

KREATIVITÄT, MARKE UND ZUKUNFT

Ogilvy

STEP 0 STORYTIME

Ogilvy

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**STEP 1:
EINE
KOMPLEXER
WERDENDENDE
WELT**

KRIEG



INFLATION



KLIMAKRISE



BLM



TRANS- & QUEER RIGHTS



ZUWANDERUNG



RECHTSRUCK



11

Dr. Weidel

Bereit für mehr.



PUH...

Nostalgia

Nostalgia is the pop culture moment.

Time-tested trends are reimagined with a modern twist, birthing novel creations.

People are escaping to more comfortable or even familiar territories as the antidote to their busy, overwhelming everyday life. Products and experiences that evoke the joy of carefree days are eagerly embraced.



KIDULTS

are adults who buy toys for themselves. They are the biggest driver of growth for the toy industry today. In the cost of living crisis, most families spend less on their kids - but kidults are dropping more money than ever.

66%

of Gen Z respondents crave simpler times and say they'd "like to travel back in time to experience the world pre-internet."

58%

of Gen Z in Germany say that they like to consume media from past decades because it reminds them of times when things were simpler.

THROWBACK TECH

is flying off the shelves like never before. Compared to the previous year, worldwide sales of wired headphones were up 317% in 2022, vinyl 144%, flip phone 81% and turntables were up by 69%.



Free emotions

People have a lot to cope with right now, and many are *crisis-fatigued*, overwhelmed and feel helpless as a result of being exposed to constant pressures.

They are looking for something that makes them smile and brings more light-heartedness. At the same time, they openly share and discuss their feelings.

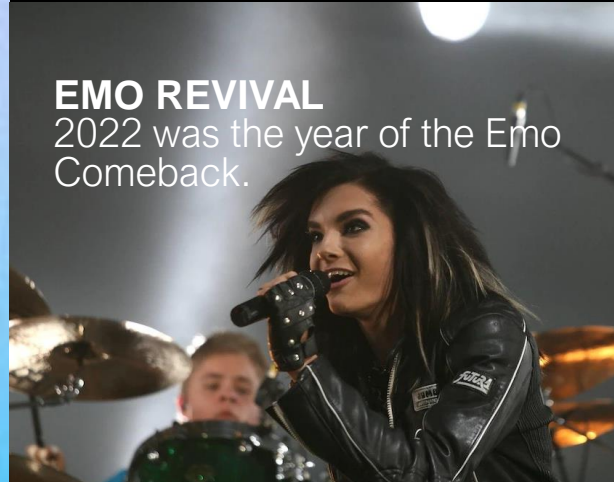


MEMES
became a common language. They work cross-cultural and have the ability to capture a moment while distracting people from reality.

7 in 10
of young people say they express their emotions externally.



EMO REVIVAL
2022 was the year of the Emo Comeback.



FRAGILITY
Gen Z lives in a culture where we are encouraged to be open about our mental health, and conversations about feelings are more permissible.

Shared connections

The young generation has unprecedented access to a global view, niche communities, and varied interests, thanks to the variety of social media platforms, streaming services and networks available to them.

Millennials are truly digital natives and Gen Z is the first generation to grow up with smartphones. But for them, it's not all about content, but interactions and learning from each other.



AUDIO IS CULTURE IN REAL TIME

Music is a form of expression and communication, helping to spread ideas and values that shape society.

62%
of Gen Z believes that your listening habits reveal who you are.

GEMISCHTES HACK



62%
of young people say „I love meeting and engaging with people from all over the world“.

Neo- collectivism

In a digital, anonymous world people need reasons to connect, and even work together towards a common goal. They want to create together, and become part of the decision-making processes.

We see a renewed emphasis on collectivism and as a result, a power at scale coming from communities, organizations and even fanclubs actively participating in shaping the future.

BRACELETS BESTIES

Taylor Swift encouraged fans to “make the friendship bracelets, take the moment and taste it” in her *Midnights* track and Swifties did just that.



FAN CLUB AGAINST CLIMATE CHANGE

Maroon 5 is reinventing the “fan club” with a DAO (Decentralized Autonomous Organization) that connects artists + fans and aims to fight climate change.

„The best businesses see the people formerly known as consumers as sources of ideas and energy, not consuming units.“



Feeling alive

Germans spend 24 years, 8 months and 14 days of their lives online.

In a digital world, real-life moments are priceless. People are now seeking for pleasure and joyful experiences almost as a cure for the polycrisis and the lost, hard time we had and are still having.

Feeling guilty? No way. We celebrate every pleasure and feel all the feels.

1 in 2

Gen Z look for travel that takes them out of their comfort zone.



#1

Young people say their #1 treat is eating great food with their family and friends.



64%

of young people see time to invest in the things they love as luxury.

Standing up

Millennials and Gen Z aren't merely rejecting governance systems they disagree with – they're unitedly challenging systems when they perceive it's for the greater good.

They're utilizing platforms like TikTok to discuss finances and demanding wage transparency. Across numerous subreddits, young activists are rallying to confront corporations and outdated frameworks.

This is the power of community in full swing.



THE PLEASURE OF WATCHING RICH PEOPLE SUFFER ON SCREEN



7 in 10

young people believe positive change in society will come from people or citizens.



40K ON MANOLOS

„As I got older, I learned that some of the cultural traditions I grew up believing - the unspoken rule that women only wear dresses and skirts, and disallowing them from being pastors, for instance - weren't actually ordained by god.“

VICE Guide to Culture, 2023

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**STEP 2:
BRAND – THE
SUM OF ALL
THINGS**

WAS IST MARKE?



WAS ERWARTEN MENSCHEN VON MARKEN?

RELEVANZ

80%

aller Marken

könnten heute verschwinden, und
niemand würde sie vermissen.

*(Meaningful Brands Report, Aug 22)



HALTUNG

75%
der Kund*innen

erwarten Haltung und Meinung zu
aktuellen Themen & Politik von
Marken.

*(Meaningful Brands, 2021)



BRAND FORGIVENESS



BEREITSCHAFT ZU VERGEBEN = TRUST & LOYALTY

Word Of Mouth

Wie Konsument*innen
über eine Brand
Experience sprechen.

Consumer Relations

Konsument*innen sind
eher bereit, Fehler zu
vergeben, wenn eine gute
Beziehung besteht.

Service Recovery

Was unternimmt die
Marke, um den Fehler
zu beheben und in der
Zukunft zu vermeiden?

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**STEP 3:
KREATIVITÄT –
THE ONLY THING
I AM PAYING
YOU FOR**

PROBLEMLÖSE KOMPETENZ





JEDE*R



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**STEP X:
WAS HAT DAS
MIT UNS ZU TUN?**

WOHIN GEHT DIE REISE ?



**Menschenzentrierte
Kommunikation**

**Interaktion mit den
Kunden schafft
Vertrauen**

**Authentisch und
verantwortungsvoll**

DANKE!

The image features a central red square containing the word "Ogilvy" in a white, serif font. This central square is surrounded by a grid of other squares, each with a different pattern or color: a solid black square, a solid white square, a solid light pink square, a square with black and red diagonal stripes, a square with red and light pink diagonal stripes, a square with black and white diagonal stripes, a square with black and grey diagonal stripes, a square with red and light pink diagonal stripes, a square with black and white diagonal stripes, a square with red and light pink diagonal stripes, and a solid black square. The overall composition is a grid of various patterns and colors.

Ogilvy

OGILVY

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