

THE
SECRET LIVES

UNTOLD STORIES
UNHEARD PERSPECTIVES
UNADULTERATED CONVERSATIONS

OF **MALAYSIAN
MILLENNIALS**



Agility

MILLENNIALS HAVE BEEN GIVEN A LOT OF FLAK



millennials are |

millennials are killing

millennials are lazy

millennials are the worst

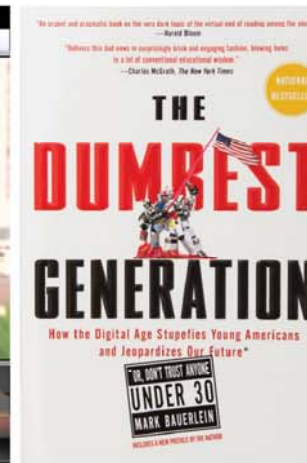


Finish your food, there's starving millennial influencers in #fyrefestival

RETWEETS 364

LIKES 1,183

3:13 AM - 28 Apr 2017



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NEGATIVE STEREOTYPES **BAD REPUTATION**

They are focusing on happiness more than prior generations.

Each so full of self-conceit and admiration for themselves, but little to spare for anyone else.

They are lazy, entitled narcissists.

They were raised believing that they could do whatever they wanted to.

They have trouble making decisions.

This is a period that will come to be known as the 'me decade'.

They have bad manners & contempt for authority.

The morals of children are tenfold worse than formerly.

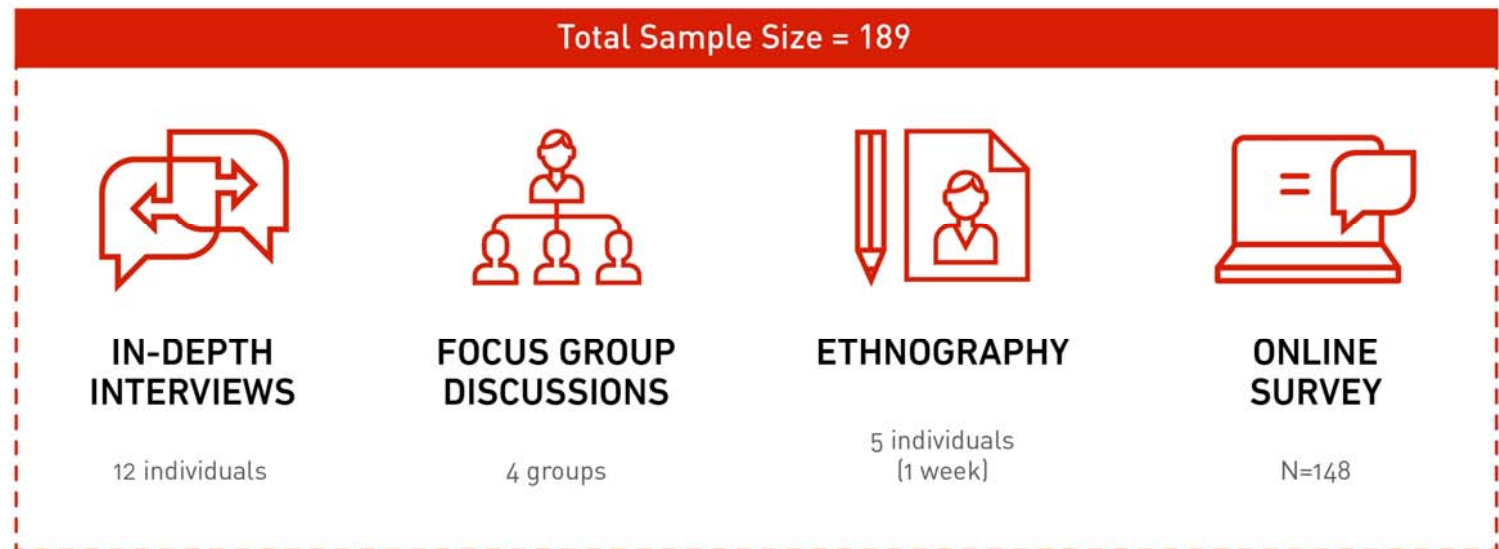
'To make a living' has absolutely no meaning to these children of the affluent society.

WHAT ABOUT OUR OWN
**MALAYSIAN
MILLENNIALS?**



HERE'S WHAT WE DID

Research Design

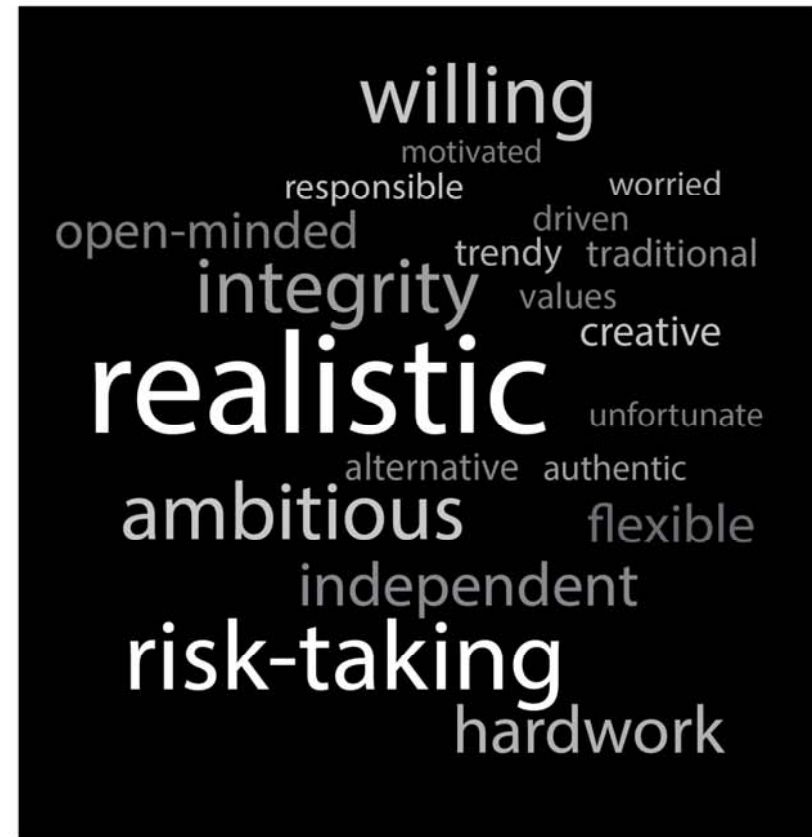


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PERCEPTION VS REALITY



MILLENNIAL STEREOTYPE



MILLENNIAL REALITY

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**MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY**

MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY

STEREOTYPE

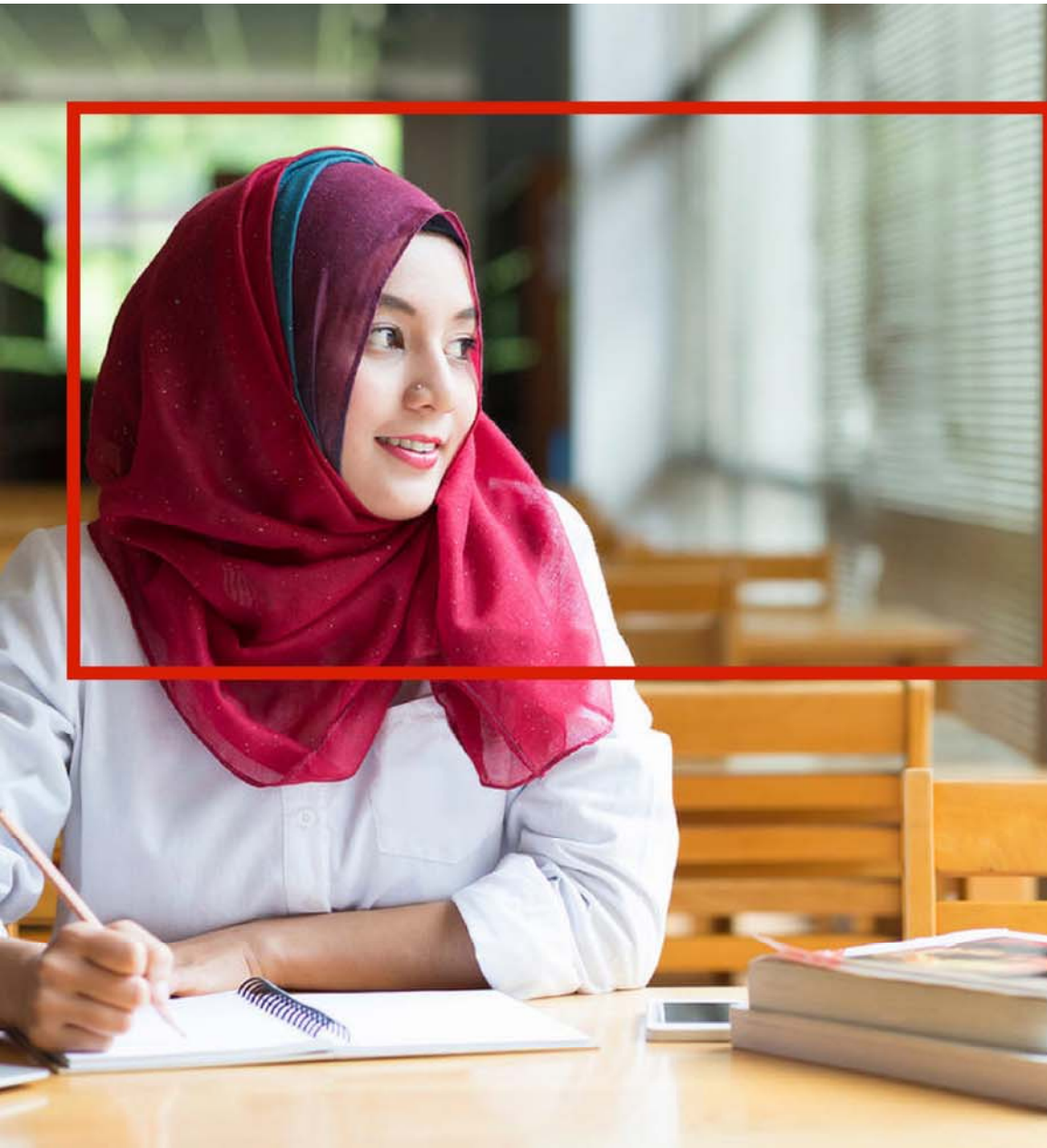
Millennials are
lazy and entitled,
focused only on
finding happiness

REALITY

Millennials are
pragmatic and
have realistic
expectations in life

THEIR ROAD TO SUCCESS IS
NO LONGER LINEAR

agility



DEATH OF THE SUCCESS FORMULA

Good education ≠ Good career ≠ Settled life ≠ Happiness

It's not as simple as last time. My parents are well educated, are professors and have a good life. I am studying law but does that mean I will have a good job. NO. Does that mean I will be happy? NO. It all depends on what I make of my life.

Of 200,000 graduates,
1 IN 4 fresh graduates
remain unemployed for
at least 6 months



Source: <https://eduadvisor.my/articles/what-didnt-know-fresh-graduate-unemployment-malaysia-infographic/>

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I HAVE MORE EXPERIENCE THAN EDUCATION, **BUT THAT DOESN'T MATTER IN EMPLOYERS' EYES**

■ I finished my diploma and started my own interior design company. I create my own ads on FB, have created a network of contractors and provide suppliers. But recently since the economy is bad, people have stopped refurbishing their homes. So I decided to take a job. I applied through jobstreet. But all people see is that I am a diploma holder. They don't see my experience. I have worked as a promoter, as a sales executive at retail shops and now I work with a car towing company. But all of that makes no difference. ■

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THEY ARE IN SEARCH OF SUCCESS THAT WILL DEFINE THEM



From school dropout to MIT student



Having enjoyed his primary school years as the teachers would *layan* (pay attention to) his curiosity, Eizaz felt that secondary school was rigid. Feeling uninspired, he told his father he wanted to drop out.

His father agreed. I asked him, "Wasn't your dad concerned his son wouldn't have academic credentials?"

"Nope. He's unusual like that. I guess I have it too, whatever it may be," replies Eizaz with a laugh.

Over the next four years, Eizaz learned about business by observing his father – how he managed his staff, spoke to his clients and signed cheques.

Source: thestar.com.my



Opening a door and letting in the light



SADIRA Yeong, a third-year Universiti Malaya (UM) pharmacy undergraduate, has done Malaysia proud. She was crowned second out of 56 participants at the Global Students Entrepreneurship Awards (GSEA) 2017 in Frankfurt, Germany, on April 29.

Her winning pitch? The creation of "ReadPublic", an online book price comparison platform aimed at spurring the reading habit among Malaysians.

Azizy

THEY KNOW THAT TIMES ARE HARD AND THAT
**THEY HAVE TO PUT IN
THE HOURS**

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A GENERATION THAT BELIEVES **THEIR TIMES ARE TOUGHER THAN THEIR PARENTS'**

Because the economy is volatile, expenses are high

How many of us can think about buying a house?
It feels like an impossible dream when you are
still settling your PTPN loans.

Inflation rate of 58.97% from 1997 till 2017



1997
RM3.87

106%

2017
RM8.00

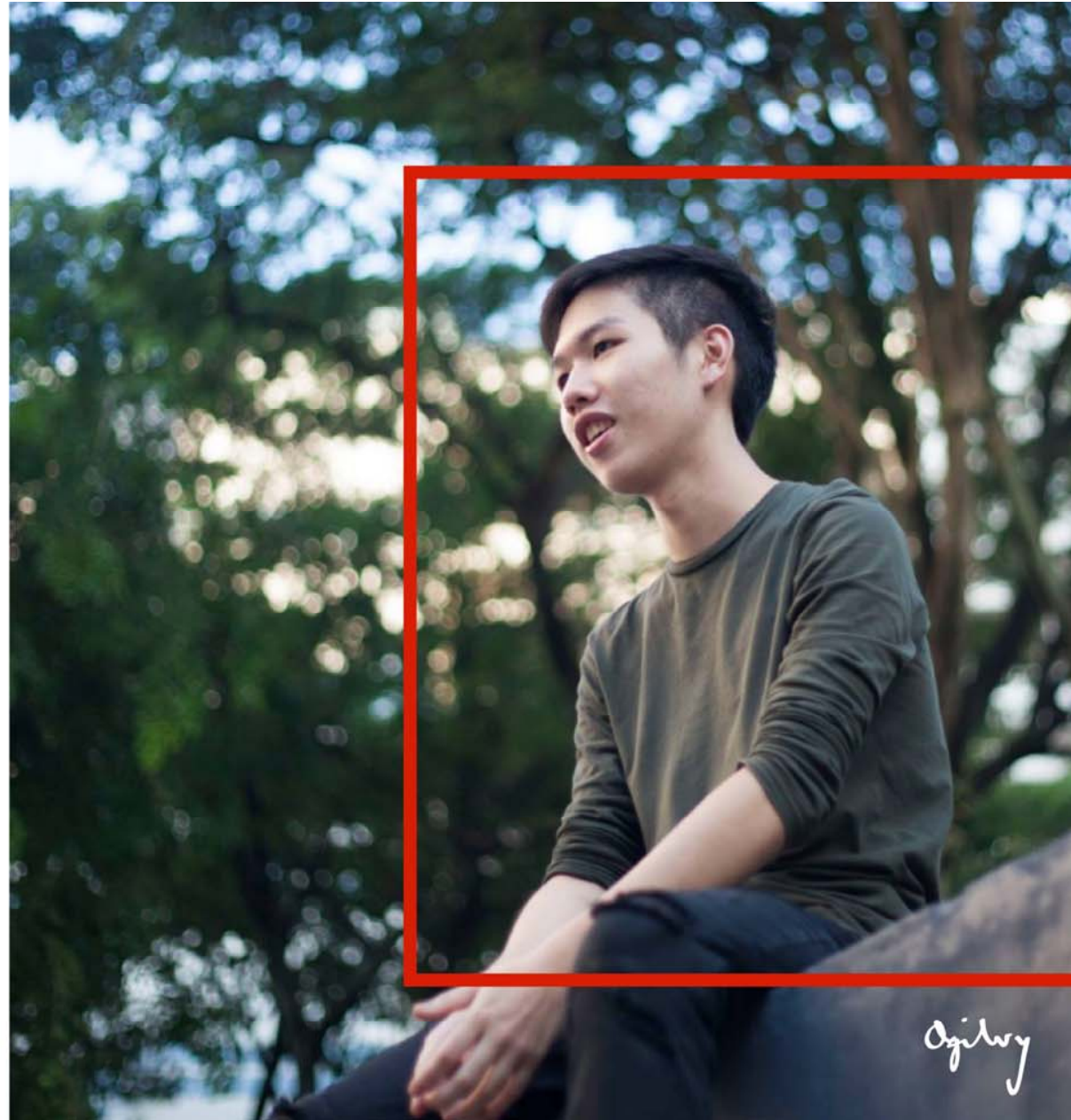


1997
RM1.15

97%

2017
RM2.27

Source: <http://infographics.economist.com/2017/databank/BMFile2000toJan2017.xls>;
<https://www.imoney.my/articles/latest-petrol-prices-Malaysia>



Ogilvy

OWNING A HOUSE IS THE ULTIMATE PROOF OF FINANCIAL INDEPENDENCE



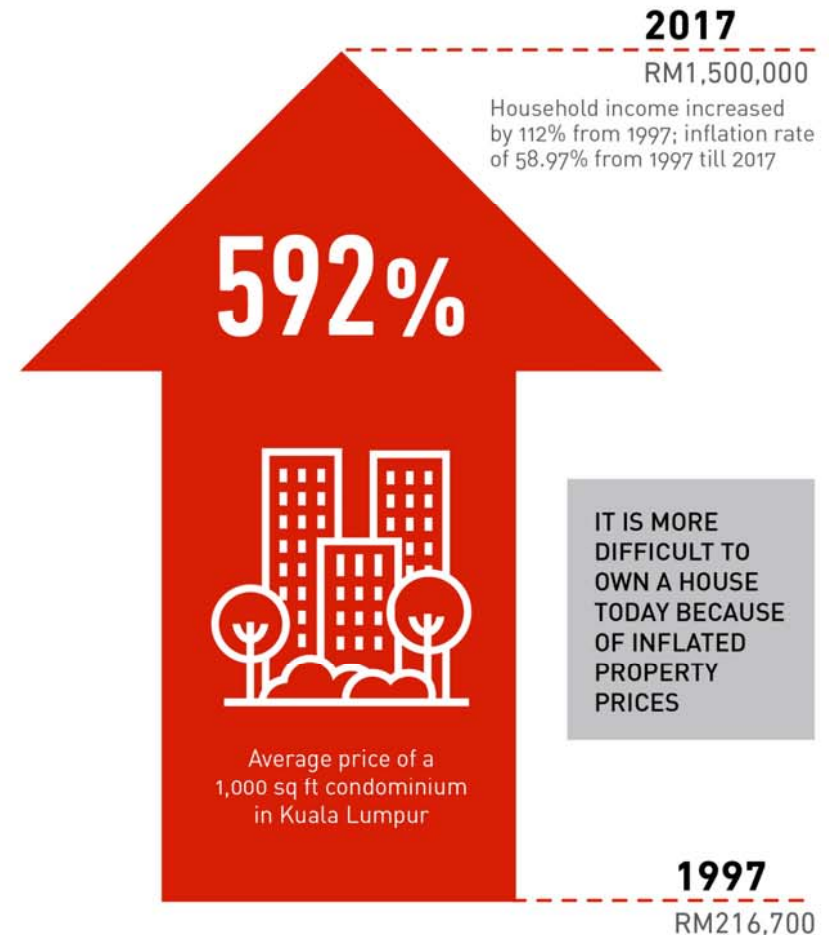
SECURITY

■ You can't be completely dependent on another person. I want to buy a house before I get married. ■



COMPETENCE

■ I can't even think about marriage before I have my own house. I want a house by 27 and then I will ask my gf to marry me. ■



Source: <https://books.google.com.my/>; <http://www.thestar.com.my/business/business-news/2016/02/02/tough-market-for-condos-in-klang-valley/#MEVUyPzt0h3lGF56.99>

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A GENERATION THAT BELIEVES THEIR TIMES ARE TOUGHER THAN THEIR PARENTS'

Because they want more from life

I am not saying my mother didn't do her best, but I have to do a lot more to survive because I want a family and a successful career.

But their generation is lost in options

Our generation has more choices and that makes it even more difficult for to choose. We are the lost generation.

21st Century Jobs



Uber & Grab drivers



Youtube lifestyle vlogger



Social media influencer



Professional gamer

Source: <http://www.malaysiandigest.com/features/672443-as-we-celebrate-labour-day-here-are-some-of-the-fastest-growing-jobs-in-the-21st-century.html>



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FIRST JOBBERS AT 15 MULTIPLE JOBBERS BY EARLY 20

I am a...
Muslima Model
Promoter
Event MC
Amway products supplier
Food caterer
Kindergarten teacher
Cosmetics sales person

I like doing all of this. I just take a day off when I feel like and I take the jobs as they come. Today there are many opportunities, so if someone tells me I don't have anything, I will slap them!

Agilay

FINANCIAL INDEPENDENCE
IS THEIR #1 GOAL

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FINANCIAL INDEPENDENCE IS PARAMOUNT FOR HAPPINESS. EARN AND BURN YOUR WAY!

■ I drove grab car for 6 months because I wanted to travel to Europe.
I can't ask my parents to fund this. It's not right. So after college
I drove every day and I took my dream trip. ■

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INDEPENDENCE IS PRIORITIZED OVER MARRIAGE

■ I don't want to get married before I get a house of my own. You can't be completely dependent on the other person. What if something goes wrong, you still have a house of your own and you can walk out. ■



AND THEY KNOW
IT WON'T BE A SMOOTH ROAD

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THEY TUSSLE WITH PARENTS TO CHOOSE THEIR CAREERS



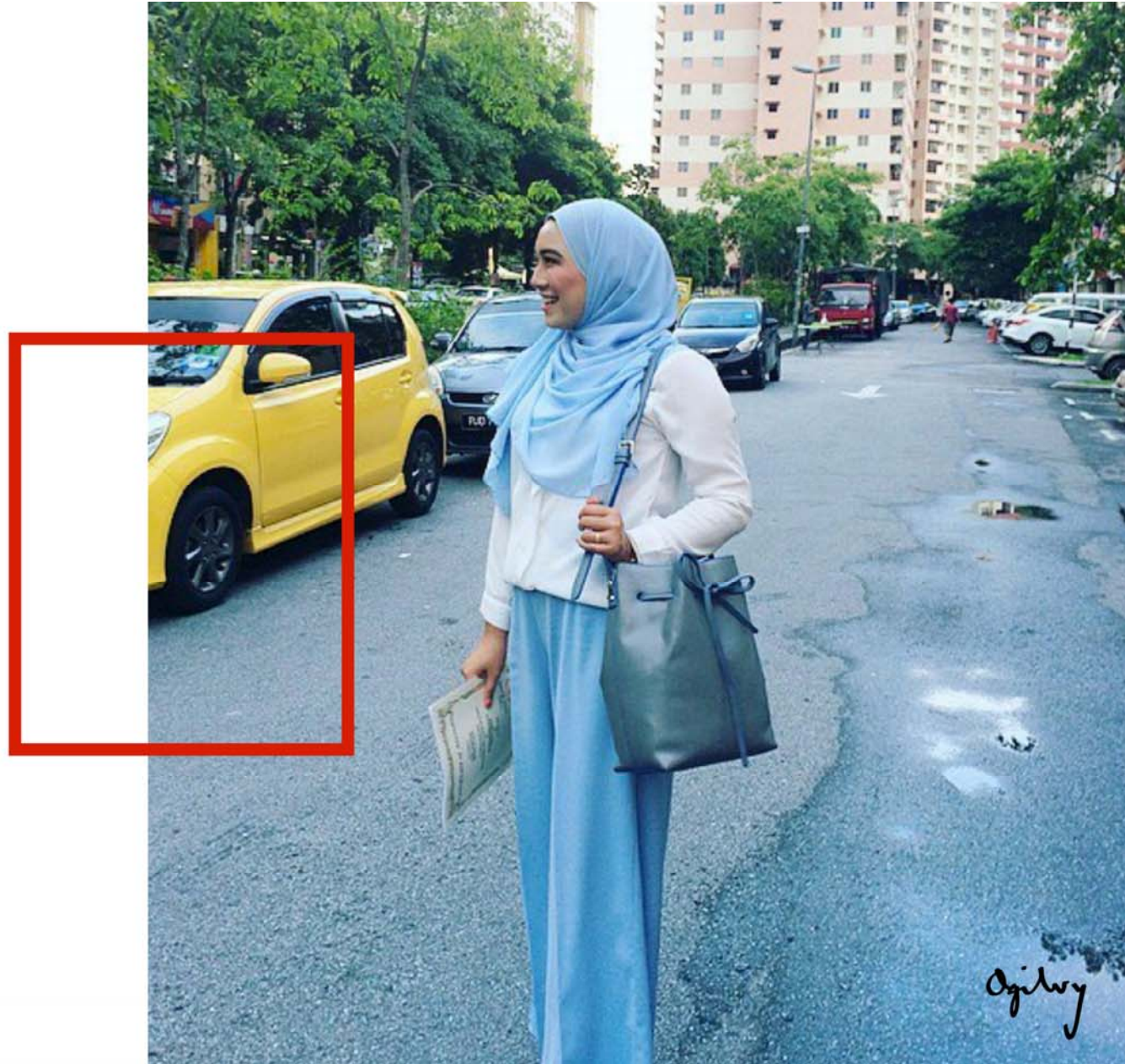
“I wanted to be a football players but my dad didn’t allow it. He said it has no future. He refused to send me for professional training. That was true in his time but today players with clubs like JB can earn RM 10,000 per week.”



“My mother didn’t want me to do PR as that would mean I have to travel a lot and stay out of home. She wanted me to do finance and I did a finance course for 1 year. Then I decided to drop out and do a degree in PR. I have to decide for myself because it’s my career.”

IF IT'S A STRUGGLE.. **IT'S WORTH IT**

I came to KL after my SPM because I wanted a different life. In my village in Kelantan, people judge you if try to speak in English. If you dress too well they feel you are acting funny. I wanted a different life. Today I am a hijabi model. My parents don't want me to work. I can never tell them that I am a model and that's ok. It's my life and they don't get to decide. ■



Azizy



STARTING A BUSINESS IS A WAY TO FAST FORWARD SUCCESS

■ With a normal job I will never achieve the things I want to. I want to start my own business because that is the only way I can be successful and earn well. Do you know how little people get paid? ■

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BUT, THEY HAVE
INCREDIBLE RESILIENCE

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I AM SELF-MADE

I have 7 brothers. Today I support my parents and whenever they are in need I transfer money. I was very clear from the beginning that I want to work and I want to be independent. I feel happy.

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SELF INSPIRATION > **ROLE MODELS**



■ I want to be the best version of myself.
I don't want to follow anyone.
I believe in myself and what I can do.
I am my own inspiration. ■

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THEY ARE INSPIRED BY SELF-MADE INDIVIDUALS



DATUK SERI VIDA

As a woman a lot of people try to pull you down but she has stayed strong and done what she believe in.



1.3mil followers



136k likes



JINNYBOY

He's just a boy from Subang who started making nonsense videos on Youtube. I've been following him for years.



158k followers



755k subscribers



JANE CHUCK

She is an everyday girl who has become instafamous. Now she owns a café and travels a lot.



513k followers



337k likes

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STEREOTYPE

Millennials have
loose morals and are
easily influenced by
the media

REALITY

Millennials are well-read
on religion and choose
not to listen to
interpretations

MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY

**THEY EXPERIENCE A
DEEP INTERNAL CONFLICT**
WHEN IT COMES TO RELIGION

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RELIGION IS IMPORTANT TO ME
**BUT FINDING MY SPACE IN IT
IS EVEN MORE SO**

Azizy

RELIGION VS ME VS CONVENTIONS

■ I don't wear the headscarf because I don't think I am ready to commit to it. It demands you to change your lifestyle and everything. I smoke and drink. What people don't realize is that smoking is bad for health but it doesn't make you a bad person.

I pray daily and I know the Quran by heart. But who can say if I am religious or not. Some people pray 5 times a day and still do "bad" things. ■



Ajiboy

COMPENSATION FOR FLOUTING THE RULES AND **THE SUBSEQUENT CONFLICT**

■ My 3 sisters and my mother wear the headscarf. I am like the black sheep of the family. I just feel I am not cut out for that. But I also know that I am not able to be the perfect daughter that my parents always wanted. So I want to excel in academics and make them proud of me. ■



MILLENIALS SEE MERIT IN FOLLOWING THEIR OWN RULES AND NOT OF CONSERVATIVE VOICES



Asia Pacific

Malaysia's Muslims grapple with being 'good enough', as conservative voices get strident



INDEPENDENT

Muslim gymnast Farah Ann Abdul Hadi criticised for 'revealing' leotard worn in double-gold win – but her supporters are out in force

The gymnast won six medals, including two golds, at last week's Southeast Asian Games



THE STRAITS TIMES

Rename 'Pretzel Dog' to 'Pretzel Sausage', Malaysia's Islamic body tells Auntie Anne's



The New York Times

Want to Touch a Dog?
In Malaysia, It's a Delicate Subject



The Rakyat Post

Don't wish Christians 'Merry Christmas' says Isma

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BECAUSE THEY'VE BEEN
BROUGHT UP WITH CONVENTIONS
**THAT CAN BE MORE
OVERBEARING THAN RELIGION**

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RELIGION IS THE MORAL COMPASS, **TRADITIONS ARE FAMILY BINDERS**



■ I am not very religious but I feel that the things I have heard growing up in a Buddhist household determines who I am today, what I should do and what I shouldn't. Traditions like Chinese New Year get-togethers are more family time than religious for me. That's the one time we all come together no matter what.

I actually don't know what to do with a joss stick. I just *shake palms together*, because that's what I've been told to do. ■



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I REALIZE THAT WHAT **I'VE BEEN TAUGHT IS DIFFERENT** FROM WHAT RELIGION PREACHES

■ My friends have a deep fear of dogs because they are told their whole lives that they must not touch them. Actually it is not 'haram' at all but they've been made to believe that.

My uztazah (religious teacher) in school told me that if I didn't wear a headscarf, evil spirits will put 'najis' on my head and I will be impure.

I did not like that my pastor said that wives should be submissive to their husband to be a 'noble' wife. I don't go to that church anymore. ■



SO THEY EDUCATE THEMSELVES ON TRUE RELIGION,
NOT THE INTERPRETATIONS

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RELIGION IS BIGGER THAN WHAT PEOPLE MAKE OF IT

▀ In my home town people would say that Muslim women should not do jobs like modelling. It's against the religion. But the Quran doesn't say that, it's people who think they know better. The Quran wants women to be independent. That is the religion I know and I follow. ▀



Azizah

OPEN MINDEDNESS & TOLERANCE IS THE NEW RELIGION

I have friends who smoke, drink and go clubbing and I have friends who pray 5 times a day. They hang out with each other too. The good things about Malaysia is that Muslims are open-minded and tolerant... well at least my friends!



Azizy

A GENERATION THAT WANTS
TO BE **MORE AWARE OF THEIR
RELIGION** THAN THEIR PARENTS



■ I've read the Qur'an and I realize that so many things I was brought up with is not true!

■ My friend passed me a comic bible so it would be easier for me to read it. I may be lazy but at least now I know what's wrong or right. ■

Ogilvy

STEREOTYPE

All millennials have a progressive stance on social issues. Gender roles will end with this generation.

REALITY

Millennials don't act under societal pressures and have their own opinions of gender roles.

MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY

ON THE SURFACE,
**THEY SUPPORT THE BLURRING
OF THE GENDER DIVIDE**

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'MEN CAN CRY AND WOMEN CAN CURSE'



I don't believe in fanatic feminism. I believe in equality. A man should be able to cry and a woman should be able to curse.



Sometimes I feel it's unfair to expect women to shave and put make up all the time. Men don't do that. I prefer women without makeup actually.

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THEY FEEL EMPOWERED
TO PUSH AWAY FROM TRADITIONAL GENDER ROLES

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I DON'T WANT TO BE PROVIDED FOR; **I WANT A PARTNER IN LIFE**

It's ok for a man to be a house husband today. Women can also earn and are independent.

I don't need a man to pay my bills. That I am doing now anyway. I need a partner who understands and respects me for who I am.

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I FEEL SOCIETY'S GRIP OF **MASCULINITY LOOSENING**

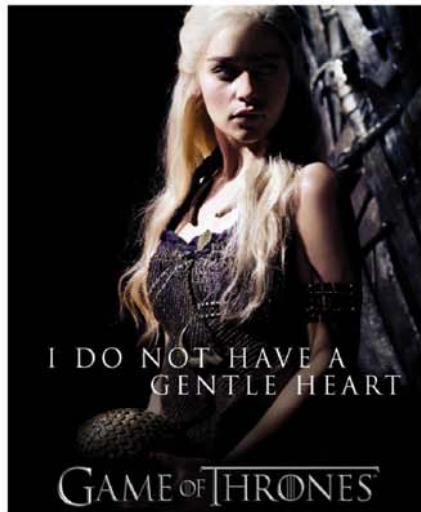
■ My generation of men are a lot more emotional, empathetic and expressive than older ones.

I am very sensitive guy and I wear it on my sleeve.
What's wrong with that. I cried while watching 'A dog's life'.

Men can be vulnerable too.. like Ted Mosby (from How I Met Your Mother). ■



THE FEMALE LEAD & **THE VULNERABLE MAN**



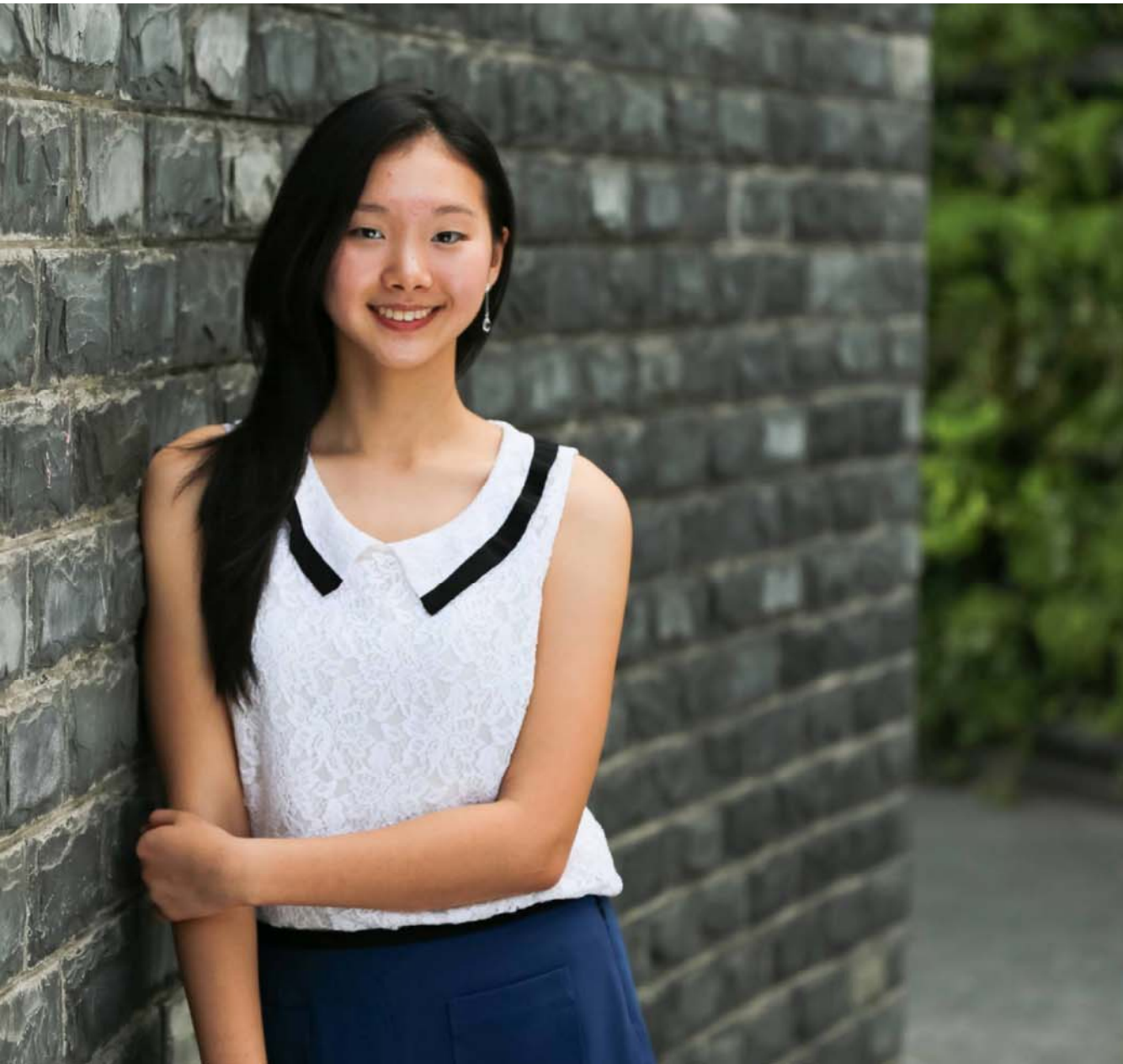
POPULAR TV SERIES BOAST
STRONG AND EMPOWERED
FEMALE-LED CASTS



MALE CELEBRITIES ARE
REDEFINING THE IMAGE OF
THE TRADITIONAL MACHO
FIGURE

Agiloy

BUT, THERE ARE THOSE
**WHO BELIEVE IN
TRADITIONAL ROLES**
MORE THAN THE GENERATION BEFORE



INDEPENDENCE HINDERS MY CHANCE OF FINDING A PARTNER

■ It's difficult to find a bf when you are an independent girl. I don't know why huh. I think it's because men don't know what to do. I know many such friends who intimidate men. ■

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I STILL FEEL THE PRESSURES OF PROVING MY ROLE AS A PROVIDER

▀ A woman should work to fund her personal expenses but a man needs to provide for the house.

If I can't pay for everything with my income then my wife will have to work. But she can work to pay for her stuff like shopping. Why does she need to work if I am earning well? ▀



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THE DAMSEL IN DISTRESS & **THE RESPONSIBLE MAN**



POPULAR TV SHOWS, MOVIES
AND SOCIAL MEDIA STILL
PROPAGATE THE FANTASY
OF THE PROTAGONIST MALE
HERO SAVING THE FEMALE
CHARACTER

RELIGION ALSO TEACHES ITS BELIEVERS
TO PRACTICE TRADITIONAL GENDER ROLES

Mufti: Men shouldn't use wife's money to support family

Bernama | April 5, 2017

Mohd Asri Zainul Abidin says husbands must shoulder their responsibilities as the head of the family.



KANGAR: Perlis Mufti associate professor Dr Mohd Asri Zainul Abidin has criticised men who neglect their duties as husbands if their wives are drawing bigger salaries.

"The husband must shoulder his responsibility properly as head of the family. It is the duty of a husband to provide for his wife and meet his family's expenses."

Azizy

MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY

STEREOTYPE

Millennials are the most
diverse generation and
will eliminate racial bias

REALITY

Millennials in Malaysia feel
a racial divide that makes
them question their
Malaysian-ness

THERE IS AN UNDERCURRENT SENSE OF
A RACIAL DIVIDE

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BIRDS OF SIMILAR LANGUAGES FLOCK TOGETHER



■ I had Indian and Malay friends in school but is not close to them. Does not have anything against them but she feels more comfortable with peers who speak Mandarin as it is her first language.

I have Chinese colleagues. But no, we don't really speak outside of work. ■

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**THEY FEEL STRONGLY
ABOUT THEIR HERITAGE,**
BUT NOT ABOUT THEIR COUNTRY

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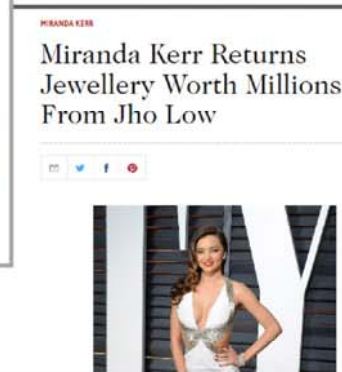
THANKFUL TO BE IN MALAYSIA BUT FEELS IT HAS A LONG WAY TO GO

Malaysia is our country and we love being here but we aren't ignorant about what's wrong. It's not easy to say pride because a lot of work still needs to be done.

Most people still know Malaysia as the country besides Singapore. That's just sad. We have a long way to go. There are a lot of good things here and its improving a little but it will take effort and time.

Agility

PERCEPTION: EMBARRASSMENT THAT ONLY BAD NEWS MAKES INTERNATIONAL HEADLINES



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NO LOYALTY TO MALAYSIA AND WILL LEAVE GIVEN HALF THE CHANCE

▀ I want to leave to Australia to study in my 3rd year and will try to find a job there. But this is not because I think there is no hope for Malaysia.

I'm thankful to be a Chinese in Malaysia because China is growing as an economy. Hopefully I can easily find a job there. ▀

93%

of current jobseekers admit they would consider leaving Malaysia to work overseas.



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BUT
THEY ARE UNITED
IN SOME CAUSES

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DISTRUST IN PUBLISHED NEWS **VS** CITIZEN JOURNALISM AS REAL NEWS

"I don't read newspapers. Anyway that's not real news. I get that from FB where people put up videos and you can see it for yourself. Last year there was a gang fight in Midvalley. Even the police had to come. Such things don't get covered in newspapers. You get to know these things from FB."

Agility

ACKNOWLEDGING THE BAD PRESENT... **MAKES THEM WANT TO CONTRIBUTE TO A BETTER FUTURE**



■ We want to make a home for the homeless people. There are many people who don't know where to go at night. We also want to help the stray dogs. We've wanted to do that since we were in school. A lot of people tell us this is stupid. But it's ok. We will do it anyway. ■



■ I come from Sabah and there people don't have the facilities like KL people. I want to improve things for them. I want to go there and improve the education system or help grow the economy in that region.
It's my responsibility. ■

Agility

**MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY**

IN SUMMARY...

MY REALITY
MY BELIEFS
MY ROLE
MY IDENTITY

Millennials are pragmatic and have realistic expectations in life

Millennials are well-read on religion and choose not to listen to interpretations

Millennials don't act under societal pressures and have their own opinions of gender roles

Millennials in Malaysia feel a racial divide that makes them question their Malaysian-ness

WHAT DOES IT MEAN FOR **BRANDS?**

- #1 **KEEP IT REAL**
- #2 **STAND FOR SOMETHING**
- #3 **GROW WITH THEM**
- #4 **DON'T LUMP THEM TOGETHER**
- #5 **WALK IN THEIR SHOES**

KEEP IT REAL

**STAND FOR
SOMETHING**

**GROW
WITH THEM**

**DON'T LUMP
THEM TOGETHER**

**WALK IN
THEIR SHOES**

Millennials are pragmatic people who can immediately identify when brands are being deceptive. To be relevant to them, communication should come from true insights.

DON'T SUGARCOAT LIFE OR PRODUCT BENEFITS.



Millennials value authenticity. They tolerate advertisements that provide information about product benefits that are based on the most compelling consumer insights.

KEEP IT REAL. DON'T BE PLASTIC PERFECT.



Getting Over Mild Depression with Positive Attitude - Vivvy Pretty Real | Fempire



For Millennials, there is nothing more endearing than real scenarios and stories that they can empathise with, either from a celebrity or brand.

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KEEP IT REAL

STAND FOR
SOMETHING

GROW
WITH THEM

DON'T LUMP
THEM TOGETHER

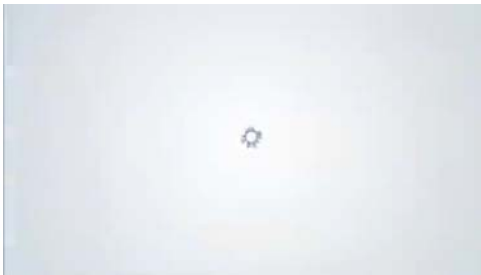
WALK IN
THEIR SHOES

Millennials are well-read individuals with strong value systems. They are likely to identify with brands that mirror their beliefs or inspire them to become better.

TECH AND INNOVATIONS MAKE LIFE MORE MEANINGFUL.



Millennials are more socially aware than ever. Becoming first jobbers, they value companies and brands that act responsibly. They are constantly looking for inspiration to do more and act with purpose.



STANDING FOR SOMETHING BIGGER THAN PRODUCT BENEFITS.



Brands that true to their brand ideal will create better saliency amongst Millennials. They are presented with more choices than any generation before.

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KEEP IT REAL

STAND FOR
SOMETHING

GROW
WITH THEM

DON'T LUMP
THEM TOGETHER

WALK IN
THEIR SHOES

Millennials are ambitious and always in pursuit of financial independence. Brands that assist or inspire them to achieve their aspirations will garner their attention.

SPEAK TO THEIR ASPIRATIONS.

Always wanted to be an
entrepreneur?

Drive with Uber in Malaysia
and Be Your Own Boss
Money. Freedom. Flexibility



Sign up now

First Name Last Name

Email

Phone

Create Password

City

Invite Code (Optional)

NEXT →

Have an account? [Log in](#)

By proceeding, I agree that Uber, its affiliates and/or representatives may contact me (including by automatic telephone dialing system) at the phone number on file with my account, including for marketing purposes. I understand that I may be contacted by the Uber drivers.



Agiloy

KEEP IT REAL

STAND FOR
SOMETHING

GROW
WITH THEM

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THEM TOGETHER

WALK IN
THEIR SHOES

Millennials value individuality and are more vocal about their beliefs than ever before. Advertisement for the masses have become white noise for them.

THEY ARE NOT A SINGULAR STEREOTYPE.



Millennials are not always the fun-loving, selfie-posing, free-spirited individuals that media portrays.

Illustrative only; not a conclusive segmentation



18-21
College students



22-25
First jobbers



26-29
High achievers



30-32
Young families

SEEKING EXPERIENCES

ESTABLISHING LIVES

Millennials, who by definition are those born in 1985 to 2000 (Time magazine), have different priorities and diverse interests. They should not be treated as a single segment.

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KEEP IT REAL

STAND FOR
SOMETHING

GROW
WITH THEM

DON'T LUMP
THEM TOGETHER

WALK IN
THEIR SHOES

To engage Millennial's attention is to speak their language as well as empathise with their ambitions and needs.

THE PURSUIT OF HAPPINESS

Millennials crave the liberty to fulfill their potential through supporting responsible brands.



IN SEARCH OF INDEPENDENCE

At the same time, they seek control at work, social life and interests.



DIGINATIVES

Millennials are almost constantly online and have created their unique universal online language.



WHY SO SERIOUS?

The new Millennial humour is all about absurdity, universality and self-deprecation.



Agiloy

THANK YOU.

agilvy