



SUNSET ON TV IN CHINA DUE TO SMOG

TOO MANY BRANDS TOO MUCH INFORMATIONS





GENERATION Z

< 20 YEARS OLD

REALISTIC

**'MAKE IT HAPPEN'
MENTALITY**

PLURALISTIC



GENERATION Z

< 20 YEARS OLD

REALISTIC

'MAKE IT HAPPEN'
MENTALITY

PLURALISTIC

A black and white ultrasound scan of a heart, showing the internal structures and blood flow. A white rectangular box with a blue thumbs-up icon and the text "You like this." is overlaid on the right side of the scan.

 You like this.

FORMATIVE YEARS

10-25 years

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE

EVOLUTION OF THE DESK





GEN Z ARE MOBILE NATIVES

GENERATION Z | 'MAKE IT HAPPEN' MENTALITY

TRENDSACTIVE