

Generation Einstein¹

Generation Einstein 3.0. Communicating in a new world

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Introduction

Suppose you want to sell something to youth - a product, an idea, or maybe an internship at your company. How would you do it? What methods can you use? Can you do it the way you always have done? Will your commercials, your advertising, your web-sites, your posters still do the job? Will all that money paid for marketing and communication get you what you want? If the answer to all these questions is yes, then read no further; continue communicating with youth the way you are now, because you are doing fine! But if you are like the rest of us and you have to admit that communicating with the young is not that easy, that it seems like they don't see or hear you - well, read on. We won't pretend to have all the answers, as we don't have the magic key to their hearts, but what we do offer is an understanding of their behavior, of their way of thinking and their actions. What you're reading here, however, is just a summary. In the full text, we explain a lot more - but for now, let's just talk about the essentials.

Before we dive into communication with youngsters, there is one thing we can already tell you: be prepared to change your own attitude. Be prepared to listen, to watch and - do we have the guts to say it? Yes, we have: love them. The rest will follow!

But first: who are they anyway?

Young people nowadays belong to a new generation: Generation Einstein. On average, they were born during the final decade of the last century and by now they are between twelve and twenty-two years old. They've grown up in a world dominated by information and commerce, where they are constantly targeted by commercials, whether at home, on the streets or at school. They are a target group for advertising and marketing - and they are very well aware of it. Things were good and got better, and they've seen the growth of wealth and the explosion of the consumer-dominated society. They have become more confident than ever; about the world and about themselves. They belong to families in which both parents work, and live in homes dominated by technology and gadgets. Or they are kids from divorced parents; they have seen their parents try - or not try - and were involved in the emotional lives of grown-ups. Grown-ups they needed to be able to count upon, but couldn't. On television, these kids have grown watching **Lost**, **South Park**, **The Simpsons**, **Idols**, **Big Brother** and **So You Think You Can Dance**, and they learned at an early age to see and analyze the emotions of people, not to mention to recognize bull when they see it.

These kids are taken seriously by their parents and are able to state their opinions at home, and they have been raised in the belief that you can only be happy if you find

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yourself. They know that the world is their oyster - providing they are confident and don't act like a wallflower. They know that this world is in trouble and that only action can help, not empty words or cynicism. They believe that this world can be a better place, if only you want it to be, and that their successes and failures are of their own making. Those who were old enough voted for Obama, because finally there was someone you could really believe in. They work hard and they all have jobs - they have to, because life isn't cheap and a person has to be self-reliant. As they learned at an early age at school: to achieve anything, you have to work together. Nobody is an island, we are all connected.

These are the same kids who share their lives with each other (and the rest of the world) on the Internet. They share their photos on the Internet just for fun, and sometimes even find themselves in embarrassing situations on YouTube. And because they know that being a target group means that the world is not going to be very honest with them, they put more trust in their friends than in companies and institutions. They know the media by now. They have learned the hard way who to trust and choose to believe what their friends tell them, not the babble of official communication channels. In their lives they are surrounded by high-quality things and expect nothing less from their employers, their teachers, and the products they buy. They think hanging out with friends is just as important as it always was, and they like to spend time together, on-line and off-line. They love their parents. They love to do different things, to not be a cliché or to stay within the boundaries of a subculture. They don't like being categorized.

These boys and girls walk around, go to school, make careers, vote and are going to be a considerable power in the near future. They are going to change our world in their own way and what they see fit. To communicate with them in the right way is more important than ever.

Generation Einstein is:

- **Social.** Young people value family ties and friendships. Thanks to the social networks they know deep inside that they are not alone in this world.
- **Socially involved.** Young people are concerned about a lot of issues, but are not interested in political and public institutions.
- **Functional.** Usually they choose quality and functionality. There is a lot of choice, so why not choose the best/most beautiful/ most fun?
- **Homey.** Youngsters are in search of a safe place and find it at home, a location they like.
- **Looking for intimacy.** Small, intimate events (like watching a DVD with friends at home, for instance) are more popular than big events.
- **No nonsense.** Due to the overexposure to the media, they have no patience whatsoever with bull. Quick, easy, open-and-shut, please!
- **Media smart.** Since they were babies, they have been confronted with the media - they understand advertising and have become the ultimate experts. They

only need to see the advertisement to know what the marketing strategy of the company is.

- **Variform.** Today's youth is heterogeneous. They meet a lot of different people throughout their lives - at school, during their free time, on the Internet. They like variety. The more different souls, the more fun!
- **Self-aware.** Children and youngsters are an important target group, and they know it. They know we watch, evaluate, research and target them. It makes them self-conscious, media smart and critical about commerce.
- **Self-confident.** They know no real hunger, thirst, poverty. They grew up in increasing wealth. They have faith in the future and in themselves.
- **Empathic.** They learn to 'read' others (their classmates, parents, teachers) at an early age. They practice social behavior in their on- and off-line lives.
- **Creative.** Young people are by definition in the most creative period of their lives, in a time in which it has never been easier to be creative.
- **Cooperative.** Kids learn how to cooperate at school and they keep doing it later in life.

Core values of Generation Einstein

Every young person is an individual, just as we are. Still, the following core values are a central place in their lives, just because they grew up during the same age and time. Each of them personalizes the following values and makes them uniquely their own.

- **Authenticity.** To be yourself, to stand for your own opinions, to put your money where your mouth is, is very important. This concerns everybody: yourself, your friends, even your parents and teachers. In advertising, it means that companies should not pretend that they are hip and happening when they are obviously not - they will lose respect.
- **Respect.** Respect is very, very important. Respect for your own abilities, for your own authenticity, for everybody who is capable of doing extraordinary things.
- **Self-actualization.** It's important to develop yourself, to find out who you really are, why you are on this world and what your role here is.
- **Togetherness.** Nobody is ever all alone; we can't achieve anything on our own. Young people know this, so they work, learn and live together.

- **Companionable.** They like being together, and respect the different things everybody likes. The atmosphere is good when everyone can do what they want to do while keeping each other company. Together, but not entirely.
- **Happiness.** Young people are the future, and they want to be happy in that future - and happy right now, too. You can be happy by being yourself, together with other people who are also just as much themselves, with confidence and without fear.

This diversity makes it impossible to categorize them in fixed domains. The old rules don't work anymore: thinking in target groups is dead and the old way of research is lying right next to it...

Communicating in a new world

Marketers and communication specialists tend not only to forget that the world is changing, but also to change with it. Not only do the young grow up in this changing world, they also help shape it. The Internet changed the look of communication and business practices by replacing the official channels with the unofficial word of mouth. The changes have forced transparency. And to be honest, a huge crisis sometimes helps to get the priorities straight again. Michael Moore says, in his documentary **Capitalism: A Love Story**, that capitalism is 'the disastrous impact of corporate dominance on the everyday lives of Americans'. Obama said, in his inauguration speech, about market forces: 'Its power to generate wealth and expand freedom is unmatched, but this crisis has reminded us that without a watchful eye, the market can spin out of control - and that a nation cannot prosper long when it favors only the prosperous.' The financial crisis was like a wake-up call, and it made clear that a world dominated by pure greed is not a world in which you want to raise your kids. How to make a different world, nobody knows. But drives and needs change, that much is clear. Hence the rise of a different type of commercial organization: one that still wants to make money, but not at the expense of others. Think YouTube, Facebook, and Google - or other less-known organizations such as couchsurfing.org or kiva.org.

Remember Maslow and his 'Hierarchy of Needs' pyramid? We are in a transitional phase from Maslow 4 - level 4 is the one about status, about the need for respect of others, about self-esteem -to Maslow 5, the level of self-actualization. And this last value is extremely important in the lives of our kids and young adults. The best you can achieve is to be happy, by being just the way you are and leading the life that fits you. This is a direct contradiction to achieving happiness through possessions, a safe house or country, or by having lots of friends, money, esteem, status. Communication in a Maslow 5 world is substantially different than in a Maslow 4 world.

Maslow 4 communications:

- image marketing (about how we would like to be seen)
- getting to know the target group by being the target group and adopting their traits, habits and features
- research and trend agencies
- determine the four Ps
- about the 'how'

Maslow 5 communications:

- central role for the product and its features
- identity of the company matches the identity of the product/ service
- that which the product/service is, not what it should be or look like
- about determining the essence
- about the 'why'

Communication the old way: what goes wrong

The success of MasMas: being social for real

When the youth hangout spot MasMas opened in Castelldefels (in Catalonia, Spain), it didn't have an advertising budget and thus had no adverts, no TV commercials, no posters. Castelldefels (population about 58,000) is not the most exciting place to live when you are young. There is nothing to do, and eventually even the beach gets boring.

The youth hangout MasMas is a bright, spacious spot in the center of Castelldefels - and all kids are welcome. The specially designed furniture is fun and cheerful. Kids can just sit, talk, play games, read magazines or rent a 'game bed' (their own gaming spot) for just one dollar an hour. MasMas is completely different from the 'normal' design for youth hangouts: it is cool-looking and hip, and doesn't look cheap. The hangout is beautifully decorated and it serves the best coffees at low, affordable prices, but most important, you and your friends are welcome. This is unique, and the kids of Castelldefels know it.

Long before the hangout spot opened, the Facebook group Mas-Mas had more than a 1,000 fans. Fans of a non-proven concept

The failure of T-Mobile: pretending to be social

'Social is the new black.' With this new social concept in mind, Saatchi & Saatchi, one of the world's leading advertising agencies, designed an advertising campaign for T-Mobile. Today's youth is constantly active on social networking sites such as Facebook and Twitter, and companies see this as a new way to connect with the youth. So T-Mobile told the world in its new slogan that 'Life is for sharing' in a beautifully made TV

commercial shot in the London Underground and featuring happy, dancing people. The cost? 1.2 million. Did it work? Well, no: that year T-Mobile lost more customers than ever and the company had to merge with Orange because of the disappointing results. But Saatchi & Saatchi had the last laugh: they won a prize for the best TV commercial in the UK in 2009... The big mistake they made was that the advertising agency wanted to do 'something' with this new social thing, simply because that 'social thing' is what everybody's doing nowadays, right? So if you want to reach the youth, you have to be social - or at least pretend to be. So that's what T-Mobile did: it showed images of dancing people having a lot of fun with each other and thought that this image alone would be enough to show the target group just how social T-Mobile is. Well, they were wrong; it didn't work, but it did cost an enormous amount of money.

The profession of communication has changed over the years and is suffocated with old rules and jargon. Communication has no other goal than to persuade people of the rightness of specific ideas and opinions, to close the deal or make the sale. Not to make contact. Long we have thought that if we just follow the steps of the marketing and communication plan, everything would be alright and the sales would follow. We don't even think about these steps anymore, or question their usefulness. We have forgotten the ground rules for good (as in effective) communication: to be in contact with and to understand each other. If we really listen and understand what the other is telling us, then we have communicated successfully. Instead, we keep believing in the plan, the research, the target groups, the focus groups, the positioning, proposition, et cetera. But in our hearts, we know they don't work anymore.

The problem: trust and attention are gone

And what are the results of all our efforts to reach the youth of today? We lost their trust by constantly telling them the world is better than it is.

We lost their attention by bombarding them with an avalanche of messages.

The consequence is that young people have become media blind: they don't see or hear us anymore, don't trust us anymore, and aren't willing to give us a second of their time. The door (and their heart) is closed.

Improving communication starts with us

We have to take the first step to make it better, to open that door again. We have to regain their trust by treating them as individuals and partners in the conversation instead of as a researchable target group. In order to do that, we need to:

1. Change our mindset: listen instead of talking.
2. Change our way of thinking about target groups: fans instead of targets.
3. Change our research methods: search for inspiration instead of testing and checking.
4. Change the creative process: in-creation instead of co-creation.
5. Change the way we work: love-oriented instead of task-oriented.

To start with point 5, the last one - it may sound awfully corny, but if you work out of love then you'll:

- make fantastic products because you want to,
- find fans for your products/brands,
- be inspired by those fans, and
- want to sell a product/idea because you really believe everybody is entitled to your great products/ideas!

1. Change your mindset and attitude

Don't just talk to the youth, listen to them. Have a real conversation with them.

Don't ask: 'How can I get them to buy my products/our services?' Instead, ask: 'How can I be relevant in their lives?' Remove the barriers for real contact.

2. Find your friends and fans

Young people live in different worlds and domains. They will not be restricted to just one domain or aspect of themselves. To call a guy who sometimes skates a skater is disrespectful. Leave the targeting behind and go in search of your true fans. Believe us, they exist. A fan gives you a thumbs up instead of hiding behind the couch when you try your best to persuade him. Really: if even Heinz Tomato Ketchup can have fans, why can't you?

3. Be inspired

With traditional market research the most you get is a summary of the results of the test. You let others decide what to make, and often that doesn't work. Instead, why not be inspired by your fans and do research in a different way? The kind of research that leads from apparent chaos to the best idea: that killer app, that great campaign, that awesome product. In the complete version of the book, you'll find more details about this new kind of research.

4. Work with fans and experts

Co-creation sounds like fun, and most of the time it is, but one huge disadvantage is that the end results can be too shallow or just boring. Not every fan is also an advertising expert or a creative genius. Instead of co-creation, we work a bit differently: in-creation. In-creation is creating/thinking/developing all kinds of things - products/ideas - with the true fans under the supervision of experts of media, communication and creativity. To be successful, the fans of the product/idea who are involved with the in-creation need to be more than just fans - they need to be real talents. Find successful in-creation projects on www.generationeinstein.com.

5. Let others talk about you

Don't talk about yourself, but be something or someone others talk about. Word-of-mouth - or person-to-person - advertising is very powerful. Ads can shout and scream, but a good word from a friend or two makes a person a lot more willing to pull out their credit card.

Don't forget to have fun!

Having fun with youngsters, taking part in in-creation projects together, making great products, talking to your fans, making the things you like best, working for the best brands in the world - try to remember: all work and no play makes Jack a dull boy!

The pitfalls of the mediascape

For a long time we thought youngsters had their own media, but they don't. We all use the same media and channels - they only have different meanings to young people and grown-ups. We view media on a technical level ('Gosh, look what this can do!'), while the youth looks at it on an emotional level ('Wow, see how this helps me to achieve this or that!'). For us, the technical stuff is the end goal (We have a website!); for them, it's a means to achieve a goal (Via this website I can connect to my friends). Context plays an important role: when young people choose a specific type of media, they have a specific time, place and goal in mind. When choosing media types, you should also make sure to keep the emotional value and context in consideration.

1SMS	A way of sending commercial messages that always get to the receiver because the receiver always carries his mobile with him.	Fast, short messages for keeping in contact with friends and acquaintances.
MSN	A way of sending commercial messages that are always seen by the receiver because he uses MSN every day.	Keeping in daily contact with friends and acquaintances. Chitchat, but also to share and exchange knowledge.
Internet	A way of profiling your own company, product, views; an enormous library.	Social machine, staying in touch, profiling yourself, flirting and dating, games, background info.
TV	Mass medium, advertising and sponsoring of TV programs.	Either it is simply on in the background so you can do your homework and go on the Internet at the same time, or it is a social medium that lets you enjoy watching live competitions (or <i>Idols</i>) in a group, for instance.
Games	New medium to advertise in (or use it for teaching) because gaming takes lots of hours.	Entertainment, having a laugh, social event, prevents boredom, interaction and control over a virtual world, vehicle for communication.
CD-ROM	A way of profiling company/ product/ideas with image and sound.	Outmoded.
E-mail	A cheaper way of reaching people than with paper DM.	Feels like normal post, intended for delayed contact, for passwords, more official than MSN or SMS.
Social networks	Profiling your brand/ company, collect data on brand preferences and shopping behavior of customers.	To share your life with others, to get to know each other, to connect.
Letter/ paper mail	Expensive, DM is bound to rules.	Authentic, real, important, personal, with stamp and logo, need-to-know information.

Media strategy based on essence

A really good media strategy focuses on the essence of the message rather than the type of channel or medium. This is the point of departure: it is important to consider what extent each type of channel or medium fits in with the essence (i.e. do we want to use this type of channel or medium or not) on the basis of the emotional value the specific channel or medium has for young people. Then you look at how the essence takes shape within that specific type of channel or medium. Choose carefully, you don't need to use them all. Keep in mind that young people multitask - they leave as soon as the

content isn't interesting enough (or if you use too much text...). Everything needs to be consistent and form a coherent whole - not only everything you communicate on an official level, but also unofficially (how they talk about you, how you react, et cetera).

Use of media and channels at a glance

TV 3 hours 20 minutes	PC 52 minutes including applications	Mobile voice 6 minutes	Video on an MP3 player 1 in 4 watched
DVR 8 minutes	Internet 23 minutes	Text messages 96 sent or received	Audio-only MP3 player 1 in 2 used
DVD 17 minutes	Online video If they watched, they watched for 6 minutes	Mobile video If they watched, they watched for 13 minutes	Newspaper 1 in 4 read
Console gaming 25 minutes	PC games 1 in 10 played, today	Mobile web 1 in 3 used	Movie theater Went once in the past 5 weeks

Source: *How Teens Use Media*. Nielsen. June 2009

Media consumption of a typical US teenager:

Young people are avid media users, as you can see by the time they spend at it. They combine different channels and media types. The way they use these channels and types is in constant change due to technological advancements.

TV

- goal is changed: instead of a way to watch programs, it has become a way to interact with others by watching together
- watching on the Internet is increasing

Radio

- use has stabilized
- listeners are getting older
- Internet radio is growing

Podcasts

- radio stations, artists, but also educational companies make them

Dailies and magazines

- young people want variety between paper and digital content
- they attach a different value to each
- a print magazine is a gift for yourself, to read on the couch, with news and articles from a trustworthy editorial office digital is for short news
- people read less and less, and both the old and young do other things while reading (such as watching TV)

Cellphones

- in constant use, especially for: texting, taking photos, as an alarm clock, listening to music, playing games, watching movies
- are expensive, money is important for texting and calling
- blackberry is an enormous success thanks to ping (free texting between blackberry owners)
- they don't like to receive commercial texts, only texts with need-to-know information they themselves subscribed to
- they are suspicious about the intentions of players in the mobile market

Games

- everybody games, often and a lot
- gaming has become a social event thanks to, amongst others, the Wii
- small games like FarmVille on Facebook are growing
- money is earned by micro payments and in-game advertising

Internet

- 12-14 year olds are the most enthusiastic about the Internet, but all young people use it a lot they use the Internet a lot, but it isn't the only thing in their life; many don't even go on-line daily
- just like they hang out in real life, they also hang out on-line
- young people expect everybody (companies and institution sas well) to have an easy-to-find website with honest information

School boards

- bill boards on school walls
- part of total media avalanche: they have become invisible
- don't use it for need-to-know information

Events

- events are a bit of the past
- small intimate events are more popular than big ones
- offer real value instead of just some sponsoring

This is a summary of part I of **Generation Einstein 3.0: Communicating in a New World**. In part II of the book, we describe the world young people live in today, both in general and in more detail. This includes their parents, their upbringing, their education, the things they see and learn (or don't) at school, what they expect of this world, their parents, their teachers, people in general.

Topics:

- this generation in relation to the prior ones
- some history and philosophy about the concept of children and their role in our society
- puberty and development of their brains
- sex, drugs and alcohol
- what it means to grow up in this commercial, connected world
- economy 2.0
- voting, political involvement
- home, friends
- school, teachers
- working, bosses, and making money
- values and ambitions

www.generationeinstein.com

Further information on all this and more can be found on our website.

Or connect to us on Twitter: @jeroenboschma and @inezgroen.

The Future of Marketing and Communication

Boy, are we afraid

This whole new world has become a kind of scary place. The rules are changing, people are changing, the weather is changing, governments, values, companies, brands, kids, we - everything and everyone - is changing. And so is our own domain: youth marketing. But where is it going? In what direction? What are the years to come going to bring; how can we still sell our brands, make our campaigns, find our customer? And for that matter, does the customer as we know him still exist? Is marketing still marketing as we learned it at school? There is only one thing we are certain about, and that is that change is happening, fast and sometimes frighteningly.

So we sat down with 10 youth marketing experts from all over the world to discuss this and possibly come up with an answer to the question: what will the future of marketing and communication be. It was a journey through many countries and cultures, we agreed, we disagreed, we thought, we sighed, we debated - but most of all we realised that we, the youth marketers, are all frightened. Being a youth marketer means you work to reach the one group that drives all this change and who is not afraid at it at all: youngsters.

So, let me introduce you to the people who were not afraid to talk about fear and change, and who shared with us their ideas and insights about our exciting field of play: James Layfield (UK), Maarten Kleijne (NL), Graham Brown (UK), Andres Colmenares (Colombia), Franklin Ozekhome (US), Mikko Ampuja (Finland), Samyak Sanjoy Chakrabarty (India), Joseph Ciprut (Turkey) and Jeroen Boschma (NL). You'll find some more information about them and their companies at the back of this paper. All of them entered this field for reasons of their own, be it to "change the world" or just "to understand youth," "to tell great stories" or even "embrace the beauty of imperfection" - which is kind of poetic -but also "to be more efficient in making money." We're not saints here... although religion played a huge role in the discussion, but we'll get back to that.

About that fear

One thing we agreed on early on in the discussion is that the whole industry is afraid. "We can say what we want, but 90% of what we say they don't want to hear," said Graham Brown. "We should take a step back and see what's really happening. There are huge changes in behavior due to the internet, but not on the business side of things." Its funny, but the most creative industry in the world, the advertising industry, is also the most traditionally organized. Art directors, copywriters, graphic designers, account managers, all keep going at it the same way they did at the beginning of advertising. And the bigger the company, the more resistance there is to change. It all boils down to money: stakeholders, metrics, spreadsheets and that guy who really doesn't want to get fired. And that guy is us, because "it really changes when it's your own 50,000 euros you're investing in a project, even if you believe wholeheartedly in it," said Jeroen about MasMas.

What's so different

But if you do nothing, if the fear of losing money or your job or shareholder value is dominant, then the consequences can be dire. "Nokia is finished," said Samyak, and all agreed to the statement. "They can't turn around anymore, can't change, and in maybe two years it will be over." Change is essential, but even the word "change" can cause fear. So what must be done? Educate people? Enlighten them? Or are they in the "dark" for a reason? "You can't change people who don't want to be changed, you can't make people do anything they don't want to. You can only sell to people who are sold already." But giving information helps people find you, and then you have a completely different conversation. "Just create and let people find you." Maybe the answer is not enlightenment, not "illumination", but inspiration. "Everybody wants to be inspired," Jeroen said later, in regard to this dilemma over. And we do, don't we?

Let's talk inspiration

The problem with marketing lies not with the people who buy the products, it seems. They all want stuff, want brands, want to connect to brands; but we, on the other hand, are creating all kinds of barriers - by looking down to the people we call consumers, by not engaging them, by not taking them seriously, by not listening to them. "Youngsters talk 24/7, so if they're not talking to you, you are doing something wrong." People need brands and they need to connect to brands, or to possibly put it more accurately, they need brands to connect them to other people via the brand. And if the brand doesn't help in that regard, or throws up barriers, the people will still connect - but not with the brand.

So where is the brand ownership? Who owns a brand? This is a more interesting question than it seems. It used to be the company itself, the founder of the brand, later it became the advertising agency who knew all about the brand, but now it is the people. The fans own the brands. Some call this brand democratizing. By "own" we mean that we, us, the people, the buyers, the fans, make the brands into what they want the brands to be. They decide what the brand values are, they tell the story of the brands, they believe what they want to believe about the brand. "They" as in the customers - not the experts. "You can't create a viral, it has to be induced and then picked up" - by us. Control is gone - another (big) reason for fear. "Those people out there are your marketing department," said Samyak. "You can pay someone to speak, and it won't work, but if you make that person love the product first, then he has an incentive for speaking. I call that *in-centifizing*." So our goal is to come up with products that are so well done that people want to talk about them. So start the conversation, get people talking - and the best way to start the conversation is by listening.

What is marketing

But if marketing is what people out there are doing, what will our role be in the (near) future? Old school marketing existed to help the companies - to support the organization - so how should new world marketing function? Or is marketing everything we do as companies? Not only the ads, the campaign, the 4 Ps, but also the way we are, the way we talk to the world, connect with our customers? Some are adamant about it: "Everything a company does, should be marketing," Graham said, and quite a few

agreed. But if it's everything, why do we keep calling it marketing? Shouldn't we invent another word? "That word is already there," said Joseph, "It's 360 marketing." But that still sounds like... marketing. "Ah, all is good and well, but I still hate some of the words, like consumers. So you consume and nothing is left afterwards." Marketing used to be about selling, but now it is for connecting - which leads to the key question: how can we connect?

Lack of resources makes for creativity, as Martin Lindstrom says in his book *Buyology*. He also maintains that the best thing that could have happened to the cigarette industry was the ban on adverts. "How can we do the stuff we want to do when we are forced to not just buy the attention?" asked James. Even though big TV campaigns still work, not everybody has the deep pockets that Pepsico or Coca Cola have - so we have to be creative.

And maybe it's time to ask the bigger questions: If we can't buy our way into the hearts of people, then how do we do it? How can we get people not just to like our products, but to actually love 'em? "Love creates loyalty," said Joseph, "but you can like a lot of stuff." Andres brought the discussion to a more philosophical level by asking the question: "What is my reason for having a company? If the aim of the company is only making money, it's useless. Money should be a side effect." This started a whole discussion, because why be in the business of whatever when you don't make money? "I beg to differ," said Samyak. "I look for substance more than money, but at the end of the day money is important." "We take for granted that young people only like things that have a purpose, well, they don't," said James. "Blackberry, which is hugely popular amongst youngsters [all over the world we learned today], is here to make money," said Samyak. "But making money is not a problem," said Mikko, "it's only a problem when it's the sole purpose of the company." Making money is all right, and making lots of money can even be proof that you are a clever person. Likewise, it makes your company accepted as one that people have to take seriously. In turn, it also works the opposite way around: if nobody sponsors your product, it must be a stupid product. Furthermore, if nobody loves your products, or if they just like them, you can't make money - and you certainly won't have fans if your company is really only into it for the money and makes awful products. "You need to know why you are bringing something to the market," said Mikko.

Like a prayer

"Doesn't it say something that the real strong brands emerged after the churches ran empty?" Maarten asked the group. Martin Lindstrom brought up how recent research has discovered that the same neurones in the brain light up when looking at a brand as when seeing religious symbols. A strong brand has the same characteristics as religion: it has rituals, gives meaning, gives a sense of belonging. And being social is hardwired into our system: we are a fundamentally social being, as the discoverer of the mirror neurones has shown us. Some say this find does for psychology what DNA did for biology: it offers a deep understanding about why we are a fundamentally social being. We get positive feedback when another person does what I do - so we can build walls to prevent people from interacting, but young people always find ways around them. We need brands - like we used to need religion. We need to connect and to belong. So that "something" we can bring is a way to make this happen, to make it easier for people to connect, to facilitate their conversation instead of forcing people to talk about what we want.

So there is this old world that is based on money as a single purpose for being in business, that talks about customers and consumers instead of people, that has a strict and non-flexible organizational structure, power-based and fear-driven, and that thinks in short-term ("I need to sell well in the next quarter of the year). To sum up the changes we think are needed:

We need to be:

- connecting and discussing
- regional
- flexible
- open
- democratic
- high quality
- authentic
- be original prepared to fail
- trusting in the relationship
- inspiring

In this rapidly changing world the consumer tells the companies about himself (or, in other words, does our research for us), posts away on the internet, creates amazing stuff, and still wants to connect with the brands even though we can by no means keep up. But really, the best way to perform in this hectic time is to dump the classical step-by-step approach (i.e., going through the motions from research and briefing to the campaign as the end result). We should collaborate and connect on a daily basis instead of simply going "here's the product we thought of, what do you think of it?" A connection between the people/consumer/fan and the marketer/strategist/creative genius must be constant. Basically, what is required is a combination of professionals and fans that have one goal, for that's how to spread the word, how to react, change, surprise, invent and keep the conversation going. Learning by doing. It means experimenting, making mistakes, being creative. It is the ideal way - but it is easier said than done. The only ones already doing it are the companies without time or money to do it the old-fashioned way, like startups.

New reformation

"You know, the invention of the printing press started the reformation," said Graham. "The fact that people could now read the Bible for themselves instead of having to believe the words of the priests alone made the change possible." Perhaps we're dealing with a new reformation, one where the world is fundamentally changing, where institutions (and companies like our own) are losing the control and where the people are taking over the control. The people who decide what to buy and why, what they love and what they don't (and why). So we can only go with the flow and see what happens next.



Toward the end of the day the tone changed and got more philosophical, but it never went silent. We took the time to really listen, but at the end we looked at each other with the idea that there was nothing more to say. We had a table surrounded with passionate fans of the subject, all in it for the love of it, that much was clear. "Sitting here with you guys from all over the world, is my dream come true," said Andres. We can only say "Amen" to that. Thanks, guys, for the fun!

Mikko Ampujo

After working in sales and marketing functions in the telecommunications and media industries, Mikko took over responsibilities for business and service development at 15/30 Research in Finland. Mikko enjoys challenges and finding creative solutions for them. His expertise includes finance, and media and consumer goods. Mikko is a candid speaker, and as the chair of YRP EUROPE he has his finger on the pulse of youth trends across all of Europe. He offers conference attendees a unique experience in marketing with European youth.

Samyak S. Chakrabarty

The Managing Director of Electronic Youth Media Group & Chief Youth Marketer (Concrea - The Youth Marketing & Communications Agency), he is the country's youngest Media CEO and an authority on Youth Marketing after having developed the first ever 'Offline Social Network' of insight seekers & conversation seeders aimed at helping brands connect with India's diverse youth population in a non-intrusive & candid manner. He has spoken at various national and international forums, providing a deep insight on Youth Culture as well as other youth-related issues.

Andres Colmenares

Colombian advertising pro and coolhunter, born in 1982. For over 10 years he has been involved in various consulting, design and marketing projects for clients from Europe, Latin America and the United States.

His passion for exploring and studying trends led to his involvement in websites like thetrendnet.com, lostateminor.com and trendhunter.com, as well as in collaborating with networks like Sense Worldwide and the LOWE Counsel.

After co-creating a technology company, where he led the marketing and design departments, and advising a youth marketing agency on digital innovation in Bogota, he created WABI-SABI Lab along with his partner Lucy Rojas, psychologist and luxury marketing advisor, to explore the young inspiration industry across the globe.

Currently he divides his time between Barcelona and Bogota.

Joseph Ciprut

Joseph Ciprut is Head of Insight and Consultancy for Youth Media Research in Istanbul and owner of imaginedo, an ideation enterprise. In July 2010 Joseph was honored to have placed second among 22 of the best European youth marketers in the 1010EURO poll by Youth Research Partners to identify top youth marketing minds in Europe. His



passion for youth marketing is always energized when experiencing daring examples of marketing effort where creativity, technology and relevance are fused together with skill.

Director of Business Development for Millward Brown's Turkish operations in 2003-2009, Joseph is a member of the Turkish Market Research Association and a frequent speaker at conferences on brand management and market research related topics. He also conducts training seminars on business intelligence and market research at leading local universities. Before re-locating to Istanbul, Joseph had his own marketing consultancy company in Boston and worked on projects for AOL, the State of Massachusetts and the US Department of Commerce. With his work to encourage and enable US companies to actively pursue export opportunities through trade fair participation, he received distinction of 'leading U.S. representative of foreign trade events'

A dual citizen of Turkey and the US, he is married and father of Zack, a very curious 4-year-old boy.

twitter: mindthrust

Maarten Kleijne

Maarten Kleijne, after studying philosophy, worked for various research firms. In 1984 he founded SARV International and he has since developed various psychological models for communications and networking processes. Since 1986 he is specialized in the target group kids and youngsters. In addition, he deals with ecological processes, especially in wild plants and birds and bees, as a source of inspiration for complex processes in organic and mass communication networks.

Graham Brown

Director, What Youth Think

Business author & speaker on the psychology of communication, media. Author of the annual "mobileYouth" (2001-9) report and upcoming book "Customers are the Brand". Since witnessing the growth of youth media and technology having lived in Japan in the early 90s, Graham along with business partner Josh Dhaliwal has helped grow mobileYouth to serve over 250 clients in 60 countries worldwide - names such as Vodafone, Nokia, Coke, McDonald's, Telenor, Orange, 02, Verizon, Boost Mobile, the UK government and the European Commission. Graham is a regular public speaker and has presented at the 3GSM World Congress, Barcelona and been interviewed on CNN, CNBC, BBC TV and Radio. His work has also been featured in the Wall Street Journal, Financial Times and the Guardian. He hosts the youth marketing stream on Upstart Radio and mobileYouth's own TV channel.

Graham is also a judge on the Mobile Marketing Association's Award Panel and an advisor to the Global Youth Marketing Forum in India2010.



What Youth Think isn't your average youth agency. We're a network of like-minded youth specialists across the Americas, Asia, Europe, Middle East and Africa managed centrally in London.

Back in 2001, when everyone was talking about enterprise and location-based services, we went against the grain and set up mo-bileYouth. We've been helping clients since then better understand their young (5-29 yr) customers.

What Youth Think is a team of youth insights and marketing agencies who operate without the overhead of a traditional agency. You can find out more about the partners in the network at Youth Research Partners. The Partners share ideas and best working practises to better service our clients.

What Youth Think currently service over 250 clients in 50 countries worldwide including: Disney, MTV, Vodafone, Nokia, Reliance, Singtel, Coke, McDonald's, Boost Mobile and Telenor.

James Robert Layfield

is regarded as one of the new generation of entrepreneurs in the mould of UK innovators such as Richard Branson of Virgin Group and the late Anita Roddick, the founder of The Body Shop. Lay-field, like the other notable entrepreneur, Adam Balon of Innocent Drinks, gained essential early experience as part of Branson's Virgin Group. At 29, Layfield was the youngest-ever Managing Director of a Virgin business, running Virgin Student, one of the earliest social networking sites in the UK.

In 2007 James was cited for his 'sheer bravery and guts' in the list of "Top 30 Under 35 UK Entrepreneurs" compiled by Growing Business Magazine and is listed in the 2008, 2009 and 2010 editions of Who's Who of Britain's Business Elite. He also sits on the board at UK Membership Chair for the Entrepreneurs' Organisation.

Layfield's own businesses now include a youth marketing agency, The Lounge Group, an incubator company, Never Ever Limited, and a new business consultancy called Inside. He is in the process of launching Citylounge, a new kind of workspace, which will open early Q2 in 2011.

Franklin Ozekhome

Passionate about understanding the emotional aspects of consumer behavior and enabling brands to express their personality. Combine day-to-day trendspotting and consumer behaviour analytics with role at Identiture.

Strategic planner and brand communications specialist with multicultural experience, providing integrated marketing solutions for companies across diverse industries. Worked in the Nigerian advertising industry for over a decade advising leading brands like British Airways, Total Oil, PepsiCo, Audi, Visa, Nigerian Breweries, Eaton, and ETranzant. Held strategic planning and new business roles at InsightGrey, McCann Erickson, and mediaReach OMD. Have written scores of articles, white papers and developed trend



reports on brand strategy, digital planning, youth marketing, and media innovation. Facilitate lectures [Integrated Brand Experience (IBX) and Trends Watch] at the Orange Academy Lagos. franklinozекhome.com

Founder and Chief Strategy Officer of Identiture, a New York-based strategic planning consultancy. Champion business intelligence, trend research, brand strategy and innovation for small businesses like Good Burger, SignaPay, Chams, and NN24. identiture.com

Jeroen Boschma

Jeroen Boschma, educated at the Academy of Arts in Arnhem, has worked as a visual artist in Los Angeles, New York, Berlin and Paris. He has been a creative director in the communication and advertisement sector since 1992. In 1998 he founded the first youth communication agency in Holland; currently he's the creator of GADFLY and MASMAS and has built up an impressive track record of finding solutions for organisations (profit or non-profit) that want to really get in touch with Generation Einstein.

His agencies have supplied strategic creative solutions to numerous clients, including ANWB, the Dutch Houses of Parliament, Mars (Mars, Mini's en Snickers), Pepsico International, Ahold, Randstad, Procter & Gamble, Unilever, and various governmental organizations.

Jeroen Boschma is a popular and in-demand international speaker.

