

EUROPEAN YOUTH TREND REPORT 2011
16-25 YEAR OLDS



Who and What?

- Radiator is a youth lifestyle agency with partners in Germany, France, Spain, Netherlands, USA and Ireland;
- This year we have evolved our annual Youth Lifestyle Trends Report to a pan-European level and have engaged all our partners to contribute;
- Before we kick off, we want to share who has helped create this report;

Radar
Berlin

het pr bureau



flow...

notorious
communication

Combined clients include Nike, Coca Cola, Relentless, Warner Bros, Lucky Strike, Nintendo, Club 18-30, Carhartt

RADIATOR

2011 YOUTH LIFESTYLE PREDICTIONS

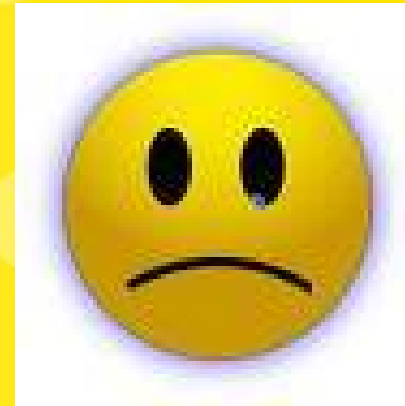
What are the most common trends predicted to affect young people across Europe?

1.

FUTURE FEAR

THE ECONOMIC EFFECT

- “being depressed has started to become fashionable”;
- NOT LEAVING HOME
- SPENDING POWER BUT NO FUTURE
- GERMAN X FACTOR



THE ECONOMIC EFFECT

- UK: ANGRY YOUNG REBELS
- SPAIN: “NI NI” generation
- FRANCE: PRIMARY + SECONDARY JOBS
- ALL: FEAR OF FUTURE



THE ECONOMIC EFFECT

- SECURITY THROUGH CONNECTIVITY
- ONLINE ALTER EGOS + FANTASY LIVES
- SLASH/SLASH GENERATION



BRAND IMPACT?

- Need to be more overt in communicating with 'Bank of Parents' alongside young consumer;
- Connecting with "emotional triggers" outside rational purchase decisions ie
 - **BUYING FIRST CAR** – an emotional life stage;
 - **LINKING** to essential youth activities ie transport to festivals (males), fashion colours (females)

2.

SOCIAL

SOLIDARITY

GOING OUT.....

- NEW OUTDOOR HEDONISM CUSHIONED BY BANK OF PARENTS;
- ANTI-ESTABLISHMENT SOCIALISING
- NEW SPANISH POP UP CLUBS



GOING OUT

- UK: NEW DECADE RAVES
- SPAIN: "BOTELLON"
- FRANCE: SOCIALISING ON STREET



3.

VIRTUAL

ENTERTAINMENT

STAYING IN

- **BUMPER YEAR FOR GAMING**
- **CO-CREATING + SHARING ONLINE CONTENT**
- **Call of Duty & Farmville**



STAYING IN

- SUBVERSION OF TV TALENT SHOWS
- RISE OF SUPER NERD
- ANTI- HERO



BRAND IMPACT?

- **Facilitate to resonate!**
- **Create** online content designed for sharing;
- **Fuel** new wave in hedonistic entertainment;

4.

BETA MEDIA

INFORMATION STATUS

**SOCIAL MEDIA. FULL
STOP**

STATUS INFORMATION

BRANDED APPS

MERCHANTAINMENT

MEDIA

- *DIY GENERATION*
- *REAL PEOPLE CREATING THEIR OWN MEDIA*
- *RISE OF BOUTIQUE PRINT TITLES*



BRAND IMPACT

- Co-create own brand media WITH young customers;
- Allow youth market to develop car products or accessories at BETA stage;
- Develop exclusive & desirable content through APPs, facebook & twitter;

5.

SPORT +

STREET

SPORT AND STREET

- SPAIN: RISE OF CHEAP STREET SPORTS
- GERMANY: NEW MACULINISM
- FRANCE: ANYTHING ON TWO WHEELS
- ALL: NEW FORM CYCLING



BRAND IMPACT

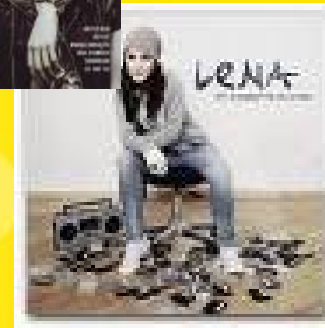
- Illustrate link & develop partnerships with brands succeeding in this space;
- **HYBRID** LIFESTYLES - CYCLE/DRIVE
- **HIGHLIGHT** green credentials

6.

REAL MUSIC

REAL MUSIC

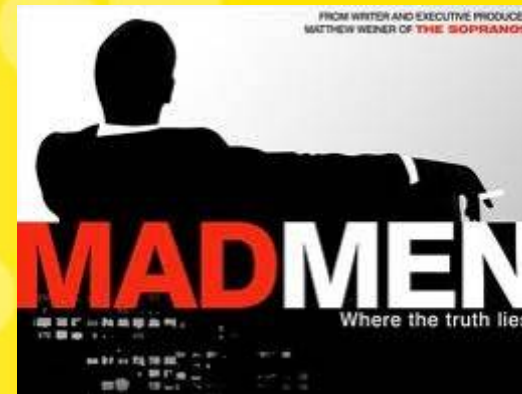
- UK: SELF ENTITLEMENT GENERATION
- GERMANY: AUTHENTIC TALENT
- FRANCE: BABY ROCKERS + DOMESTIC ELECTRONIC



7. STYLE STEREOTYPES

STYLE STEREOTYPES

- **HIGH STREET SUCCESS**
- **NEW CONSERVATISM**
- **TRUE MASCULINE + FEMININE**



BRAND IMPACT

- Utilise colours, shapes + styles to make overt fashion link;
- Product place car models in fashion media outlets (news/whats new);
- Feminise and masculinise models

8.

**HOME GROWN
HEROS**

HEROS + ICONS

- US TV STARS
- LOCAL ICONS
- REAL STARS
- UK: COMEDIANS



THE TOP FIVE

- **PSYCHOLOGY: FUTURE FEAR**
- **ECONOMY: HOME FOR GOOD**
- **SOCIAL: DIGITAL ESCAPISM**
- **ENTERTAINMENT: ILLEGAL**
- **SPORT: REINVENTION OF THE WHEEL**

Thank You

APPENDIX: AGENCIES

- **Radiator** – UK's leading youth lifestyle agency, 10 years old covering sport, entertainment, style + events; Client work includes Nike, Relentless, Club 18-30 + the Cycle Show; www.radiatorpr.com
- **Het Bureau** – Based in Amsterdam. 15 strong consumer agency specialising in youth PR, events and stunts. Clients include Nike, Coca Cola, Blackberry, Lynx; www.hetprbureau.nl
- **Flow** – Independent agency based in Madrid. Specialist in youth events and PR. Clients include Nike, Lucky Strike, Warner Bros + Johnnie Walker; www.flowcomunicacion.com
- **Notorious Communications** – Created in 2004. Based in Paris, Notorious covers fashion, music and youth lifestyle brands including Etnies, Adidas, New Look and Puma; www.notoriouscommunication.com
- **Radar** – Boutique agency based in Berlin. Work across action sports, music, events + style. Clients include Relentless, Nike and Etnies; www.radarberlin.de