers and young adults. His customers are international brands such as Lego, Nokia, Sony, MTV Networks, Danone, Unilever and Coca-Cola, whom he did research for. He also advised them on how to deal with the market of the youth. As author and collaborator for many magazines and books he also gives lectures on marketing subjects anywhere in the world.

Follow Joeri on Twitter: [@Joeri\\_InSites](https://twitter.com/Joeri_InSites) or watch this [introduction movie](#).



About InSites Consulting:

**InSites Consulting** was founded in 1997, and although a market research agency its founders never really had the ambition of being market researchers. InSites Consulting is in fact a crazy mixture of academic visionaries, passionate marketers and innovating researchers, all determined to tackle the status-quo van of market research. In the past 10 years the company has grown an amazing 35% every year. Today they are more than 130 collaborators in 5 offices (Belgium, the Netherlands, the UK, Romania and the US). Their energy is generated by assisting world brands in the improvement of their marketing and in reaching consumers all over the world. The InSites Consulting work has already been rewarded with no less than 15 international awards. The recipe to success: constant enthusiasm, a lot of hard work, a sharing culture, and permanently innovating research methods and leading marketing ideas. And last but not least: positively surprising customers on a daily basis. More info: <http://www.insites-consulting.com> and Twitter: [@InSites](https://twitter.com/InSites)



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