

CTAM Think Recap November 3, 2016 | New York



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How Cool Brands Stay Hot

In his book, Joeri shared the results of cross-generational research from nine countries to reveal what's different about NextGen consumers.



Co-Author of Award-winning marketing book, [How Cool Brands Stay Hot: Branding to Generations Y and Z](#)

Let's get snappy!

- NextGen wants live video and filters that are constantly fresh and changing



Vine's plug was pulled because people couldn't be bothered creating six second videos.



Snapchat with its filters, which help in sorting by location or provide key identifiers when that photo/video was taken, editing videos, color filters, etc.



Live video is more fun, especially when you can stream to your followers.



- Brands are experimenting with live streaming content

RANGE ROVER

[Watch a live test drive](#)

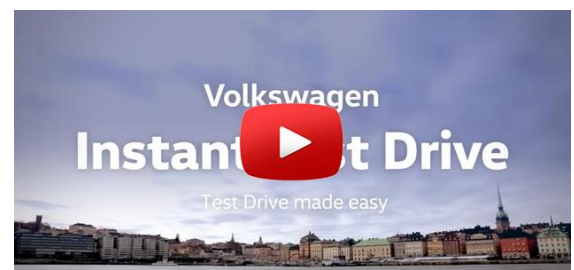


- More authentic • Transparent
- Anything can happen • Interactive (can ask questions)



Volkswagen

"[Instant Test Drive](#)" offers a new and revolutionary way to test drive its cars by requesting a car instead of an Uber or taxi.



Age of Impatience

A key dynamic is young peoples' reduced attention span - NextGen wants it short with no reading (emojis).

New, most popular word = Emoj-ional



Average attention span of Gen Z is 8 seconds

LESS THAN that of



They don't want to be bored or be boring.

Don't fall victim to tl;dr (too long; didn't read)

- **Coca-Cola: Vlogging Challenge**
Create a vlog 7 minutes long, as a weekly challenge on YouTube



- **KLM providing airfare via messenger**
KLM offers a new service to receive your flight documentation via Messenger. After booking your flight online, you can choose to receive your booking confirmation, check-in notification, boarding pass and flight status updates via Messenger.



- **BBC: WhatsApp documentary clips**
BBC allows viewers to share their stories and eye witness accounts to the BBC via WhatsApp.
- **Geico: Long format can still win with unskippable online ad**

Despite the age of impatience, long form can still work if you're fun and creative.



Let's Get Physical/Digital (or Phy-gital)

NextGen wants new experiences and using physical spaces to exemplify digital advertising and content is creating this new type of experience.

- **Netflix Fest in Paris, France**

15 out-of-home screenings throughout Paris catering to the audience's taste by creating a binge-watching offering in unusual settings that tie directly to the program

Watching Gangster Movies . . .



In an Illegally Parked Car

Watching Super Heroes . . .



In a secret hideout in Paris' sewers

- **Renault's Speed-Dating**

To promote the new Clio (in Belgium), Renault set up a speed-dating session to bring people together.



Blurred Gender: Male / Female Difference Are So Yesterday

The NextGen (Gen Z) is more tolerant than any other generation regarding gender and race. They no longer see actions, interests or certain preferences as male or female, but simply as who they are as individuals, causing brands to shift to match these ideals.

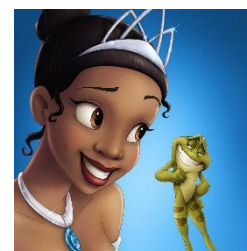
- **Disney princesses have changed** into strong, powerful, and less girly individuals, taking on a masculine role and solving problems for themselves

Disney

Before



Now



- **NextGen unconcerned with equality**

This generation feels that men and women are equal and this issue is not worth their concern. They are more accepting if people want to take on a different identity or what is considered a “typical” gender role.

Miley Circus



Shiloh Jolie-Pitt (daughter) called John



More concerned about . . .

Racism

Radicalism

Global warming

A Better World: Hyper-Personalization is Desired

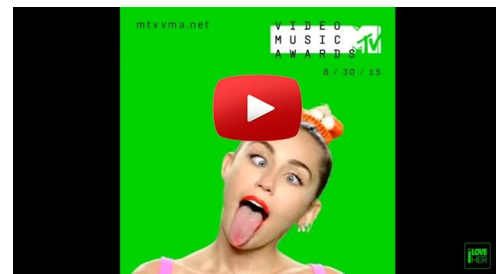
A brand offering personalization is more important to NextGen consumers than a brand that is socially engaged.



Oreo allows customers to have a hand in designing the package



MTV's campaign asked viewers to complete cryptic VMA ads by downloading green-screen templates, billboards and backgrounds, and replace with fan-made art. Winners were then featured in Times Square, etc.



Most tweeted program in TV history

Gen Z is the Me-Economy: I want to do it myself

There's been a shift from the "brand" as a hero to the "user" as a hero

Boomers



Gen X



Millennials



Gen Z



Imperfect suddenly becomes perfect

Perfection is boring. Gen Z is looking for something authentic.



Inspiring women to be active, take on new challenges and conquer personal goals by pushing themselves further



Barbie's new shapes: tall, petite and curvy