



1



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8

GENERATION  
TRENDS



BABYBOOMERS  
52 - 71 jaar



MILLENNIALS  
22 - 38



GENERATION X  
37 - 52



GENERATION Z  
1 - 21

TRENDSACTIVE

8

BABYBOOMERS

born between 1946 - 1964

53 - 71 years old

BABYBOOMERS

TRENDSACTIVE

9

THE SCIENCE IS CLEAR. THE FUTURE IS NOT.

BEFORE THE FLOOD



NATIONAL  
GEOGRAPHIC

Leonardo DiCaprio and National Geographic, explores the topic of climate change, and discover what must be done today to prevent catastrophic disruption of life on our planet.



JOHNNY WALKER

...

When refugee families started showing up in their village, these grannies, helped take care of them every day.





**GEN X**


---

born between 1965 - 1980  
**37 - 52 years old**

GENERATION X

TRENDACTIVE

12

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13

- New Dove antiperspirant increases your IQ by 40 points.
- New Dove antiperspirant was first used by Cleopatra.
- New Dove antiperspirant can plan your next holiday at a competitive rate.
- New Dove antiperspirant locates your Wi-Fi signal.
- New Dove antiperspirant will locate that lost sock from two years ago.
- New Dove antiperspirant flies with oranges.
- New Dove antiperspirant helps you remember distant relatives' names at family gatherings.
- New Dove antiperspirant is a really good listener.
- New Dove antiperspirant makes the lift arrive when you eventually press the button.
- New Dove antiperspirant knows a guy who can get you on the guest list.

Alternative facts



**DOVE**

The Unilever brand has built its reputation on real beauty and truth for more than a decade, so the alternative facts/real facts is in line with what it stands for.



**SMART ROBOTICS**

The first employment agency for robots offers people a course to learn how to work with robots.



## MILLENNIALS

born between 1981 & 1995  
**22-36 years old**

MILLENNIALS

TRENDISACTIVE

16

IF IT'S  
BROKE,  
FIX IT!

PATAGONIA

Worn Wear is a repair and sales service of Patagonia. It delivers a simple but critical message: *Keep your gear in action longer and take some pressure off our planet.*

17

TECATE

Tecate's proposition: "A wall that brings us together. This wall might be small, but it's going to be YUGE."

## GEN Z

born between 1996 - 2015  
**2 - 21 years old**

GENERATION Z

TRENDISACTIVE



... LUSH

*Lush is selling new soaps; the hand of friendship. With selling this product they raise money for refugees.*

20



... MOMONDO

*We only have one world, but it's divided. We tend to think that there are more things dividing us than uniting us.*

21

#### GENERATION TRENDS



BOOMERS  
55 - 71 jaar



MILLENNIALS  
22 - 38



GENERATION X  
37 - 52



GENERATION Z  
13 - 21

TRENDSACTIVE

THNX ;) 👍 🎉

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TRENDSACTIVE  
GREAT TRENDS WITH HEART