



The State of Youth Culture & Evolving Trends

Insights from the youth brand experts at Archrival.

CONSUMER CULTURE

Generations change. Tastes change. Innovation drives new ways of thinking. The young consumer of today did not develop their habits, preferences and opinions in the same world you did. Trying to stay on top of it all can be overwhelming if brands are focused on “what’s cool” rather than “why something becomes that way.”

Clint! and team outline the value systems, behaviors and driving factors that brands can rely on to build brand positioning, future product design and effective marketing.

HE’LL UNCOVER:

- + The DNA of Gen Z
- + Their world view and its impact on brands
- + Consumer themes and key drivers of purchase decisions
- + The role and view of digital in their lifestyles
- + The relationship dynamics that alter brand comms
- + Understanding how brand loyalty has evolved
- + Five things brands must do now

CLINT! RUNGE

Clint! Runge is the Managing Director of Archrival, a creative agency known for its youth expertise and felt in their buzz-building ideas and marketing for brands.



While he’s the sort of guy who likes card tricks and cat tees, his saving grace is that he knows how to do great creative. Kicking the tires and lighting the fires, Clint! and Archrival mix big ideas with lifestyle drivers for clients such as Red Bull, adidas, Teva, NBC Universal and YETI.

In these high-energy presentations, Clint! shares the insights they use everyday in marketing brands. Having spoken as a key note to hundreds of corporations, conferences, marketing clubs and universities, he pulls from hours of material to dial in specific content for those in attendance.

Participants will leave armed with tangible insights to build and market relevant brands for their next generation of consumers.



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