

# YEAR ZERO

The Next Gen Lab of Edelman Italy

## EDITORIAL

**DIGITAL ADOPTERS VS DIGITAL NATIVES. SELF-CENTERED VS PRIVACY ADDICTED. TEXT VS IMAGE. THE COMMON TRAIT? EASILY BORED. AND Y E Z ARE THE LETTERS WHICH DEFINE THEM.**

Welcome to **Edelman Italia's Year Zero: the Next Gen Lab**, which has two generations at its core, **Millennials (Y)** and **Gen Z (Z)**. Edelman kicks off a laboratory of ideas and research, aimed at shedding light on this target of a thousand voices and nuances, that brands are struggling to decipher. **We** thus come into play to **sift through** the complexity of these two generations, while, at the same time, removing any **filters** on their contradictions. We are **in sync** with their emotions, words, thoughts, behaviors. And we can tell you about them, because we are just like them.

We, like everyone else, have recently been caught up in a wave of change brought by an "invisible enemy": the **Coronavirus**. We are newcomers in an upside-down world: resilient and reshaped witnesses of the dawn of a generation that is taking small steps into this transformed reality, and that pools of experts are trying to define and even name.

In short, we belong to ever-evolving generations, difficult to label. With **Year Zero** we want to mark a new starting point, a new way of imagining communication. How? Thanks to our **tools**, our **continuous monitoring** our **direct experience**, we are able to intercept **new publications, trends** and **campaigns** – featured in the following pages – to draw inspiration and suggestions for brands that want to give a nod to young people. To us.



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## NEW MEDIA

Two generations, **Y** and **Z**, increasingly interconnected. The **Internet** and **social media** are not only a way to kill time, but also tools to keep us up to date with our passions and interests.

**24/7 connection** is one of our traits, to which the media landscape is adapting. Many publications are entirely digital; others – such as the well-known and authoritative ones – have amplified their communication by making ever greater use of social media, as sources these two generations obtain **real-time information** from.

### ALL THAT GLITTERS IS G...LAM

Among the latest online news social accounts, **Harper's Bazaar Italia**. **What's its charm?** With a cosmopolitan point of view and a passion for beauty, this magazine of an international scope is a **fresh** and **respected voice**, aimed at an audience of – but not limited to – women.

### FROM SELFIES TO NEWS

Among the latest online news social accounts, **Torcha**, **Will Ita** and **Factanza** intend to bring young people closer to the world of information through a simple and immediate language. But **how do they catch the users' attention?** In a modern and captivating style, they enrich their social content with the most relevant topics of global current affairs, making the **information more appetising** as well as **'consumable'** in a matter of seconds...just like the length of an Instagram story.



## CAMPAIGNS

### STAY HOME OR BE SPOILERED

*In Money Heist Season 4, episode 6 we'll be mourning the death of...scary, huh? Yeah, nobody likes **spoilers**, nespecially young people. Finding out the ending of a TV series or a movie in advance of watching it live is **frustrating**, almost daunting for us. Recently, this "fear" has been exploited in an imaginative way, by making it the fil rouge of a very accurate communication strategy. **Edelman Spain** and **Sky** have used spoilers to support the enforcement of the Covid lockdown. The city of Madrid was filled with billboards that contained anticipations from films and TV series to discourage people from leaving their homes, thereby supporting the #StayHome movement. **Why did it work? Exploiting one of the "worst fears" of young people by using their own language** attracted them, thus making them more aware and engaged. Here are some of the spoilers included in the campaign (\*BEWARE\* - if you continue with the reading you will run into a lot of spoilers!): *E.T. returns home at the end of the movie; the Chernobyl catastrophe could have been avoided; King Kong dies on the Empire State Building.**



## NEW TRENDS



### CRAZY...FOR FOOD!

A common thread capable of uniting people, **Millennials** and **Gen Z** included: **food**, a subject to which these generations pay a lot of attention to, with constantly new and different approaches. The proof? According to data from **Edelman's Eat.Drink.Trust** study which aims to detect people's trust level in the Food & Beverage sector across 13 countries it is clear just how much young people have food at heart (30% Y and 44% Z). **What do the fancy?** They choose **plant-based foods** because of their connection with sustainability and continuous innovation. But not only! Gen Z places considerable trust in **delivery services** (69%). Why? Comfort and immediacy are king.



### DO NOT DISTURB

Predicted as an attitude that would shape the year **2020** by the **Global Wellness Institute**, the **Silent Retreat** practice thrills the Millennials – a generation that sees well-being and inner peace as values to be safeguarded. **How can we attract them?** The path to their hearts are **yoga, retreats** and **meditation** increasingly popular both at work and at home, as well as weekend getaways.



### IN THE BEGINNING THERE WAS "THE BOX"

The ritual of opening a package to disclose the product inside **unboxing**, often stemming from online purchases, demonstrates the relevance of the package, especially in the eyes of **generation Y** and **Z**. Sustainable, stylish, trendy, and sharable with others, these are the attributes of a successful package. This **trend** leverages our curiosity to discover something's inner content and reaches its peak popularity on platforms such as **YouTube**: from **Unbox Therapy**, a channel with almost 17 million subscribers, to **TheRelaxingEnd**, which has raised this practice to the highest standards. **Why does it work?** The concept of Unboxing is driven by Mimesis: we empathize with the person we are watching on screen and, for that specific moment, it's as if we were unpacking the object ourselves.



### BABY ZOOMERS, QUARANTEENS, C-GENERATION OR CORONIALS?

Generations who are often elusive and difficult to interpret, disrupted by an unprecedented turn of events that invaded our lives without asking permission: the **Coronavirus**. No country has been spared by this ordeal, no government, neither people. This pandemic has brought about **changes in habits, trends and behaviours**, involving all of us, including generations Y and Z. A re-connection with nature and a re-discovery of social responsibility are among the new patterns which have emerged. But that's not all: this historical phase is also resulting in the dawn of a new generation, currently defined in many different ways: **Baby Zoomers, Quaranteens, C-Generation, Coronials**. Only time will tell!