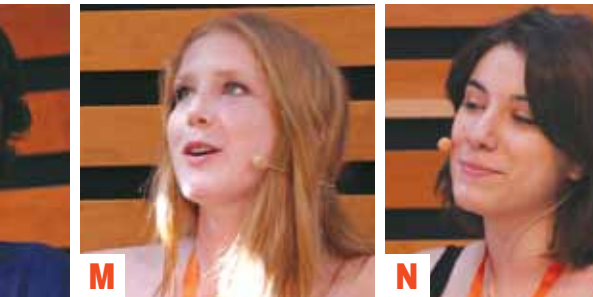
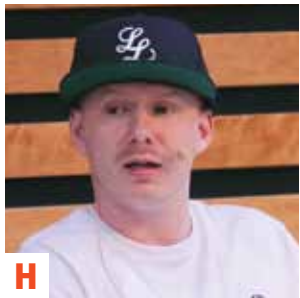
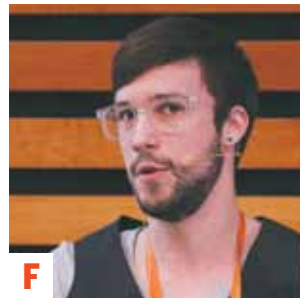




understandingyouth



The influencers and decision-makers driving today's most ambitious youth marketing programs shared their tips at *strategy's* 14th annual Understanding Youth conference, held June 8 at the Toronto Reference Library's Bram & Bluma Appel Salon. With the Digital Natives now entering their teens, marketers shared how they're stepping up their game.



a. Attendees try out Sony Playstation's Move motion controller in the Tech Showcase; **b.** Host Nathan Rosenberg, CMO, Virgin Mobile; **c.** Youth panel moderator Scott Beffort, Decode; **d.** Gamification keynoter Rajat Paharia, Bunchball; **e-i.** Influencers panel moderator Claudia Calderon, PepsiCo, with her young social media mavens: prolific YouTube filmmaker Andrew Bravener; Abby Ho, Epitome Pictures; Bryan Brock, 1 Love T.O.; Karla Moy, hustleGRL; **j-n.** Tweens and teen youth panelists; **o.** Transmedia keynoter Caitlin Burns, Starlight Runner Entertainment; **p.** Canadian TRU research presenter Martin McIntosh, Research & Incite Consultants; **q.** Matt Houghton, Push.ca; **r.** Melissa Bissell, Garage; **s-u.** When Worlds Collide panelists Ryan Archibald, Vice Media; Eric Charles, Microsoft Xbox; Chris Unwin, Much MTV Group; **v.** Rosenberg grills the crowd. Photos by Sean Torrington (seantorrington@gmail.com)