

CHECK-IN WITH GEN Z

How to avoid youthwashing with
authentic next-gen marketing



THINKHOUSE

A man with glasses and a mustache, wearing a dark jacket, is sitting in a movie theater. He is holding a flashlight that is turned on, illuminating the scene. The theater is filled with people, some of whom are wearing costumes, including a parrot mask. The atmosphere is festive, with confetti falling from the ceiling. The background is dark, and the lighting is primarily from the flashlight and the theater's ambient lights.

VISION

A WORLD OF BRANDS AND
BUSINESSES THAT YOUNG
PEOPLE ACTUALLY WANT.

MISSION

MAKE, AND KEEP, LEADING
BRANDS AND BUSINESSES
CULTURALLY RELEVANT.

Making & Keeping Leading Brands Culturally Relevant

BORD BIA
IRISH FOOD BOARD

Musgrave

FRANK AND HONEST
GOURMET COFFEE COMPANY

U
Unilever

Keeling's

innocent

BARRY'S
TEA

Heineken

ORCHARD
THIEVES
CIDER

ABSOLUT.

West Coast
COOLER™

KAHLÚA

an
post

Ireland 

IMMA

CIE

RTE

Clár Eirí-Ildánach
Creative Ireland
Programme

ICI



An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meia
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media

Leave
No
Trace



KINGSBRIDGE

Private
Hospital
★★★★

HE

AIB

EY

THE BOHEMIAN
CLIMATE COOPERATIVE

GOAL
NextGen

BYD

eFlow
you first

The Business of Hospitality



The Youth POV

Understanding behaviours and
attitudes to unlock growth



Who are they?



DIGITAL NATIVES



**CITIZENS
OF THE WORLD**



**RESILIENT
NAVIGATORS**



**CULTURE
MAKERS**



VALUE HACKERS

How are they spending their free time?

Festival Junkies

Digital Socialisers

Travel Nomads

Nature Lovers

Activists & Changemakers

Brunch & Coffee Crowd

Cultural Explorers

House Party Hosts

Food & Drink Discoverers



Clubbers

Streaming Bingers & Gamers

Casual Pub Drinkers

Neighbourhood Locals

Fitness Communities



“
*I’m not going (to.....) unless it **feels worth it.***”

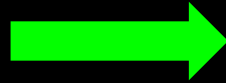


Give them a reason...

CREATE DESIRE

Framework for youth-centric growth

HOTEL



PLAYGROUND



SOCIAL & CULTURAL **PLAYGROUND**



PLAYGROUND

PURPOSE

"There are 200 properties on booking... and that's where you chose? "

PURPOSE

What is your distinct offering to young people?



MO CHARA,
DUNDALK



URSA MINOR,
BALLYCASTLE



PLAYGROUND

LIFESTYLE

"Wellness is a lifestyle choice – it reflects who I am and what matters to me."

LIFESTYLE

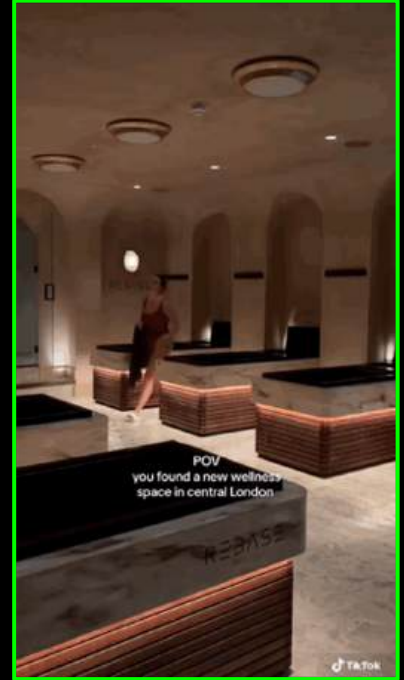
Do you appreciate wellness as a lifestyle choice, not a trend?



**BURRENMORE NEST
COLERAINE**



HYROX HOLIDAYS



**REBASE RECOVERY,
LONDON**



PLAYGROUND

ACTIVITIES

"Tell me what we're doing versus tell me where we're going."

ACTIVITES

Are you operating as an entertainment hub offering stacked experiences?



**RADISSON BLUE X CO-OP,
LIVE ARENA, LONDON**



**NYX HOTELS,
BRINGING FUN TO LOBBIES**

PLAYGROUND

YOUTH

MINDSET

"I need to feel like this is designed for me and my friends."



YOUTH MINDSET

Do you provide a platform to listen to the ideas of your young employees?



MOXY, DESIGNING THE
EXPERIENCE AROUND
YOUTH INTERESTS



CASK, CORK
STAFF AS CREATORS

PLAYGROUND

GUEST LOVE

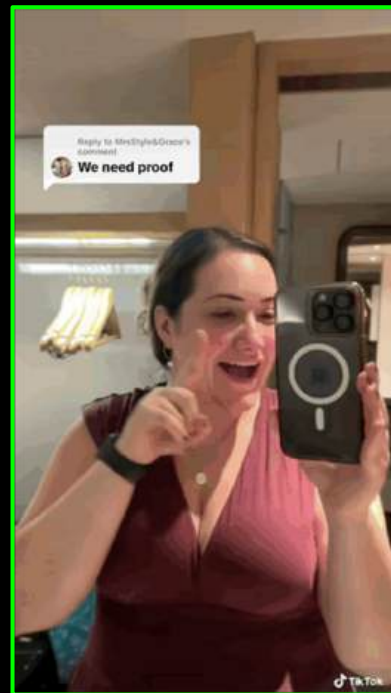
"I want to go somewhere that goes the extra mile – that's real love."

GUEST LOVE

Do you provide your guests with 'signature treats' that give them the love they're after?



NEWFORGE HOUSE,
EXCEPTIONAL SERVICE



@YOURPALCHARLOTTE,
"SPECIAL REQUESTS"



PLAYGROUND

RRESPONSIBLE

"I'm trying to live life by my values — that means socialising too."

RESPONSIBLE

Are you creating safe,
welcoming, inclusive spaces?



COBBLESTONE DUBLIN,
SEAN NÓS FOR PALESTINE



CUSTOMER SAFETY
INITIATIVES



PLAYGROUND

OWNERSHIP

"I love places and spaces that don't just trade off the locals, but actually contributes to local culture."

OWNERSHIP

Do the locals feel like they have a sense of ownership in their community hub?



CLIFFS OF MOHER VISITOR
CENTRE, CO. CLARE



THE LINE,
WASHINGTON DC



PLAYGROUND

UNDENIABLE

"This place works hard to keep my custom and I respect them for that."

UNDENIABLE

Is your value undeniable?
Are your rewards
irresistible?



**HYNES STONEYBATTER,
DUBLIN, IRISH ORDER
DISCOUNT**



**ENNISMORE GROUP -
DISLOYALTY PROGRAMME**

PLAYGROUND

NEW

NOVEL & NICHE

"What I really want is something different."



NEW, NOVEL & NICHE

Are you constantly
evolving to bring the
new, novel & niche?



KINDALE DONKEYS,
BEER & CHEESE PICNIC



FINN LOUGH,
BUBBLE DOMES



TRENCH FARM,
ALPACA PICNIC



PLAYGROUND

DISCOVERY

"I want to be the first to find something cool."

DISCOVERY

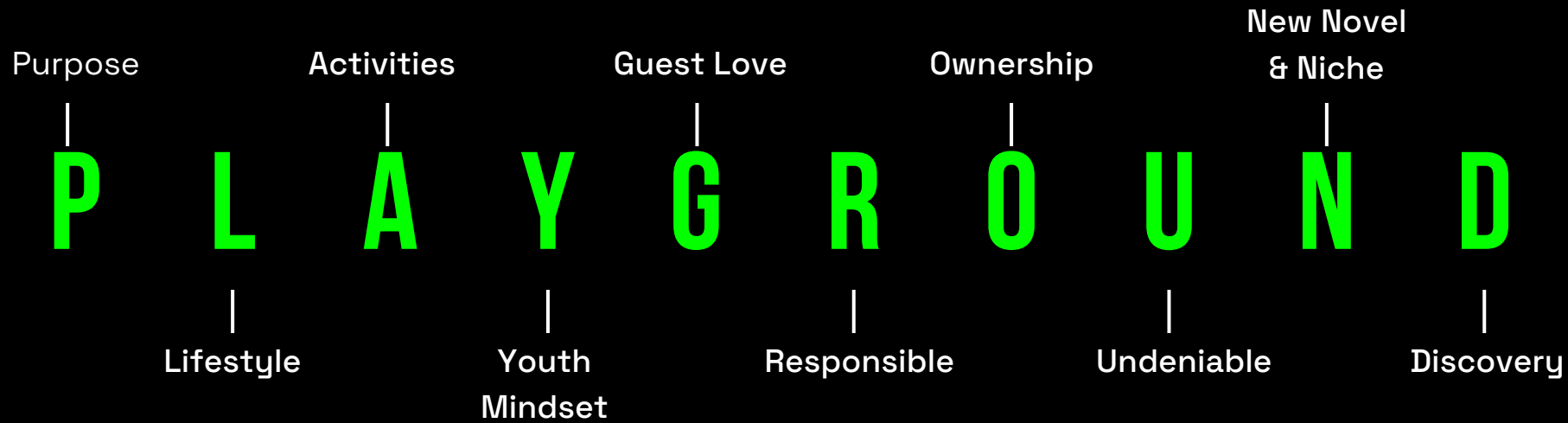
Are you making considered choices that are optimised for youth 'discovery'?



ATTENTION TO DETAIL
THE DEVONSHIRE, LONDON



@SUNKISSEDBLONDE.TRAVELS
CREATOR ECONOMY



A group of young adults are socializing at a bar. In the foreground, a woman with dark hair is smiling and looking towards the right. Behind her, another woman with blonde hair is also smiling. To the right, a man with a beard is partially visible, looking towards the group. They are all holding drinks with straws. The background is slightly blurred, showing other people and bar lights.

CREATE DESIRE

“Don’t just sell [...] — design memorable experiences.”



LET'S GET BUSY PLAYING!



THINKHOUSE