

POWERFUL TOGETHER

SHARE THE POWER

80% OF GENZS CLAIM THEY HAVE ECO-ANXIETY (STUDENT ROOM)
GENERATION Z (POPULATION: 74 MILLION) IS DEFINED AS THOSE
BORN BETWEEN 1997 AND 2012, RANGING IN AGE FROM 7 TO 22

INSIGHT

GenZ is struggling with eco-anxiety. They would like to desperately save the planet but the Boomers are bringing the major decisions - some often feel left out.



It is safe to say that boomers weren't born with eco-anxiety they inhabited a world more secure than nowadays - they don't know the struggle.

Even GenX might have some empathy towards their Millennial children - in the manners of an unbright future.

The 'Ok Boomer' culture only widens the gap between grandparents and their grandchildren.

IT'S TIME TO STOP IT.

CHALLENGE

We have to create an emotional platform where both groups (GenZ and Boomers) could feel appreciated and valuable and might do some bonding.

We have to bring them together. We have to find solutions to ease the environmental distress of the youth. The answer is personal level action. Our message is clear:

'Challenge eco-anxiety with e-mobility'

We ask GenZ to share their doubts through ironic visual self-expression (memes) and we help them to reach out to the Boomers (on their own routes) and try to empathize them and possibly collaborate with them.

We use our target as a medium.

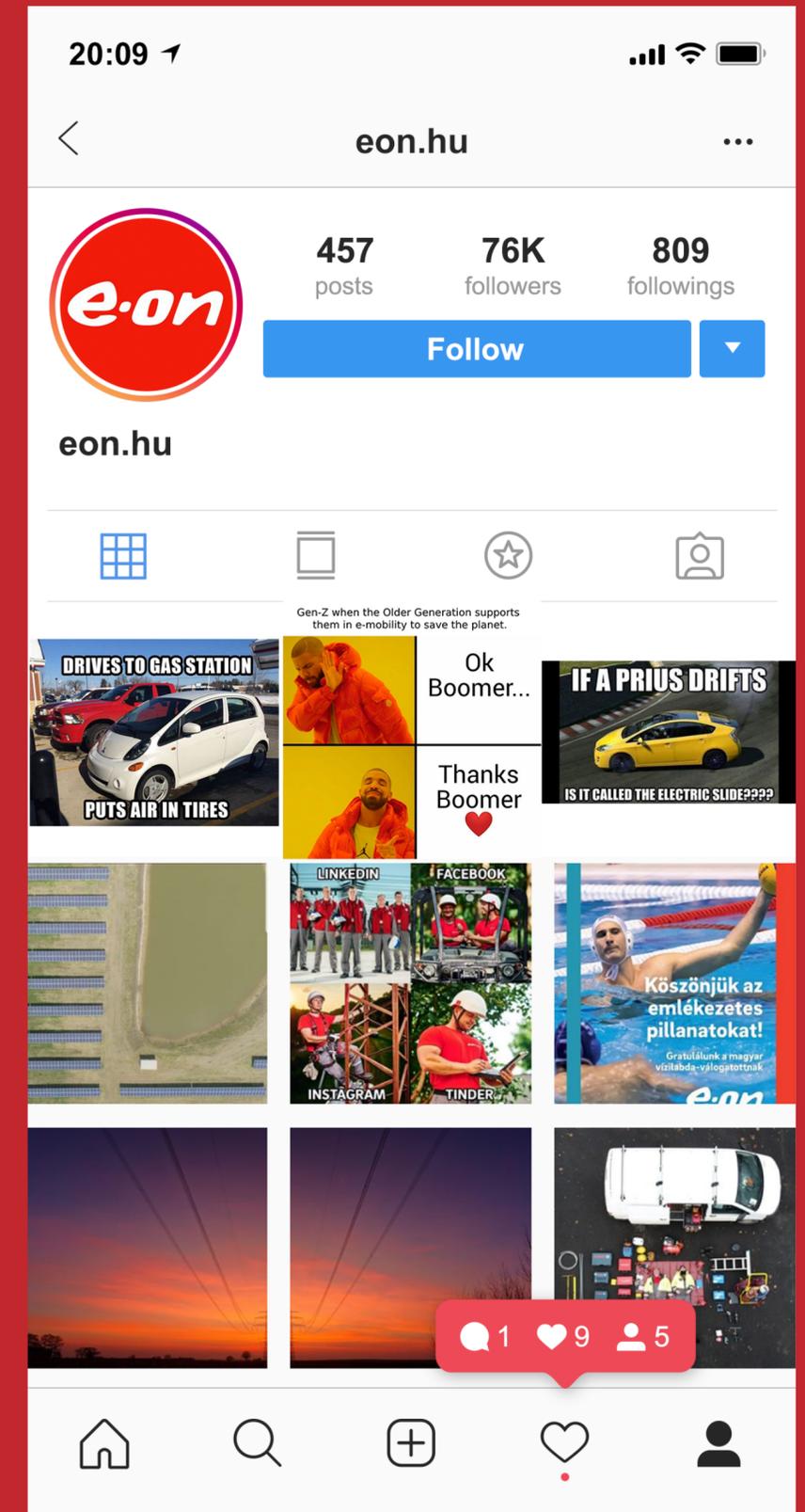
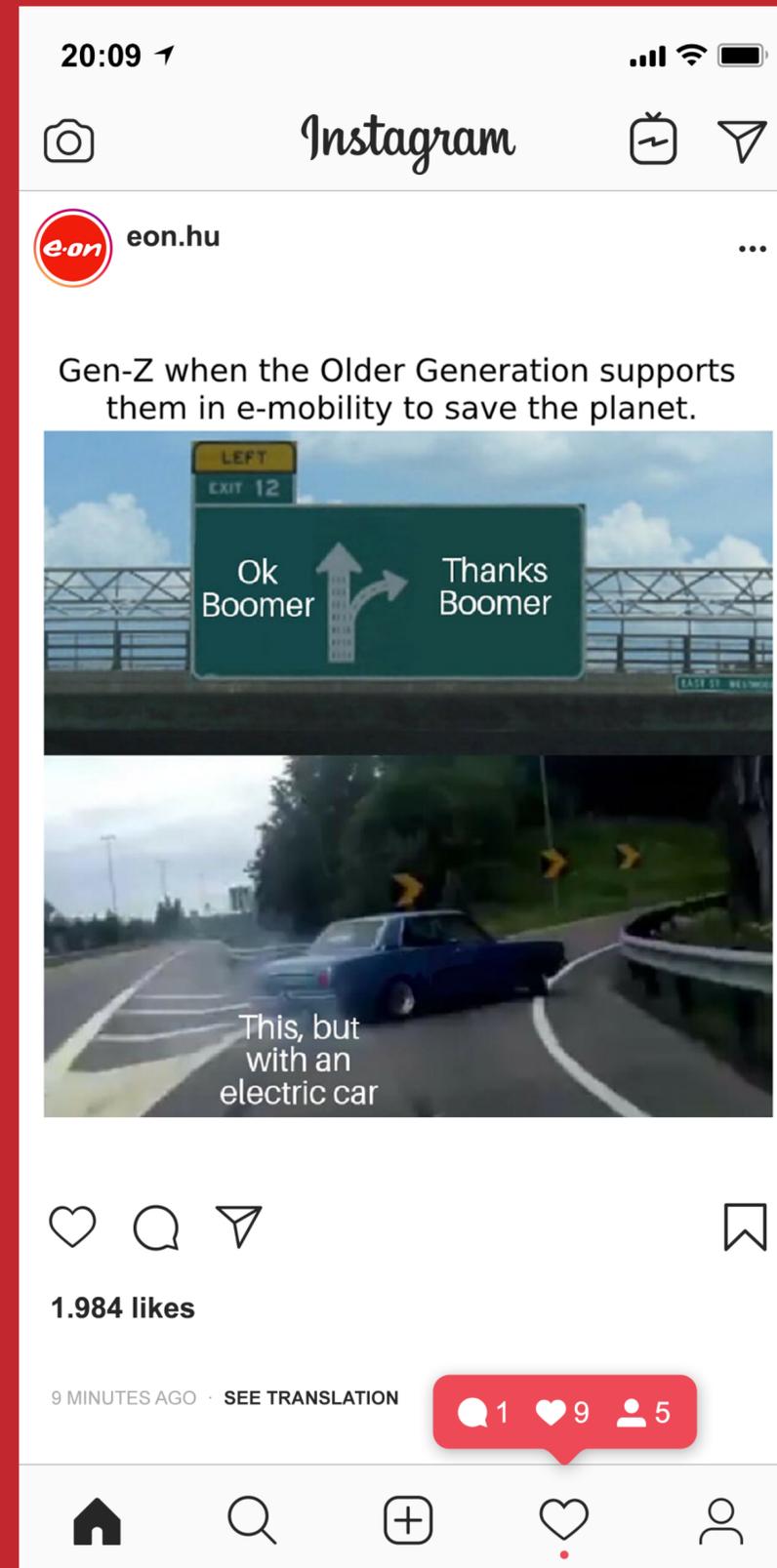


MECHANISM

We create an age-targeted Instagram ad with an open call for memers of the generation to reflect on issues like eco-anxiety, e-mobility and climate change.

User-generated content as self-expression: launching a meme contest.

The best memes will be posted by E.ON official Instagram page and will appear on offline surfaces (prints, transit advertising, OOH).



MECHANISM

Use the viral hype to promote an upcoming TEDxYouth E.ON showcase with GenZ speakers on eco-anxiety.

Brainpicking session with different generations of thinkers. Networking, introducing problem ambassador, video live chat with the participants.

TEDx
Youth

e.on

MECHANISM

The top memers will be also rewarded by energy bill discounts for their home / parents / schools or free Blink sessions thus encouraging a sharing economy mindset and a cooperative behaviour.



Gen-Z when the Older Generation supports them in e-mobility to save the planet.

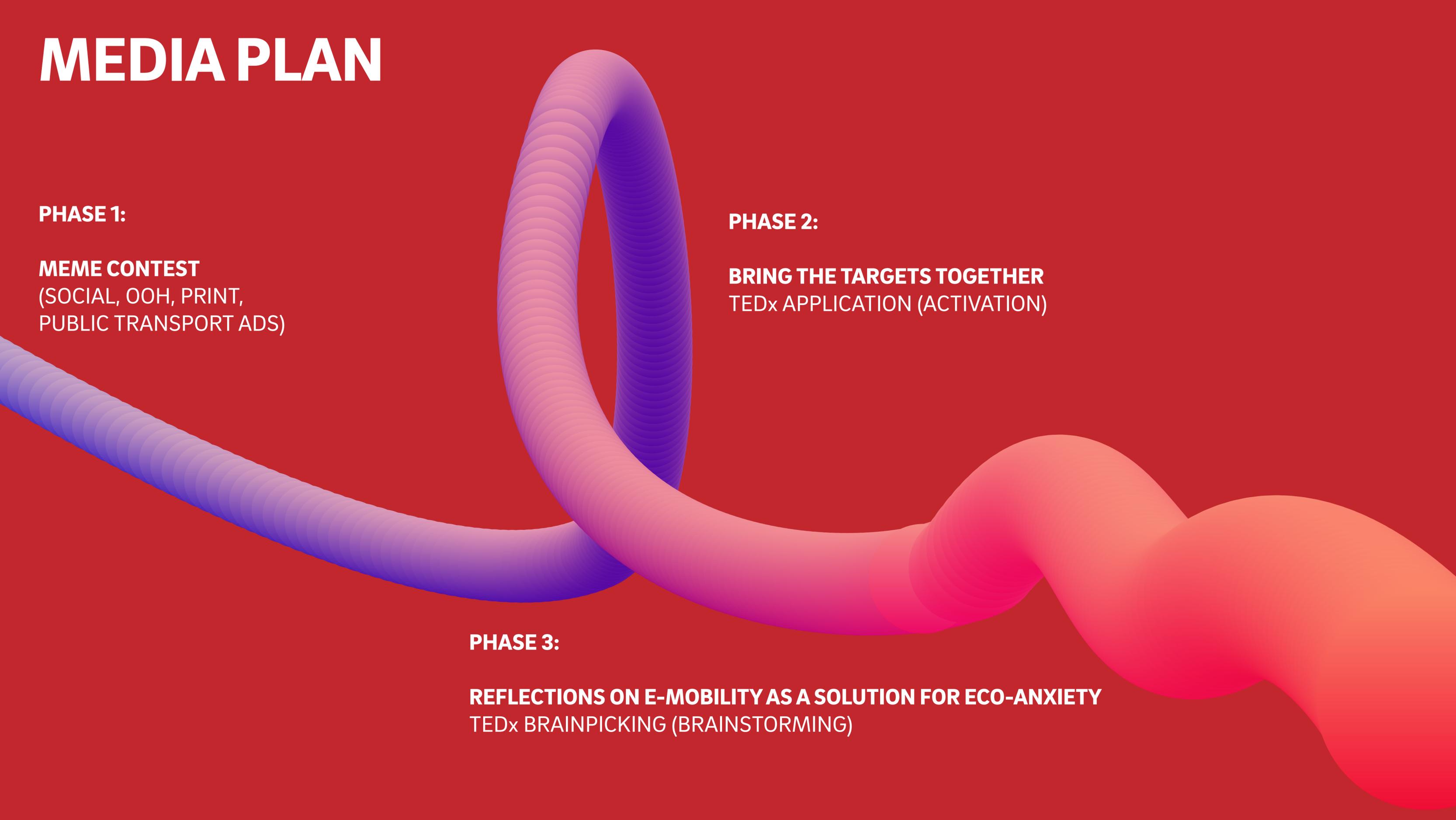


Ok
Boomer...



Thanks
Boomer
❤️

MEDIA PLAN



PHASE 1:

MEME CONTEST

(SOCIAL, OOH, PRINT,
PUBLIC TRANSPORT ADS)

PHASE 2:

BRING THE TARGETS TOGETHER
TEDx APPLICATION (ACTIVATION)

PHASE 3:

REFLECTIONS ON E-MOBILITY AS A SOLUTION FOR ECO-ANXIETY
TEDx BRAINPICKING (BRAINSTORMING)

CONCLUSION

Inclusive discussions are vital for our targets to challenge their opinions and come up with solutions on their own.

