

YEAR ZERO

The Next Gen Lab of Edelman Italy



EDITORIAL

**HEALTH VS PANDEMIC. CONNECTEDNESS VS REAL LIFE.
TECHNOLOGY VS NO WASTE. SPEED VS COLLECTIVE MEMORY**

It certainly did not take a pandemic to make us realize that **health**, in our minds and pockets, has become **the center of our activities**. Already a couple of years ago, the International Luxury Travel Market, an organization that analyzes future trends in the luxury market, was talking about the concept of **"health"** - translated into DNA analysis, screening and prevention tests - as a **substitute** for that of **wellness**, to the point that Vanity Fair Italia had dedicated a special issue to it, baptizing 2019 as **the year of health**.

Today, the word "health" has become a stronghold to defend at all costs and is no longer the prerogative only of a certain age group: there are many companies that are investing in **applications** aimed at alleviating the sense of oppression that we are all experiencing or providing medical and **health services remotely**. Also, the interest in researching **products related to healthcare and health** among the younger generations is around 36%, and 32% of young people say they use apps and visit **sites related to health and fitness** (Source: Global Web Index).

And if on more lifestyle pages the discussion is about *pandemic fatigue* and how to fight it with tips and tricks, in fact **the damages of the pandemic are more serious**, especially among young people: mental health is deeply threatened and the need to return to **a dimension of physicality** is not just a desire, but an essential need for the development of future generations. Scientists speak clearly: there will be a need to **enhance psychological support services** - even remotely - and to pay increasingly **more attention to the people and things that surround us** and affect our psychological well-being.

So, **taking care of your body**, inside and out, starting with what you bring to the table and what you consume daily becomes **a way of life**, shared by **Gen Z** and **Gen Y**, who are the same ones who order more **healthy food online**. In the last month alone, 50% of Gen Z spent money on **healthy food**, compared to 42% of the entire Italian population.

This explains the increase in consumption of **vegan and plant-based foods**, and initiatives such as **Veganuary** - a month of meals without animal protein - but also of ethical drinks, made from entirely natural raw materials, or **canned cocktails** - ready-to-drinks contained in recyclable packaging.

The new generations' mantra is **"no waste"** - in life, on the dinner table and in decor, that IKEA has promoted buying old furniture used by its customers. So young people say "yes" to **sustainability**, to **reuse** and to **things that last over time**, such as **collective memory**, the subject of a new series on Rai Play dedicated precisely to them - to us, the **young people of Year Zero**, the **Next Gen Lab of Edelman Italy**.





NEW MEDIA

YOUNG GENERATION: HUNGRY FOR HUGS

A year after the outbreak of the pandemic, women's magazine **Grazia** decided to dedicate an entire issue to today's **teenagers**, a **born digital generation**, that has rediscovered and re-evaluated the value of "real" life. With a cover dedicated to 18-year-old Loren Gray, the world's most famous TikToker with 51 million followers, the magazine interviewed some **young Italian influencers**, covering topics such as **bodyshaming**, **bullying** and **video games**. **Why is it interesting?** As well as offering a **fascinating insight** into the lives and types of interactions that the new generations are weaving, the **needs** of many young people emerged, such as the one to go back to a life made of hugs and **habits disconnected from the digital world**, concepts that **debunk** many prejudices that portray them as "(dis)connected" from reality.

PILLS OF FORGOTTEN HISTORY

At a time when a massive loading of multimedia content is on the agenda, in order to prevent new generations from losing their collective memory, **Rai** has launched **Ossi di seppia** on RaiPlay, a series produced in collaboration with Teche Rai, which retraces in a very short time some of the most important events of the last **30 years of Italian history**, which have often been forgotten due to the constant flow of news. **Why should you watch it?** The 26 episodes aim at helping young people **interpret** the present, trying to give history a new life, updating the popular imagination.





CAMPAIGNS

“EARNED CREATIVE”

We are very proud of Edelman UK for being named as **one of the top 10 ‘best and bravest agencies on the planet’** by Contagious Magazine in their 2021 Contagious Pioneers List. As the only non-ad agency to make it to the list, this accolade reflects the power and impact of **Earned Creative** (*Earned at the Core and Social by Design*) - Edelman’s unique approach to developing surprising and purposeful Creative that earns hearts and minds. Amongst the work covered by Contagious in 2020 including Edelman’s multi-award-winning *“Asics, Eternal Run”*, the world’s first race without a finish line that helped to change perception of the Asics brand, *“Sinch, Text for Humanity”* which took a consumer-facing creative approach to a B2B brief and strove to tackle online negativity, and most recently *“IKEA, #BuyBackFriday”*, which saw retail giant **IKEA** buying their customers’ old furniture back.

23° EDITION OF THE ASSOREL AWARD

The project *“A WOLF TELLS THE SMA STORY”* has received three **Assorel Prize Awards** in the **“Healthcare/Pharmaceutical”**, **“Best Narrative Development”** and **“Best Creative PR Idea”** categories. Written in simple yet engaging language, *“A Wolf tells the SMA Story”* is an illustrated volume and a podcast narrated by the voices of **Luca Ward** and **Nicolas Vaporidis**, based on real patient stories which were transformed into fables that told - in a fresh new way - the wide range of emotions those living with **SMA** experience daily. **Edelman Italia** supported **Biogen** - pioneer in neuroscience - by coordinating the development of the project with the **European Institute of Design in Milan**, psychologist Jacopo Casiraghi (the book’s author) and illustrator Samuele Gaudio. Through an integrated, multi-channel communication strategy, the aim was to reach out to stakeholders, patients and the public and at the same time offer a **contemporary way of use**, in line with the increasing **digitalization of health issues**.



NEW TRENDS



HOW ARE YOU? AN APP CAN TELL

The **digital health** phenomenon is gaining ground. This is confirmed by a study by **ORCHA** (Organisation for the Review of Care and Health Applications) which revealed an interesting fact: health apps downloads have grown by 25% since the beginning of the pandemic. **Why does it matter?** The biggest slice of attention comes from **young people**: according to Lancet, they are the ones most affected by loneliness, stress and depression these days. It's another piece of legacy that **Covid-19** has left behind, making them more aware of the importance of their own health.



WE ARE WHAT WE EAT...

Being sustainable has now become a mantra that touches every sphere of one's life, including nutrition. So it's no wonder that initiatives like **Veganuary** - i. e. a challenge that consists of eating breakfasts, lunches and dinners without protein for 31 days - are growing fast in popularity. A challenge that aims at abandoning meat for a while and that, in fact, also has ethical implications. Widening the view of the **"no meat" trend** and landing in the United Kingdom, we see how the number of vegans has increased by 350% in the last ten years; 42% is formed by **Millennials** and **Gen Z**. **The reason? Attention to health and the environment**, themes that are being amplified by social media: to certify this are the many **vegan hashtags** and **Instagram accounts** that promote healthy lifestyles. Finally, the **"no waste"** theme is not to be left out: a survey by the Italian Frozen Food Institute and Doxa reveals that 99% of **Millennials** consume frozen food because, in addition to being versatile in the kitchen, they help avoid waste (35%).



...BUT ALSO WHAT WE DRINK

There is a way to be sustainable even with a drink in your hand, both outside a bar (when current events allow it) and at home, with **canned cocktails** or ready-to-drinks delivered in cans or bricks directly to your doorstep - all totally recyclable materials. The new trend has a name: **ethical cocktails**, much loved by **Millennials** and **Gen Z**. **What is their appeal?** The strong **environmental protection**: the recipe includes organic ingredients, or fruit, vegetables, food waste. But that's not all: they include spirits that come from ethical and sustainable sources, or even support fair trade. Gin, tonic water, lemon, ice and... care for the environment: **this is the mix that wins the hearts of young people**.



MISINFORMATION? A MATTER OF HYGIENE Edelman Trust Barometer 2021

This year the **Edelman Trust Barometer** looked at people's level of information and at their approach to news. How many consume news on a regular basis, verify it, and avoid disseminating it if it is not reliable? And how many, on the other hand, stick to seeking out only the news that confirm their theses ("information echo chambers")? Although the global figure is worrying, **Italy** does not score poorly at all: 35% of the population practices **good information hygiene** (vs 26% globally). Perhaps the remedy for good information hygiene could come from **Gen Z**, whose members, according to a study by **College Reaction**, approach **fake news** with more skepticism than other generations, giving more context and nuance to the news they read on social media.