

## Alliancer og samspil med unge

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”Generation mig mig mig”

”Generation fucked up”

”Den ansvarsløse ungdom”

”zapper generationen”

”De unge illoyale forbrugere”

Urban, april 2010

Berlingske juni 2011

Berlingske juni 2011

Politiken april 2013

Børsen aug. 2013

Morten  
Albæk  
&  
Rasmus  
Hylleberg

# Generation fucked up?

GYLDENDAL



Et hurtigt historisk oprids.



25-09-2013



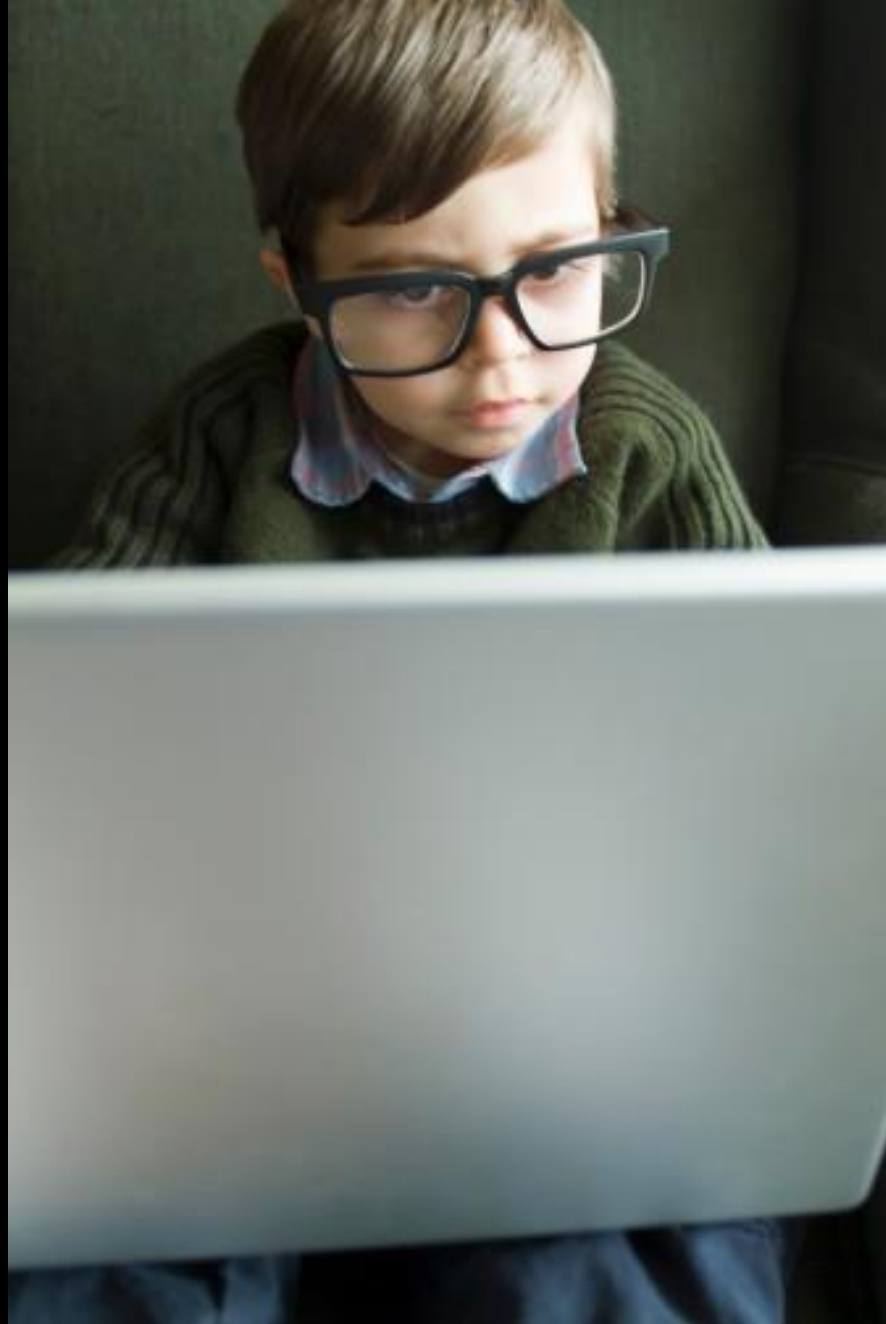
25-09-2013







25-09-2013



25-09-2013



Starter Microsoft  
21. år



Starter  
Facebook  
18. år



Starter  
Instagram  
29. år

**LEGO**





Brick Palette

Bricks Starter Models Creator






A vertical toolbar containing several icons: a blue square, a white square with a black outline, a yellow square with a black outline, a red square with a white outline, and a red 'X' icon.



A navigation pad with four directional arrows (up, down, left, right) and two circular buttons with plus and minus signs for zooming in and out.

Fra

Til

100 logo designers gns. alder 39

1.000.000 logo designers gns. alder 9

300 nye lego set per år

3.000.000 nye lego set per år

Foruddefinerede oplevelser

Hjemmelavede interaktive og sociale oplevelser

Forsøge på at forstå kunderne

Kunderne laver selv hvad de vil ha

# 1. Hvordan kommunikerer vi i øjenhøjde med unge?



# 1. Trend

”Unge kræver retten til at være sig selv og basere deres livsstil derpå”





25-09-2013



## 2. Trend

”Unge er super **ambitiøse** og det er helt acceptabelt at skilte med succes og penge”



# Shubidua: Askepot (den røde tråd)



Der vil altid være en dille  
et lille modedyr  
som lever af at spise dine penge  
Hvis de fik det som de ville  
dem der sidder og syr  
så skulle vi gå  
med tusind lapper på.







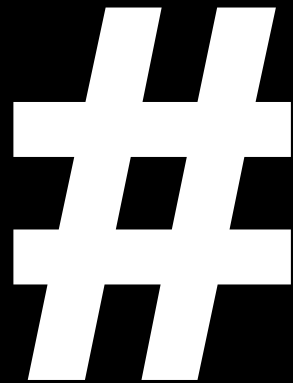


# 3. Trend

”Unge bruger mere tid med vennerne online end offline”



Hvor mange ved hvad dette er:



# 4. Trend

” Unge er **ekshibitionister** –  
de vil stå på scenen”





25-09-2013



Rockthepalace.com is offline  
(yes, some big hits come to an end).

For more online fun check [CLIPCASTER.TV](#)

Login



# 5. Trend

”Unge vil selv - og kan selv”





25-09-2013

## 2. Samspel og alliancer med unge



Vidste i at der findes et sted hvor  
over en mio. mennesker arbejder  
gratis mere end end time om ugen?



WIKIPEDIA

Vidste I at der findes spillefilm  
finansieret primært af unge  
privatpersoner?



25-09-2013

26 mio. \$

Og vidste I at det var unge der  
havde lavet det meste af filmen  
gratis?





# IRON SKY

25-09-2013





pepsi refresh project

In 2010, PepsiCo gave millions of dollars to fund great ideas, big and small, that make the world a better place. What's a good idea? What gets a Nobel Prize? You decide.

Thousands of ideas

Millions in Grants

Make Your Choice

my  
STARBUCKS IDEA

SHARE.  
VOTE.  
DISCUSS.  
SEE.

Share Your Idea

DELL

SUGGESTIONS  
**IDEASTORM**  
WHERE YOUR IDEAS REIGN

The Dell Community has contributed 3699 ideas (generated 473484 times - 16000 comments)

popular ideas

How IdeaStorm Works

POST...

your idea for a new Dell product/service

PROMOTE

your idea

GET IDEAS

Standardize Power Cables

Nothing is more annoying than trying to figure out how to connect your power cables. It's a pain in the neck. Let's standardize power cables. This would be great for peace of mind.

Standardize Power Cables

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Standardize Power Cables

first direct



Tell us what you're thinking...

At First Direct we don't shy away from feedback, we thrive on it. It shows us how we do things around here. This website shows you what's being said about us in online blogs and forums. It's a place to write your thoughts. Take a look and then tell us what you're thinking. We welcome your opinion, whether you're a customer or not.

Live from first direct taking part

Question

What do you really want from your bank?

"I want 100% security. I love that Direct Banking but I've seen some bank accounts offer a random number pin code for increased security when transacting online. This would be great for peace of mind"



CHOCOLATE CARAMEL COFFEE ORANGE RAISIN MALTSERS

Which is your least favourite Revels flavour?

### 3. Hvad hvis???

DM i rundkørsel

Kan I få det fikset appén

Danmarksdagen

Fritidsrådet

Varm pizza ovnen op med skrald

Hvordan skal vi bruge en mio.

Vi så alle som medspillere

Hjælp os med at bruge:

1 mio



Çarşıya →

Yaymaç Demirler Fen Lisesi →

Anıt →

EFES

KESES

#





**Skrald for Pizza!**



Hvad hvis vi så de  
unge som  
medspillere?