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Content

1 Emerging values and youth culture

1.1 Lecture by Peter Mojanen, Quattroport

Quattroport is a company that works a lot with focus groups and surveys on young people, both domestic and international. Right now they work with youth studies in Sweden, USA, South Chorea and Japan. The age range is 15-29.

By trend spotting the young you can observe some phenomena today:
- The very young tend to be more religious in general and it's not the "new age" religion but good old fashion God.
- Design is very hot in all age groups.
- Low interest in new technology.
- A growing group is well educated women, very positive to change, who are indeed global citizens. They are creating their own world and national borders are no obstacle.
- Social media on the net breaks down traditional structures of power and communication and enables more people to influence. Women are the most active.
- Experiences are another very hot thing.

1.2 Why study values?

Behind emerging new social behavior lie different values. It's clear that young people have a different mindset. Values influence everything and can actually be measured. It's the reason why people have certain attitudes and behavior. All major decisions in a person's life are based on their set of values.

Each person has about 50-60 strong values. They may seem abstract but the observed behavior is very concrete.

Self expression is the strongest value among the young today. We see an interest in design, in being able to create one's own future. The future dream is to have a business and entrepreneurship is growing. There is a negative attitude towards hierarchy and "engineering". Your values will never change. They are shaped in early years and formed by family, friends, school and today, perhaps also by media. Commonly recognized values in society do change, but it takes a long time and is somewhat like "the quiet revolution". It changes as old people die and the young take over important roles in society life.

A value survey
A common method is to measure openness to change vs. security seeking and idealism vs. materialism:
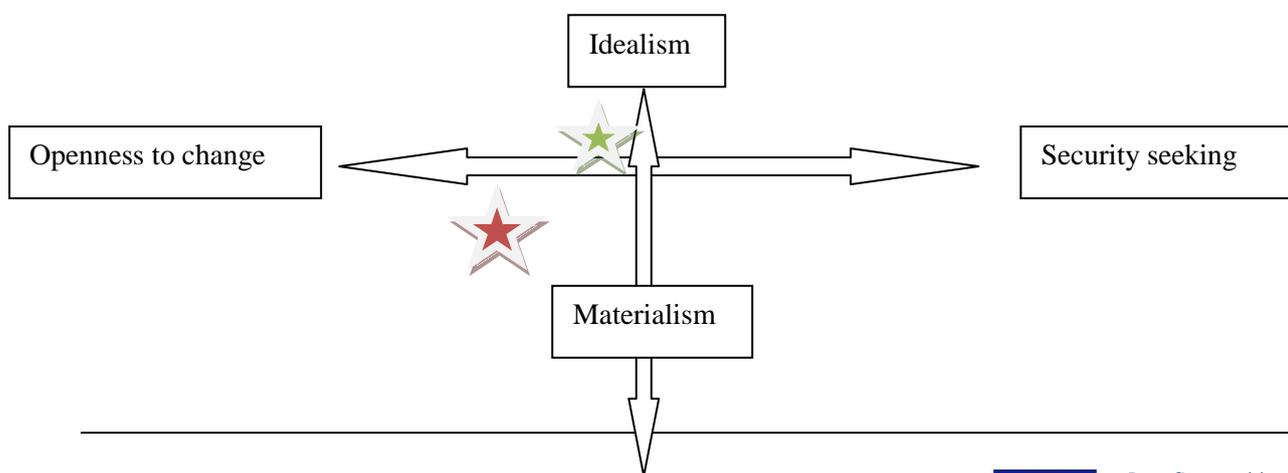
Today's dominating generation are idealists. Tomorrow, as people born in the 80's and the 90's enter on the labor market, we will see more of materialism and openness to change.

Dominating values of the young:
- Curiosity
- Self esteem
- Enjoying life
- A various life
- Daring
- Intelligence
- Successful
- Influence
- Power
- Competence
- Personal brand
- Unique
- Ambition

What if we were to predict the future in 50 years from now based on the trend, what would be dominating values in society? Immaterialism? The creative society? Content society? We can already today see a growing interest in culture and handcraft.

Looking at the maritime sector, are there optimal values in our business?
The participants suggested the following: innovation, competence, environmental protection. But it seems there are no commonly accepted and communicated values, no common identity. Is our sector perceived as a future business?
- What would be good values to communicate?
- **Basic competitive advantage** (valuable and easy to communicate)
- **Tactical competitive advantage** (what's unique?)
- **Strategic competitive advantage** (hard to imitate)

Lecturer's advice:
DON'T BE MAINSTREAM AND USE "CORPORATE BULLSHIT". FIND YOUR OWN WAY.

Present dominating values perceived by participants and suggestions for change:
Teamwork, no individualism.
- Expose and promote individuals!
Hierarchy, structure and rules.
- Communicate the possibility for an individual to make a difference; especially in the public administrations the career path is very individual.
The international aspect
- Shipping and maritime business is international by nature.

What are our guiding principles?
Find out what they actually are, e.g. development, competence, curiosity, maturity, spirituality, enjoyment of life, family… You can be certain that if business/corporate values don't match with values of the new employees, they will not stay.
How do your values differ from somebody who is 20 years younger or 20 years older?
In the way they ask questions, communicate and socialize? You will see that the development goes faster and faster; more will differ between you and somebody younger, than between you and somebody older.

A general observation and discussion…
When working with focus groups, Peter found that "…the 70-ies came too late, the 80-ies were loud as hell and the 90-ies just laughed at it all".

He predicts that as the 90-ies enter on the labor market, there will be knowledge at abundance but talent will be rare. That generation is very focused on talent.
- What talents do we need in the maritime business?
- How do we project the future image of the maritime sector?
- How does one become unique and valuable, a real one of a kind? It can't be bought.
- Taking risks is related to openness to change.

1.3 TRENDS

What is a trend? It could be a new product, product development but also a process, a new attitude and a new behavior.

There are five types of trends:
- Mega trend (lasts 20-200 years and has great impact on society)
- Societal trend (lasts 10-50 years and affects major parts of society)
- Consumer/lifestyle trend (lasts 1-20 years and affects certain parts of society)
- Industry trend (lasts 3 months-1 year and has little impact on the society)
- Fads (lasts 1 month-1 year, has very little impact on society), it's a microtrend.

Trend spotting is keeping track on the fads, because you never know how they will develop. If they align with common values, it will last longer and have greater impact.

Megatrends:
- **Urbanization** and the development of mega cities.
- **Digitalization.**
- **Demographic development.** By the year of 2055 the population on earth is predicted to start to reduce.
- **Structuralism.** Towards a more normative society, more strict rules and regulations, harder distinction between good and bad, ugly and beautiful, a more contrasted society where opposites cannot co-exist like today, away from collectivism. Based on the value system of people born in the 90's.
- **New feminism**. Entrepreneurship, better grades in school, more women in research and as stronger consumers. But business networks remain male dominated.
- **Lack of talent.** Transnational elite of talents will form and inhabit the world with no regard to national borders or language barriers.
- **Piracy**. Brands will be copied and consumers take for granted that certain things are free, downloading is ok and you take what you can get.
- **Multitasking**; the attention economy.

Societal trends
- "**Individualistic but sharing**"; to be unique but in a group
- **Shopping hysteria**; the number one leisure activity.

- **Culture**; young people want to learn more about art, new culture concepts will evolve, contemporary art is hot, huge interest in design and architecture.
- **Religion**; more fundamentalisms, less secularization. Religion becomes a part of the identity.
- **Esthetics**; everything becomes more beautiful, more designed, even little things.
- **Entrepreneurship;** there are more role models but still mostly among men. Social entrepreneurship will grow as will the development of intelligent technical solutions that provide smart services.

Consumer/lifestyle trends
- **Handicraft;** what's unique is the ultimate luxury and a true sign of talent.
- **Co-creation**; everybody take part of the design process in new products, individual design is possible.
- **Vintage and retro**
- **The unique**; short production series, exceptional service and experiences, designed for the individual.
- **Authenticity**; the real and the genuine, something that has history. Also that a company actually is what they claim to be (communicate).
- **Life cache**; you can document your whole life digitally.
- **Sustainable design**

1.4 Target groups among the youth, by Quattroport

May we introduce Scheherazade, Petrus, Bruce, Björk, Laila, Elisabeth and Jimmy…

14 % avantgardists – "Scheherezade"
5 years ahead of mainstream, part of Generation G - "Give (and you shall receive)" as a mean to gain high status. Disruptive innovation, out of the box, redefines everything, creates, cares more about social (virtual?) community than national community, online, talent driven and appreciates experiences. As employees tending to create their own rules and being platform oriented, no loyal consumers. They would like to work as entrepreneurs, experience designers, trend spotters or regular designers. They are primarily second generation immigrants.

17 % explorers - "Petrus"
Looks for a long term career, willing to take risks, competence driven, wants to achieve and advance, regards politics as a career choice, shops fashion and luxury, not loyal consumers but very analytical.

13% established –"Bruce"
Is all about materialism, career and money. Wants respect, loves shopping, involved in society, networking, shops electronics, a very loyal co-worker who would like to work as a CEO or some kind of manager.

11% credits –"Björk"
Idealists and feminists, all for sustainability, dogmatism, civil disobedience, value oriented. They are great team workers but sure to be the whistle blower when something's wrong. They like culture and handcraft, fair trade, second hand, downloads and dream of working as a journalist, doctor, artist or designer.

14 % pragmatics – "Laila"
Security seeking idealist, family oriented, handcraft, religion, engaged in society and a true

"back bone", huge media consumption, takes on responsibility, likes structure and enjoys smaller groups. Would like to work as a teacher, a shop keeper or own a restaurant.

14 % stabilizators – "Elisabeth"

Family and friends are most important, wants to look good, security seeking, celebrity oriented, enjoys life in the big city, not very engaged in society, is a "don't know" in polls, doesn't care a lot, shops a lot but cheap, rules oriented, doesn't take initiative. They would like to work as a TV hostess, in a beauty parlor, as a sales person or an air hostess.

13 % slow starters –"Jimmy"

Many years behind the trend setters. Doesn't regard himself as a participant citizen, but is more into the traditional, industry-, hierarchy – and conflict oriented. Still part of the industrial era, wants the same kind of job that parents have.

The growing groups are explorers, established and the avantgardists.

Society is going more extreme:
- Talent driven, no traditional career, creative culture, community reputation important (avantgardists)
- Team work, value driven, corporate responsibility, equality, sustainability (credits)
- Entrepreneurship, individual freedom, analytical, competitive culture, brand important (explorers and established)

2 Lecture by Thèrése Johnson, Diplomat DR

Who is young?
18 – Age of majority?
8-12 tweens?
13-19 teenagers
16-26 as defined by SAS, SJ, Telia
13-17 as defined by Nordea, HB
19-29 "Young adults"

2.1 Who do we consider as young in our communication?

Perhaps those about to make a career/education choice?

Forget age and focus on behavior if you plan a campaign to change attitudes.
You need to be very forward in order to reach out to "generation zzzz"… But what appeals to them?
- A need to be seen
- Extremely social
- Always logged on, digital natives
- Multitasking
- Critical to advertisement
- Lazy, needs engagement to be woken up
- Stressed
- Want to interact and be involved

- Looking for experiences

2.2 Advertising and marketing have to be very entertaining

If you want to project a desired image - if not, stay with what's true and transparent.

New ways of communication are driven by technology. Use it in your employer branding; visualize the jobs, what you actually do, career paths etc.

When it comes to media choices, you can assume that all Nordic young people have the same behavior; they are online:

- 30-50 % read the newspaper (print or online)
- 60-70 % listen to the radio
- 50-60 % watch TV
- 90-95 % have daily access to the net (above European average)

Young people use the net for:
- Chat
- Games
- Downloads
- Read newspapers
- YouTube
- Blogs

50 % of kids between the ages 12-16 have a computer with access to the net in their own room. Still, personal meetings have the greatest impact. A good combo for youth communication would be a lot of personal meetings (visits at schools and fairs) backed up with extremely good and personal information on the website.

Among the social communities, "Bilddagboken" is the biggest right now for kids under 20. The site has 1, 6 million users a day. There is a trend on more specialized sites in general.

It's "out" to work with banner ads that link to a campaign site, nowadays you co-work with the social communities. Content is more important than design, but the entertainment factor has the biggest impact.

Myspace has become the music place. LinkedIn is for professional networks and a lot of recruiting companies use it. You should check it out.
MSN is no 1 for chatting. Twitter is a micro blog that you can update via your cell phone.
- Keep in mind that when it comes to media choice, you can only plan 1-2 years ahead because it changes quickly.

2.3 Guerilla marketing on social communities

"400 persons cheering at a randomly chosen game for kids"
Started as a group on Facebook and led to national TV.

"Frozen mobs".

"Vem var det som kasta?"

Keep in mind that young people tend to avoid information and facts in favor of a god story from life (story telling) <u>if it's entertaining.</u>

2.4 Why is youth communication important?
- Values and memories from that age last
- Young people is a group with influence
- They are early adapters in consumption
- They create trends
- It's the new working force

2.5 Difficulties and advice
- You, yourself, are NOT 18 anymore (and forget about believing you remember how it was)
- The speed of change
- Media choices are a challenge
- Hard to divide into different segments
- Language (don't try to speak or write like young people and above all, talk/write to second generation immigrants as you talk/write to anyone else)

See the signals
Business intelligence is called for; check out the major sites on the net, keep track of who else is campaigning, what companies/organizations are visiting schools and fairs….Make sure you are updated at all times.

Listen to your target groups
Get to know them by using focus groups and discussion groups, keep track on what happens on different social communities and surveys. Ask questions. Create a reference group for the EfficienSea project as well as for national reference groups. What do people say about the maritime business and the public administrations? What do papers write?
Buy the service or use twingly.se, Google, Bloggportalen and so on.

Meet the target group at their own arena
Don't reinvent the wheel. Use existing social communities. If you plan to advertise, make sure it's untraditional.
Take a look at www.nokojeans.com/process They advertise their start up phase and invite their target group to co-create.

Let the target group participate
Contests, interactivity, let them be seen and heard, blog, participate in creating the campaign, offer opportunities to design something, to co-create.

See the entire concept
Use integrated communication: What is our product? Our service? Media choice? Form and design? Our employees? Ambassadors?

Act
Dare to go! Competition is keen.

Part-financed by the European Union

Employer branding – you can do it for the whole sector!
Create and develop your brand on a long term basis.

Everything communicates
Build a relation to the sea and to everything that's maritime business.
Build long term relations with your target groups.
Communicate with the parents by PR and positive press.

2.6 Successful campaigns

www.youcreate.se
"Society builder", 12 different organisations (Samhällsbyggarna).

Comment by Elisabeth, Chalmers, who meet a lot of young people who consider a maritime career choice: There is a huge need for information about what different education programs lead to, what are the jobs about, who are the employers and so on.

www.madeinlumpen.se
Personal trainer on the net is provided by Armed Forces. They hired two famous dancers from the group Bounce. The site offered a personal training dairy along with information on military service.
"Marketing as service" – you provide a free service to your target group.

www.kth.se
Life after KTH. Good descriptions of different kinds of jobs available after school.

www.norskhydro.no
Film on Youtube: rollercoastertrain - an excellent example on entertaining advertising.

3 Summary:

- Don't forget the cell phone as a media choice
- Involvement and relevance
- No 5 year-plans
- Whole concepts
- User conditions
- Dialogue, not monologue
- Reality, don't hide anything

3.1 Book tips:

MeWe-generation (Kairos)
Generation Y, Anders Parment
The Long tail, Chris Andersson