



**GENERATION  
COVID**

# A GLOBAL STUDY

## 32 MARKETS

Australia . Austria . Bangladesh . Belgium . Brazil . Canada . China . Czech Republic . Denmark . France . Germany . India . Ireland . Italy . Japan . Mexico . Morocco . Norway . Peru . Philippines . Poland . Portugal . Russia . Saudi Arabia . Singapore . South Africa . Spain . Switzerland . United Arab Emirates . Ukraine . United Kingdom . United States

## 17,500 PEOPLE

## 2,700+ 18-34s in Top Markets

AT FR US CN GB BR IN





# WHO ARE PROSUMERS?

LAGGARDS

MAINSTREAM

20%-30%  
PROSUMERS

INSTIGATORS

PROSUMER  
ADOPTION

6-18  
MONTHS

Source: Havas Worldwide Prosumer survey, 2019



A photograph of two people standing in the ocean at sunset. They are holding torches aloft, and the sky is a mix of orange, pink, and purple. The water is dark with some ripples. The text is overlaid on the upper half of the image.

# TWENTIES, A CRUCIAL AGE

**BUT COVID-19 HAS SHAKEN UP THEIR ROUTINES**

# SOCIAL LIFE

**64%**  
PROSUMERS

**60%**  
MAINSTREAM

I have felt lonelier during this  
pandemic than ever before.



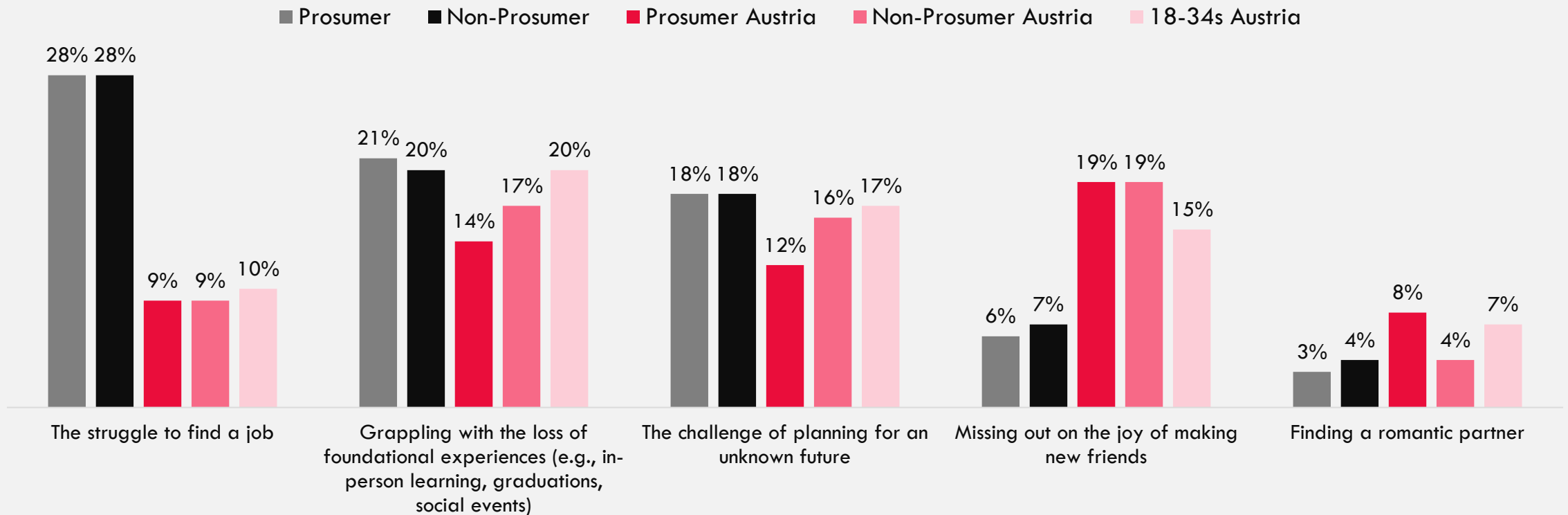
53 / 43 / 52

PROSUMERS / MAINSTREAM / 18-34s





# IN THE WAKE OF COVID-19, THE MOST SIGNIFICANT HARDSHIP FOR MY GENERATION HAS BEEN:



# GROWING UP IN DIFFICULT TIMES

**67%**  
PROSUMERS

**65%**  
MAINSTREAM

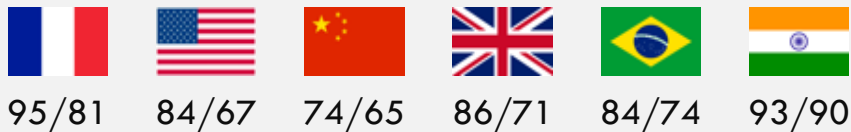
Today, it's harder to be 20 years old  
than it was 20 years ago.



# SACRIFICES HAVE BEEN MADE BUT THEY'RE NOT FULLY RECOGNIZED BY THE ELDERS

My generation has had to make many sacrifices because of the COVID-19 pandemic.

## YOUTH



## ELDERS



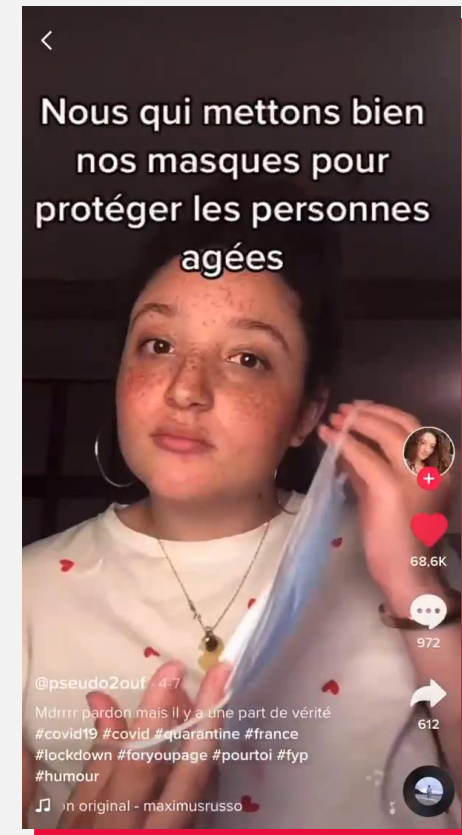


# DOES **SELFISHNESS** REIGN SUPREME?

**53%**  
GEN-Z

**23%**  
BOOMERS

Society is too obsessed with protecting old people,  
often forgetting that the youth are our future.



# THE YOUTH HAVE REACHED A STATE OF **LIBERATING ANGER**

## 50%

of interrogated youth feel angry  
because of the pandemic.



1

# THE FALL OF BOOMER ERA





# THE SEED OF A REVOLUTION AMONG THE YOUNG

**75%**  
PROSUMERS

**71%**  
MAINSTREAM

I think it takes radical actions to  
bring about real change.



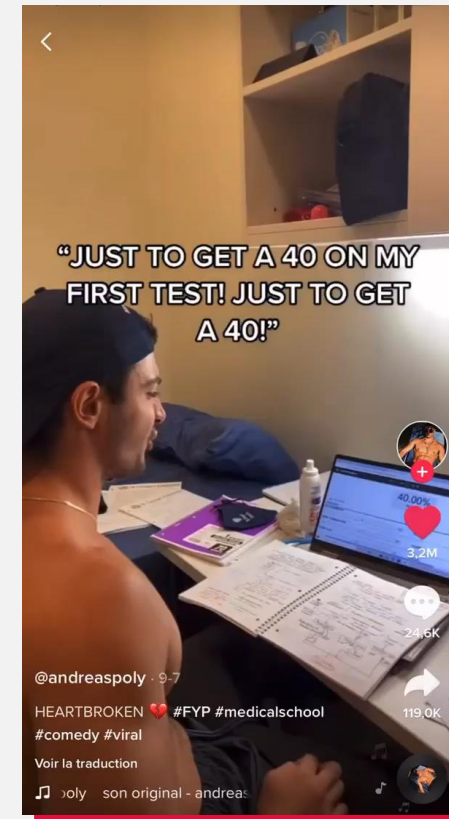


# MUST WE «STUDY TO BE SUCCESSFUL»?

**72%**  
PROSUMERS

**68%**  
MAINSTREAM

I think more and more that one can have a successful life without receiving a university degree or diploma.





# MUST WE «WORK MORE TO EARN MORE»?

**66%**  
PROSUMERS

**62%**  
MAINSTREAM

I'd rather take a job with a lower wage that allows me more flexibility to balance work-life as opposed to having a higher paid position job that consumes all of my time.



64/44/54



71/66



62/62



61/52



67/63



69/62



85/77





# MUST WE «VOTE TO BE A GOOD CITIZEN»?

**73%**  
PROSUMERS

**60%**  
MAINSTREAM

I prefer to be an activist for the causes I care about  
as opposed to committing to a political party.



**HATE SOMETHING? CHANGE SOMETHING**

***FROM PARALYZING ANGER TO CHANGING NOW***



# 2 YOUNG GENERATION WANTS CHANGE AND THEY WANT IT NOW



# FUTURE IS MEANINGLESS SO LET'S CHANGE IT

**90%**  
PROSUMERS

**85%**  
MAINSTREAM

The worst thing about COVID-19 is  
not knowing when it will end.



92/88



91/83



83/79



89/87



96/94



91/81





**POLITICS**



**WORK**



**LIFESTYLE**



# THEY GAVE UP ON CONVENTIONAL POLITICS

**67%**  
PROSUMERS

**61%**  
MAINSTREAM

Political leaders are disconnected from the aspirations of today's younger generation.



59/52/52



83/67



65/61



38/37



83/68



67/64



79/71

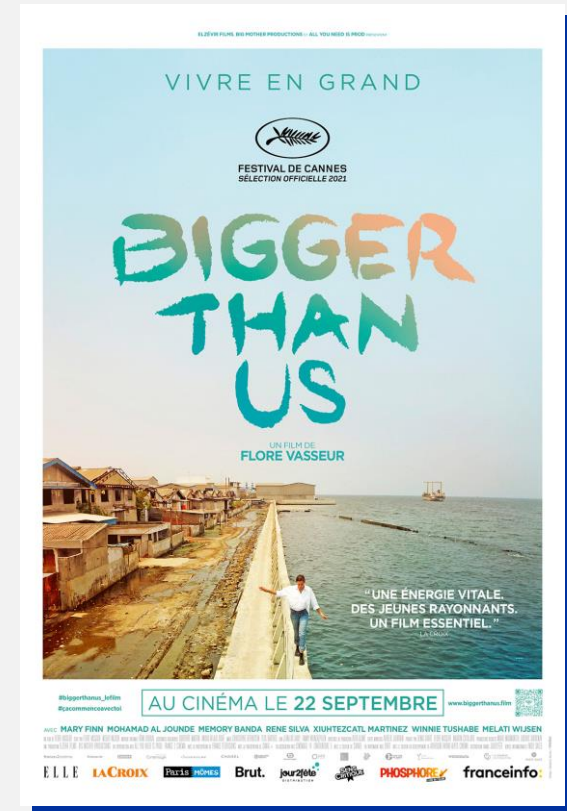
**Régionales 2021 : « On observe une abstention des jeunes plus forte à chaque élection, mais une participation soutenue aux mouvements de protestation »**

# BUT REMAIN THE MOST **ENGAGED** GENERATION

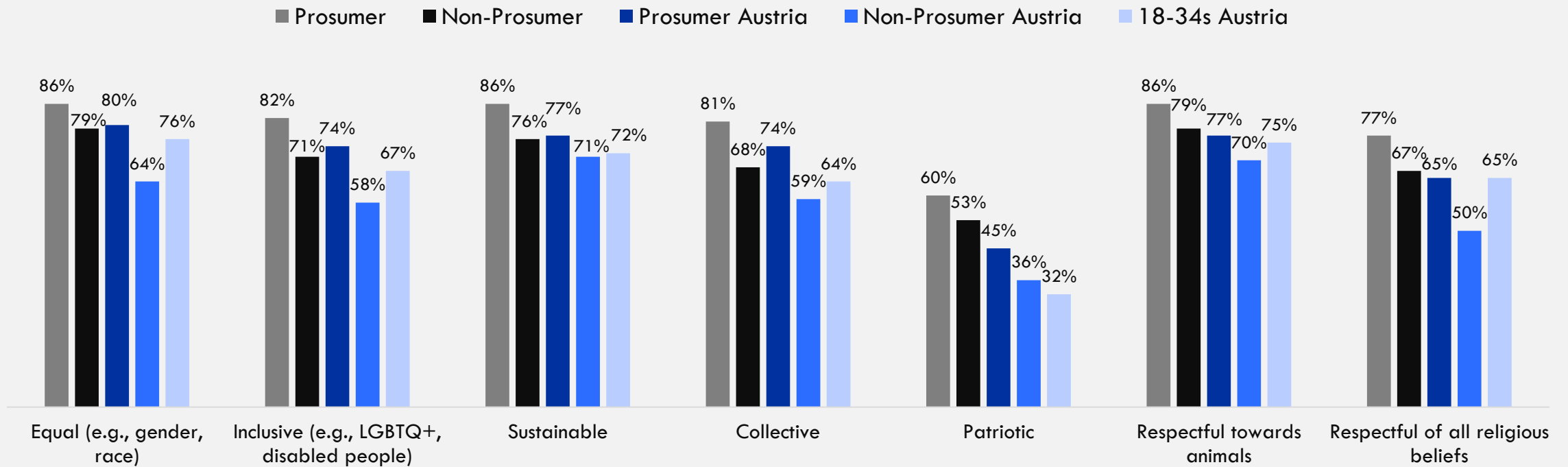
**75%**  
PROSUMERS

**62%**  
MAINSTREAM

Even if younger generations are less politicized than older generations, they are the most engaged in their own way.



# I THINK MY GENERATION IS LEADING THE FIGHT FOR A WORLD THAT IS MORE:





# TO BRING CHANGE THEY CHOOSE **ACTIVISM OVER POLITICS**

**73%**  
**PROSUMERS**

**60%**  
**MAINSTREAM**

I prefer to be an activist for the causes I care about  
as opposed to committing to a political party.



*We can't save the world by playing the rules, have to be changed. Everything needs to be change- and it has to start today*  
G. Thunberg

Brut's activism content engagement vs.  
average engagement rate

FR **1,6x** average engagement

US **1,5x** average engagement

IN **1,2x** average engagement

# ACTIVISM OVER POLITICS TO FIGHT FOR **THE PLANET**

**45%**  
PROSUMERS

**35%**  
MAINSTREAM

I am personally engaged in some form of  
activism for the planet.



53/46/44



58/40



42/35



45/39



48/27



63/42



59/50



# ACTIVISM OVER POLITICS TO FIGHT FOR **SOCIAL EQUALITY**

**46%**  
PROSUMERS

**36%**  
MAINSTREAM

I am personally engaged in some form of  
activism for social equality.





# ACTIVISM OVER POLITICS TO FIGHT FOR **GENDER EQUALITY**

**40%**  
PROSUMERS

**31%**  
MAINSTREAM

I am personally engaged in some form of  
activism for gender equality.



# ACTIVISM OVER POLITICS TO RETHINK **HISTORY**

**48%**  
GEN-Z

**28%**  
BOOMERS

I support removing statues of controversial  
historical figures from public spaces.



37/18



36/33



49/50



52/47



51/17



38/25



61/50



# ACTIVISM THROUGH SOCIAL

**89%**  
GEN-Z

**62%**  
BOOMERS

Social media empowers me to  
support causes I care about.



37/18



91/100



86/67



96/100



51/67



95/100



85/100







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**POLITICS**



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**WORK**



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**LIFESTYLE**

# TO HELL WITH **BULLSHIT JOBS**

**78%**  
PROSUMERS

**70%**  
MAINSTREAM

My generation is tired of bullshit jobs and  
craves work that will have a real impact.



72/60/62



91/76



77/65



71/60



73/71



78/71



87/80



# WORK UNCHAINED

LEAD

**The Great Resignation Is Here, and It's Real** People are quitting their jobs at a higher than usual rate. What can businesses do to keep their workers? [🔗](#)

BY PHILLIP KANE, CEO AND MANAGING PARTNER, GRACE OCEAN @THEPHILLIPKANE

**Inc.**

As The Pandemic Recedes, Millions Of Workers Are Saying 'I Quit'

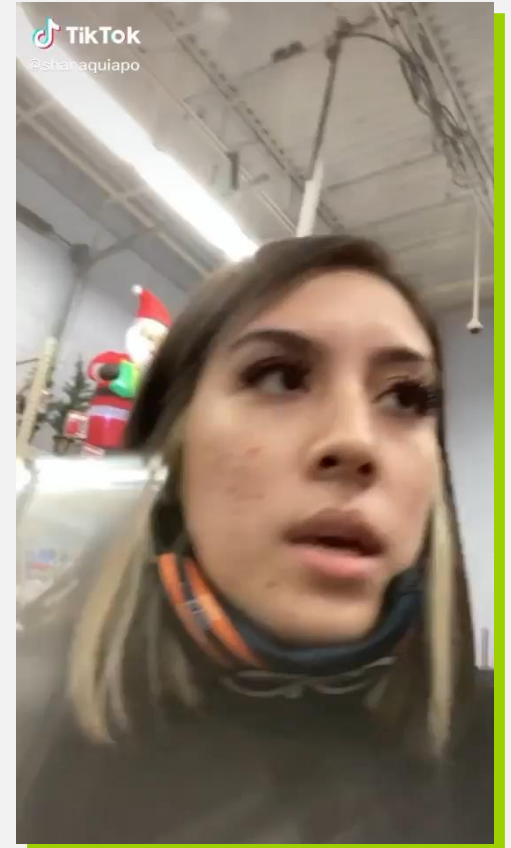
June 24, 2021 · 6:01 AM ET

**npr**

**Survey: 40% of employees are thinking of quitting their jobs**

## #QUITMYJOB

162 millions views





**TIME REGAINED:  
A NEW WORK-  
LIFE BALANCE**

**66%**  
**PROSUMERS**

**62%**  
**MAINSTREAM**

I'd rather take a job with a lower wage that gives me more flexibility to balance work-life as opposed to having a higher paid position that consumes all of my time.





## TIME FOR YOURSELF

**63%**  
PROSUMERS

**58%**  
MAINSTREAM

The pandemic has made me realize that I should prioritize making time for myself.



49/48/48



56/53



54/47



41/34



56/47



57/49



69/54



**TIME FOR YOURSELF**

**TIME FOR FAMILY**

**37%**

**PROSUMERS**

**35%**

**MAINSTREAM**

The pandemic has made me realize that I should: Settle down and start a family - or devote more time to the family I already have.



26/21/34



42/36



33/29



66/52



32/27



44/37



31/43

## TIME FOR CAUSES

**67%**  
PROSUMERS

**57%**  
MAINSTREAM

I want to work less and dedicate more time to causes  
that matter to the world.



TIME FOR YOURSELF

TIME FOR FAMILY



64/46/53



63/51



54/54



80/70



66/57



71/58

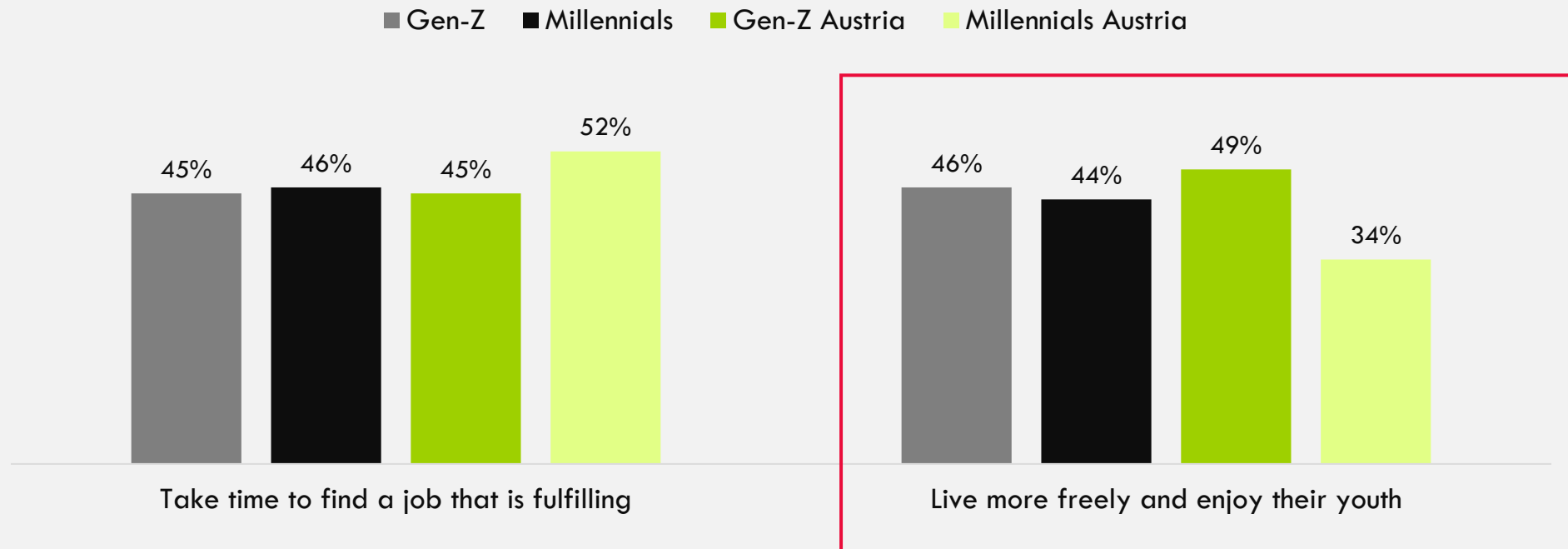


72/75



# UNIVERSAL INCOME FOR A MEANINGFUL LIFE

I support a universal basic income for my generation because it could help us to:



# BIG COMPANY BEATS **START UP MANIA**

**20%**  
PROSUMERS

**29%**  
MAINSTREAM

I'd prefer to work for a small company  
to avoid corporate politics/hierarchy.



27 / 39 / 33

PROSUMERS / MAINSTREAM / 18-34s

**44%**  
PROSUMERS

**37%**  
MAINSTREAM

I'd prefer to work for a bigger company to  
work on bigger projects with a bigger impact.

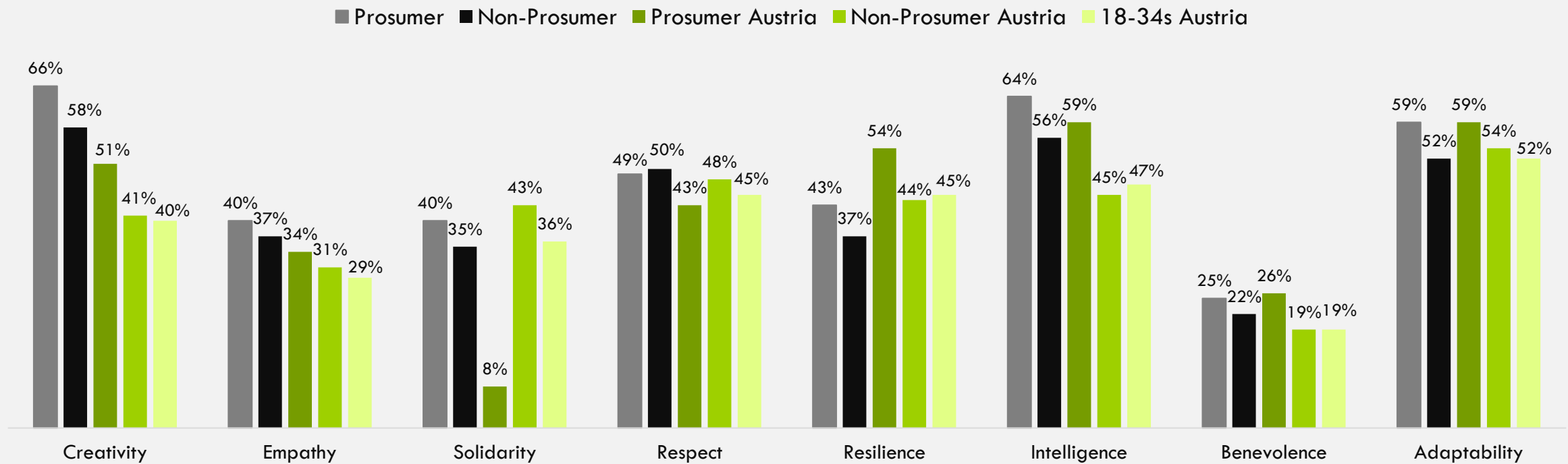


43 / 31 / 39

PROSUMERS / MAINSTREAM / 18-34s

# NEW VALUES AS CREATIVITY **UPSET** MANAGEMENT PRECEPTS

In the future, the skills that will be valued most are:





**POLITICS**



**WORK**



**LIFESTYLE**



**THE YOUTH WANT TO BUILD A NEW WORLD  
THAT SUITS THEIR ASPIRATIONS**

# FROM OWNERSHIP TO **SHARING**

**75%**  
PROSUMERS

**69%**  
MAINSTREAM

I want my generation to build a world  
that values sharing over ownership.



80/76/75



71/57



81/64



79/63



68/64



90/85



83/82

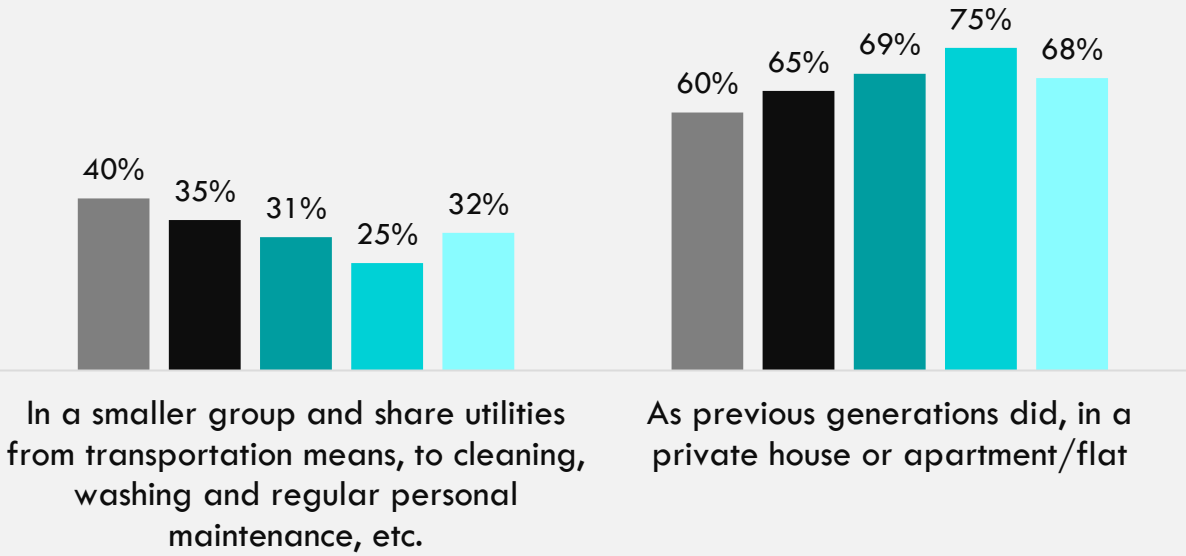


**Emprunte  
mon toutou**

# FROM LIVING ALONE TO COMMUNITIES

My ideal lifestyle would be to live:

■ Prosumer   ■ Non-Prosumer   ■ Prosumer Austria   ■ Non-Prosumer Austria   ■ 18-34s Austria



# FROM CARNIVORES TO VEGETARIANS

**40%**  
PROSUMERS

**37%**  
MAINSTREAM

To solve the world's problems, I'm  
personally ready to become vegetarian.

  
39/31/38

  
32/28

  
30/39

  
34/33

  
48/34

  
44/33

  
68/67

## Le Monde

« Une tendance forte chez les jeunes » : le  
végétarisme, nouveau marqueur générationnel et  
social

Si le régime sans viande, qui reste marginal en France, se développe dans l'ensemble de la population, ce  
sont les jeunes qui s'y convertissent davantage, et en particulier les plus favorisés socialement. Ils  
l'envisagent comme un mode d'action pour la défense de l'environnement.



# FROM PARENT'S NEST TO CHILD FREE

**51%**  
PROSUMERS

**51%**  
MAINSTREAM

Saving our planet will require radical  
action like not having children.



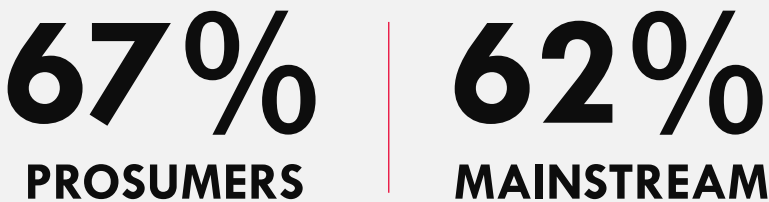
# 3 IS THIS THE END OF CONSUMPTION SOCIETY?



# THE TEMPTATION TO DECREASE



I want my generation to build a world that is less consumption-obsessed.



To solve the world's problems, I'm personally ready to live a more minimalist lifestyle.



## **CHANGE NOW**

**89%**  
**PROSUMERS**

We need to create as much urgency for ecological challenges as we have for the COVID-19 pandemic.



## **ENJOY NOW**

**53%**  
**PROSUMERS**

The COVID-19 crisis has made me more inclined to live in the present and not to plan for the future.



## CHANGE NOW

**59%**  
PROSUMERS

**57%**  
MAINSTREAM



To solve the world's problems, I'm personally  
ready to stop buying fast fashion.

  
66/61/59

  
67/62

  
58/54

  
25/38

  
70/58

  
59/53

  
64/64

## ENJOY NOW



**15 billions \$**  
Shein valuation

## CHANGE NOW

**43%**  
PROSUMERS

**43%**  
MAINSTREAM



To solve the world's problems, I'm personally  
ready to avoid air travel.

  
47/54/48

  
53/49

  
49/44

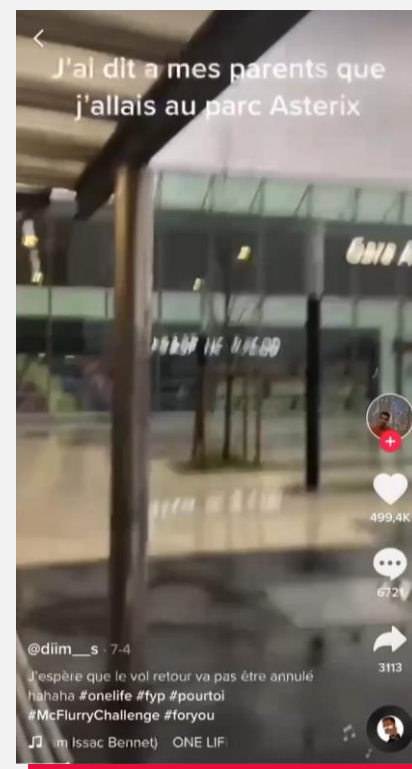
  
24/30

  
53/45

  
54/40

  
61/60

## ENJOY NOW



## CHANGE NOW

# STOP

**72%**  
PROSUMERS

**64%**  
MAINSTREAM

To solve the world's problems, I'm personally ready to produce more of the things I use.



65/60/63



74/64



70/60



57/54



74/61



89/74



91/84

## ENJOY NOW

**YOUR  
GROCERIES  
DELIVERED IN  
10 MINUTES.  
WE ARE FLINK:**

Fresh groceries delivered at supermarket prices.



A woman with blonde hair, wearing a white ribbed sweater and dark sneakers, is looking down at a smartphone held in her hands. The background is a warm, orange-red gradient with soft, out-of-focus light sources. The overall mood is modern and tech-oriented.

# LEARNINGS FOR BRANDS



# THE YOUTH EXPECT COMPANIES TO BE **DRIVERS OF CHANGE**

**87%**  
PROSUMERS

**76%**  
MAINSTREAM

I expect large companies to contribute positively to the world of tomorrow.



## Kering Goes Entirely Fur Free

Kering has taken the decision to stop using animal fur. Starting from the Fall 2022 collections, none of the Group's Houses will be using fur.

# CONSUME LESS BUT **BETTER**



## Once Threatened, Europe's Night Trains Rebound

With growing concern over the environmental impact of flying, sleeper train service, long considered old-fashioned and nostalgic, is picking up steam.



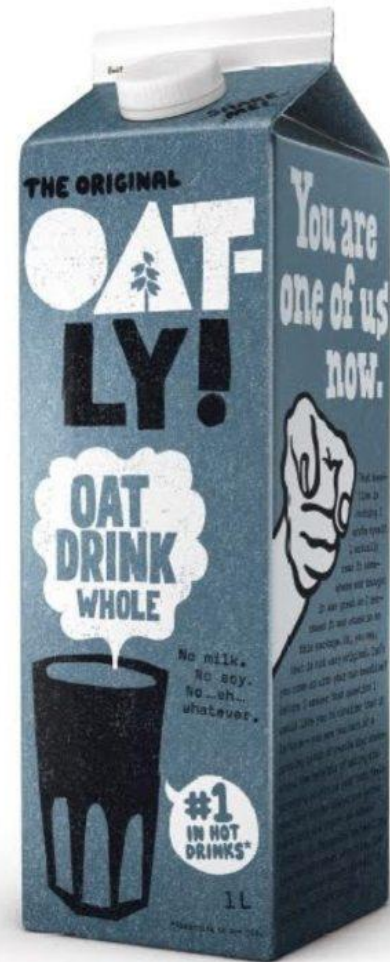
MAKE A  
SUSTAINABLE  
FUTURE **ATTRACTIVE**





**BE RADICAL**

**It's like  
milk but  
made for  
humans.**





# IN A NUTSHELL

1. Placing youth as our top priority and imagine a desirable future with them.
2. Reinvent representation at the crossroads of activism and political engagement.
3. Liberate their creative energy within the corporate environment and give them enough room to express it.
4. Use their will to “enjoy and change now” as a way to transform our consumption society.

# TABLE RONDE



**Flora Ghebali**

Founder of Coalitions and author of  
« Ma génération va changer le monde »



**Sylvain Louvet**

Deputy Editorial Director of BrutX and  
Albert-London Prize 2020

**FAKE  
OFF**



# GENERATION COVID

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**HAVAS**  
GROUP