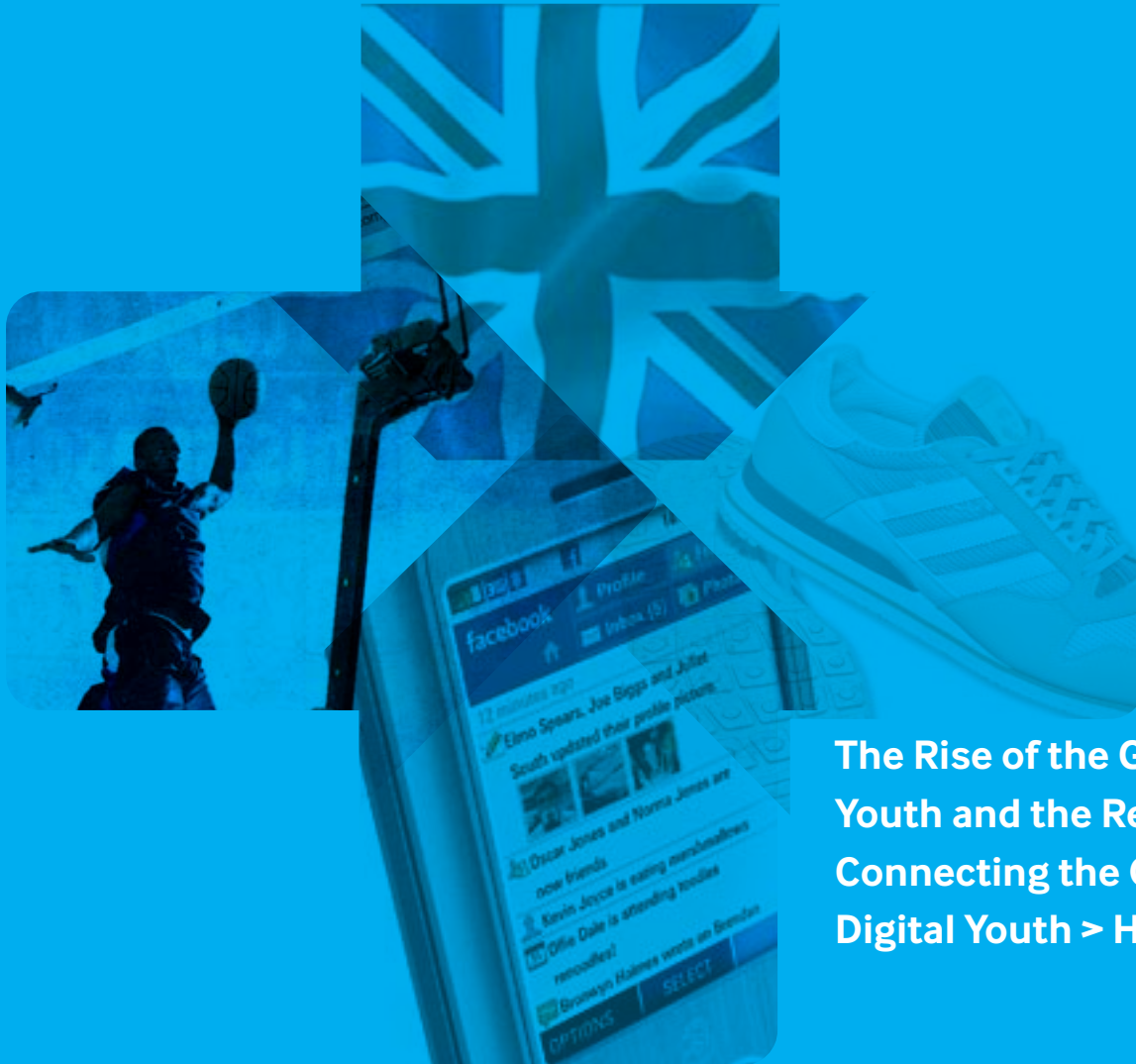


UK SPECIAL 2009



**The Rise of the Greenagers > Eco-aware Teens
Youth and the Recession > Silent Generation 2.0
Connecting the Olympic Values to Young People
Digital Youth > How UK Teens Keep Connected**

Overview

If you read certain papers in Britain you would be mistaken for believing that the country's youngsters are a largely unruly lot, lacking respect for others, hell-bent on binge drinking, and all carrying knives. While these problems certainly can't be ignored, it's this Insight Youth report explores some other less talked about but equally significant trends amongst teens in Britain today.

They certainly aren't all bad as the media portrays, as our first piece examines the so called 'greenager', identifying exactly how prominent environmentally-aware teens actually are and ascertaining which brands are looking to target this burgeoning social group.

With economic uncertainty affecting all parts of society, we look at the impact it's having on British youngsters and ask whether the recession will spawn another generation of withdrawn, cautious and unimaginative individuals, as some analysts believe occurred after the Great Depression.

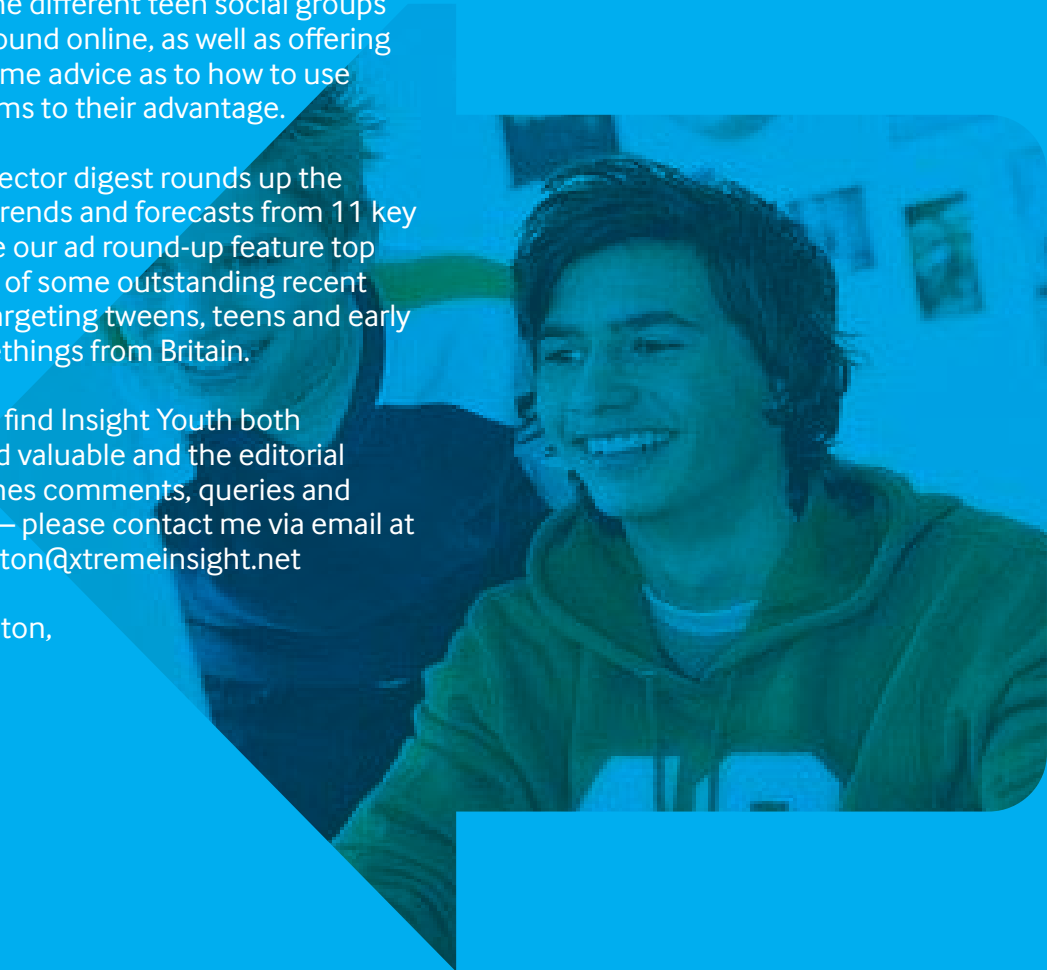
We turn our attention to the London 2012 Olympics in our third article, which although over three years away, is already being utilised in selected brands' marketing. With a youth focus central to this sporting extravaganza, we look closely at the early tactics being used from brands – both official and non-sponsors – which are hoping to use sport to connect with a young audience.

The continued rise of social networking sites is tackled in our final piece, where we distinguish the different teen social groups that can be found online, as well as offering marketers some advice as to how to use these platforms to their advantage.

The regular sector digest rounds up the latest news, trends and forecasts from 11 key sectors, while our ad round-up feature top level analysis of some outstanding recent campaigns targeting tweens, teens and early twenty-somethings from Britain.

We hope you find Insight Youth both enjoyable and valuable and the editorial team welcomes comments, queries and submissions – please contact me via email at matthew.carlton@xtremeinsight.net

Matthew Carlton,
Editor





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Campaign Round-Up

A look at some of the leading marketing initiatives in the youth sector

adidas > Me, Myself > Integrated

Early in 2009, adidas launched an aspirational integrated global campaign entitled 'Me, Myself' to support the launch of its new women's apparel website. The first phase saw the introduction of a web-based competition, which invited female athletes to upload a picture of themselves and share a personal, inspirational story about their own training struggles and successes, utilising a very consumer-led, UGC-centric approach from the outset. Continuing to give the audience control, visitors could then vote on the submitted entries either on the site itself or via Facebook and other social networking apps, providing many touch points for consumers to access the activity. At the end of the contest, three winners were chosen to take part in a photo shoot with adidas basketball star Candice Parker in Los Angeles. The resulting print executions feature iconic portrait imagery of the women, with the 'close up's designed to emulate the intimacy the campaign is trying to achieve. The copy uses the women's real name and states what at first glance appears to be the women's age, but the number is actually a reference to a narrative about herself and the products she is wearing, providing a personal insight into her dedication and commitment, helping celebrate motivation, confidence and individuality. The brand has explained that the spirit of 'Me, Myself' is about changing the emphasis and importance very clearly and decisively onto the woman herself, rather than the sport allowing the brand to take a more personal, individual standpoint. Further to the global ATL work, consumers can now place their photo in the 'Me, Myself' campaign creative and share their stories and sources of inspiration both in-store and online at www.adidas.com/women.

BBC Radio 1 > Money Matters > Online Video

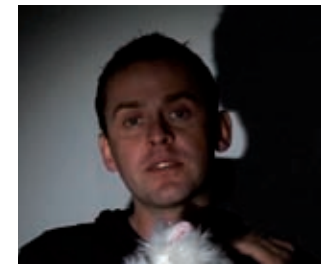
The BBC is trying to help London-based 16 to 24-year-olds become more financially savvy and aware during the global economic downturn, with a web-based financial skills campaign designed to educate them about potential problems. Launched via the Radio 1 station the campaign incorporates an interactive online video, featuring Scott Mills and Tim Westwood, which challenges users' skills in a number of different situations including buying a car or a holiday. Once the clip finishes the viewer is asked what they would do in each scenario, and, depending on their choice the DJ tells them whether they were right or wrong and offers relevant advice or tips. The light hearted tone of the activity, which forms part of the wider long term Money Matters initiative, ensures it does not appear too pedagogical or patronizing and comes across as entertaining and fun. The interactive nature also ensures the audience feels like it has some input into the activity and is actively involved, rather than simply passively absorbing the information. <http://www.bbc.co.uk/radio1/money/2009/scottgame.shtml>

Diesel > U:MUSIC > Online

Diesel's U:MUSIC talent search has returned for its eighth year this spring, with 2009's competition building on the recent success of the fashion brand's Diesel Cult online community. The contest, designed to seek out unsigned talent and promote creativity in music, invites bands to sign up at cult.diesel.com/dum.html, upload their music and engage with music fans by promoting gigs and band merchandise via the platform. According to Diesel the site has more than one million visitors each month and the contest will subsequently allow for previously unheard music to be exposed to a significant



adidas



BBC Radio 1



Diesel

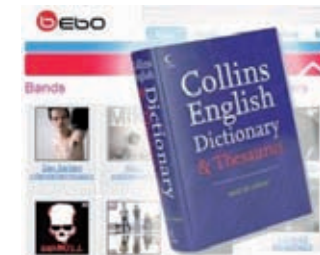
Campaign Round-Up

audience, fitting with the brand's ongoing strategy to support and champion creative talent. A world tour, visiting ten cities from July to November, will form the backbone of the campaign with the most popular artists selected to play with established acts. This integration of live events into the well established campaign allows it to extend its reach to an even higher level, bringing to life the campaign idea in a very real and entertaining way. In addition, all U:MUSIC content, including the concerts, will be broadcast via the portal's internet radio station 24 hours a day, as well as into over 400 of the brand's stores worldwide, ensuring for maximum coverage.

HarperCollins > 30th Anniversary Dictionary > Bebo
To mark the 30th anniversary of the iconic Collins English Dictionary, publisher HarperCollins has partnered with social networking site Bebo in a search to discover the most commonly used teenage slang words across the UK. A panel of 14 to 18-year-olds were selected to put together a shortlist of words first submitted on the network and Bebo's strong user base are now voting for the ones which they feel should be included in the special edition dictionary. The words have been split into six categories such as money, friends, girls and boys, 'street' language, and put-downs and include lexis such as bare (a lot of), seen (cool), fiend (addicted to something) and hater (a negative person). HarperCollins believes that the findings will allow it to keep track of an exciting part of the English language that it feels has previously gone unrecorded. Young people have been placed at the heart of this activity, from the driving aims of the campaign, to the creation of the panel and the voting process ensuring that this truly reflects the audience it is trying to reach. The social networking focus allows the brand to talk to young people in a place

where they traditionally go to, encouraging no change to normal internet or media habits. The publisher will reveal the words to be included in the dictionary this summer.

Home Office > It Doesn't Have To Happen > Mobile
Pocket Beatz, a mobile music application, is the latest addition to the ongoing 'It Doesn't Have To Happen' anti-knife crime campaign run by the Home Office. The government agency is hoping that the intuitive RKCR/Y&R-created mobile app, which allows users to play a range of beats, synths and loops to create their own mini tracks which can be recorded and played back, will be spread virally – the activity features a function which automatically links to the user's phone address book, allowing them to select unlimited friends and quickly and easily forward the content. This leverages the shift towards peer to peer communication, moving away from increasingly mistrusted, brand dominated horizontal messaging model, breaking down doubts about the content from the offset and extending the potential reach of the campaign. The technology also enables comprehensive tracking identification and reward of key brand advocates, whilst also creating a fresh database of users at whom future campaigns can be targeted. By utilising mobile, this allows for anytime, anywhere communication breaking down location and time restrictions and the interactive nature provides a genuine opportunity for youngsters to be creative with a universally appealing media such as music. The music focus also adds an entertaining element to a serious issue and allows for young people to engage with and think about the topic in a more fun way. Pocket Beatz is being distributed via youth-targeted media on youth-focused mobile portals, as well as Bluetooth promotions in suitable locations throughout the UK.



HarperCollins



Home Office

Campaign Round-Up

Home Office > Know Your Limits > Viral

The Home Office continues to roll out its 'Know Your Limits' campaign, first introduced last summer, with a new viral designed to combat binge drinking among 18 to 24-year-olds. The VCCP-created film stars up-and-coming comedy writer and performer John-Luke Roberts, posing as a street reporter who attempts to get young people to act out embarrassing, anti-social or potentially dangerous behaviour normally associated with drunkenness, including smearing vomit on themselves or pinching a stranger's bum. The 'roving reporter' style attempts to create a sense of spontaneity, capturing people's natural reactions without it feeling too staged or 'fake'. The work fits neatly with the ongoing 'would you do it sober?' message, encouraging youngsters to actively think about and question their own behaviour when they have had a drink, while the witty, humorous nature of the viral allows the film to remain lighthearted and entertaining without being too pedagogical and increasing the chance of forwarding. Pre-rolls of exclusive footage will be used around popular TV programmes online to drive traffic to the viral.

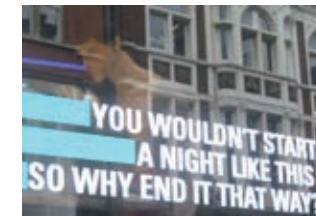
MTV / Body Shop > Spotify > Safe Sex

MTV UK and ethical beauty retailer The Body Shop are utilising the latest peer-to-peer streaming music program Spotify to try and promote the message of safe sex to teenagers through music. Artists, including popular girlband The Saturdays, have created bespoke 'Play Safe' playlists on the platform in order to try and spread the word in an entertaining manner. Users are also being encouraged to devise their own personal playlists, giving them an authentic opportunity to play a valid role in the campaign, with the lists also being showcased on the official campaign 'yes yes yes' blog

(blog.yestosafesex.com). Having launched in the last few months, Spotify is still relatively new and there is a lot of intrigue around the platform. Therefore this campaign is timely, allowing for interaction with consumers when a platform is very topical and relevant. A dedicated website is running alongside the Spotify activity, with participants encouraged to sign a safe sex pledge at www.yestosafesex.co.uk. In store, the Body Shop has created a limited edition Lip Butter, with proceeds from the product going to help fund sex education work and save lives.

Nokia > Nokia Tube > Experiential

During February and March Nokia embarked on a UK-wide tour with the country's first ever touch-sensitive dancefloor. Held in cities such as London, Manchester and Leeds, events formed part of a wider integrated campaign to promote the brand's first touchscreen phone, the Nokia 5800. Consumers were encouraged to take to the floor to learn the 'Nokia Tube' branded dance routine choreographed by Britain's Got Talent star George Sampson. Wannabe dance stars were also encouraged to learn the dance at home and upload videos of themselves doing the 'Nokia Tube' onto dedicated pages of social networking sites, including Facebook. The events provided an original way of bringing to life a core campaign idea and new product function, which is so topical right now with the ever increasing popularity of the pioneering Apple iPhone, in an engaging and interactive way. The dance floor initiative itself, as well as combining touch screen handset features with dance-led arcade games, is a playful way of spreading a brand message which may have the potential to spread from consumer-to-consumer as well as from web to event/party. The playful



Home Office



MTV/Body Shop



Nokia

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theme allows consumers to enjoy the activity without feeling they are being overtly marketed to. The online element of the campaign effectively taps into constantly growing social networking audiences and allows for the brand message to be communicated through consumer-led, fun and original content. <http://www.youtube.com/watch?v=v-7MRn95Q4U>

Phones4U > Great Deals 4 Popular People > Integrated Mobile retailer Phones4U is attempting to engage more effectively with the 16 to 24-year-old demographic via a new campaign entitled 'Great deals 4 popular people'. The push focuses on the core theme of peer group approval, playing on consumer obsession with popularity, a topic which is perhaps most relevant to the younger target. The creative depicts fictional characters, including the 'Scout Master', who are labeled with 'Yes' or 'No' stickers indicating whether they are likely to have the numbers of more than 50 friends saved on their mobile phones. To provide a further touchpoint and takeaway the retailer will also send out 'Yes' and 'No' stickers, also extending the longevity of the campaign. The £2.5m integrated online, outdoor, TV and radio push marks a definite shift in media strategy for the UK retailer, which has until now predominantly used TV. The wider choice of media, specifically the web platform should allow it to more effectively reach out to its desired target and provide a higher level of interactivity. A dedicated microsite www.areyoupopular.co.uk brings the campaign idea to life, allowing visitors to submit photos for 'popularity analysis' as well as showcasing the handset deals on offer. The three-month campaign also signals the end of the Jack character which has been seen across the retailer's creative for the last five years.

Royal Marines > YouTube Channel > Online

The Royal Marines Commandos has introduced an official YouTube channel in a bid to engage with potential new recruits and showcase exclusive media content via the established platform. Aimed at young men with an interest in serving with the armed forces and who want to learn more about life in the Royal Marines, the branded channel focuses on areas such as RMC Training, Extreme VS Marines, State of Mind, and Ambush and Assault in a bid to bring to life the Royal Marines' state of mind through engaging and interactive rich media content. An interview section with serving Royal Marines gives a more intimate, personal insight into the job and should allow visitors to get a genuine authentic snapshot into the careers available and people involved. Videos are reviewed monthly, with this regular addition of fresh content increasing the chances of repeat visits as users seek out updated content. The channel is also used to direct visitors to the official website, trying to ensure they spend as much time as possible with the 'brand', while also encouraging them to download the Royal Navy and Royal Marines news widget to stay up to date with upcoming news. See <http://www.youtube.com/user/RoyalMarinesOfficial>

Schwarzkopf > Birdboy7227 > YouTube

Following a YouTube posting by US youngster Richard Povian (AKA Birdboy7277), which saw the teenager demonstrate how to create a dramatic Mohawk hair style using Schwarzkopf's Got2b Glued 'extreme' hair gel, the Henkel-owned haircare brand has recruited the video blogger to spearhead a series of marketing and PR stunts in the UK. Richard is a fan of free-running sport parkour and Schwarzkopf has put together a campaign that connects the sport's acrobatics into the gravity-



Phones4U



Royal Marines



Schwarzkopf

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defying, strong hold nature of Got2b's styling range, demonstrating the product's core benefit in a very real and physical way. The brand is collaborating with professional parkour group Urban F challenges and the campaign will center on YouTube content generated by the challenges, keeping the media platform coherent with the original campaign concept/inception. The employment of Richard to the campaign adds an element of reality to the work and provides a central character which the core audience can easily relate to. Online PR is also targeting hair and lifestyle bloggers and media, in a bid to encouraging them to sample the products and create their own unique looks. <http://www.youtube.com/watch?v=6bohzN4MNT4>

T-Mobile > Life's For Sharing > TV

As a follow up to its massively successful 'flash mob' TVC recorded at London's Liverpool Street station, T-Mobile hosted a giant karaoke in the heart of the city for its second 'Life's For Sharing' TV spot. The creative, premiering on UK screens on May 2, provided viewers with another 60 seconds of genuine feel good, spontaneous, people-centric entertainment, allowing it to connect to both existing and potential customers in a very fun way. Over 13,500 people of different ages, races and genders were depicted with well known pop star Pink enjoying themselves in the London sunshine, brought together in song by classics such as The Beatles' 'Hey Jude'. The ad effectively captures the 'Life's for Sharing' idea of enjoying life with those important to you. The sheer speed of this campaign really stands out - just days before T-Mobile posted a video on YouTube summoning people to Trafalgar Square at 6pm on Thursday 30 April and Twitter messages, flyers and e-mails ensued, ensuring that within hours the message was viral. Rapid

editing meant the TVC went out on national TV just three days after recording. The spot and a number of outtakes and different versions are also racking up hits on YouTube.



T-Mobile



T-Mobile

The Rise of the Greenagers

The Rise of the Greenagers

By Matthew Carlton

The growth of today's ethical consumer has been well documented. Sales of Fairtrade and ethically produced products have soared across the developed world – at least before the recession kicked in - as society realises that it is consumers who can make a genuine difference to the planet's future. But are climate change and ethical practices of any great concern to young teen consumers in the UK? With the pressures of exams, dilemmas over university, financial worries, social issues, and not forgetting raging hormones, does this so called 'greenager' generation have the time or inclination to crusade for a better planet?

The evidence appears to suggest that they do. Of course some are more vociferous in their action than others, but surveys indicate that ecological issues are of some concern to the current crop of British youngsters.

Three in four teens declared in last year's 'My Generation: Social Spending Power' study - commissioned to launch the UK's first National Ethical Investment Week – that they will make a real impact on social and environmental concerns in the future – and claim their generation better understands its financial clout than their parents.

The report revealed that over 70 percent will refuse to work for companies that do not behave ethically; three quarters aim to run a low-carbon household; over half (54 per cent) will spend and invest their money with companies that behave ethically, while a further 46 percent want to own eco-cars.



Christophe Jouan, Managing Director of trendspotters, The Future Foundation commented: **'These are tomorrow's customers and voters, so neither big business nor politicians can afford to dismiss the results of this report. Today's teens will be the most socially-conscious generation of consumers yet, who are also very aware of the power of the pound. From the jobs they do to the cars they drive, and, from the products they buy to where they invest their money, it seems the next generation are determined to use their spending power in a positive way.'**

Furthermore, a survey of 16 to 19-year-olds commissioned on behalf of the National Lottery found that 13 percent supported a ban on travelling by air for leisure purposes, while one in 10 say they would back a ban on cars if global warming continues to worsen. Meanwhile others - primarily girls - are so environmentally-conscious they have developed a whole new strand of teen insecurity called 'green angst', which is defined as 'anxiety about one's eco credentials'. Some teens even stated that environmental awareness affects their choice of friends and partner

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Ed Gillespie, co-founder of Futerra, the London and New York-based corporate responsibility and sustainability communications agency, concurs with the above findings, but states that youngsters' environmental concerns must be caveated with how much they care relative to other issues and concerns: 'The thing is when it comes to the environment actually everyone cares to an extent, it's actually a little bit mad not too, but then this concern may actually feature quite low on people's priorities relative to fear of crime, employment and job worries, money etc. So it's about context as much as anything else. So many of young people's problems and 'issues', such as teenage binge drinking, obesity or unplanned pregnancy stem from self-esteem related concerns, and in practice getting involved in environmental issues in a way that is relevant to them can work wonders in making people feel better about themselves!'

'Climate change and loss of wildlife are the "nuclear threat" for this generation. I spent the late seventies and early eighties growing up in fear of nuclear holocaust, young people today are worried about the world being bequeathed for them and the problems they are likely to have to deal with.'

Acutely aware of these concerns and trends, brands are starting to offer products that appeal to the growing green tribe. The likes of Nokia, Apple, Puma, adidas and Nike have begun to produce 'eco-friendly' lines, be that carbon-free goods, or made largely from recycled products, while Orange and nPower have pioneered green and sustainability initiatives aimed directly at teens.



Rallying the Troops Online

Evidence of this trend is perceptible online. On the social networking site Facebook, groups include 'Slow Climate Change', 'Recycling Awareness' and 'Join the Fight to Stop Global Warming' with 53,378, 70,861 and 314,035 members respectively.

While of course it could be argued that joining such groups just takes a few clicks of a mouse and hardly implies activism, specific youth-orientated environmental awareness websites are starting to appear – be it global sites such as ecorazzi.com, which, as its name suggests, attempts to connect the interest in celebrity culture with green issues, or more focused portals that actively encourage teens to lower their carbon footprint, such as www.footprintfriends.com. In London, the mayor's dedicated website for the city's teens (accessible at <http://www.london.gov.uk/young->

[london/teens/](http://www.london.gov.uk/young-teens/)) encourages them to get involved in local environmental projects, as well as offering practical tips on all things green.

New media certainly seems to be the most effective way to connect to the young and eco-aware, a fact perhaps exemplified by Prince Charles' recent MySpace video plea to save the rainforests, which was his first internet address.

He took the opportunity to explain why he is specifically targeting social networking sites like MySpace, which attract large numbers of predominantly young people, saying: 'One of the internet's strengths is that it can enable diverse communities to come together to ensure that everybody's views and actions can really be made to count. It provides the potential to create global determination for change on a vitally important issue.'

His message was followed by the online premiere of a public awareness film for action to slow the rate of destruction of the tropical rainforests.

And in Parliament....

While new media seems to be the communication tool of choice for this young band of green crusaders, some feel it is necessary to raise awareness of vital issues via traditional media forms such as TV.

Following a recent meeting with MP Hazel Blears, the then secretary of state for communities and local government, a panel of 'young advisers' discussed ways to encourage young people to consider saving energy and exploring ways to combat climate change.

The Rise of the Greenagers

Ideas banded around included introducing storylines about climate change and energy-saving into children's TV programmes and soap operas, and encouraging young people to be 'green pioneers' within their own families.

They also wanted more information to accompany electric appliances on how to use them in the most efficient way and they said there should be better use of 'peer-to-peer persuasion' through social networking sites and leaflets that would actually be designed by young people.

Such suggestions were eulogised by Blears: 'I am delighted that young people have a special interest in climate change. Their views on encouraging others to reduce their energy use were ambitious, creative and will be especially useful as we look to encourage more people – young and old – to live greener lives.'

Brands Doing Their Bit

This desire to live greener and morally rewarding lives has not gone unnoticed by various brands, whose youth-oriented CSR initiatives have reflected this.

Mobile and broadband network Orange ran a major ATL push towards the end of last year to back its RockCorps programme, which encouraged teens and early twenty-somethings to undertake volunteer work in return for free concert tickets.

Volunteers willing to help out on projects to benefit their local communities, such as working with graffiti artists to paint a super-sized mural; shifting fifty tons of earth to



create an urban garden for kids; or providing an extreme makeover to a community centre, got the chance to see the likes of Busta Rhymes, Feeder, John Legend and The Guillemots perform at London's The Royal Albert Hall. It proved such a success that it is back for a second year, with a concert at Manchester's Apollo featuring Lady GaGa and N-Dubz, to be followed by further events in London and Paris.

Competitions spearheaded by educational institutions are growing in popularity. In support of the Norwich Carbon Reduction Trust, students from the MBA Carbon

Management degree at the University of East Anglia are hosting a unique Eco-Dragons' Den business event this summer. Based on the popular BBC Dragons' Den TV programme, secondary school students from across Norfolk are invited to pitch their eco-business ideas to the panel of 'eco-aware entrepreneurs'.

In a similar vein, nPower's Climate Cops - which picked up a hat-trick of awards last year in recognition of its contribution to tackling climate change and encouraging environmental awareness - is an initiative centred around an innovative website, accessible at www.npower.co.uk.

The Rise of the Greenagers

climatecops.com. Here games help youngsters to understand the importance of conserving energy, and provides information on the Green SOS competition which aims to motivate students to turn passion for the environment into action. This year Hellesdon High School in Norwich beat hundreds of schools to scoop



the award at a ceremony held at the Science Museum, London. The panel of judges, including award ceremony presenters Fearne Cotton, Piers Morgan and eco activist Eugenie Harvey, were impressed by the way the plucky youngsters lobbied local shopkeepers to ban bags, securing 23 out of 56 local stores to say no to plastic.

While such approaches from nPower and Orange are rightly lauded, other brands trying to play the 'eco card' have been lambasted by youth superbrand MTV in the latest instalment of its MTV Switch initiative to battle climate change. 'Green song', developed by 180 Amsterdam, is a tongue-in-cheek film about how to identify the perceived 'greenwashing' carried out by brands and politicians.

Upon MTV Switch's launch Bill Roedy, vice-chairman of MTV Networks, said: **'We are facing a tipping point on climate change and we need to act now. The 'MTV Switch' campaign seeks to empower our viewers to make simple behavioural changes to have a profound impact on conserving energy. The statistics are staggering. If less than 1 percent of our total potential viewing audience - roughly one million people - switches to three energy efficient light bulbs, this would be equivalent to taking 100,000 cars off the road. Small energy efficient steps taken by many can clearly make a big difference to climate change.'**

MTV said that the initiative would aim to deliver 'simple tips to help viewers realise that small actions taken by many individuals can make massive differences to the world's carbon emissions'. The celebrity-fronted campaign aims to reach a potential global audience of 1.5 billion viewers, mainly addressing the 15- to 25-year-



old demographic.

More and more celebrities are pledging their time or money to raise awareness of ecological issues. Fearne Cotton, an undisputed teen favourite, has spoken about her green lifestyle choices via a variety of media platforms, including a recent article in *The Guardian*. Harry Potter actress Emma Watson is an ambassador for Greenpeace. The 18-year-old was approached by the charity after they read an interview where she said: **'I cannot not be green. It's something I feel strongly about.'**

And in Hollywood the A-listers with global appeal are making their presence felt. The 11th Hour, released last year, was narrated and produced by Leonardo DiCaprio. The film analyses the state of the global environment including visionary and practical solutions for restoring the planet's ecosystems. Orlando Bloom is another high-profile eco-crusader, donating time to Global Cool and Global Green, among others. Teen heart-throb and star of Entourage Adrian Grenier is fronting Alter Eco, an eco lifestyle and makeover series, alongside a team of green

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activists, experts, and friends.

Green is the New Black

Following the launch of a raft of sustainably-produced fashion ranges, sportswear giants, including Nike, adidas and Puma, have followed suit with the introduction of eco-friendly lines.

adidas showcased its new eco label at New York Fashion Week in February. The SLVR range includes shoes, clothing and accessories, which have been designed for spring and summer. The clothing line uses eco friendly and sustainable materials such as organic cotton, soybean fibre and of course, bamboo. In addition, the adidas D-Nizza trainer jacket is produced in conjunction with the WWF and is supporting the WWF's One Planet Living. It is made purely from natural materials and sold in recycled packaging, but keeps all the authentic vintage/70s detailing. The adidas Grun ZX500 trainers are made from recycled PET, biodegradable PLA and recycled cork, while its Stella McCartney designed womenswear range comprises 100 percent organically grown cotton apparel pieces and footwear using sustainable materials.

Considered Design is Nike's lasting commitment to 'design without compromise – to performance or the planet'. Through this sub-brand Nike envisages a future where the footwear we wear today become the shoes, shirts or equipment we use tomorrow. 'This is closed loop manufacturing, where nothing is wasted; everything is kept in play' according to the brand's website. It is here that Nike spells out its plans to grow the label: By 2011 'All Nike footwear will meet or exceed baseline



Considered Design standards. This will result in a 17 percent reduction in footwear waste, a 20 percent increase in the use of environmentally preferred materials and maintaining Nike's 95 percent reduction in VOCs (volatile organic compounds). By 2015 'all Nike apparel will meet or exceed baseline Considered Design standards' and by 2020 'all Nike equipment will join the ranks of Considered Design'.

Across The Pond

Millennials on the other side of the Atlantic are 'one of the most highly educated demographics when it comes to understanding the importance of ecological and environmental conditions' according to the latest Generate Insight survey. This generation of US consumers have made it clear

that they want brands to be more environmentally responsible and give back some of their revenue to support green initiatives.

However when asked the question: 'If you had to choose between two brands, Brand A, which is a little more expensive but gives 5 percent of its proceeds back to an environmental cause, or Brand B, which is less expensive but does not give back, which would you choose?' In response, 64 percent of millennials aged 18 to 29 said they would be willing to pay more for a product if they knew some of their investment was going toward an environmental cause, but on the other hand, 71 percent of the 13 to 17-year-olds chose Brand B.

A key takeaway from this study, for brands both in the US and the UK, is that brands need to be mindful of their target demographics. Clearly the marketing strategy should not be universal across all age groups when it comes to tapping into the green movement.

Futerra's Ed Gillespie offers further food for thought about how brands should approach this target market: **'Be edgy, be creative, be subversive, being green isn't all about warm, furry, fluffy brown-eyed animals it's also about street culture, walking to school, community art, littering and doing things together to improve neighbourhoods — Trees for Cities do some excellent work on engaging young people in tree planting in their area. If you don't think young people care about this then you're not communicating it right!'**

The Silent Generation 2.0 > Youth Segment Hit Hardest By Recession



The Silent Generation 2.0

By Jeremy Edwards

The media headlines may focus on high profile victims of the recession and the lost billions of Britain's richest, but as a generation it is the youth segment that looks set to be hit hardest (and longest) by the downturn. A slew of new labels are being applied to the current crop of 18 to 24-year-olds. In the UK some are calling them 'Generation Crunch', whilst their counterparts in the US are being patronisingly referred to as 'Generation OMG'. They look set to be following their peers born in The Great Depression and World War II era whom Time Magazine called 'The Silent Generation'. Is 2009 seeing the graduation of 'The Silent Generation 2.0'?

Prudence, risk averse and responsible

During The Great Depression sociologists discovered that

as incomes drop, parents fought, argued and drank more, leaving children bewildered and often alone. In early 2009 The Children's Society warned that we may witness a similar psychological impact of today's youth. The classic characteristics of that Silent Generation were that they were withdrawn, cautious, unimaginative, indifferent, grave and fatalistic and conventional. They had confused morals and expected disappointment.

'Youth today is waiting for the hand of fate to fall on its shoulders, meanwhile working fairly hard and saying almost nothing,' said the infamous article in Time in November 1951. 'The most startling fact about the younger generation is its silence. With some rare exceptions, youth is nowhere near the rostrum. By comparison with the Flaming Youth of their fathers and mothers, today's younger generation is a still, small flame. It does not issue manifestoes, make speeches or carry posters. It has been called the Silent Generation.' They also became known for being risk averse, less

entrepreneurial, for a lack of spirit and determination to accomplish the gung-ho adventurousness of their parents. In the UK that meant a lack of appetite to conquer Everest, succeed in the colonies or build industrial empires. The first Silent Generation were a prudent lot who became a generation of conformists (who themselves gave birth to risk-taking children) and a similar pattern could be emerging again. A recent US poll found that thanks to recession fears, fewer teenagers want to start their own business. If today's Silent Generation 2.0 adopt the same traits then perhaps we may see a dearth of web 3.0 developers, few new media moguls and a lack of appetite for stem cell research and nanotechnology.

A backlash against the age of cheap credit, over-extended borrowing, selfish aspiration and risky acquisitions – the commonly cited drivers of this recession – could see the return of a more prudent and responsible youth movement. And yet fears about environmental disaster, cyber crime and the prospect of never owning their own home could see today's youth become another wave of dispirited, unadventurous fatalists.

On a more positive note, today's youth could also be set to bring about a revival in civic pride. In the UK there are already record numbers of applications to Voluntary Services Overseas (VSO) and youth volunteering association V. Indeed a recent V survey showed that the numbers of young people volunteering to help equip themselves for a job in the future is rising and the organisation has launched a new award scheme to help young people develop new skills through voluntary work (see www.vinspired.com). The survey found that

The Silent Generation 2.0

more than two million young people – around three in 10 - might currently consider the idea of volunteering on a full time basis and more than half agree that young people will be more likely to volunteer if rates of unemployment continue to go up. In the US there is a similar rise in applications to the Peace Corps and Teach For America.

Jobless and lost

One main driver behind the rise in youth volunteering is, of course, today's appalling job prospects. The Local Government Association is warning against a lost generation of young people created by the recession, who can't get work. The recession is having a very serious effect on youth around the world – but perhaps those set to suffer worst of all are the 18 to 25-year-olds - the school leavers and graduates of 2009.

As economic output has decreased, education spending has been cut, government funding for education institutions and for students has been under increasing strain. Opportunities for student loans, scholarships, school employment, and aid have been weakening for two years, whilst tuition fees are rising and education loans are becoming more of a burden.

Cost (and not course) is now dictating which universities are being applied to for many. In March 2009 the UK Youth Parliament produced a survey showing that 36 percent of those planning to take a degree are now selecting their university primarily 'on financial grounds'. Many young people are 'opting for cheaper courses or choosing a local university so they can live at home during the recession'. The same survey found

that around two-thirds of respondents said that the recession would affect their ability to pay for university, with the majority of these citing parental job losses and fewer part-time jobs being available. (see www.ukyouthparliament.org.uk/unifees)

And now, as this year's crop begins graduating they are struggling in the job hunt. Young UK school and university graduates face the roughest job prospects in a generation and tens of thousands are facing unemployment. Unemployment at these record levels may see an entire generation suffering from marginalization, exclusion, frustration and even low-esteem.

Global difficulties

According to the United Nations 2008 World Youth report (where youth is defined as aged 18 to 24), this 1.2 billion strong segment makes up for 18 percent of the world's population and 25 percent of the world's potential workforce. Yet the UN claim this group is currently three times more likely to be unemployed than the rest of the core adult workforce (those aged 25 to 60) with female youth suffers even higher rates of unemployment. Indeed, the UN believes that as many as one billion 18 to 24-year-olds are currently unemployed.

To make matters worse, the International Labour Organization (ILO) says that those in this age group that do have a job are more likely to be working long hours on short-term contracts for low pay and with less social protection than adults. The ILO's latest recession-related study shows an acceleration of the casualisation and contractualisation of youth sector workers. Of course,

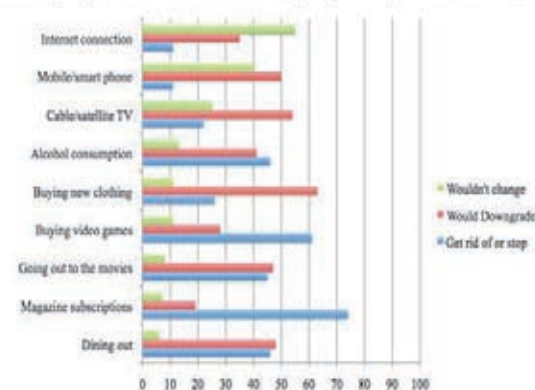
the situation in the UK is less severe than in other parts of the world. For example, in both Africa and Latin America in excess of 90 percent of all newly created jobs employing youth are in the 'informal' economy.

Unemployment amongst 18 to 25-year-olds was already on the rise well before the recession kicked in. In America, 2.2 million under-30s have lost their jobs since the economic crisis began in 2007.

Local trouble

The latest evidence in the UK exploring the impact of the recession shows that 18 to 24-year-olds are set to become the population segment that suffers the most from the economic slump. The latest Labour Market Survey reveals that it is 18 to 24-year-olds for whom unemployment is growing fastest. Current stats show that 597,000 were unemployed in the three months to October 2008, up 55,000 from the three months to July 2008. Three million people of all ages are predicted to

How young adults 18-29 would change spending in a recession (%)



The Silent Generation 2.0





be out of work by the end of the year; at least 40 percent (1.25 million) will be under 25.

The total of under-25s now drawing Jobseekers Allowance is up 80 percent in a year to more than 450,000. In the worst hit spots in the UK, such as Merthyr Tydfil (South Wales) and Wansbeck (Northumberland), one-in-six young people are claiming.

'Young people are facing a long, hot summer looking for work because of the tough outlook for jobs' states the Chartered Institute of Personnel and Development (CIPD), whose recent survey of 500 companies showed that only one in five planned to take on 16-year-olds leaving school in the next few months.

Economist and Bank of England Monetary Policy Committee Member David Blanchflower (one of the few financial gurus who actually predicted the recession) warns that the downturn's effect on Britain's 18 to 24-year-olds as being scary. ['A spell of unemployment is bad when young, and the longer it is, the worse it is,'](#) says

Blanchflower. ['We want to do everything to prevent it becoming long-term unemployment.'](#)

So well educated graduates are being urged to take lower-status, lower-paid jobs – like bar work or stacking shelves - rather than slumping into unemployment. A Higher Education Careers Service Unit poll in early 2009 found that 62 percent of this year's graduates were not confident that their degree would help them get a job.

A June article in *The Guardian* newspaper highlighted some key evidence of the extent of the downturn in graduate recruitment – such as:

- Major companies cut recruitment and narrow graduate search to just 5 elite universities
- Graduate recruitment 'milk round' organisers say jobs in finance and retail are drying up
- Recruitment barometer KPMG's 600 graduate entry jobs taken months in advance
- Manchester University careers service (largest outside London) reports a slump in recruitment adverts

National internships

The trends are so concerning that the government has already launched a plan to help the class of 09 find work after graduation. First termed the National Internship Scheme, it has now been renamed The Graduate Talent Pool. It aims to source new graduates a 'reduced wage placement' to help ease them into working life and gain vital experience. Graduates will receive pay deals slightly above the current student grant of £2,835 to ensure they don't suffer a cut in income. The government is also considering subsidising the placements to encourage employers to take part.

The scheme being developed by Universities Secretary John Denham, driven by a fear that this generation of young people will be deeply scarred by recession, is being spearheaded by firms such as Barclays and Microsoft. ['This year there will be a large number of graduates - the children of the babyboomers - and we are keen to make sure that they get as good a chance as we can give them to get jobs and build good careers,'](#) says Denham.

['We will not leave them to fend for themselves. The internship scheme will give them an opportunity to gain real experience of using their skills at work, and give them the best chance of showing employers what they can do.'](#)

Non Government initiatives struggling

The Prince's Trust, which alone needs nearly £1m a week to continue its work, has launched a major public fundraising campaign to help youngsters find jobs – the Million Makers Challenge challenge.

The Silent Generation 2.0

The project aims to gain public support to raise £1m to help young British entrepreneurs and will challenge 100 companies to set-up mini-enterprises to raise money for the Prince's Trust. But raising funds from the public and business for such projects is increasingly tough.

According to a 2009 report published by The Prince's Trust and the Cass Business School, youth charities are having difficulty attracting funding despite their 'immeasurable value'. Perhaps surprisingly, animal welfare charities are receiving five times more public donations than their youth equivalents. Income for young people's charities represents only 1 percent of the voluntary sector's £48bn income, drawing just 1.5 percent of private voluntary donations. Charitable trusts' donations to youth charities will fall by almost £8m if funds drop by 3.8 percent in 2009 in line with the predictions by the International Monetary Fund (IMF).

Martina Milburn, chief executive for The Prince's Trust, said: 'Britain's most vulnerable youngsters will be permanently damaged by the downturn, unless they receive the support they need. We need to help young people into jobs - only with their ideas and creativity will we be able to pull ourselves out of the recession.'

Silent TV?

But, while some will be lucky or determined enough to gain an internship and others will seek to better themselves, give something back and restore a sense of civic, national and socially responsible pride by joining national and international volunteer programmes, others will silently park themselves on their parents' sofas and contribute to the recent surge in popularity of video

games and illegal downloading.

With less money to do outdoor, original or constructively fun stuff, already we are seeing UK youth cocoon themselves indoors. Once again, statistics suggest that an increasingly large proportion of TV audiences are 18 to 24 year-olds. The creaking economy sees more young people hiding away at home where they are watching more television than ever before. UK television viewing hours were already rising in the second half of 2008 and are expected to rise another 30 minutes per week per viewer in 2009, according to an early 2009 report from the technology, media and telecommunications practice at Deloitte.

The IPA latest 'Trends in TV' report agrees and claims that average daily TV viewing figures over the last three months of 2008 were at their highest level since 2004 (standing at 3.9 hours per individual). Much of the increase is due to a pick up in the younger 16 to 34-year-olds group watching more TV.

The trends are the same in the USA. According to an early 2009 Nielsen report, the average US citizen tuned in to 151 hours of TV per month during the fourth quarter of 2008, up from 145 the previous year. Perhaps The Silent Generation 2.0 might even bring TV back from the dead?

A new study into European youth purchasing trends in the downturn by Viacom Brand Solutions International (VBSI) shows that the generation is very aware of the recession, but most are 'unwilling' give up such priorities as clothes and fashion, holidays and going out with friends until they absolutely have to.

Awareness:

- 96% are conscious of the recession
- 88% have talked about it with their friends and family.
- 65% are staying home more
- 65% are looking for less expensive ways to spend time with friends
- 60% say it is having an effect on their lives

Changing Priorities:

Faced with less money to spend, they would prioritize their spending on the following:

1. Clothes and fashion
2. Vacations and travel
3. Going out with friends

For the 15 to 24s clothes and fashion are most important

For 25 to 34s vacations and travel are the most important

UK focus (all higher than European average)

97% are aware about the economic downturn

76% say that they see and read about it often (higher than the European average of 59%)

61% more worried about their financial situation compared to a year ago

42% feel they have less money than a year ago

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Connecting the Olympic Values to Young People

By Dan Southern

'Today's children live in a world of conflicting messages and competing distractions. Their landscape is cluttered. Their path to Olympic sport is often obscured. But it's a world we must understand and must respond to.'

Seb Coe's final Olympic bid presentation in Singapore on July 5, 2005 was seen by many as the key turning point in the 2012 Olympic bidding process for London. Lining up against other candidates such as Paris, New York, Moscow and Madrid, the London campaign had not been seen amongst the favourites with a rocky bid process following tangled in controversies over the cost of the new Wembley stadium and a failed attempt to stage the World Cup.

Recounting memories of himself as a schoolboy watching the Mexico Olympics on a grainy black and white TV as local athletes pursued Olympic glory however, the double Olympic champion runner turned politician created a strong differentiation for the UK capital from competing cities, and inspired the members of the International Olympic Committee to vote for London ahead of Paris. As a statement of intent, candidate cities were allowed up to 100 representatives in the bidding hall for their final presentations to the committee and of those hundred, London took 30 young people aged 12-18 **'taking the places of business men and politicians,'** said Coe **'because we're serious about inspiring young people.'**



Coe thrust young people's potential and opportunity in to the core of the proposal with a sense of urgency, implying that the Olympic brand was faltering in its responsibility to connect to young athletes. **'My heroes were Olympians. My children's heroes change by the day,'** he said.

From False Starts...

Having been crowned the host city for 2012, the London Olympic Committee for Organising the Games (LOCOG) has continued to pursue its youth-oriented strategy. The road has not been smooth however. Besieged by criticisms relating to the spiraling cost of the games, and increasing skepticism amongst taxpayers, LOCOG launched what it had hoped would

be a widely embraced and loved identity for London. Revealed on 4 July 2007, the controversial logo (created by Wolf Olins) caused a furor across the media while a July 2008 survey conducted by Ipsos Mori for the Chartered Institute of Marketing, found that 57 percent of marketers believe that the logo is not an effective design, including 30 percent who feel strongly that it is ineffective.

Like or dislike the logo, it appeared to be consistent with the London organizers' bid for a youth friendly games. Shunning the traditional approach of incorporating city or national icons moulded in to the shape of athletes or other Olympic symbols, its graffiti-esque look, striking use of colour and adaptability for multimedia was intended to resonate with young people around the

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world. The design's adaptability for digital and multimedia was conceived as an important way of connecting with young people given the ongoing changes in patterns of information consumption.

To Raising the Bar...

The central organizers have embarked on a number of initiatives to connect young people with the Games and their efforts appear to be ever-increasing, especially now that London has emerged from the post-Beijing haze. As well as working on its own, LOCOG has also taken part in a number of joint partnerships – some of which are with commercial sponsors (such as VISA), and some of which are with government backed initiatives (such as Make Your Mark).

Currently at the heart of the LOCOG's communication strategy is the 2012 Olympic blog (www.london2012.com/blog) which is updated with a steady stream of information on an almost daily basis. It's clear that it acts as a hub around which various stakeholders can operate, contributing news and articles of interest from a host of different writers (including celebrity contributions from the likes of Olympic triple-jump champion, Jonathan Edwards). In addition to the traditional blog layout, there is an interactive map of the UK that identifies where and when the articles were written, allowing users from around the country, and not just London, to see what impact the Games are having in their region.

The blog is a good example of how LOCOG is aiming to making the Games accessible to its priority audience, offering information in a more social way, openly sharing information and providing tools that, in a digital world,

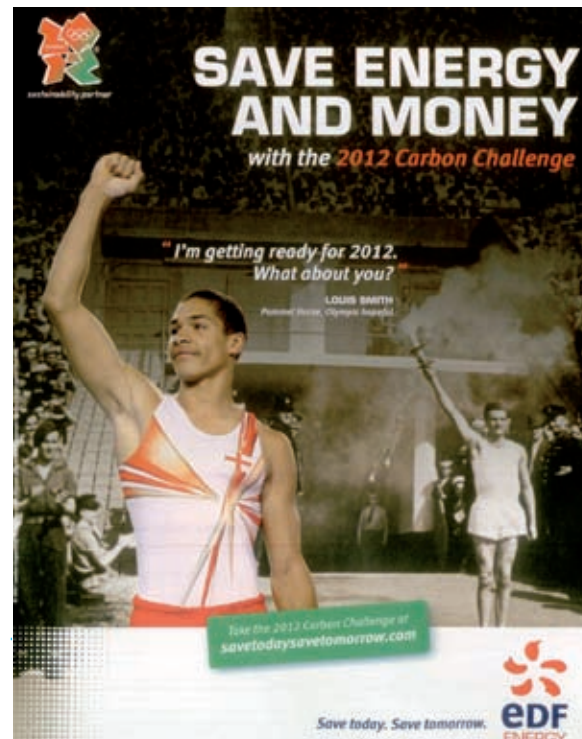
are increasingly taken as given amongst young people. As well as media rich content, blog visitors can comment on the articles (although these are moderated).

Away from the blog, 'Get Set' is a campaign that has been set up by the Education team to directly focus on communicating the values of the London Olympics to kids aged 3-19, using their schools and colleges as a conduit. The Get Set Network, which was launched in March 2009, is set to be made up of education establishments that are working hard to promote in some way the seven Olympic and Paralympic Values (Friendship, Courage, Determination, Excellence, Equality,

Respect, and Inspiration). In return for doing so, the participating schools get access to resources and digital tools (such as their own Get Set blog) to help increase awareness of their achievements amongst other schools and their community. Key to the activation of the Get Set network is to be ownership of the application to the network by pupils, with support from their teachers. The website gives inspiration to potential applicants with examples of others schools' work so far. For example, Tong High School created a set of initiatives to tackle racism addressing the Value of equality, respect, determination and friendship.

Under the Get Set theme, LOCOG has also undertaken a number of other campaigns, including a recent competition to design an infill for the London 2012 logo, that schools awarded membership of the Get Set Network will be awarded. This alludes to another example of the way in which organizers are keen for young people to take some real ownership of the Games.

LOCOG has also partnered with Make Your Mark, the well-known UK initiative to promote entrepreneurial behaviour amongst young people. Make Your Mark runs a number of high profile campaigns every year including Make Your Mark For A Tenner as well as Global Entrepreneurship Week in the UK. Last year, as part of Global Entrepreneurship Week, LOCOG got involved by partnering to create the Make Your Mark Challenge. Schools were invited to take part in a challenge to respond to the following brief: create an entrepreneurial idea inspired by the Olympic & Paralympic Values. The challenge saw 55,000 students in over 1,000 organisations take part in coming up with products and services that could embody the values. Twenty-one



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finalist teams were then invited to London to present their ideas to a panel of judges, with the winning teams receiving a £3,000 prize to use to set up a business idea in the future.

Commercial Partner Overview

In addition to the nine IOC Tier One Partners (TOPs), LOCOG has signed up seven official partners, three official supporters and nine official providers/suppliers. With such substantial levels of investment from sponsorship, fully latching on to the youth-story behind the Olympic legacy will have its positive points and its drawbacks for those brands.

The focus on young people provides some brands with inspiration for a vibrant creative strategy that has the potential to extend beyond the host country and to reach out across the world. Just as 'China's coming out party' proved to be a hook for the Beijing Olympics, young people reconnecting with sport and the Olympic values could offer a story of their own at 2012. The drawback for some brands might be that young people don't necessarily offer the right target market, or creative theme to meet their own specific objectives that they'll be fully committed to achieving given the level of investment involved. Either way, there are a number of brands – mainly local partners so far, given that the Vancouver 2010 Winter Olympics are around the corner for the IOC partners – that have bought in to Seb Coe's vision in some shape or form.

For some brands, young athletes have become features of above the line campaigns, helping to express a sense of optimism and a positive perspective, helping them to latch on to the ongoing trend of brands using ATL to

promote their CSR-related initiatives .

Other brands have set up bursary schemes to help support young people achieve their career goals, with activation forming part of a corporate social responsibility strategy. These two strategies see the brands communicating through young people, but not directly to them, as the products tend to be targeted an older market. However, some brands, such as adidas, are actively trying to bring the Games to life for young people, who are an extremely important market to them.

Carter Westfall, UK Managing Director at Helios Partners, says, '[Despite the London 2012 games being three years away, LOCOG will rely on its sponsors to fulfill its mission to reach the youth audience during the Games. Fortunately many of these sponsors have structured corporate objectives that aim to reach youth demographics, resulting in a "win-win" situation for sponsors and youth who wish to engage in the Games.'](#)

['The London 2012 games will provide a unifying and compelling platform for these sponsors to reach and appeal to youth demographics. For example, Lloyds TSB is providing an excellent example via activation around their National School Sport Week which will bring the Games to young people across the country.'](#)

adidas

The German sportswear manufacturer had much to contend with as an official sponsor in Beijing, with competitor brands such as Nike, Puma and Li-Ning managing to capture plenty of attention. Nonetheless, its communication strategy was impacting, with an ambitious and emotive above the line campaign that appeared to capture the hearts of the Chinese.

In the UK, in spite of a football World Cup in 2010 being on the horizon, adidas has already begun promoting its sponsorship of LOCOG with the launch of adiZones, five outdoor urban sports facilities that are free to use. This early approach is perhaps with good reason. Great Britain's successful 2008 Games which saw them finish fourth in the final medal standings surprised the UK population, with the media swelled with pride.

Hoping to capitalize on this, adidas positioned each of its new outdoor facilities in each of the five London boroughs that will host the Games, aiming to demonstrate the brand's commitment to getting



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young people involved in sports at a grassroots level. The facilities incorporate basketball, football and tennis areas, a climbing wall, an outdoor gym and an open area to encourage Taekwondo, Judo, gymnastics and other activities like dance and aerobics.

adidas, like LOCOG with its 2012 blog, adapted its use of media to ensure relevance and cut-through amongst 14-18 year olds, by partnering with popular urban youth culture publication RWD magazine to draw attention to the launch of the spaces. RWD created a number of publicity initiatives to help get adidas' message to its target market, including 'pimping' five 4x4 cars that went on a 32 date tour of local youth centres and other hotspots. They provided entertainment via live music and basketball squads whilst generating coverage in other popular media such as MTV Base and creating touchpoints at important social media sites such as MySpace.

An estimated 7.5 million people were exposed to the campaigns and the online activity via the web promotions and seeded video content reached over one million in total. The AdiZones site recorded 1.451 million unique users during the campaign with total impressions at more than 25,000,000 to date. A supporting e-flyer campaign targeted 55,000 contacts.

adidas will need to beware. Whilst it has started early with an innovative campaign, Nike has also tested the water. Careful not to use any of the key words that non-sponsors are prohibited from using in the UK now by law (such as gold, Olympic, London 2012 etc), the sportswear giant ran a print campaign last year featuring young British medal prospects training on construction

sites, profiling their careers and their mission 'to be there' in four years' time. On a local level, Nike works hard in London with a football clubs such as Arsenal sporting its logo, as well as a string of events such as the major participation events such as Run London and Nike Supersonic in recent years. adidas, as per usual, will need to work hard to fend off its rival.

British Airways

The national flag carrier has done little above the line work to specifically promote its sponsorship of 2012, but has recently launched 'BA Great Britons'.

Launched in February 2009, the bursary invites British passport holders to apply for 180 global flights that are being made available each year until 2012 as part of a £500,000 fund. Applicants are invited to submit their applications on the website (www.greatbritons.ba.com), where members of the British public can then vote for winners every two month. The brand is inviting applications from people who want help have passion and potential in the following areas: fashion, sport, performing arts, innovation, community and art and design.

Sponsorship agency Synergy (part of the Engine Group) have worked with BA to develop the campaign, and an example of a recent winner includes Victoria Young, (16) from Middlesex who attracted the most votes and will now be able to fly to Miami up to ten times to progress her wakeboarding talent.

British Airways Global Sponsorship Manager Luisa Fernandez said: "[This is what the BA Great Britons Programme is all about - unearthing and supporting](#)

British talent that needs it most."

Whilst the scheme is for people aged 16 or over, the proposition of helping to fulfill potential and offer opportunities that might not be attainable otherwise, clearly owes its spirit to that with which the Olympic bid was won.

LloydsTSB

LOCOG sponsor LloydsTSB is one brand who has advertised substantially around 2012, with its official partner logo deployed in much above the line activity. In addition to this integration of sport themes in to its animated creative strategy, the brand has, like BA, launched an initiative to support young people. In this instance however, the brand has partnered with SportAid, a body that focuses on providing grants to young athletes aged 12 to 18, from 50 able-bodied and 25 disability sports. These athletes compete in national squads and these grants, generally worth £500, help with costs such as travel, training, accommodation, competition fees and equipment.

The partnership has brought about Lloyds TSB Local Heroes, a scheme that sees 250 young athletes each year benefit from the partnership as they make their way towards the 2012 Olympics and beyond. Whilst some of the young people that have benefited from a grant have appeared in Lloyds TSB ATL activity, another key objective for the brand appears to be local PR. On the website an interactive map plots a reasonably even distribution of athlete profiles across the UK, and local newspapers have picked up on the story of their local hopefuls receiving funding.

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In addition to Local Heroes, the bank has also partnered with the Youth Sport Trust, a charity that aims to enhance the quality of their physical education (PE) and sporting opportunities available to young people. This partnership has resulted in a National School Sports Week that starts on 29 June, 2009. In a similar objective to the Get Set Network, LloydsTSB states its objective is to promote the Olympic Values in a week that will help schools 'motivate their pupils and fulfill their objectives for PE and school sport using the inspiration of the London 2012 Olympic and Paralympic Games and Values'.

It would appear that, of those sponsor brands that are using the Olympics as part of their communication strategy already, they have brought in to LOCOG's vision of a Games that is serious about inspiring young people. LOCOG itself has set a standard, where the focus is on directly communicating the values of the Olympics to young people of all ages, through media that they can find accessible and relevant, and initiatives they can get fully involved with – not simply being taught the values, but experiencing them in action.

Brands meanwhile are approaching the 'theme' and opportunity of young people in different ways. To overcome the challenge of connecting to them, partnerships – both commercial and otherwise – are being used by all to bring them in to close contact either with the market that they are targeting to directly get access them and appropriately allocate funds.

Lloyds TSB demonstrates a strategy highly aligned with LOCOG in taking the values of the Games directly to young people for them to experience, whilst adidas is using the fervour of a Games that is focused on young

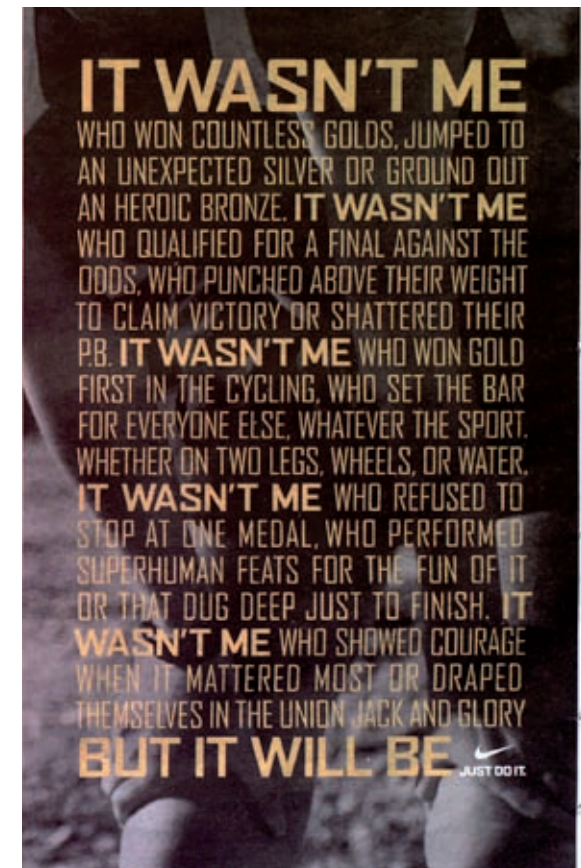
people as a route to access a key target market with its marketing.

For other sponsors of the Games, the current examples demonstrate how brand 2012 is attempting to evolve in to a major positive participatory event that involves rather than teaches young people. For brands that might want to ambush the Olympics, there also appears to be an opportunity to broaden the themes of the campaign to look beyond this target market and include other segments.

Specialist sponsorship agencies Generate Sponsorship and Helios Partners have formed a partnership that will see the two agencies working together through the London 2012 Olympic and Paralympic Games.

Rupert Pratt, Managing Director at Generate, says 'It's an opportunity for a lot of sports, not to mention British Athletics, to really capture the imagination of the youth of today. London 2012 will pull them into sports across all disciplines in what will be the biggest sporting event in their living history – kids will dream of being shot putters, marathon runners, canoeists and badminton players as opposed to football players. The knock-on effect will ultimately benefit the wider industry that supports and supplies these sports such as the sports wear and equipment manufacturers and also broader sponsors too as they leverage their involvement and exploit the boost in interest and participation.

'The challenge for sponsors will be 'how do I maintain my involvement in these sports once the hype of the Games has gone away, and can I justify a continued involvement unless the public continues to support and be engaged



by them?' Youth are engaged by participation and therefore the key to maintaining momentum (and youth interest) once the Games have finished is legacy, something LOCOG has identified and worked hard on from the start. However, they will need the support of the entire industry (rights holders, federations, sponsors, media, government etc.) and the general public to deliver a successful legacy and therefore maintain the attention of the youth of today and tomorrow.'

Digital Youth

Digital Youth

By Aaron Rigby

In every developed country around the globe, youngsters are experiencing a complete transformation in how they communicate with each other and how they build and project their own personality or 'brand' to the rest of the world.

Traditionally, kids were heavily influenced by TV, friends and family, using their bedroom wall and pencil cases to project to the world their personalities and what they aspired to be when they grew up. But today's youth are met with an endless supply of possibilities with social networking sites (SNS) through the internet fuelling much of this. Online personalities or brands are just as important to this group as their social interactions in the real world.

Teens in the UK are of course no different. The rapid take-up of SNS began largely in 2005/6 through the likes of MySpace, Facebook and Bebo, and shows no sign of abating.

Expert Marketers

Teens are arguably the most passionate users of SNS. Still too young to be spending nights in the pub, going on holiday with their mates, or be hosting a gathering at home for friends, SNS are in effect where they 'hang out' after school, to chat about the day's events, this weekend's plans, and increasingly to express heartfelt emotions.

Every photo is selected for a reason, with optimized comments designed to show off the person's wit and charm. A status update on Facebook will often have been carefully crafted to get the greatest amount of

laughs or thoughtful contemplation whilst offending few. Everything is done for a reason whether they mean to or not, making the development of their personality, an age old process, much more complicated than it has ever been before.

It is creating a generation of, in a sense, expert marketers who know how to quickly adapt to 'market pressures' handle a 'scoop' and deftly relay the required information at lightening speeds; the ability to aptly extinguish a 'public relations' nightmare, or organise an event coordinating hundreds of people and handling any feedback. They do all this on a daily basis, in their spare time, with passion; fully integrated 360 marketers.

The Cyberspace Playground

In today's world, through the power of the internet and in particular social networks, a common interest community can be found by anyone with an internet connection. Obtaining the elusive title of 'cool' by making the sports team, or becoming friends with the cool kids is not nearly as important to one's social life today when they can go online and connect through any of the many SNS and find people with common interests no matter how rare and niche.

As a result of this breakdown of traditional 'cool' values, we are seeing the development of a generation who feel free to pursue their interests at a much younger age. They don't understand the point in trying to connect with people who make them feel like an outsider when there are people who understand them and share common interests only a mouse click away.

What does this mean for UK youth today? While we can only speculate on the future impact SNS will have on today's youth, certain trends are already emerging.



Ofcom claims there are five distinct groups of people who use social networking sites, which includes Alpha Socialisers (mostly young males who use sites in intense short bursts to flirt, meet new people and be entertained), Attention Seekers (mostly female, who crave attention and comments from others, often by posting photos and customising their profiles) and Followers (males and females of all ages who join sites to keep up with what their peers are doing). While not all of these groups fit specific online teen tribes, there is evident crossover.

What is apparent however, is that like groups in the school playground and students at universities, there are many different types of people or basic stereotypes that stand out online. Some would argue that this hasn't really changed anything and is just taking the playground environment onto another platform, and all it has done is given them another outlet or 'bedroom wall' to expertly craft themselves.

Digital Youth

The cool kids are still there making it hard to become friends with them, putting potential 'social assets' or friends under a series of sometimes brutal tests and benchmarks before they are allowed into their inner sanctum.

The social butterflies still exist online where they can be seen racking up friends or contacts at an alarming pace, some counting into the thousands.

The jokers are apparent, where some who would be too shy to speak up in person are happy to let fly with witty comments or anecdotes all in the space of 140 characters or less.

And the bully is very prevalent on SNS and can still be found throwing their digital fists at endless supplies of waiting victims.

Cyber Bullies

While some may believe that bullying is mostly a boy thing, a recent survey polling 1000 UK Girl Guides showed that a quarter of girls between the ages of 10-18 have felt threatened through cyber bullying. On the back of this, the Girl Guide Association has just released a new advice to its members on how to deal with the problem. Chief Executive of Girl guiding UK Denise King said: 'With girl-on-girl bullying on the increase and bullies using new methods to single-out individuals we know this is a serious issue for thousands of girls and young women.' The guide advises girls not to ignore bullying but to learn how to cope with it. They are also advised to keep social networking profiles and mobile numbers private to prevent bullies using them.

Recently in the US a website entitled peoplesdirt.com which lets students post dirt on fellow students

anonymously has been ordered to shut its doors after the site caused concern earlier in the year when a former student at Walt Whitman High School in Bethesda posted a threat to kill students and staff. The former student, a 17-year-old from Memphis, Tennessee, was arrested. Alan Goodwin, the principal of the high school said 'The site was causing unnecessary despair for many students. It would cause them to get depressed and angry--a range of emotions and it just isn't worth it.'

This website opens up an entirely new can of malicious worms for youth today giving both school and university students a new tool to prey on fellow students anonymously. It will only be a matter of time for a UK version to crop up giving cyber bullies another avenue to torture their victims.

Cyber bullying is a big problem with UK youth today. Developing proper social boundaries and understanding relationship boundaries and how they work in a virtual space is all new territory and part of the testing phase. To make it even harder for them today's youth see the



online component of their relationships as important to as face to face communication.

Government Intervention

But bullying isn't the only concern regarding SNS and marketers should take heed of a recent study conducted by Ofcom, which found that over 60 percent of 13 to 17-year-olds have profiles on SNS's (one surprise is that the figure is not actually higher given that 63 percent of 8 to 17-year-olds with a profile use Bebo). The risks that these young people are exposed to are listed in the report as: inappropriate content seen in uploaded photos / messages / posts; unsuitable advertising; improper or offensive content from strangers and criminal activities such as identity theft and bullying.

With this huge take up of SNS by the youth of today, it is of little surprise that the education system is being reviewed to look at better ways of equipping them with better tools and information to handle the new networked world.

The Curriculum Reform Commission has proposed that primary school pupils in the UK should be taught how to use web-based tools, such as Twitter, Wikipedia, podcasts and blogs. Subjects such as the Victorians and the Second World War will no longer be compulsory if these proposals are accepted. In theory, this will give teachers more flexibility to teach what they consider to be important.

SNS are playing an ever increasing role of importance to young people today, offering them both opportunity and risk according to research funded by the National Youth Agency. The report suggested that young people need guidance in developing the appropriate skills to navigate and overcome any possible risks posed by

Digital Youth

online community sites. The study highlights the vital role that youth work can play in developing these skills and it states that not enough is being done to prepare the youth of today for such dangers.

With such government-funded reports and even changes to the curriculum in place, one thing is a certainty – SNS are here to stay, at least for the foreseeable future.

Changing Trends

What is changing is the rapidity that teens update profiles and check out their friend's Facebook pages. Recent findings suggest that UK teens are spending up to 31 hours a week online, with a high proportion of that time spent on SNS. And use is no longer confined to being in front of a PC.

Teens want phones that support social networking sites so Facebook/MySpace/Bebo compatible handsets are in demand. And for those that can afford them (or with generous parents) the iPhone offers the ultimate ability to stay up-to-speed with friend's latest photo uploads or daily rumination.

And for those without the latest handsets, Facebook is now available via SMS, offering mobile users an additional way to connect to the social-networking site. Users can receive notifications from Facebook for free and update their status by texting it to the site.

With so much traffic and time spent on SNS, it's no wonder brands are clamouring to market their products and services on there. But today's teens are perhaps the most cynical audience out there when it comes to marketing and they see straight through ineffective advertising.

Simply whacking a banner ad on MySpace or creating an 'I love Brand X' group on Facebook isn't going to wash, but do something effective and watch word spread rapidly through cyberspace and beyond.

For benchmarks, marketers wanting to connect with a teen audience need only study the campaigns ran by E4 to promote *Skins* and by the Obama presidential team. While the social networking and new media aspects were (albeit fairly sizeable) components of a wider multimedia campaigns, which effectively supported credible 'products', they spoke to teens using their language and engaged with them on their level.

Tweet, Tweet

And you'd have had to be living on Mars not to have heard about the latest SNS or 'micro blogging site', Twitter. If it wasn't already there, the brand was brought to the forefront of the world's attention following the sudden death of pop icon Michael Jackson, with millions using the platform to convey their sadness and connect with like-minded souls.

Popular with teen icons, with the likes of Ashton Kutcher, Cheryl Cole, Lindsay Lohan and Andy Murray all regularly 'tweeting', the site has been taken up by hordes of teenagers. Or has it?

Recent surveys indicate that teens aren't fully embracing...yet. Amongst teens in the UK it appears that a certain apathy towards Twitter exists. It's a case of 'why do I need this when I've got others?' a point made recently by a youngster on the Ruby Pseudo blog:

'Twitter is a mystery to me. To this day I haven't a clue why I would use it, how to use it or what its purpose is other than to fit in a statement about something



probably pointless in under 140 characters... Why would I do that when I've got Facebook status updates and no limit to the amount of words that I can use. Twitter seems to be a utility based upon status updates, which, though sometimes amusing, isn't allowing me to properly interact with anyone, it just lets them know what I'm doing. It seems like a space where you're like 'look at me, look at the cool shit I'm doing' or 'look at me, look at the random shit I just found'. From what I've picked up from Twitter, it just seems like one of those things that people do because Facebook has been banned in the office and Twitter helps to suppress the innate need to talk about oneself. At the moment Twitter seems content with the 25+ and that suits us kids fine - we've got a whole host of other online utilities that are keeping us busy.'

Maybe it's not teens that are joining but the micro-blogging site's traffic has increased 22-fold over the past 12 months, according to Hitwise. It increased its

Digital Youth

UK ranking by traffic, over the year, by 931 places, to become the 38th most-visited website in the UK.

Although there is as yet no paid-for advertising on the portal itself, brands are slowly starting to create profiles as part of their marketing mix. Pepsi has included a Twitter tag on the can of its Pepsi Raw drink, asking consumers to log-on to the site and share their thoughts on the soda in 140 characters or less.



Looking Beyond the Obvious

While how to successfully utilize Twitter is currently open to widespread debate, marketers can always look past static approaches and really exploit the power of SNS and the time teens spend on them.

One such approach is to look at the content actually on the sites, in particular those that offer video sharing and original programming. Such sites offer a much more liberated regulatory framework and enables programme funding thorough product placement. Kate Modern, Sofia's Diary and Chelsea:OMG have all been hugely successful in terms of viewing figures and have attracted 'advertisers' (including the likes of Microsoft, Disney and Cadbury) whose brands have been interwoven into the storylines. If the content is good enough quality, even the most advertising- cynical of teens will be open to brands who are prepared to help entertain them.



Sector Digest > Alcohol, Cigarettes and Drugs

Sector Digest by Kate Mairs

Alcohol, Cigarettes and Drugs

Crime

Eating and Drinking

Education and Vocation

Fashion and Beauty

Health

Leisure, Interests and Spending

Media and Entertainment

Sex

Social and Cultural

Technology, Video Games & Mobile Phones

Alcohol, Cigarettes and Drugs

The Aislinn Centre for alcohol addiction has conducted a survey in which it found that only half of parents with teenage children regularly monitor alcohol levels in the home, despite 90 per cent of adults believing that there is a serious problem with regard to alcohol abuse among young people. 82 per cent of adults also thought that kids would be influenced by their parents drinking habits, and as such, Declan Jones, director of the Aislinn Centre, pointed out that parents often send out mixed messages to teenagers by allowing them to have a glass of wine with a meal but then finish the rest of the bottle themselves.

A new Home Office scheme to tackle youth alcohol abuse has recently been launched. The initiative, called the Alcohol Arrest Referral, provides age appropriate treatment for young people aged between ten and 17 who have committed a crime in which alcohol played a part. The offender has to agree to see an alcohol worker as a condition of an Acceptable Behaviour Contract. It is initially only running in six local authorities in Liverpool, Lincolnshire, Blackpool, Staffordshire, East Sussex and Newcastle, and is an extension of a similar alcohol arrest referral scheme for adults. The programme has been welcomed by the women’s charity YWCA, which advocates the intervention of youth workers as opposed to police in dealing with youth lawbreakers.

According to The Times, Britain’s only residential rehabilitation centre for children fighting addictions to drink and drugs is facing closure. Middlegate, which is located in Lincolnshire, treats people between 11 and 17-years-old with severe addiction and behavioural

problems. In recent years there has been a significant fall in referrals, leading to a drop in funding. Youths were sent to the centre by various sources, including the youth justice system, health boards and primary care trusts, however according to Middlegate’s chairman this has severely declined due to the government’s ‘target-driven approach’ to issues of alcohol and drug abuse.

A number of new policies have recently been enacted by the government focusing on the problems of low priced alcohol. 73 per cent of doctors and nurses felt that action on low priced alcohol was needed to tackle alcohol related problems. This statistic is taken from a survey carried out by the Royal College of Physicians and the Royal College of Nursing, where it was also found that 84 per cent of people asked felt that public health campaigns were not effective and 81 per cent thought that if alcohol was more expensive there would be a decrease in consumption.

In Leicestershire, a campaign to stop young people smoking includes handing out Nicotine patches and gum, which according to the council has led to 180 kids kicking the habit. The initial reason for the drive goes back to January 2007, when one in six Leicestershire schoolchildren aged between 14 and 16 claimed they were smokers.

Sector Digest > Crime

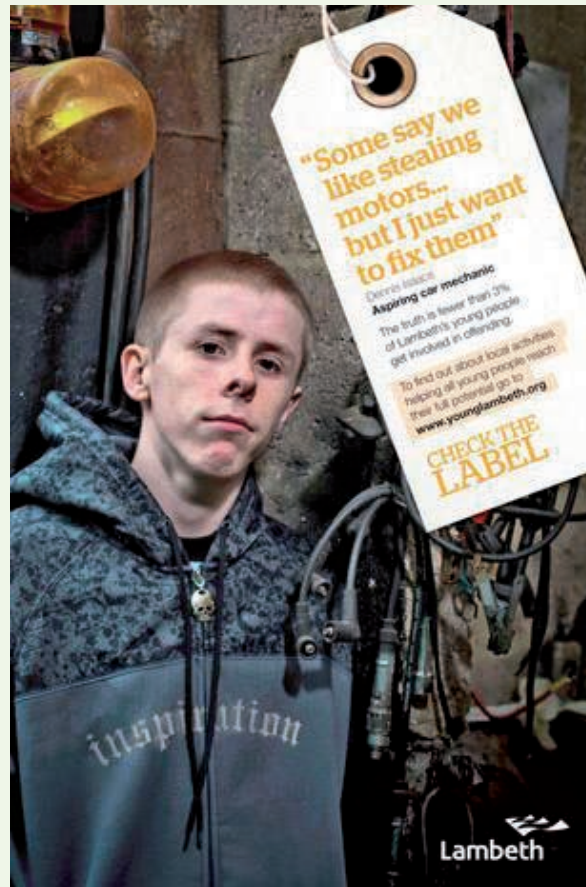
Crime

According to Scotland Yard, radical Islamists have begun to target teenage gangs in Britain's capital for the recruitment of new extremists. Renowned crews such as Poverty Driven Children from Brixton, the Muslim Boys from Camberwell and the Money Crew from Hackney are three gangs identified by the police as probable targets. It is thought that gang members are first sought out in prisons and young offender institutions across the country. According to the article in The Guardian, incarceration provides the ideal opportunity to convert disaffected youths, where conditions effectively providing a captive audience for those seeking to enlist young people into radical Islam.

Within the general public there is widespread concern and fear towards groups of teenagers who spend their time hanging around on the streets. In a 2008 survey conducted by the Home Office almost a third of people found youths a problem, with accusations of anti-social behaviour, alcohol abuse, drug use and vandalism highlighted as the key concerns. For the same period this year around a third (30 percent) felt the same way, showing that in the eyes of the public, nothing has improved or changed. The report also revealed that only 47 per cent of those asked felt that the police and local council were actively dealing with anti-social behaviour issues.

To counter these feelings, Lambeth Council in London has launched a poster campaign in an attempt to address the preconceived notion that young people 'hanging around the streets' are the main reason why local people feel unsafe. The drive presents teenagers taking part in

positive activities such as chairing the youth opportunity fund and training to be a childcare professional. The number of young people in the area who are involved in crime stands at one in three and the aim of this marketing effort is to champion the two in three who are



law abiding and engaged citizens.

A report by the London Council for Crime and Public Protection has found that crime is the single biggest

concern for Londoners. However, nearly £33m worth of funding was provided to boroughs in 2008 to tackle youth crime. In addition to monetary grants, a number of programmes have also been established by the Metropolitan Police and Youth Justice Board, among others, where initiatives to prevent and decrease crime are being enacted. Although some have proved to be successful, there is considerable duplication in the schemes, as well as a great deal of bureaucracy and as a result funding often fails to reach the areas where it is needed most.

Following statistics collated for the Home Office an increase of 60 per cent in the number of persistent young offenders (PYO) has emerged as a perturbing trend. A PYO is anyone aged 10 to 17-years-old who is guilty of at least one offence on four or more separate occasions within a set number of years. For Labour this figure represents an embarrassing truth that it has failed in its attempts to address youth crime.

In Britain's young offenders institutions there has been 58 percent rise in the level of violence. Research obtained by the Howard League for Penal Reform pointed out that the increase in violent behavior in these institutions has outstripped a broader trend in prisons, which have seen an increase, although the percentage is significantly lower at 31 percent. The violence has led to a considerable rise in the number of fires started inside the prisons, with a centre in Reading seeing a rise of 1,200 per cent. In addition, Frances Crook, the director of Howard League stated that it is statistics such as these are 'likely to be the tip of the iceberg with real levels of assaults, rapes and arson much higher than the prison service is admitting'.

Sector Digest > Eating and Drinking > Education and Vocation

Eating and Drinking

Celebrity chef Jamie Oliver is looking for new apprentices to work in one of his top London restaurants. 18 unemployed young people from within the M25 with a passion for food are being offered the chance to become trainee chefs at restaurant Fifteen. Beforehand, they will spend a year training, which will include gaining qualifications at college. According to executive head chef at Fifteen, Andrew Parkinson this is a brilliant opportunity for the applicants, who fall into the not in employment, education or training (NEETs) category.



According to research carried out by CBBC, 50 percent of children said they never, or rarely, helped make the evening meal at home, with two in five blaming being too stressed or too tired. The government aims to

address this by investing £150m in revamping school cooking facilities, recruiting a new generation of cooking teachers and subsidising the cost of ingredients for disadvantaged children. As a benchmark Annabel Karmel, a child nutrition expert, believes that by the age of six kids should be able to chop vegetables and boil eggs; by age 13 people should know how to cook fish, meat and baked potatoes.

Confectionery giants, such as Mars, Coca-Cola and Cadbury, have been condemned by health campaigners for failing to deliver on supporting the government's anti-obesity drive Change4Life. All three companies signed up to the Business4Life initiative, a coalition of companies representing the food and drink, retail, media, advertising, fitness and health industries, which are partnering with Government to support Change4Life. However, health activists have accused the aforementioned organisations of either 'lending their name' to the programme or intending to embark on activity which falls outside the campaign's rules.

An independent panel of experts, commissioned by the Government's Food Standards Agency, which includes the Health Research Centre at the University of Surrey have stated that all sugary drinks, breakfast cereals and crisps should carry red warning logos as part of the traffic light labelling scheme. In addition, the experts also argue that the new labels should spell out whether a product is high, medium or low in terms of its fat, sugar and salt content. The findings are based on surveys and research looking at the shopping habits of over 3,000 people. It is hoped that a universal labelling system will lead to less consumer confusion, providing people with clear, consistent information about the food they buy.

Education and Vocation

In a report by Children & Young People Now, research pointed to a widening gap between 'looked-after' children and their peers. The term 'looked-after children' is defined as young people who are in public care, who are placed with foster carers, or in residential homes. The number of these children attaining five A*-C GCSE grades was 14 per cent in 2008, while for the same year the proportion of all kids achieving these marks rose to 65 per cent. For looked-after children this figure is expected to rise to 17 per cent by 2011, however this fails to meet the 20 per cent target set by the government. According to John Kemmis, chief executive of Voice, the children's advocacy charity, 'we need to see local authorities acting like a try corporate parent' to ensure that teens are leaving school with adequate qualifications.

In an Ofsted report called Day Six of Exclusion: The Extent and Quality of Provision for Pupils it was revealed that almost a third of schools are neglecting their responsibility to provide excluded pupils with suitable options for alternative full-time education. The findings have meant that both Ofsted and local authorities have to look more carefully at how they deal with excluded students; ensuring schools are better prepared to deal with difficult children who have gone past the six day exclusion practice.

An article in the Daily Telegraph has highlighted that the IQ scores for British teens are decreasing. Previous psychological data pointed to a continuing increase in intelligence, rising around the globe with each generation, a phenomenon known as the Flynn Effect.

Sector Digest > Education and Vocation > Fashion and Beauty

James Flynn, the psychologist who discovered the rise in the 1980s, ascribes the fall to stagnation in youth culture. From here arguments regarding the role of technology in playing a part in the decrease have come to the fore. For many, including Richard House, a senior lecturer in therapeutic education at Roehampton University, the time spent watching TV and playing videogames, as well as a change in the education system, where teachers arguably 'teach to the test' have led to teens being unable to think laterally.



A new BBC television documentary *Off By Heart*, which has been produced by poetry patron Daisy Goodwin's production company Silver River, has begun broadcasting. The programme will attempt to revive poetry recital by children, a tradition which has largely been abandoned in schools. It features kids aged between seven and 11-years-old and is set in a similar style to other literacy competitions such as spelling bees. Goodwin hopes to remind people of not only the beauty of poetry but also its usefulness in everyday life. For example, she refers to Twitter and how people have to fit everything they want to say in 140 characters.

Fashion and Beauty

The Daily Mail has written an article discussing the 'new breed of girls who dream of manicures, diets and breast implants'. The report expresses concern that young people today, especially girls, are feeling pressured to grow up too quickly. Girls are anxious about not being thin or beautiful enough and this leads to comparisons with airbrushed celebrity idols on TV and in magazines. Bob Reitemeier, chief executive of the Children's Society, believes that young girls today are obsessed by hair, fashion and make-up. In a survey by children's organisation TellUs3 it was found that fewer than 20 per cent of children regularly play outside, with many spending most of their free time watching TV instead.

A report by Euromonitor International, a leading market intelligence organisation, highlighted a growing trend in a number of the world's developed markets, including the UK, towards premium fragrances with teen appeal. The industry is flooded with products and, as such, marketers have had to find ways of successfully broadening their consumer base. The teen demographic is an obvious target, as they are both brand savvy and also have high disposable incomes: two things that make extremely appealing to marketers. The report goes on to say that following the widespread global success of teen fragrances the next target is likely to be the tween category.

A new mobile marketing strategy by sportswear brand Reebok allows consumers to customise their own shoes via an application on the iPhone, called Your Reebok. The main feature of the app applies to three different shoe styles – Reebok Freestyle, Reebok Classic Leather

and Reebok Ventilator. Users can start on a blank canvas or shake the device to get design inspirations. The application allows consumers to customise up to 20 different areas on each shoe, select materials and colours for each area, add text to the design, geo-tag any designs and share them with their friends and the world. It is then possible to go online and buy the shoes they have designed.



The Global Habbo Youth Survey Brand Update 2009 included a review of the most popular brands among teenagers in the UK. For girls the five most fashionable clothing labels are H&M, Zara, Roxy, D&G and Billabong and for boys Nike, Adidas, Lacoste, Billabong and DC make up the top five. The survey revealed that 63 per cent will always buy their favourite brand, although half didn't believe that their decision to buy a product was due to the brand name – demonstrating the complex contradictions involved in marketing to teens, who aren't always happy to admit brand loyalty. Nevertheless, 61 per cent favoured labels that were directly targeted towards them, highlighting the importance of relevancy. For the teens asked, status was the most important attribute a brand can offer, the second being its ability to stand out from a crowd.

Sector Digest > Health > Leisure, Interests and Spending

Health

Asthma affects five million people in the UK, including 1.1 million kids and is the one of the most common causes of hospitalisation of children. Consequently, the cabinet Alan Johnson, has put his support behind a plan to improve the assistance given to children who suffer from asthma by schools and health trusts. According to the report in Children and Young People Now a guide for schools, councils and health trusts is in the process of development, which hopes to ensure that children have access to support services quickly and close to their homes.

A report released by Unicef revealed that Britain has the highest new cases of HIV in Europe, with one in 10 new cases recorded among young people aged 16 to 24. The report pointed out that sexual behaviour among young people was also a key factor and called on the government to combat HIV by leading 'youth friendly' prevention work. However, the research highlighted that gay men and immigrants from sub-Saharan Africa are the worst affected groups.

A study, published in the Archives of General Psychiatry, has discovered that the risk of psychotic symptoms was roughly doubled among children who were victims of bullying at age 8 or 10. The research, carried out by Warwick Medical School and the University of Warwick in Coventry, studied individuals with an average age of 12, where trained interviewers rated the children on whether they experienced hallucinations, delusions or thought disorders over a period of several years.

New figures published by the Department of Health show

there has been a decrease in the number of abortions carried out in England and Wales, the first fall since 2003. However, more than 1,000 procedures were recorded among under-15s, of which 166 were on girls under the age of 14. Nevertheless, Health Minister Dawn Primarolo points to the positive decrease in abortions, stating that significant advancement in reducing teen pregnancies has resulted from improved access to contraception, following a £26.8m investment in 2008. The statistics are part of a raft of population figures, which also pointed out that the fertility rate in England and Wales has reached its highest level for 35 years.



Part of the operation to reduce teen pregnancy in the UK is the implementation of shock tactics: the latest effort of which has recently been removed from YouTube due to 'terms of use violation'. The video portrays a teenage girl in labour on a school playing field, where she is surrounded by a group of pupils taunting her and filming the scene on their mobile phones. The ad was posted by NHS Leicester and aims to highlight concerns about teenage pregnancy to under-18s, as according to the trust, leafleting and posters have previously failed to leave a mark on its target audience. See the campaign's website at hey-babe.co.uk.

Leisure, Interests and Spending

In a study conducted by the government it was discovered that just 15 per cent of positive activities for young people are available on a Friday evening, decreasing to just 2.5 per cent on Saturdays. To try to amend this situation an event organised by the government called Open Weekend is taking place in July, which aims to encourage councils to provide children with activities and clubs that are open over the weekend.

On this subject, according to the latest figures from the Department for Children, Schools and Families, 3,000 children's centres have now been opened across the UK, reaching roughly 2.4 million families. London has the highest number with 505 sites, while the North East has the lowest at 186. The Prime Minister has commented on the importance of these facilities saying that they provide services that have the ability to change children's lives.

However in Wales, there are plans to close youth centres and move some service provision into schools, which seems to go against the main thrust of government policy in this area. Local councils have defended the proposed changes saying the decision was made after speaking to 7,500 young people and it will mean that children have greater access to a wider range of activities. However, Dawn Rees, branch secretary for the Community and Youth Workers Union stated that the big concern is that the cuts and closures will have a detrimental impact on the service and leave some areas with no youth provision at all.

One extra-curricular activity that proved very successful

Sector Digest > Leisure, Interests and Spending > Media and Entertainment

last year, especially with girls, is the Scouts. Almost as many girls as boys joined the UK Scout Movement in 2008, a rise of 11 per cent. Membership overall has risen to almost half a million and due to a lack of adult volunteers there is a waiting list of over 30,000. Girlguiding UK, which has approximately 575,000 members has yet to complete a census, however the organisation stated that it was also expecting to see a growth in numbers.



In research commissioned by Disney/Pixar it was revealed that two thirds of children want their parents to spend more time reading to them before they go to bed. Kids aged 3 to 4 were the most keen to be read to and more than half of all children asked aged 3 to 8-years-old said story time was their favourite pastime with their parents. Interestingly this time ranked higher than watching television or playing videogames.

Media and Entertainment

Johnson & Johnson has teamed up with J+Media, Walt Disney Studios Motion Pictures and Carat to launch an online teen soap called Celia and Chloe, which will be available to watch across Europe and Africa. The programme, about two best friends trying to get tickets for the premier of Disney's Hannah Montana: The Movie, will promote the company's Clean & Clear brand. The duo will star in ten three-minute 'webisodes', supported by short promotional videos, in addition to a branded presence on leading local teen social sites, such as YouTube and Bebo in the UK and Mail.ru in Russia.

The popularity of social networking portal Facebook was recently fully evident when, in April, its 200 millionth user signed up. In the six months from March this year over three million new users aged 13 to 25-years-old joined the community. However the largest demographic of new additions was the 26 to 44 category, which totaled approximately 14 million.

Social networking sites play an increasingly important role in the lives of many young people, presenting them with both opportunity and risk according to research funded by the National Youth Agency. The report suggested that young people need support to develop the appropriate skills and resilience to navigate and overcome any possible risks posed by online community sites. It highlights the vital role that youth work can play in developing these skills and it stated that not enough is being done to ensure that today's youth are sufficiently capable of addressing the dangers. Over 60 per cent of 13 to 17-year-olds have profiles on such sites, with many spending upwards of two hours a night online. The

risks that these young people are exposed to are listed in the report as: inappropriate content seen in uploaded photos / messages / posts, unsuitable advertising, improper or offensive contact (online and offline) from strangers, and criminal activities such as identity theft and bullying. Notably, an Ofcom report from 2008 found that 40 per cent of young people with a profile on a social networking site have their information set as public, meaning it is visible to anyone.

With this in mind, it is of perhaps little surprise that the education system is being reviewed to ensure that today's youth are more technology savvy. The curriculum reform commission has proposed that primary school pupils in the UK should be taught how to use web-based tools, such as Twitter, Wikipedia, podcasts and blogs. Long-standing topics of the national curriculum such as the Victorians and the Second World War will no longer be compulsory if these proposals are accepted. In theory this will give teachers more flexibility to teach what they consider to be important.

Pyramid Research, a company that provides international market analysis and consulting services to the communications industry, has predicted that 950 million people will be accessing at least one social networking site via their mobiles by 2012. It is estimated that this will translate into revenues of between \$28 and \$50 billion, with the teen demographic being a major spender. Young people are already hooked to their mobile phones and as technology improves handsets are no longer just for calling people and sending texts: the introduction of camera phones and most recently the iPhone with its proliferation of different applications has meant that a new mobile environment is coming to the fore.

Sector Digest > Sex > Social and Cultural

Sex

New figures point to a rise in sexually transmitted infections among young people aged under 16-years. Chlamydia is the most commonly diagnosed STI for under 16s and in the North East the Chlamydia Screening Programme has partnered with NHS North East and Evolution to create an NHS record to screen over 2,000 young people for the infection over two days. Norman Lamb, the Liberal Democrat health spokesman, said that the figures were 'very disturbing' and that it was important that children were 'informed about the risks involved in sexual relationships and [were] taught how to be safe'.

The Department for Children, Schools and Families is drawing up a C-Card scheme which will see boys as young as 12 carrying 'credit cards' allowing them to pick up free contraception at football grounds, barbers and scout huts. The cards will be issued once the boys have attended a safe-sex lesson and are already being used in some local authorities. Condoms will then be available at the above places, to spare boys the embarrassment of buying them at a chemists, visiting sexual health clinics or GPs. It is hoped that the programme will not only cut teen pregnancies but will also persuade boys to take more responsibility for contraception.

Research carried out by young person's charity YouthNet has found that one in three 16 to 24-year-olds has had a drunken one-night stand that they regret and the same number has had unprotected sex while intoxicated. Two in five of the people asked believed they were too young when they lost their virginity, with 3 per cent admitting they were under 12-years-old. The survey pointed to the

combination of drinking and unhappy sexual experiences and advised young people to 'stay sober and keep a clear head'.

Ignorance regarding HIV/Aids among young people has been highlighted in survey carried out by the Staying Alive Foundation charity, where it found that nearly 60 per cent of 16 to 24-year-olds questioned did not think they were at risk of contracting the infection after having unprotected sex and eight per cent believed taking a contraceptive pill offered protection against the infection. The study asked 2,550 youths and showed that awareness of the disease is decreasing at a time when more people are choosing not to practise safe sex.



Social and Cultural

In a report by the Hansard Society statistics revealed that just 24 per cent of young people aged 18 to 24 say they are certain to vote at a general election, compared with 57 per cent of those over 25. However, in some areas around the country the number of young people engaging in politics is on the rise. A key reason for this promising trend is the growing number of institutions that have been specifically set up for young people. A number of local councils have established youth mayors, and youth councils are also growing in number and popularity and the Cabinet has pledged its full support of these democracy initiatives.

In May the YMCA participated in the Youth 'IN' Justice Conference that culminated with a march and lobby of Parliament. The purpose of the lobby was to ask Members of Parliament for respect, dignity and justice. The organization asked that MPs speak respectfully when talking about young people, particularly during a general election, that they deliver on promises made supporting greater education and reintegration support for young offenders and to ask Government to take action to reduce the number of young people in prison. It is hoped that the event will help to make young people's voices heard as well as encouraging them to become more involved in youth justice and to be a part of the solution in changing the record on how they are perceived by society.

In a recent case involving a 17-year-old, who was evicted from his family home, the Law Lords ruled that local authorities should have a greater responsibility of care to teenagers aged 16 and 17: one that goes beyond simply

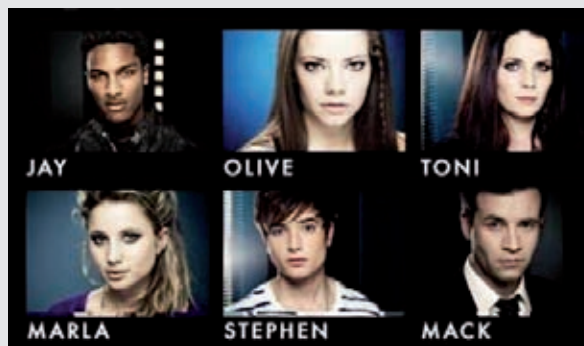
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providing accommodation. The London Borough of Southwark was found to have failed the boy in question as he was given no help with finding employment, health, education and finance. The local authority only dealt with the issue of accommodation, which the courts decided contravened the 1989 Children's Act. Oliver Studdert, the teenager's solicitor stated that 'the judgment is a huge step forward for children's rights' and that this will lead to a major 'rethink of the level of support council's offer to these vulnerable individuals'.

The Young Equals coalition, whose members include the Children's Rights Alliance for England, The Children's Society and Save the Children, has published Making the Case, a report which strongly refutes the Government's decision not to include children in The Equality Bill, which will make it illegal to treat people unfairly in the provision of goods, facilities and services on the basis of age. People under the age of 18 have been excluded from the bill because the legislature claims that there is 'little evidence' of harmful discrimination against young people, meaning they will be excluded from the new law. However, in the aforementioned report by the Young Equals, evidence suggests that young people are often subject to discrimination in a number of ways, including being refused entry to public services such as museums and libraries, babies and parents being refused access to public transport and ambulance services failing to take calls from children seriously.

Technology, Video Games and Mobile Phones

The BBC is introducing a new soap for its teenage audience called The Cut, which will be broadcast online and in a weekly TV omnibus on BBC Two. The series is shot on tape-free digital cameras and is edited in-house; as such it is designed to be fast and reactive, enabling producers to use feedback from viewers to help make decisions on future storylines and to choose a new character for the show. The programme is being developed by BBC Switch, which is the public service broadcaster's teen division, offering young people news, videos, games, shows and other interactive features, via mobile phones, the internet, TV and radio.



In a study by Cyber Sentinel it was found that UK teens are spending up to 31 hours a week online. One in three also admitted to trying to hide what they are looking at if a parent comes into the room. The research asked 1,000 children about their internet viewing habits and found that, per week, approximately nine hours are spent communicating with friends via instant message and social networks, three hours and ten minutes are spent doing homework, one and a half hours are dedicated

to studying diets and weight loss, and one hour is used researching cosmetic surgery.

Mobile phone network O2 has discovered that 40 per cent of UK families now spend at least £3,000 a year on electronics: this figure equates to ten per cent of the average family income. The company uncovered this figure after speaking to 500 families, where it also found that the average home now boasts 2.4 TVs, 1.6 computers and 2.4 games consoles. The report concluded that a family's gadget buying habits should fall into one of four categories; leaders, resisters, followers and drifters. Leaders are excited by technology, find it easy to use and use it extensively. Resisters, on the other hand, are more hesitant about technology, despite having lots of mobile phones, games consoles and TVs in the house. Followers are also excited by technology but take a pragmatic approach to the gadgets they buy by analysing the role they will have in the home. Finally drifters just buy gadgets based on what their kids want.

Online bullying is becoming an increasingly common modern problem for today's youth and in a report by Microsoft it was revealed that one in five Irish teenagers has been victimised online, often via social networking, instant messaging or chat portals. From this statistic, three-quarters had not reported the behaviour. Communications Minister Eamon Ryan said that the survey showed the need for greater parental controls and vigilance. As a consequence of this problem, 17 social networking sites, including Facebook and Bebo have signed a voluntary agreement to improve privacy and reduce abuse, which will see the implementation of one-click "report abuse" buttons.

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