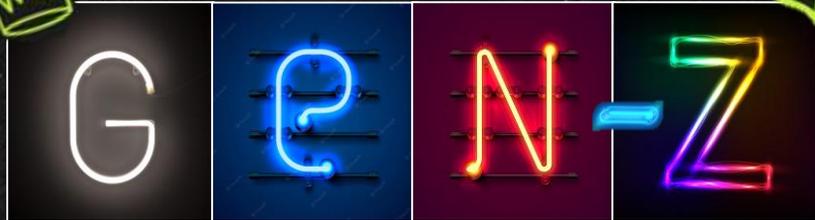



**ORCHARD
THIEVES**
— **CIDER** —

**DEBUNKING THE
MYTHS AROUND**





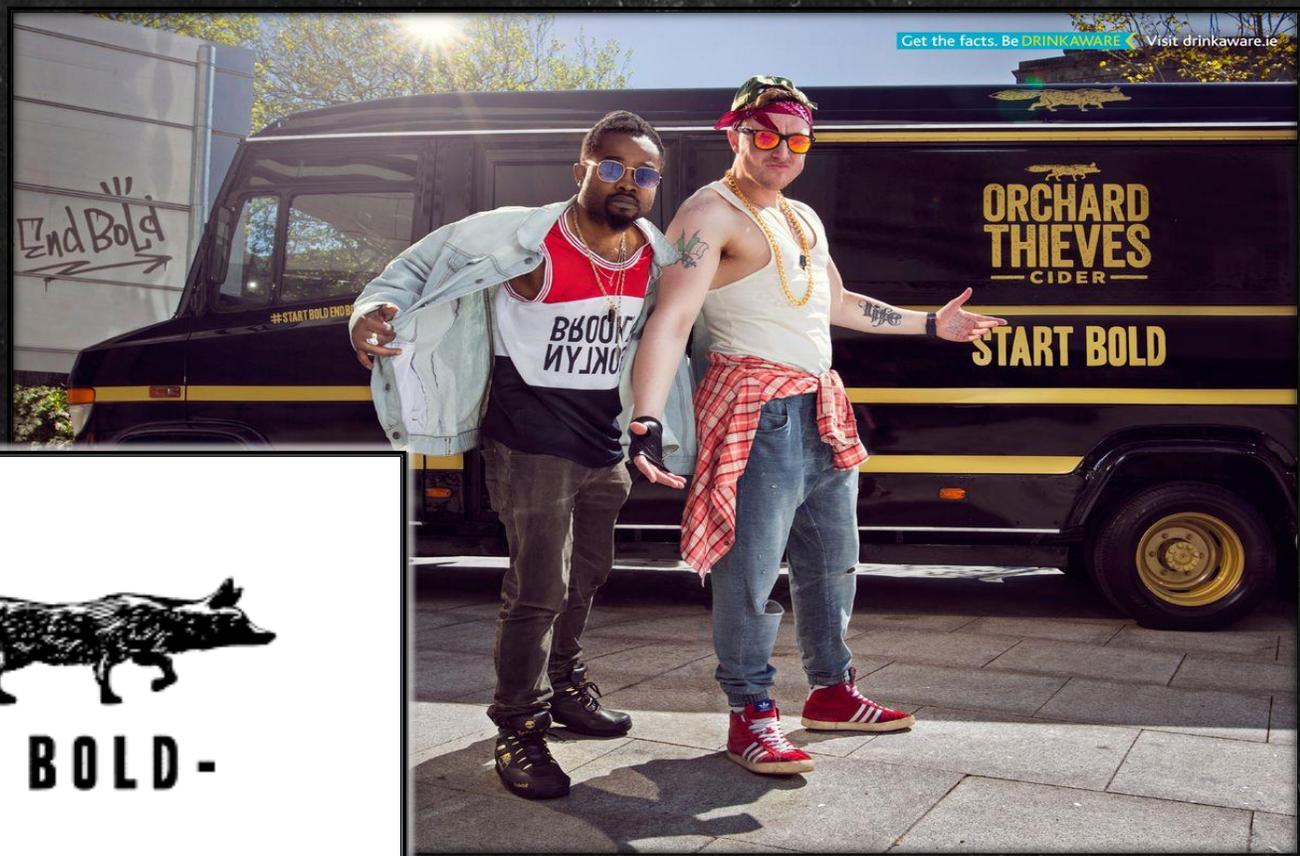
GEN-Z

2015

2015







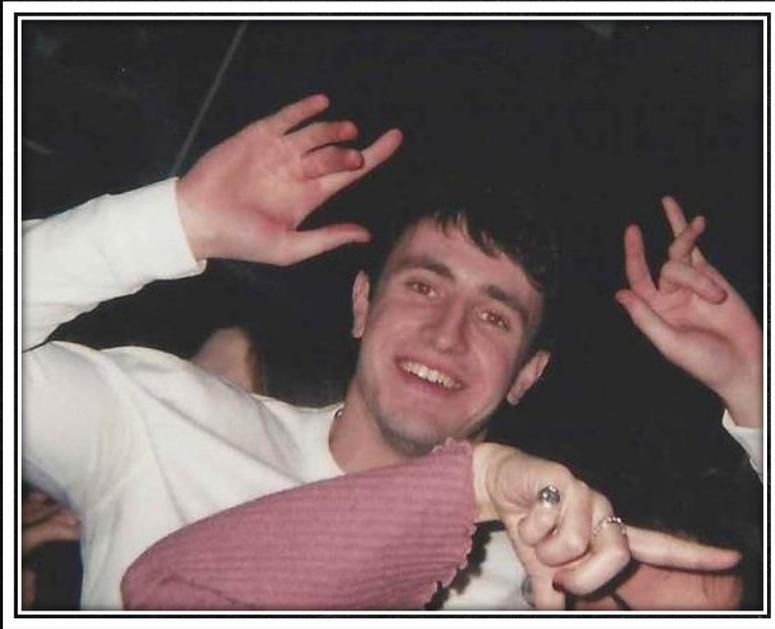
2022

MILLENNIALS THEN V NOW

2015

1982
1996

2022



Paul, aged 19 @ launch



Paul, aged 26 in 2022

"THEY GROW A BASIC THING, LIKE A FRUIT OR VEGETABLE, AND THEY'RE LIKE, 'WOW I DIDN'T KILL IT'"

They're old people trying to use social media. They try to fit in with the younger generation but they're not really the younger generation any more. They try to use all the hashtags and gifs, but they're not very good at it.

So Gen Z-ers hate millennials now? A handy guide to the generation wars

Those under 25 no longer want to be compared to millennials, and have been vocal about it on social media for some time



It turns out millennials - some of whom are 40 now (gross!), are actually very uncool, and very different from Gen Z. Photograph: Deagreez/Getty Images/iStockphoto

The Guardian

reader-funded

The Guardian

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Do I look cheugy in this? What can a gen Z makeover teach me about life?



Hannah Marriott

@maid_marriott



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Drugs

What Gen Z'ers Really Think of Millennials

We asked a bunch of people from Gen Z and trust us, you're about to feel very attacked.

UNDERSTANDING GEN Z:

THE CHANGEMAKER GENERATION

Hypotheses we had about Gen Z going into our research:

ACTIVIST

OPEN MINDED

'BE YOU'

ENTREPRENEURIAL

PRAGMATIST

CREATIVE

INDIVIDUALIST

ORCHARD
THIEVES

What we sought to uncover in our research?

Are the myths about gen z true in the Irish context?

What's important for Gen Z in life today?

What's does this really mean?

What are the implications for Orchard Thieves?

MCCP

AN AGILE AND ITERATIVE APPROACH DESIGNED FOR GEN Z

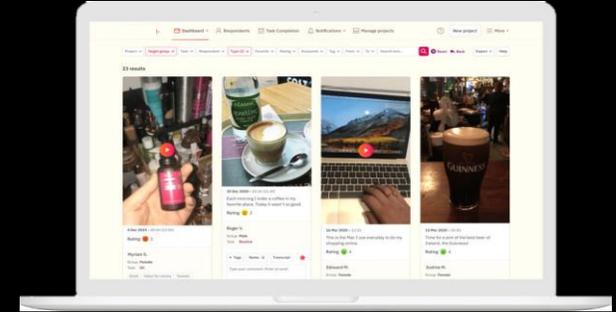
SAMPLE DESIGN



THOUGHT LEADER INTERVIEWS



MOBILE DIGITAL ETHNOGRAPHY



SAFARIS ON THEIR TURF

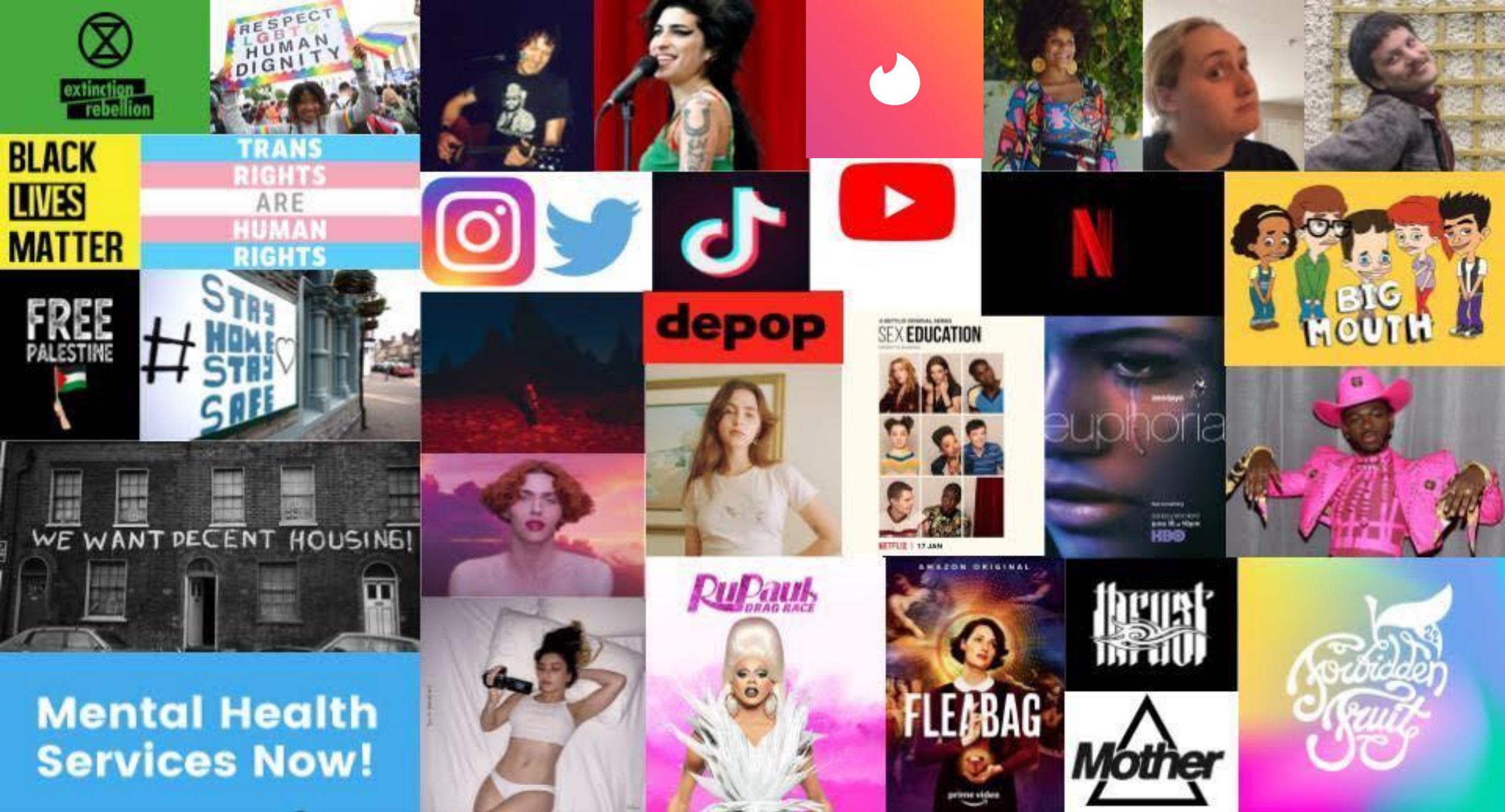


CO-CREATION SESSIONS



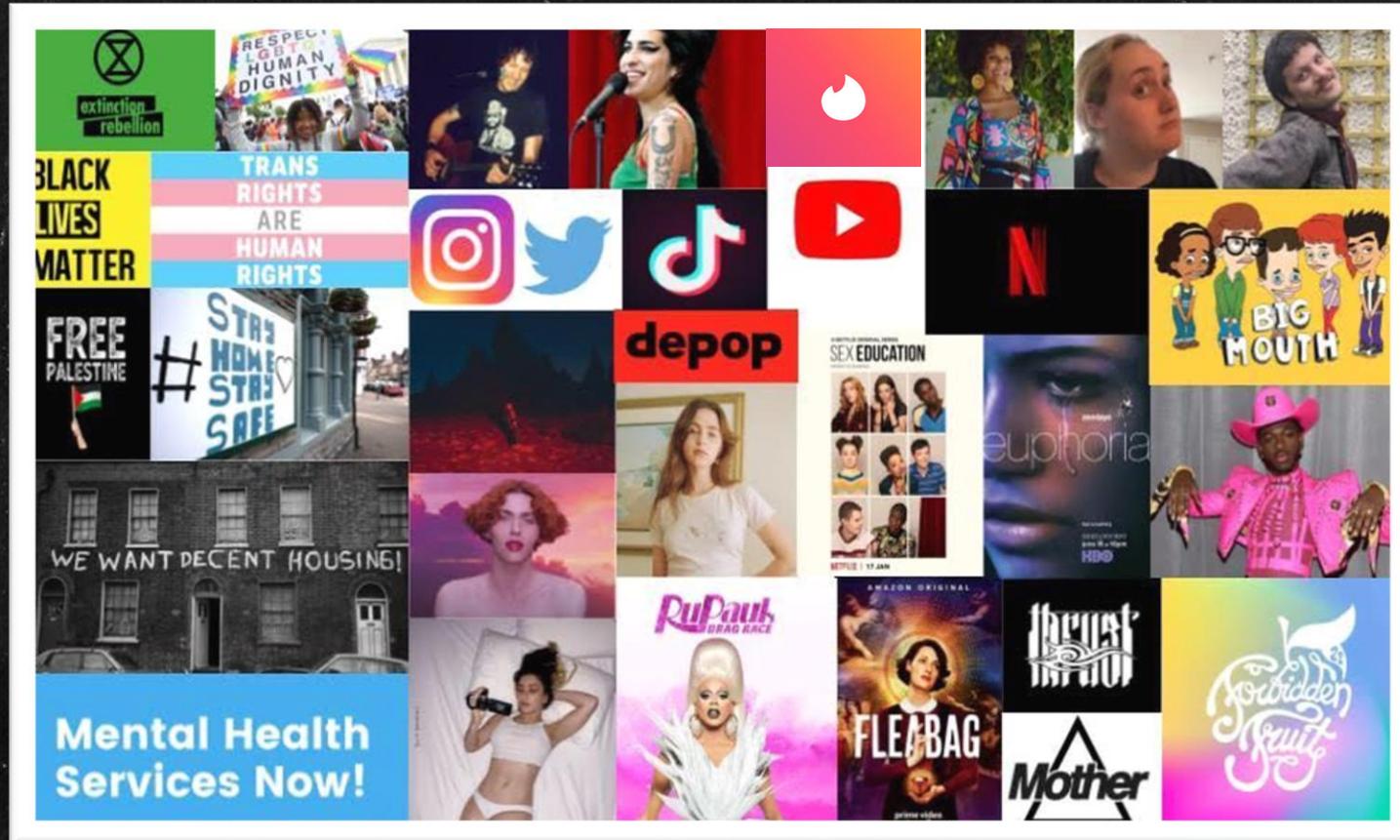
QUANTITATIVE RESEARCH

CONSUMER
CONNECTS



Moodboard Contribution by Mobile Digital Ethnography Participant, Final Year College Student

THEY ARE **ENGAGED**, EMBRACING **DIVERSITY** & SEEKING OUT **INDIVIDUALITY & AUTHENCITY**



FIERCLY SOCIAL, SEEKING **FUN** & **DEEPLY CONNECTED**.

LEVERAGING ACTIONABLE INSIGHTS TO DRIVE RELEVANCE & AFFINITY FOR ORCHARD THIEVES



REALNESS



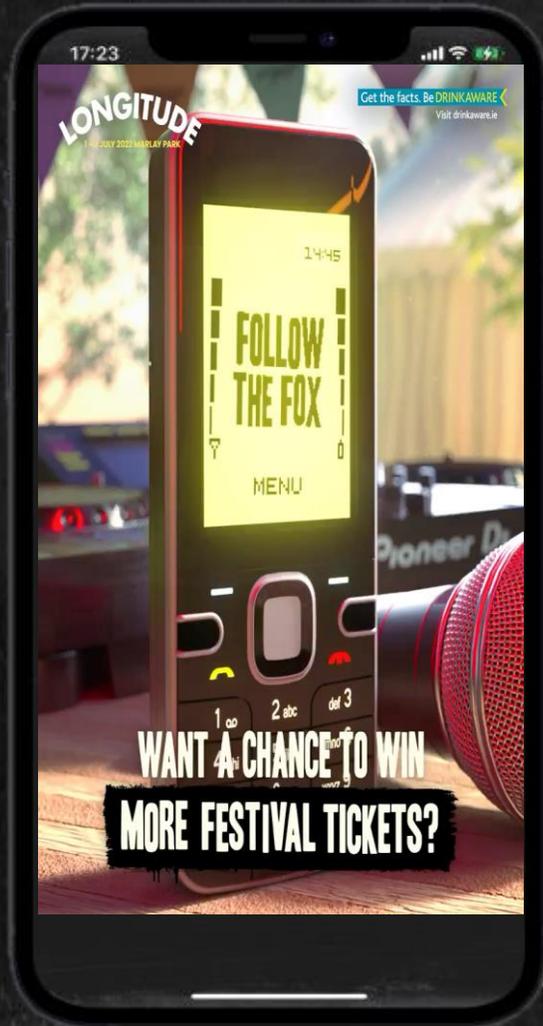
TRUE VALUE



FLUID SOCIAL

REALNESS:

KEEPING IT REAL THROUGH 1-2-1 INTERACTIONS WITH FANS



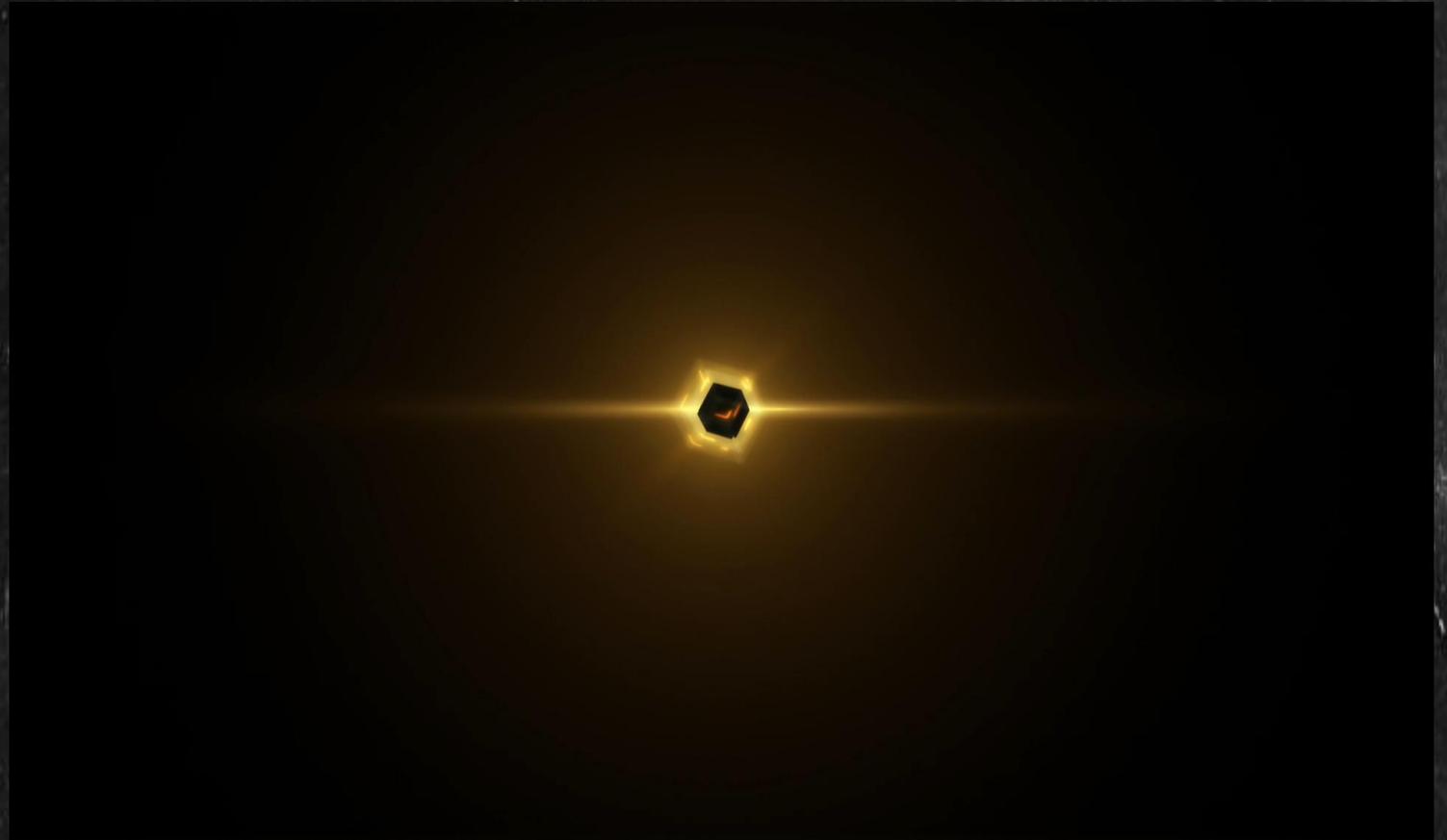
17,000 Conversations
45,000 Direct messages

YoY content reach +59%
Profile visits +181%

YoY content reach +52%
Profile visits +51%
Followers +32%

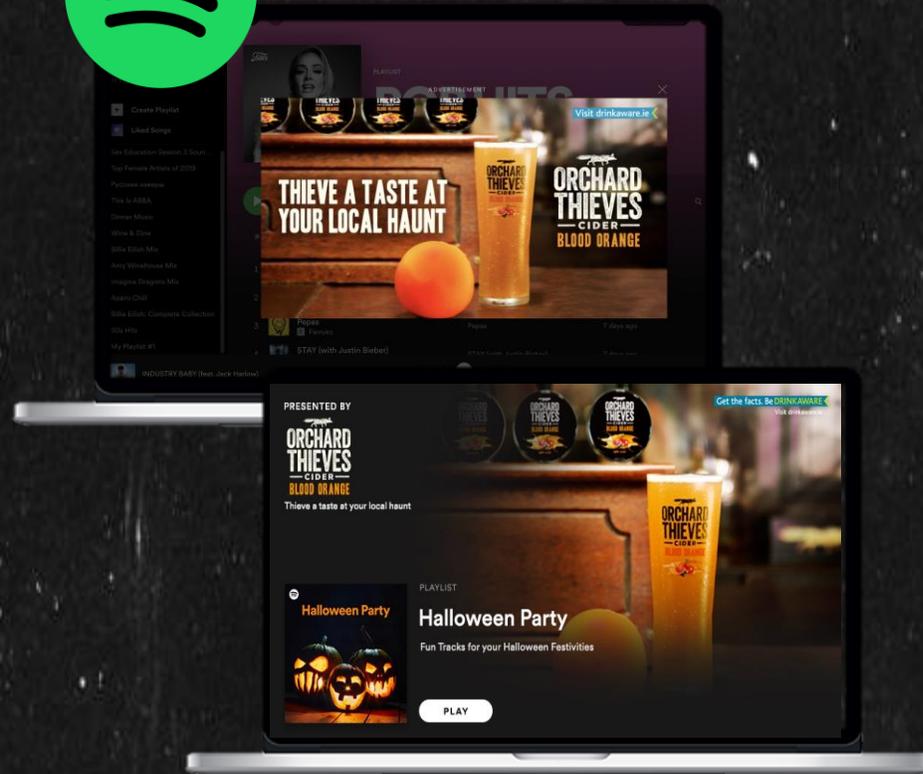
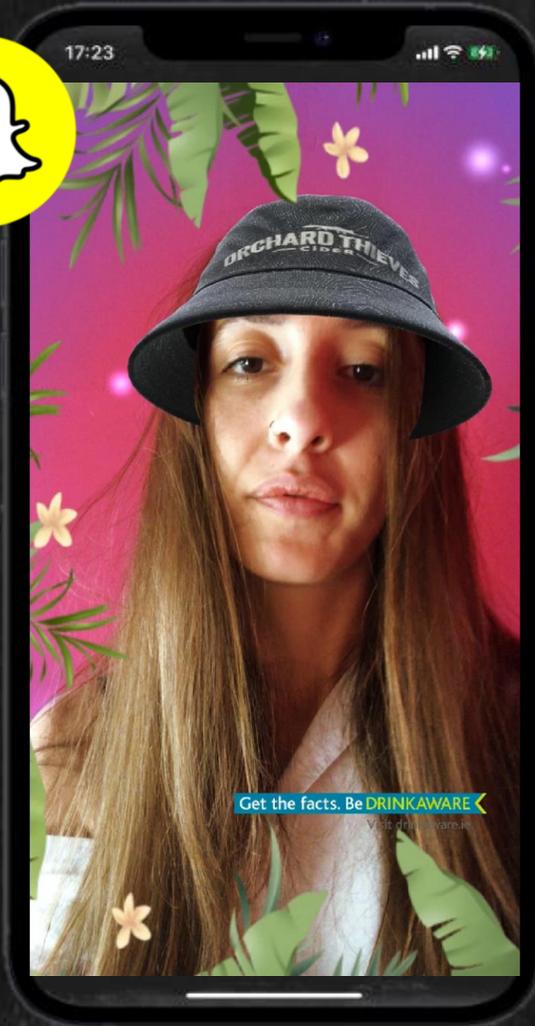
TRUE VALUE:

ELEVATING THE IN-BAR EXPERIENCE TO CONNECT, SURPRISE & DELIGHT



FLUID SOCIAL:

SHOWING UP TO CONNECT WITH FANS AS THEY MERGE ON & OFFLINE WORLDS




ORCHARD THIEVES
— CIDER —

OBEY YOUR

INSTINCT


**ORCHARD
THIEVES**
— **CIDER** —

THANK YOU!

