

YEAR ZERO

The Next Gen Lab of Edelman Italy



EDITORIAL

**SELF-ANALYSIS, INTROSPECTION, SURPRISE, AWARENESS
VS ANXIETY, OPPRESSION, IMPREVEDIBILITY, REGRET**

If the **Y and Z Generations** could see the world “in colors”, these would definitely be the **Millennial Pink** and the **Gen Z Yellow**. After all, the **Pantone filter** was one of the broadest successes in early 2020, which marked a way of further filtering reality. Through colours, precisely.

Taking stock of this *ab-normal* year, the “grey” of these times starkly contrasts with the “**green**” so much acclaimed in all sectors: from publishing to cosmetics, furniture, fashion and nutrition. Viewing a brighter horizon is now a must for the two generations, who are setting increasingly thoughtful, reasoned and attentive strategies and consumption.

But even in such an atypical year, these two generations have not managed to get rid of those very labels they condemn: there are those who have spoken of **Generation Pandemic**, to underline how much we young people will be marked by this breakthrough event, and those who have talked of **Restart Generation**, because the seeds of change in society are in our hands. After all, no one could pretend that the world isn't a different place, or that interests, needs and desires are the same as 12 months ago.

For our generations, this has been a moment to **start over** and **start ourselves over** – more attentive to our health and to what we eat, more generous – to set new rules in this world of followers, to create an audience on TikTok or Twitch. The year 2020 truly was a year zero. And we, at **Year Zero**, are happy to have kicked off **Edelman Italy's Next Gen Lab**, in order to keep up with the times and accompany brands in filtering this upside-down world.



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NEW MEDIA

READING GREEN

After the launch of *Pianeta 2021*, *Corriere della Sera's* monthly magazine with a dedicated website that - through surveys, stories, interviews, videos, interactive graphics, tips - discusses the different areas of environmental sustainability (such as emissions, oceans, green economy), the new **Green&Blue** by **GEDIGroup** (Repubblica, LaStampa) has taken off. Also a monthly, with touchpoints on all of the Group's websites, the magazine is the result of a movement that reconciles the Green soul, dialoguing with readers on themes such as the environment and sustainability, and the Blue soul, which gives voice to companies involved in these fields. **Why is it of interest?** It wants to speak directly to a **"Next Environmental Generation"**, helping, like *Pianeta 2021*, to observe the world of sustainability and to educate its readers through a captivating, informed and richly insightful lens. Conversation is key: the dialogue with readers about sustainable issues lives on in print; Repubblica further demonstrates this with the issue of **D Young** focused on **Green**.

CUISINE AND CATERING: EVERYTHING CHANGES

A return to the roots and a rediscovery of the most traditional values meet in the kitchen, our precious ally in these pandemic months. After launching **Gastronomika** - an online publishing project dedicated to the world of food aiming at being the voice of the cuisine and catering sector during the Covid-19 emergency - **Linkiesta** has printed the first issue of **Gastronomika Paper**. **Why is it captivating?** It is a paper-back that, for its debut, has chosen to narrate with a multi-voice format the changes and impact that the food universe is experiencing: **stories and surveys with an international scope**, starting from the new normality of restaurants in Spain, straight through the renewed Chinese interest in gastronomy, and the new trends in Northern Europe.



CAMPAIGNS

GREEN IS THE NEW BLACK

Submerged by notifications and pressure on several fronts, the **Y and Z Generations** are increasingly demanding and selective, even on occasions such as the Black Friday. Instinctiveness leaves room for thought, and the need to propose values, trust and dreams, rather than mere “discounted products”, emerges. In this sense, navigating in a world increasingly attentive to waste, **Ikea** has made a real impact with **#BuybackFriday**. The campaign, signed by **Edelman UK**, started a revolutionary experiment in global circular economy during Black Friday, encouraging people to re-sell the Swedish brand’s outdated or unwanted products to Ikea itself, to be displayed in shops at lower prices or recycled. **Why does it work?** The initiative attracts the attention of consumers and, specifically, of the Y and Z Generations, enabling them to be an active part of a larger vision: **making a positive and sustainable impact on the planet.**

REVOLUTION... FROM HOME

Extra-ordinary times call for revolutionary measures. Virgin Active perfectly reacted to the pandemic giving its customers and prospects what they needed the most: a revolution in the way they were used to work out before, embracing new and challenging channels and formats, TikTok included, making the work-out sessions more sharable than ever... **Why is it a winning approach? Anytime-anywhere, flexibility and digital:** the perfect ingredients for an audience that never wants to stop. A definitive trend or just a necessity? Who knows. What is certain is that embracing Gen Z & Y’s language, channels and aspirations can really **make a difference between disappearing from their radar or being a trend-setter.** Especially in never-before-seen times.

NEW TRENDS

NO MORE TV

The times when we all sat in front of the TV watching sport, are just gone. A **McKinsey/Nielsen** study highlighted in fact that Millennials' average viewing of a match is around 1h12. But what is truly interesting is that despite this, the number of Gen Y fans increased of 2% in a one-year period. **Why?** These people are looking for alternative ways of fruition, that allow sharing and socialization. All actions that mobiles and gaming platforms, great competitors of television matches, allow. Sport managers managed to embrace these new demands, giving space to apps - as the NBA did -, to new filming angles, unexpected entrances and events during the matches, live streaming and sharing on social networks. Even the world of sport events, that had always followed its own rules, therefore has started to yield to other rules: **those of fruition and attention**. Content is King, but channels, language and treatment really make the difference between a rising or falling audience.

WHAT PASSION...A HEALTHY ONE!

Snacks, snacks and more snacks: the trend of the moment seems to be represented by these small food portions, whether they're home-made or pre-packaged. This snack-mania is revealed by a global report by **Euromonitor International**: the pandemic made us more aware and careful about what we eat and has brought organic snacks to the fore, consumed between one video call and another. **How do we want them and why?** Healthier, in fact, but also gluten-free, organic, vegan, sugar-free, without artificial preservatives or without chemical flavors, no GMOs, without dyes and with an excellent quality / price ratio. **The concepts of healthy and green has finally made to the world of snacks, too! Will this be the start of a whole new perception of a healthier and cooler lifestyle?**

NEW RULES OF THE GAME



HEALTH AND ETHICS FIRST

More and more brands are coining different labels, from *Safe-beauty* to *Green Cosmetics*. But the idea is that greener paths are increasingly required, whether it is cruelty-free products with vegan or organic ingredients made through transparent production processes, or sustainable and compostable packaging. **Why does this change of course reach the heart of Millennials and Gen Z?** Companies are considering ethics in their moves, and data proves them right: the survey conducted by the *Centro Studi di Cosmetica Italia* during the pandemic period revealed that health and safety are the major drivers for 78% of Millennials willing to buy a cosmetic product (vs 61% in 2019).

NOT A SELFISH GENERATION

Generosity is increasingly popular among Millennials: the *Global Trends in Giving 2020* survey, sees in fact this generation at the second place of the podium among the generations that are most inclined to charity and willing to donate (32% vs 34% of Boomers). The triggering event seems to have been the Covid-19 emergency, but the trend remains very significant. **Why?** If confirmed, year after year, **a new generation of donators** may see the light, ready to "give up" some of their resources when repaid by a common and bigger goal. Digitization of fundraising and social media will be increasingly predominant in the engagement phases. Stay tuned!

GREEN COSMETICS

MILLENNIAL'S BIG HEART