

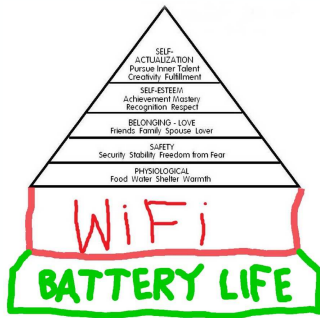
TRENDSACTIVE

GREAT TREND NOW WHAT?

Aljan de Boer
Head of Inspiration

GLOBAL TRENDS: FUTURE CONSUMERS

TRENDSACTIVE



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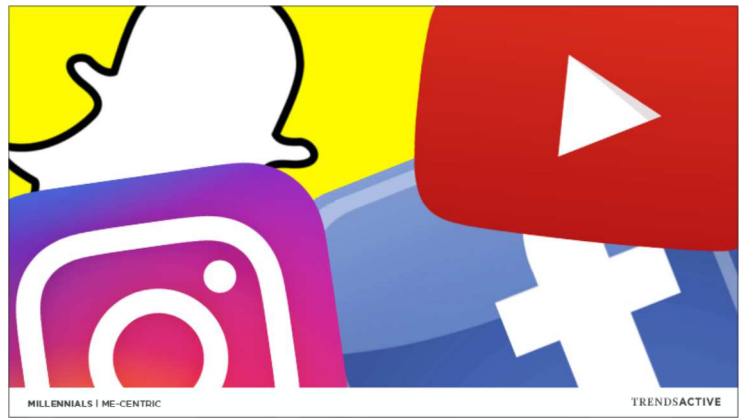
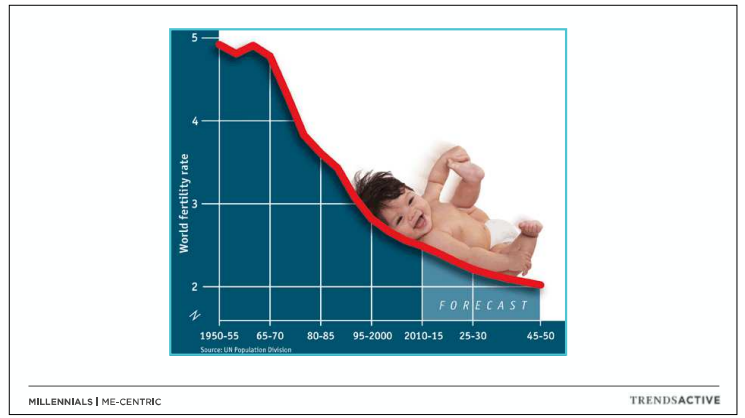
MILLENNIALS

GENERATION Z

GLOBAL TRENDS: FUTURE CONSUMERS

TRENDSACTIVE





MILLENNIALS ARE

Me-centric

SO A BRAND SHOULD

Make them feel special

MILLENNIALS | ME-CENTRIC TRENDSACTIVE

TRENDSACTIVE ORIGINAL

UTRECHT UNIVERSITY

Inspired by the great master painters of our history, we've depicted students as the master of their own future. The people in the ad are real students.

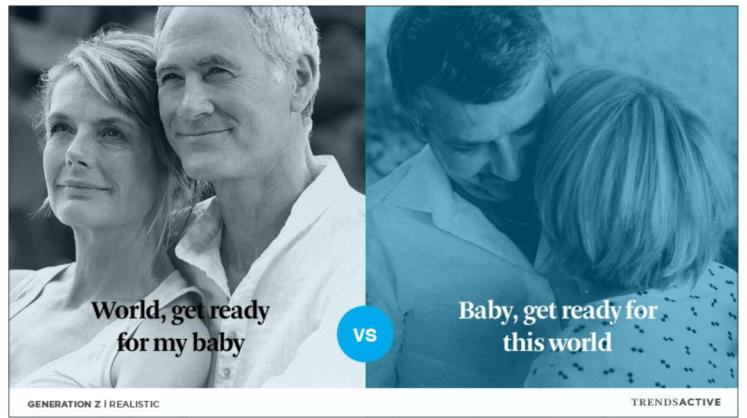
APPLE

"Today at Apple" offers a range of classes on topics like coding, art, music, design, and photography. There are classes designed for both beginners and more experienced users, as well as classes for all ages, including children.

GENERATION Z

born between 1997 & 2015
3 - 20 years old

GENERATION Z TRENDSACTIVE





Vox June 09, 2016

Today's teens smoke less, drink less, and have sex less than any teens on record

GENERATION Z | REALISTIC

TRENDSACTIVE

GENERATION Z IS

Realistic

SO A BRAND SHOULD

Cater to their realistic mindset

GENERATION Z | REALISTIC

TRENDSACTIVE

KIDZANIA

The indoor theme park is a city built to scale for children where they can try our more than 60 real life role-play activities.

DO SOMETHING
Explore Campaigns
Any cause, anytime, anywhere.

What is DoSomething.org?
Young people + social change.

Log In

Teens for Jeans
Collect jeans for local youth experiencing homelessness.

DOSOMETHING
.ORG

Platform where teens can make their dreams happen by engaging potential sponsors with their ambitions.

'MAKE IT HAPPEN'
MENTALITY

GENERATION Z | REALISTIC

TRENDSACTIVE

BALLINN

April 13, 2017

8-year old drove his 4-year old sister to McDonalds to order a cheeseburger

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE

GENERATION Z HAS A

Make it happen mentality

SO A BRAND SHOULD

Facilitate them in making things happen

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE

DELL & INTEL® PRESENT

THE NEW EXPERTS

TAYLOR WILSON

DELL


Dell's Back-to-School Campaign Introduces 'The New Experts'

EXPLORE

Get hands on with magnets and electromagnets, and discover how sound and speakers really work. Our mobile app guides you every step of the way through experiments, fun activities, and more.

BOSE

Bosebuild Speaker Cube enables youngsters to learn about sound, electromagnets, frequency and more while assembling a speaker from scratch.



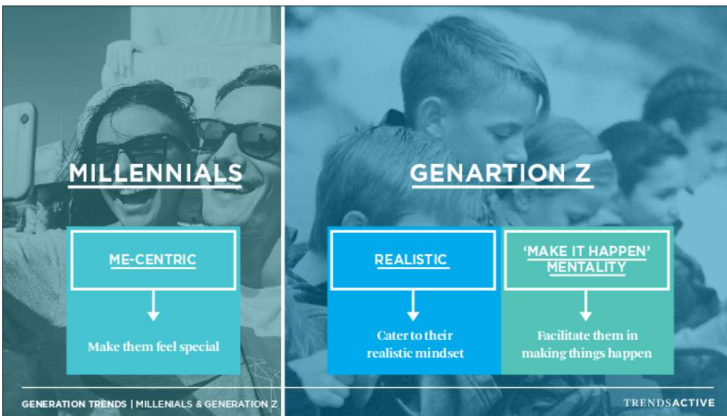
FARM BOT

Farm Bot generates nearly the full gardening process prior to harvesting, which includes planting the seeds, watering each plant precisely, and on a beforehand-set schedule, monitoring conditions, and pulverizing pesky weeds.



WHOLE FOODS

Expectations are that they will invest heavily in vertical farming to reduce travel costs and time of delivery from farm to plate.



MILLENNIALS

ME-CENTRIC

↓

Make them feel special

GENARATION Z

REALISTIC

↓

Cater to their realistic mindset

'MAKE IT HAPPEN' MENTALITY

↓

Facilitate them in making things happen

GENERATION TRENDS | MILLENNIALS & GENERATION Z

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THNX ;) 👍 🎉

Aljan de Boer

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