

# OIA | SOCIAL BUZZ

## SNACKABLE INSIGHTS



## Millennials Escape From Adulting at Summer Camp

*"Everybody just sort of accepts you, which is a really crazy, fun thing... You'd think that once you reach a certain age you'd be an adult. But something about camp brings you back to that 15-year-old debauchery." -Brittany Gibbons, founder of Camp Throwback*

## CONVERSATION OVERVIEW



a·dult sum·mer camp

/a'delt 'semer kəmp/



*noun*

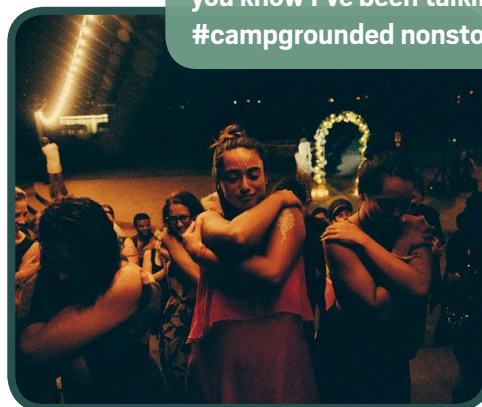
A place where one goes to escape from the everyday trials and tribulations of muddling through life as a "fully grown" person while engaging in indoor and outdoor activities that encourage self-betterment, digital detoxification and good old child-like fun.

The growing phenomenon of adults, primarily Millennials, opting to spend their prized PTO and hard earned cash on sleep-away camps has a strong and compelling presence on social media. Adult summer camp enthusiasts have racked up almost 43 thousand mentions and nearly 1 billion impressions online in the last two years. This female-driven conversation (57%) is almost exclusively declarations of anticipatory excitement or loving odes to the precious hours spent genuinely having fun as they disconnect from technology and escape the pressures of real life. Campers get to experience activities like canoeing, archery, yoga, acroyoga, climbing, slacklining, sailing and Frisbee.

"Registered for #campgrounded.  
See you in the woods! #unplug



"Some #selflove hugging at, yes,  
camp! If you guys know me IRL,  
you know I've been talking about  
#campgrounded nonstop."





## THE ALLURE OF COMMUNITY & NOSTALGIA

Like-minded camp-goers gather at adult summer camps to partake in community-focused fun, let their freak-flag fly while taking a break from adulthood and forming bonds that last long after the final session has ended. There is also a strong nostalgic draw as campers look to relive their childhood. Conversation contributors express how delighted they are that adult summer camps feel, look and even taste the same as they remember.

This theme is especially prevalent among those in New York, which comprises 23% of the conversation, who are looking to take a break from their urban environment.

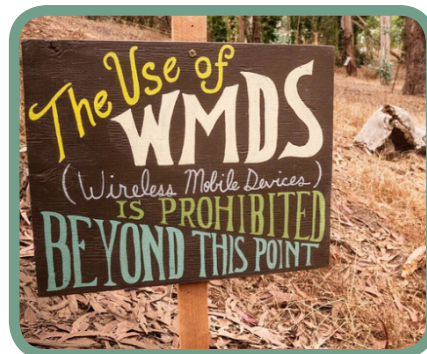
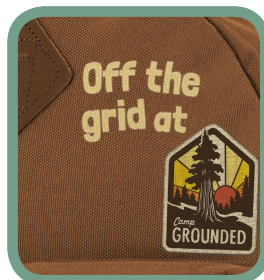
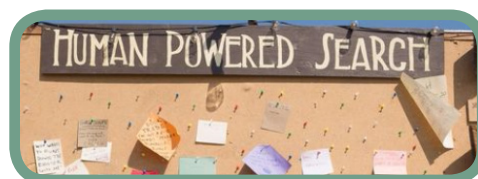
"Sleep overs in middle school be like...#club getaway" 

"Haven't been to camp in YEARS...sounds like fun!!" 

"I fell in love with a typewriter today at #campgrounded" 

## CHECK YOUR PHONE AT THE DOOR

Online, 15% of mentions cite escaping from technology oversaturation as a motivator for going to camp. Many camps provide entertainment replacements and forms of self-expression for campers, like typewriters, drawing, crafts and outdoor activities. Campers speak about discovering something new and the beneficial experience of bettering themselves as a result of their digital purge.



## WHAT CONSUMERS ARE SAYING...

"You can be a kid again, disconnect from work, and be part of an experience that you'll remember for many summers to come."



"Last summer, I had the opportunity to attend summer camp for adults, which was a lot like how I imagine kids' summer camp is – except with booze, sex, and gossip."



"Just want to get away from it all? Camp Grounded has you covered, featuring a technology-free zone stocked with typewriters, board games, and a human-powered search engine"



"The camp doesn't advertise any kind of medical or mental-health credentials, but it still attracts plenty of people who believe they suffer from an unhealthy Internet addiction."



"The new friends continued to hang out, inviting the group to spin-off events in New York. Eventually, the events became so frequent that a Camp No Counselors dodgeball game conflicted with a Camp No Counselors breakdancing class"



## WHAT DOES THIS MEAN FOR YOU?

Millennials are complex, they want to be treated like adults yet seek out opportunities to let loose and reconnect with their inner child. Young outdoor consumers have also been known to look to brands and retailers to help facilitate this. In fact, 28% of Millennials buy based on whether or not a brand aligns with their personal values. To better position yourself to meet the Millennials needs, consider the following:

- Be where they are, whether at a summer camp or a music festival, through sponsorship, demos or grassroots marketing efforts.
- Be a contextual marketer on social media by strategically placing your gear in front of campers by using keywords like "Adult Summer Camp" in website product descriptions, Google ads and social media posts. They'll need your gear for the trip.
- Be an influencer, by giving them an outlet to learn other ways to let loose outdoors and be a kid again through in-store or partnered education and events.

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