

youth culture uncovered

THE YOUTH LAB

AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING



YOUTH CULTURE UNCOVERED

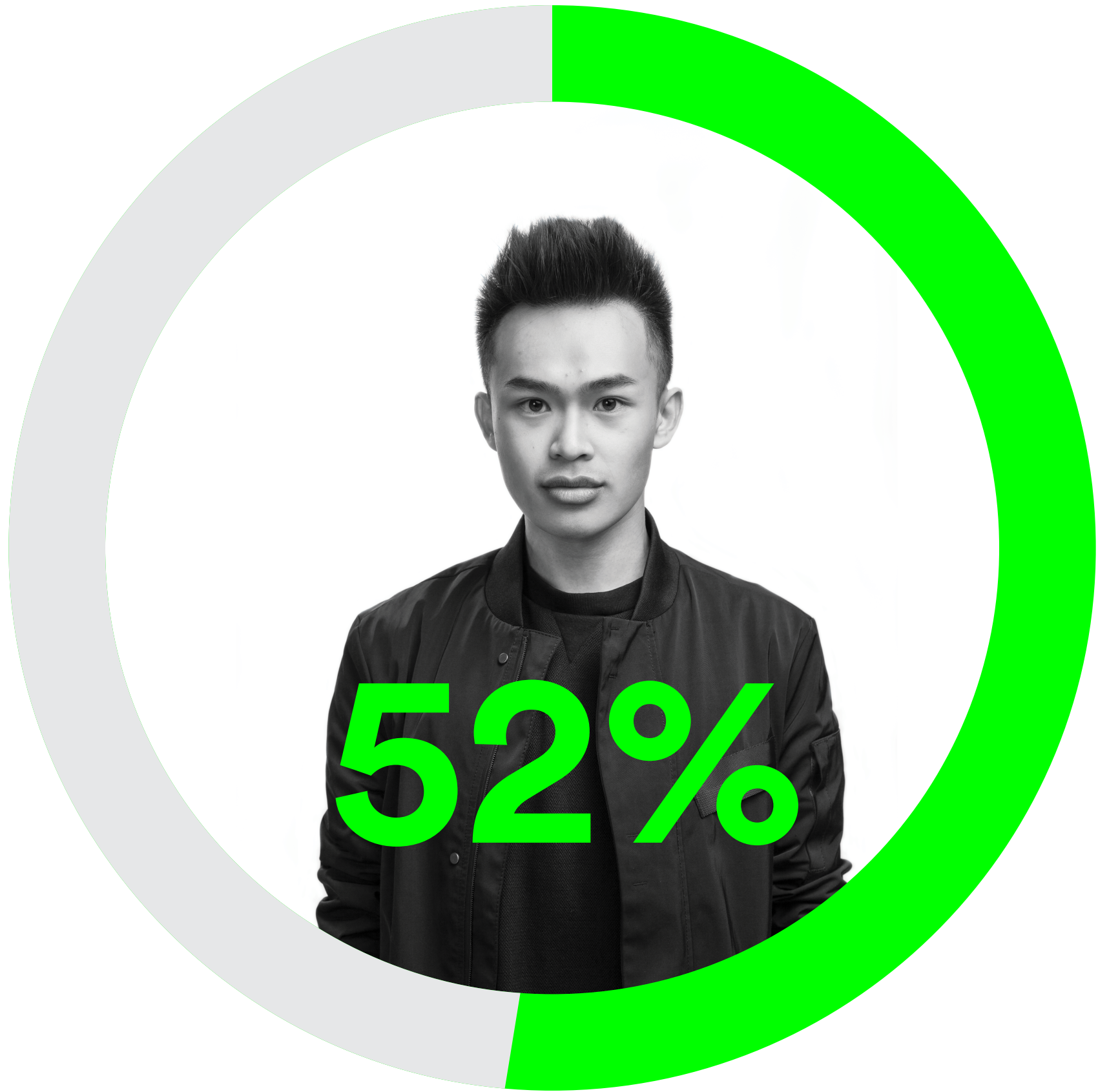
THE
YOUTH
LAB



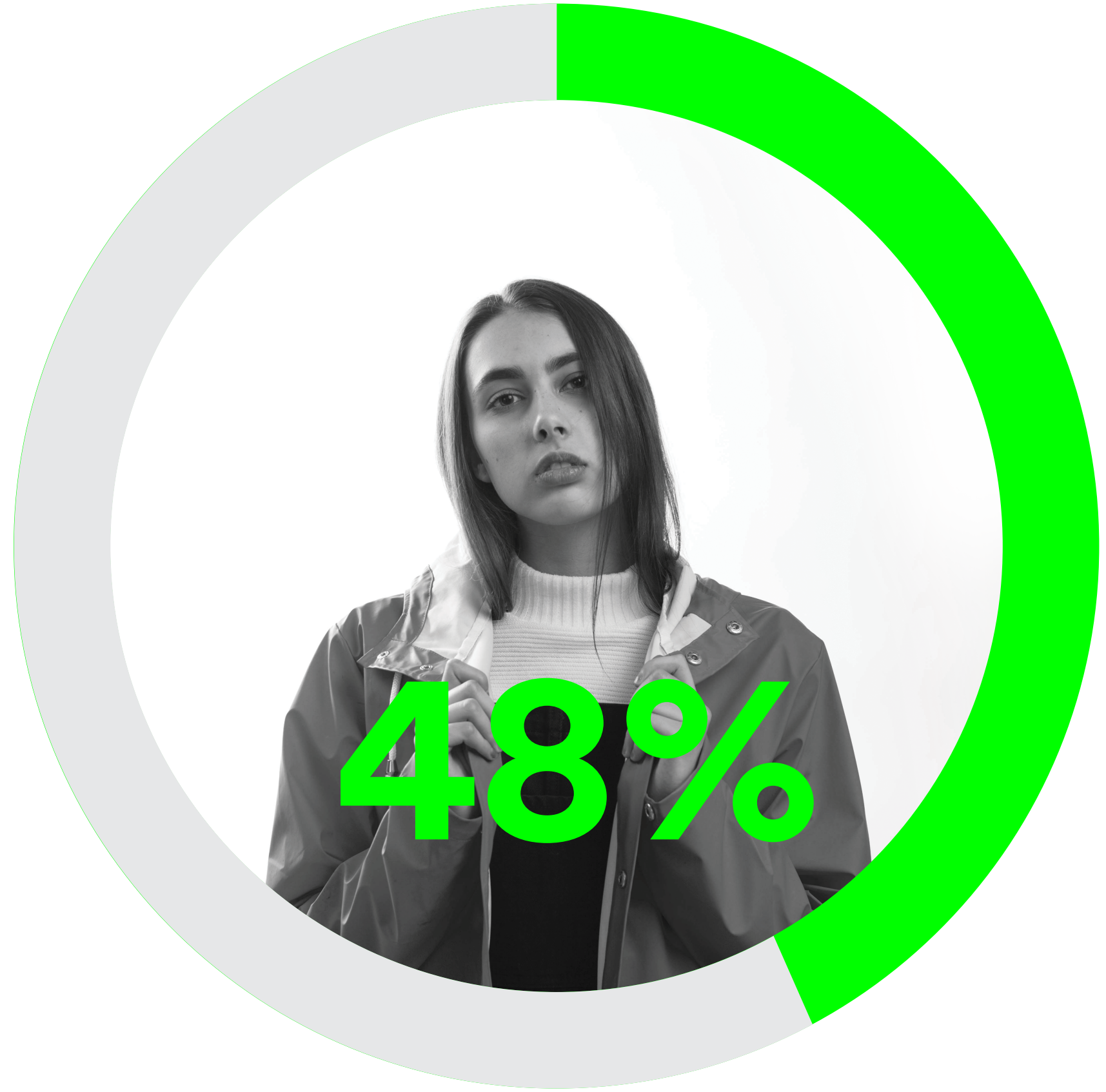
**what is it really like to be
young today**



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young today**



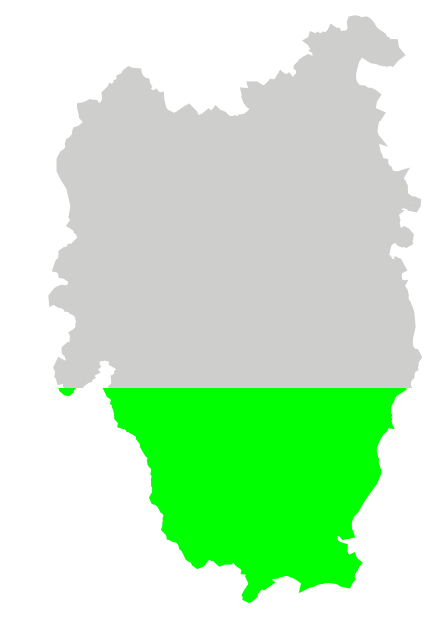
Boys



Girls



LEINSTER



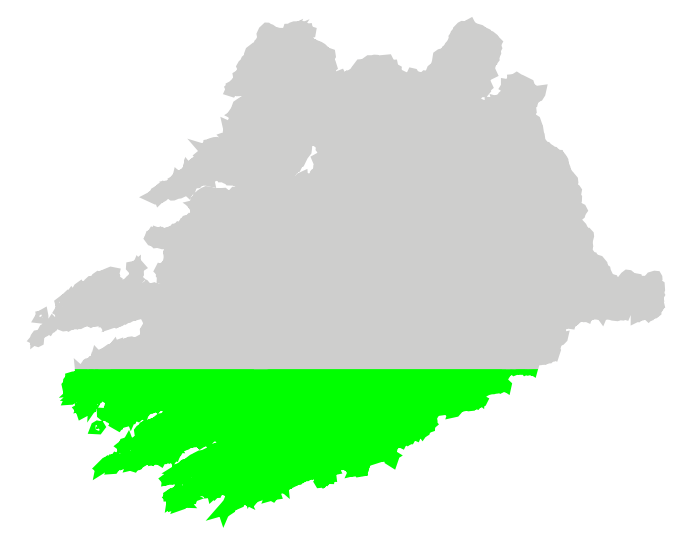
29%

CONNACHT



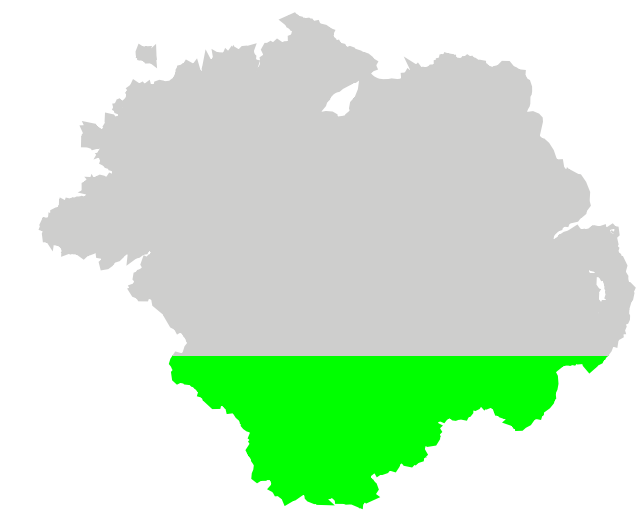
25%

MUNSTER



23%

ULSTER



23%

25%

25%

16-18

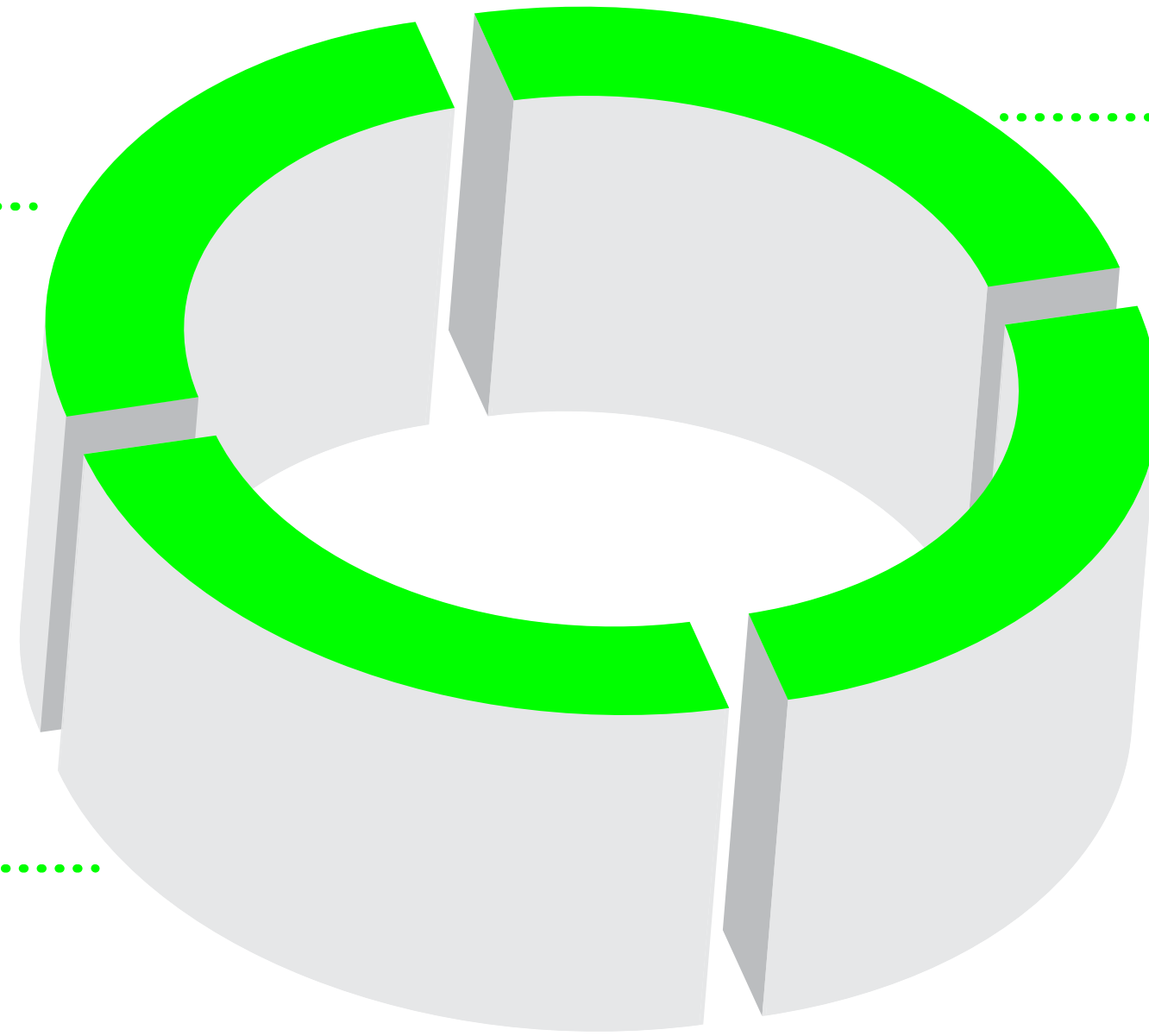
19-24

25-29

30-35

25%

25%



**What are the
driving forces
impacting how
young people think,
act and feel?**



Drivers

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**Constant
Digital
Connectivity**

**Socially
Progressive
Society**

**Post
Recession
Economy**

**Mindset of
Self Focus**

**Pervasive
Social Media
Culture**

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A generation of young people with distinctly unique attitudes, behaviours and feelings



They are

They are

Full of possibilities

Living for the now

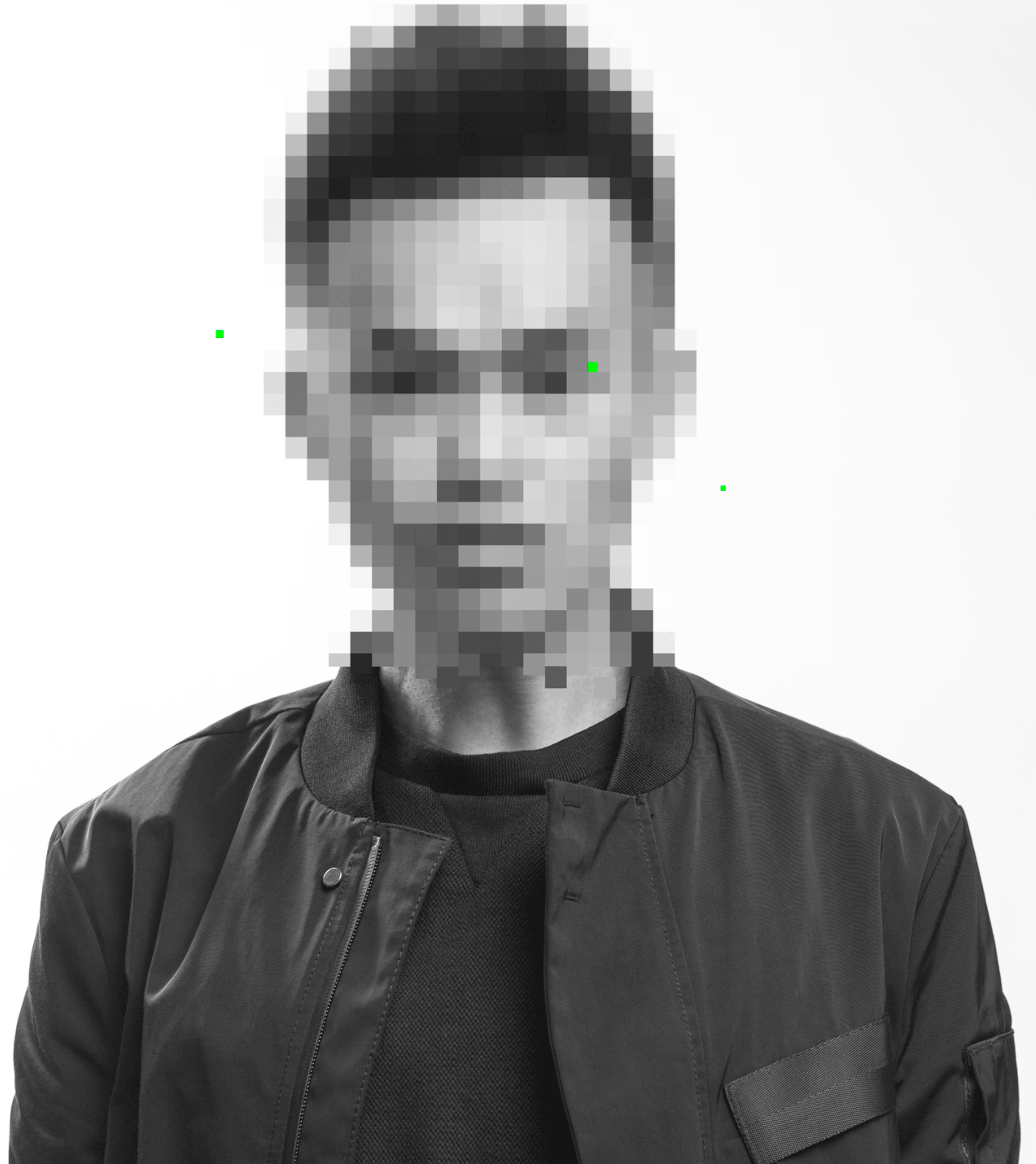
they feel in flux,
BRU misrepresented and
overloaded.

“I can do anything, so what should I be doing? You get distracted and do different bits and pieces, almost like half-opportunities. It’s that idea of when you can do anything, when you have so many options - what do you do It can be paralysing.”

- Joel, 24 year old, THE LOVE NETWORK

YOLO

FOMO



FOLLOW

FOLO

The Fear of Only Living Once
the conflicting tension of wanting to seize every opportunity, but knowing that you can't seize them all.

A. New. Distinct. Lifestage.



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OPPORTUNITY



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RESPONSIBILITY



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The Take Outs

Banish the term 'Millennial'

**Involve young people
in the process**

Be more like them

Embrace simplicity

**Live and breathe your values
- think beyond profit**



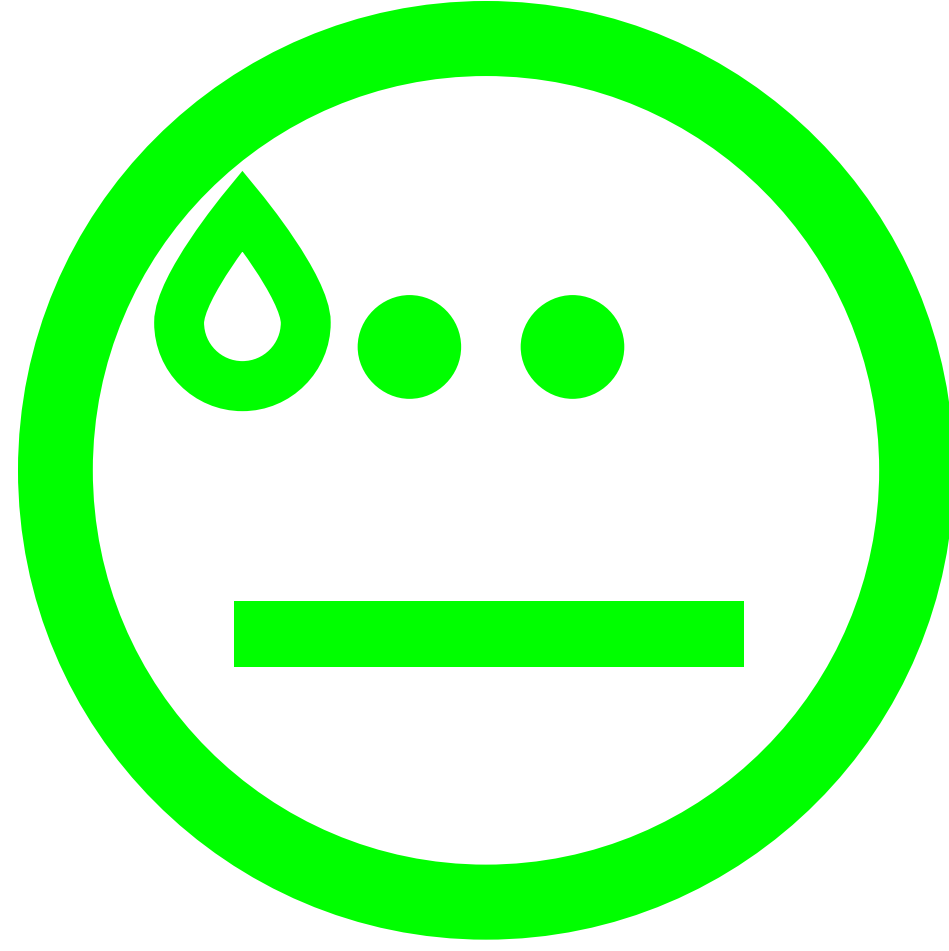


My Life



Success, on my terms.

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I live a busy life
91%



I live a happy life
89%



I live a stressful life
87%



I live a fulfilled life
76%

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'Busy' has become my new grand.

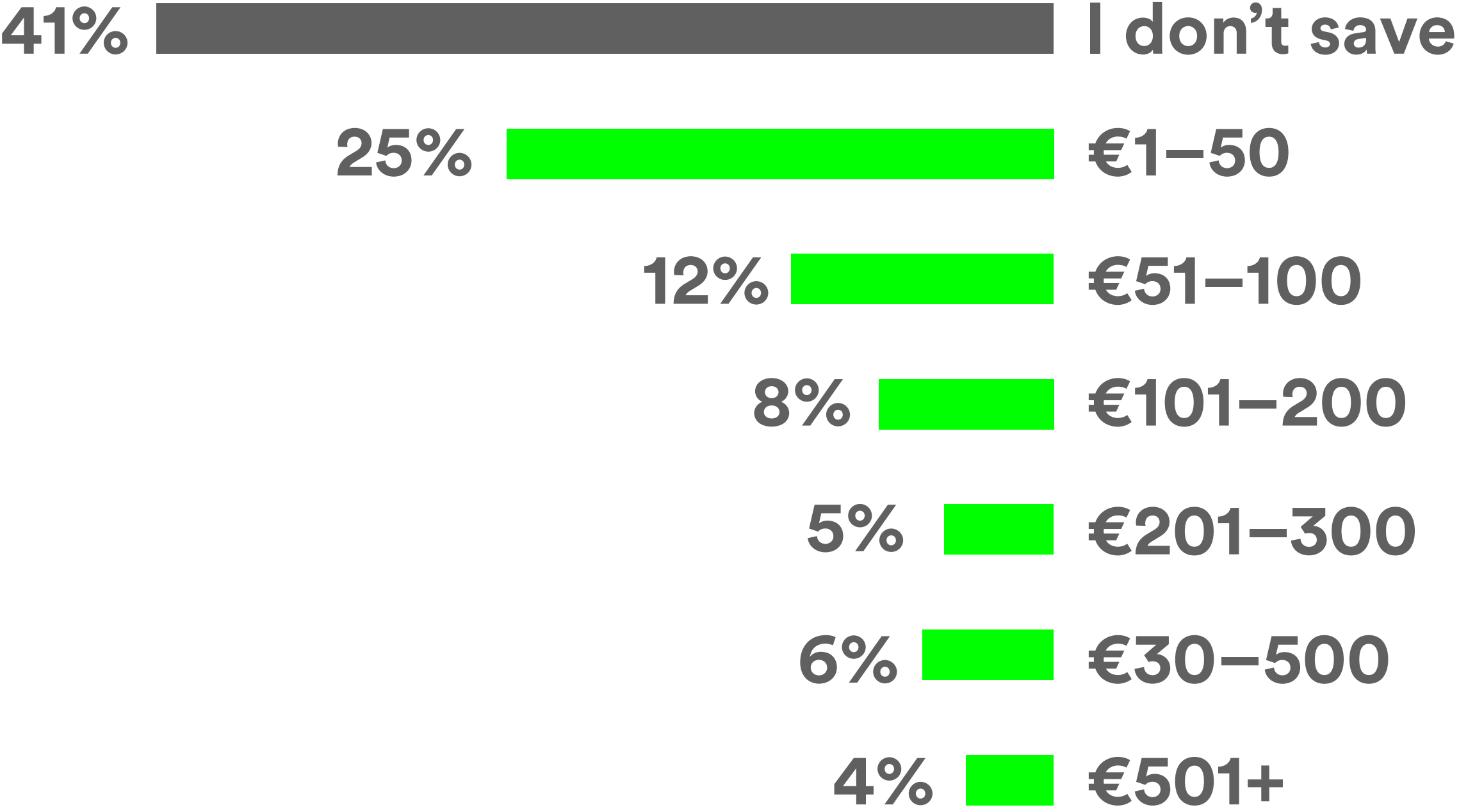
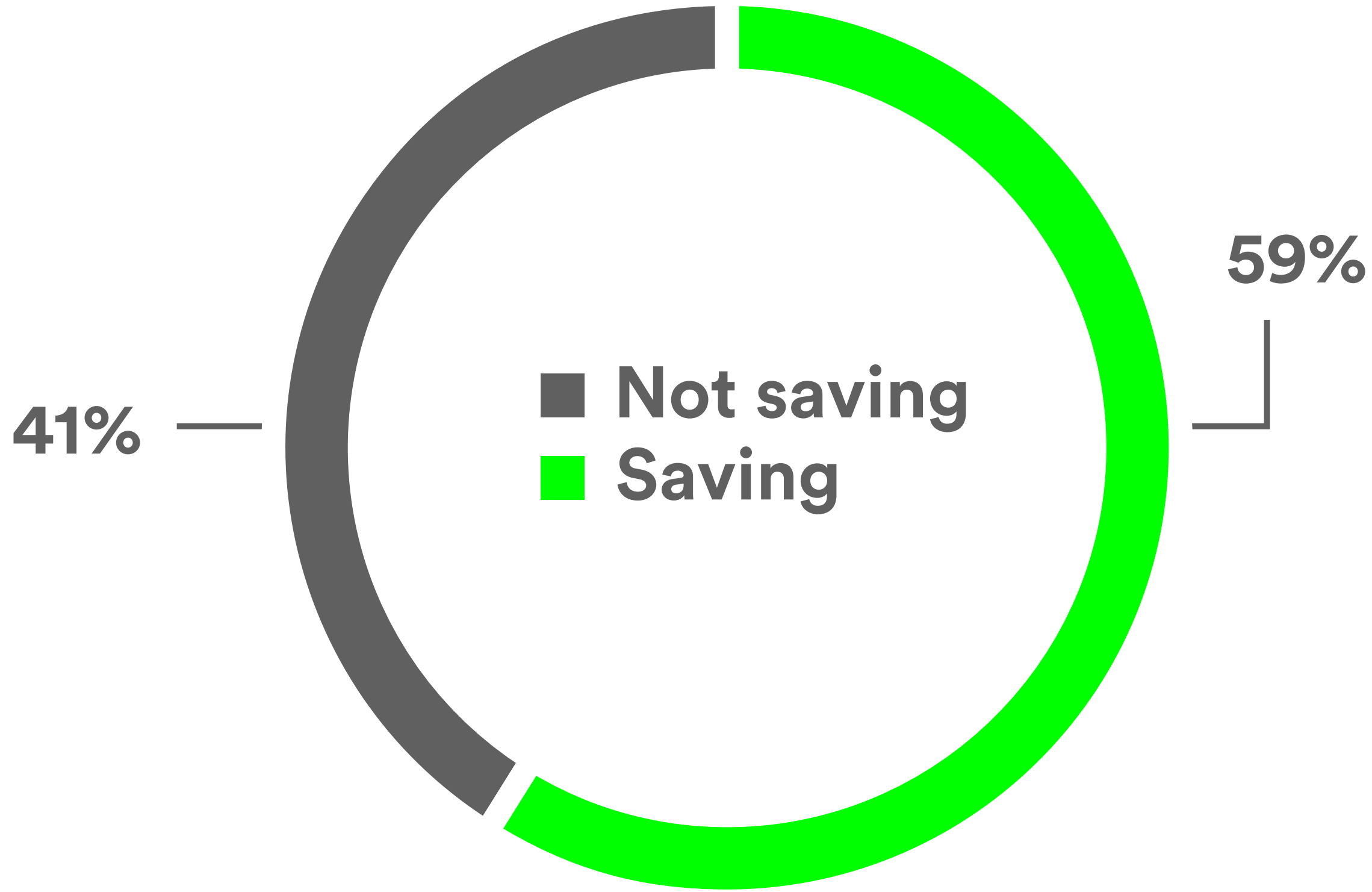
“There is a mentality of trying to be the best person you can be. You still want to have the craic, you want to go to the gym and look like you’re being really healthy, but you also don’t want to seem like you’re crazy boring. You’re trying to tick all the boxes.”

- Alex, 29 year old, THE LOVE NETWORK

I live and spend for the now.

Q. On average how much do you put away into savings each month?
(N=1,000)

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My Passions

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Tastes & travel
are BIG passion points.



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Gym culture thrives.

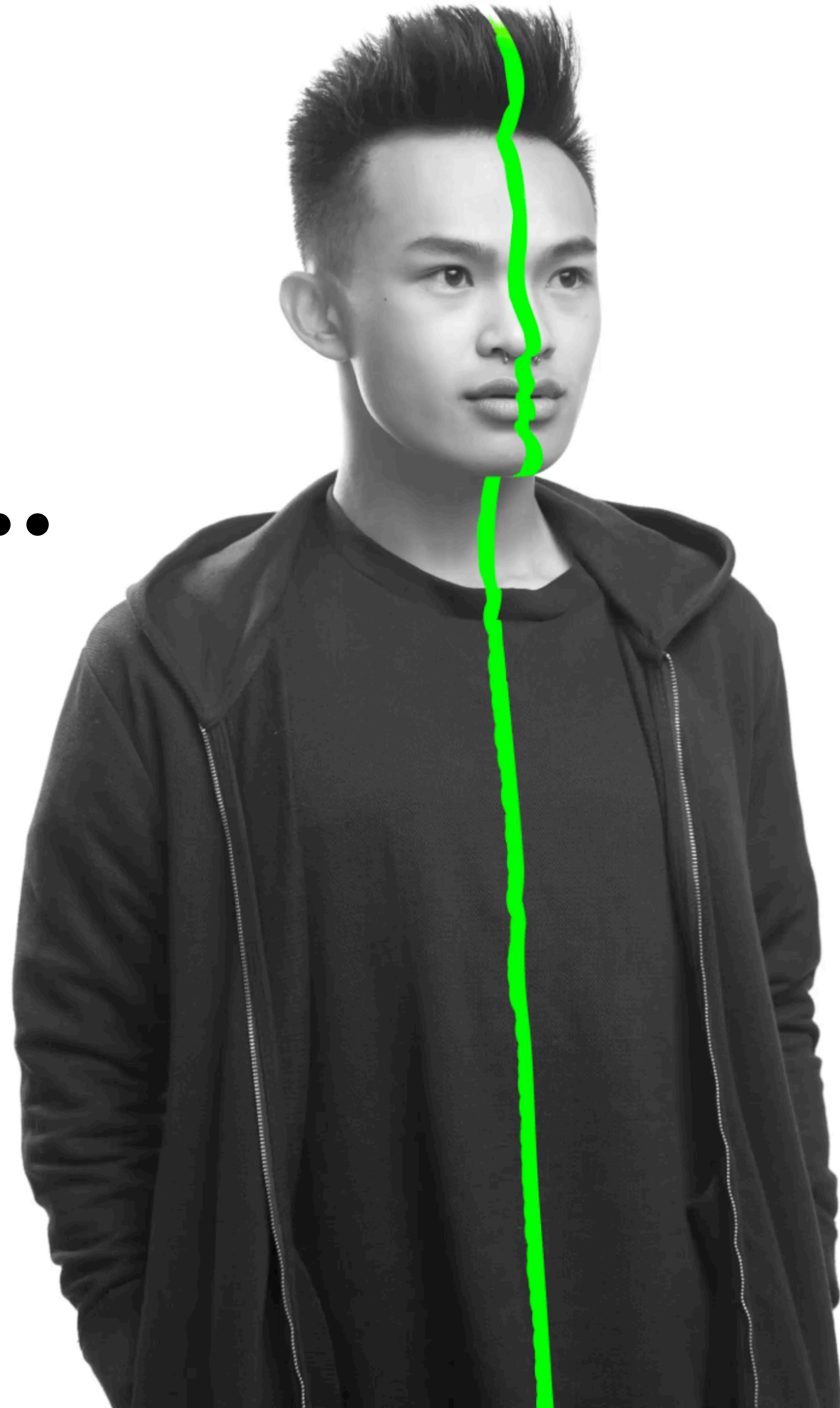
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**Sneakerhead
culture
continues to rise.**



I care about...



I want **meaningful**
work more than a
big pay packet and
fancy title.



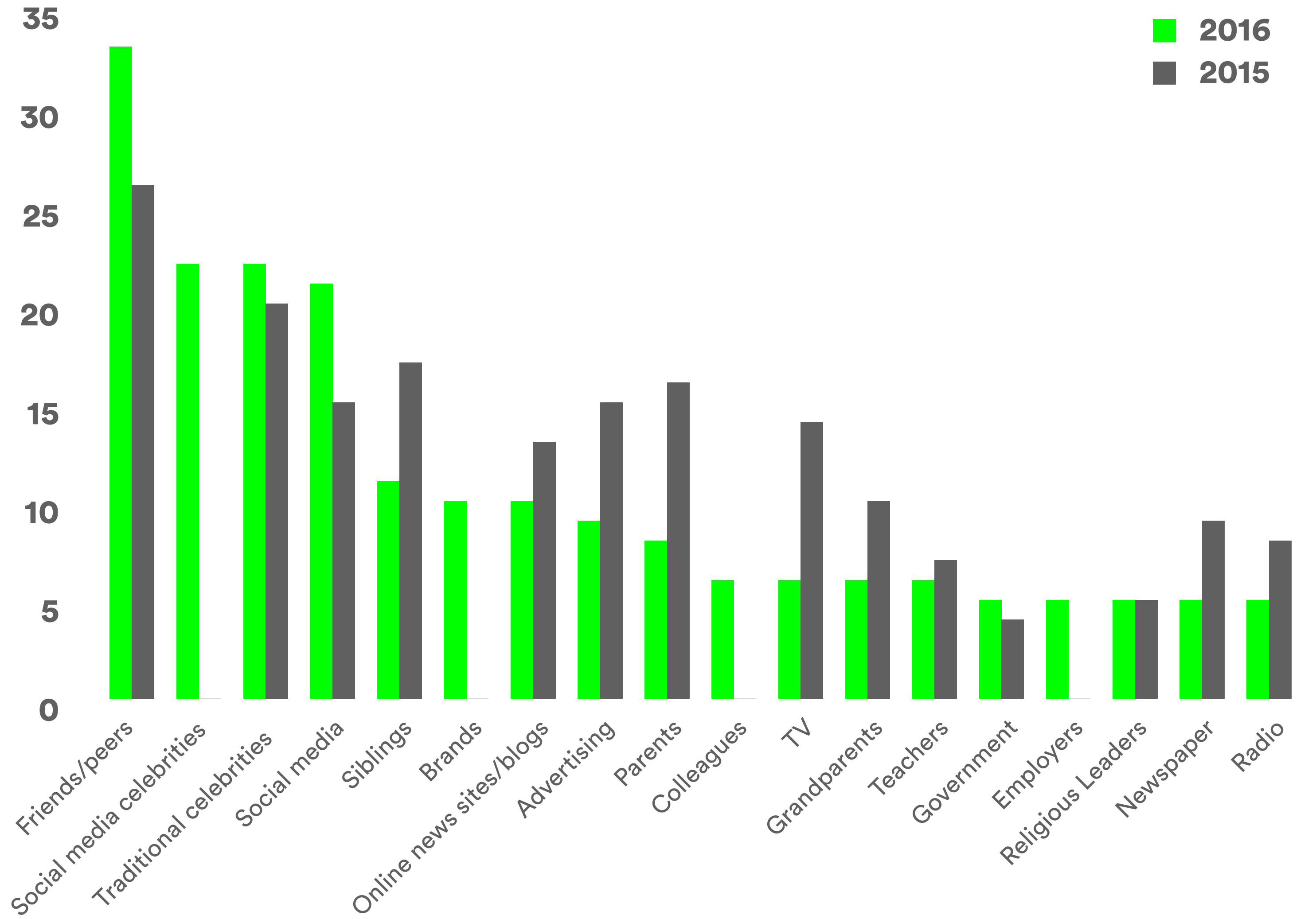
My influences



Friends and social-led digital are the biggest influencers on my brand choices.

Q. In your opinion how much / little do each of the following influence you when choosing a brand? (N=1,000)

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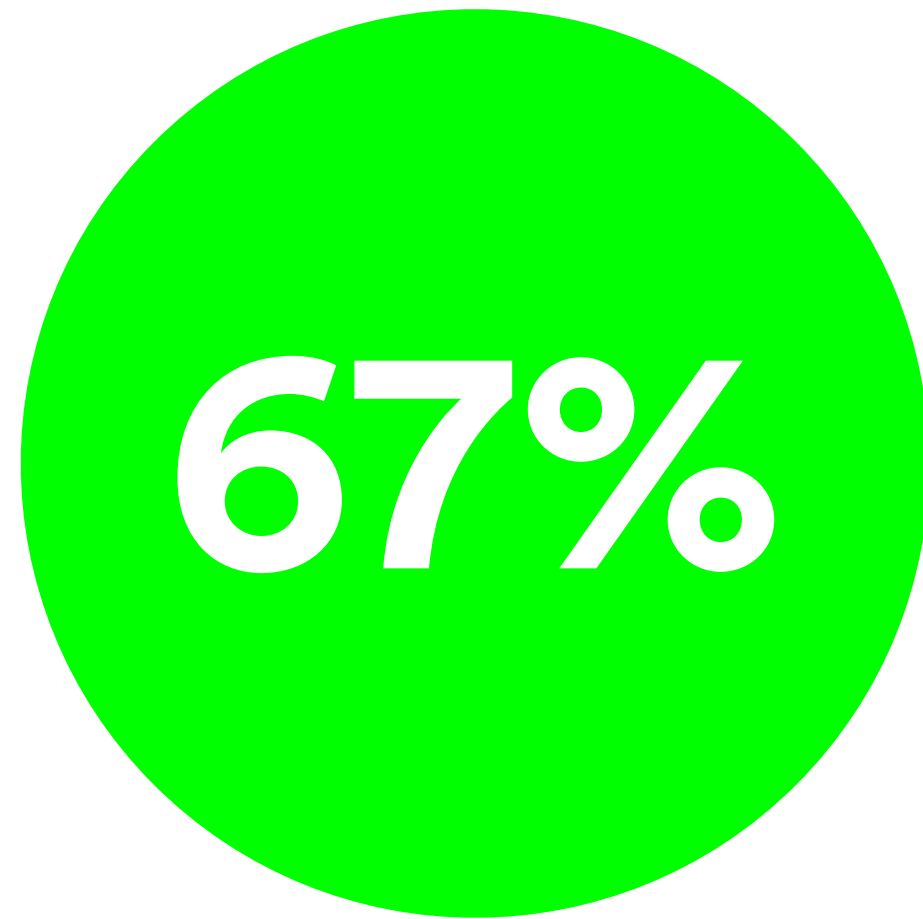


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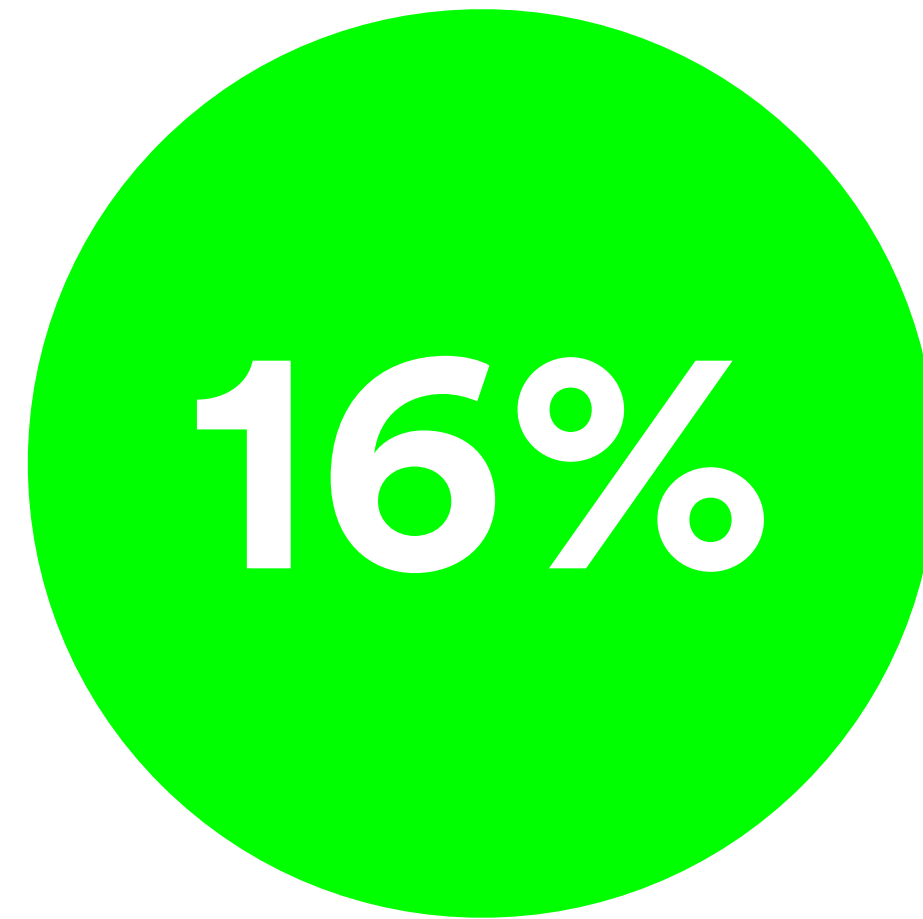
The Era of the Social Stars



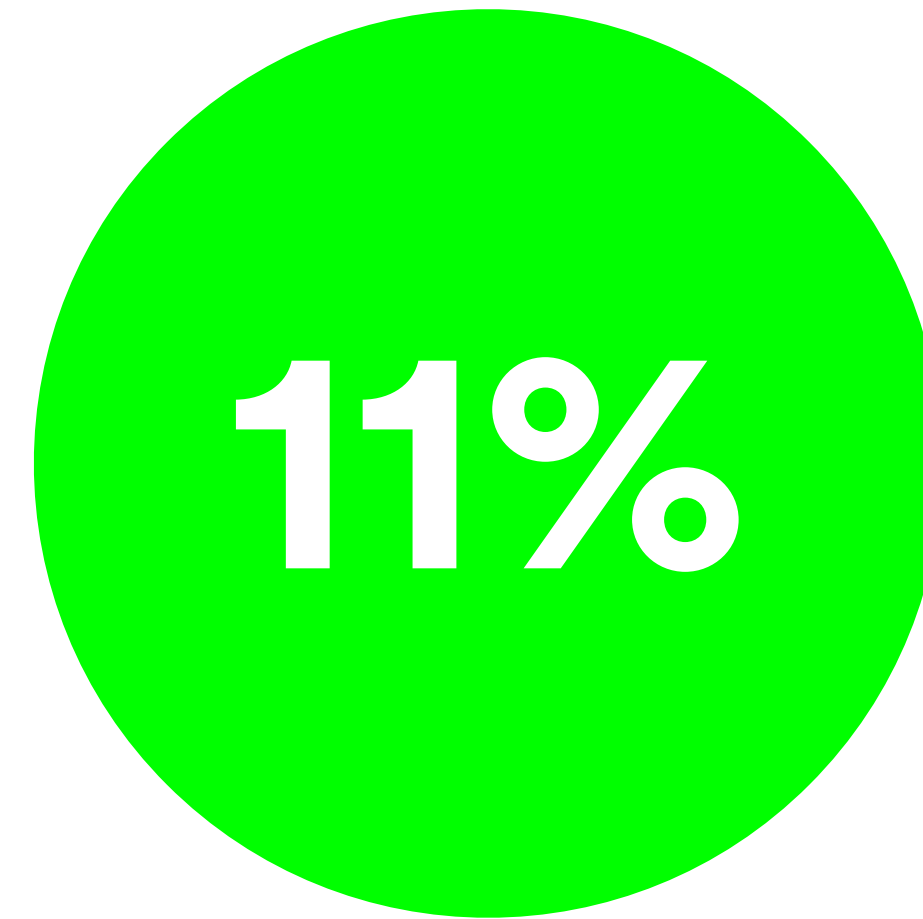
My brand recommendations aren't traceable.



Offline WOM



**Private
Messenger App**



**Public Social
Media Platform**

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My Social Behaviours

Social Media is my internet

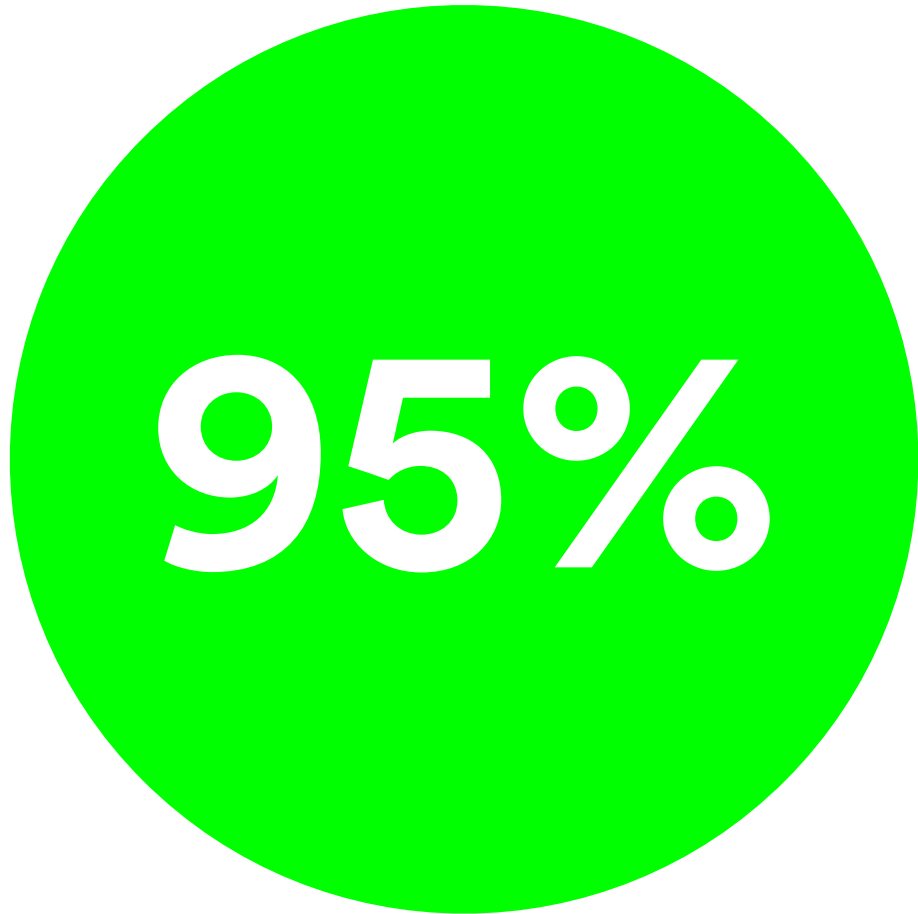


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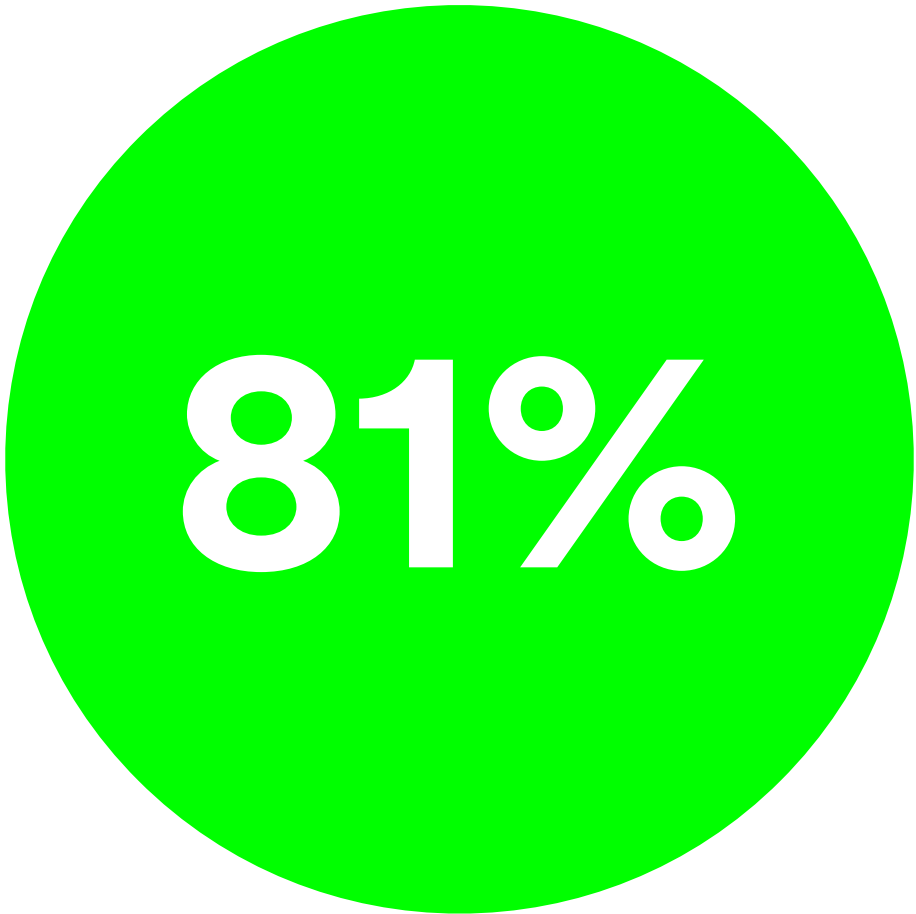
Social media informs me socially and culturally.

Q. Thinking of public social media platforms such as Facebook, Twitter and Instagram, how do you generally use these ? (N=1,000)

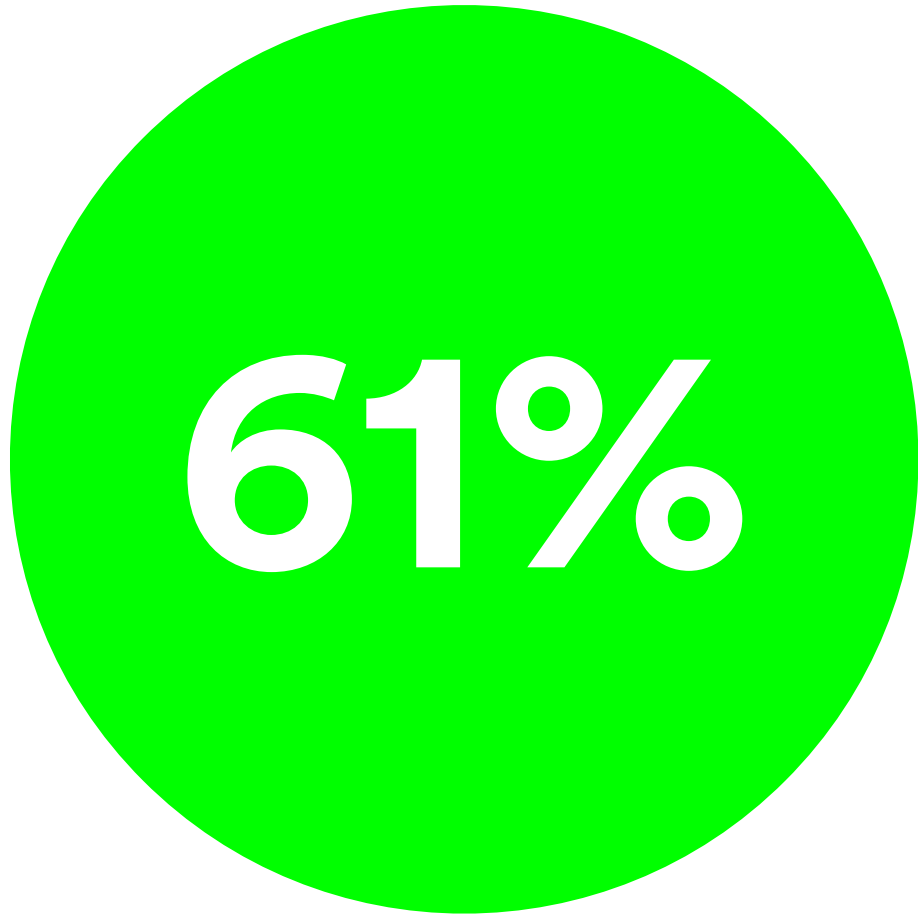
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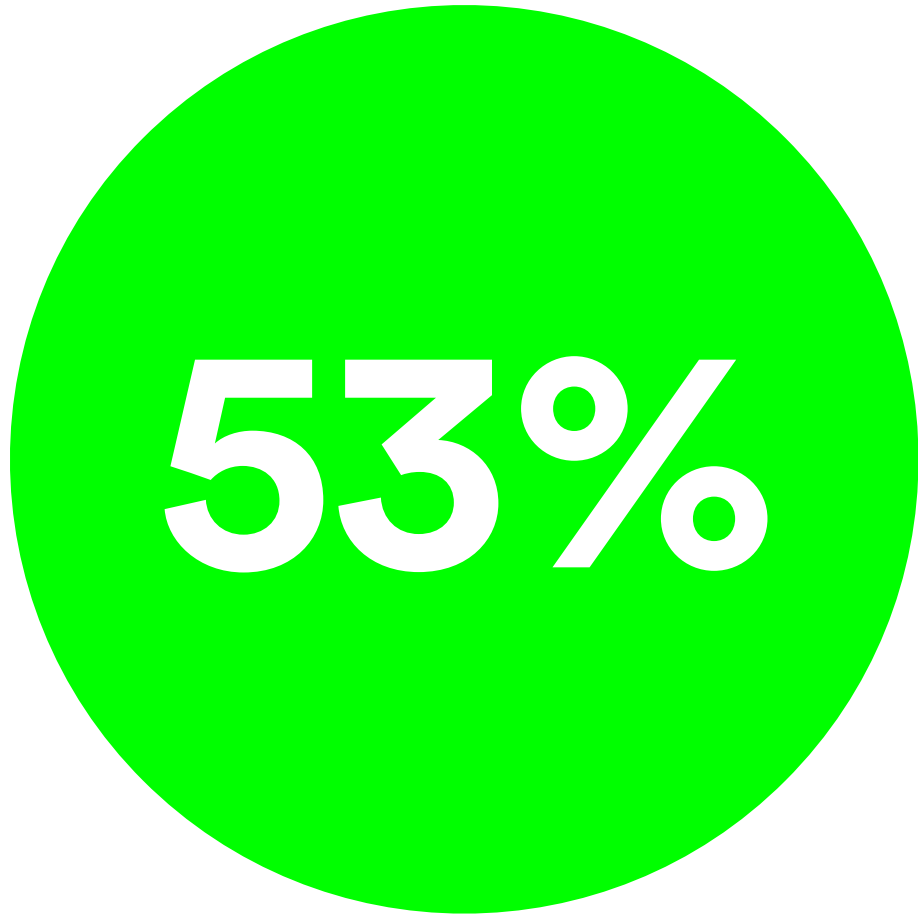
See what's going on in friends' lives



Catch up on world news & current events



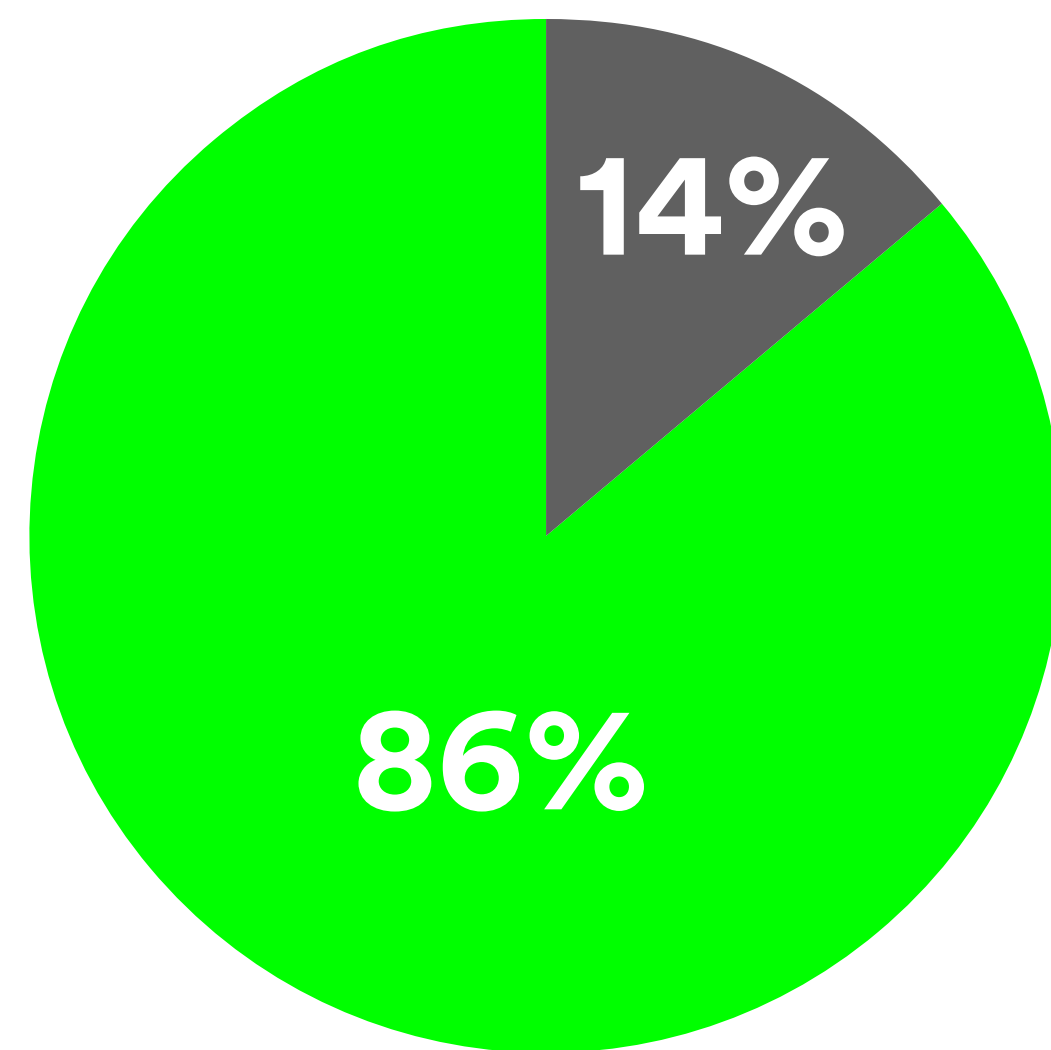
Catch up on latest celebrity gossip/cultural happenings



Connect with brands

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I am always on, but craving off.



- YES, I TRY TO TAKE TIME OFF
- NO, I'M HAPPY WITH THE TIME I SPEND ONLINE

The future of Social Media...



MY BRAND EXPERIENCES



I crave more...

Q. What do you want from brands
in 2016/2017? (N=1,000)

EXPERIENCES
EXPERIENCES
EXPERIENCES

THANK YOU

Let's future-proof together.

**Want to understand youth
audiences for your brand or
sector?**

**Contact
claire@thinkhouse.ie**

