



HAVAS
GROUP

**GENERATION
COVID**

A GLOBAL STUDY

32 **MARKETS**

Australia . Austria . Bangladesh . Belgium . Brazil . Canada . China . Czech Republic . Denmark . France . Germany . India . Ireland . Italy . Japan . Mexico . Morocco . Norway . Peru . Philippines . Poland . Portugal . Russia . Saudi Arabia . Singapore . South Africa . Spain . Switzerland . United Arab Emirates . Ukraine . United Kingdom . United States

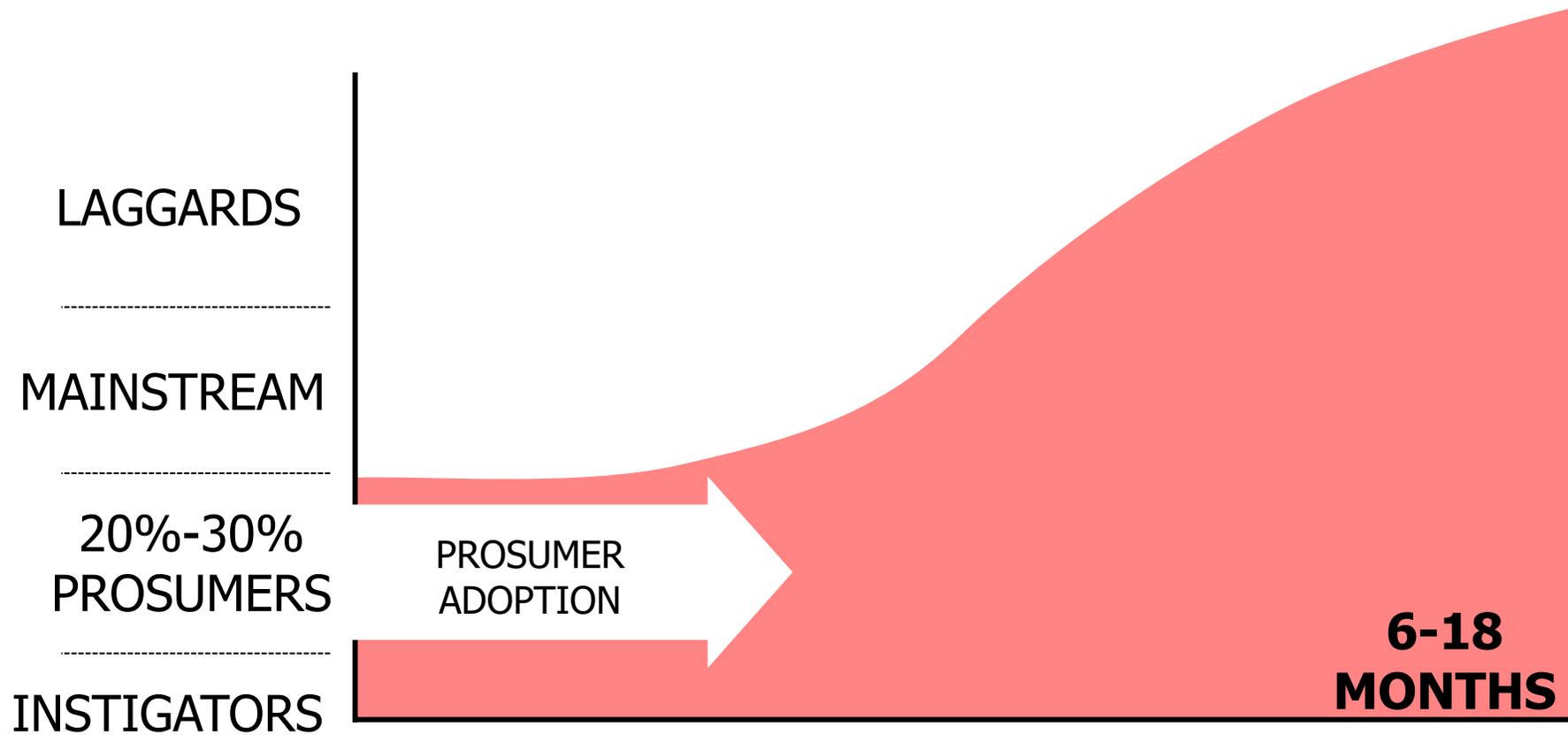
17 500 **PEOPLE**

2 700+ **18-34s in**
Top Markets

F US CN GB BR IN



WHO ARE **PROSUMERS**?



A photograph of a sunset over the ocean. The sky is a mix of orange, pink, and purple. The sun is low on the horizon, creating a shimmering path of light on the water. Two people are in the water, their arms raised in celebration. The text is overlaid on the image.

**TWENTIES, A CRUCIAL AGE
BUT COVID-19 HAS SHAKEN UP THEIR ROUTINES**



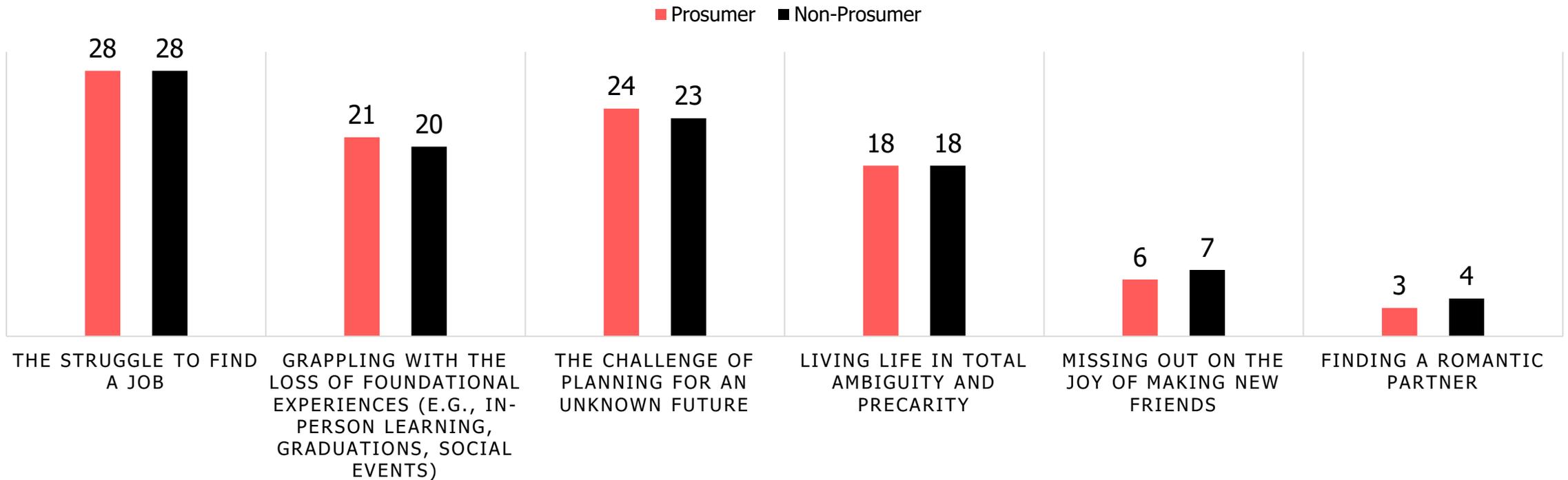
SOCIAL LIFE

64%
PROSUMERS

60%
MAINSTREAM

I have felt lonelier during this pandemic than ever before

IN THE WAKE OF COVID-19, THE MOST SIGNIFICANT HARDSHIP FOR MY GENERATION HAS BEEN:



67%
PROSUMERS

65%
MAINSTREAM

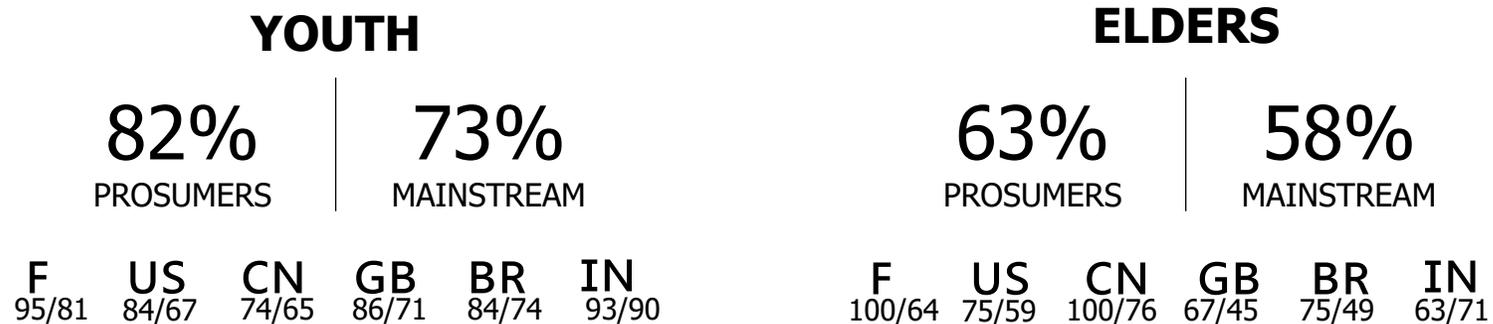
Today, it's harder to be 20 years old than it was 20 years ago

F	US	CN	GB	BR	IN
76/71	62/63	92/81	64/65	65/62	79/81



SACRIFICES HAVE BEEN MADE BUT THEY'RE NOT FULLY RECOGNIZED BY THE ELDERS

My generation has had to make many sacrifices because of the COVID-19 pandemic



DOES **SELFISHNESS** REIGN SUPREME?

53%
GEN-Z

23%
BOOMERS

Society is too obsessed with protecting old people,
often forgetting that the youth are our future

F 73/63	US 42/39	CN 52/52	GB 42/44	BR 44/42	IN 53/65
-------------------	--------------------	--------------------	--------------------	--------------------	--------------------



THE YOUTH HAVE REACHED A STATE OF **LIBERATING** **ANGER**

50%

of interrogated youth
feel angry because
of the pandemic.





THE FALL OF BOOMER ERA

THE SEED OF A REVOLUTION AMONG THE YOUNG

75%

PROSUMERS

71%

MAINSTREAM

I think it takes radical actions to
bring about real change

F	US	CN	GB	BR	IN
82/86	72/59	24/25	78/66	78/76	82/83



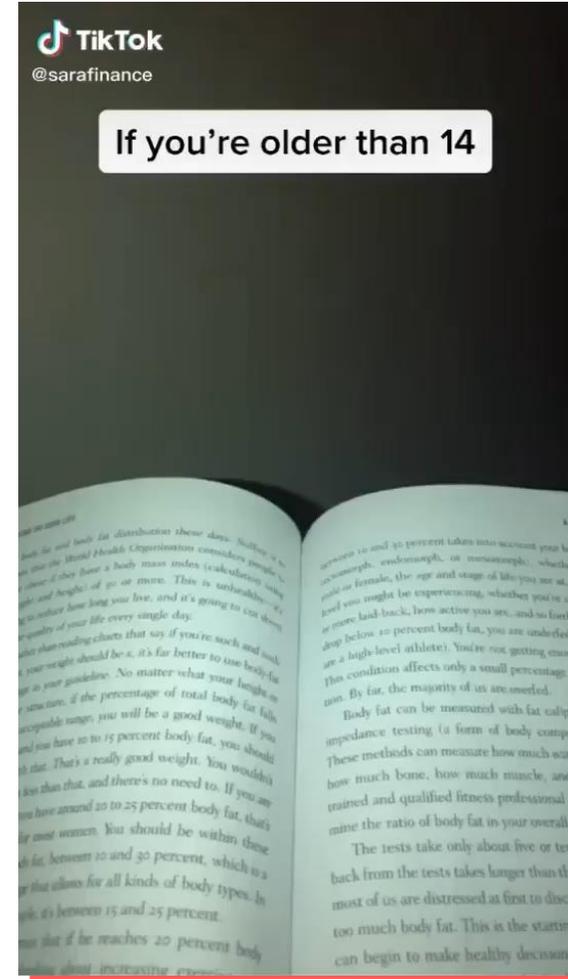
SHOULD WE «SACRIFICE THE PRESENT FOR THE SAKE OF THE FUTURE» ?

87%
PROSUMERS

75%
MAINSTREAM

After the pandemic, I will make up for lost time and live my life to the fullest

F	US	CN	GB	BR	IN
88/81	84/72	89/75	90/78	95/80	96/88



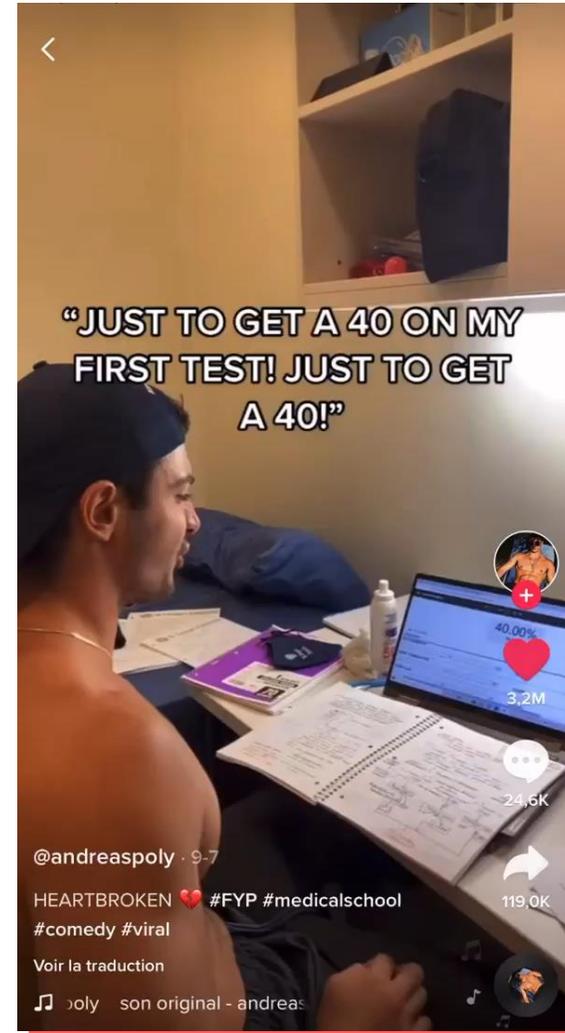
MUST WE «STUDY TO BE SUCCESSFUL» ?

72%
PROSUMERS

68%
MAINSTREAM

I think more and more that one can have a successful life without receiving a university degree or diploma

F	US	CN	GB	BR	IN
67/65	72/64	59/57	85/75	72/71	71/76



MUST WE «WORK MORE TO EARN MORE»?

66%
PROSUMERS

62%
MAINSTREAM

I'd rather take a job with a lower wage that allows me more flexibility to balance work-life as opposed to having a higher paid position job that consumes all of my time

F	US	CN	GB	BR	IN
71/66	62/62	61/52	67/63	69/62	85/77



MUST WE «VOTE TO BE A GOOD CITIZEN»?»?

73%
PROSUMERS

60%
MAINSTREAM

I prefer to be an activist for the causes I care about
as opposed to committing to a political party

F	US	CN	GB	BR	IN
85/70	67/57	71/57	68/55	80/62	80/71



HATE SOMETHING? CHANGE SOMETHING

From paralyzing anger to changing now



**YOUNG GENERATION WANTS
CHANGE AND THEY WANT IT NOW**

**SKOLSTREJK
FÖR**

**GREVE
MONDIALE
POUR LE
FUTUR**

FUTURE IS MEANINGLESS SO LET'S CHANGE IT

90%

PROSUMERS

85%

MAINSTREAM

The worst thing about COVID-19 is
not knowing when it will end

F	US	CN	GB	BR	IN
92/88	91/83	83/79	89/87	96/94	91/81



POLITICS

WORK

LIFESTYLE

THEY GAVE UP ON CONVENTIONAL POLITICS

67%
PROSUMERS

61%
MAINSTREAM

Political leaders are disconnected from the aspirations of today's younger generation

F	US	CN	GB	BR	IN
83/67	65/61	38/37	83/68	67/64	79/71

Régionales 2021 : « On observe une abstention des jeunes plus forte à chaque élection, mais une participation soutenue aux mouvements de protestation »

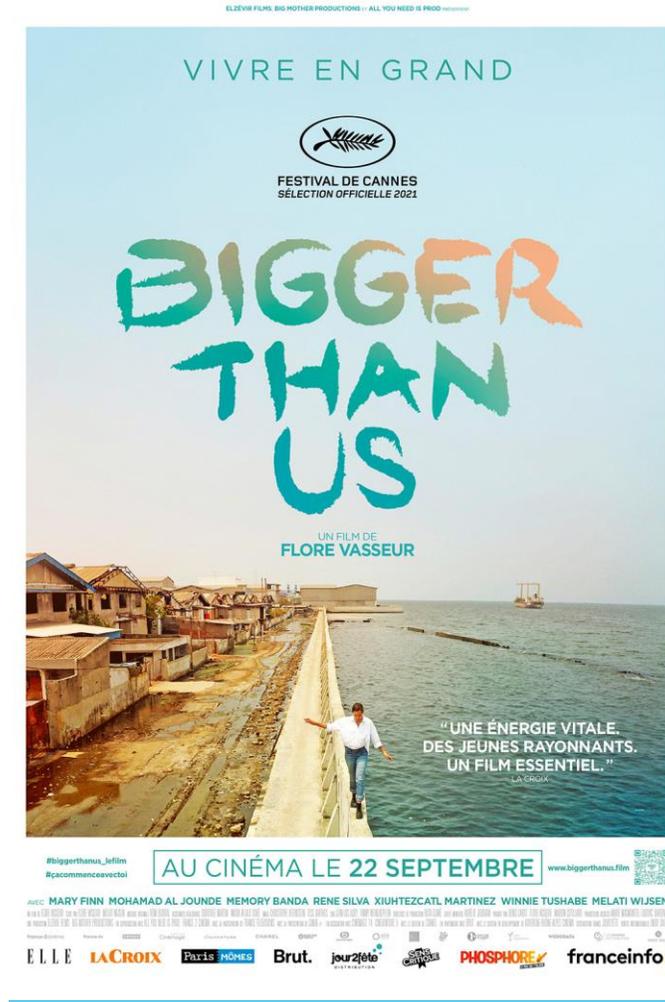
BUT REMAIN THE MOST ENGAGED GENERATION

75%
PROSUMERS

62%
MAINSTREAM

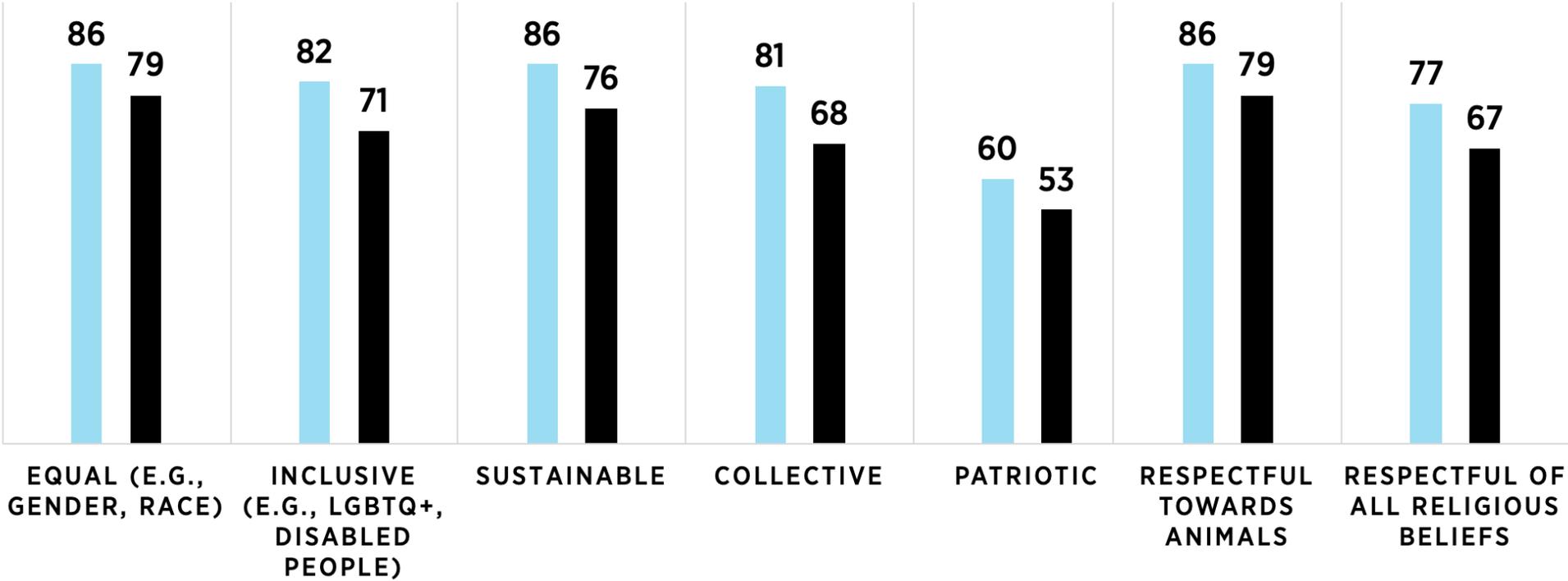
Even if younger generations are less politicized than older generations, they are the most engaged in their own way

F	US	CN	GB	BR	IN
90/65	65/61	84/69	71/59	78/66	85/82



I THINK MY GENERATION IS LEADING THE FIGHT FOR A WORLD THAT IS MORE:

■ Prosumer ■ Non-Prosumer



TO BRING CHANGE THEY CHOOSE **ACTIVISM OVER** **POLITICS**

73%
PROSUMERS

60%
MAINSTREAM

I prefer to be an activist for the causes I care about as opposed to committing to a political party

F 85/70	US 67/57	CN 71/57	GB 68/55	BR 80/62	IN 80/71
-------------------	--------------------	--------------------	--------------------	--------------------	--------------------

*We can't save the world by playing the rules, have to be changed.
Everything needs to be change- and it has to start today*
G. Thunberg

Brut's activism content engagement vs. average engagement rate

FR	1,6x average engagement
US	1,5x average engagement
IN	1,2x average engagement

ACTIVISM OVER POLITICS TO FIGHT FOR **THE PLANET**

45%
PROSUMERS

35%
MAINSTREAM

I am personally engaged in some
form of activism for the planet

F	US	CN	GB	BR	IN
58/40	42/35	45/39	48/27	63/42	59/50



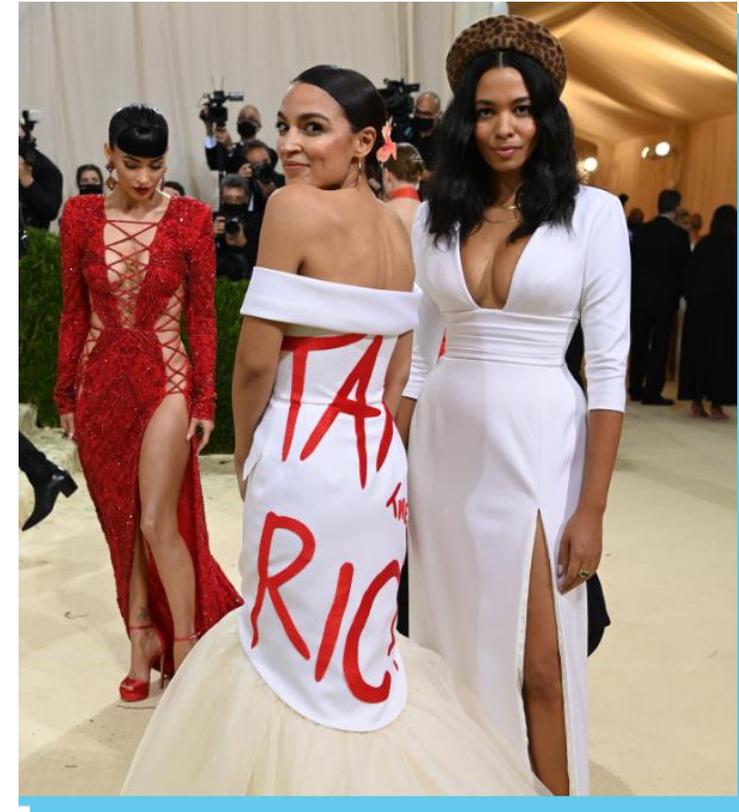
ACTIVISM OVER POLITICS TO FIGHT FOR **SOCIAL EQUALITY**

46%
PROSUMERS

36%
MAINSTREAM

I am personally engaged in some form
of activism for social equality

F	US	CN	GB	BR	IN
47/31	42/33	58/57	39/24	72/52	56/61



ACTIVISM OVER POLITICS TO FIGHT FOR **GENDER EQUALITY**

40%
PROSUMERS

31%
MAINSTREAM

I am personally engaged in some form
of activism for gender equality

F	US	CN	GB	BR	IN
51/34	28/32	45/42	42/23	52/36	53/51



ACTIVISM OVER POLITICS TO RETHINK HISTORY

48%
GEN-Z

28%
BOOMERS

I support removing statues of controversial historical figures from public spaces

F	US	CN	GB	BR	IN
36/33	49/50	52/47	51/17	38/25	61/50



ACTIVISM THROUGH SOCIAL

89%
GEN-Z

62%
BOOMERS

Social media empowers me to support
causes I care about

F	US	CN	GB	BR	IN
91/100	86/67	96/100	51/67	95/100	85/100



POLITICS

WORK

LIFESTYLE

TO HELL WITH BULLSHIT JOBS

78%
PROSUMERS

70%
MAINSTREAM

My generation is tired of bullshit jobs and craves work that will have a real impact

F	US	CN	GB	BR	IN
91/76	77/65	71/60	73/71	78/71	87/80



WORK UNCHAINED

LEAD

The Great Resignation Is Here, and It's Real People are quitting their jobs at a higher than usual rate. What can businesses do to keep their workers? [🔗](#)

BY PHILLIP KANE, CEO AND MANAGING PARTNER, GRACE OCEAN @THEPHILLIPKANE

Inc.

As The Pandemic Recedes, Millions Of Workers Are Saying 'I Quit'

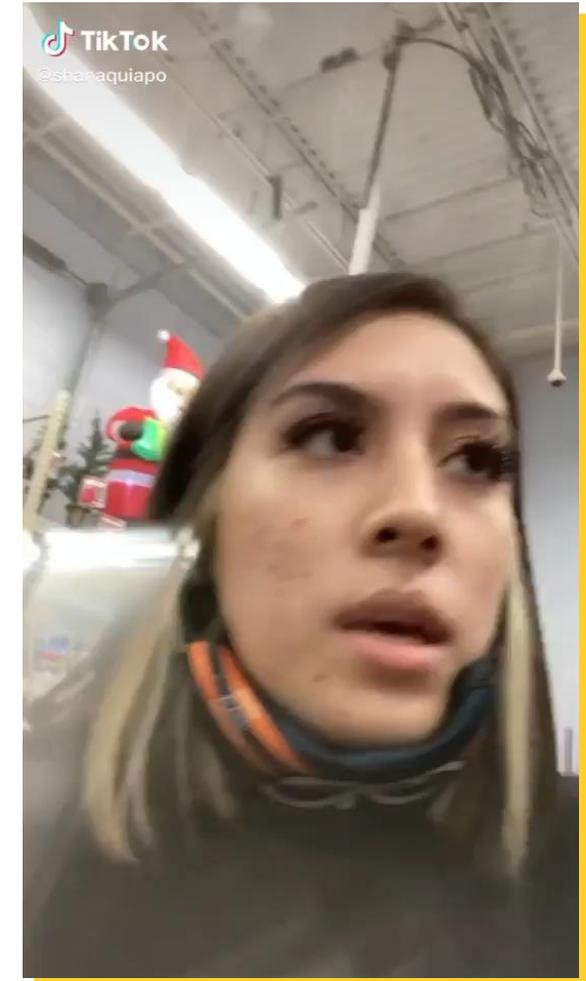
June 24, 2021 · 6:01 AM ET

n p r

Survey: 40% of employees are thinking of quitting their jobs

#QUITMYJOB

162 millions views



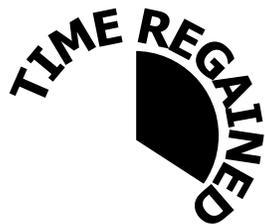
TIME REGAINED: A NEW WORK-LIFE BALANCE

65%
PROSUMERS

62%
MAINSTREAM

I'd rather take a job with a lower wage that gives me more flexibility to balance work-life as opposed to having a higher paid position that consumes all of my time

F 70/64 US 63/64 CN 63/57 GB 69/62 BR 70/62 IN 79/75



TIME FOR YOURSELF

54%
PROSUMERS

47%
MAINSTREAM

The pandemic has made me realize that I should prioritize making time for myself

F	US	CN	GB	BR	IN
56/53	54/47	41/34	56/47	57/49	69/54



TIME FOR YOURSELF

TIME FOR FAMILY

37%
PROSUMERS

35%
MAINSTREAM

The pandemic has made me realize that I should: Settle down and start a family— or devote more time to the family I already have

F	US	CN	GB	BR	IN
42/36	33/29	66/52	32/27	44/37	31/43

TIME FOR CAUSES

67%
PROSUMERS

57%
MAINSTREAM

I want to work less and dedicate more time to causes that matter to the world

F	US	CN	GB	BR	IN
63/51	54/54	80/70	66/57	71/58	72/75

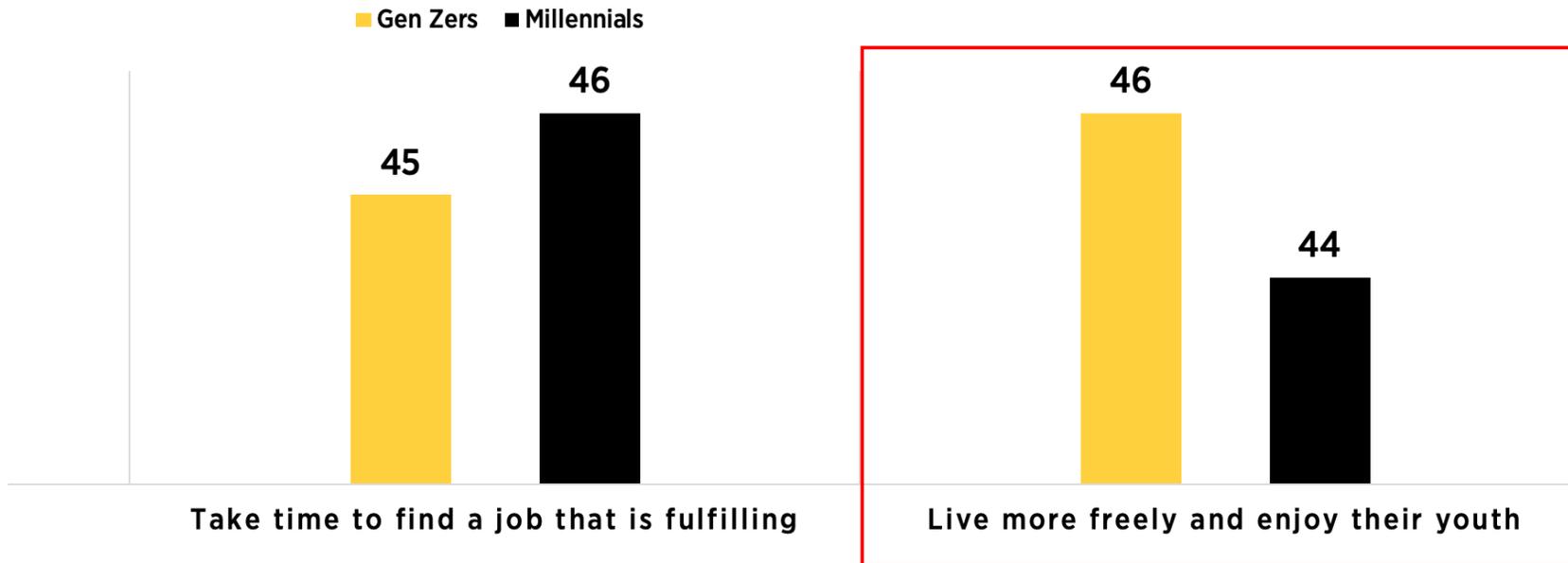


TIME FOR YOURSELF

TIME FOR FAMILY

UNIVERSAL INCOME FOR A MEANINGFUL LIFE

I support a universal basic income for my generation because it could help us to:



BIG COMPANY BEATS START UP MANIA

20%
PROSUMERS

29%
MAINSTREAM

I'd prefer to work for a small company
to avoid corporate politics/hierarchy

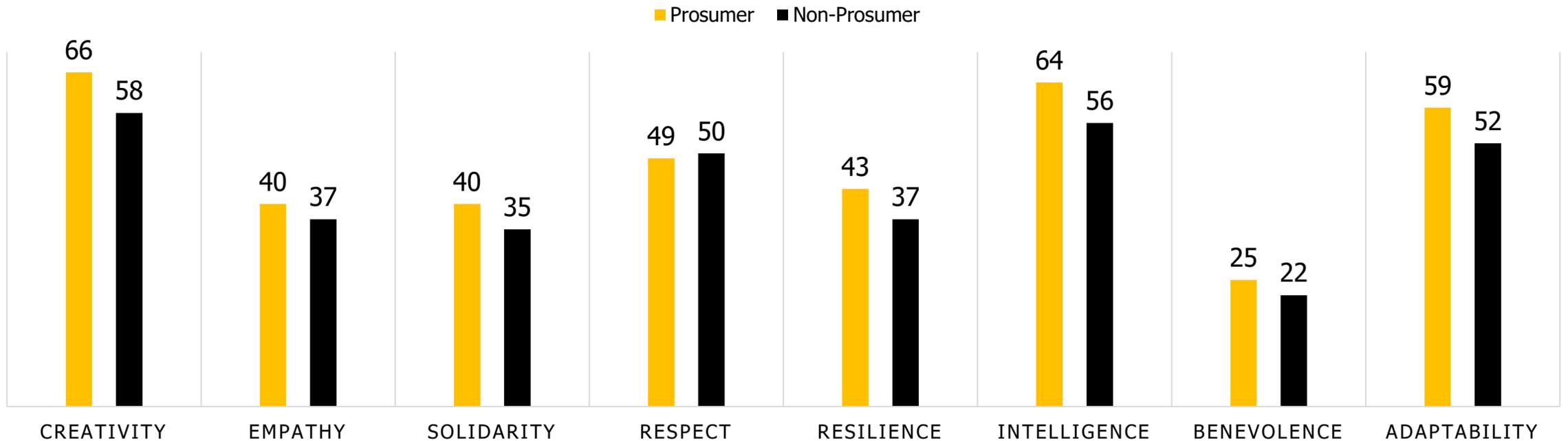
44%
PROSUMERS

37%
MAINSTREAM

I'd prefer to work for a bigger company to
work on bigger projects with a bigger impact

NEW VALUES AS CREATIVITY UPSET MANAGEMENT PRECEPTS

IN THE FUTURE, THE SKILLS THAT WILL BE VALUED MOST
ARE:





POLITICS

WORK

LIFESTYLE

**THE YOUTH WANT TO BUILD A NEW
WORLD THAT SUITS THEIR
ASPIRATIONS**

FROM OWNERSHIP TO SHARING

75%
PROSUMERS

69%
MAINSTREAM

I want my generation to build a world that
values sharing over ownership

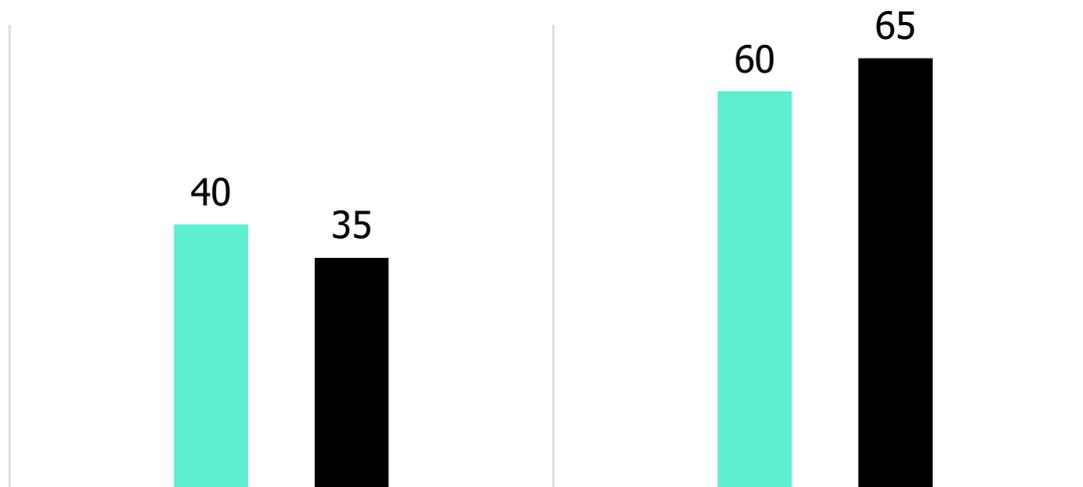
F	US	CN	GB	BR	IN
71/57	81/64	79/63	68/64	90/85	83/82



FROM LIVING ALONE TO COMMUNITIES

My ideal lifestyle would be to live:

■ Prosumer ■ Non-Prosumer



In a smaller group and share utilities from transportation means, to cleaning, washing and regular personal maintenance, etc.

As previous generations did, in a private house or apartment/flat



FROM CARNIVORES TO VEGETARIANS

40%
PROSUMERS

37%
MAINSTREAM

To solve the world's problems, I'm personally
ready to become vegetarian

F 32/28	US 30/39	CN 34/33	GB 48/34	BR 44/33	IN 68/67
-------------------	--------------------	--------------------	--------------------	--------------------	--------------------

Le Monde

« Une tendance forte chez les jeunes » : le
végétarisme, nouveau marqueur générationnel et
social

Si le régime sans viande, qui reste marginal en France, se développe dans l'ensemble de la population, ce
sont les jeunes qui s'y convertissent davantage, et en particulier les plus favorisés socialement. Ils
l'envisagent comme un mode d'action pour la défense de l'environnement.

FROM PARENT'S NEST TO **CHILD FREE**

51%
PROSUMERS

51%
MAINSTREAM

Saving our planet will require radical
action like not having children

F	US	CN	GB	BR	IN
51/50	68/53	22/28	61/62	35/37	65/70





**IS THIS THE END OF CONSUMPTION
SOCIETY?**

THE TEMPTATION TO **DECREASE**

73%
PROSUMERS

68%
MAINSTREAM

I want my generation to build a world
that is less consumption-obsessed

F **US** **CN** **GB** **BR** **IN**
72/60 78/64 54/51 72/69 85/79 73/73

67%
PROSUMERS

62%
MAINSTREAM

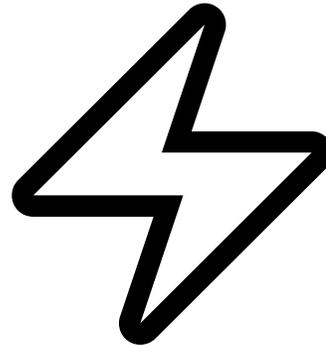
To solve the world's problems, I'm personally
ready to live a more minimalist lifestyle

F **US** **CN** **GB** **BR** **IN**
69/58 54/54 66/65 70/60 71/62 83/77

CHANGE NOW

89%
PROSUMERS

We need to create as much urgency for ecological challenges as we have for the COVID-19 pandemic



ENJOY NOW

53%
PROSUMERS

The COVID-19 crisis has made me more inclined to live in the present and not to plan for the future

CHANGE NOW

59%
PROSUMERS

57%
MAINSTREAM

To solve the world's problems, I'm personally ready to stop buying fast fashion

F	US	CN	GB	BR	IN
67/62	58/54	25/38	70/58	59/53	64/64



ENJOY NOW

15 billions \$
Shein valuation



CHANGE NOW

43%
PROSUMERS

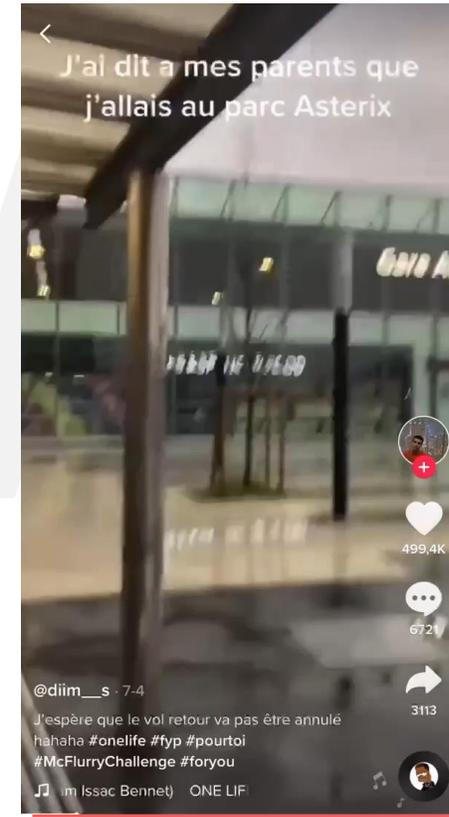
43%
MAINSTREAM

To solve the world's problems, I'm personally
ready to avoid air travel

F	US	CN	GB	BR	IN
53/49	49/44	24/30	53/45	51/40	61/60



ENJOY NOW



CHANGE NOW

72%
PROSUMERS

64%
MAINSTREAM

To solve the world's problems, I'm personally ready to produce more of the things I use

F	US	CN	GB	BR	IN
74/64	70/60	57/54	74/61	89/74	91/84



ENJOY NOW

YOUR
GROCERIES
DELIVERED IN
10 MINUTES.
WE ARE FLINK:

Fresh groceries delivered at supermarket prices.



A woman with long dark hair, wearing a white ribbed sweater, is looking at a smartphone. The background is a warm, orange-red gradient. The text "LEARNINGS FOR BRANDS" is overlaid in a white box with a red border.

LEARNINGS FOR BRANDS

THE YOUTH EXPECT COMPANIES TO BE **DRIVERS OF CHANGE**

87%
PROSUMERS

76%
MAINSTREAM

I expect large companies to contribute
positively to the world of tomorrow

F	US	CN	GB	BR	IN
85/74	79/65	92/80	82/74	93/87	93/84

Kering Goes Entirely Fur Free

Kering has taken the decision to stop using animal fur. Starting from the Fall 2022 collections, none of the Group's Houses will be using fur.

CONSUMER LESS BUT **BETTER**



Once Threatened, Europe's Night Trains Rebound

With growing concern over the environmental impact of flying, sleeper train service, long considered old-fashioned and nostalgic, is picking up steam.



Avec Maison Cléo, Marie et sa maman Nathalie – alias Cléo – veulent remettre les pendules mode à l'heure. Un label concerné, luttant contre la surproduction en réalisant sur-commande à partir de chutes de tissus pur luxe. Et ce, avec un inébranlable optimisme et une fraîcheur à toute épreuve. Rencontre.

MAKE A SUSTAINABLE FUTURE **ATTRACTIVE**



BE RADICAL

**It's like
milk but
made for
humans.**



So what is this oat drink anyway? Milk? No, it's not milk. Milk comes from a cow. It was designed for baby cows. Oats grow. You plant them in the soil of the earth and allow the sun to shine on them and they grow. Tall and strong and full of purpose.

A couple of decades ago, we looked into the nutritional characteristics of oats and thought: what if we forgot the cow altogether and turned these oats into a drink that was designed for humans? So we did. And here it is. Please do enjoy!



IN A NUTSHELL

- 1/ Placing youth as our top priority and imagine a desirable future with them.
- 2/ Reinvent representation at the crossroads of activism and political engagement.
- 3/ Liberate their creative energy within the corporate environment and give them enough room to express it.
- 4/ Use their will to “enjoy and change now” as a way to transform our consumption society

TABLE RONDE



Flora Ghebali

Fondatrice de Coalitions et auteure de
« Ma génération va changer le monde »



Sylvain Louvet

Directeur Éditorial Adjoint de BrutX
et prix Albert-Londres 2020

**FAKE
OFF**



GENERATION COVID

HAVAS
GROUP