

ARE YOU

OK ZOOMERS

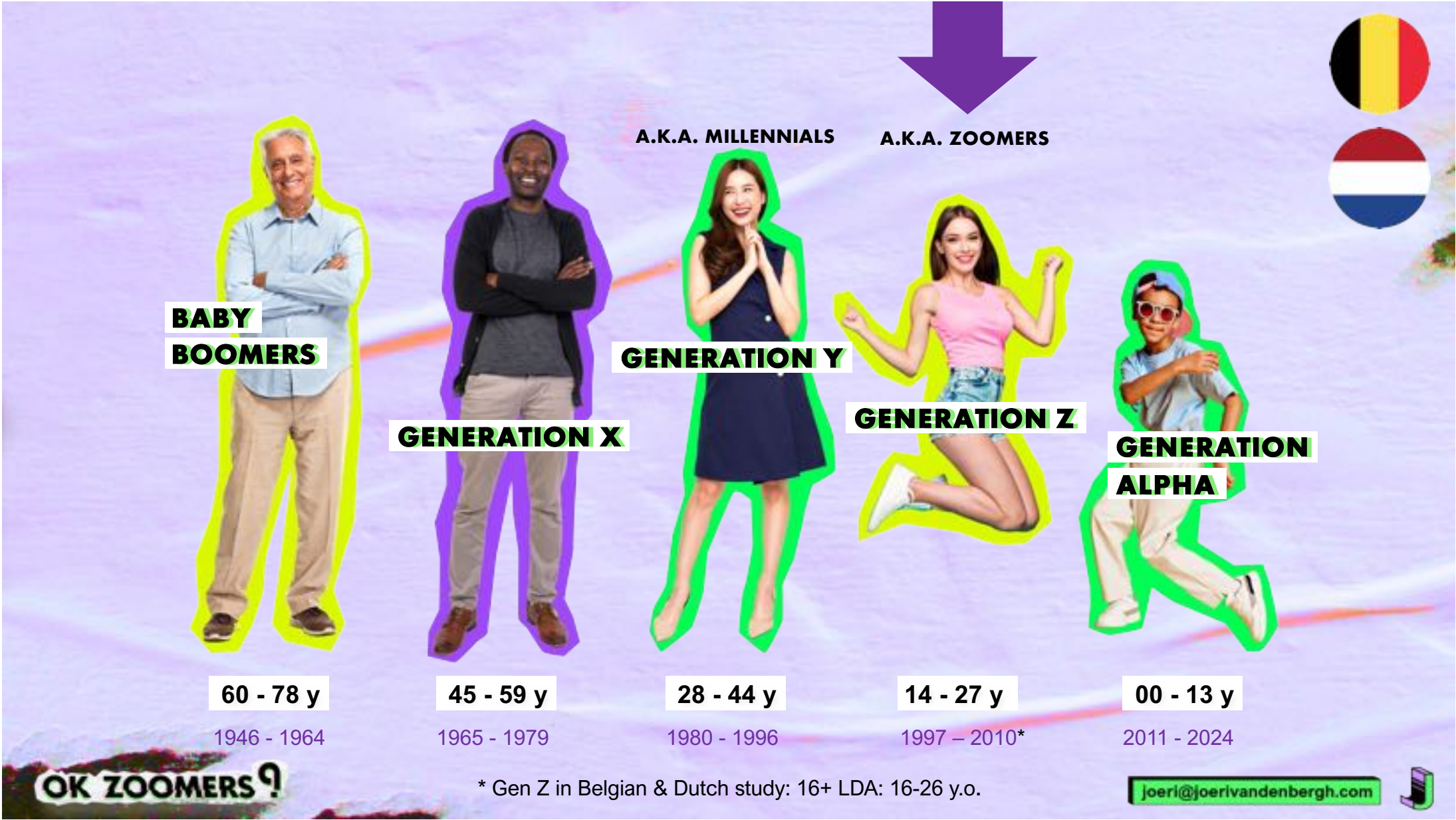
Are you connecting with the **Next Generation?**

JOERI VAN DEN BERGH

FUTURE CONSUMER EXPERT

WWW.JOERIVANDENBERGH.COM





OK ZOOMERS?

* Gen Z in Belgian & Dutch study: 16+ LDA: 16-26 y.o.

joeri@joerivandenbergh.com



**BABY
BOOMERS**



75-year-old Boomer. Affluent. Lives in London



75-year-old Boomer. Affluent. Lives in London

OK ZOOMERS?

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IT TAKES MORE TO EARN

GEN Z'S LOYALTY...

% "BRAND LOYALISTS"

GEN Z
37%
BOOMERS
56%



OK ZOOMERS!

Source: Forbes, 2022

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4 ROADS TOWARDS

GEN Z'S



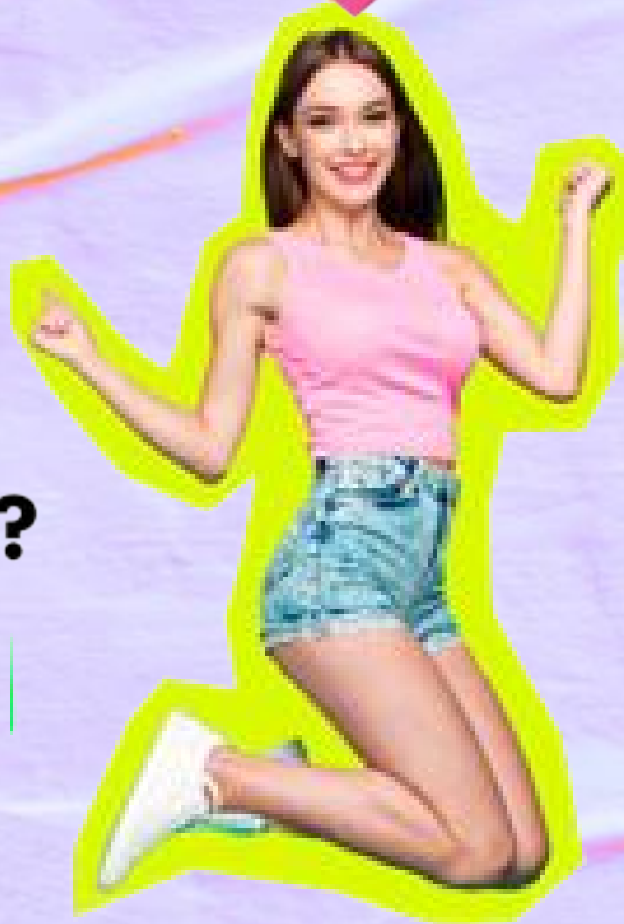
...

ARE YOU
BROKEN?

ARE YOU
JOKEY?

ARE YOU
WOKE?

ARE YOU
BESPOKE?



OK ZOOMERS?

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ARE YOU
BROKEN?

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STRESSED OUT GEN Z

% feeling (highly) stressed



GEN Z
54%
GEN Y
46%
GEN X
43%
BABY BOOMERS
27%



GEN Z
46%
GEN Y
38%
GEN X
26%
BABYBOOMERS
15%



OK ZOOMERS?

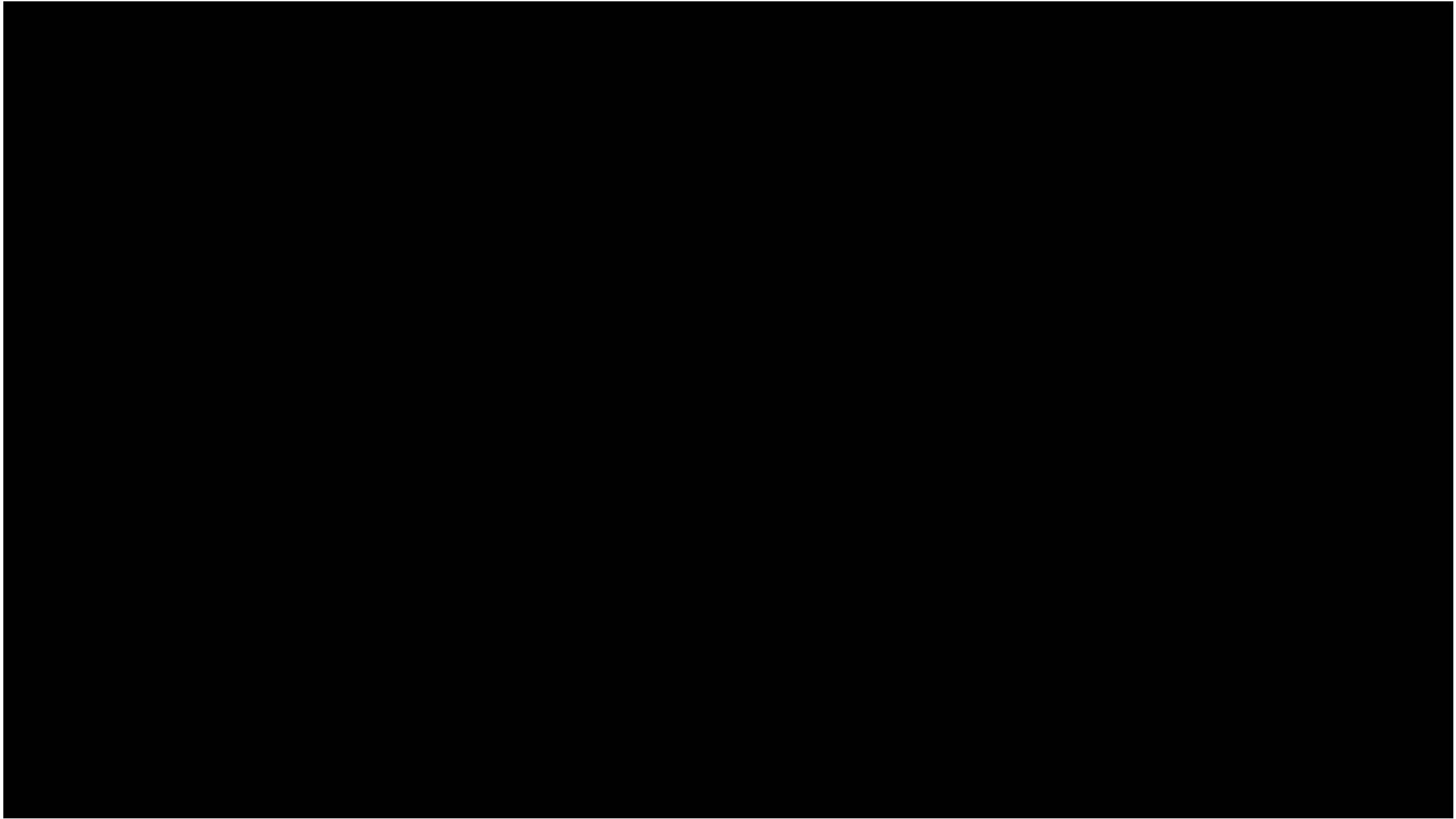
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FIRST CONVERSATION

HEETCH (France): 70% of customers under -30

OK ZOOMERS?

HEETCH BETC
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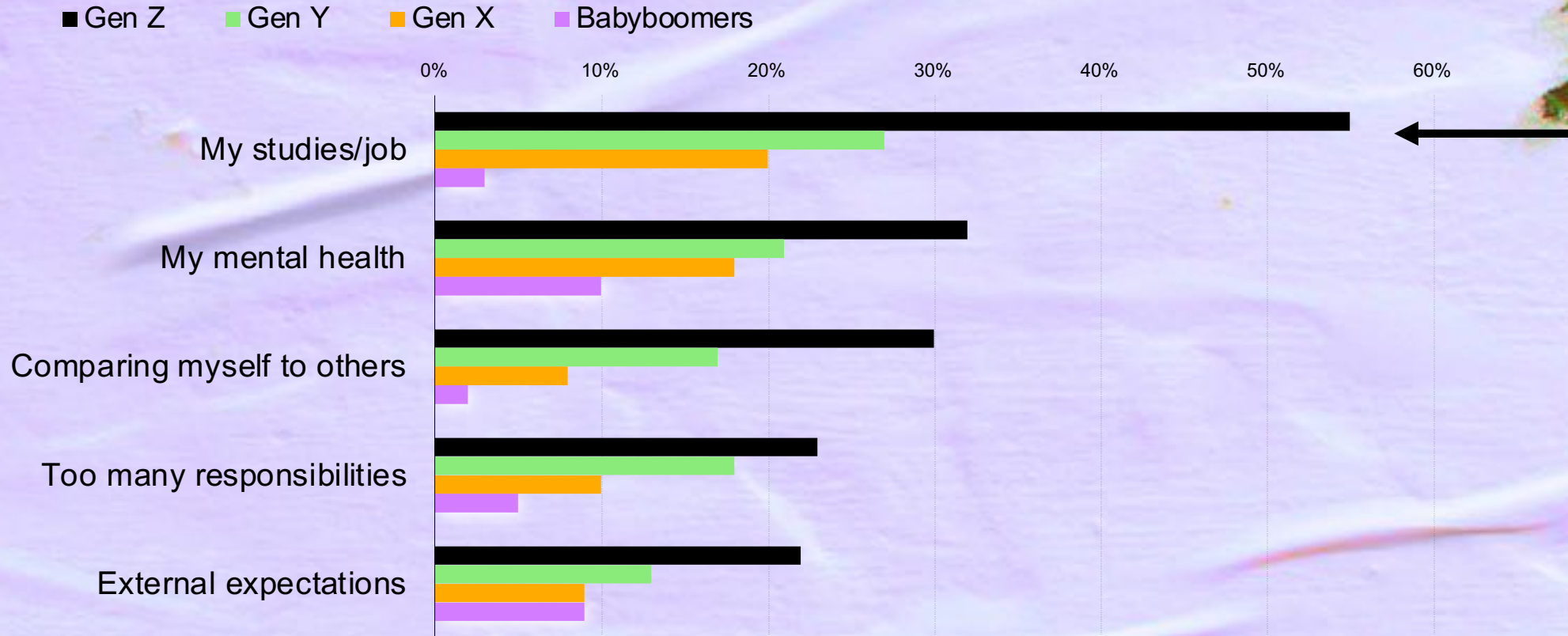




TOP 5 SOURCES OF STRESS

BE

% of those feeling (highly) stressed indicating the following reasons





Eva Longoria

Actress, Director, Producer, Philanthropist, Entrepreneur, L'Oréal Paris Spokesperson

Los Angeles, California, United States - [Contact info](#)

1 connection

+ Follow

Message

More

About

As women, there is a lot of pressure to not fail. But if we avoid failure, we're also missing out on crucial opportunities. So, I wanted to share my resume. Not of my successes but some of the things I lived as failures. In my life, some failures have helped me more than my successes. It can be a powerful motivator that shows us what we're truly capable of. Remember, you'll always be worth it. And you, which setback set you forward? Share your #WorthItResume.

My Worth It Resume has been created in partnership with L'Oréal Paris

Experience

Struggled to get directing jobs

Director

2020 - Apr 2020 - 4 mos

For many years, I wasn't hired for directing jobs because I didn't have the exact body of work they were looking for, or because I'm a woman. It's the chicken and the egg—you need a body of work to get a directing job, but you need a directing job to get a body of work. ...see more

Didn't get the female lead in "HITCH"

Actress

2003 - 2003 - Less than a year

Hollywood

I had many callbacks, but I never got the part. When you think something is definite, the rejection is harder to take. However, this was a blessing in disguise because soon after I got the role of a lifetime in Desperado. ...see more

Failed over 100 auditions

Actress

Jan 2000 - Dec 2000 - 1 yr

At the beginning of my career, casting was a complicated process for me. I was inexperienced, but without getting casted, I would never be experienced enough. Also, I was either too Latina or not Latina enough. ...see more

Education

Did not get into High School choir

High school

I thought I would try doing what my sisters were good at, in hopes I was too. Even though my sisters could sing, I sadly discovered that was not my talent. But I wouldn't have known if I didn't try. Finding what you are good at is a journey. ...see more

Not good enough to keep learning karate class

Middle school

10-year-old me was not a great karate master in the making—I wasn't even good enough to train. But I was fearless in trying out for things, which is something that would later help me in life. I never learned to give up. ...see more

81% of women feel more pressure to succeed than men

L'Oréal WORTH IT resume: success isn't always linear

OK ZOOMERS!

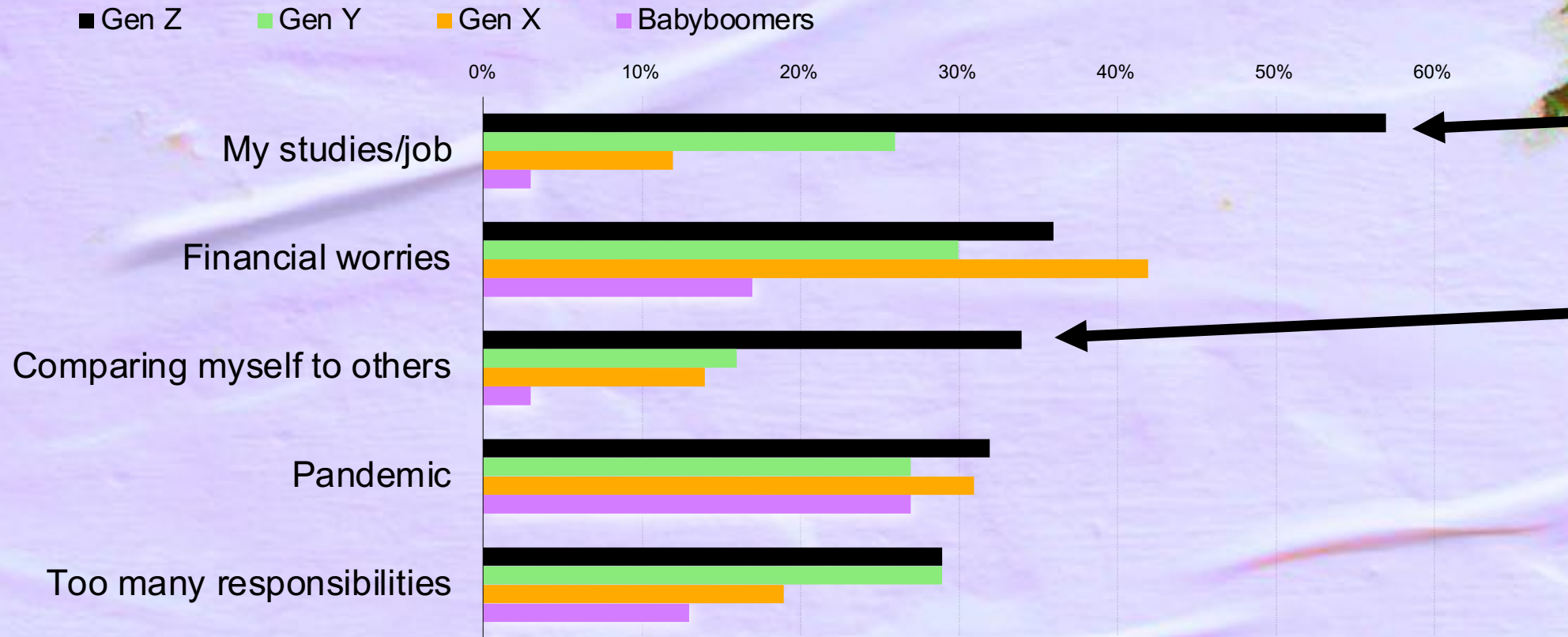
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TOP 5 SOURCES OF STRESS

NL

% of those feeling (highly) stressed indicating the following reasons



A person wearing a white protective hazmat suit, a respirator mask, and safety goggles. They are holding a yellow circular sticker with a black smiley face (☺) in front of the respirator. The background is a purple and blue abstract pattern with a bright green outline around the person.

TOXIC POSITIVITY

OK ZOOMERS?

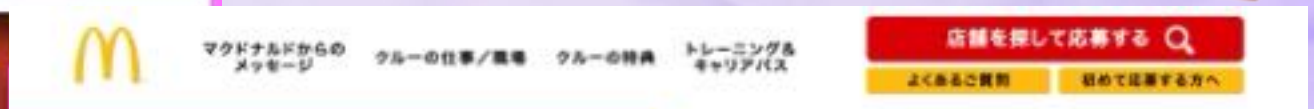
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McDo “good employer” + 29% among Gen Z

“Not so happy” meal by McDonald’s

OK ZOOMERS!



ホントはあげたいんだけど。上手に笑えない。
そんなあなたでも大丈夫です。マクドナルドなら。
ありのままのあなたの居場所があります。
キッチン。カウンター。デリバリースタッフなど。
それぞれがそれぞれの魅力を発揮できます。
笑顔が苦手な人も。もちろん笑顔が得意な人だって。
どんなあなたも自分らしく笑って働ける。
十人十色のスマイルが溢れている。
そんなお店になりたいのです。

joeri@joerivandenbergh.com



**GEN Z FEEL 3X
MORE LONELY
THAN BOOMERS**

**- 1,000H IN-PERSON
CONNECTION PER YEAR
COMPARED TO
2 DECADES AGO**

PARADOX: 24/7 connected but lonely

OK ZOOMERS?

Source: University of Rochester

E-SOLATION

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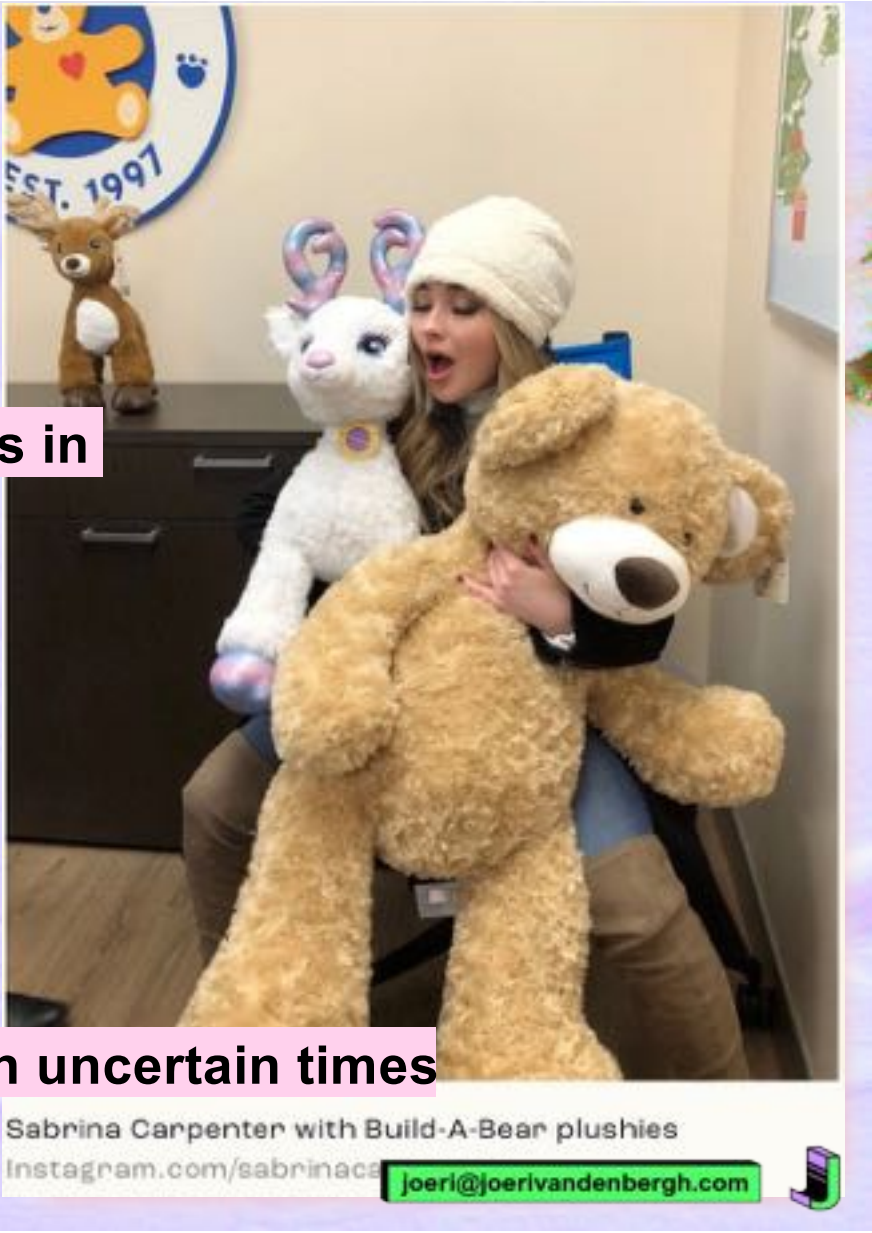




Squishmallow: \$1 billion sales in 2023 (65% aged 18-24!)

Plushies: safety & comfort for Gen Z “kidults” in uncertain times

OK ZOOMERS!



Sabrina Carpenter with Build-A-Bear plushies
Instagram.com/sabrinacarpenter

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BENE

**1 OUT OF 2 GEN Z-ERS
WANT TO PAY MORE FOR
BRANDS SUPPORTING
THEIR LIFE GOALS**

(vs 31% 44+)

OK ZOOMERS?

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ARE YOU **BROKEN?**

Gen Z needs to learn to embrace themselves & build inner confidence

Looking for safety, comfort and connection (community) vs e-solation: endorse brand community feeling & brand fan connections

Instead of preach to Gen Z => build brand appeal & loyalty by coaching Gen Z in dealing with stress & mental wellbeing issues



ARE YOU

JOKEY?



OK ZOOMERS?

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Experiences and building memories versus money & being rich

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**McDonald's (Canada) Frequent Fryers program: win trips to Japan, France & Italy
Bonus loyalty points after 4 orders for free fries**

OK ZOOMERS!

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BENE

**45% OF GEN Z IN BE & NL
WANT TO PAY MORE FOR
BRANDS THAT HAVE
A SENSE OF HUMOUR
& PLAYFULNESS**

(vs 26% 44+)



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BENE

**53% OF GEN Z
TRUST PEOPLE MORE
THAN BRANDS**

(vs 33% 44+)

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Ayo Edebiri: "I'm still renting"
Relatable & Approachable celebs

OK ZOOMERS?



When you're asked to speak in
the Monday morning meeting

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Cleanses and removes oil without disrupting the

Influencer Collabs: Humor

OK ZOOMERS!



5M
18K
47.9K

Spa day 🧘💕 @cerave #ceravepartner
Betaalde partner
🔊 original sound - Jericho Mencke

jercho1
Jericho Me... · 2022... [Volgen](#)

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CALL THE MIRANDA JULY HOTLINE NOW 833 526 8880

Prada Now That We're Here – with Miranda July

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Create and discover AIs in AI Studio

Now anyone can create an AI character based on their interests, and creators can even build an AI extension of themselves. Start chatting with these AIs on Messenger, Instagram and WhatsApp.

AI Studio is available in the US only.

[Get started now](#)

Meta AI Studio (USA) Create AI versions of yourself for automated creator-fan interactions

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ARE YOU
BROKEN?

ARE YOU
JOKEY?

Offer escapism & experiences through playfulness, gamification
Make CONTENT not ads/ e.g. via physical experiences or
TikTok, Instagram & collaborator/fan content programs
Real people & approachable experts ARE the brand

OK ZOOMERS?

joeri@joerivandenbergh.com



ARE YOU

WOKE?



OK ZOOMERS?

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GO WOKE
GO BROKE?



Dylan Mulvaney

OK ZOOMERS?

A screenshot of a news article from The Guardian. The website's navigation bar is visible at the top, with sections for Sport, Culture, and Lifestyle. The article title is "'Go woke, go broke' not true for brands, says global advertising study". Below the title, a sub-headline reads: "Research shows ad campaigns that are more inclusive have a positive impact on profits, sales and brand worth".

Sport Culture Lifestyle

The Guardian

Society Law Scotland Wales Northern Ireland

'Go woke, go broke' not true for brands, says global advertising study

Research shows ad campaigns that are more inclusive have a positive impact on profits, sales and brand worth

+ 3.5% short-term sales
+ 16% long term sales

392 brands across 58 countries
Source: Saïd Business School Oxford University

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BENE

**MORE THAN 4 OUT OF 10
GEN Z-ERS
WANT BRANDS
TO CHALLENGE
SOCIETAL ISSUES**

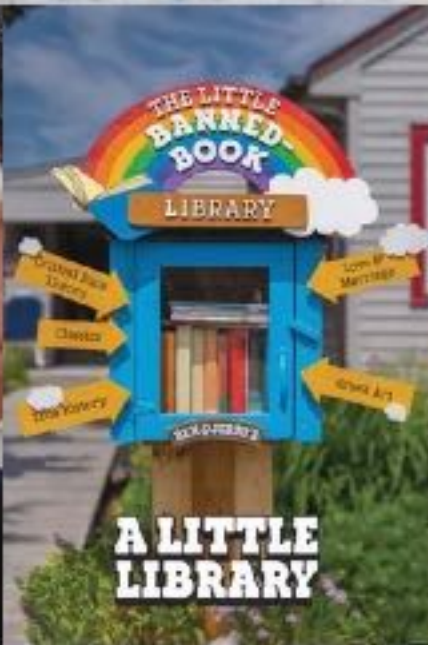
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MAKE CHANGE WITH A PUPPET



A LITTLE LIBRARY



WITH A QUILT



OR A GIANT ICE CREAM CONE

BEN & JERRY'S

MAKE SOME MOTHER CHUNKIN' CHANGE!

Join us at benjerry.com/artnow

B&J asking fans to make some change

OK ZOOMERS!

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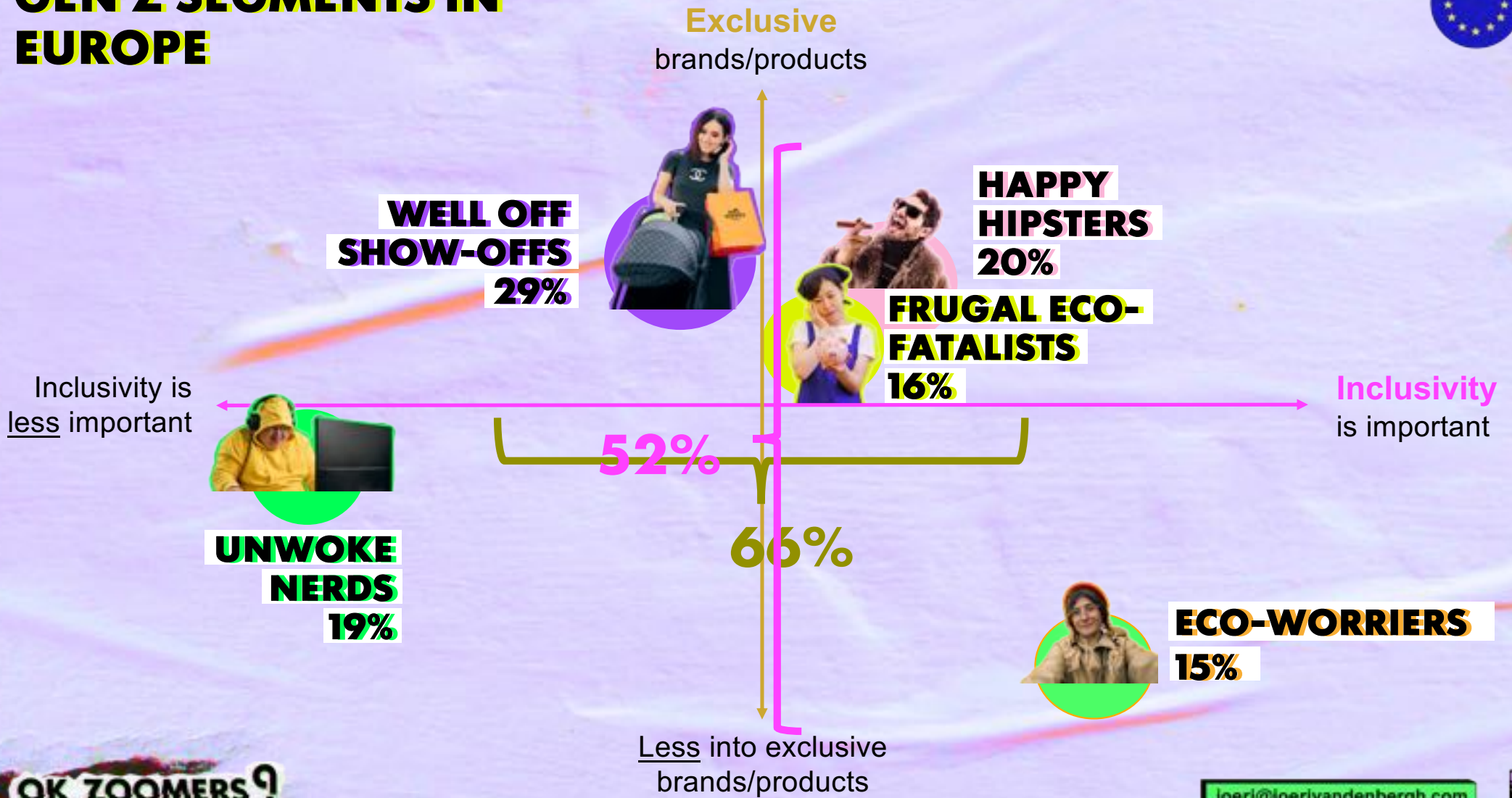
The "PARADOX" Generation?

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GEN Z SEGMENTS IN EUROPE

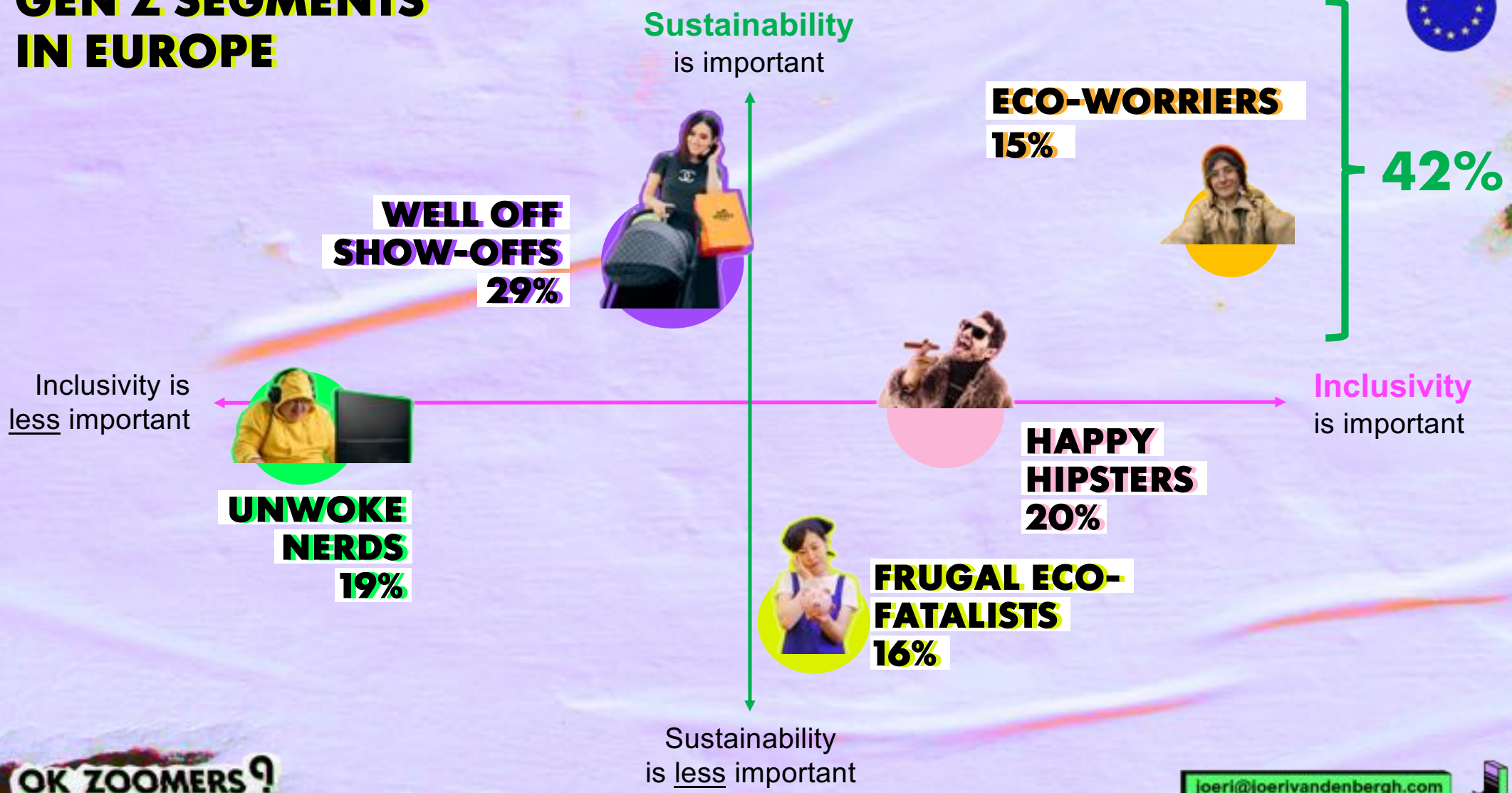


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GEN Z SEGMENTS IN EUROPE



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РУБ

(Цена действительна на территории Российской Федерации)

адрес: Казань
Информ: ООО «Эн-Эн Хеннес»
Москва, Россия,
12500, Московская область, г. Химки,
Микрорайон Мира,
корпус 2, этаж 47 (495) 260-96-00
Продавец: Организация, осуществляющая
розничные продажи на территории
Российской Федерации: ООО «Эн-Эн
Хеннес» Москва, Россия, 12500,
Московская область, г. Химки, Микрорайон
Мира, корпус 2, этаж 47 (495) 260-96-00
Сопоставитель: Продавец или продавец
Служба-производитель: Купон
Дата производства: 1-2018
Класс: EUR 65
Продавец: Организация, осуществляющая
розничные продажи на территории
республики Казахстан: ТОО «Эн-Эн
Хеннес» Алматы, Казахстан, Парковая
Дорожка, 188, офис 401, Мегаулусский район,
г. Алматы, Республика Казахстан, 050091,
(+7 727 250 05 45)
Производитель: Компания «Эн-Эн Хеннес»
Сингапур, Сингапур, CE-106 36, Сингапур,
Центр-48, тел: +65 6796 796200

H&M CONSCIOUS

READ MORE ON
HM.COM/CONSCIOUS

SHELL
100% ORGANIC COTTON

H&M Loyalty Program/ Conscious Points

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the long-



lasting



reviews

Darty (FR) Let's Make It Last CRM: email to share honest feedback after 18 months of use (durability)
More recommendations and purchases
After sales service & repair as a differentiator

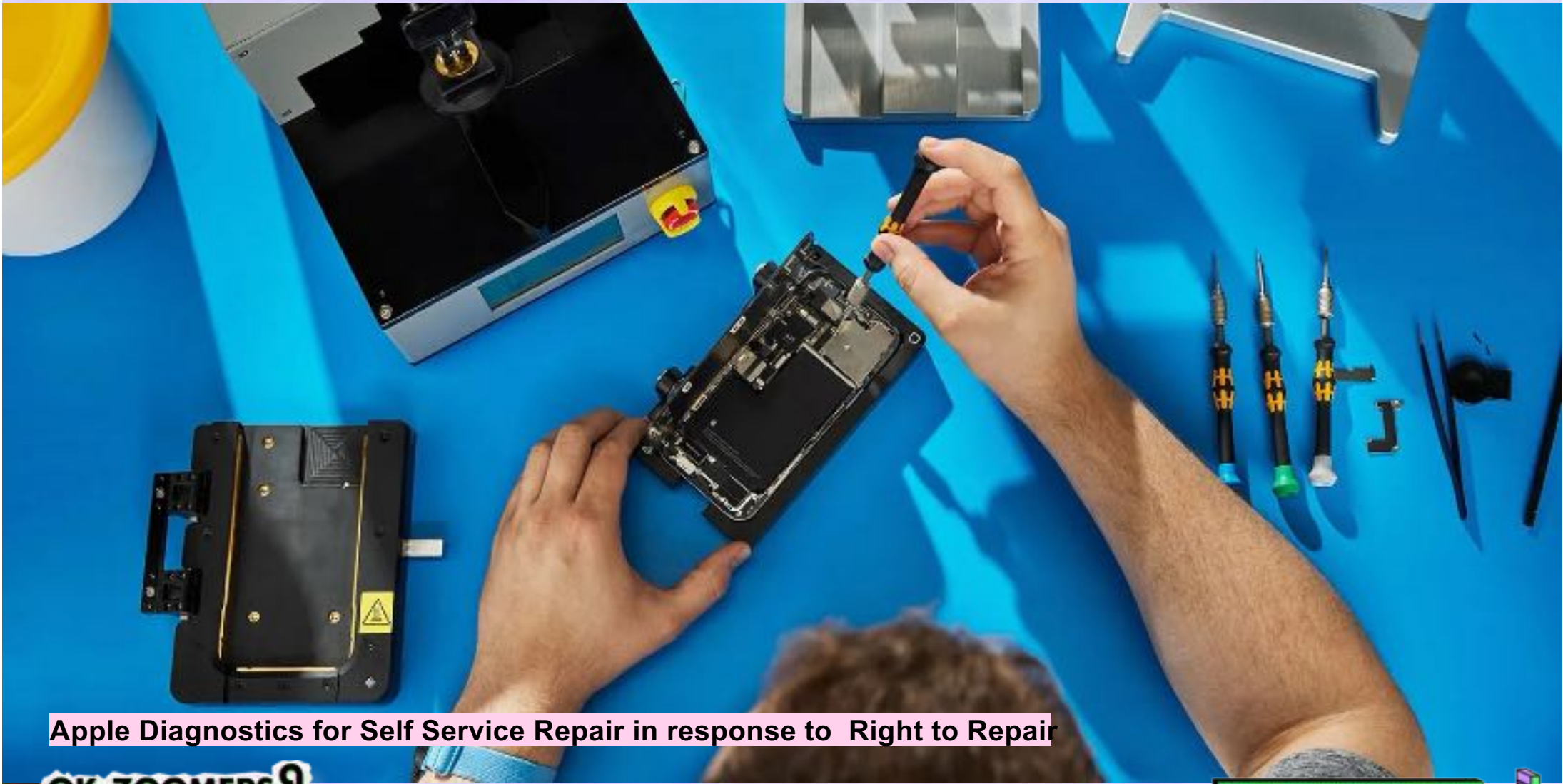
OK ZOOMERS!

by our customers who bought it more than a year ago



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Apple Diagnostics for Self Service Repair in response to Right to Repair

OK ZOOMERS!

joeri@joerivandenbergh.com





Uniqlo in-store repairs (US) for \$5 (also M&S, Veja & Patagonia)

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OK ZOOMERS?

BOO BOO
TABOO

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BENE

**35% OF GEN Z WANT
TO PAY MORE FOR
FEMALE-OWNED BRANDS**

(vs 20% 44+)

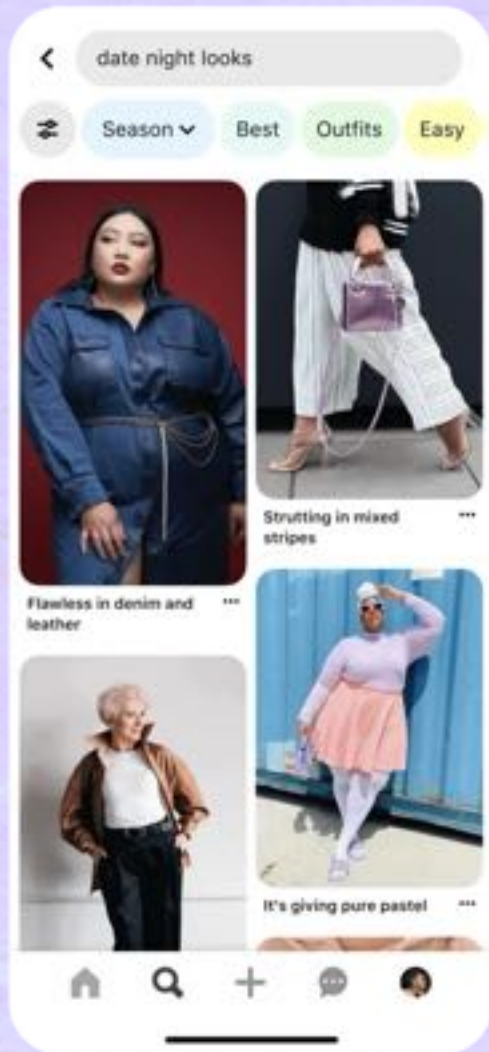
**29% FOR BLACK-
OWNED BRANDS**

(vs 10% 44+)

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Inclusion via AI-Pinterest/ Hyperpersonalised search on skintone, bodytypes, hair-patterns (AI filters)

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CUSTOMER EXPERIENCE

McDonald's Korea launches voice guidance kiosks, assists visually impaired

McDonald's Korea kiosk voice guidance for the visually impaired

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It's quiet time.

Every Monday to Friday until 11am,
we're reducing noise in-store,
keeping lights low and making sure
there are no flashing screens to
ensure a calmer place to be.



Currys (UK) neurodiversity commitment

OK ZOOMERS!

Welcome

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Inclusivity versus exclusivity: another paradox?

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SEPHORA BEAUTY INSIDER

	INSIDER <small>Free to join</small>	VIB <small>Spent \$250/yr</small>	ROUGE <small>Spent \$500/yr</small>
Savings			
Beauty Insider Cash* <small>Reveal \$10 points for \$10 off</small>	•	•	•
Exclusive Discounts and Savings*	•	••	••• <small>Only for event</small>
Brand Point Multiplier Events*	•	••	•••
Free Standard Shipping	•	•	•
Rouge Reward <small>Reveal \$100 points for \$100 off</small>			•
Samples			
Free Birthday Gift*	•	•	•
Exclusive Perks	•	••	•••
Experiences			
Rewards Bazaar* <small>Reveal points for samples, events, and more</small>	•	••	•••
Access to App	•	•	•
Exclusive Events	•	•	••
Exclusive Product Launches	•	•	••• <small>Only for event</small>

OK ZOOMERS!

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ARE YOU
BROKEN?

ARE YOU
JOKEY?

ARE YOU
WOKE?

Reflect Gen Z values and create social
impact with brand's Share Of Voice
... but in line with brand DNA & target segments

Stimulate prosocial and pro-eco choices in your
portfolio by giving extra loyalty rewards

Exclusivity (IYKYK) can be linked to loyalty &
sustainability

OK ZOOMERS?

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ARE YOU
BESPOKE?

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BUSINESS EARNINGS

JAN 01 2023 11:24 AM EST

Crocs Expects a 53% Jump in 2022 Revenue: Here's How It Plans to Keep the Momentum Going for 2023

By Shobhy Gaurin | [@shobhygaurin](#)



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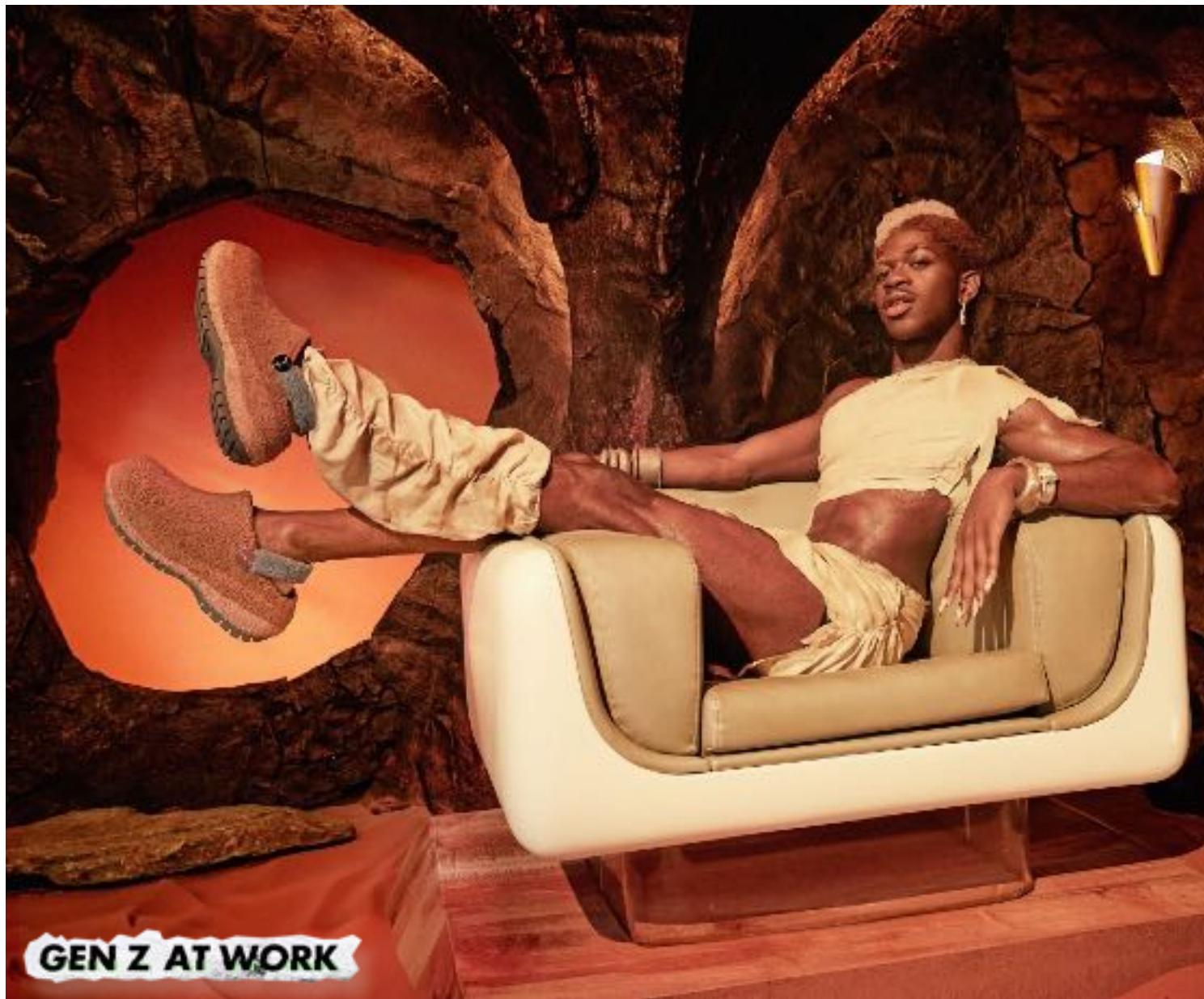


**39% OF GEN Z
WANT TO PAY MORE
FOR BRANDS THAT ARE
ON TREND OR THAT
SET THE TREND**

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GEN Z AT WORK



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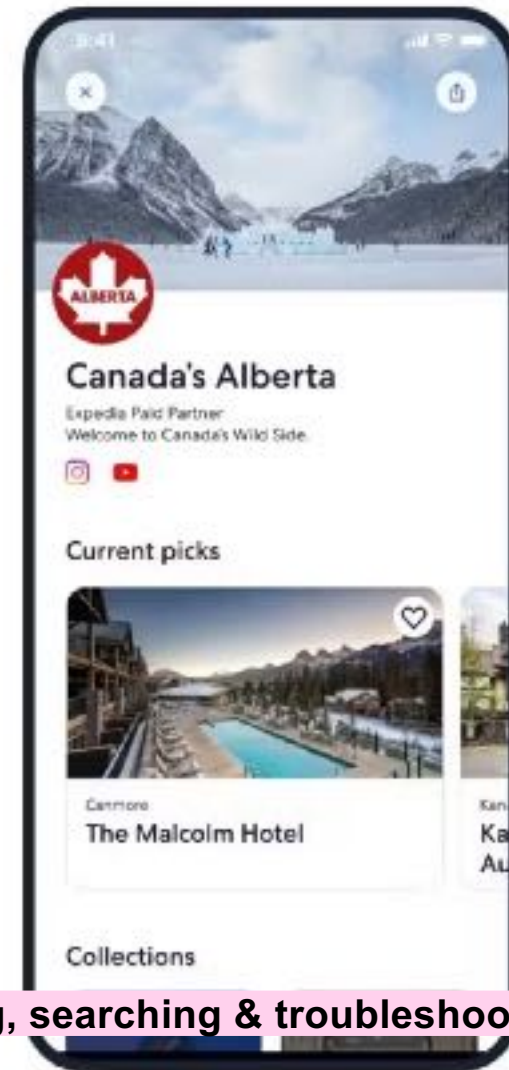
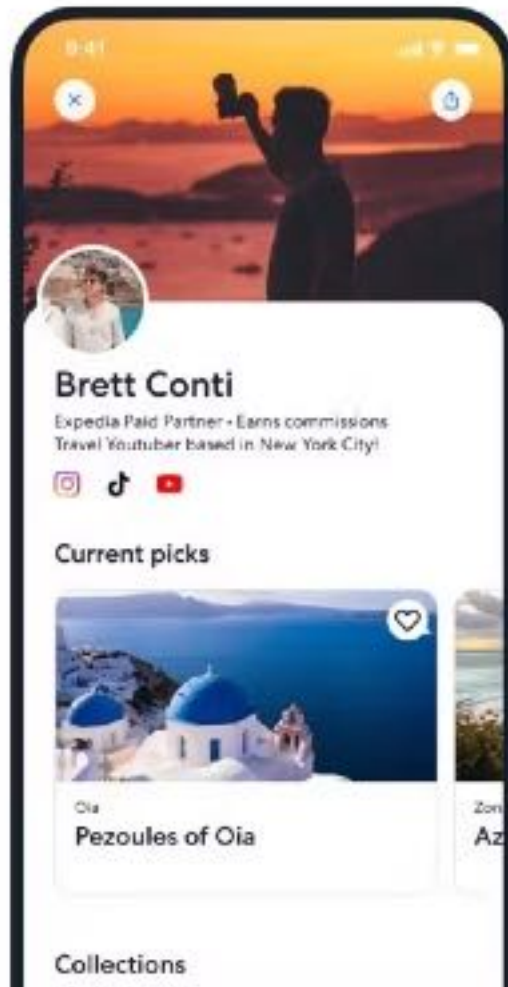


**30% OF
GEN Z
WANT TO PAY
MORE FOR BRANDS
COLLABORATING
WITH INFLUENCERS
(vs 8% 44+)**

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Expedia (global) Romie AI Assistant for personalized planning, booking, searching & troubleshooting
Influencers curating hyper-local offerings for personal needs

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#SEPHORA SQUAD

Highly sought after ambassador program with 16K+ applications
70% POC, 14% hispanics & LGBTQIA+

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THAASOPHOBIA

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**60% OF GEN Z
LOVE TO TRY OUT
NOVELTIES
(vs 42% 44+)**

**NOVELTY
ADDICTS**



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OK ZOOMERS!



BESTIES FOREVER **A LIMITED TIME**

TASTE IT WHILE IT LASTS

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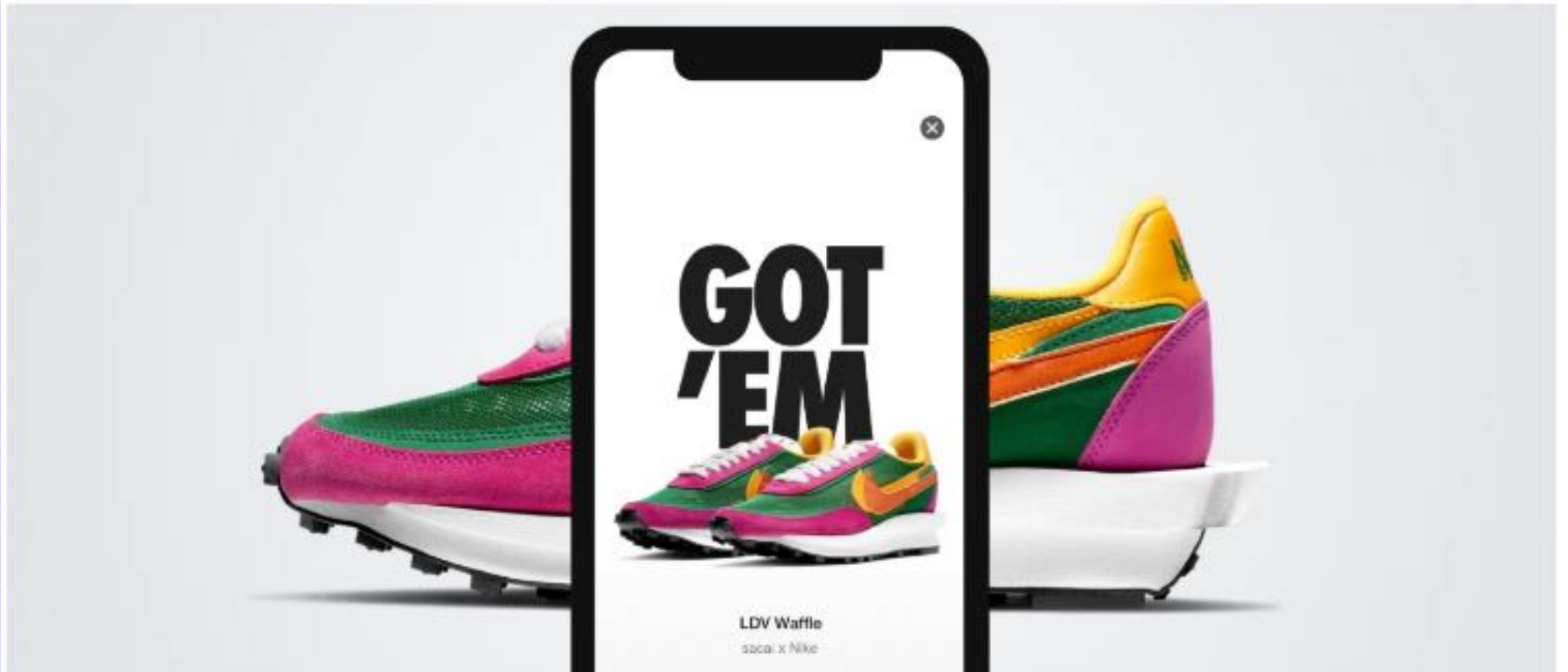
“Coke Creations engages young consumers twice as much as other Coke initiatives **75% of those consumers are new to the Coke portfolio**” – Oana Vlad – global senior brand director of Coke Creations

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SNKRS



Your ultimate sneaker source

Explore, buy and unlock the best of Nike sneakers. SNKRS provides inside access to the latest launches, hottest events and exclusive releases that Nike has to offer.

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40% OF GEN Z
“BRANDS SHOULD ALLOW
ME TO PERSONALIZE
PRODUCTS TO
REFLECT MY IDENTITY”

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SHOP VOTE GO-CREATE JOIN NOW

KIKI START VOTING



BEAUTY BY YOU

Vote. Earn. Shop



Cherry Chy

ROUND 2

VOTE BY:
NOV 30 2024

MOST VOTED:
**DIAMOND
DUST**



Vote Now



Latashā

ROUND 1

VOTE BY:
NOV 30 2024

MOST VOTED:
LIP BALM



Vote Now



Pixelated SOS

NEW

VOTE BY:
NOV 30 2024

MOST VOTED:
**PINK PIXEL
HEART**



Vote Now

KIKI World giving customers a say via feedback/vote platform

OK ZOOMERS!



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GLAMlab Virtual Try-On

Virtually try on thousands of beauty products just as they would look in real life—before you shop. Choose your favorite brands and put together a look and finish with a customized shopping list.

TRY THE APP TRY THE WEB



Skin Analysis

AR/AI-driven capability in the Mobile Apps that allows you to answer a few questions and undergo a smart, in-depth analysis of your skin. Get a customized skincare report and curated product selection to meet your skin's unique needs.

TRY IT



Shade Finder

The Foundation Shade Finder leverages computer vision to match your skin tone and undertone. Discover the world of AI and AR through an intuitive experience by scanning your face and virtually try-on thousands of foundations recommended just for you.

TRY IT

Ulta Beauty & Sephora in-app/in-store AR/VR try-on self-diagnosis builds loyalty (+9%) & app = 50% of e-com sales

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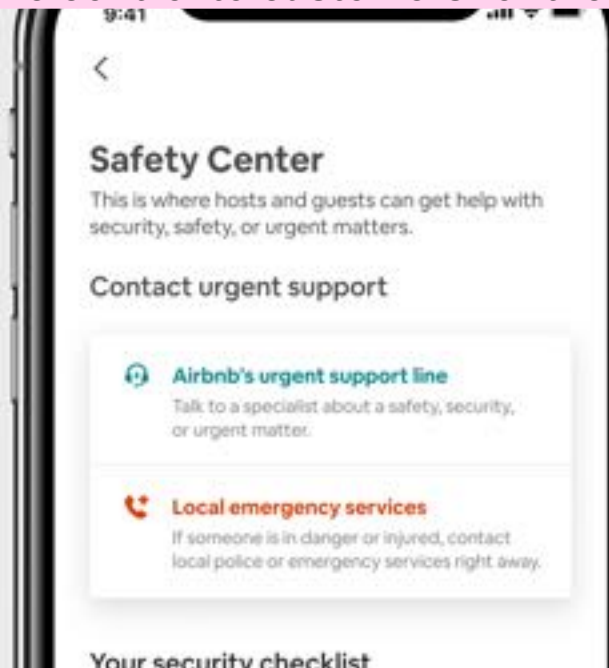




Etsy Giftmode/AI-powered personalized gifting recommendations (200 AI personas)



Self-service options for CX: booking, order tracking, customer support bots
Give control to customers for the customer journey



Airbnb Concierge: AI-powered Superapp delivering hyper-personalized recomms

OK ZOOMERS!



Lotus Personal Showroom with AI salesperson and customized real time videos

OK ZOOMERS!

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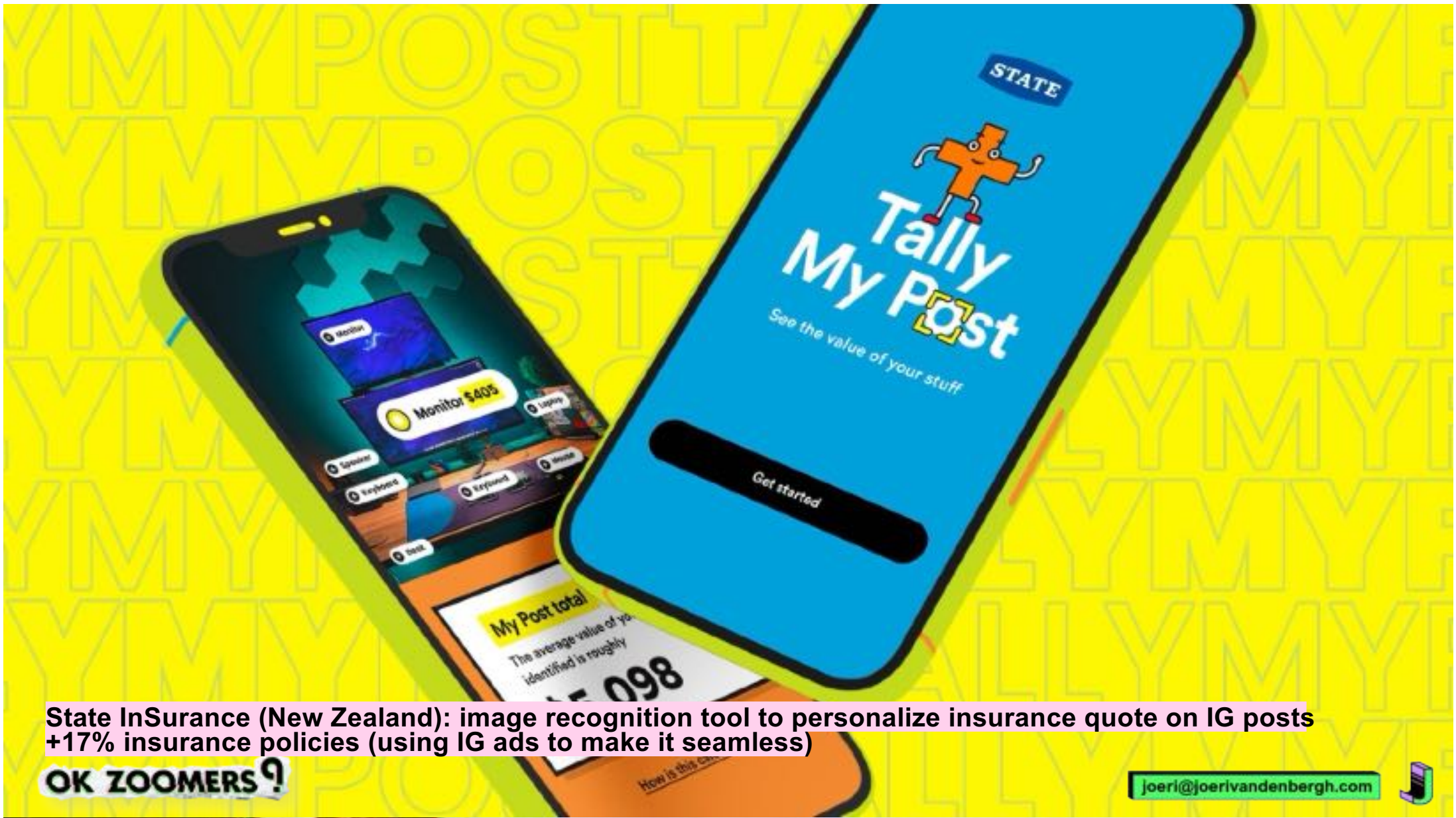


**DON'T MAKE
ME WAIT...**

OK ZOOMERS?

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State InSurance (New Zealand): image recognition tool to personalize insurance quote on IG posts
+17% insurance policies (using IG ads to make it seamless)

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**i got the new
iPhone 14 pro**





SEAMLESS

SOCIAL COMMERCE

OK ZOOMERS?

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Ad



Netflix x Google Lens during the series

OK ZOOMERS!



Lens this look to shop like Emily

Shop with Google +

EMILY IN PARIS

NETFLIX PART 1 AUGUST 15 PART 2 SEPTEMBER 12

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Explore

moritzm155 6d
Suggested for you

Follow



Liked by uniformdisplay, havenshop and 2,915 others
moritzm155 whats your favorite stone?

View all 41 comments

æsthetic

myAesthetic ad

Paste page URL

Shop Now



\$125

Hailey Bieber Out Wearing Blac...

Luocci Leather

Buy Now



\$38

Preppy Skirt and Leg Warmers ...

Amazon.com

Buy Now



\$149

Hailey Bieber Black Oversized ...



\$137

LIDNESS Women's Faux Leathe...

Aesthetic AI-powered social shopping app

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AI IN CX:

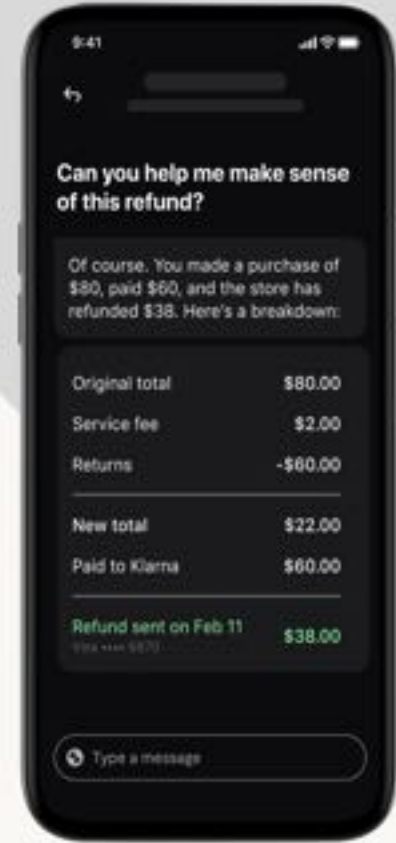
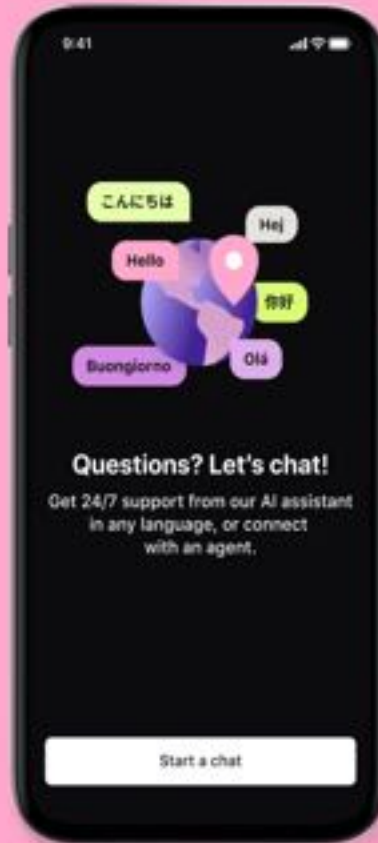
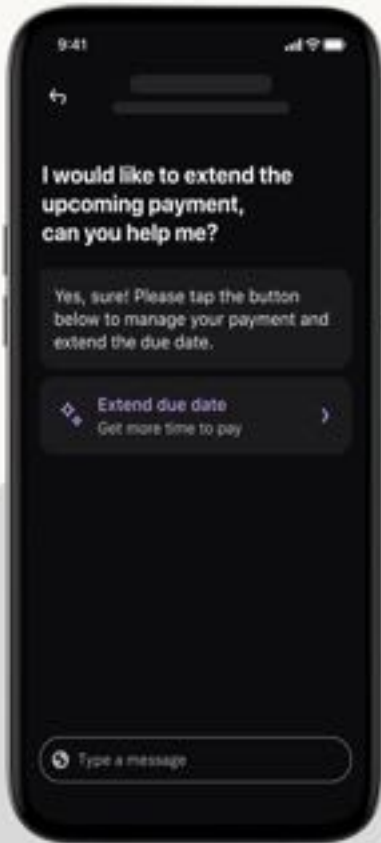
AI vs AI AI AI



OK ZOOMERS!

joeri@joerivandenbergh.com





**Klarna AI customer service chats handles 2/3 chats 24/7 in 23 markets
CSAT on par and -25% repeat inquiries, resolution time from 11 min to under 2 min
Taking over workload of 700 agents**

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Klarna
joeri@joerivandenbergh.com

Bacon ice cream and nugget overload sees misfiring McDonald's AI withdrawn

18 June 2024

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Target (USA) Store Companion AI to help employees with customer service

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Inspiration without transpiration: social seamless commerce & service
Hyper-personal(ized) shopping/customer service assistants: DIY(T)
AI vs AI AI AI: don't forget the human touch/control

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Van den Bergh

THANK YOU!

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