

A skateboarder wearing a blue helmet, an orange long-sleeved shirt, and olive green cargo pants is captured in mid-air, performing a trick. The skateboarder is wearing blue elbow pads and black knee pads. The skateboard is red with yellow wheels. The background shows a concrete skate park with ramps and a blue sky. Other people are visible in the distance.

The MeWe Generation

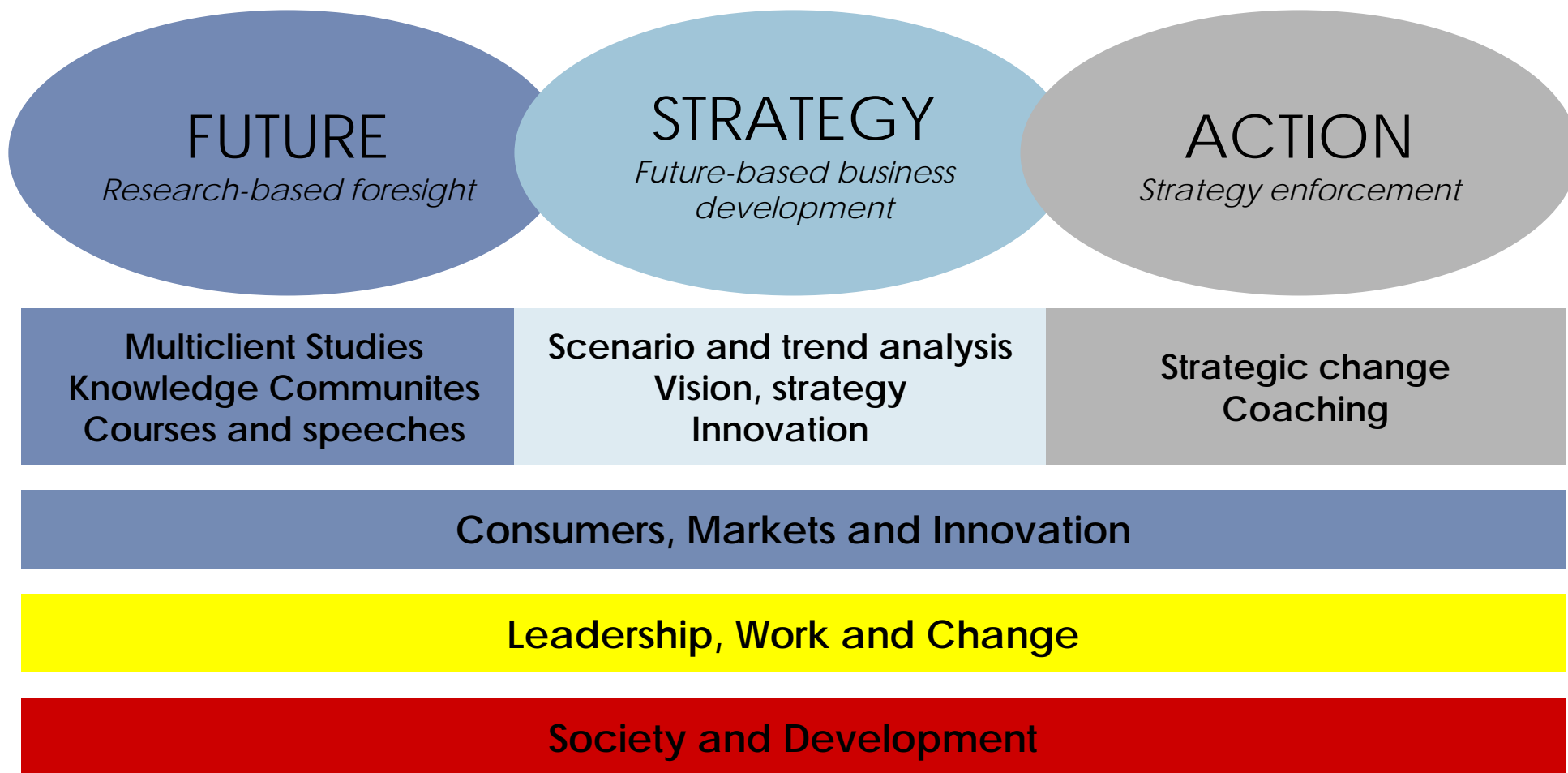
Dr. Mats Lindgren, CEO

Sant Cugat Tribuna

Janu , 2010

KAIROS
FUTURE

*25 years of experience as management consultants in
foresight, strategy and innovation*



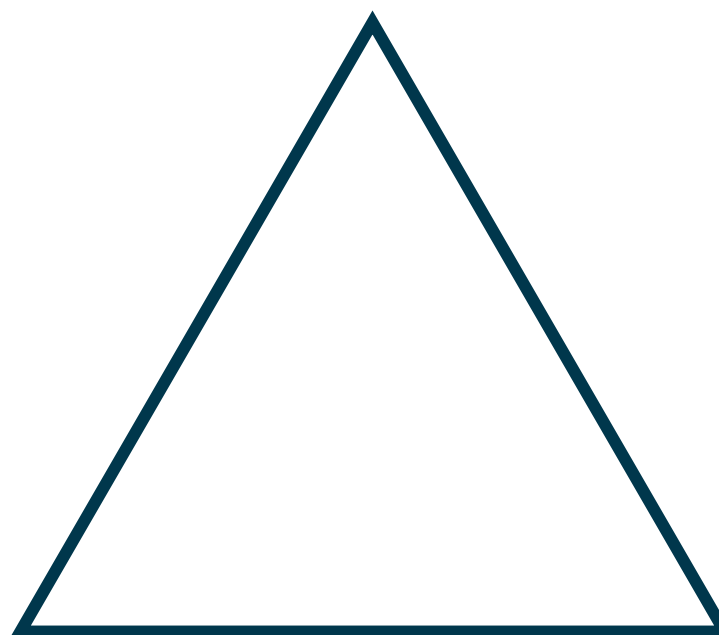
Three good reasons to study Youth

Avant Garde

Carry the values of
the future

The Future

Retirement 2050



Internet and Social
Media Generation

Different

Post Wall

Global Gen

What's life all about?

Having fun!

Maximizing opportunities!

**Living up to ones own
expectations!**

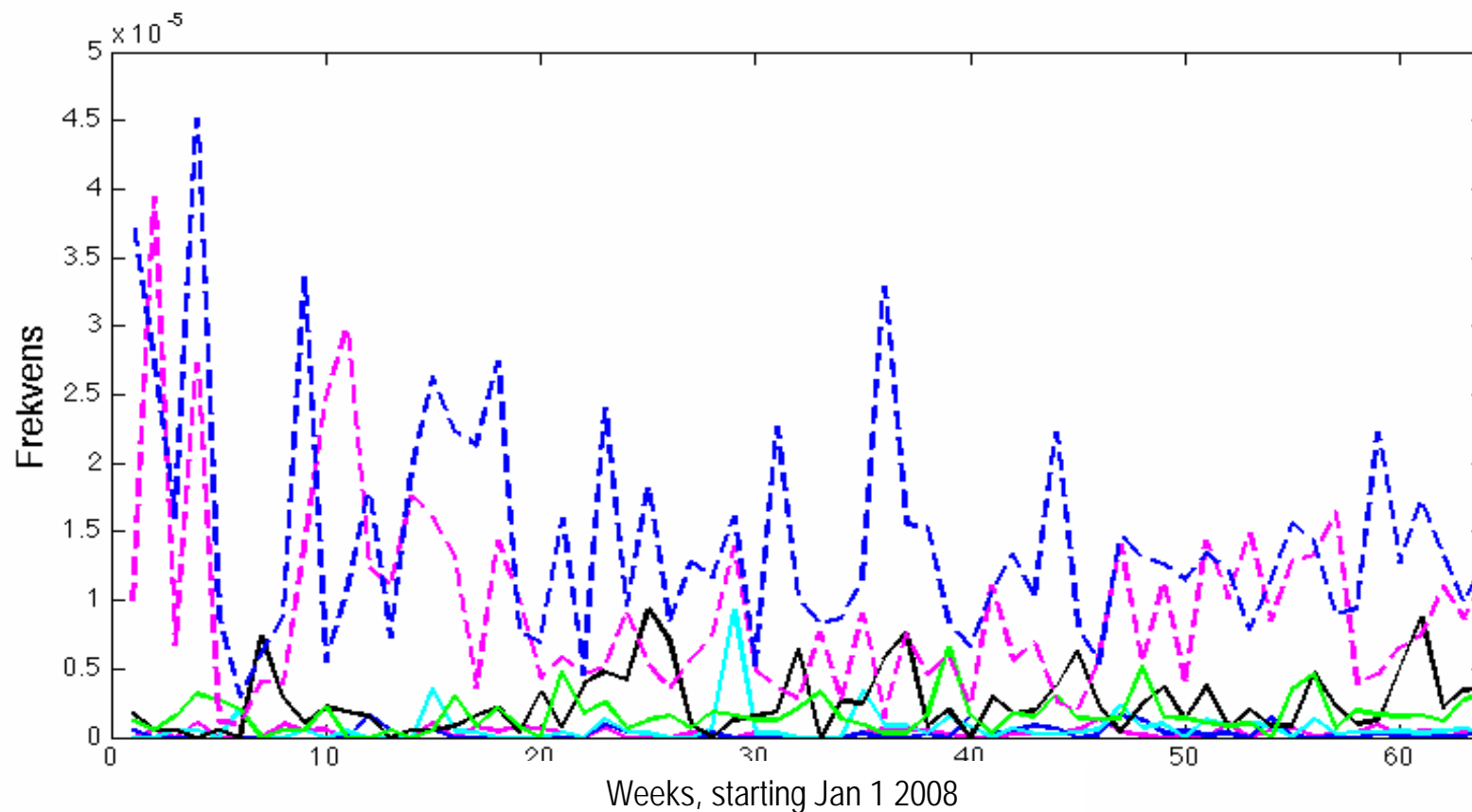
A vibrant, multi-level shopping mall filled with people. The scene is dominated by bright, colorful signs and advertisements. In the center, a large yellow archway is visible. Above it, a sign for 'Bangan' is prominent. To the right, a sign for 'BLUES RESTAURANT & WINE CELLAR' is visible. Below the archway, a sign for 'PRIMO PLATTO' is seen. The mall is crowded with shoppers, and the overall atmosphere is one of a busy, modern retail environment.

The society that
made them

The context the youth grow up in...

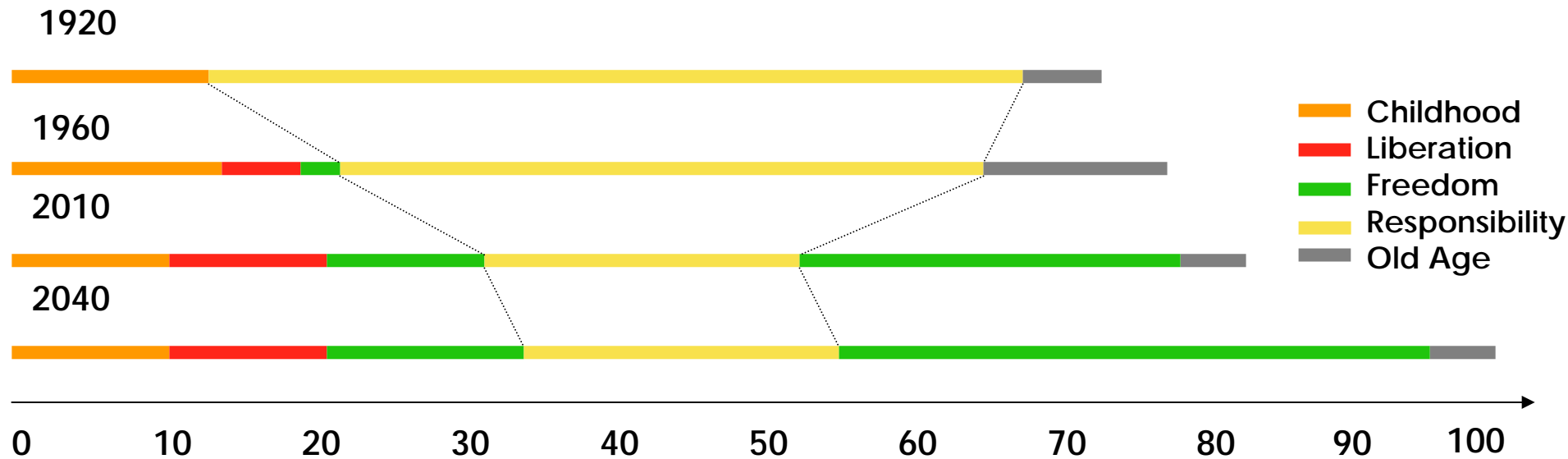
- Options explosion
- Consumer society
- Goods as experience and transformation products
- Experience and transformation economy
- Endless expectations and zero-tolerance
- Wiki-economy and social media
- Zero trust
- Customer "owned" companies
- Eternal youth and Sallies (senior affluent life-lovers enjoying a second spring"

Examples of blog discussion frequencies in Chinese blogs 2008-2009



"Gucci", "Prada", "Armani", "Ericsson", "IKEA", "Audi", "BMW"

A New Pattern of Life



Still... deep inside, it's all about the small world –
meaning, identity and interests

Friends
Family
Education
Profession

**IS MORE
IMPORTANT...**



...THAN:

Ethnicity
Religion
Local
community
National identity





Zooming In – Spain in a European Context



How are the young Spanish?

Urban Hometrotters

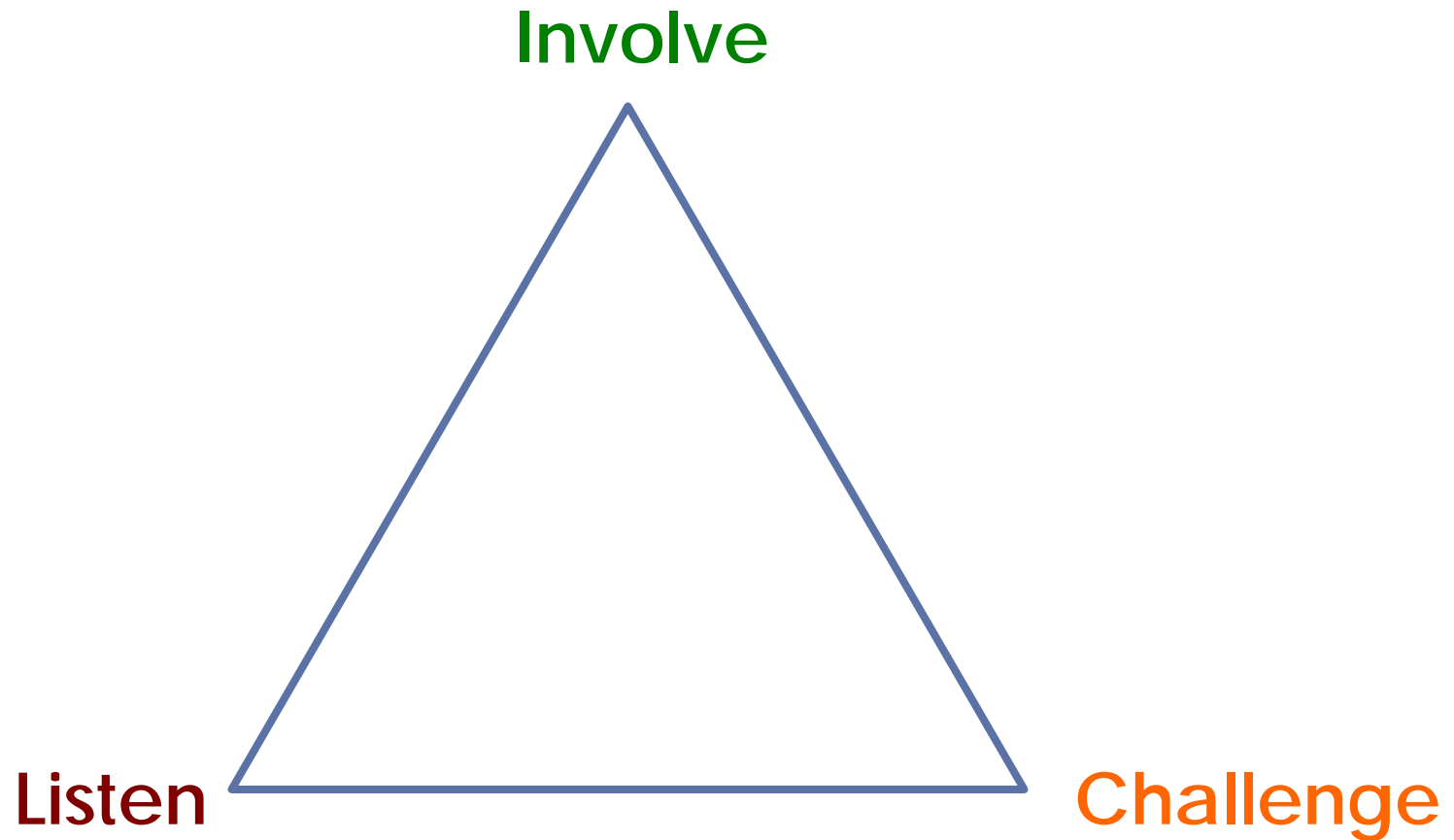
Secular Spiritualists

Egalitarian Rights-lovers

Life-loving Hedonists

Ease seeking Entrepreneurs

How to succeed to get to the young?



Take a tango with the MeWe Generation





Thank you!

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 - research-based foresight
 - future-based business development and innovation
 - strategy enforcement.
- We combine the think tank's and research company's ability to generate new insights and ideas with a consulting agency's focus on what works in practice.
- For more information, visit our website: www.kairosfuture.com/es or contact us at:

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