

2019

Quo vadis

2018
TRENDI
EIROPA

CHANGE

A close-up photograph of a clock face on a dark green background. The word "CHANGE" is written across the top of the clock using large, 3D block letters. The letters are colored: 'C' is red, 'H' is blue, 'A' is yellow, 'N' is red, 'G' is blue, and 'E' is red. The clock face is partially visible, showing white tick marks and hands. The hands are positioned at approximately 10:10.

Mūsu ikdiena

amazon.com
Prime

NETFLIX



Wolt



UBER

tinder™

An iPhone and an iPad are shown on a dark wooden surface. The iPhone screen displays various social media and utility app icons. The iPad screen also shows social media icons. Three colored rectangular boxes (white, purple, and green) are overlaid on the image, containing text. White earbuds are visible in the top left corner.

Vidusmēra patērētājs

6 sociālo mediju profili

4 ierīces

Viss tomēr nav tikai par tehnoloģijām... Mileniāļu paaudzes izaicinājumi

Gig ekonomija / darba vietu nepastāvība

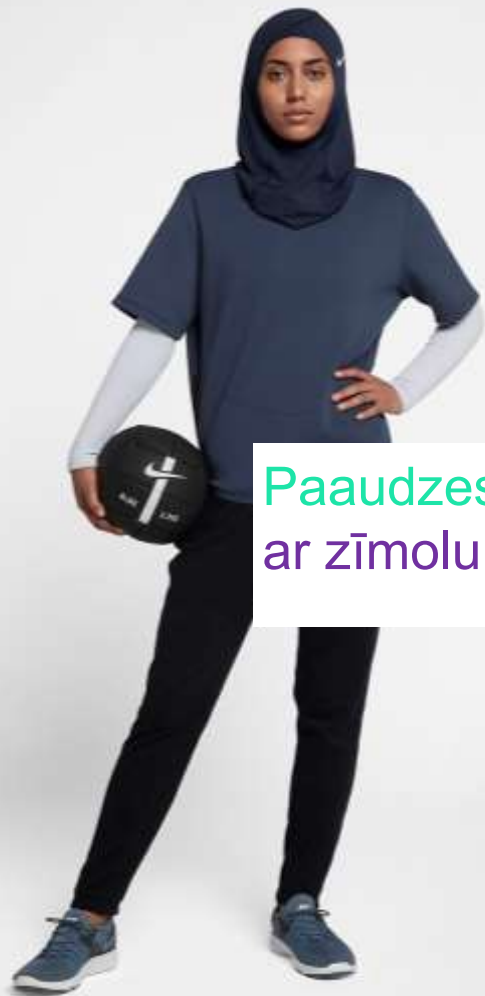
Īres paaudze

Mazāks fokuss uz naudu un tās pelnīšanu

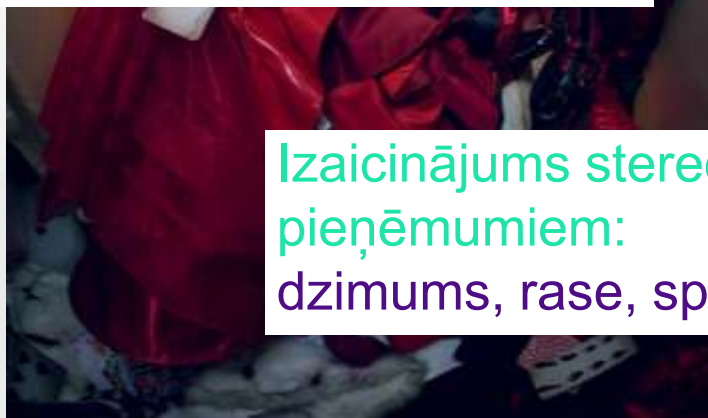
Pārdomāta laika un naudas tērēšana

Neticība korporācijām,
medijiem, valdībai,
zīmoliem





Paaudzes protests pret nevienlīdzību:
ar zīmolu un tehnoloģiju atbalstu



Izaicinājums stereotipiem un
pieņēmumiem:
dzimums, rase, spējas, skaistums



60 % 18-24 gadus
vecu jauniešu gatavi
maksāt par precī vai
pakalpojumu vairāk,
ja zīmols atbilst viņu
vērtībām

Trends 1

Pieredze ar jēgu

Šodienas zīmoli
vairs nevar
vienkārši pārdot,
tiem jāpiedāvā
pievienotā
vērtība

Vai šis zīmols
padara pasauli
labāku? Kā tas
mijiedarbojas
ar sabiedrību?



Tiger Beer pret piesārņojumu
atbildīga ielu māksla

**THIS ART IS PAINTED
WITH AIR POLLUTION**

CREATIVITY FROM THE STREETS, FOR THE STREETS.
#UNCAGEIDEAS AT TIGERBEER.COM/AIR-INK

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LABELS

ARE FOR **BOTTLES**

NOT PEOPLE



WE'RE
OPEN



Smirnoff

par līdztiesību un iesaisti

Apple Ņujorka 2015
oda tehnoloģijām



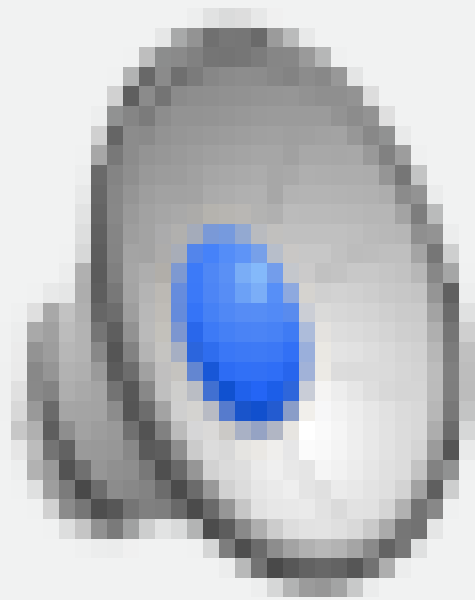
Apple veikalu fokusa maiņa
izglītība, pašizpaušme un sabiedrības
iesaiste




Alus
vides glābšanas misijā

Lielisks produkts,
kas palīdz pasauli padarīt labāku







Zīmoli, kas iesaista
un sniedz jaunu,
unikālu pieredzi

Trends 2

Ekskluzīva
pieredze, kas
agrāk bija
pieejama tikai
dažiem, tiek
pieāvāta plašai
auditorijai

Iesaiste un līdzdalība

Auditorijas līdzdalība un kopīga pieredze kā pasākumu neatņemama sastāvdaļa



SECRET
CINEMA



Teātris ar līdzdalību

Stella Artois laika mašina
uz 1877.gada Vimbldonu





GUINNESS
RUGBY
HOTEL



Beautyrest
astoņu stundu nakts koncerts



AirBnb sadarbība ar mākslas muzejiem & Ikea - unikālai pieredzei



BACKGROUND

The Art Institute of Chicago wanted to generate attendance for its new exhibition, "Van Gogh's Bedrooms", while building its reputation as an internationally acclaimed art museum.

IDEA

The exhibition offered an intimate look into Vincent van Gogh's most personal space, so to promote it we took his most intimate painting—the Bedroom—and brought it to life. We listed the room on Airbnb, with Vincent as the host, and invited the world to spend a night.

RESULTS

- All nights in the room sold out within minutes.
- Exhibition online ticket pre-sales were up 350%.
- More than 200,000 people attended in just six weeks.
- Highest-attended exhibition in 15 years.

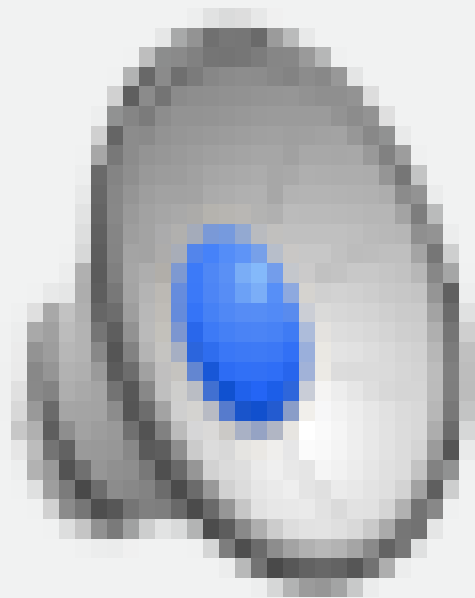


Instagram lietotāju auditorijas pieaugums
deviņos mēnešos par 50% (līdz 300 miljoniem)



Selfiju muzeja slavas gājiens





Tehnoloģijas, kas
palīdz ikdienā

Trends 3

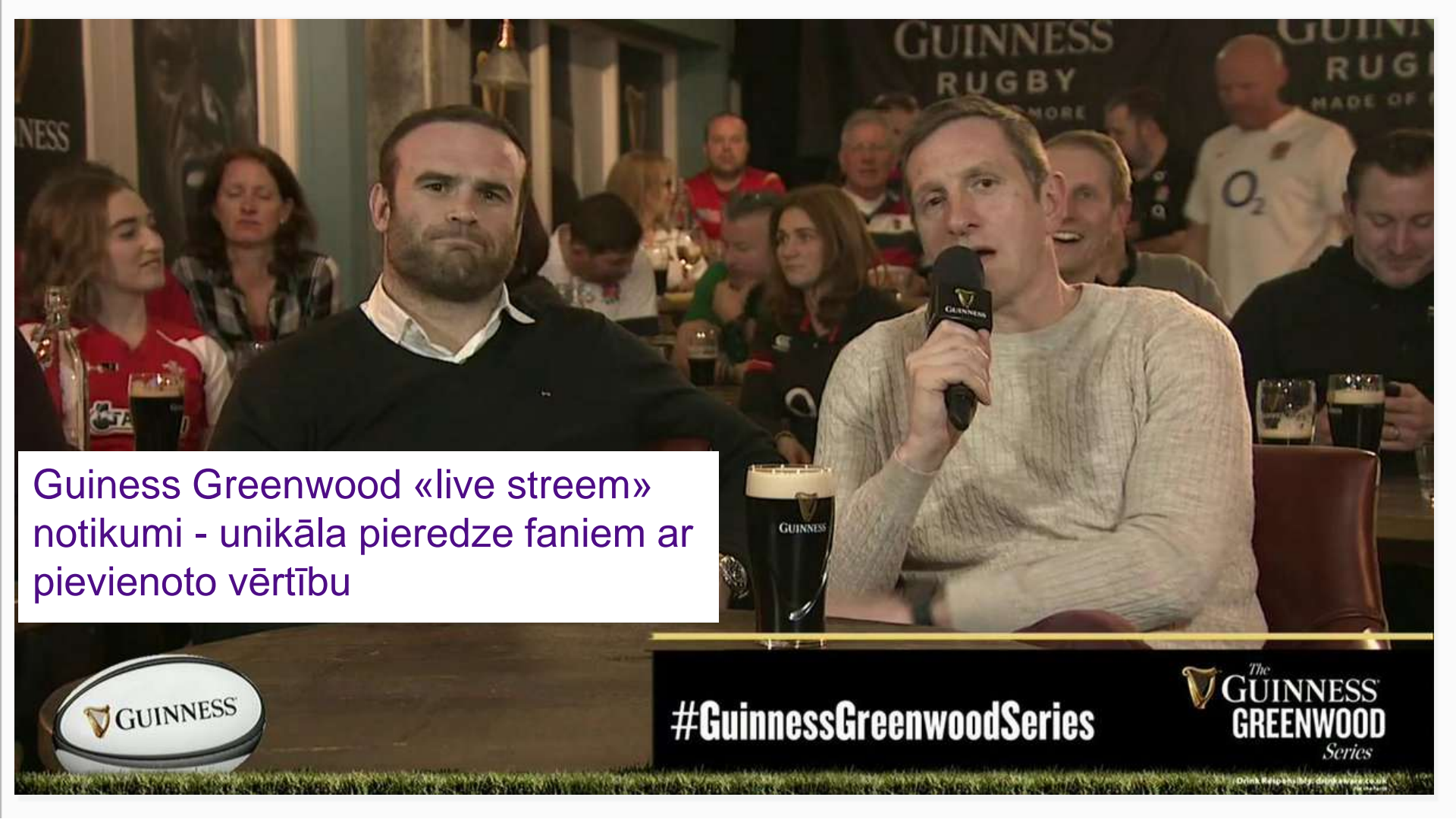
Tehnoloģijas, kas
palīdz satikties,
dibināt un
uzturēt
kontaktus, būt
«klāt», arī esot
tālu

Cilvēcīgās tehnoloģijas

Tehnoloģijas, kas
izaicina uz
sacensību, ļauj
sevi pierādīt

A close-up photograph of a hand holding a red plastic bottle of Lucozade Energy Original. The bottle is positioned vertically on a yellow circular base, which is part of a black device. The background is blurred, showing a person in a dark jacket and a red garment. The text 'Lucozade ENERGY ORIGINAL' is clearly visible on the bottle's label.

Lucozade 'Find Your Flow' ” akcija
Londonas metro

A man in a white sweater is speaking into a Guinness microphone at a bar. In the background, other patrons are visible, some wearing Guinness-branded clothing. A Guinness logo is visible on the microphone.

Guinness Greenwood «live stream»
notikumi - unikāla pieredze faniem ar
pievienoto vērtību



#GuinnessGreenwoodSeries

The
GUINNESS
GREENWOOD
Series

Drink Responsibly. © 2014 Guinness Ltd. All Rights Reserved.



Guinness GB @GuinnessGB · Feb 20

Watch as @WillGreenwood & @JamieHuwRoberts give their predictions on who will be the victor at #SCOvENG. We would like to hear your match predictions below.

#GuinnessGreenwoodSeries
drinkaware.co.uk



GUINNESS Greenwood Series : #SCOvENG Match Prediction



Guinness (GB)

Published by John K Veru (1) · February 4 at 1:20pm · @

#GuinnessGreenwoodSeries The atmosphere is building nicely in Rome for England Rugby's first match against Italy. Will Greenwood tells us his thoughts on the game ahead. #NatWest6Nations #ITAENG NatWest 6 Nations
drinkaware.co.uk



Your video is popular with men between the ages 45-54

Boost Post

3K Views



Guinness (GB)

Published by Amy Pshaw (1) · February 3 at 12:10pm · @

#GuinnessGreenwoodSeries : We challenged Will Greenwood to pick his key players for England Rugby for the upcoming NatWest 6 Nations . Not an easy task. Here's what he had to say:

drinkaware.co.uk

<https://twitter.com/GuinnessGB/status/959763433838815326>



Your video is popular in England

Boost Post

2K Views



VAIRĀK KĀ
2 MILJONI
SKATĪJUMU

Nike Unlimited Stadium – sportistu sacensība ar sevi






Tehnoloģija, ko fiziski pieredzēt var daži, bet ideja un tās «stāsts» tika nodots miljoniem



Gadās arī tā...



- 
- A futuristic hallway with glowing walls and a central screen displaying a list. The walls are illuminated with a vibrant, multi-colored light (red, orange, yellow, green, blue) that creates a sense of depth and movement. The floor is dark and reflective. The central screen is a bright, glowing rectangle that serves as the focal point for the text.
1. Pieredze ar jēgu
 2. Iesaiste un līdzdalība
 3. Cilvēcīgās tehnoloģijas

**Paldies par
uzmanību!**

