

# ÉCHT

English version

# IEDEREEN DUBBELFRISS...



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**DATE: 16TH OF DECEMBER '20**

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# Assignment

*Relaunch DubbelFriss* (Lower in calories, from 23 > 19 kcal).

Establish more like-ability and engagement with the users (teenagers 12-16 yrs) by creating a unique look & feel/experience around the packaging. This needs to be a long-lasting solution, something that will be able to stay on the shelves for at least a year.

Informal, young, vibrant, humor: Gen-Z focused, but keep parents of these generations in mind.

## Target group

1st: Generation Z (teenagers between 10-18yrs, core target group: 12-16yrs) (users)

2nd: Parents of Gen Z (shopper)

## Generation Z

At the moment three dominant social themes predominate in the living world of generation Z:

- **Openness**
- **Inclusivity**
- **Sustainability**

Generation Z can't imagine a world without smartphones and are true "*digital natives*".

Due to the crisis years (from 2008 to 2011) that they consciously experienced, they are seen as more realistic and pragmatic. Generation Z is much more critical of companies, but it can be positively influenced. For Generation Z, trust in companies is reinforced when companies take their social responsibility. This is called '*corporate social responsibility*'.

Generation Z has a strong preference for brands that are authentic and share their norms and values. With content that appeals to them, you invest in a long-term relationship. Content that is honest / real and isn't made more beautiful than reality. Generation Z is deeply concerned with the world and how we can change it for the better. They are activistically committed to the climate problem, Black Lives Matter, #MeToo, gender equality and feminism. Generation Z is more expressive, more creative and likes to share a political message on social media wrapped in an ironic joke or meme.

*"Don't take yourself too seriously, but deeply care about the world problems"*, is what they stand for.

# Campaign

One thing is clear; Generation Z is progressive and is not easily fooled. They demand sincerity and expect this from a brand like DubbelFriss too. To create optimal involvement, it's important that we let Generation Z do the talking. Their slogan is *“Don't take yourself so seriously, but deeply care about the world problems”* and with this campaign DubbelFriss shows that she is more than a drink. She understands the youth, their struggles and their ideals and for that reason gives this generation the space in a sincere way to draw attention to themes that are relevant to them. The two magic words in here are: **the canvas** and **the platform**.

The two magic words are therefore: **canvas** and **platform**.

## Canvas

Where do we start and what is already in front of us? A canvas! The canvas is the 1.5 liter packaging itself, which is widely available on the shelves of every large supermarket. By offering Generation Z this canvas and giving them the creative freedom to create a design, based on the themes they consider important, we are giving something back to this generation. The *‘corporate social responsibility’* is immediately ticked off the list. In this way they have the freedom to express themselves creatively, to share their talent and to draw attention to what is important to them. This can be done in many ways. Through drawings, cartoons, poems, catchphrases and quotes. The packaging becomes a showcase for Generation Z. Through the canvas we become part of their world, which leads to the next element: a platform.

## Platform

The packaging becomes the billboard of the youth. An online digital world is emerging via a QR/VR code on the packaging. The world of DubbelFriss. In this way, art comes to life. In addition, cartoonists, writers and poets, filmmakers, game designers and animators can also participate. While you hold your phone in front of it, for example, a drawing comes to life or you are directed to a trailer in which the relevant designer can be seen in action. Also, you can be linked to a DubbelFriss YouTube channel led by a host who appeals to the target group. Think of eg Gwen van Poorten and Bram Krikke. They make Generation Z shine. Creating, talking and doing fun things together. What is the inspiration of these young creatives? What is their concern? What are their insecurities? What would they like to change? How can this change be put into real action? The channel is filled with real content by real people with a message. The channel breathes the identity of Generation Z. They are the identity of DubbelFriss and steal the show. A breeding ground for talent and interaction, for and by the kids of the future.

DubbelFriss becomes a platform where kids feel heard. Where their message matters. Where they improve the world and share their identity. A platform where **openness** is leading and is ticked off the list too

# Really Everyone DubbelFriss

How do you ensure **inclusivity**? How do we make DubbelFriss for everyone? And by that I mean really everyone. An old slogan of DubbelFriss which has given the brand a lot of name recognition in the 90s is; *“Everyone DubbelFriss”*. With this statement, the memory of an older generation is immediately refreshed.

But what is *“everyone”*? Generation Z celebrates every ethnicity and doesn't think in terms of borders, but people. To start the campaign with a statement and get Generation Z behind you, the 1.5 liter packaging is designed and printed in different languages. The words *“everyone,” “double,”* and *“fresh”* can be translated into the most beautiful languages around the world, which incidentally looks insanely cool. This gives the cardboard packaging from DubbelFriss an aesthetic and 'collectible' worthy appearance. However, there will also be a group, described by Generation Z as *“angry boomers”*, who are resistant to this form of inclusivity and who will see the disappearance of the Dutch language from packaging as a sin. I see this as a positive thing, addressing the public debate and the differences between generations. A platform for Generation Z where they finally get the space to share their world ideals and make them discussable. *“There is no such thing as bad publicity”* and it is precisely because of packaging that shows the versatility of our world, that everyone can recognize a part of themselves on a packaging. Everyone DubbelFriss. ***Iedereen DubbelFriss.***

## Tiktok Challenges

In addition, Gen Z does not take themselves too seriously. Fun is very important and Tiktok owes its success to this. A place where Gen Z comes together to create and this is extremely popular among this generation. This fills the gap in the campaign where having fun and not taking yourself too seriously. With the languages in mind, various challenges and filters can be implemented/developed. Think of challenges in which *“Everyone says DubbelFriss”* in different languages. Via the packaging you can participate in a split screen challenge, in which you fill the glass/mouth of someone else. Also think of limited edition packaging with a special QR code for a game/competition. This can again change per season.

## Action

Gen Z is very aware of the importance of **sustainability**. When purchasing x number of DubbelFriss, the customer receives a phone cover made of recycled plastic. This case is in the form of a DubbelFriss 1.5 liter packaging. The shape of the packaging is perfect for the smartphone cases. Different variants are available in different languages and designs. The case is also a running billboard for DubbelFriss in the palm of the hands of Generation Z. Something that lasts a long time and is also sustainable due to its recycled nature

# Summary

By creating a platform for and by Generation Z, DubbelFriss shows its involvement in a generation and gives them the opportunity to share their ideals and enable change. By letting this generation participate and create it themselves, DubbelFriss shows sincerity. We give a voice to an entire generation. This way they can share their creativity, identity and story. An additional digital channel on social media focuses on the talents, their history, ideals and their goals. In this way you can go deeper into the characters and the message behind the packaging. Content that is genuine, which you pay attention to what's important to the youth and with which you show that this is just not about advertising a drink. The translations of the packaging provides a statement in which inclusivity is of paramount importance.

By reusing the slogan “*everyone DubbelFriss*” you immediately appeal to an older generation. You address “*everyone*” with this. This slogan is still relevant today. The smartphone cases made of recycled plastic should highlight sustainability. This tackles all three dominant social themes in the Gen Z environment; **openness**, **inclusiveness** and **sustainability**.

## YouTube Link

Gen Z would like to invite you to watch the following pitch video:

<https://www.youtube.com/watch?v=1cTZP9gPjLc&feature=youtu.be>

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