

Beat: Vips

## More Than HALF Of U.S. MILLENNIALS Surveyed Have Missed A LIFE MOMENT

### TRYING TO CAPTURE IT ON SOCIAL MEDIA

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**USPA NEWS** - Kahlúa actively champions the sentiment that life, and everything in it ““ from coffee to cocktails to social media ““ should be taken less seriously. In a Kahlúa Survey of Millennials, over 90 % said it's important to live in the Moment, while more than half have missed an Important Moment because they were trying to capture it on Social Media.

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The Zero Likes Given Exhibition by Kahlúa, hosted by Actress Jackie Cruz, is an effort calling on People to take a Break from the pressures of their like count, liberating them by encouraging everyone to enjoy Life in the Moment ““ and take Social Media likes a little less seriously.

Like it or not, we're in the age of the double-tap. A study<sup>1</sup> commissioned by Kahlúa also found:

- Over 90 % of surveyed U.S. Millennials on Social Media say it's important to live in the Moment, while more than half have missed an Important Moment because they were trying to capture it on Social Media.
- Over 60 % say it is important to them that their Photos get likes.
- More than a third (34%) check for likes a minute or less after posting.

Even more surprising, one third of the Millennials on surveyed say they would miss Social Media more than they would miss Sex, if stranded alone on an Island.

To celebrate zero liked images on social media, Kahlúa created the #BottomNine website so consumers from all over the globe can also join in on the action. This #BottomNine tool allows people to login with their Instagram account and generate their nine least liked images on Instagram so consumers can reminisce about these forgotten gems.

To celebrate the Beauty of "Unliked" Images, the Zero Likes Given Exhibition by Kahlúa will pop up in New York City. Inside the gallery, dozens of Instagram gems ““ originally posted from consumers all over the world and consisting entirely of zero-liked photography ““ will be on display. One highlight“; the oldest zero-liked Instagram Image, which was posted in 2010, a day after Instagram first launched.

Source : Kahlúa

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