

Van betekenis zijn voor jongeren

TRENDSACTIVE

Aljan de Boer
Head of Inspiration



Some recent cases

				
"Reposition Donald Duck in a relevant way for todays consumers"	"Create the proposition for a new health insurance brand"	"Develop our global brand theme and guide implementation"	"Help us to innovate on brand and content based on the human context"	"Create a new segmentation model based on your trends"



HOW HAPPY ARE YOU?
ON A SCALE FROM 1-10 TAKE ONE BEAD FROM THE CORRESPONDING MARKING ONE PER PERSON. PLEASE!

THE SEARCH FOR MEANING

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Stel, je bent een puber...



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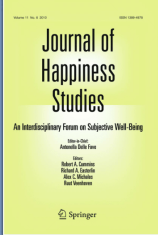
PERSON OF THE YEAR
TIME
VERONIKA (HUTABERG)

THE SEARCH FOR MEANING

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Pursuing pleasure or virtue:
The differential and overlapping well-being benefits of hedonic and eudaimonic motives

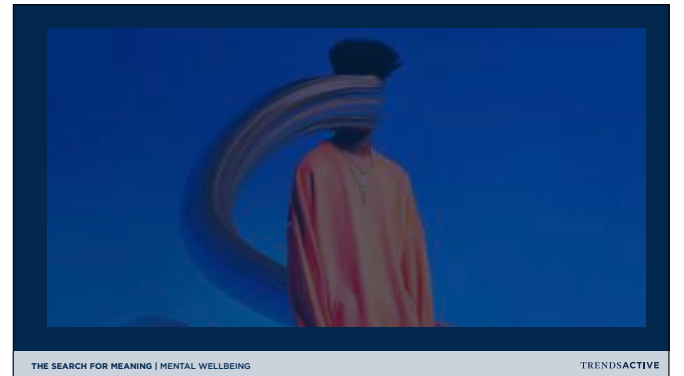
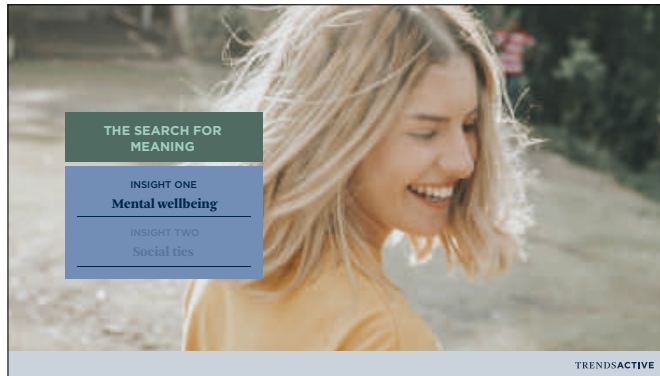
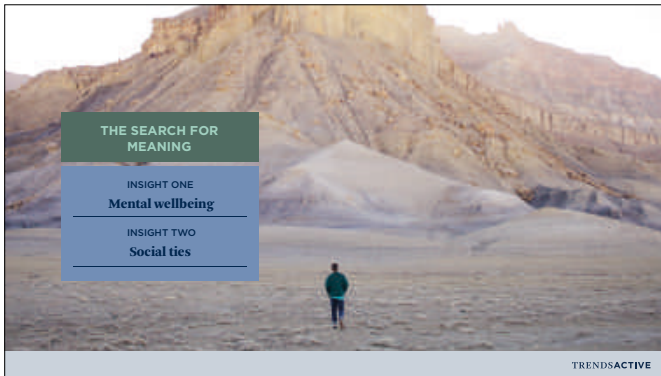
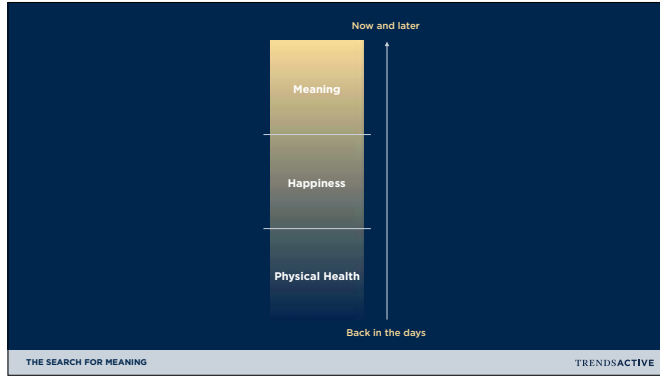
Veronika Huta, Richard M. Ryan, 2010



Journal of Happiness Studies
An Interdisciplinary Forum on Subjective Well-Being

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THE SEARCH FOR MEANING | MENTAL WELLBEING

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Mihaly Csikszentmihalyi

Field of science:
Psychology

Known for:
Psychological concept of "flow", a state of happiness

"people are happiest when they are in a state of flow—a state of complete absorption with the activity at hand and the situation"



THE SEARCH FOR MEANING | MENTAL WELLBEING


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Martin Seligman

Field of science:
Psychology

Known for:
The new era of positive psychology

"Treatment is not just fixing what is broken; rather, it involves nurturing what is best within ourselves."



THE SEARCH FOR MEANING | MENTAL WELLBEING

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HAPPINESS BREAKDOWN

50% POSITIVE
40% NEGATIVE
10% NEUTRAL



HALLOW

THIS EXHIBITION WILL NOT MAKE...

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TREND

People's mental well-being is under pressure.

STRATEGY

THE SEARCH FOR MEANING | MENTAL WELLBEING

TRENDSACTIVE

TREND

People's mental well-being is under pressure.


STRATEGY

Show how you contribute to mental resilience.

THE SEARCH FOR MEANING | MENTAL WELLBEING

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INTRODUCING REAL MEALS



BURGER KING

The fast food chain has released a series of meals with the intention of raising awareness that no one is happy all the time. The campaign is part of a collaboration with Mental Health America to coincide with Mental Health Awareness Month. The brand hopes to portray a more realistic view of American life and highlighting the full spectrum of emotions experienced by people daily.

NIKE

To create awareness for the many issues around the importance of mental health, NIKE created a newly designed shoe with a swizzled swoosh.

BEVER SPORT

Bever Sport contributes to people's mental wellbeing by facilitating them to go outside. Because there is no such thing as bad weather, when you have the right clothes.

HEADSPACE

To help support you through this time of crisis, Headspace offers some meditations you can listen to anytime. This collection of meditations called 'Weathering the storm' are free for everyone. It includes meditations, sleep, and movement exercises to help you out, however you're feeling.

FIRST DIRECT

The UK bank First Direct is ramping up efforts to play a more "active role" in the wellness conversation with the brand platform #moneywellness, that aims to position the bank as go-to for people's financial wellbeing, also in times of corona.

TREND

People's mental well-being is under pressure.

STRATEGY

Show how you contribute to mental resilience.

THE SEARCH FOR MEANING | MENTAL WELLBEING TRENDACTIVE

THE SEARCH FOR MEANING

INSIGHT ONE
Mental wellbeing

INSIGHT TWO
Social ties

TRENDACTIVE

THE SEARCH FOR MEANING

INSIGHT ONE
Mental wellbeing

INSIGHT TWO
Social ties

TRENDACTIVE

THE SEARCH FOR MEANING | SOCIAL TIES TRENDACTIVE

Robert Waldinger

Field of science:
Psychiatry
Known for:
The Grant Study

"Good relations keep us happier and healthier. Period."

THE SEARCH FOR MEANING | SOCIAL TIES TRENDACTIVE



THE SEARCH FOR MEANING | SOCIAL TIES

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THE SEARCH FOR MEANING | SOCIAL TIES

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Jaqueline van Stekelenburg

Field of science:
Sociale verandering en conflict

Known for:
Waarom we protesteren

“Er wordt wel degelijk geprotesteerd. En niet alleen in Nederland maar ook wereldwijd. Het gaat alleen anders dan vroeger”



THE SEARCH FOR MEANING | SOCIAL TIES

TRENDSACTIVE



THE SEARCH FOR MEANING | SOCIAL TIES

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TREND

Social ties are under pressure

STRATEGY

THE SEARCH FOR MEANING | SOCIAL TIES

TRENDSACTIVE

TREND


Social ties are under pressure

STRATEGY

Contribute to high-quality social connections

THE SEARCH FOR MEANING | SOCIAL TIES

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CASTORAMA

Castorama created a wallpaper that tells stories. Each of the 10 characters on the wallpaper are actually digital markers. You scan it via a dedicated app and the wallpaper tells a story on the tablet or phone.

FORESTRY COMMISSION

The Forestry Commission launched an augmented reality(AR) app based around the popular children's picture book, The gruffalo. It's a non-guided activity so families can do the trail at their own pace. The app offers users the chance to take photos with the characters.

OATLY

OATLY, the fastest growing oat drink globally started a corona initiative that offers ideas for different, funny, educational and entertaining activities and craft projects at home to make the lockdown more bearable and a bit more joyful. All activities include the use of Oatly products and packaging.

LEFFE

During the summer of 2019, the results of the national elections in Belgium were the hottest topic on those terraces. Leffe decided to support a dialogue between the regions: they created a Facebook page, a new language ('Flench') and organized a National Terrace, putting 1000 tables along the language border and bringing together 1000 Flemings and 1000 Walloons.

DID THEY HELP

Did They Help attempts to detail how corporations & public figures act. As such, it has a worldwide team of volunteers (lots of Gen Z) that review, edit & prepare submissions, as well as update live profiles, proof read, on-board new volunteers, reply to communications & much more around their full time job.

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TREND

Social ties are under pressure

STRATEGY

Contribute to high-quality social connections

THE SEARCH FOR MEANING | SOCIAL TIES TRENSDACTIVE

Mental wellbeing 	Social ties 	Now what?
People's mental well-being is under pressure.	Social ties are under pressure	Want to know how your brand can be meaningful for Generation Z?
		Connect trends to brands Get strategic guidance

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Thank you

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