



**VOUS VOULEZ VÉRIFIER ?
SNAPPEZ-LES !**

notre star ☆

U

U, one of the largest supermarket chains in France, has launched “Fresh Stories” to demonstrate that its fish is freshly caught. Filmed with Snapchat Spectacles, Fresh Stories document the steps of the fish’s journey from sea to supermarket.

MILLENNIALS

21-36 YEARS OLD

ME-CENTRIC

OPTIMISTIC

INTERACTIVE

MILLENNIALS | THREE CHARACTERISTICS

TRENDSACTIVE

MILLENNIALS

21-36 YEARS OLD

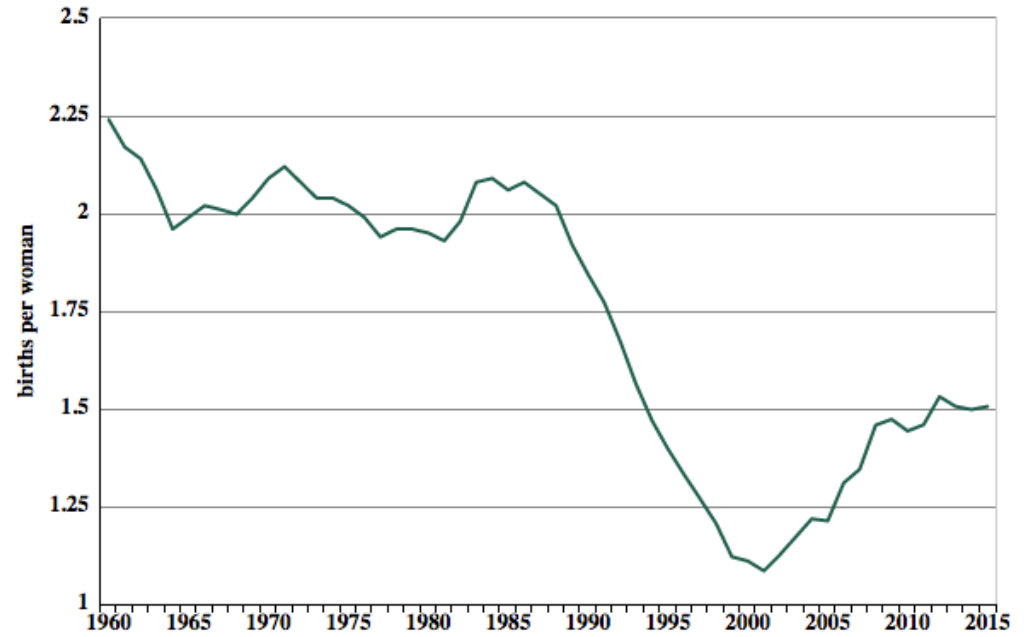
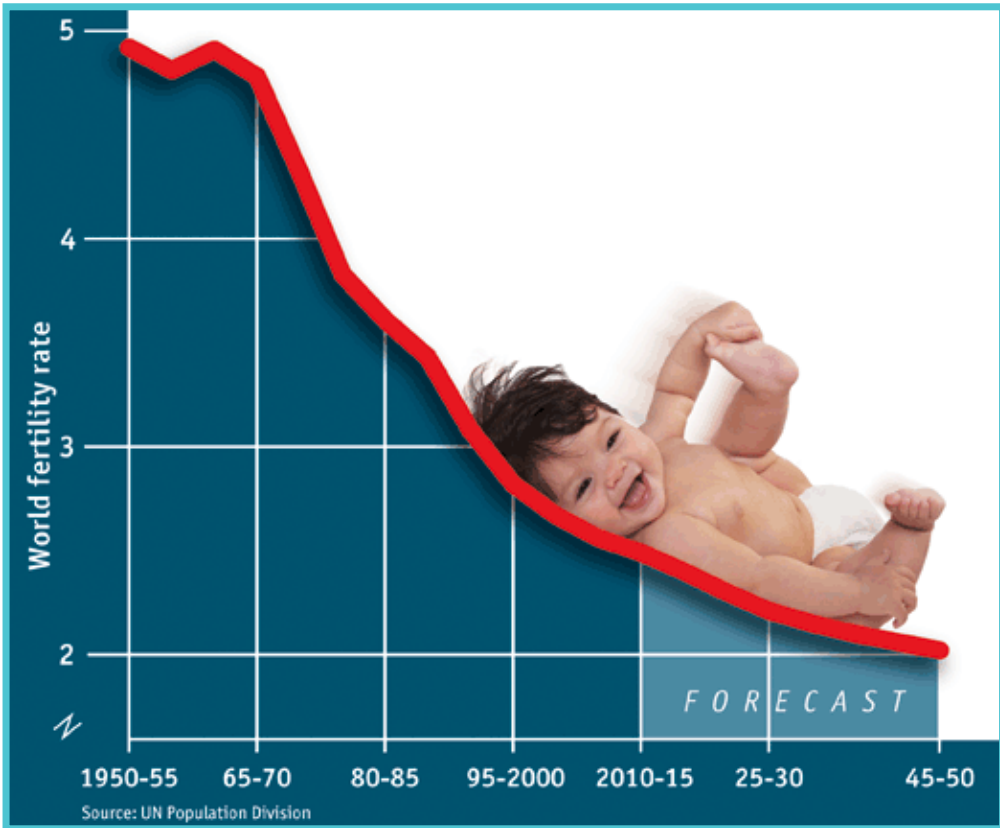
ME-CENTRIC

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FORMATIVE YEARS

10-25 years

MILLENNIALS | ME-CENTRIC

TRENDSACTIVE

MOST RECORDED GENERATION EVER!



MILLENNIALS | ME-CENTRIC

TRENDSACTIVE



**THEIR PARENTS
TOLD THEM IT'S
NORMAL TO PUT
YOURSELF ON
CAMERA**



IF YOU (THINK YOU) HAVE TALENT? JUST SHOW IT



MILLENNIALS | ME-CENTRIC

TRENDSACTIVE