

A hand is visible in the bottom left corner, holding the strings of a large bunch of colorful balloons. The balloons are in various colors including pink, purple, blue, green, orange, and yellow. They are floating against a clear blue sky with some light, wispy clouds. The overall mood is bright and cheerful.

The fountain of youthfulness.

Ogilvy the *growth*
d_stillery

Everyone wants more

GROWTH.

No matter how diverse and different brands can be, there's one thing we all have in common - growth.

And **when that comes to new markets or audiences, we all tend to default to the young.** We are so subconsciously biased in our thinking about growth, that it has become a truism that growth can only come from the young.

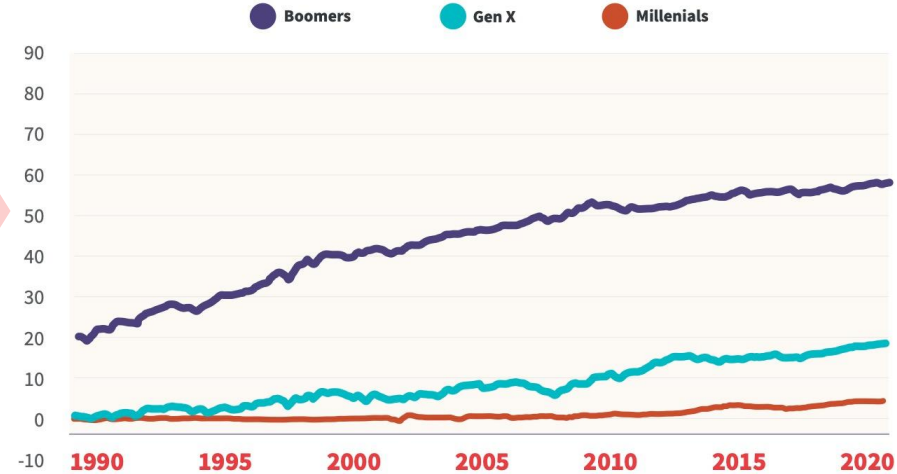


And it's true, youth do represent future value to organisations...

...but when we talk about the future, it actually takes quite a long time for any generation to become truly economically important.

Populations move at a pace that is glacial to marketers. And whilst it's on us to remain focused on exploring the commercial benefits of new and emerging cohorts, we often forget how long it takes for those benefits to materialise.

WEALTH BY GENERATION



So, rather than focusing on segments of audience, how can we shift our outlook to what is universally appealing to everyone?

There's a common thread of connective tissue shared across our Australian psyche...

Our shared pursuit of youthfulness.

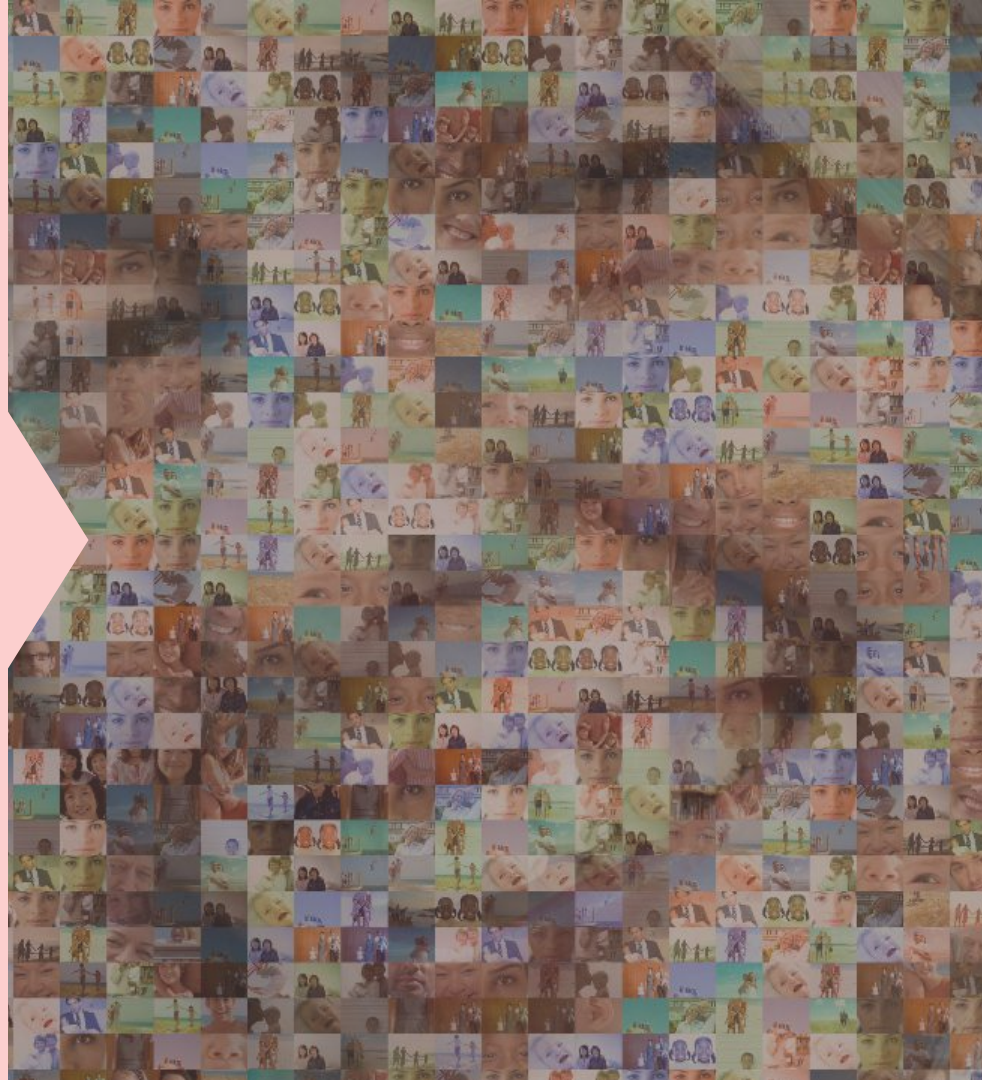
What we've done.

To better understand the pursuit of youthfulness we conducted one of our most exhaustive research programs to date.

We spoke to pro-surfers, youtubers, Museum curators, publicans, Casting directors, TV Producers, entrepreneurs and members of various culturally and linguistically diverse communities.

We **surveyed just over 2000 Australians** from all states, of all ages, and all walks of life.

And, we conducted **14 week-long ethnographies**, where we got grown adults to unleash their youthfulness and make stuff at home.



We discovered that youthfulness:

**is a desire
Australians
have an ever
increasing
appetite for.**

**lives in some
different places
to what you
might expect**

**can make what
you already do
more valuable,
to more people,
right now.**

Youth



Youthfulness

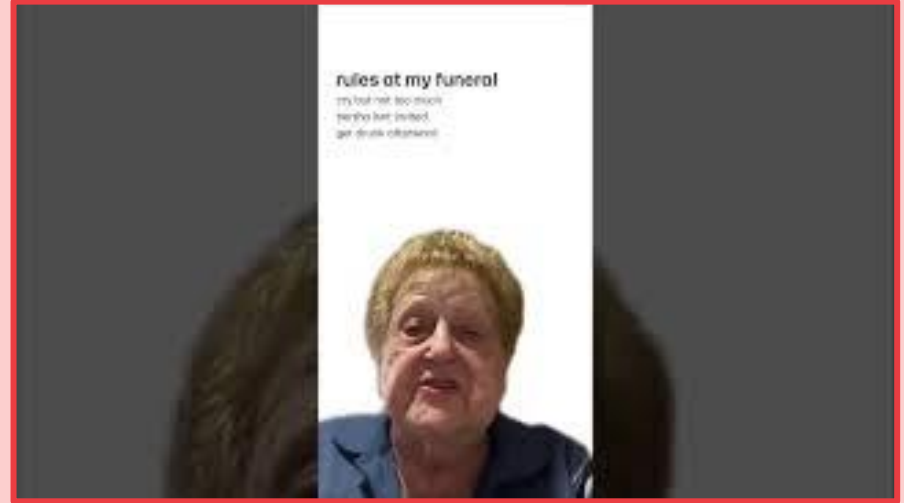
Let's be clear.

Youth and youthfulness **are not the same thing.**

Youthfulness isn't bound to any age group, because youthfulness is better defined by a mindset and the behaviours that particular mindset drives.

Case Study: Grandma Droniak

93 year old Grandma from Connecticut with 11.6M followers and over 337M likes on TikTok.

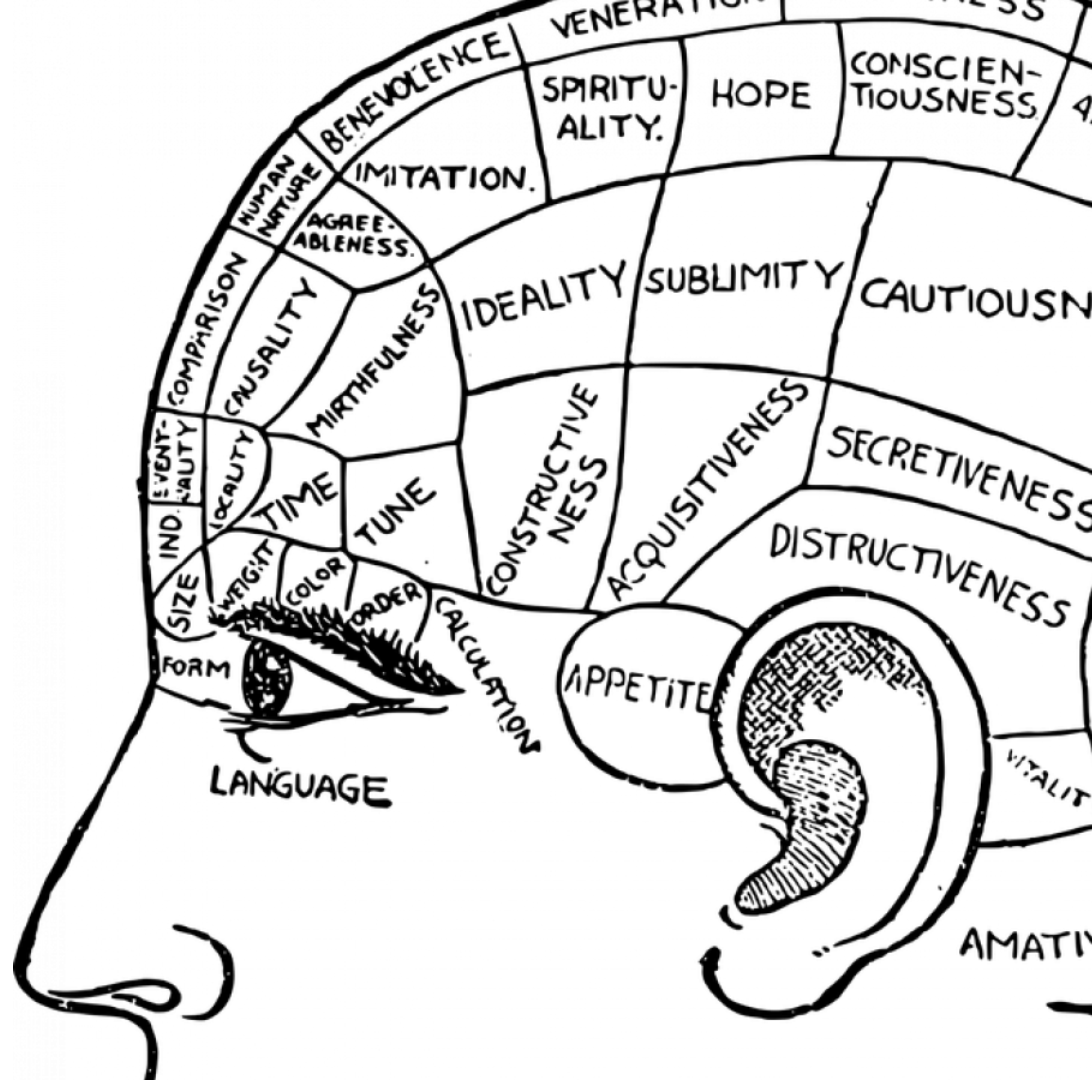


While Youthfulness is hard to define, desire that drives it... are much easier.

We call it The Search.

The people who fit the psychological model of youthfulness all collectively share a desire to make their lives better; and do this through 4 very specific territories.

Identity.
Success.
Enjoyment.
Connection.



Identity

Youthful people are searching for ways to improve their sense of self, and understanding their place in the world.



Success

Additionally, those same people are looking for ways to improve what they do in the world, and how they do it. And this is across all aspects of living, not just their professional selves.

Enjoyment

Youthful people are constantly trying to find better ways to bring more enjoyment into their lives.



Connection

And the last key territory is the way youthful people are seeking new and better ways to connect with, and build, communities.

Stimulating the search for Identity

Activities

Activities amplifying the search for identity lean heavily on deep self-exploration and personal reinvention.

39%

are fuelled by activities that assist them in pursuing their passions & interests.

37%

are looking for new experiences/sensations that they wouldn't usually do in daily life.

Content

Content intensifying the search for identity provides empowerment through challenging norms and sparking possibilities.

53%

want content enables or empowers them to challenge convention.

64%

are excited or invigorated by content about what's possible.

Stimulating the search for Success

Activities

Activities that support the search for success focus on skill acquisition and effective life management.

37%

are learning something new/
developing a new skill or expertise.

28%

are looking for new ways to achieve personal and/or work goals.

25%

use technology, tools, and apps to help manage their life.

Content

Content aiding the search for success builds a roadmap for managing challenges and realizing aspirations.

57%

feel content reaffirms the feeling of being in control.

59%

think content enables them to deal with challenges/uncertainty while remaining positive.

62%

say content reaffirms their aspirations.

Stimulating the search for Enjoyment

Activities

Activities that push the search for enjoyment are tuned to immediate pleasure and sensory experiences.

52%

engage in something for the sheer enjoyment and fun of it.

51%

treat themselves to things that give pleasure, comfort, or joy.

29%

engage in activities that make them feel charged, excited, or buzzed.

Content

Content that heightens the search for enjoyment offers avenues for rediscovery and immediate positive impact.

57%

are encouraged by content to do something for the fun of it.

59%

feel content demonstrates a tangible positive impact on their world or personal life.

64%

find content provides a sense of wonder or rediscovery.

Stimulating the search for Connection

Activities

Activities that drive the search for connection prioritise family, community, and shared interests.

52%

spend time with family and friends.

29%

make an effort to improve their wider community.

25%

find a community that shares their interests or values.

Content

Content steering the search for connection fosters a sense of belonging and individual value.

59%

feel content encourages them to delight in what is unique and different in themselves and others.

50%

say content encourages a tangible positive impact on the world and their personal life.

**The potency of
youthfulness has
never been greater
than right now.**

We have been living in the greatest period of flux that has occurred in a lifetime. Given this, you'd might expect that people would want stability and consistency in their lives;

But, it is quite the opposite.

62%

of Australians believe

**“this is the reset we
needed to re-evaluate
how we were living”**

As a nation we are fundamentally reappraising everything, and our collective appetite for change has grown substantially.

At a time when Australia is so open to change...

We have a huge opportunity.

Because in this environment, there can be no more powerful growth tool at your disposal, and no more potent a cultural phenomenon than the opportunity to support the consumer's search for youthfulness.

So, how do we as brands fuel the search for youthfulness?



In any search there are two critical components...



Possibility

“Show me the possibility of a better future, and inspire me to pursue it”



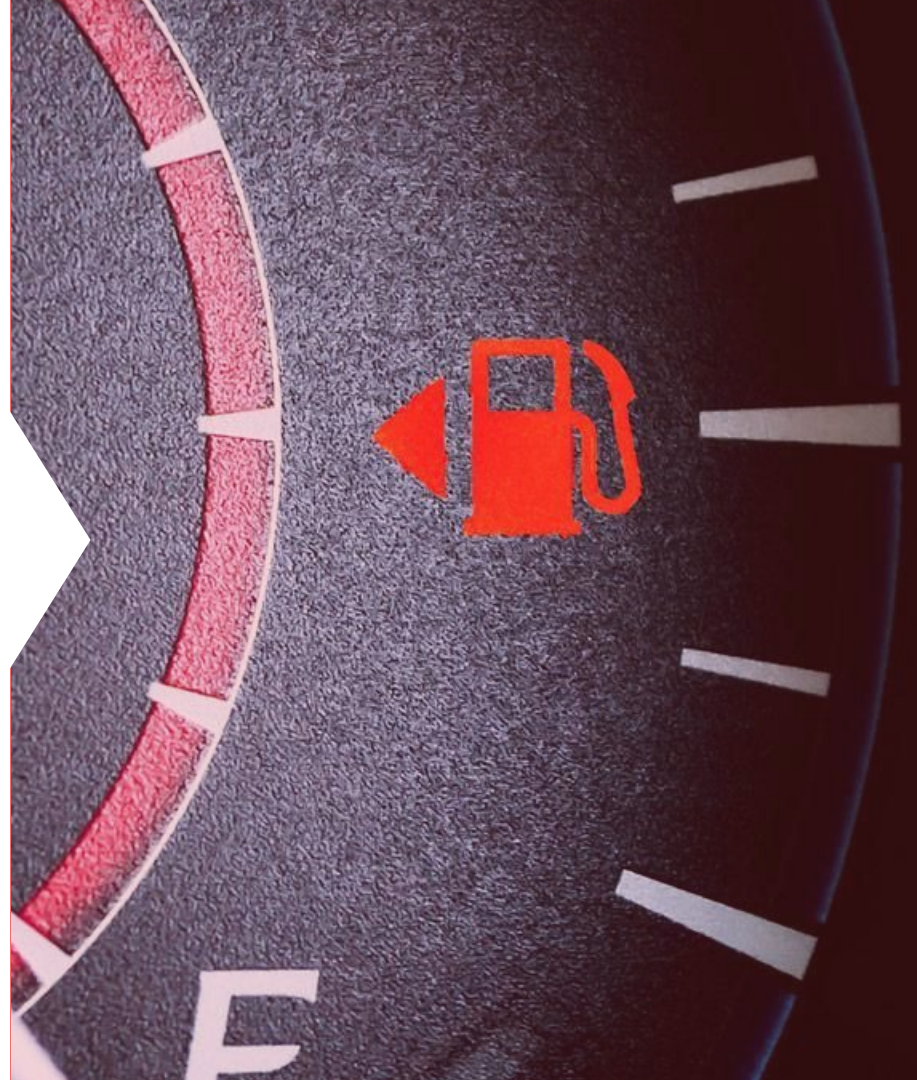
Capability

“Provide me with whatever I need to facilitate that search”

Possibility and capability are the literal 'fuel' for youthfulness.

And whilst this may seem overly broad and simplistic, there is some more nuance to it all. Because whilst everyone requires both, it's the mixture of the fuel that changes depending on our life stage.

To navigate this mix, we have created a model that can give your brand route guidance to fuel your audiences' search.



So let's walk through the model itself...

Age or life stage is the continuum that flows along the bottom of this model. This not only supports growth 'now, next and then', but allows decision-makers to connect this framework into existing demographic data sets. This first dimension is what we call our 'anchoring orientation'. This is defined by what we see as important, and the lens that frames our search intention to make things better.



Young Australians tend to have a more 'societal' focus on better, whilst older Australians have a more self-centric perspective.

Simply put, when we are younger, we want to make the world better; but as we age, the sphere of influence gets smaller. So, we want to make our world better.

Societal

Self



Young Australians tend to have a more 'societal' focus on better, whilst older Australians have a more self-centric perspective.

Simply put, when we are younger, we want to make the world better; but as we age, the sphere of influence gets smaller. So, we want to make our world better.

Societal

School strike for climate: thousands take to streets around Australia

Students marched at 47 sites around the nation to call for action to halt global heating

Australian students vow to protest anti-trans activist Posie Parker's rallies 'again and again'

Majority of young Australians likely to support Voice

July 09, 2023 - 6:12PM sky news.com.au

A majority of young Australians are likely to support the upcoming Voice referendum - according to a new poll by the Australia Institute.

Interest rates see recent property investors face a negative gearing hit

For nation's sake, boomer self-interest must end

TROY BRAMSTON
Follow @TroyBramston

Will Labor's super changes force people to sell assets to pay their tax? Here's what the experts say

Fears that asset rich but cash poor Australians will be hurt by the new regime are overblown, economists argue

Self

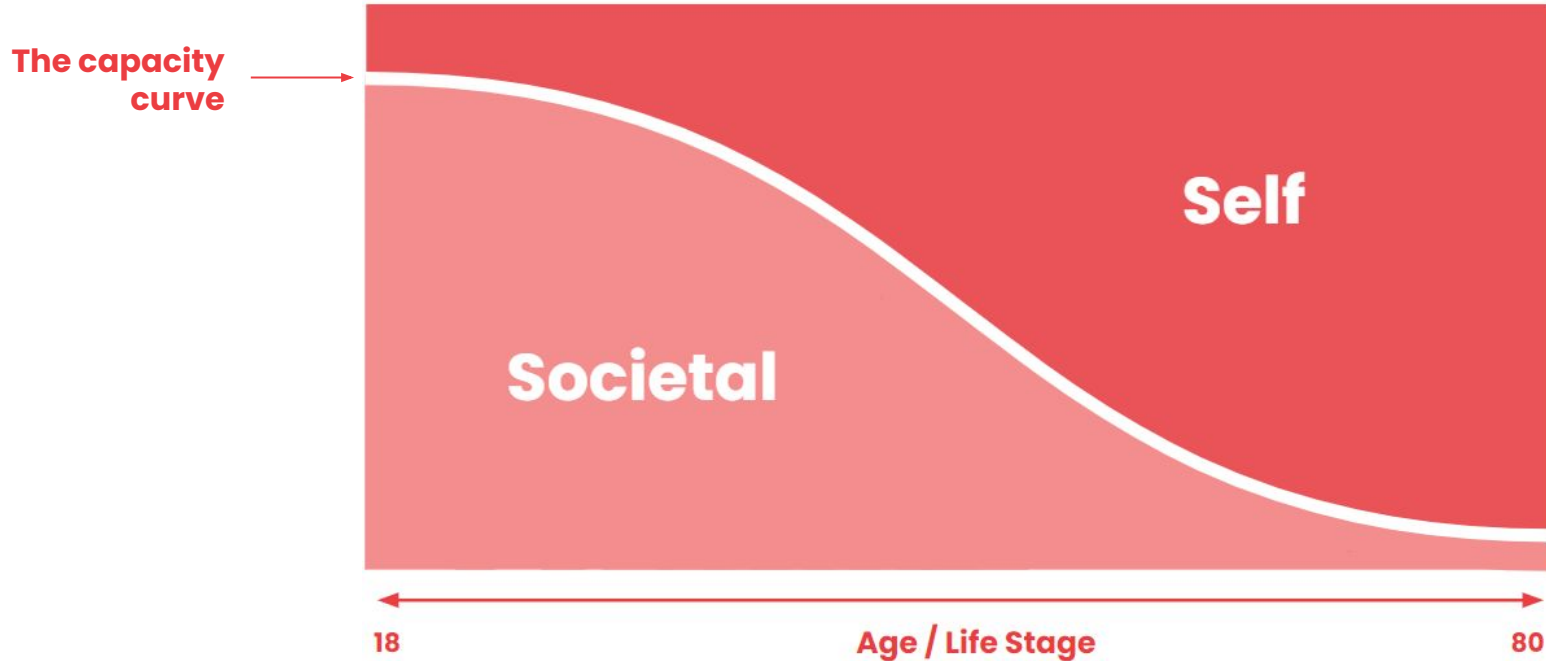
18

Age / Life Stage

80

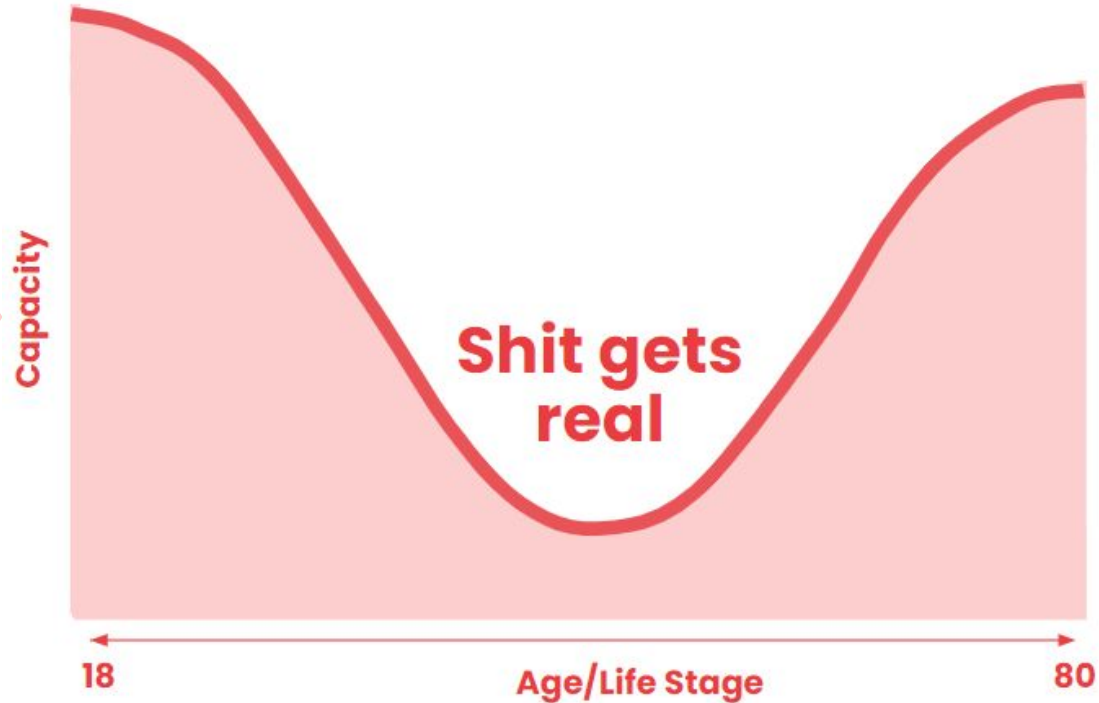
The next dimension is our capacity to engage with the search

Do we have the time and the enthusiasm to engage with the search?



Conventional wisdom would suggest that young people have a lot of capacity to engage in the stuff that makes them feel youthful.

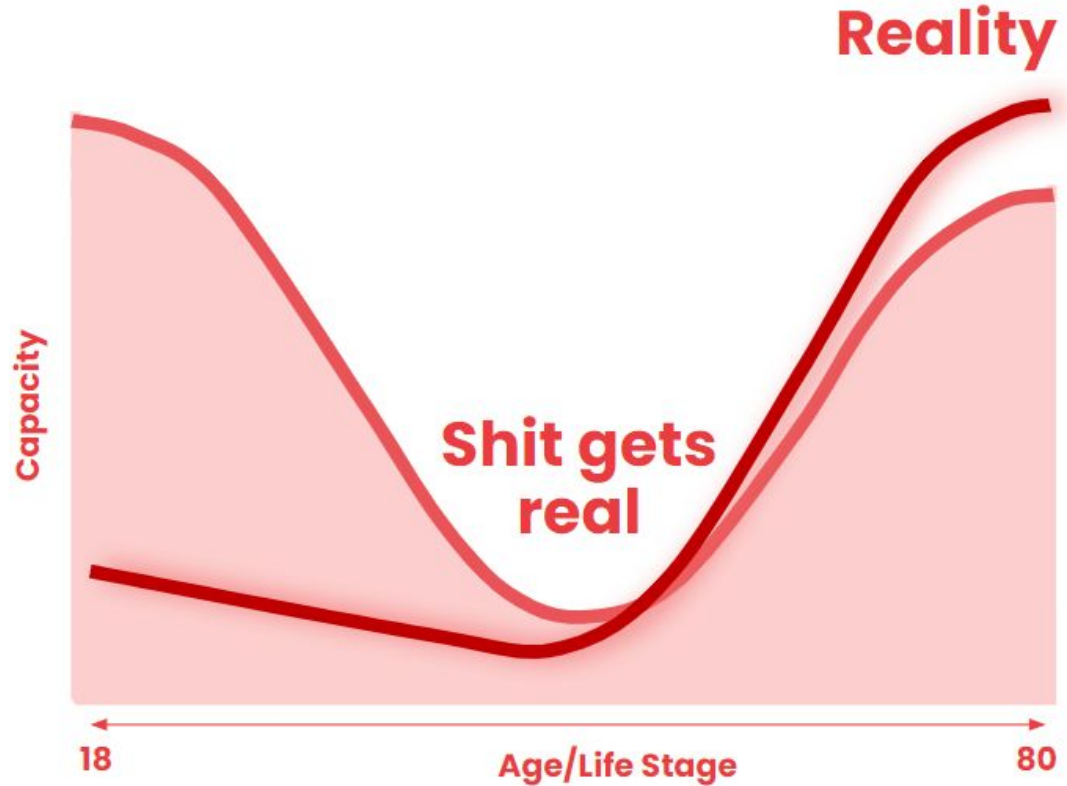
So we would anticipate that the curve should look like this...



But we were categorically wrong...

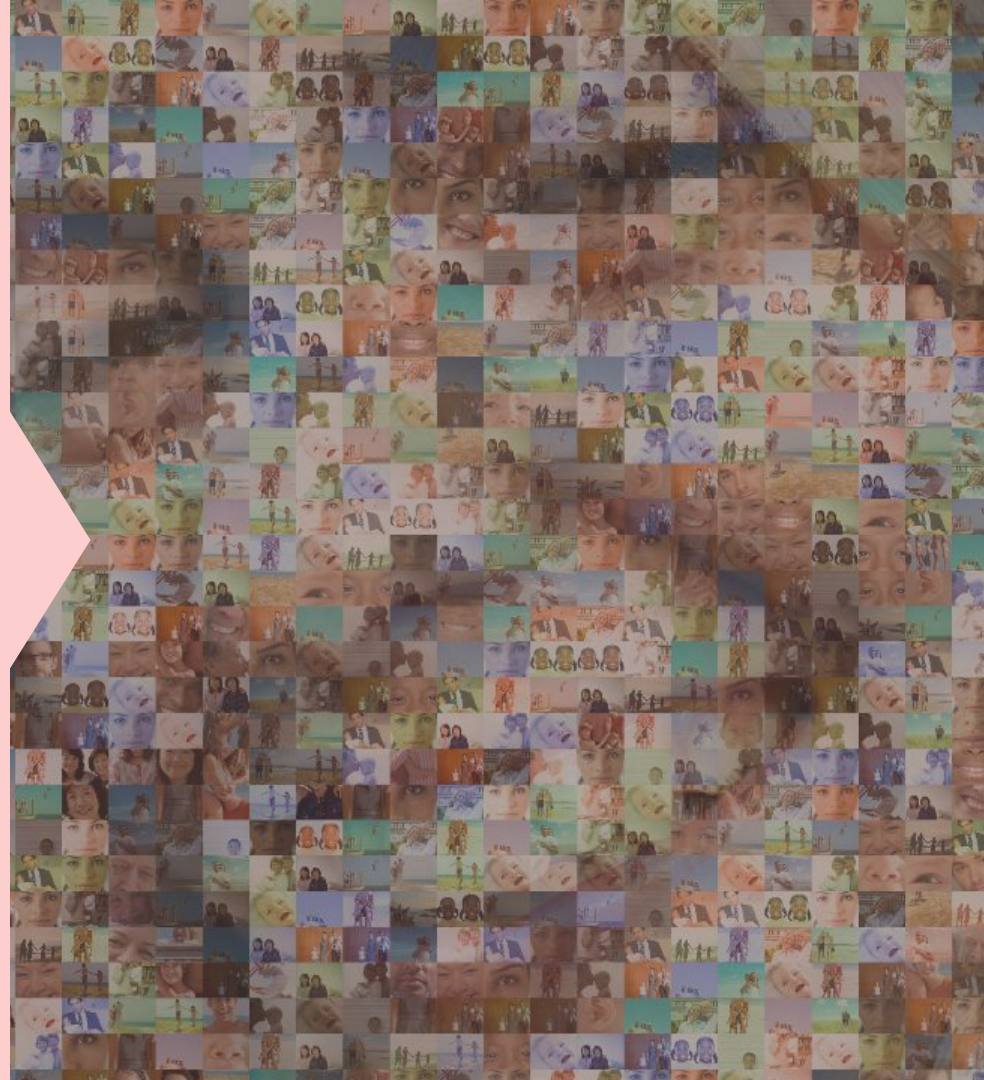
What we see here, is what we call the '**paradox of youth**'. Sadly, due to a host of pressures, demands and anxieties...young Australians have some of the lowest capacity to engage in youthfulness of all.

And at the other end of the spectrum, older Australians are drinking heartily from the fountain of youthfulness.



**Let's bring
this to life...**

...and have a little fun.



Introducing our uber premium, but highly accessible water;

The Sweat of the Earth.

(it practically sells itself)

“Provides the hydration you need to reach new heights”



So, here we have the same brand. The same brand idea. But with the application of the youthfulness codes, we have created three ads.

one for a younger cohort.

One for an older cohort.

one for people at the bottom of the shit gets real curve.

Younger cohort

Hydration to reach new heights together.

Whilst Gen Z feel most youthful, emotionally, the social barriers to youthfulness are very real for them. Mental health, isolation and time are the barriers to overcome for the generation. Creating content that gives a sense of control, optimism and levity are key.

**HYDRATION
TO REACH
NEW HEIGHTS
TOGETHER**



Older cohort

Hydration to help you reach even more new heights.

Despite their age, older Australians have a strong desire to feel youthful. And many have the time, energy and resources to do so. But surprisingly few of them actually do feel youthful. For Boomers, the primary focus is to break down barriers that generate feelings of isolation and distance from the essence of youthfulness.



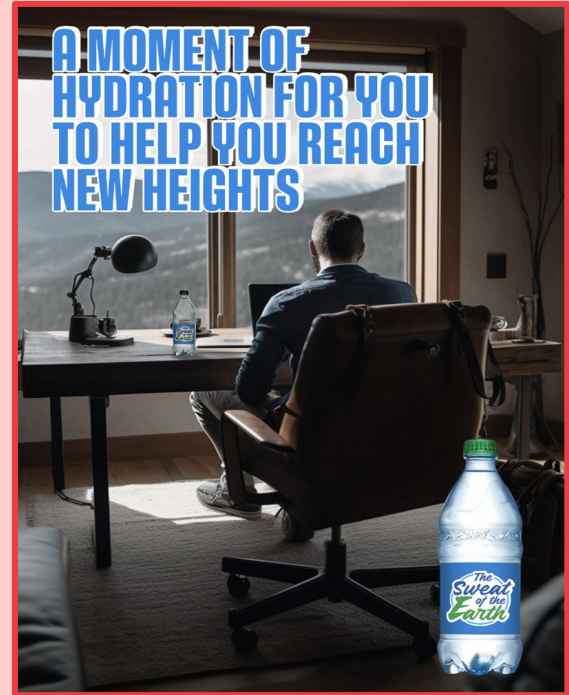
HYDRATION TO HELP YOU REACH EVEN MORE NEW HEIGHTS

Bottom of the curve

**A moment of hydration
for you to help you
reach new heights.**

The desire for youthfulness should not interfere with their inherent sense of responsibility or induce feelings of selfishness. Providing accessible, easy ways to release the pressure and evoke upliftment and optimism are key for this generation.





Youthfulness inspired by targeting possibility + capability

**Let's take a look at some simple,
applicable insights to fuel youthfulness
by generation:**



Gen Z



Millennials



Gen X



Boomers

What content resonates with Gen Z?

Gen Z actively seeks content that:

- Enables them to challenge convention.
- Keeps them informed AND entertained
- Fuels a range of emotions from anxiety to optimism
- Keeps them updated, with a good balance of headlines and detail

Topics of interest:

- Social media
- Gaming
- Fashion/beauty
- Food
- Entertainment

Top platforms for daily engagement:

- Podcasts
- Streaming TV
- Social media

How can we help Gen Z overcome their low capacity to engage, and leverage their apologetically fun and playful nature?

Providing a sense of empowerment, positivity and genuine opportunities to do good are tools to connect with Gen Z audiences in a time where they have low capacity and are struggling with control.

When it comes to connecting with Gen Z authenticity is key.

- Be authentic, transparent and honest
- Be open to feedback and criticism
- No jargon

Case Study: Washington Post

The success story of the Washington Post's TikTok is an example of how a legacy publisher can grow by speaking directly to its target audience; youthful viewers looking for fun. This strategy has attracted young readers who want to keep up with the news but are not engaging with traditional news formats. Despite its reputation as a "serious" newspaper, The Washington Post embraced TikTok, showcasing a lighter, experimental side that makes the brand more approachable for Gen Z.



Case Study: This Coke is a Fanta

Coca-Cola took a stand against intolerance towards the LGBTQIA+ community in Brazil by transforming a discriminatory phrase into a tool to fight against prejudice. Coca-Cola successfully reconnected with the younger generation by doing what they expect from brands; showing their values and using their power for a more respectful and sustainable world.



What content resonates with Millennials?

Millennials actively seeks content that:

- Excites and invigorates them as to what is possible.
- Keeps them entertained
- Sparks joy and optimism
- Keeps them updated, without the need for detail

Topics of interest:

- Food
- Entertainment
- Travel
- Lifestyle

Top platforms for daily engagement:

- Streaming TV
- Podcasts
- Web browsing
- Social Media

How can we relieve the pressure valve for millennials and provide moments where they can indulge?

Time poor and juggling many responsibilities, Millennials are looking for quick and easy moments of indulgence as a means to temporarily escape. Content needs to be short, accessible and entertaining.

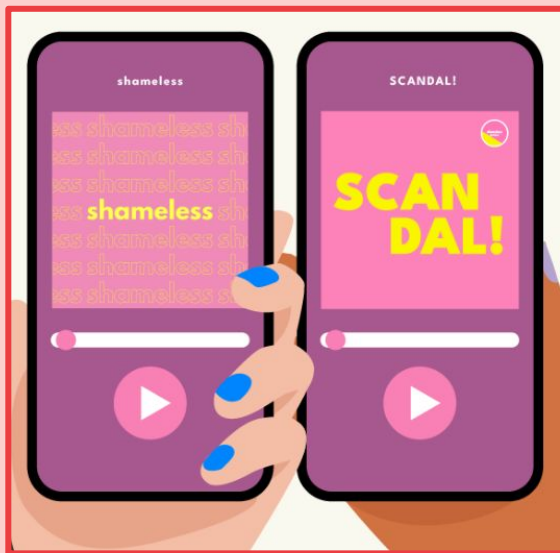
When it comes to connecting with Millennials, relevance is key.

- Be topical
- Spark joy
- Be relatable



Case Study: Shameless

With 65M podcast downloads, 1M social media followers and 60K newsletter subscribers, Shameless Media is an Australian youth media company that produces some of the country's top ranking podcasts. Self-proclaimed as the podcast for smart people who love dumb stuff, the Shameless podcast is a perfect example of composed indulgence; and provides an easy way to release the pressure for low capacity Millennials.



Case Study: Aviation Gin

Reynold's playful and irreverent approach in Aviation Gin's advertising has become a defining characteristic of the brand's identity. The brand openly uses humour, authenticity, inclusivity and creativity to connect with consumers and stand out in a crowded market.



Case Study: Maltesers

Maltesers has partnered with Mama Tribe, a community that supports new mums, to lift women up by laughing together through the tough stuff. The campaign shines a light on the importance of having a friend and finding the funny in a bad day.



What content resonates with Gen X?

Gen X actively seek contents that:

- excites and invigorates them as to what is possible.
- Keeps them informed on what's happening in the world

Topics of interest:

- Food
- Travel
- Entertainment
- Lifestyle

Top platforms for daily engagement:

- Radio
- Web browsing
- Outdoor
- Television

How can we make youthfulness readily attainable for Gen X rediscovering the search?

With capacity increasing, Gen X have a strong desire for revitalisation, joy and optimism. The solution lies in providing an easily accessible and ignited sense of youthfulness that fits within their routine.

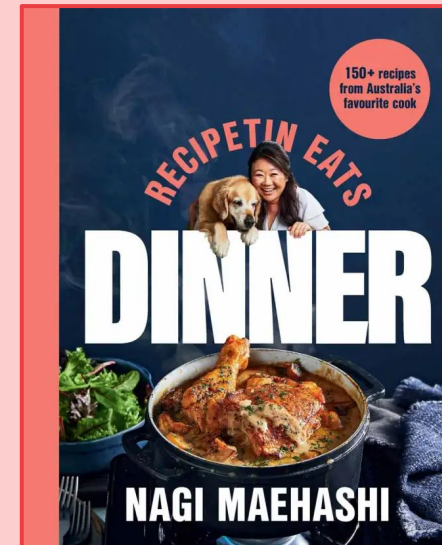
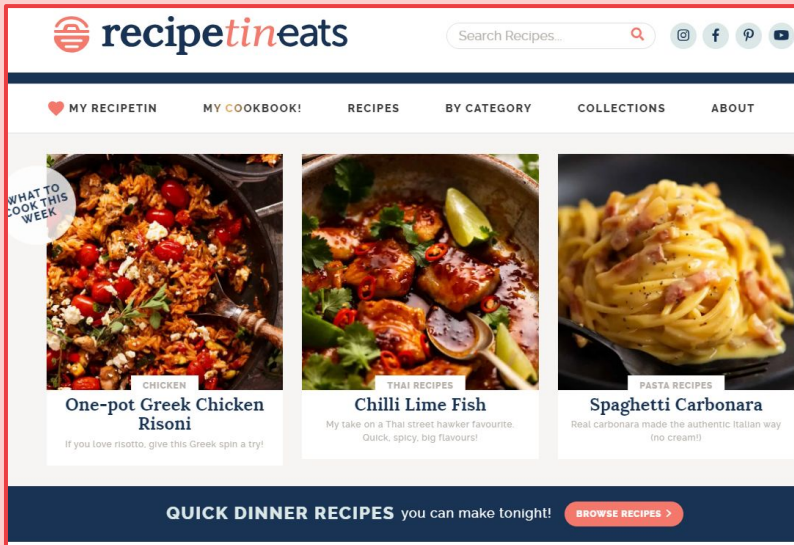
When it comes to connecting with Gen X pragmatism is key.

- Emphasise importance of small indulgences
- Be light and playful
- Be empathetic and accessible

Case Study: RecipeTin Eats

Arguably Australia's most popular food blog - RecipeTin Eats has a social following of over 5m people. The website is self-proclaimed to be fast, creative, clever and fresh. Recipes are attainable and made from everyday ingredients.

The debut cookbook 'Dinner' from blogger Nagi Maehashi was the highest selling title ever by a debut author in its first week, a New York Times bestseller and awarded book of the year at the annual Australian book industry awards.



Case Study: Belvedere Vodka

Daniel Craig's Belvedere ad highlights that for Gen X, it's never too late to change and tap into your youthful self. The ad reveals a new side of the actor that champions self-expression, authenticity and style.



What content resonates with Boomers?

Boomers actively seeks content that:

- Provides a sense of wonder and rediscovery.
- Keeps them informed on what's happening in the world
- Gives a deep understanding on topics of interest

Topics of interest:

- Local news
- Travel
- History
- Sport

Top platforms for daily engagement:

- Physical newspapers
- Television
- Radio
- Web browsing

How can we make youthfulness feel more attainable for Boomers?

The opportunity is ripe with Boomers capacity to engage at its peak. The challenge lies in packaging youthfulness in an attainable and attractive way to fuel the search.

When it comes to connecting with Boomers, possibility is key.

- Break down stereotypes
- Overcome inhibition
- Encourage new thinking



Case Study: L'Oreal x Vogue UK

While 40% of women are over 50, they only account for 15% of the women represented in media; and this cultural invisibility sends a message to all women that growing older means becoming worthless. To combat this, L'Oreal worked with Vogue to launch it's special edition The Non-Issue, which was a rallying cry to recognise older women's worth. Every word, every image and every page was dedicated to the belief that age should be a non-issue.



Case Study: KFC

KFC shifted its focus and spread its appeal to a wider demographic with its 'Shut up and take my money' campaign, featuring a grandma trying to impress her friends with the brand's lunch deals. The ad is a playful and fresh take on embracing youthfulness after the 'shit gets real' curve.



Summing up, youthfulness...

Can make what
you *already do*,
more valuable
to more people,
right now.

Is fuelled by
POSSIBILITY
and
CAPABILITY.

Is governed by
our anchoring
orientation &
our capacity.

A hand is visible in the bottom left corner, holding the strings of a large bunch of colorful balloons. The balloons are in various colors including pink, purple, teal, yellow, orange, and red. The background is a clear blue sky with some light, wispy clouds. The overall mood is bright and celebratory.

Thank you!

Ogilvy

the *growth*
d_stillery



**A rough guide to
youthfulness by
generation**

ROUGH GUIDE TO YOUTHFULNESS FOR GEN Z

YOUTHFULNESS IS:

Liberating optimism to feel calm, relaxed and in control.

THE HALLMARKS OF YOUTHFULNESS FOR GEN Z

1. Playful Possibility

Unapologetic fun reigns supreme for Gen Z, with levity and positivity as the defining pillars of their youthful spirit.

2. Energised Control

Control is important, but so too is the feeling of energy, excitement, inspiration and optimism in the world.

3. Anxious Inhibition

Mental health, isolation and fear of embarrassment are key barriers. Study and work commitments inhibit capacity for Gen Z too.

Audience Snapshot

Whilst Gen Z feel most youthful, emotionally, the social barriers to youthfulness are very real for them.

Mental health, isolation and time are the barriers to overcome for the generation.

Creating content that gives a sense of control, optimism and levity are key.

51% Entertaining, fun

34% Empowering/ positive

4.5 Hr/Week Light-hearted, silly, playful

But only

20% Empowers self-expression

HOW TO NOURISH YOUTHFULNESS FOR GEN Z

Empower and Inspire

Be overwhelmingly positive, bringing levity and a sense of empowerment to Gen Z audiences.

Top 5 feelings associated with youthfulness

47% Entertaining, fun

35% Empowering / positive

30% Light-hearted, silly, playful

23% Sparks interest

20% Empowers self-expression

Enable Control

Provide Gen Z with meaningful opportunities to drive positive change in the wider community and world.

Top 5 activities that feel youthful

53% Taking care of their appearance

53% Taking time to unwind

49% Treating yourself

48% Time with friends / family

37% The sheer joy of it

Overcome Inhibition

Amplify the validity of their youthful ideas concerning their ties to the community - ensure they feel acknowledged and valued

Top 5 barriers to youthfulness

45% Expensive

43% Poor mental health

42% Lack of time

36% Lack energy / enthusiasm

27% Social isolation

ROUGH GUIDE TO YOUTHFULNESS FOR MILLENNIALS

YOUTHFULNESS IS:

Finding time for themselves to feel in control and optimistic

THE HALLMARKS OF YOUTHFULNESS FOR MILLENNIALS

<h4>1. Entertaining Discovery</h4>	<h4>2. Composed Indulgence</h4>	<h4>3. Impending Pressure</h4>
<p>For Millennials rediscovery, invigoration and encouragement are key to feelings of youthfulness.</p>	<p>Maintaining a sense of calmness, control relaxation, optimism, and positivity are essential pillars of youthfulness for Millennials.</p>	<p>Millennials are being squeezed. Time, money and responsibilities can make the pursuit youthfulness feel selfish for people at the bottom of the 'shit gets real' curve.</p>

Audience Snapshot

The key barrier to youthfulness for Millennials is their lack of capacity.

The desire for youthfulness amongst millennials should not interfere with their inherent sense of responsibility or induce feelings of selfishness.

Providing accessible, easy ways to release the pressure and evoke upliftment and optimism are key for this generation.

51%	Enjoy feeling youthful
But only	
43%	Feel very or somewhat youthful
20%	Feel they have time, energy and resources to feel youthful
4.5 Hr/Week	Spent on activities that make them feel youthful, the least of all generations

HOW TO NOURISH YOUTHFULNESS FOR MILLENNIALS

<h4>Release Pressure</h4> <p>Promote youthfulness by inspiring and encouraging them: outline potential opportunities for personal growth and exploration.</p> <p>Top 5 feelings associated with youthfulness</p>	<h4>Create Calmness</h4> <p>Nourishing youthfulness relies on honouring personal time for Millennials, by addressing emotional and physical wellbeing and providing ample relaxation opportunities.</p> <p>Top 5 activities that feel youthful</p>	<h4>Snackable Youthful content</h4> <p>Produce content that seamlessly integrates excitement into the hustle of everyday life. Serve as a sanctuary of calmness amid the chaos.</p> <p>Top 5 barriers to youthfulness</p>
<p>48%</p>	<p>50%</p>	<p>39%</p>
<p>33%</p>	<p>49%</p>	<p>37%</p>
<p>28%</p>	<p>43%</p>	<p>29%</p>
<p>24%</p>	<p>41%</p>	<p>29%</p>
<p>22%</p>	<p>34%</p>	<p>28%</p>

ROUGH GUIDE TO YOUTHFULNESS FOR GEN X

YOUTHFULNESS IS:

Finding simple, sharable inspiration to feel optimistic, excited and happy.

THE HALLMARKS OF YOUTHFULNESS FOR GEN X

1. Playful Possibility

Entertaining content and conversation-starters serve as hallmarks of engaging Gen X, fuelling their desire for fun through shared experiences.

2. Excite & Invigorate

The inclination to partake in exciting and invigorating activities for sheer enjoyment plays a crucial role in youthfulness for Gen X.

3. Searching for 'The Search'

Responsibility laden Gen Xers are seeking to be reconnected with 'the search' as they move from a low to high-capacity stage of life.

Audience Snapshot

Just coming through the end of the "shit gets real" curve and are now finding time to revisit activities that made them feel youthful in their earlier years.

There's a pronounced yearning among this group for emotional uplift - feelings of joy and optimism - but this need must be fulfilled within their time-bound and financially mindful lifestyles.

The key is to make the sensation of youthfulness readily attainable, quick to spark, and easily integrated into their daily lives.

56% Enjoy feeling youthful

But only

32% Feel very or somewhat youthful

43% Feel they have time, energy and resources to feel youthful

4.8 Hr/Week Spent on activities that make them feel youthful, the least of all generations

HOW TO NOURISH YOUTHFULNESS FOR GEN X

Inspire Possibilities

Embrace new avenues and opportunities can inspire a renewed sense of youthfulness.

Top 5 feelings associated with youthfulness

42% Entertaining, fun

41% Empowering / positive

30% Light-hearted, silly, playful

23% Sparks interest

18% Empowers self-expression

Invigorate and Energise

Infusing energy and vitality into their routines can invigorate Gen X, fostering a more youthful outlook.

Top 5 activities that feel youthful

58% Taking time to unwind

53% Time with friends and family

46% Treating yourself

36% Taking care of appearance

35% The sheer joy of it

Be Punchy and Pragmatic

They are still burdened with responsibilities, so a practical approach will have the biggest appeal.

Top 5 barriers to youthfulness

39% Expensive

31% Lack of time

26% Lack of energy/ enthusiasm

21% Family/ home responsibilities

19% Poor mental health

ROUGH GUIDE TO YOUTHFULNESS FOR BOOMERS

YOUTHFULNESS IS:

Being mentally stimulated and invigorated to feel connected, informed and in control.

THE HALLMARKS OF YOUTHFULNESS FOR BOOMERS

<h2>1. Creating Connection</h2>	<h2>2. Presence in the Present</h2>	<h2>3. Overcoming Isolation</h2>
<p>Connecting through sharing stories and feelings that bring them back to their youth with family and friends.</p>	<p>Focus on spending quality time with loved ones, nurturing a sense of familiarity where they can be comfortable expressing themselves.</p>	<p>They have time and desire to feel youthful, but lack the stimulation, connection and knowledge to truly lean in.</p>

Audience Snapshot

Despite their age, they have a strong desire to feel youthful. And many have the time, energy and resources to do so.

But surprisingly few of them actually do feel youthful.

For Boomers, the primary focus is to break down barriers that generate feelings of isolation and distance from the essence of youthfulness.

51%	Entertaining, fun
34%	Empowering/ positive
4.5 Hr/Week	Light-hearted, silly, playful
But only	
20%	Empowers self-expression

HOW TO NOURISH YOUTHFULNESS FOR BOOMERS

<h2>Stimulate Their Minds</h2> <p>Unlock a sense of rediscovery and wonder by providing access to intriguing, informative articles that keeps them up to date with the rapidly changing world.</p> <p>Top 5 feelings associated with youthfulness</p>	<h2>Enable Control</h2> <p>Reaffirm their family values and emphasise how quality time with loved ones can nourish mental wellbeing and evoke a sense of joy.</p> <p>Top 5 activities that feel youthful</p>	<h2>Overcome Inhibition</h2> <p>Create content that is realistic and resonates with the larger audience of boomers – acknowledge their reality when introducing youthful ideas and activities.</p> <p>Top 5 barriers to youthfulness</p>
<p>58% Interesting</p>	<p>64% Time with friends and family</p>	<p>30% Poor physical health</p>
<p>38% Entertaining, fun</p>	<p>63% Taking time to unwind</p>	<p>27% Expensive</p>
<p>23% Educational/ informative</p>	<p>44% Treating yourself</p>	<p>25% Not a priority</p>
<p>25% Sparks interest</p>	<p>39% The sheer joy of it</p>	<p>21% Lack energy/ enthusiasm</p>
<p>19% Empowering/ positive</p>	<p>19% Maintain mental wellbeing</p>	<p>11% No-one is interested</p>