

nnn

DRIVERS GEN NOW

2024
2025

INTRODUCTIE

WHO ARE WE?



NOW NEW NEXT IS EEN ALLROUND ONTWERPBUREAU VOOR BRANDING & PACKAGING DESIGN IN DE FOOD, NEAR FOOD EN NON-FOOD INDUSTRIE MET EEN SCHERP OOG VOOR DE VERANDERENDE CONSUMENT (GEN NEXT) EN DUURZAAMHEID.

CLIENTS

Brands, catering or production companies 2 mio – 5 bil turnover, or:

- Airline related
- Small but strategic important
- Sustainability related
- Nice & fun

ACTIVE FIELDS

- Food
- Cosmetics
- Packaging
- Beverage
- Hospitality
- Gen Next
- Sustainability

CHANNELS

- Retail
- Airline
- Petrol
- Foodservice

SERVICES

- Trends & insights
- Brand & positioning
- Gen next food marketing
- 2D & 3D packaging design
- Food, cosmetics & packaging innovation
- Lectures, presentations, events
- Category management & vision



THE CHANGING CONSUMER

• • • • • • • • • • • • • • • •

Boomers



B

- ACTIVE & SOCIAL: focus on health and an extensive social network
- THE NEW OLD: very active and open to new experiences
- ALWAYS ON: fastest growing group online
- HEY BIG SPENDER: most disposable income across generations

Gen X



- FOCUS ON FAMILY: first generation where both parents work - confluence of gender roles
- CYNISM: their 'formative years' were turbulent, both politically and economically
- PRAGMATIC: low loyalty to brands; better deal elsewhere? then they switch
- FINANCIALLY STRONG: has a big impact on baby boomers and generations Y and Z



THE CHANGING CONSUMER

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Millennials



now no coes! Y

Gen Z



Z

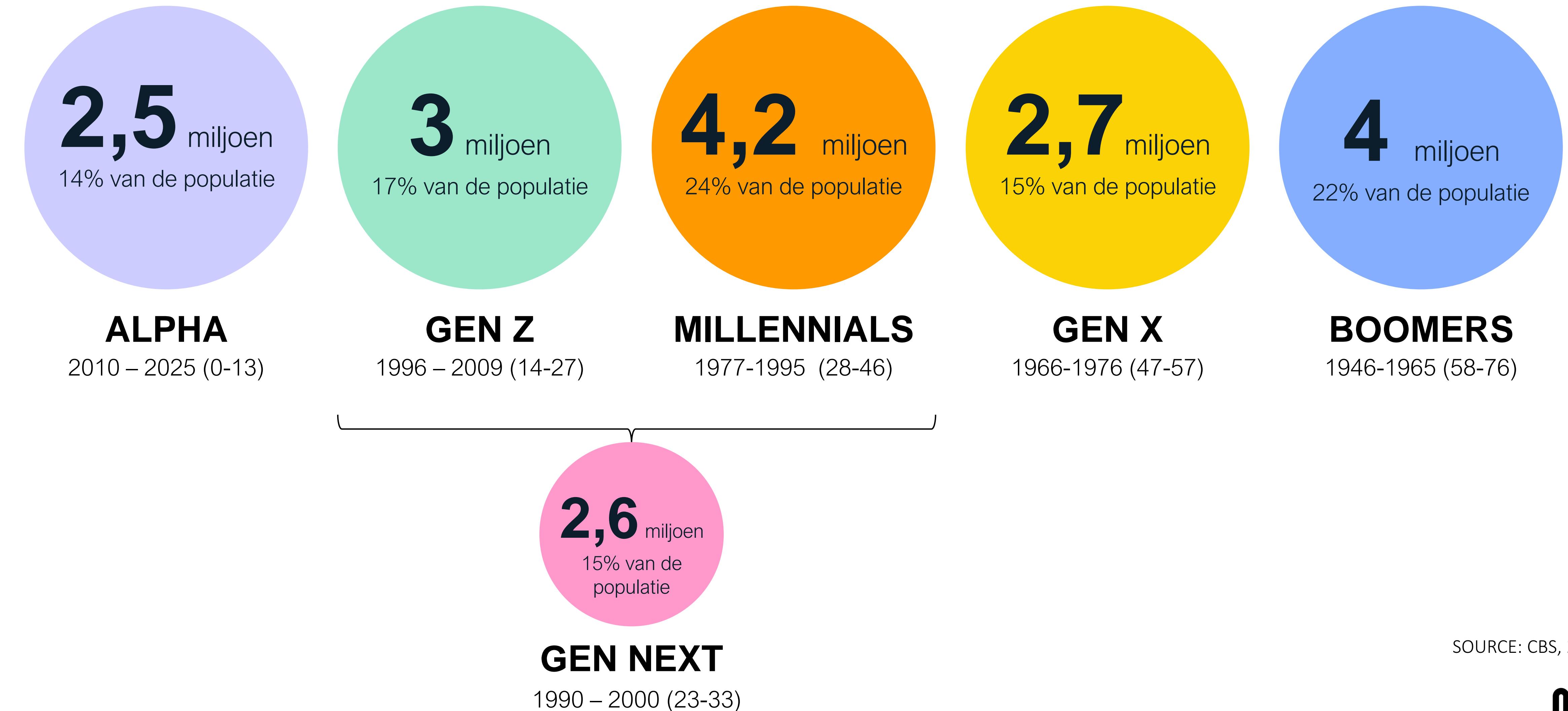
- NO BOUNDARIES: not bound by cultures, borders or pigeonholes.
- SUSTAINABLE SOLUTIONS: aim for a more sustainable consumerism
- DIGITAL NATIVES: are their own content creators as well as editors
- HYBRIDE: incorporate multiple values into a purchase decision

- DRIVEN: consumption as an ethical issue
- EXPERIENCE: access and discovery rather than possession
- ECO-CONSCIOUS: expect brands to take a stand
- ACTIVISTIC: they are a group to consider when it comes to social, environmental and political issues



DEMOGRAFIE NL

• • • • • • • • • • • • • • • •



SOURCE: CBS, 2021



GEN Z

3.288.000

(18% van de Nederlandse
bevolking)

• • • • • • • • • • • • • • • In deze groep kunnen we de volgende onderwijsgroepen verdelen:

MBO
437.580

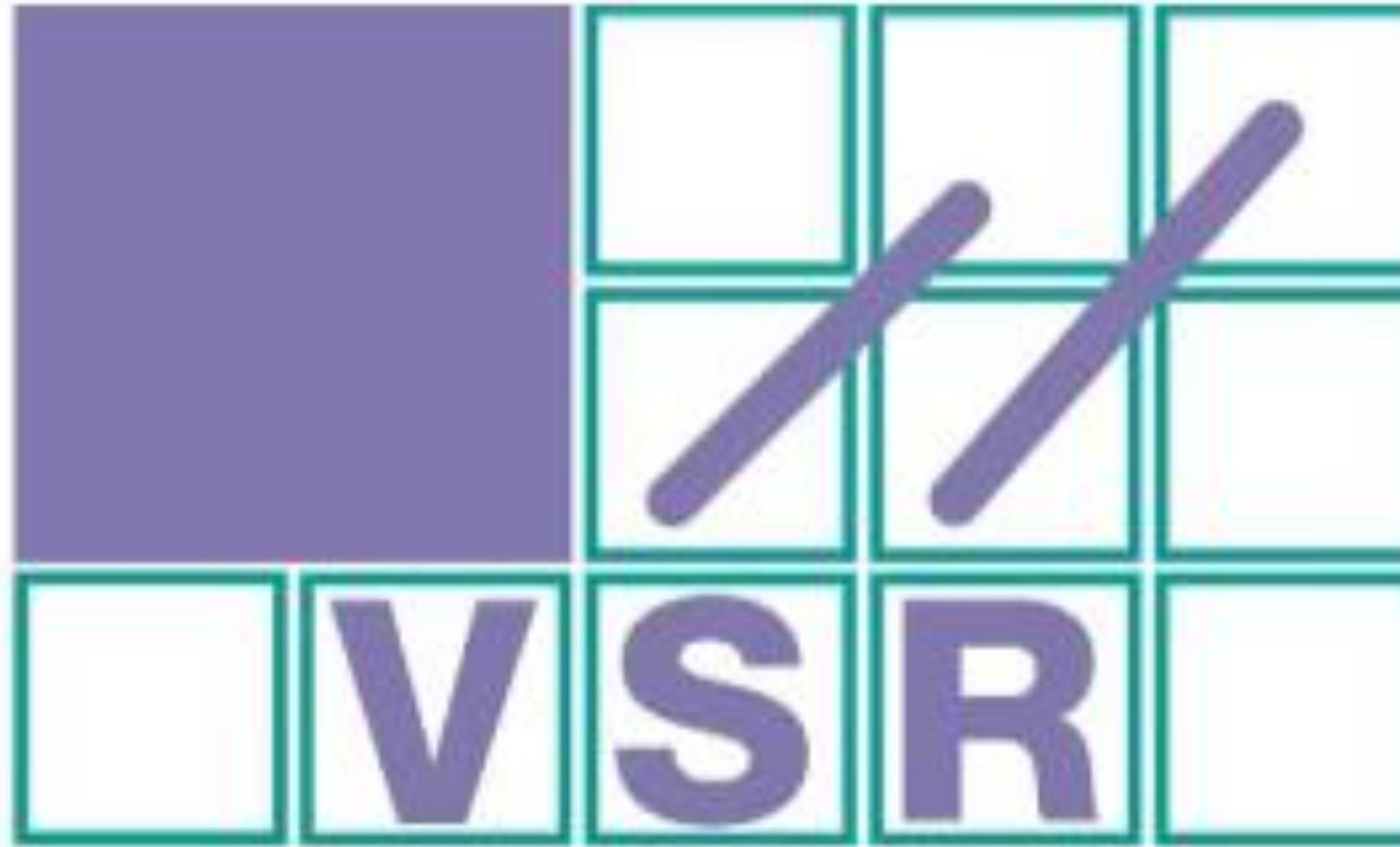
HBO
374.390

WO
271.940



VERANDERING VAN GENERATIES

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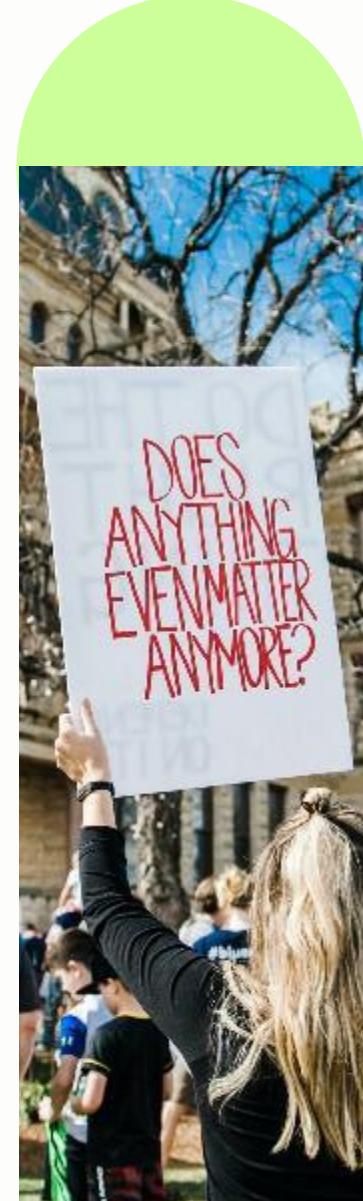
VERANDERING VAN GENERATIES

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OVERZICHT

GEN Z DRIVERS



ANGST

ZELFZORG

HUSTLE

GEMAK

ACTIVISME

CULTUREEL BEWUSTZIJN

PARADOXEN



ANGST

WERELDWIJDE INSTABILITEIT • ZORGEN • COVID-19-CRISIS
ENERGIEKORTEN • ZORGEN OVER KLIMAATVERANDERING •
CONFlicTEN • SOCIALE ONRUST • SOCIALE ANGST • POLARISATIE •
OPSTAND

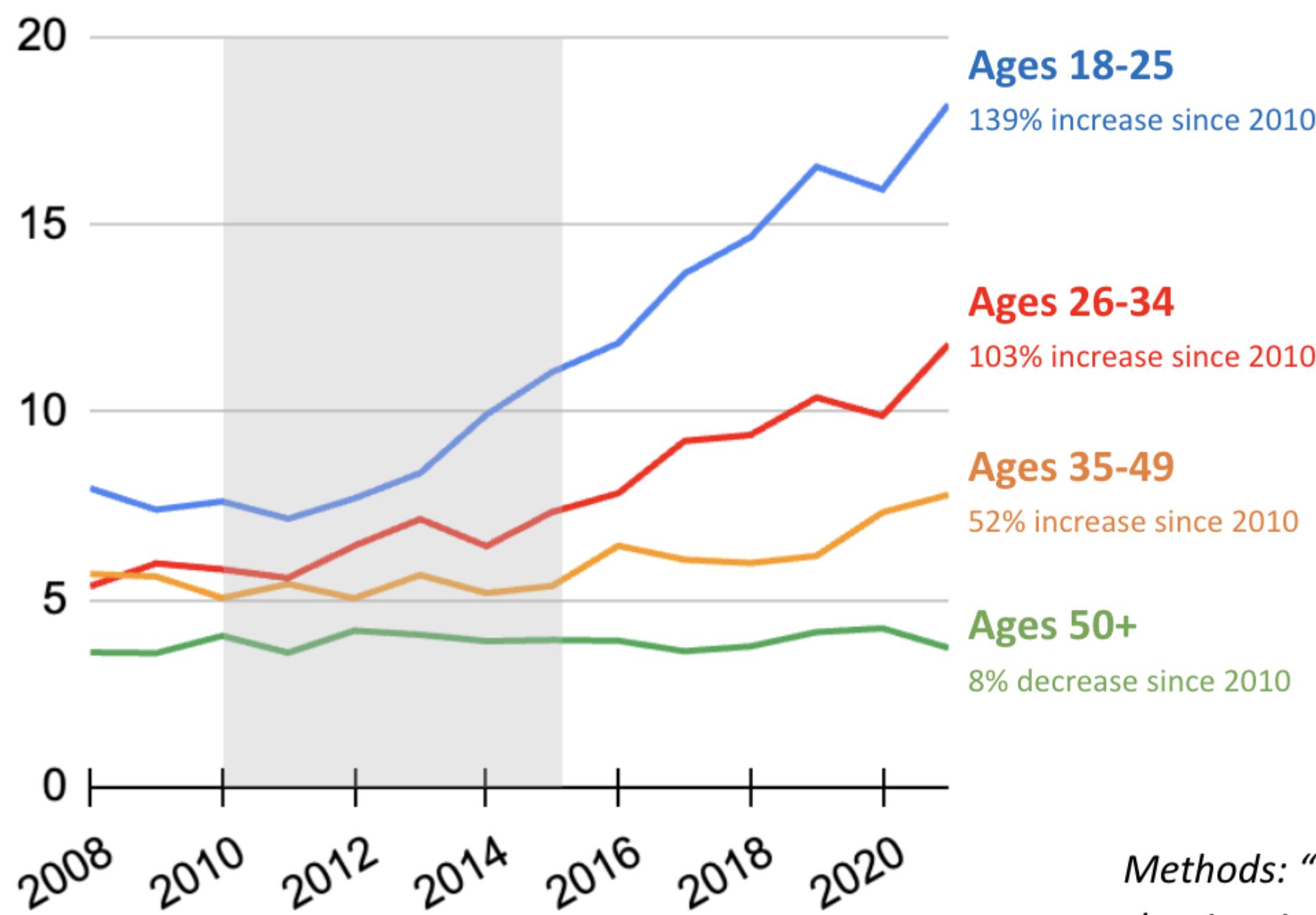


JONATHAN HAIDT

SMARTPHONE VS. MENTAL ANXIETY DEVELOPMENT



Percent U.S. Anxiety Prevalence



Gen Z hit hardest
Born after 1995

Young Millennials too

- Geef kinderen meer speeltijd met andere kinderen
- Zorg voor meer interactie in de echte wereld
- Geef geen smart phones als eerste telefoon
- Vanaf 12 jaar pas smartphone
- Social media vanaf 16 jaar

Methods: "Nervous all of the time or most of the time in past month"
SOURCE: U.S. National Survey on Drug Use and Health

Opkomst smartphones

FEAR



BESTAANSZEKERHEID

BESTAANZKERHEID SPEELT ZEKER IN DE SCHOONMAAKBRANCHE EN IS VAN GROTE INVLOED OP GEZONDHEID, VERZUIM ETC..



FAILURE-CELEBRATING FESTIVALS

THE FAAL FESTIVAL WAS A ONE-OF-A-KIND EXPERIENCE



FEAR



MENTAL ISSUES WORKING FROM HOME

DO YOU FEEL DEPRESSED? WORKING FROM HOME IS NOT THE SOLUTION



**73.6% of employees say they deal
with new mental health issues from
working at home.**

FEAR



COZY PROFESSIONAL OFFICE DESIGNS

MINI SHODEINDE DESIGNS THE GIANT VENTURES OFFICE



FEAR



INTERACTIVE QUIET-LOCATING MAPS

QUIET PLACES FINDER HELPS PEOPLE LOCATE CALM IN THE BIG CITY

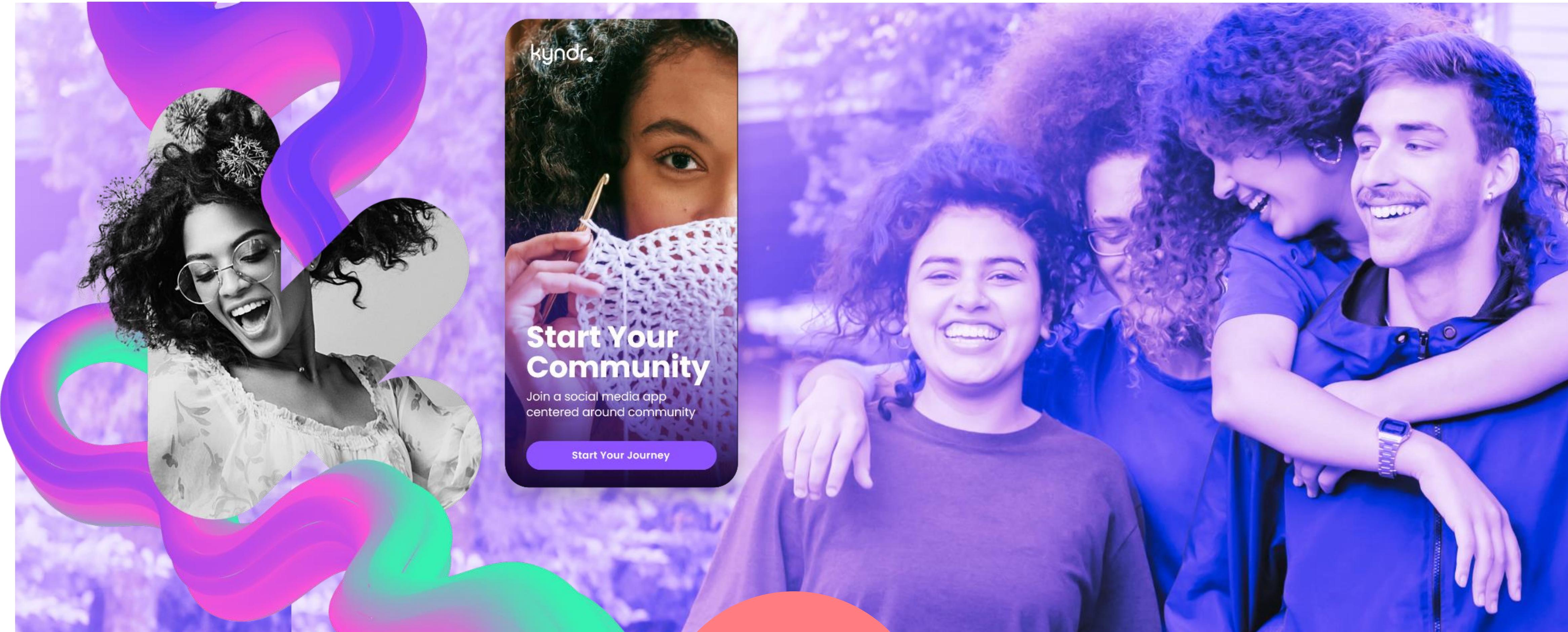


FEAR



KINDNESS-FOCUSED SOCIAL MEDIA

KYNDR IS A COMMUNITY-BASED SOCIAL MEDIA PLATFORM

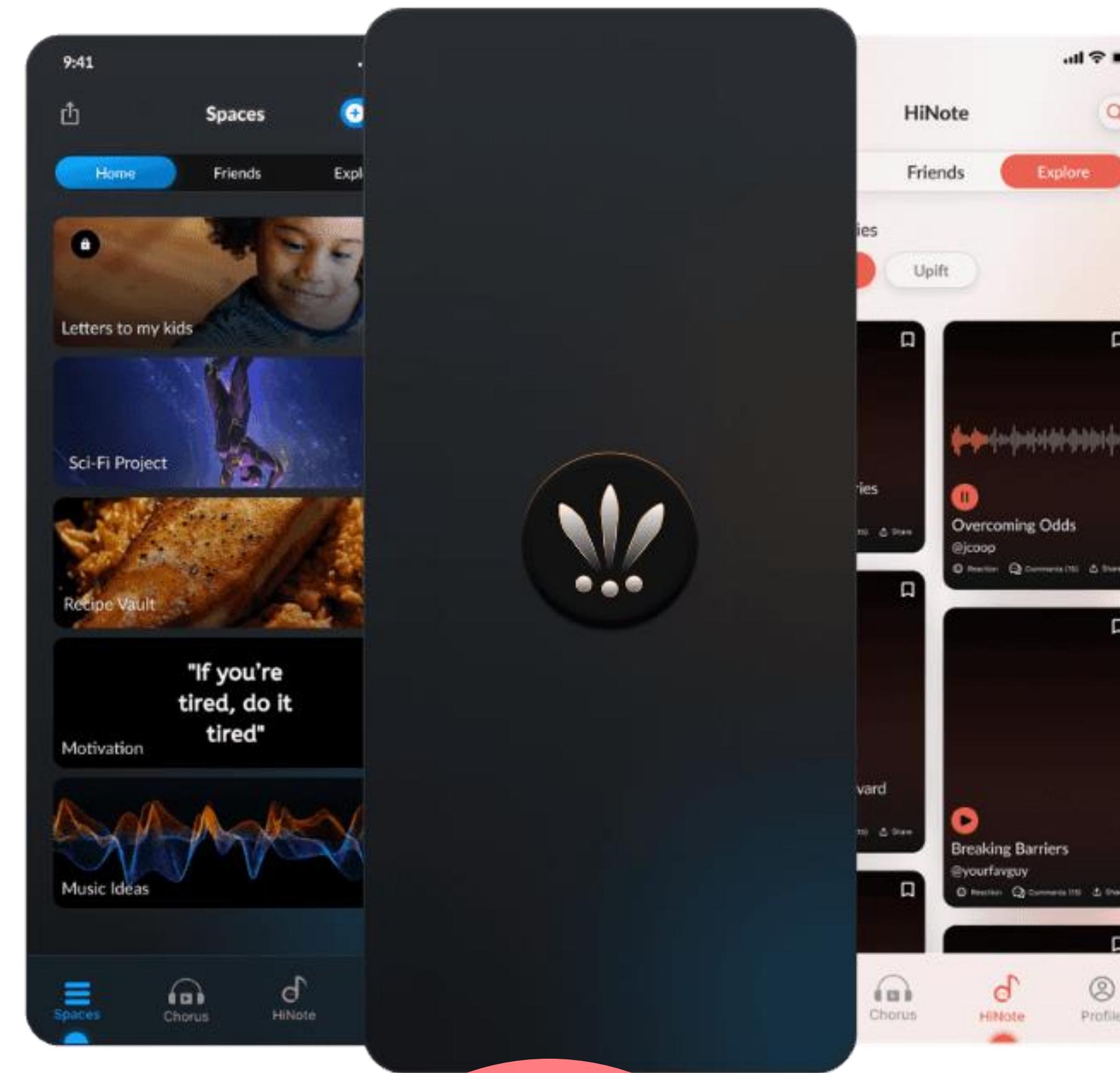


FEAR



DIGITAL SOCIAL SHARING SPACES

THE SHILO APP INVITES USERS TO SHARE AND CURATE WHAT THEY LOVE



ACTIVISME

PASSIE VOOR VERANDERING • DE STATUS QUO VERANDEREN
SPREEK JE UIT • PROTEST • SYSTEMEN • MENSENRECHTEN
BE SERIOUS • BEWUSTE MERKEN



KEURINGSDIENST VAN WAARDE – ECOLOGISCHE SCHOONMAAKMIDDELEN

DE TERM ECOLOGISCH IS NAMELIJK GEEN BESCHERMD KEURMERK. VEEL CLAIMS WORDEN ONTERECHT GEBRUIKT.



ACTIVISM

ECOLOGISCHE
SCHOONMAAK-
MIDDELEN
BAKKEN JE
EEN POETS



ELECTROLYZED WATER – SCHOONMAKEN ZONDER SCHADELIJKE STOFFEN

STERK TEGEN VUIL EN BACTERIËN, MILD VOOR HET MILIEU EN DE GEZONDHEID



ACTIVISM



GEN Z-BACKED ECO INITIATIVES

THE EPA DEBUTS A YOUTH ADVISORY COUNCIL TO ADDRESS CLIMATE CHALLENGES



EPA 2023 PEOPLE 001

AIR WATER

NATIONAL ENVIRONMENTAL YOUTH ADVISORY COUNCIL

NOV.16.23

NEYAC ANNOUNCEMENT

CLIMATE FUTURE

"TIME AND TIME AGAIN, HISTORY HAS SHOWN US EXAMPLES OF YOUNG PEOPLE AT THE FOREFRONT OF SOCIAL AND POLITICAL CHANGE."

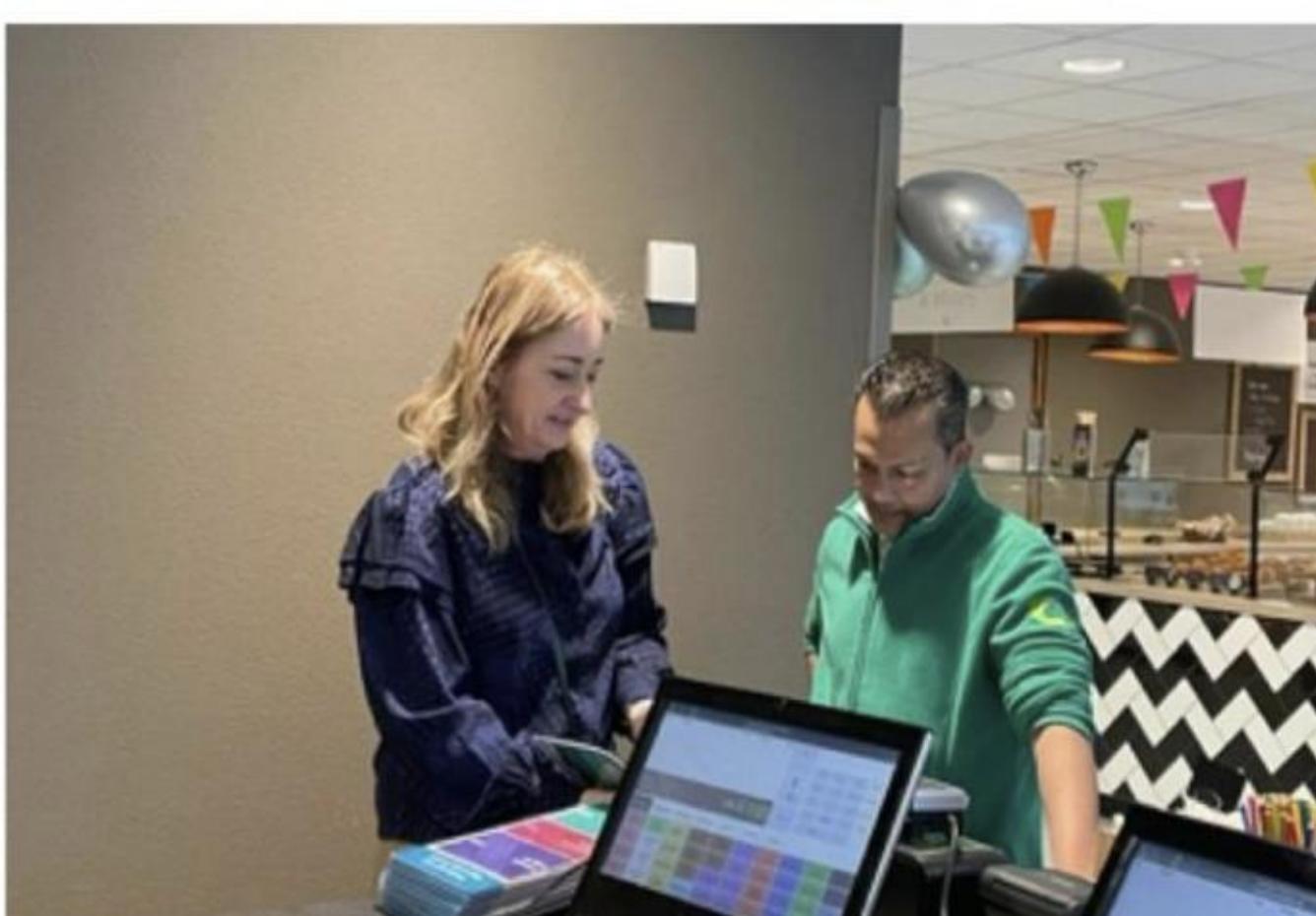
NEYAC ANNOUNCEMENT

ACTIVISM



PRACTICE WHAT YOU PREACH

TRUE PRICE - DE HOGESCHOOL VAN AMSTERDAM



ACTIVISM



GREEN CONTRACT

POSITIVE REWARD FOR GREEN BEHAVIOUR



3. Salaris

Jouw salaris is €2300 bruto per maand. Als we je salaris overmaken naar een bankrekening bij een duurzame bank, dan planten we iedere maand 10 bomen.



4. Vakantiegeld

Je vakantiegeld is 8% over het bruto jaarsalaris. Ga je met de trein, fiets of benenwagen op vakantie? Dan krijg je 8,2% vakantiegeld.

5. Reiskosten vergoedingen

Wij vergoeden al jouw reiskosten als je met het openbaar vervoer naar kantoor reist. Als je op de fiets komt, vergoeden wij €0,19 per kilometer. Kom je met de auto? Dan vergoeden we €0,10 per kilometer.

Vergroen jouw onderneming

En maak vandaag nog de gratis groene arbeidsovereenkomst.

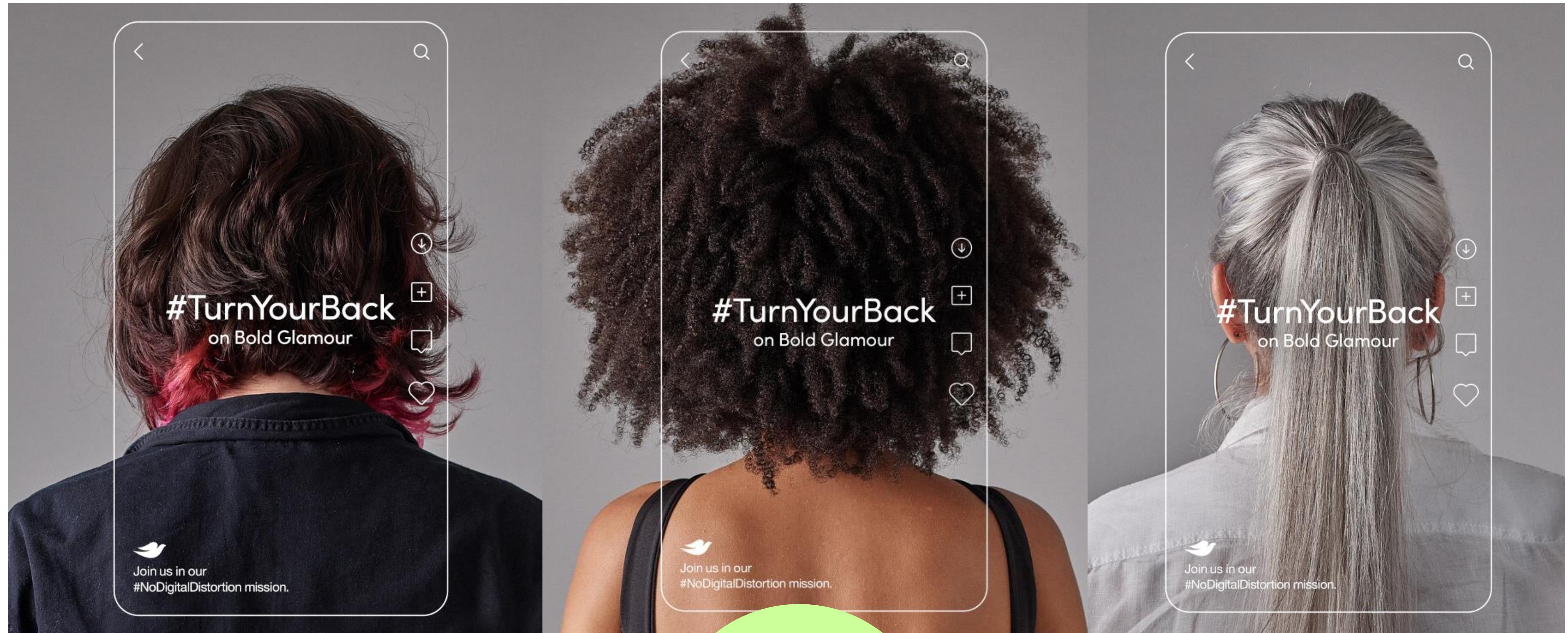


ACTIVISM



ANTI-FILTER BEAUTY CAMPAIGNS

DOVE IS INVITING SOCIAL MEDIA USERS TO FIGHT DIGITAL DISTORTION



ACTIVISM



ZELFZORG

ERSOONLIJK WELZIJN • DARMGEZONDHEID • GEESTELIJKE GEZONDHEID •
LICHAAM, ZIEL EN GEEST • BURN-OUT • COACHING
ACCEPTATIE • GEMEENSCHAP



LIVELY PROBIOTIC CLEANER – PUT MORE GOOD IN THE WORLD

PROBIOTICS ARE GOOD BACTERIA WITH NATURAL CLEANING POWER THAT CONTINUE WORKING FOR UP TO 3 DAYS.



SELF-CARE



ERGONOMIC CLEANING

CLEANING TOOLS DESIGNED TO REDUCE THE OPERATOR'S STRAIN AND PROTECTS HEALTH

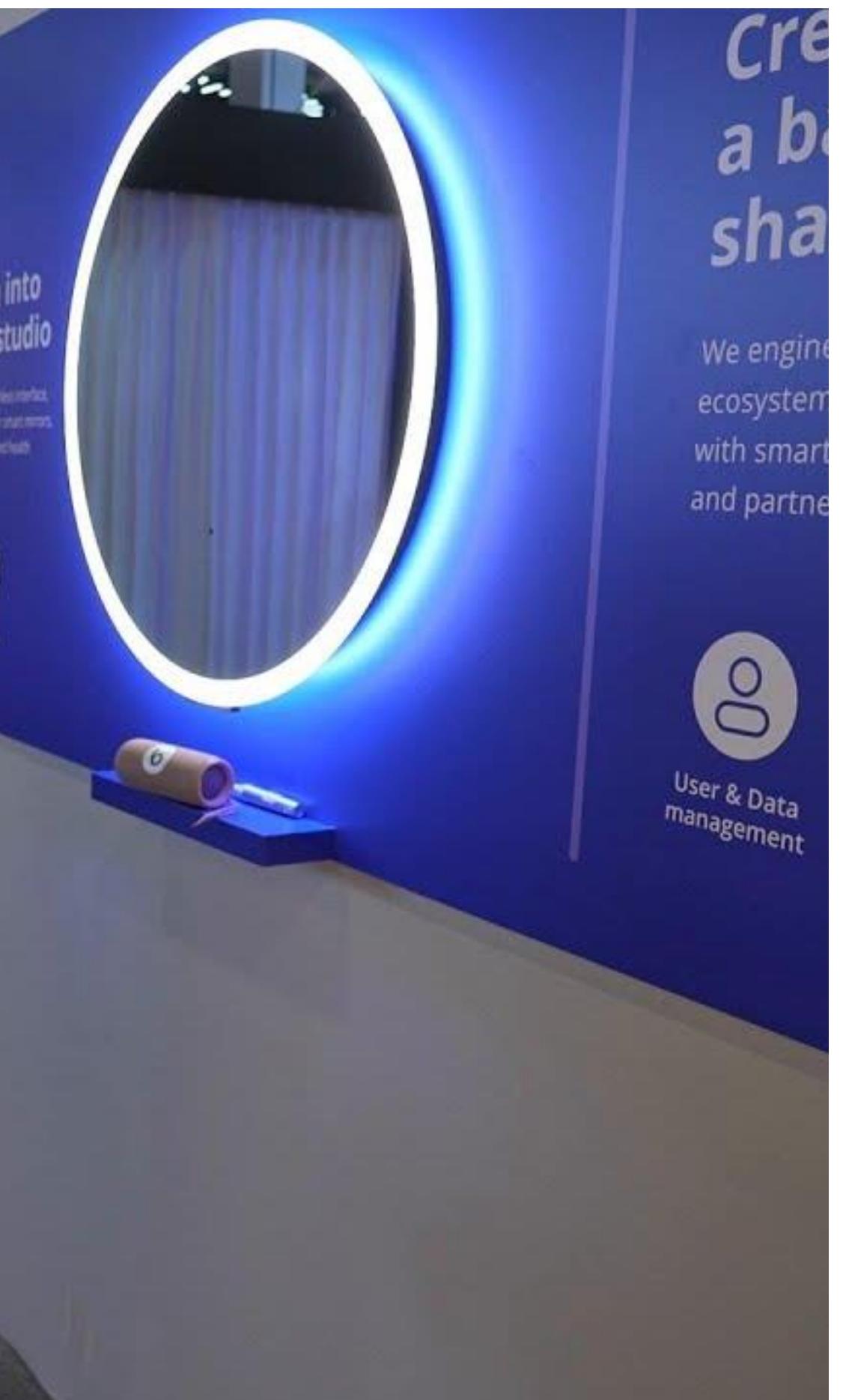


SELF-CARE



AI BATHROOM MIRROR WITH A DAILY MENTAL HEALTH COACH

FRENCH HEALTHTECH FIRM BARACODA



SELF-CARE



GEN Z-SUPPORTING BENEFIT POLICIES

CHIPOTLE LOOKS TO LURE GEN Z WORKERS WITH MENTAL HEALTH PERKS

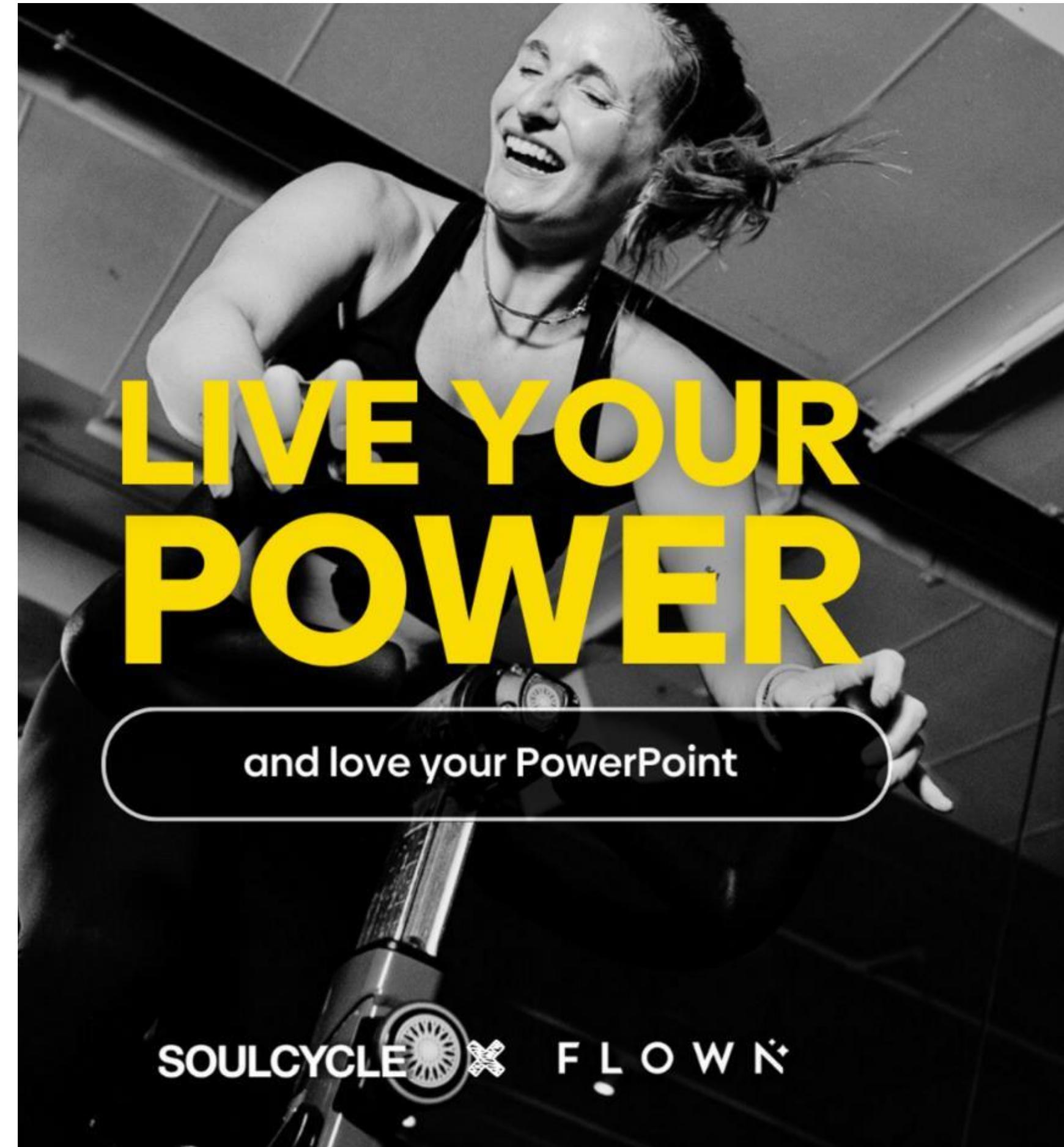


SELF-CARE



PRODUCTIVITY-ENHANCING FOCUS SESSIONS

SOULCYCLE PARTNERS WITH DEEP WORK PLATFORM FLOWN



JOIN
Grace
from SoulCycle LA

Monday, June 26th
Deep Dive

8PM BST 3PM EDT 12PM PDT

A powerful 2-hour coworking session that helps you get into a state of peak focus and productivity so that you can smash your goals!

SELF-CARE

A promotional graphic for a Deep Dive session. It features a portrait of Grace from SoulCycle LA, text about the session, and a call to action for self-care.

ALL-IN-ONE EMPLOYEE WELLNESS PLATFORMS

THE 'CADRE' PLATFORM EMPOWERS TEAM MEMBERS



“

61%
of Gen Z employees
would leave their
current position for a
company that offers
better mental health
support



SELF-CARE



TAKE A BREAK FROM THE WEEKEND ON 'BARE MINIMUM MONDAYS'

WORKERS BEING ABLE TO HAVE A "FULL RECOVERY" AND "RESET" DAY ON MONDAY IS "BETTER" FOR THEIR WORK MORALE



SELF-CARE



FAKE OR TRUTH? – DE PIN X &C

GEN Z, THE DIGITAL NOMAD



Sem (25) werkt al jaren als digital nomad en noemt zichzelf een 'copywriter, content creator, virtual assistant'. Lange tijd wist ze niet hoe ze haar baan het liefst voor zich zag, maar na lang wikkelen en wegen heeft ze nu eindelijk voor zichzelf helder wat ze wil: een salaris op basis van een 40-urige werkweek, één vrije dag, op afstand vanuit Portugal en zonder meetings.

'Ik merkte al snel dat veertig uur per week werken niet helemaal bij mij past. Ik vind het belangrijk om genoeg tijd te hebben voor hobby's zoals haken, pottenbakken, foto's posten op Instagram van boeken die ik heb gekocht en nooit ga lezen, arthousefilms kijken, bikram-yoga en lunchen met vriendinnen in hippe tentjes,' vertelt Sem terwijl ze aan haar chai latte nipt en haar laptop dichtklapt.

'Dat allemaal kunnen doen én het feit dat ik zo vaak op en neer zou moeten vliegen zorgt er natuurlijk wel voor dat ik het met een inkomen van 32 uur werken niet ga redden. Ik ben best wel een *independent woman* dus zelfvoorzienend zijn is voor mij wel belangrijk.'

DE PIN

Meer tijd voor hobby's: vrouw wil 40-urige werkweek salaris, één vrije dag, op afstand vanuit Portugal en zonder meetings

&C

SELF-CARE



CULTUUR BEWUSTZIJN

CULTUURVERSCHIL • ANTI RASICM & DISCRIMINATIE
DIVERSITEIT • INCLUSIE • GEMENGD ERFGOED •
• HALAL • QUEER GEMEENSCHAP • GELIJKHEID



GE APPLIANCES DEBUTED A FIRST-OF-ITS-KIND SPANISH-LANGUAGE WASHING MACHINE TO SUPPORT HISPANIC CONSUMERS IN THE UNITED STATES

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CULTURE
CONSCIOUSNESS



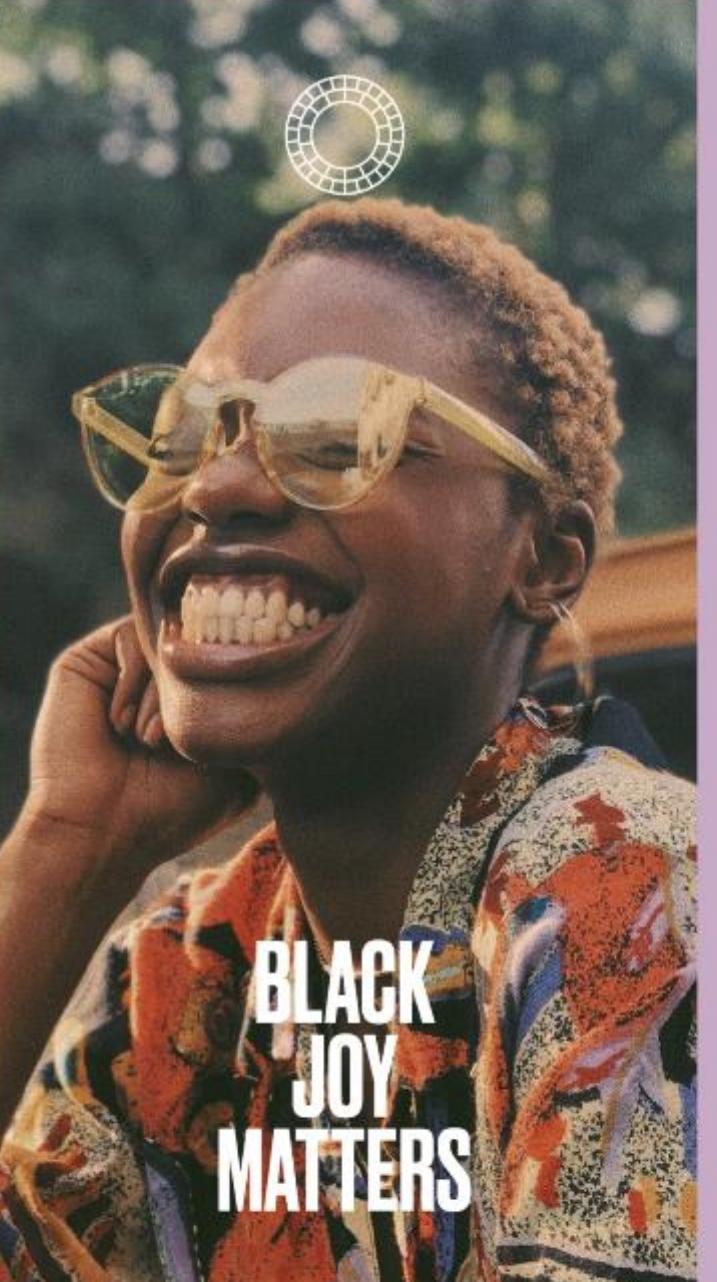
GEN Z WANTS TO SEE MORE JOY AND POSITIVE MOMENTS

LESS TRAUMA AND NEGATIVITY IN THEIR SOCIAL MEDIA FEEDS

BLACK YOUTH FEEL HOPE FOR THE FUTURE

87% of Black Gen Z survey respondents have hope for the future.

87%



"[BLACK JOY MEANS] ALLOWING YOURSELF TO TAKE A MOMENT FROM GRIEVING AND MOURNING AND EXPERIENCING GENERATIONAL TRAUMA AND STRESS, AND TAKING A MOMENT FOR YOURSELF AND RELAXING AND EXPERIENCING JOY."

— KALIYAH, 22

84% (228) Black Gen Z respondents feel they have allies of other races and ethnicities on social media as opposed to 72% who feel they have allies in real life.

When asked how social media is impacting them right now Black Gen Z respondents said they are feeling connected to like-minded people and/or less alone (94%), they are feeling overly stressed and anxious (62%) and they are feeling greater compassion for others (57%).

GEN Z WANTS TO SHARE MORE JOY, NOT JUST TRAUMA SURVEY SAYS

75% of all Gen Z survey respondents want to see and celebrate joy and more positive moments on social media.

86% of Black Gen Z survey respondents want to see and celebrate joy and more positive moments on social media.

75%

The top 3 emotions missing from the social media feeds of Black Gen Z respondents across all social channels:

**EXCITEMENT
JOY
COMFORT**

CULTURE CONSCIOUSNESS

GEN Z SAYS SOCIAL MEDIA SUPPORTS/BUILDS BETTER ALLYSHIP



84%

84% (228) Black Gen Z respondents feel they have allies of other races and ethnicities on social media as opposed to 72% who feel they have allies in real life.

"WHEN I THINK OF BLACK JOY, I THINK OF DETERMINATION...IT REALLY COMES DOWN TO FINDING PEACE WITHIN YOURSELF AND HAVING THE FOCUS AND CONFIDENCE TO NAVIGATE IN YOUR OWN COMMUNITY, AND IN YOUR OWN WORLD."

— ALEXANDER, 22

When asked how social media is impacting them right now Gen Z said they are actively learning how they can help others (64%), they feel more educated on social, racial and political issues (59%) and they are feeling great compassion for others (56%).

Black Gen Z respondents said they are feeling connected to like-minded people and/or less alone (94%), they are feeling overly stressed and anxious (62%) and they are feeling great compassion for others (57%).

64% ACTIVELY LEARNING HOW THEY CAN HELP OTHERS

59% FEEL MORE EDUCATED ON SOCIAL, RACIAL & POLITICAL ISSUES

56% FEELING GREAT COMPASSION FOR OTHERS

94% FEELING CONNECTED TO LIKE-MINDED PEOPLE AND/OR LESS ALONE

62% FEELING OVERLY STRESSED & ANXIOUS

57% FEELING GREAT COMPASSION FOR OTHERS



INCLUSIVE SKINCARE CAMPAIGNS

VASELINE LAUNCHED MENDED MURALS AIM TO CARE FOR SKIN OF COLOR



CULTURE
CONSCIOUSNESS



HIDDEN DISCRIMINATION BOOKS

'THROWAWAY COMMENTS' FIGHTS MICROAGGRESSIONS IN THE WORKPLACE



campaign

Ogilvy Health UK and Nabs release book to fight against microaggressions

'Throwaway Comments' features a collection of real stories about people's experiences of microaggressions in the workplace.



Ogilvy Health UK has teamed up with Nabs to release a book and a series of posters about the harm of microaggressions.



CULTURE
CONSCIOUSNESS



RAMADAN-THEMED CHOCOLATE BARS

THE KITKAT®IFTAR BAR FEATURES 30 PIECES FOR 30 DAYS OF RAMADAN



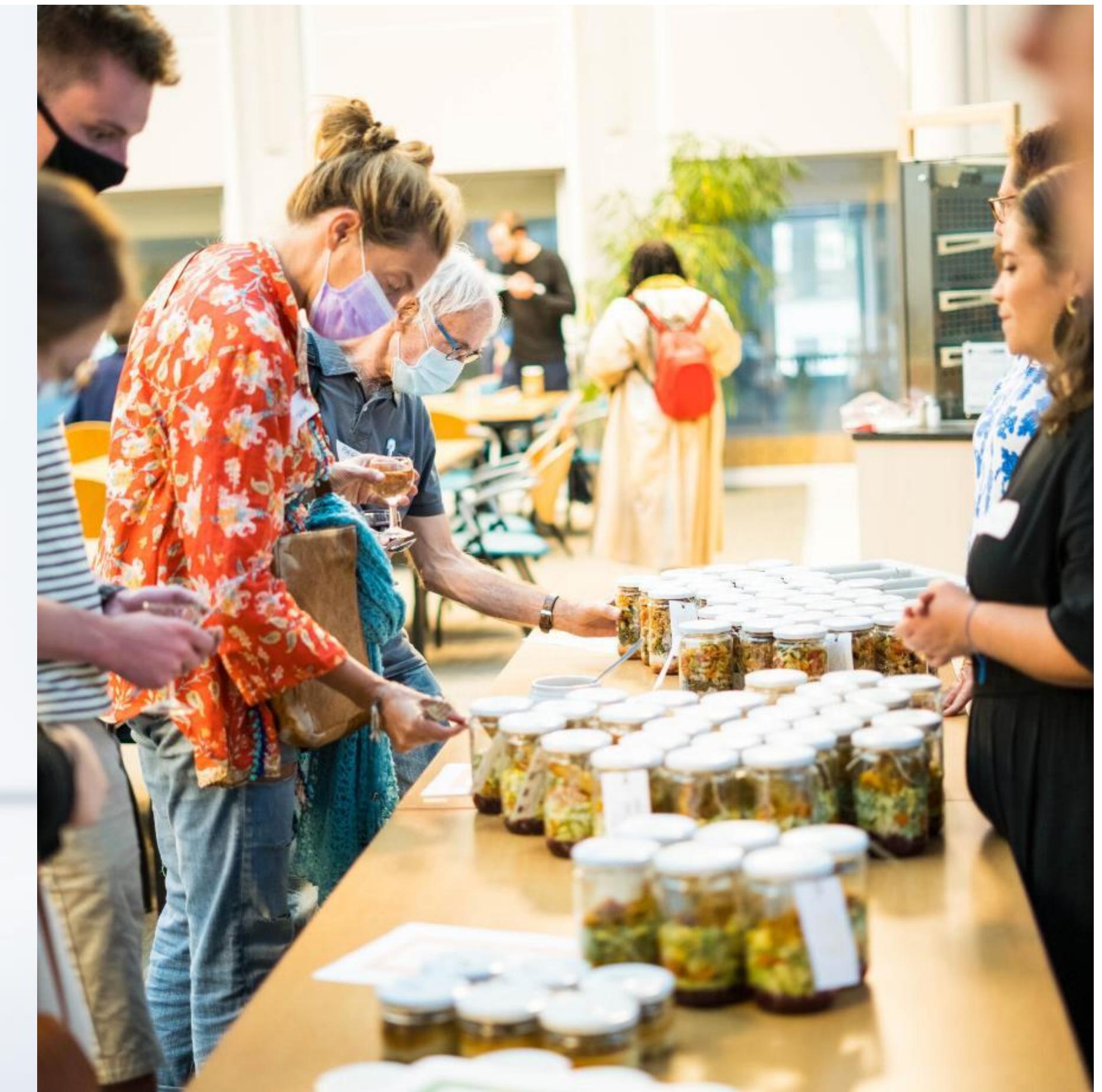
KitKat®

CULTURE
CONSCIOUSNESS



VEGGIE = HALAL CATERING MAKES INCLUSIVE DISHES

CHEFS FROM DIFFERENT ROOTS COOK THE MEALS FOR THE SOCIAL ENTERPRISE



CULTURE
CONSCIOUSNESS



HALAL SOURDOUGH BAKERIES

WOODLANDS SOURDOUGH OPENS ITS DOORS IN CHINATOWN WITH NEW PASTRIES



CULTURE
CONSCIOUSNESS



HUSTLE

ONZEKERHEID • ALLES IS MOGELIJK
• ONDERNEMERSCHAP • EIGEN REGELS •
INVENTIEF • DOORBREKEN VAN TRADITIONELE PATRONEN



SUPPORTIVE ENTREPRENEURIAL COMMUNITIES

THE ZENPRENEUR COMMUNITY PROVIDES RESOURCES AND SUPPORT



M
MARIO LANZAROTTI

ROADMAP

Understanding the Zenpreneur

- The Zenpreneur
- Self Mastery
- Setting and Achieving Goals
- Develop an Unstoppable Mindset
- Master Your Emotions
- Business Mastery
- Positioning
- Offer Creation
- Generating Qualified Leads
- Sales & Client Relationships

CLARITY FOCUS

Mindset is the lens through which all your business decisions are filtered. You need to clarify your vision and identify the internal and external obstacles that might arise on your journey. This allows you to focus on the high-impact actions that drive growth and peace. With an unstoppable mindset, instead of reacting to challenges, you'll strategically navigate them, allowing you to access more revenue, more peace, and a thriving business. To cultivate an unstoppable mindset, begin by addressing and clearing "open cycles". These are your unfinished tasks or unkept promises that cloud your mind and reduce focus. They're often seen in your business life, self commitments, and personal life.

3 AREAS FOR OPEN CYCLES

The Zenpreneur WHERE HAS THE HUSTLE-AND-GRIND MINDSET GOT YOU?

- You feel exhausted and run down because you don't allow yourself time to relax. If you keep going, burnout is almost inevitable.
- You're easily distracted, which means you can't focus on what you need to. Your work suffers because of this.
- You're stuck below the 6-figure revenue ceiling and have no idea what to do about it. This happens month after month causing you frustration.
- You compare yourself to other agency owners in your space. You feel like an imposter and worry you'll never be as successful as them.
- Business consumes your mind 24/7. You're not present for your partner or family. Your personal relationships are suffering.

If someone gave you the opportunity to make \$10k/month, But you also had to be stuck grinding on unimportant tasks, constantly spinning too many plates with decreasing free time, and be miserable.

Would you do it?

Emotions Can Either Hinder or Empower

Remember the Victim vs Creator Consciousness? Our emotions can hinder our progress through self-doubt or self-sabotage. This occurs when we are in a reactive state and not in control. Once we maintain a responsive state, we gain control, giving us the ability to empower ourselves through transforming our fear into purposeful action.

FROM DOING TO BEING FROM BEING TO DOING

VICTIM MINDSET	CREATOR MINDSET
Reaching Stressed Anxious Worried Rushed Procrastinating Managing Guaranteed Burnout	Responding Peaceful Confident Relaxed Effective Powerful Leading Fulfilled, Happy & Successful

The Zenpreneur avoids this by following the Zenpreneur Method:

1. Unstoppable Mindset: developing the creator's consciousness.
2. Self Mastery: mastering the highest leverage and ROI producing asset i.e. yourself.
3. Conscious Leadership: choosing to build strategic alliances and leading by example.

It is for us to adopt certain protocols and habits that will move us away from the Victim state and towards the Creator mindstate.

HUSTLE

Unstoppable Mindset Activate Limitless Potential

The Zenpreneur Method

Genius Zone Maximise Your ROK

Conscious Leadership Lead With Vision

1. Unstoppable Mindset

Focus on achieving clarity and identifying your highest-impact actions. This pillar helps you navigate your entrepreneurial journey with a clear and purposeful direction.

2. Self Mastery

Master your emotional state through practical techniques like breathwork. This pillar empowers you to act decisively, consistently, and in alignment with your vision, boosting your resilience.

3. Conscious Leadership

Developing your skills in communication, conflict resolution, and team management. This pillar is about building a high-performing team that shares your values and vision, enhancing your leadership effectiveness.

4. Genius Zone

Streamline your business processes in operations, marketing and sales to focus on what you excel at. This pillar is about optimizing your time and efforts, concentrating only on activities that give the most value to your business.

Resources

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MARIO LANZAROTTI

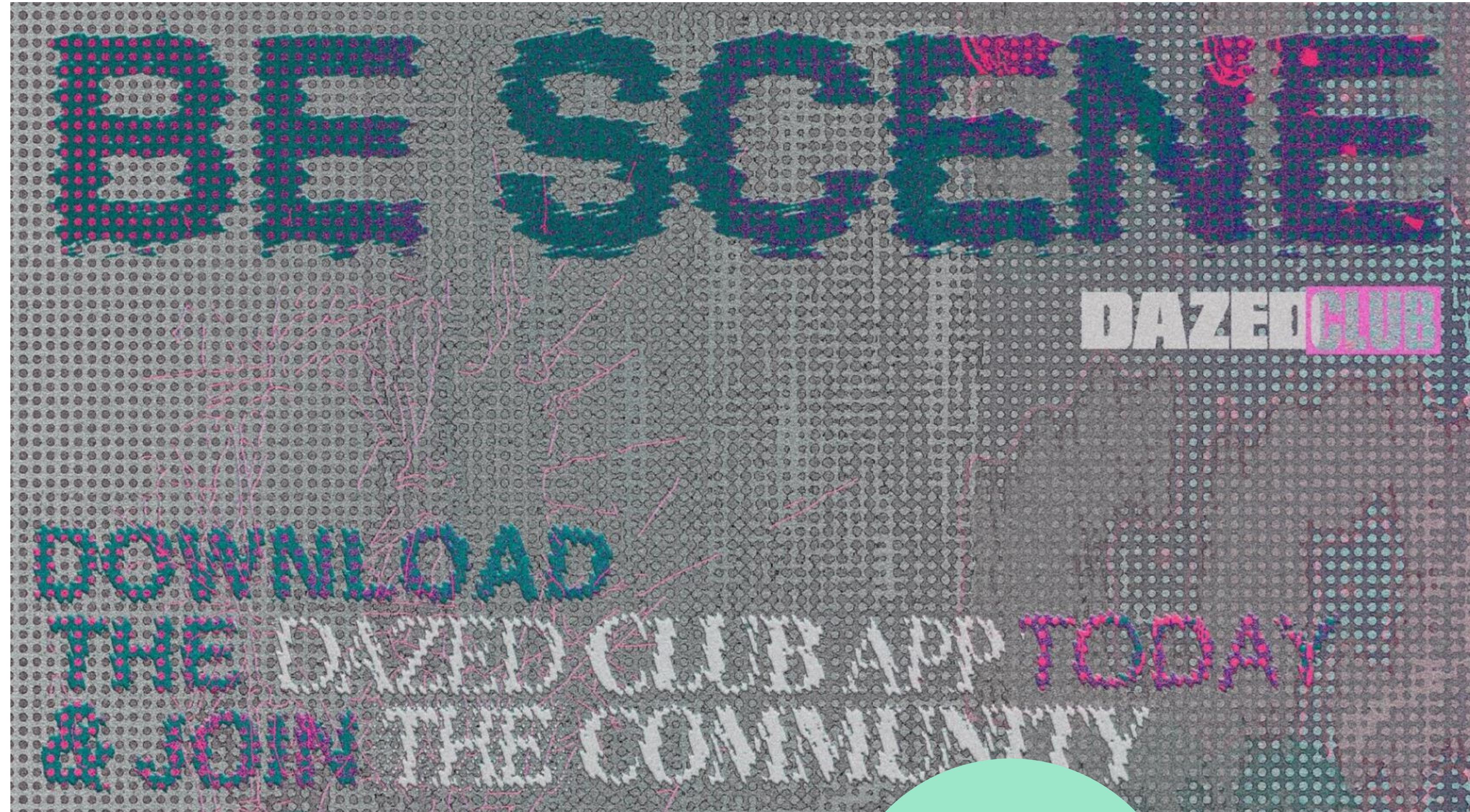
THE ZENPRENEUR METHOD

- Start here
- Classroom
- Roadmap
- Mission
- Resources
- Zenpreneur Credo
- 6 Figure Zen



CREATIVE COLLABORATION CLUBS

DAZED HAS LAUNCHED A NEW SOCIAL MEDIA APP CALLED DAZED CLUB



HUSTLE



HOURLY JOB-FINDING APPS

GIGS IS A JOB PLATFORM FOR THE GIG ECONOMY



Gig Economy

[*'gig i-'*kä-nə-mē]

A segment of the service economy based on flexible, temporary, or freelance jobs, often involving connecting clients and customers through an online platform.



HUSTLE



PLAYFUL ENTREPRENEURIAL METAVERSES

E.L.F. UP! ON ROBLOX HELPS GEN Z & GEN ALPHA BUILD SKILLS



HUSTLE



USER GENERATED CONTENT CREATORS FOR “NATIVE CONTENT”

ZARA FASHION



BOUCLÉ OVERSIZE BOMBER JACKET €
49.95 EUR

Oversize bomber jacket featuring a round neck and long sleeves. Front pockets. Elasticated hem. Front metal zip fastening.

[CHECK IN-STORE AVAILABILITY](#)
[SHIPPING, EXCHANGES AND RETURNS](#)

Colour: Sand / Marl | 5070/642

SandBlackMarl

XS-S M-L

This product has a larger fit than usual.
[FIND YOUR SIZE](#) | [MEASUREMENT GUIDE](#)

ADD

HUSTLE



PARADOXEN

ONDERLING VERBONDEN • DUBBEL • KEUZES
GA ALL-IN • NEPNIEUWS • IMPULSIEF • FACTCHECK
EIGENBELANG • HAAT/HOU VAN MERKEN



VALUES GEN Z

COMFORT-HAPPINESS IS WHAT GEN Z THINKS, BUT THAT IS NOT THE CASE



Gen Z Values:

72%

Having Fun

62%

Accomplishing
My Goals

60%

Caring for My Health
and Wellbeing

56%

Making Money

56%

Prioritizing My
Relationships



PARADOXES



STAFF EXPANDS ITS COLLECTION WITH PLAYFUL GARBAGE BAGS

PLAYFUL GARBAGE BAGS TO HELP MANAGE HOUSEHOLD WASTE WITH A TOUCH OF WHIMSY



The Garbage Bags



[Add To Cart – \\$18.00](#)

50 Bags

13 Gallon Tall Kitchen Bags. (29.2" H x 22.8" W)

One person's trash is another person's treasure. These vibrant garbage bags are delighted to take your discarded items. When full, simply pull and tie the drawstring to keep everything contained (and give the Staff a cute bow on their head) then dispose of your trash as normal; except this time it will be slightly more fun and you'll be a little sad to say goodbye.

Attributes:

- 100% Smiling
- Leak Protection
- Puncture Resistant
- Unscented

Color: Yellow Bag, Blue Staff Smiley, Pink Draw Tape

Material: Polyethylene

PARADOXES



GEN Z VS GEN X

WHAT IF EVERYONE COLLAPSES?

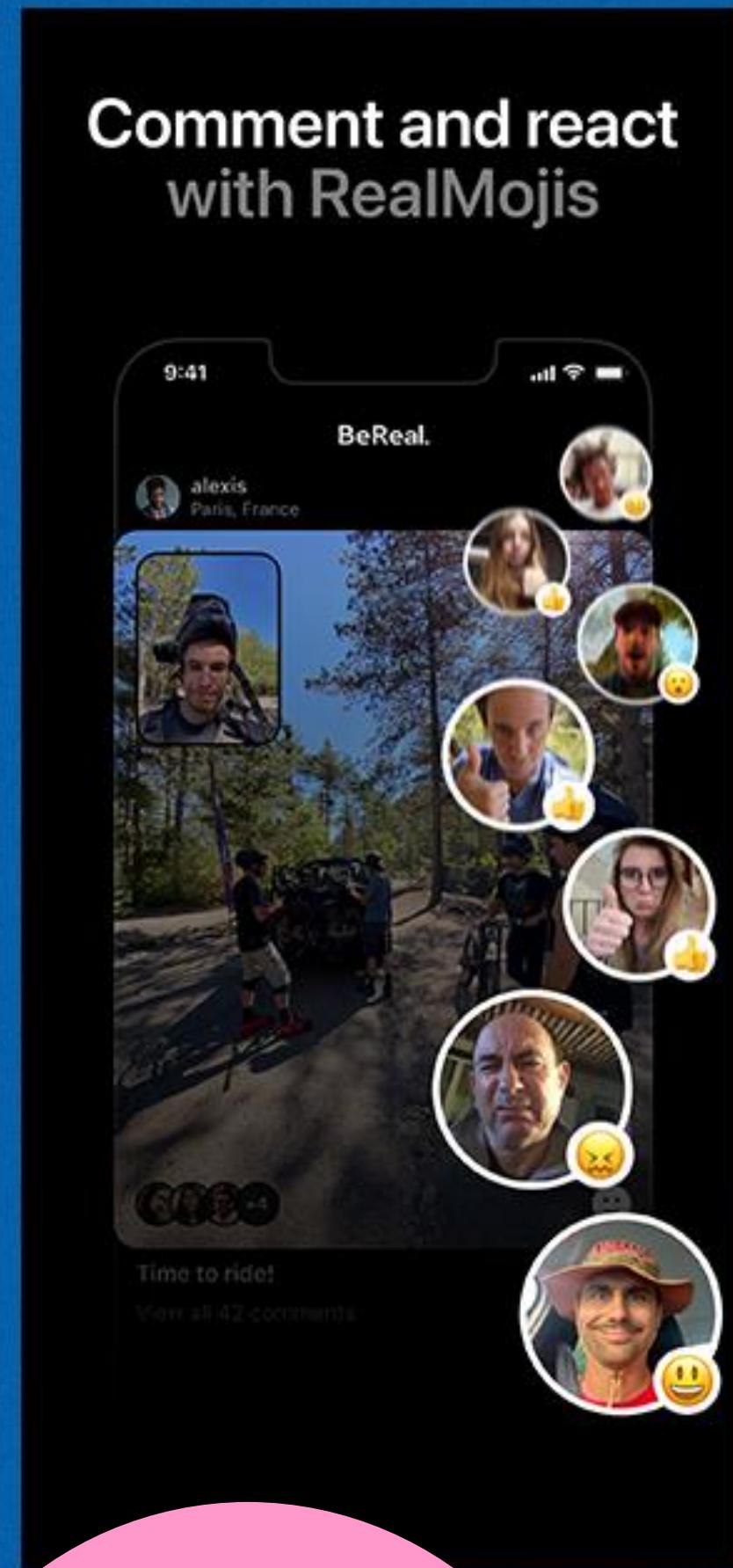


PARADOXES



AUTHENTIC AMBASSADOR CAMPAIGNS

BEREAL IS LOOKING FOR "THE REALEST PERSON ON EARTH"

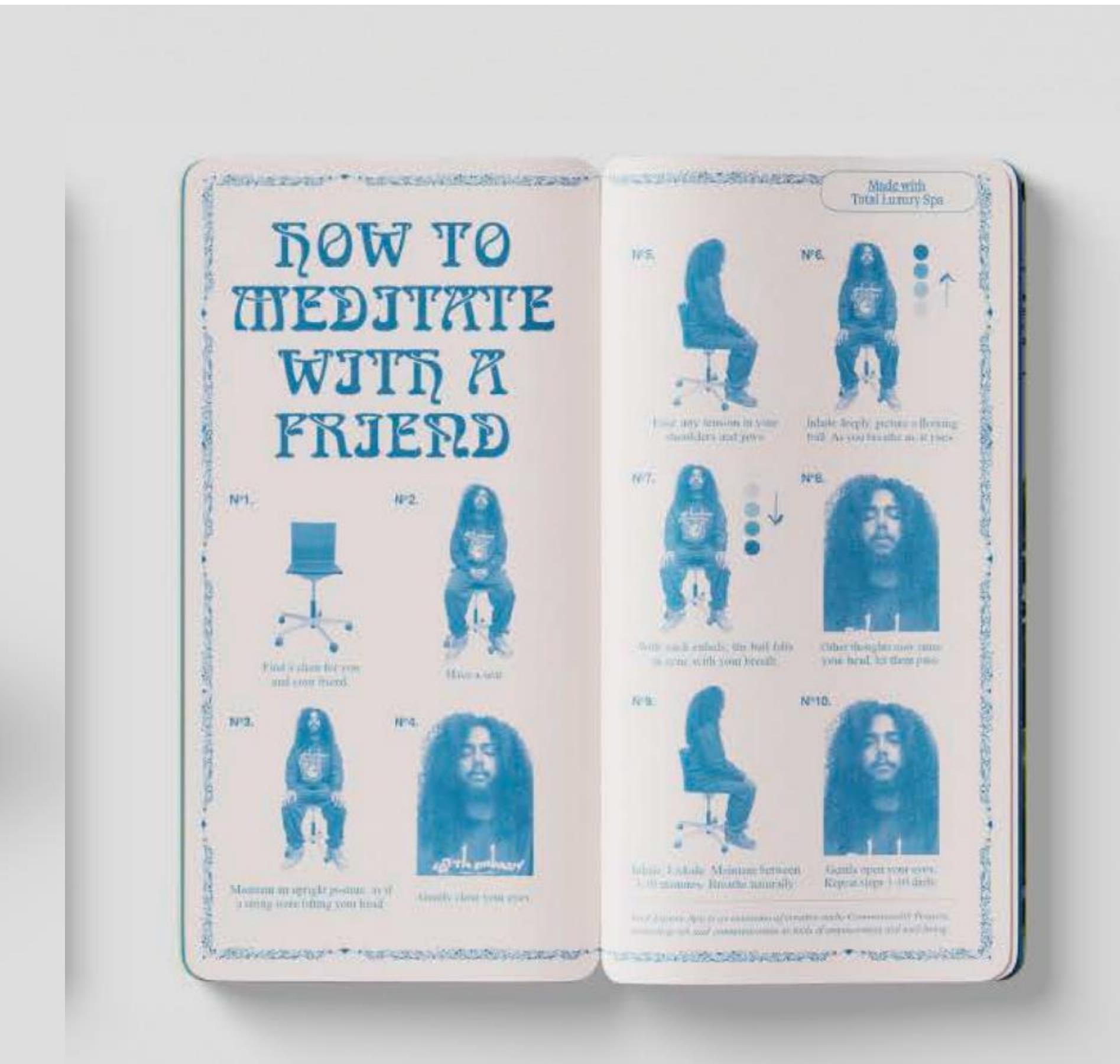


PARADOXES



GEN Z IRL CAMPAIGNS

HINGE'S PHONEBOOK ENCOURAGES GEN Z TO CONNECT IRL FOR GLOBAL DAY OF UNPLUGGING



PARADOXES



AUTHENTICATED NEWS APPS

DIGITAL TRUST NETWORK 'CLICK' CHALLENGES THE THREAT OF MISINFORMATION



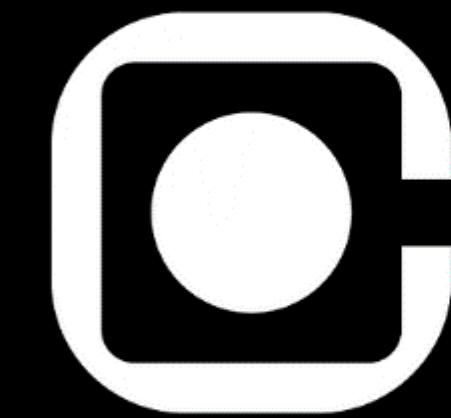
► 1
CLICK



► 2
SWIPE



► 3
SHARE



CLICK

PARADOXES



AI FACT GENERATORS

SNAPPLE IS EVOLVING ITS FUN FACTS WITH THE SNAPPLE FAICT GENERATOR



Snapple fAict:
#10,998

The average American eats around 23 pounds of pizza each year.

Snapple fAlcts are generated with AI, so they can be wrong, skewed, or inappropriate.

PARADOXES

Snapple fAict:
50,000

Snapple let Gen Z update its iconic Snapple Facts with a ChatGPT-enabled fact generator.

BACKGROUND
Over the past 20 years, the Snapple facts under our caps have become one of the most iconic parts of our brand. But how did we update our facts for a new, Gen Z audience? We didn't. We got Gen Z to update our Snapple facts with their favorite new tech - ChatGPT.

IDEA
The Snapple fAict Generator was a first-of-its-kind tool powered by ChatGPT creator Open AI to help fans generate Snapple facts about whatever they wanted. All they had to do was enter an adjective and noun into the prompt to instantly generate their fact. And the best AI-generated facts might even get printed on real Snapple caps.

e FAict / Snapple fAict /



GEMAK

GEMAK • BUITEN ETEN • VERWENNEN
WEINIG INSPANNING • JE GOED VOELEN • WERKEN OP AFSTAND •
TECHNOLOGIE • FLEXIBEL



ULTENIC POOLECO 10

CORDLESS ROBOTIC POOL CLEANER



Smart Automation

Effortless Pool Cleaning in a Click

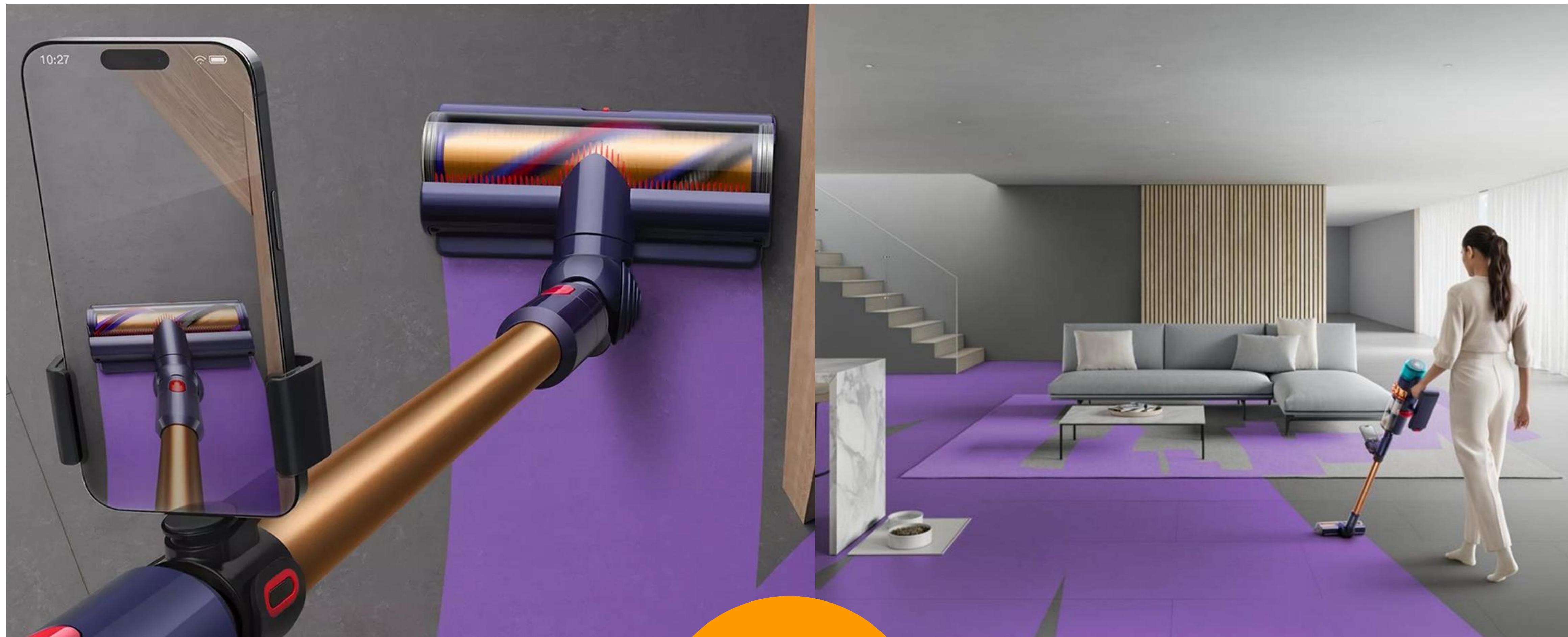


EASE



DYSON CLEANTRACE

IDENTIFIES AREAS THAT HAVE YET TO BE CLEANED



EASE



YAFFEE™ DRONE

FLYING CLEANER – CLEANING DRONE



EASE



MIGO ASCENDER ROBOT VACUUM

STAIR CLIMBING, WITH SMART TECHNOLOGY FUELED BY AI SYSTEMS – KICKSTARTER PROJECT

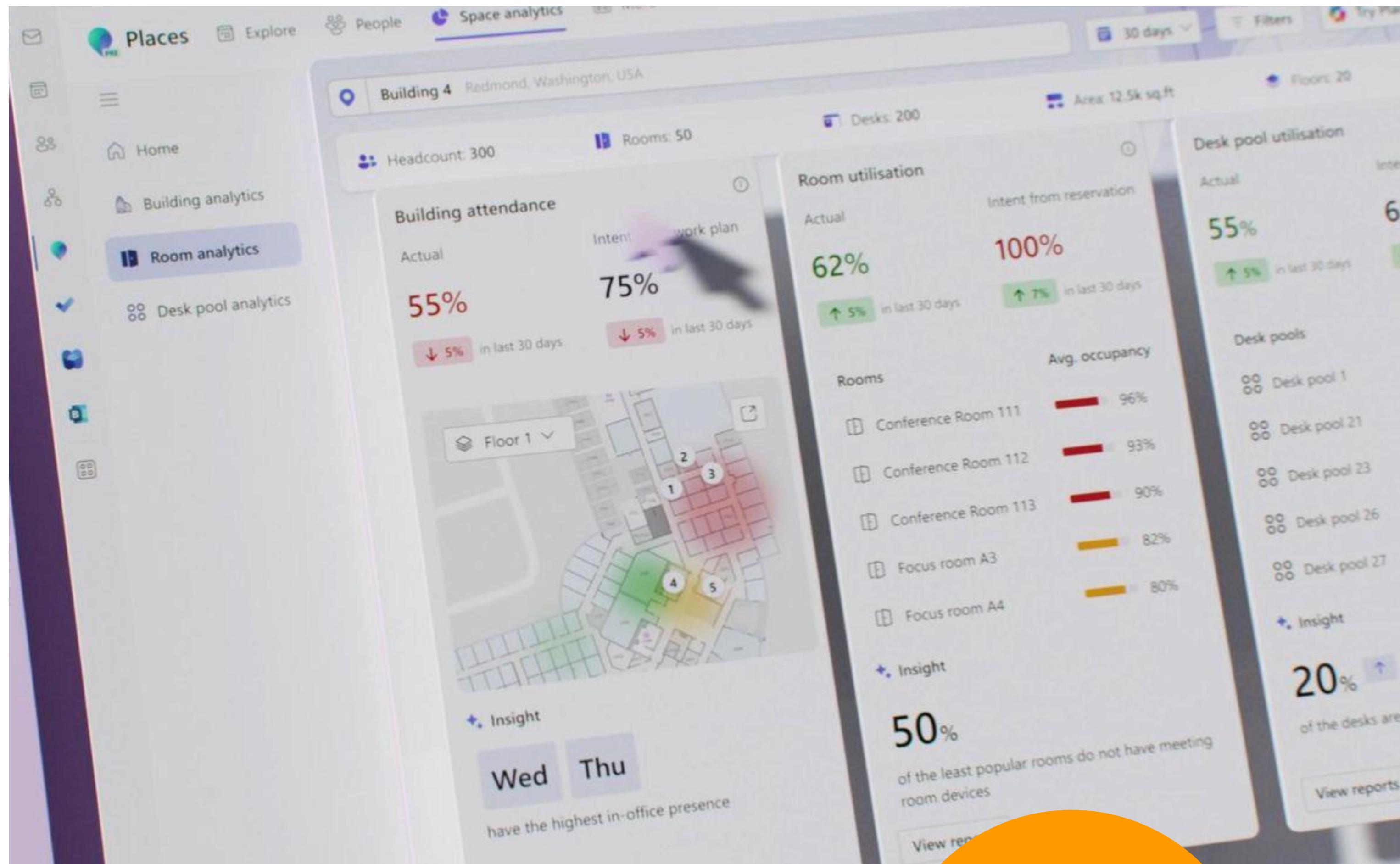


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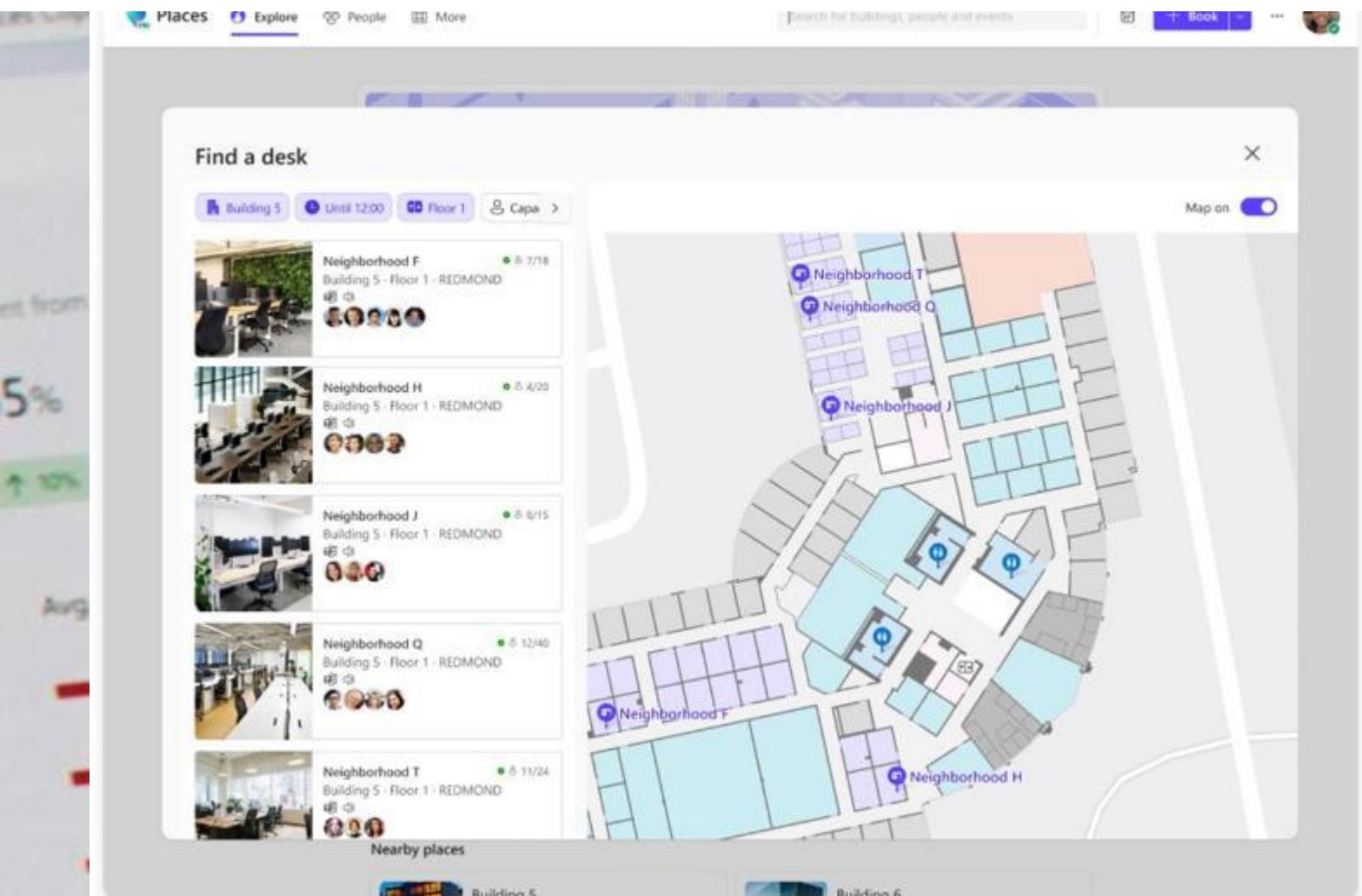


MICROSOFT PLACES

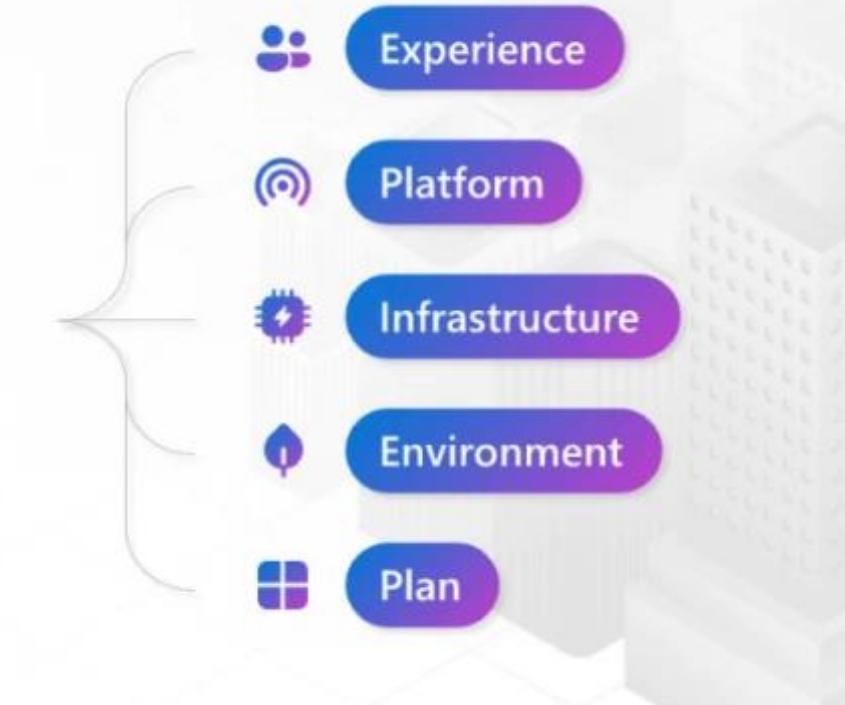
APP THAT USES AI TECHNOLOGY TO FIND THE MOST OPTIMAL TIME FOR USERS TO PLAN THEIR UPCOMING OFFICE DAY



EASE

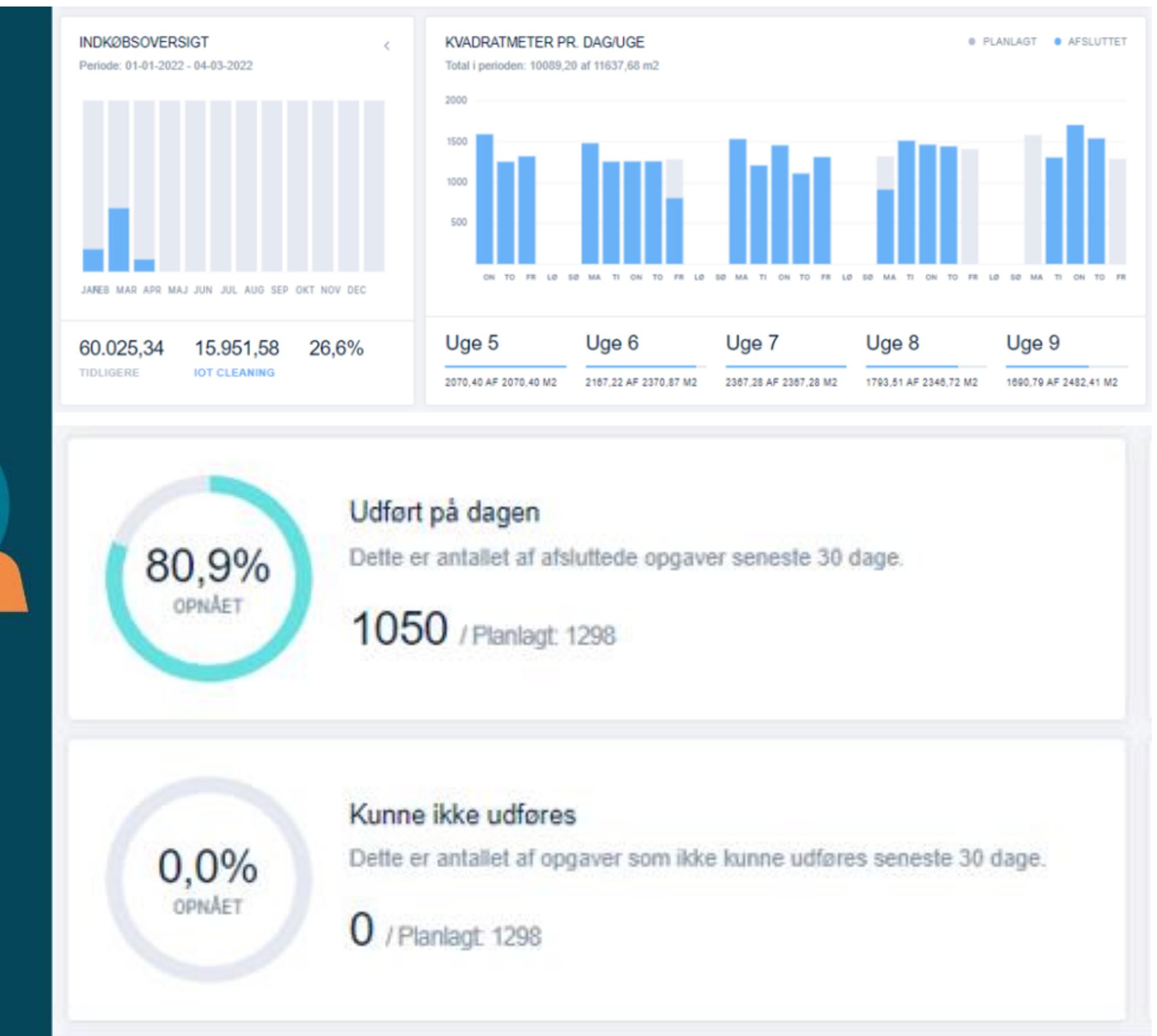


Connected
workplace



IOT CLEANING

INTELLIGENT SOFTWARE SOLUTION FOR (REMOTE) DATA-DRIVEN CLEANING SCHEDULING FOR BUSINESSES



UV-C LIGHT CLEANING

USING UV TO DISINFECT AND STERILIZE AIR, WATER AND SURFACES



EASE



REUSABLE CAFE PACKAGING

SFU REDUCES WASTE WITH TAP TO REUSE AND SMART RETURN BIN TECH



EASE



AUGMENTED CLEANING

DIGITALLY MANAGING AND AUTOMATING CLEANING JOBS FOR MORE EFFICIENCY



EASE

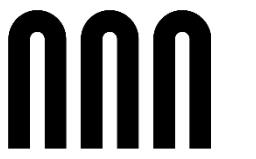


THE 'DIGITAL FOODHALL OF THE FUTURE'

THE CO-KITCHENS



EASE



GEN NEXT

.....

"WE ZIJN NIET BANG OM AUTORITEIT IN TWIJFEL TE TREKKEN EN VERANTWOORDING TE EISEN. WIJ ZIJN DE MAKERS EN VERNIEUWERS EN GEVEN MET ONZE IDEEËN VORM AAN DE TOEKOMST."





now
new
next



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LET'S
CONNECT!