

The Kaleidoscope Future

BuzzFeed 

Advertising made during coronavirus is what brands must make in order to survive in the future.

Namely, it must:

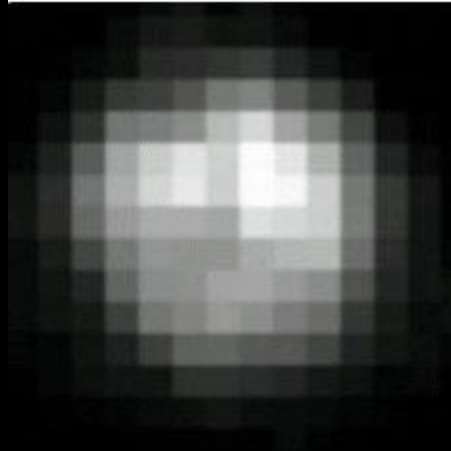
a) Matter to people and

b) Scale to the size of your true audience.

Pluto

1994

2018



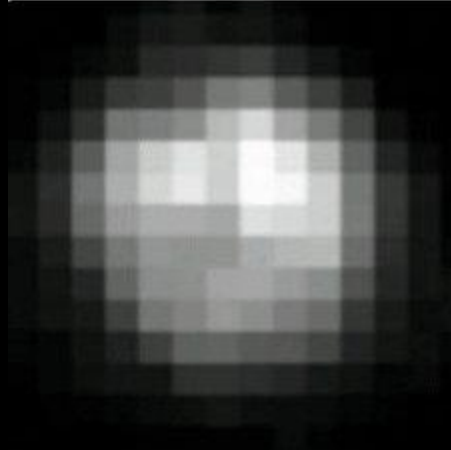
Pluto

2020

~~1994~~

2025

~~2018~~



Coronavirus created a marketing crisis in pursuit of “marketing that matters.”

- “Why is this important? People are dying.”
- When the stakes are this high, to be mediocre is to offend.
- This desire for meaningful, 1:1 marketing will not fade.



Companies Told: Stop Sending 'A Message From Our CEO' Emails

by Ray Schultz , March 23, 2020

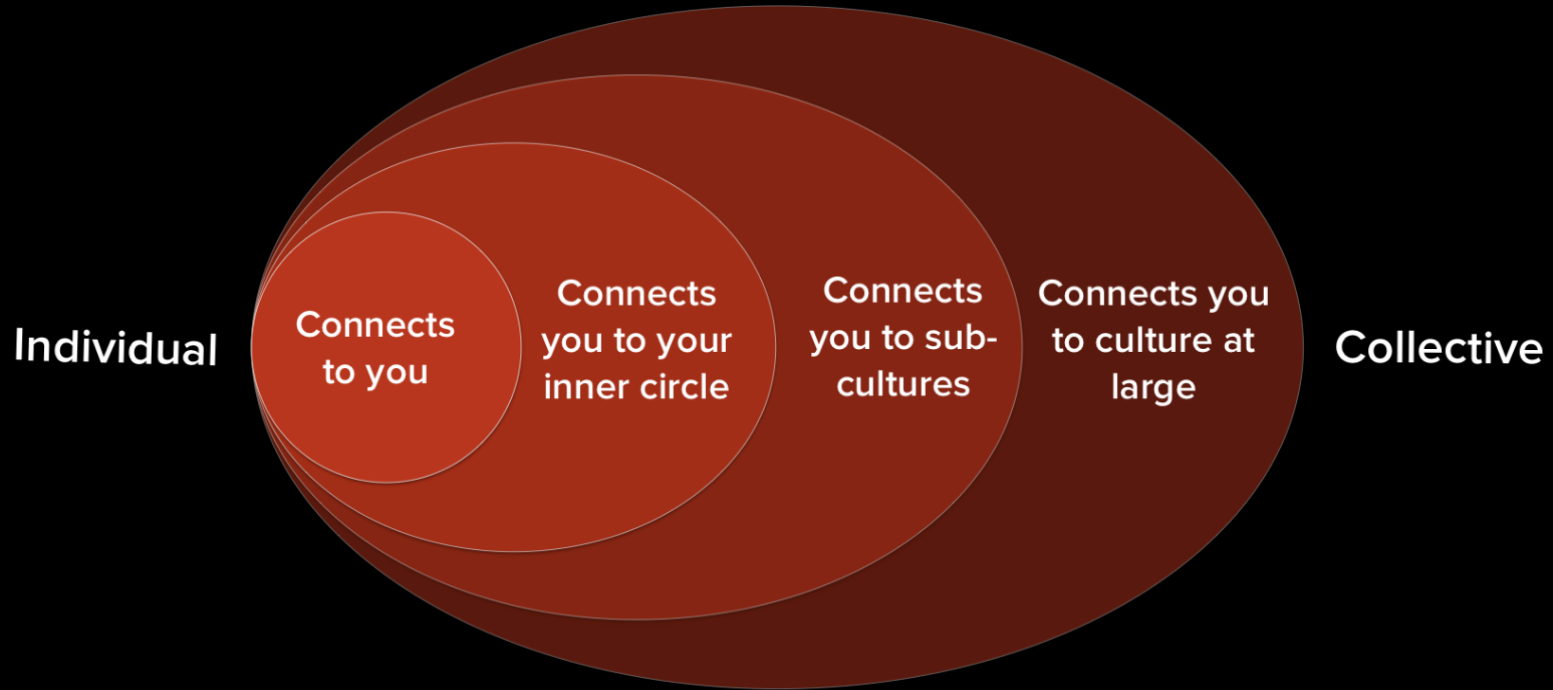
Consumers may be getting fed up with long-winded crisis emails from businesses.



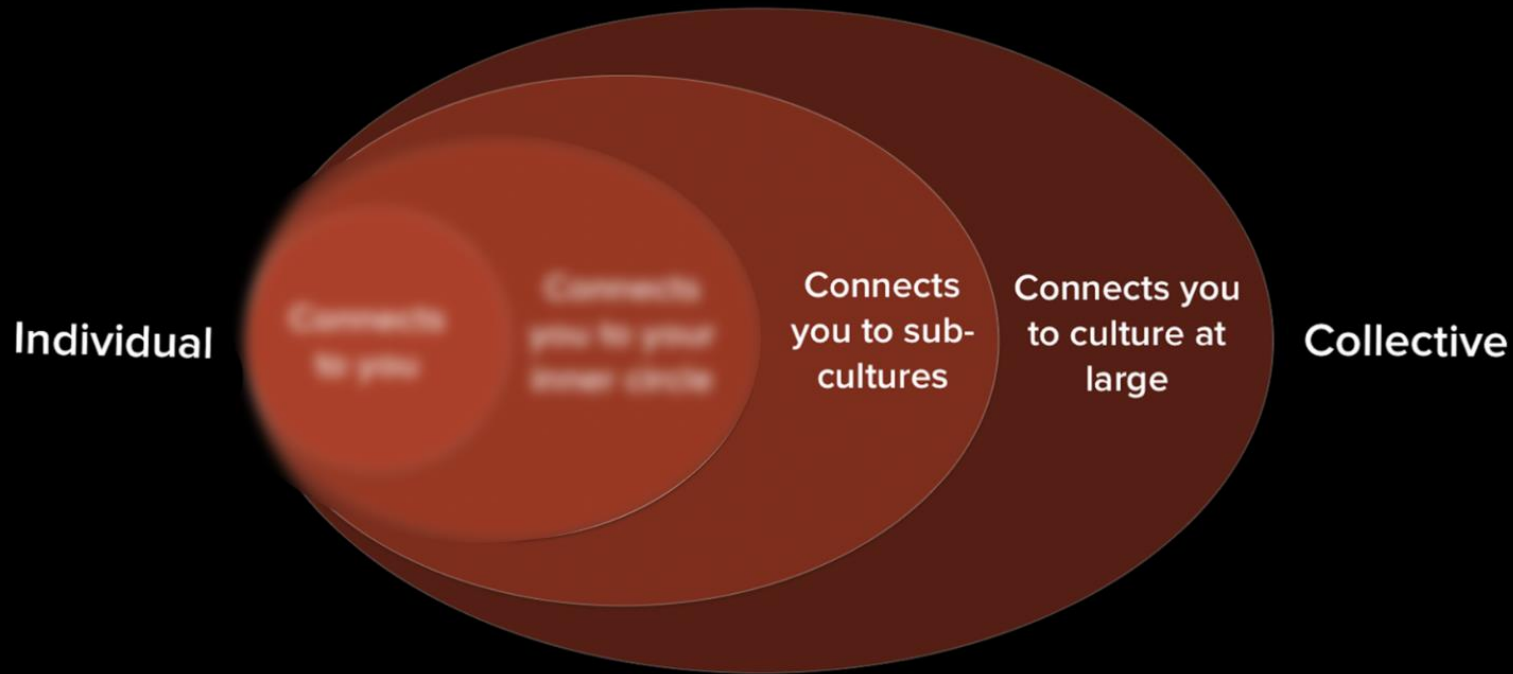
- **Consumer demand for meaningful marketing**



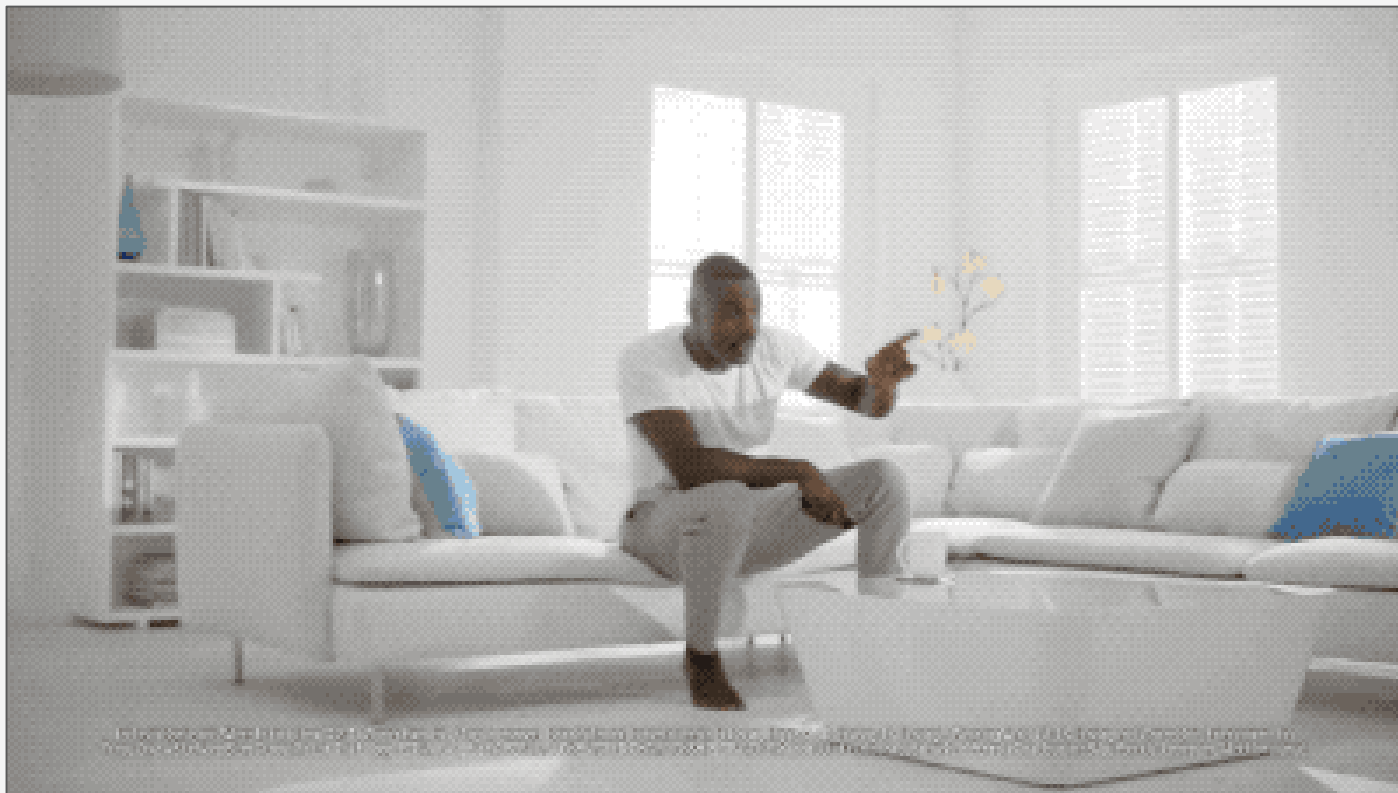
The Connection Spectrum



The Connection Spectrum



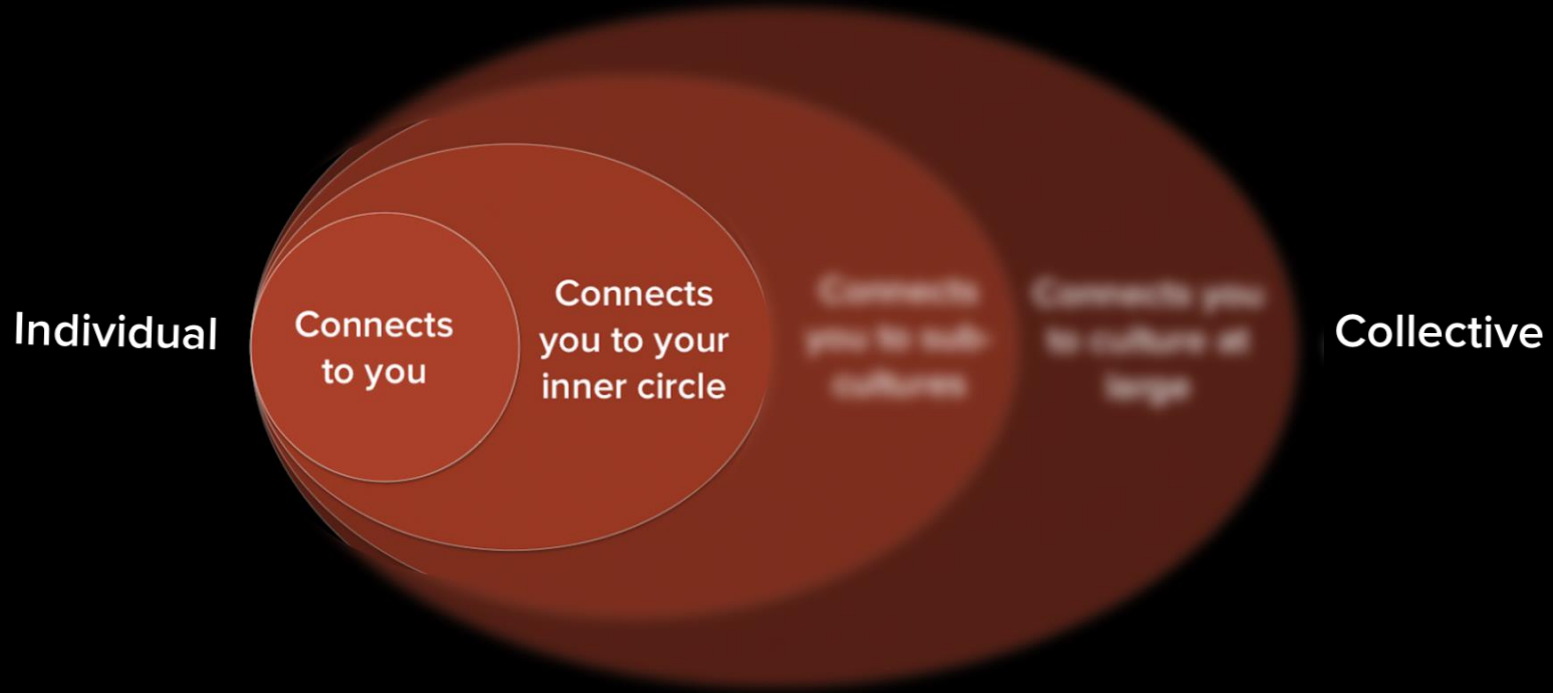
sky



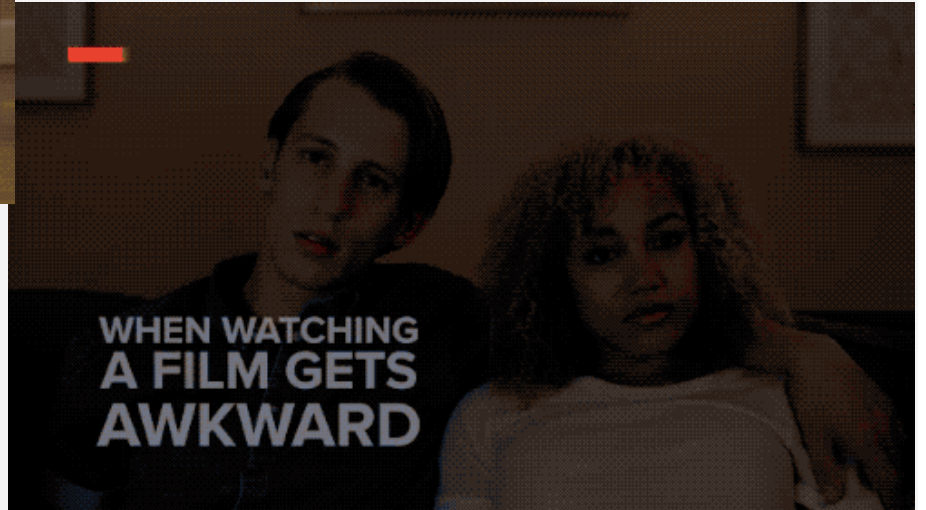
**You are competing
against the most
curated, private,
relevant, and niche
stuff imaginable.**

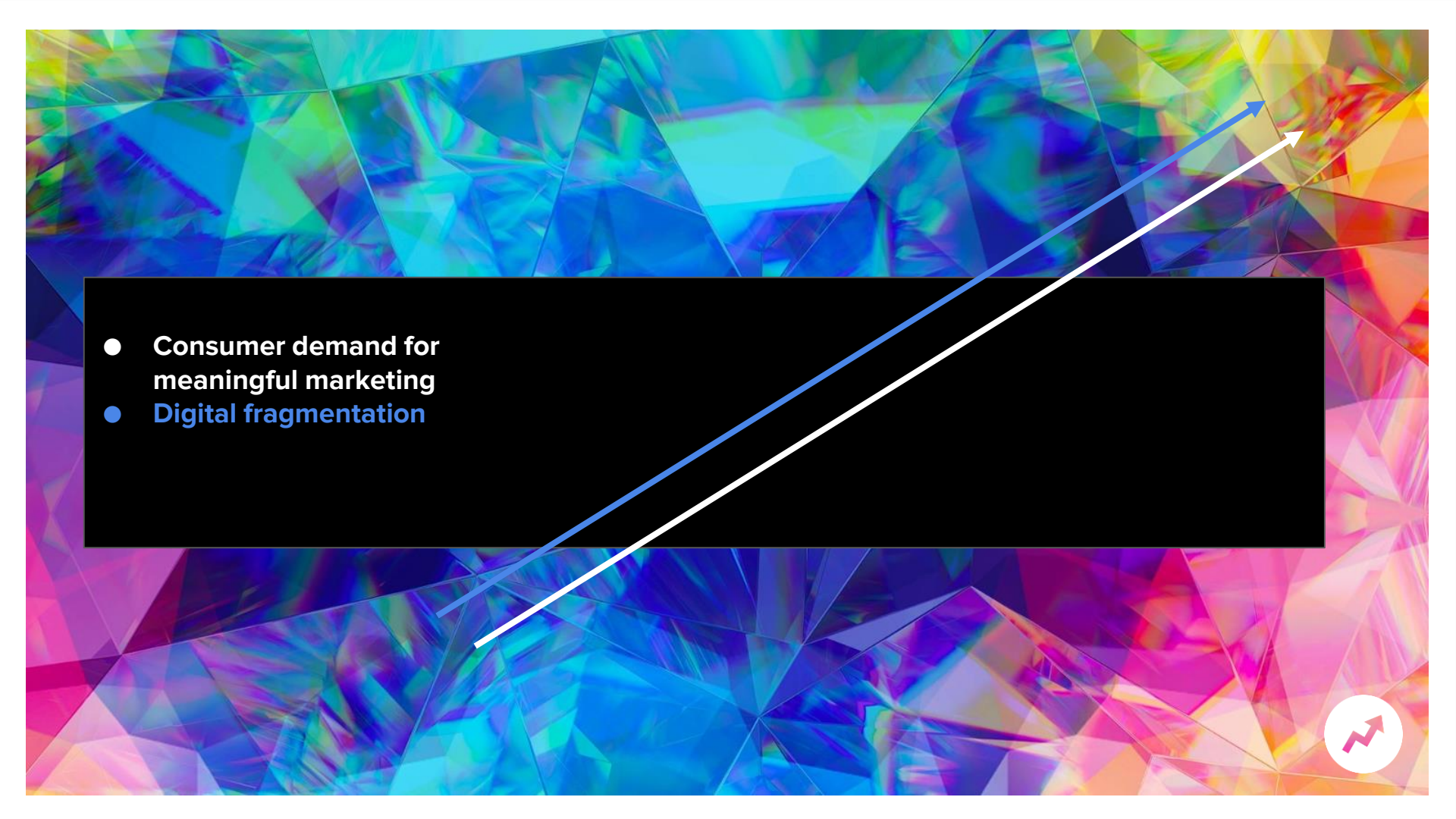


The Connection Spectrum



sky x BuzzFeed



- 
- **Consumer demand for meaningful marketing**
 - **Digital fragmentation**

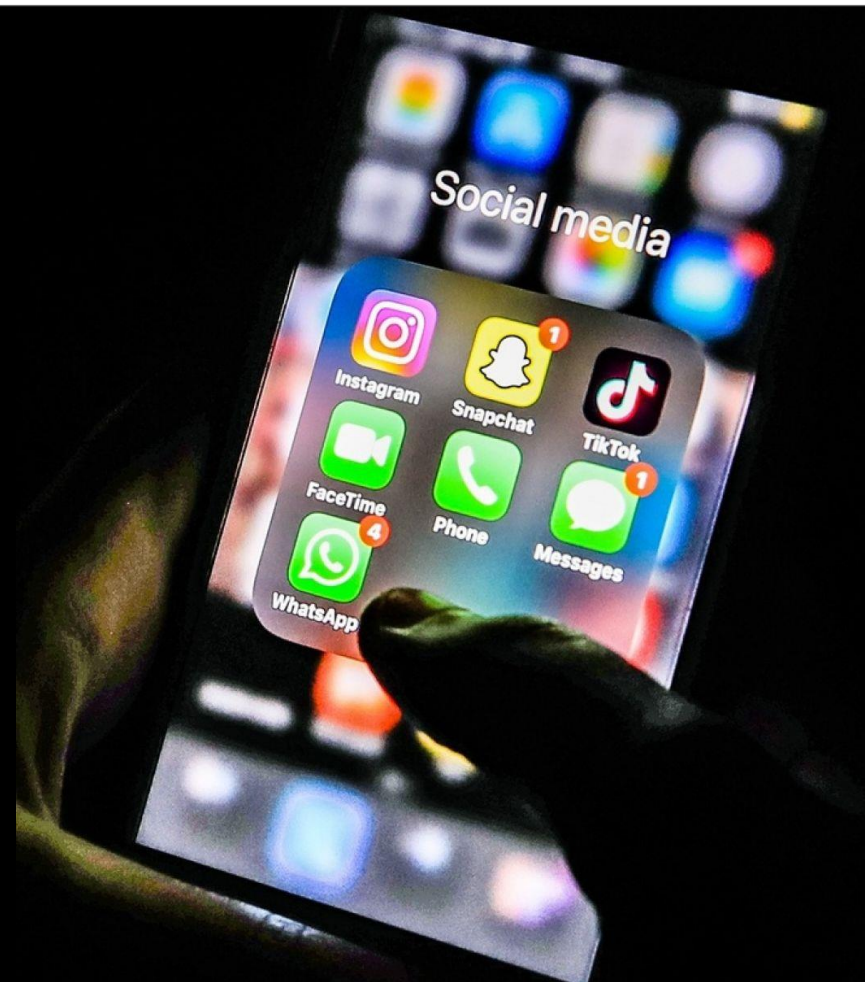


88,000,000

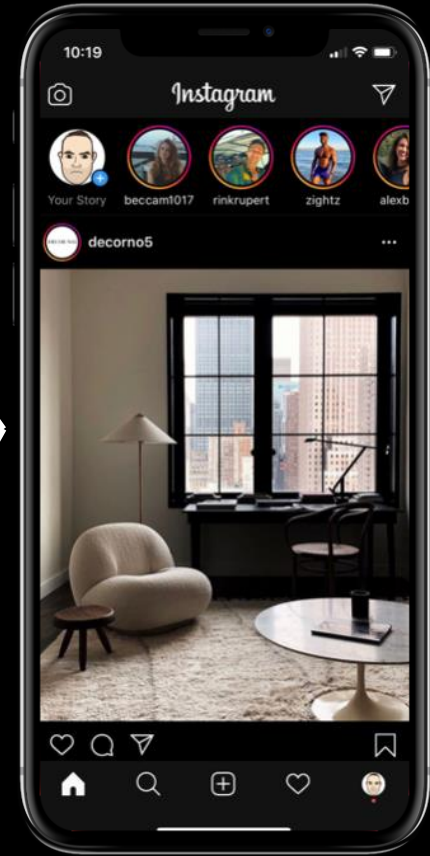
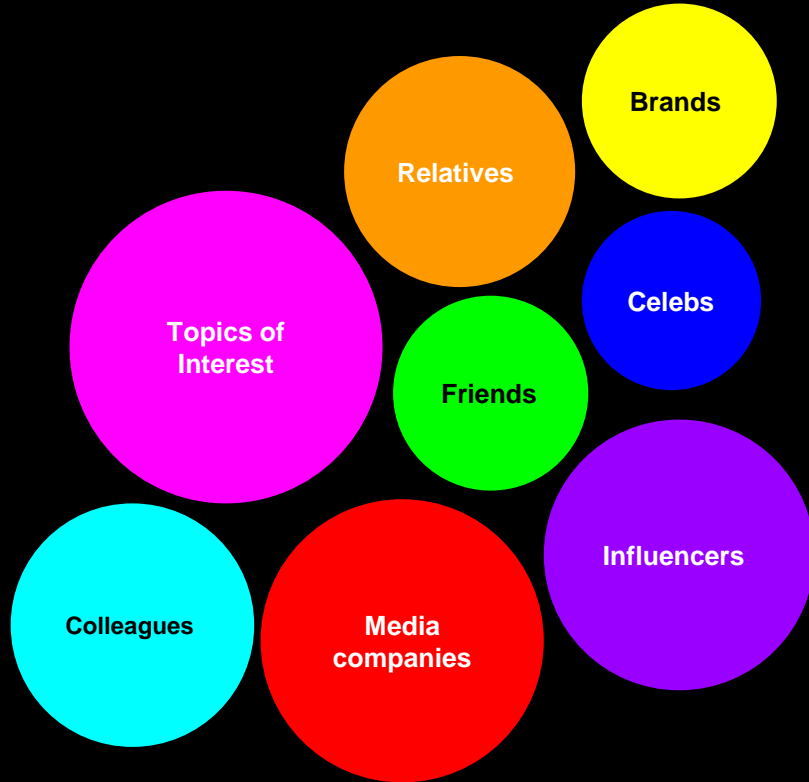
Total hours of time spent on social each day
in the UK

77.3 mins

Minutes spent per day watching digital video
in the UK.

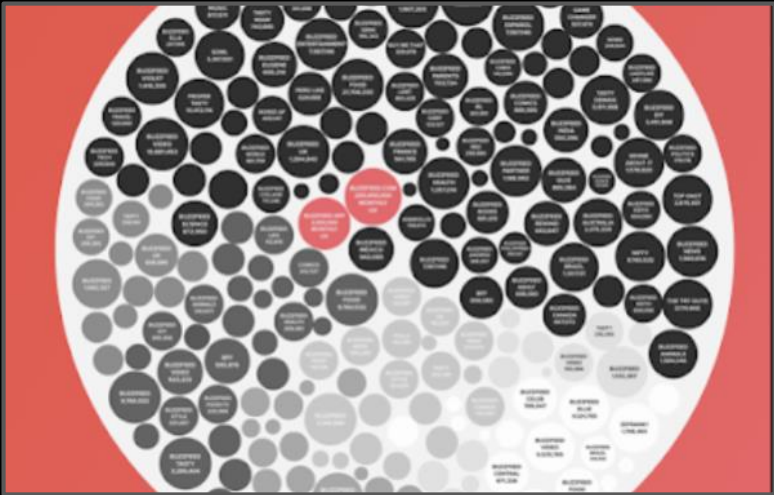


SOURCES OF CONTENT IN MY FEED





2013

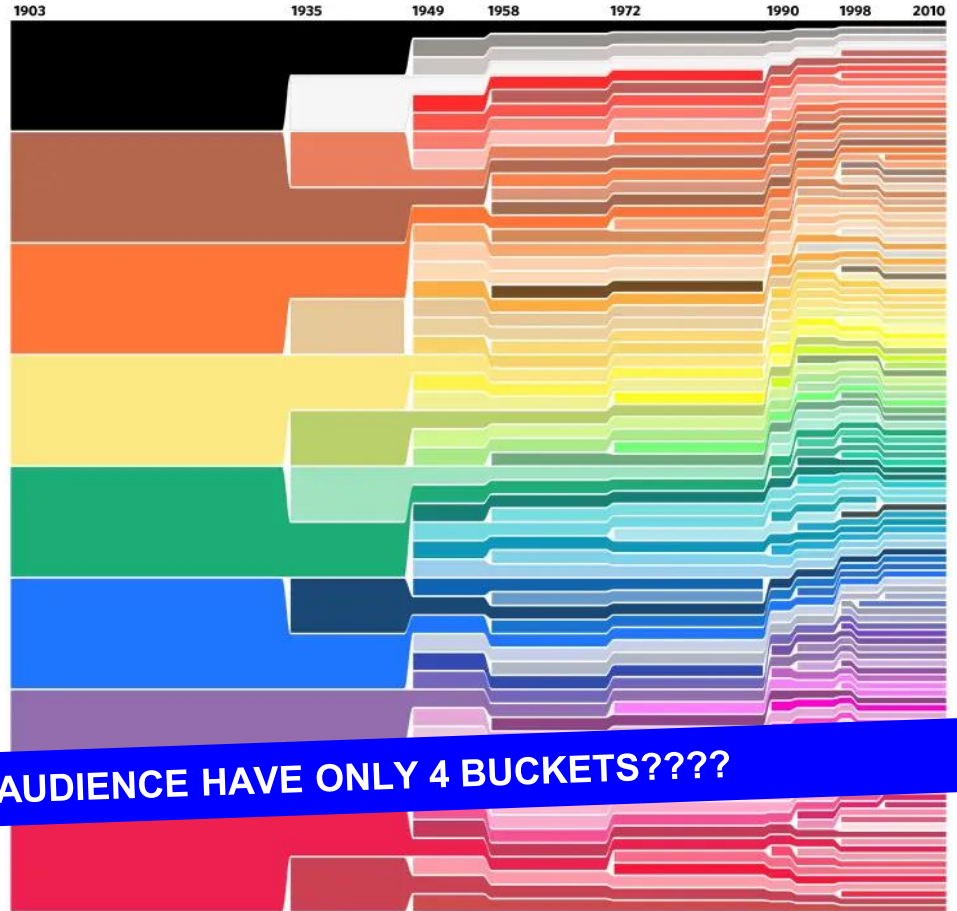


2020

- 
- Consumer demand for meaningful marketing
 - Digital fragmentation
 - **Consumer multiplicity**



Growth in Crayola Crayon Colours 1903 - 2010



WHY DOES YOUR TARGET AUDIENCE HAVE ONLY 4 BUCKETS????



GEN Z

65% of UK Zs agree gender, race and sexuality all exist on a spectrum.

Today there are over 70 gender identities on FB.

60% of UK Zs have a passion or interest that is considered niche by others.

“[Our generation] has an obsession with individuality. It’s not just wanting other people to think that you’re smarter or more eclectic because you like different things and unique things. It’s also that I want to prove to myself that I have my own thoughts.” — Cedar, 17





EMPATHY

After a decade dominated by Instagram ideals, Zs are letting down their guard and prioritizing emotional connections.

Mental health is the top issue facing Gen Zs, according to Zs

40%

of the UK Zs agree, "Everyone should go to therapy."



TRUTH

Having grown up in an era of fake news and institutional breakdown, Zs are looking for what's "really real" —in culture and in themselves.

70%

of the UK Z's agree they never trust things at face value – they do their own research



CREATION

Gen Zs are not just creatives—they are creators. They are rebuilding culture from the ground up.

45%

of UK Zs agree, “Everything our generation does is outside the box.”

“Our generation tends to seek representation in film,, media and advertising. Where there was once a very narrow character presented in mainstream media, we now question advertisement and art forms where there is not a diverse representation.”

—Ellie, 22, London, UK



GEN

E.T.C.

Through our diversity we are exposed to different qualities, values and customs. I find this very enriching and enjoy learning from others which in turn gives me a better understanding of the world. We are taught that we have our own individual voices and opinions and that it's ok to have diverse points of view to our friends and wider community

—Frances, 16, Manchester, UK

**How is this incredibly
diverse, niche set
handling COVID-19?**

TECH / CORONAVIRUS

1.7 Million People Are Currently Role-Playing As Ants On Facebook

Life! Lift! Lift! Lift! Lift! Lift! Lift! Lift!



Ryan Broderick
BuzzFeed News Reporter

Posted on May 1, 2020, at 2:50 p.m. ET

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 Share
 Copy



A group where we all pretend to be ants in an ant colony

Private group · 1.7M members



About Discussion Announcements Members Events Media Files



Rhiannon Richards

3 hrs



LET'S SETTLE THIS. B I T E O R L I F T

😱 B I T E

😡 L I F T

😱😡👍 14K

2.7K Comments

Like

Comment

View previous comments

55 of 2,552



Tomas Zechel B I T E

Like · Reply · 7m



Kelvin Clark Vergara Memije 🙌 L I F T

Like · Reply · 6m



Elsbeth Green 🙌 L I F T

Like · Reply · 6m



Gabriele Serra L I F T

Like · Reply · 6m

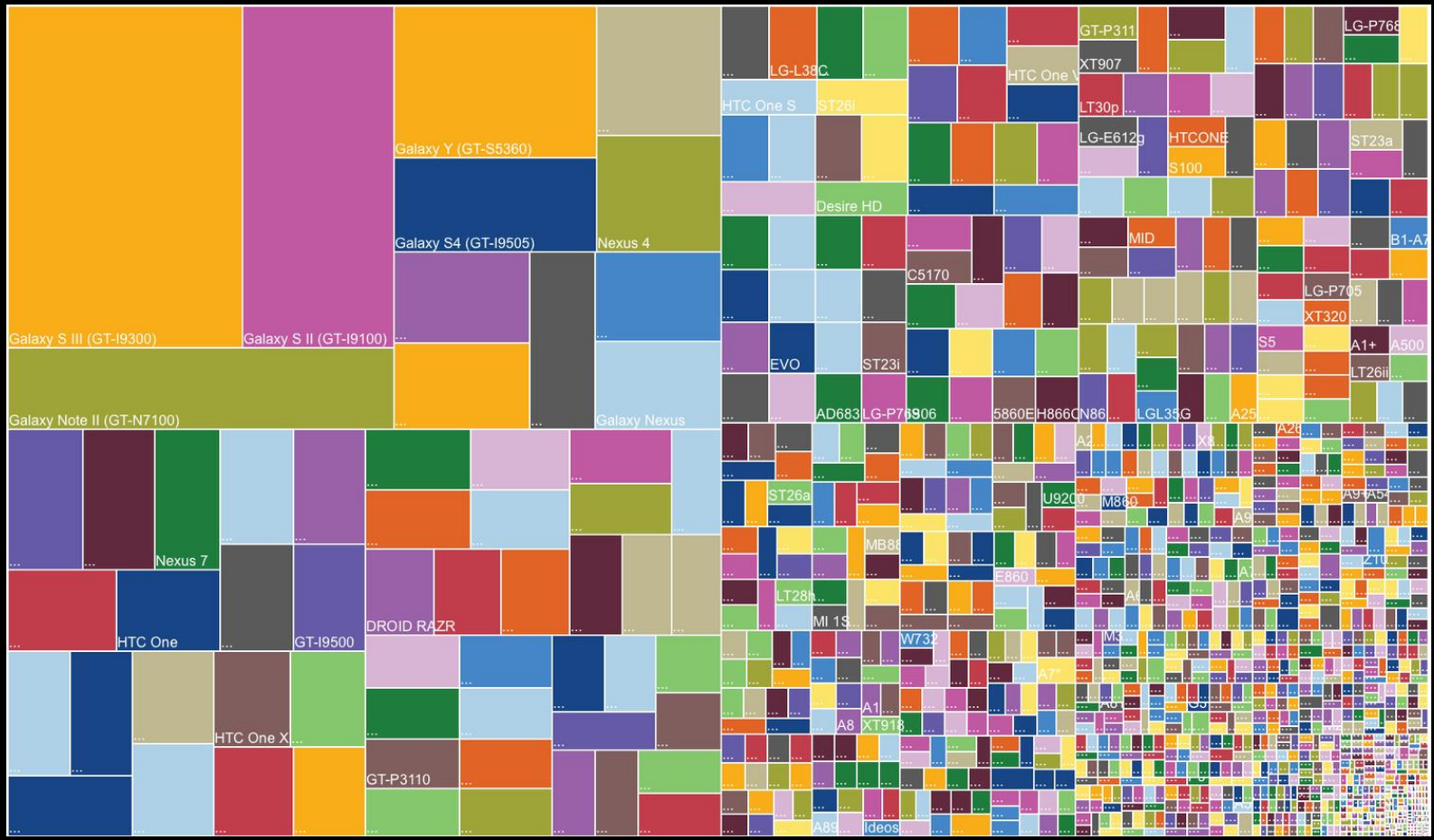


Cath Parker L I F T

Like · Reply · 6m

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 - Digital fragmentation
 - **Consumer multiplicity**







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 - **Consumer multiplicity**
 - **Cost to make creative**











Camera 1



Camera 2



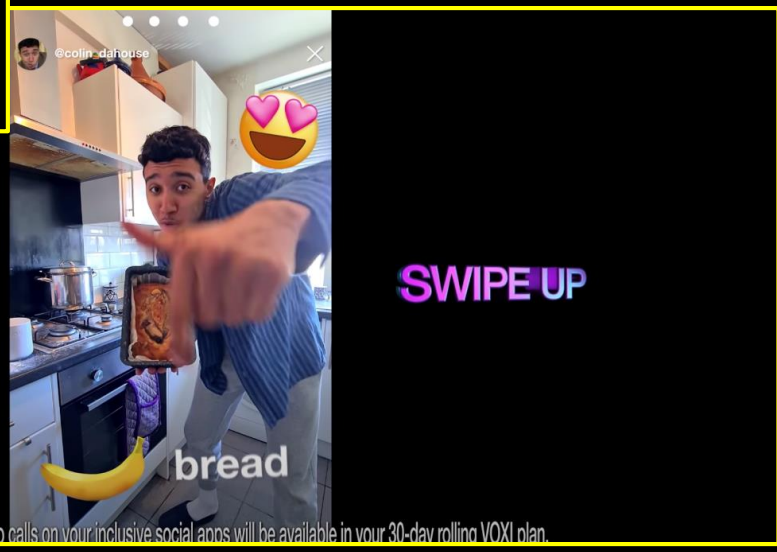
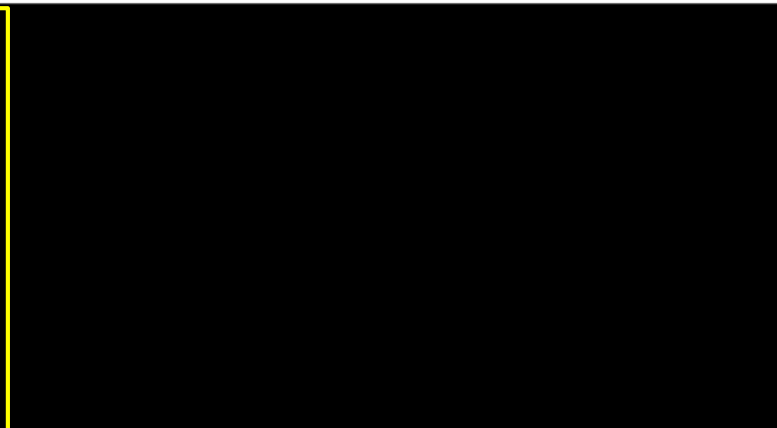
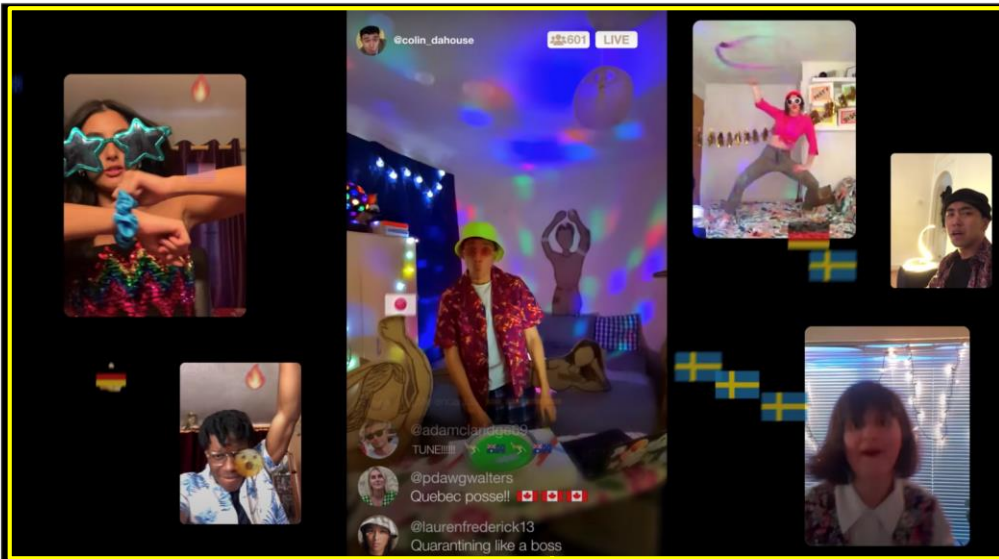
How Voxi, Ogilvy and The Mill shot an ad in isolation

Zoom and Samsung Galaxy S20 phone were big help.



Voxi: ad shows 'endless abilities with endless data'





For a limited time, voice & video calls on your inclusive social apps will be available in your 30-day rolling VOXI plan.



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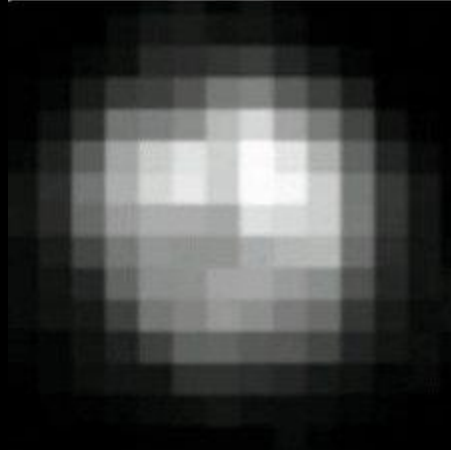
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