



# TRENDSACTIVE

**Aljan de Boer**  
Head of Inspiration

8 - 10 Dec, 2022

# Build your future- readiness

A 3-day immersive leadership program to stay  
relevant for Gen Z and become future ready

📍 Château de Herces, Paris, France



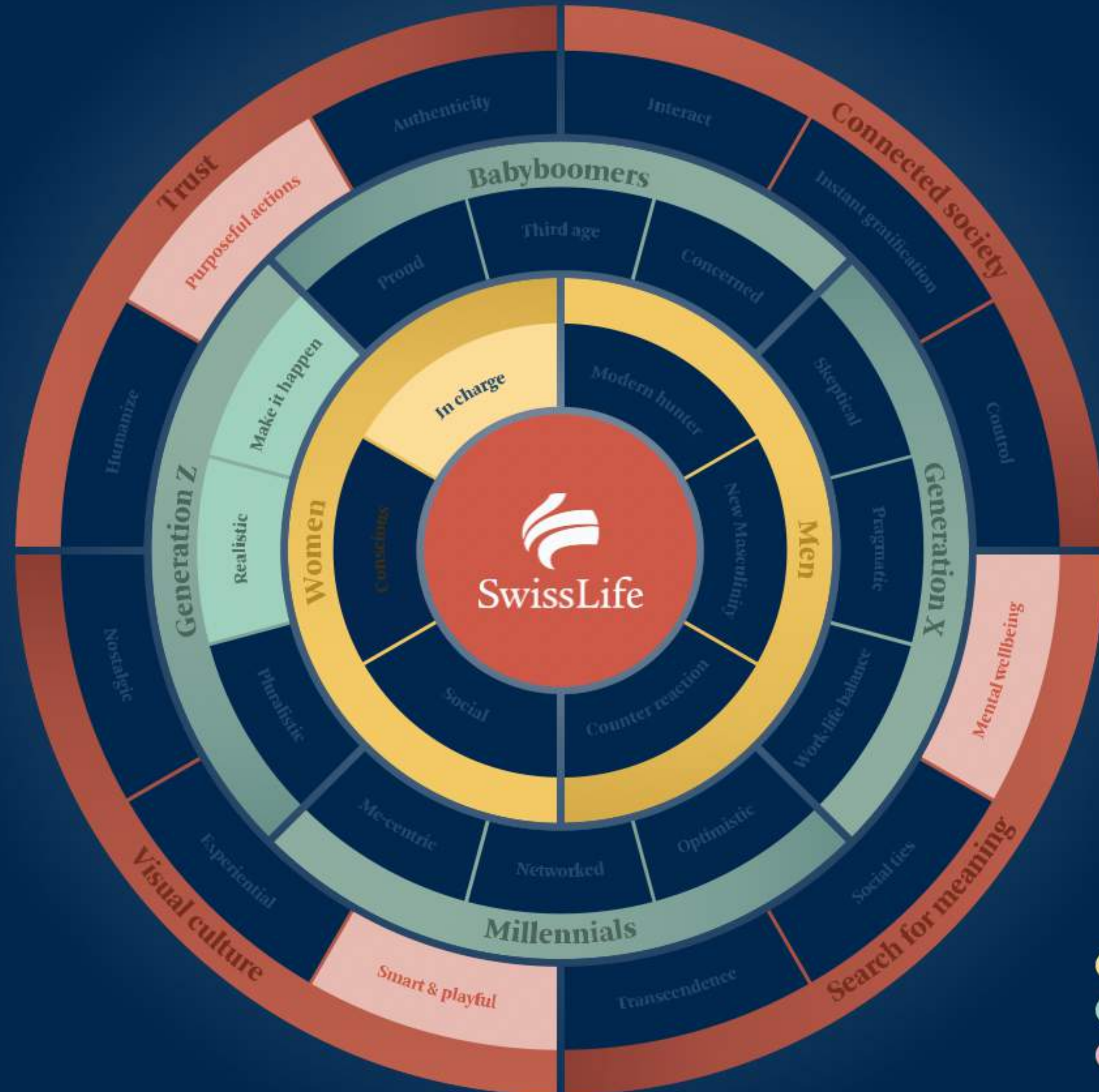


# *Generation Z*

*An accelerator for change*

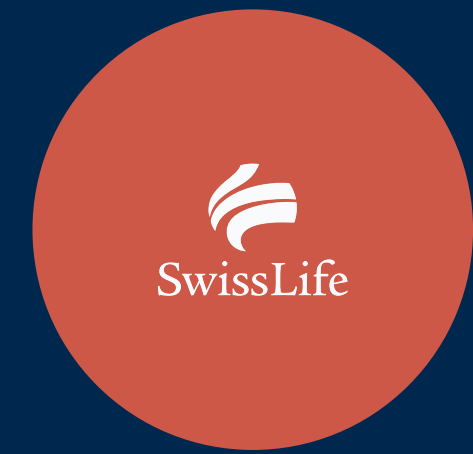
The future of insurance from the  
perspective of the future generation

# SIX RELEVANT TRENDS

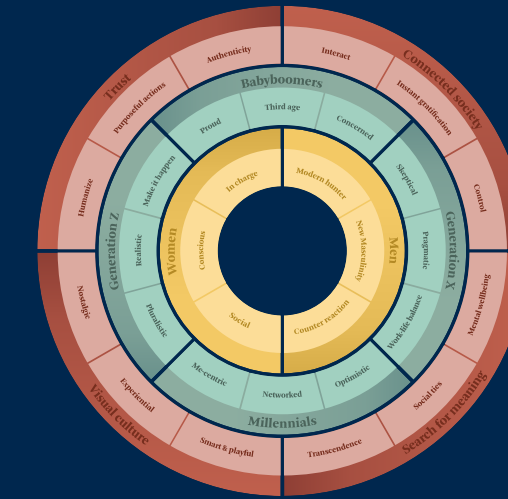


- Gender trends
- Generational trends
- Societal trends

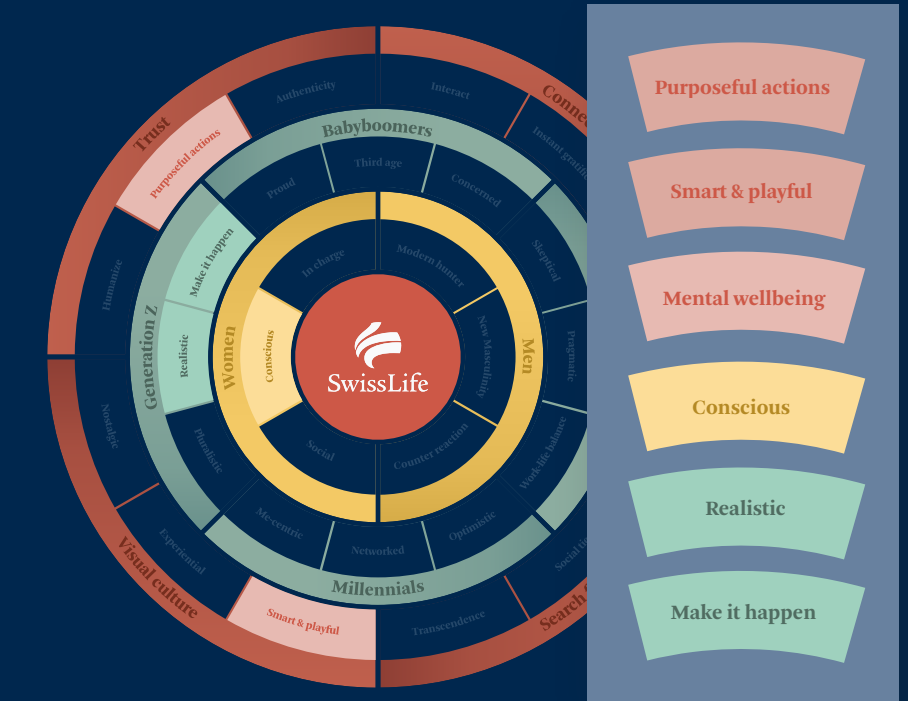
## First we analyzed where to be relevant



brand context



human context



areas of relevance

## Second we describe how to be relevant



**If Swiss life wants to be relevant for Generation Z. Be sure to:**

Get real	Make it now	Let them act	Speak the visual dialect	Prevent and intervene early
Confront them with the reality of a (financially) uncertain future.	Make future issues relevant today: by mirroring the challenges of the distant future to priorities of today.	Provide them with concrete means to protect them from an uncertain (financial) future.	Utilise generation z's visual language in every touchpoint (and channel).	Targeting preventive measures and effective early intervention at young people presents the best opportunity to reduce the social and economic costs of mental illness.
Empower self-determination	Be multidimensional	Proof your impact	Create multi-stakeholder growth	Expand the ecosystem
Empower them with skills & knowledge to secure their self-determination.	Address women in their multiple roles. Avoid patronizing with your language and embrace female values such as empathy and consciousness.	Build proof for the impact of their CSR activities and the relevance of it for Generation Z.	Be very specific about CSR, and take responsibility by collaborating with stakeholders in the complete ecosystem.	Give them access to new ecosystems to help to live a self-determined life.

10 clear opportunities



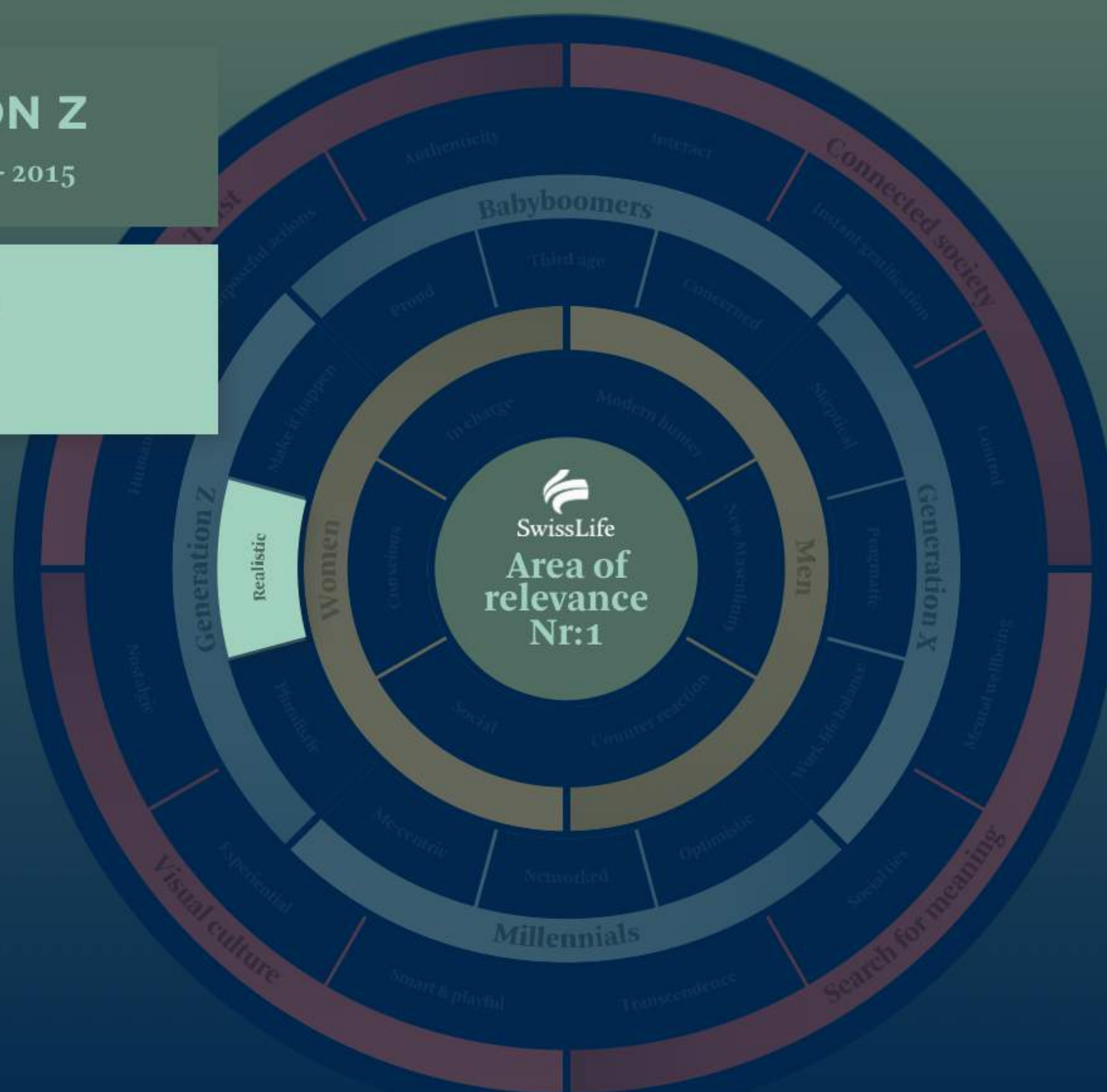
Trends, facts & cases

# GENERATION Z

Born between 1998 - 2015

TREND ONE

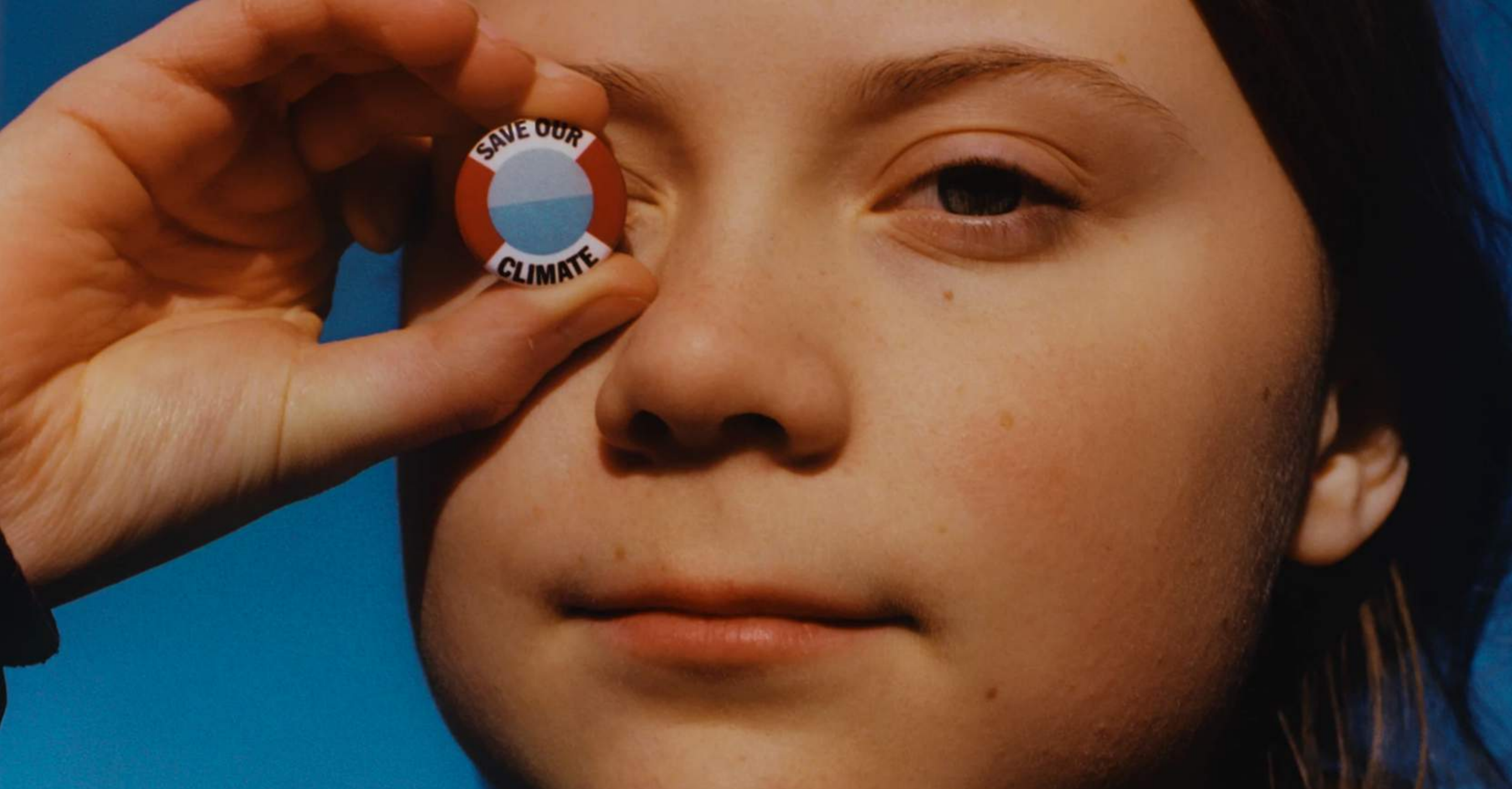
**Realistic**



A young girl with dark hair in a ponytail is sitting on a stone ledge in front of a waterfall. She is wearing a white dress with blue stripes, a pink and black plaid scarf, and red and white patterned leggings. She is holding a gold smartphone and looking at the screen. She is wearing yellow and green shoes. The waterfall is in the background, and the scene is brightly lit.

**GENERATION Z**  
7 - 24 YEARS OLD

**FORMATIVE YEARS**  
10-25 YEARS





## Important facts

**80%**

of Gen Z agrees that spending wisely is more important than earning a lot of money, and 77% make sure to save some money every time they earn or receive it.

*Wunderman Thompson, 2021*

---

**75%**

concerns among Gen Z: 75% of 16-25 years old in 10 countries say they believe the future is frightening),

*Deloitte, 2022*

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young people believe the world is at a tipping point in responding to climate change, but less than half trust the efforts to protect the planet to be successful. s.

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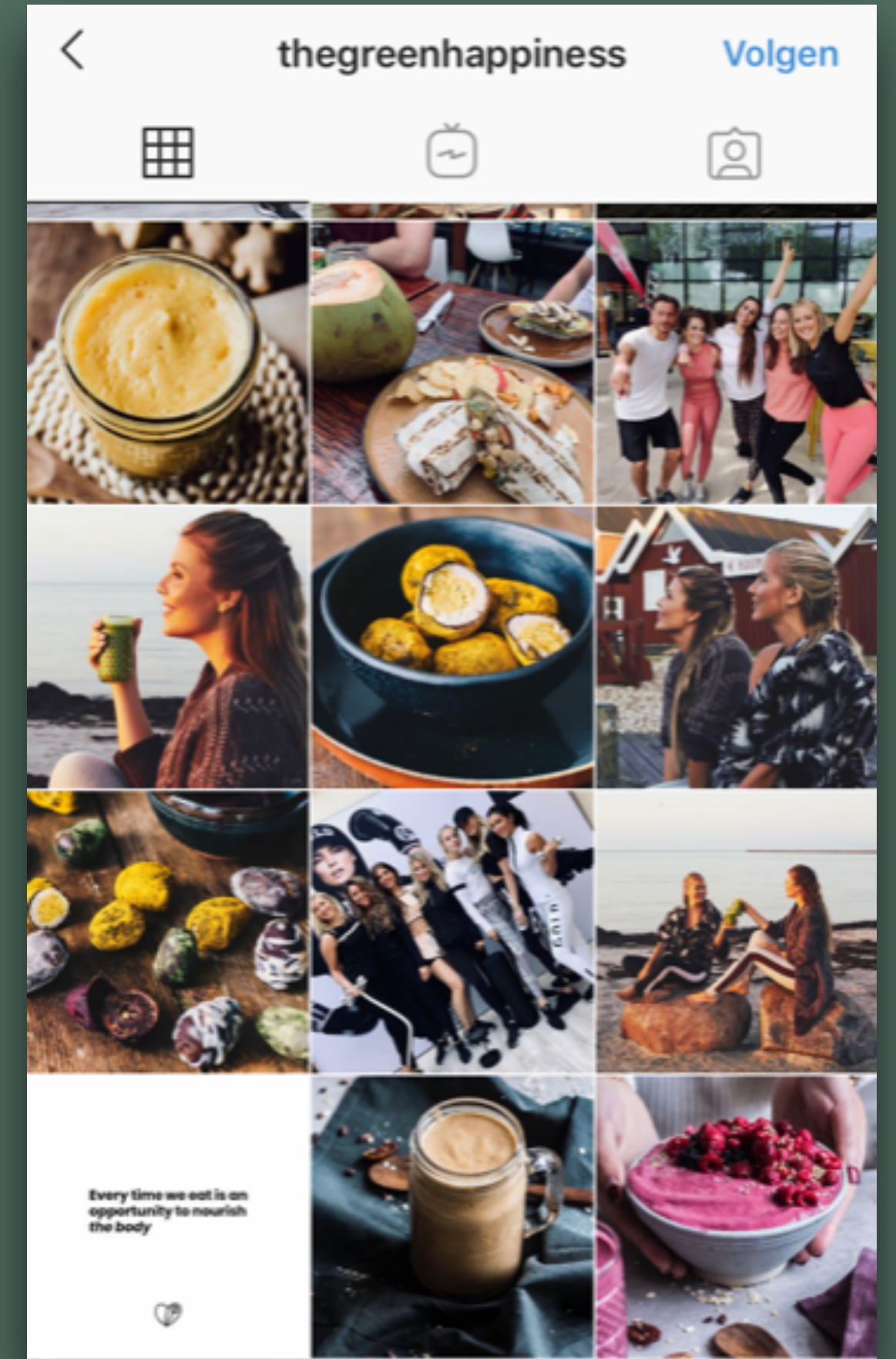
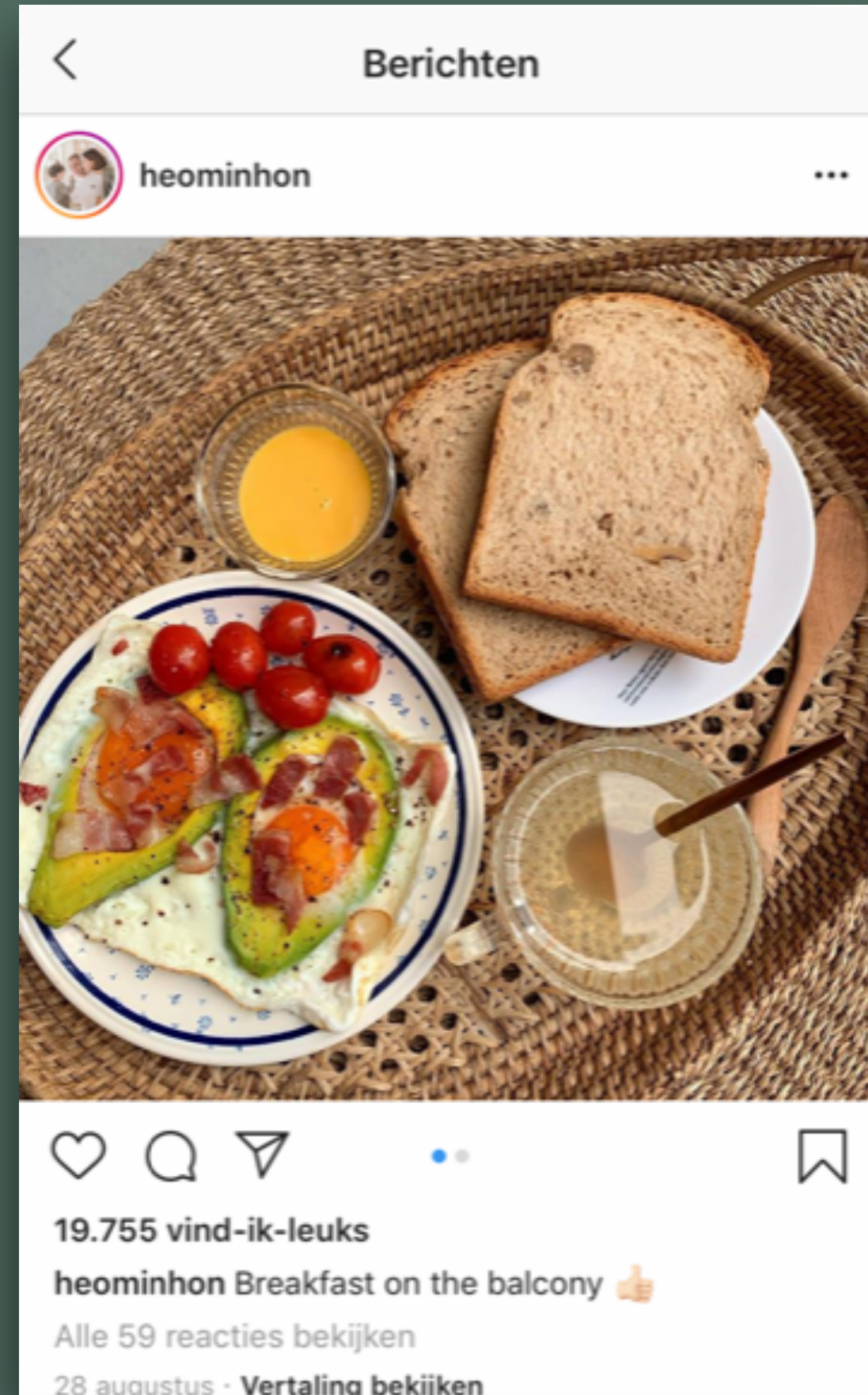
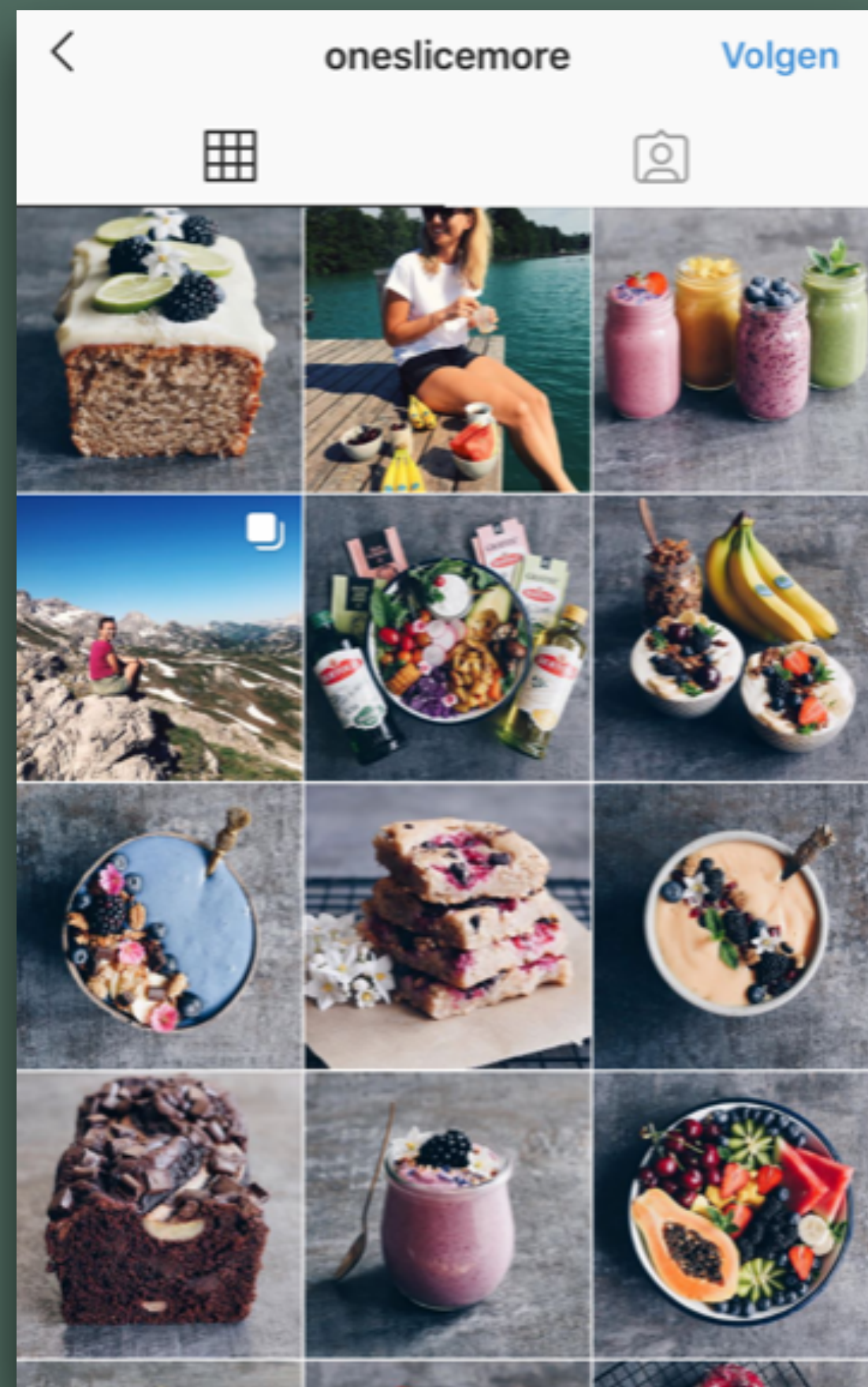
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**BABYBOOMERS**  
BORN BETWEEN 1946 - 1964  
58-76 years old



**GENERATION X**  
BORN BETWEEN 1965 - 1980  
42-57 years old



**MILLENNIALS**  
BORN BETWEEN 1981 - 1996  
26-41 years old



**GENERATION Z**  
BORN BETWEEN 1997 & 2015  
7-25 years old





## Opportunities

**Generation Z is realistic.  
So if Swiss Life Partners want to be relevant in this  
context...**

### Get real

**Confront them with  
the reality of an  
uncertain future.**

### Make it now

**Make future issues  
relevant today: by  
mirroring the challenges  
of the distant future to  
priorities of today.**

### Let them act

**Provide them with  
concrete means to  
protect them from an  
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# THE MIC DROP

## GENESIS NFT COLLECTION



FutureCard™



FutureCard™

VISA

VISA

MAKE IT NOW

TRENDSACTIVE

A zombie apocalypse  
wouldn't surprise us.

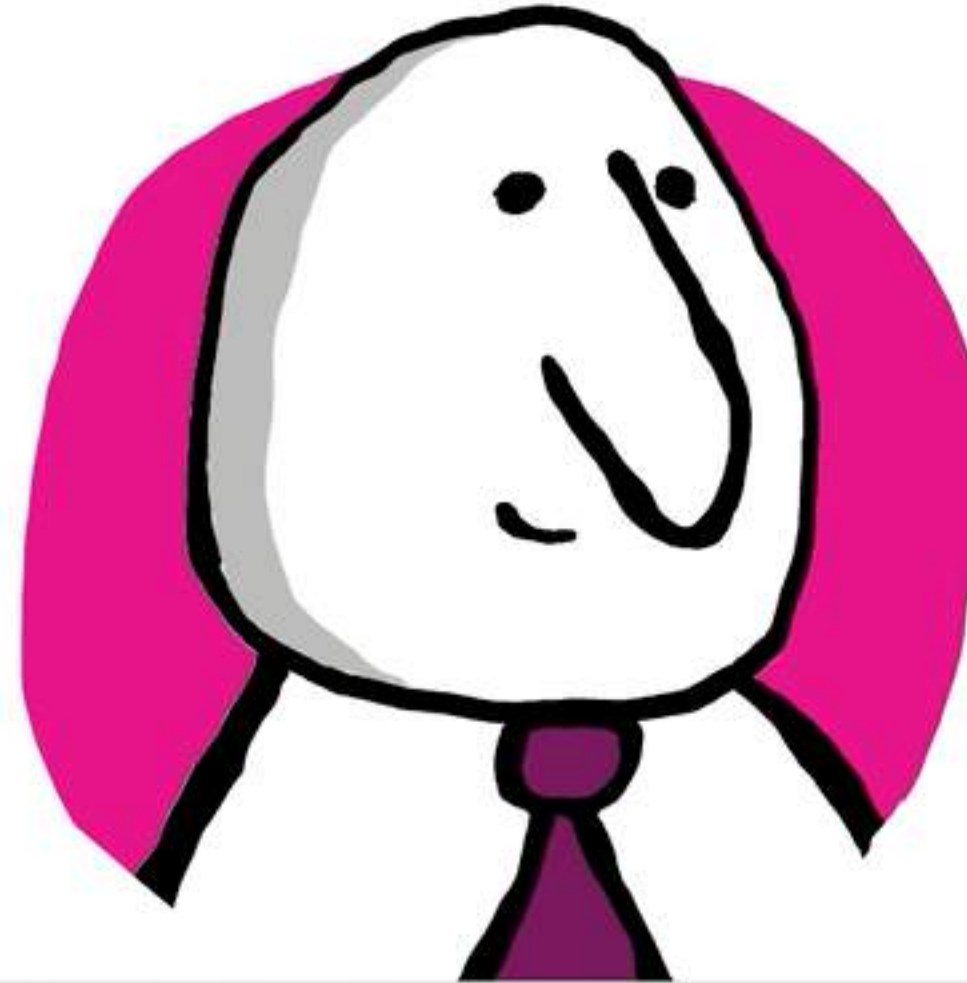
Protect yourself from 2020.

**mosaic life** insurance

astral



*Really easy*  
**Life insurance**  
*What do you want to happen when you die?*

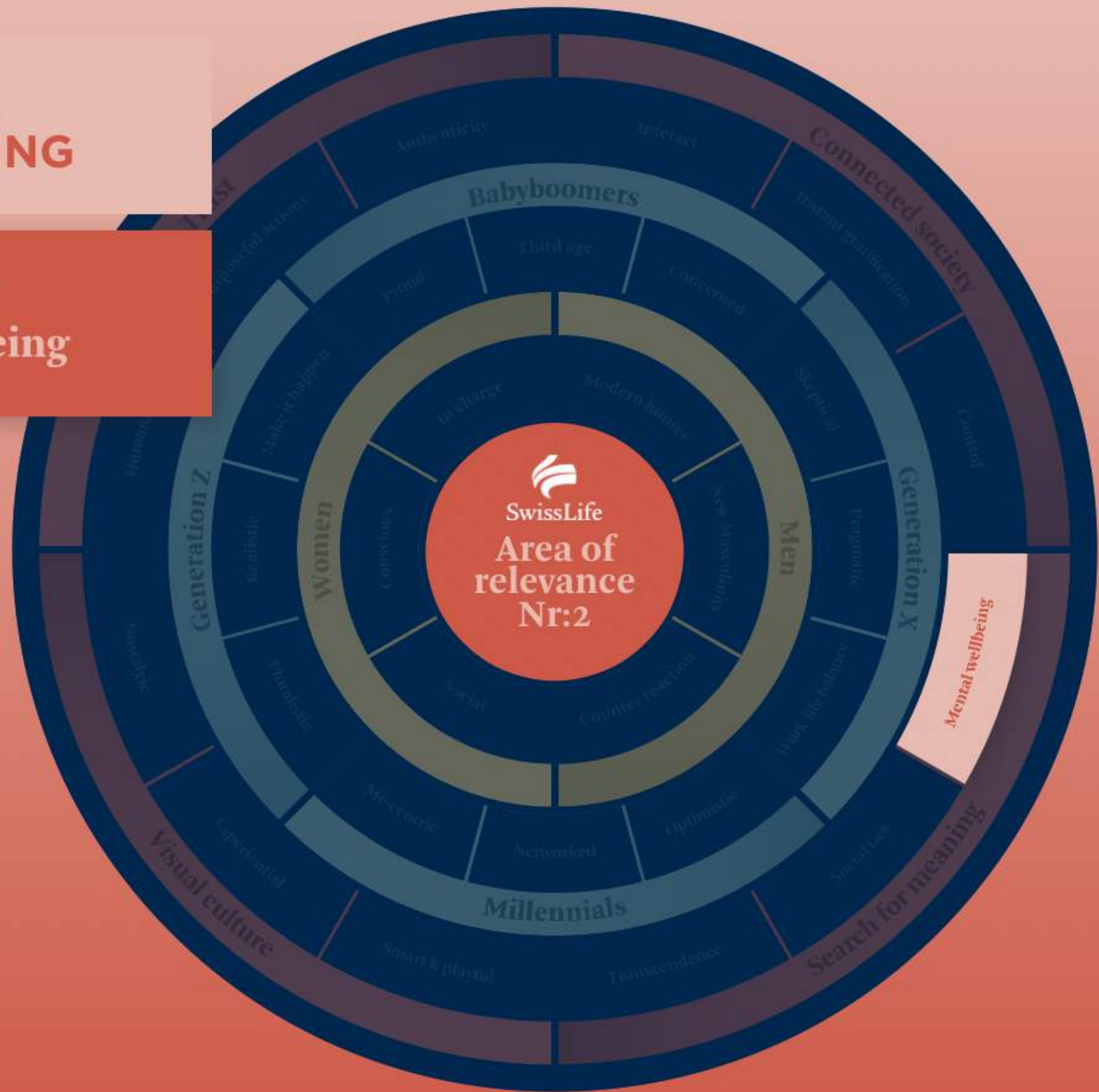


**Leave some cash?**  
Get life insurance in just a few minutes



# SEARCH FOR MEANING

## TREND TWO Mental wellbeing





# HOW HAPPY ARE YOU?

ON A SCALE FROM 1-10? TAKE ONE GUMBALL FROM THE CORRESPONDING MACHINE (ONE PER PERSON, PLEASE!)

*If you think this is a pretty cheesy way to determine someone's happiness, I don't blame you. And it turns out also is pretty much how professional psychologists conduct their surveys by asking people. This seems laughable to me until I learned that when trying interview people were the wife. An MRI scanner, the data matched neatly when their family and friends were also questioned. Ditto, it all conformed.*





**Hedonia**

**Eudaimonia**

Now and later



Meaning

Happiness

Physical Health

Back in the days



**Agriculture**



**Industrial**

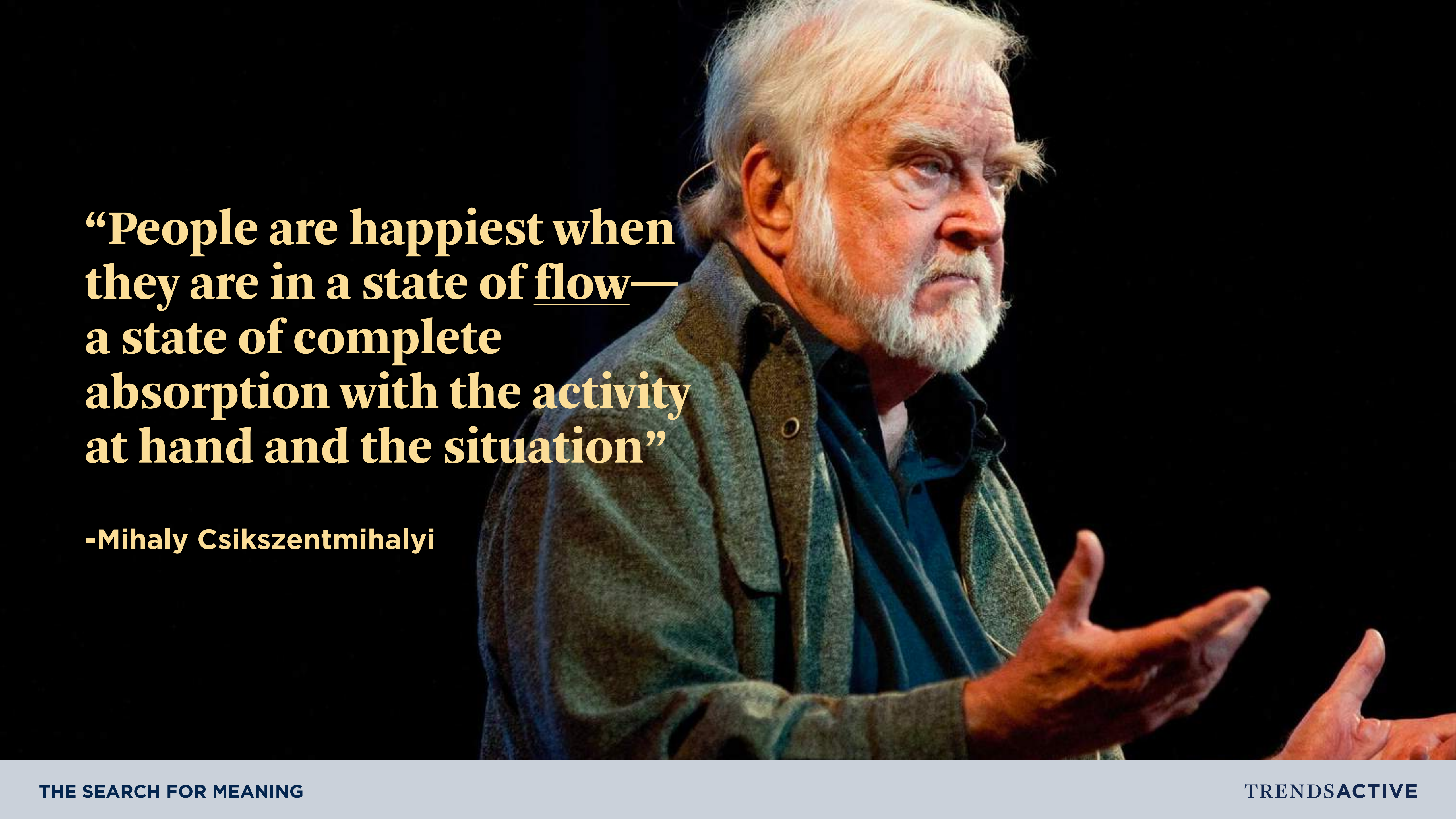


**Knowledge**



**Mental disorders are the leading cause of disability, responsible for 30-40% of chronic sick leave and costing some 3% of GDP**

- World Health Organisation

A photograph of Mihaly Csikszentmihalyi, an older man with white hair and a beard, wearing a green jacket over a blue shirt. He is gesturing with his hands while speaking. The background is dark.

**“People are happiest when they are in a state of flow—a state of complete absorption with the activity at hand and the situation”**

**-Mihaly Csikszentmihalyi**

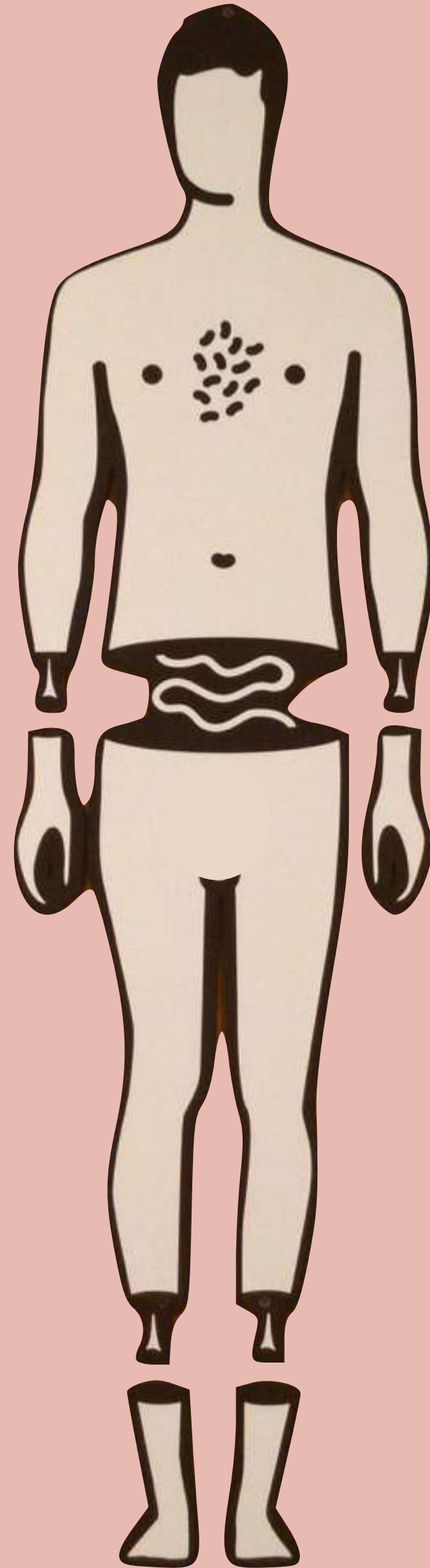


**“Treatment is not just fixing what is broken; rather, it involves nurturing what is best within ourselves.”**

**-Martin Seligman**

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# HAPPINESS BREAKDOWN



**50%**  
Genetics

**40%**  
Activities

**10%**  
Life conditions

## Important facts

**44%**

of Gen Z have a healthcare, wellness or fitness app on their smartphone, smartwatch or tablet.

*PwC, 2020*

---

**Top 5**  
concerns among Gen Z:

Cost of living (29%),  
Climate change (24%),  
Unemployment (20%),  
Mental Health (19%),

*Deloitte, 2022*

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*Eurofound, 2021*

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## Opportunities

**Generation Z is mentally under pressure.  
So if Swiss Life Partner want to be relevant in this context...**

### **Prevent and intervene early**

**Targeting preventive measures and effective early intervention at young people presents the best opportunity to reduce the social and economic costs of mental illness.**

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**YOU GOT THIS!**



**welcome to the  
money wellness  
revolution.**



**first direct**

**#money  
wellness**

Headspace is offering free support during the current global crisis. [Get help now>>](#)



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# Mindfulness for your everyday life

Stress less. Move more. Sleep soundly.

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A man with dark hair, wearing a blue button-down shirt and a large black headset, is looking directly at the camera. He is sitting in a room with a window in the background showing a view of trees and a building. A black microphone is positioned in front of him. The text "< THERAPIST 86 HAS JOINED THE GAME >" is overlaid in white on the image.

< THERAPIST 86 HAS JOINED THE GAME >



**DEEPAK**

**LICENSED THERAPISTS TO CONDUCT THERAPY SESSIONS WHILE GAMING**

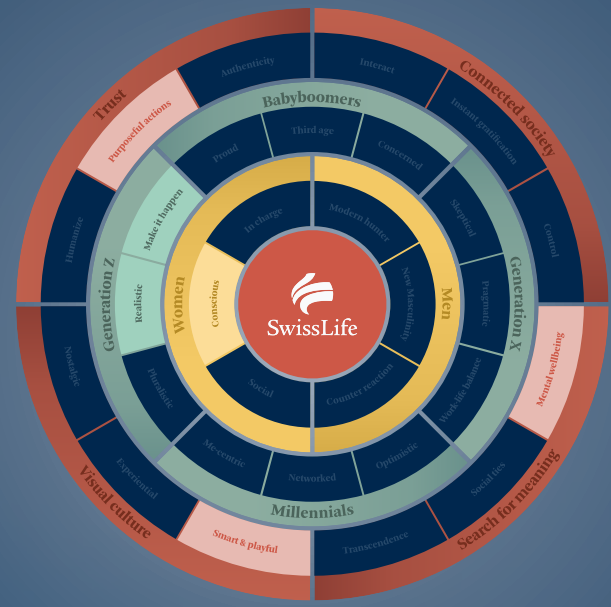
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## *Be sure to:*

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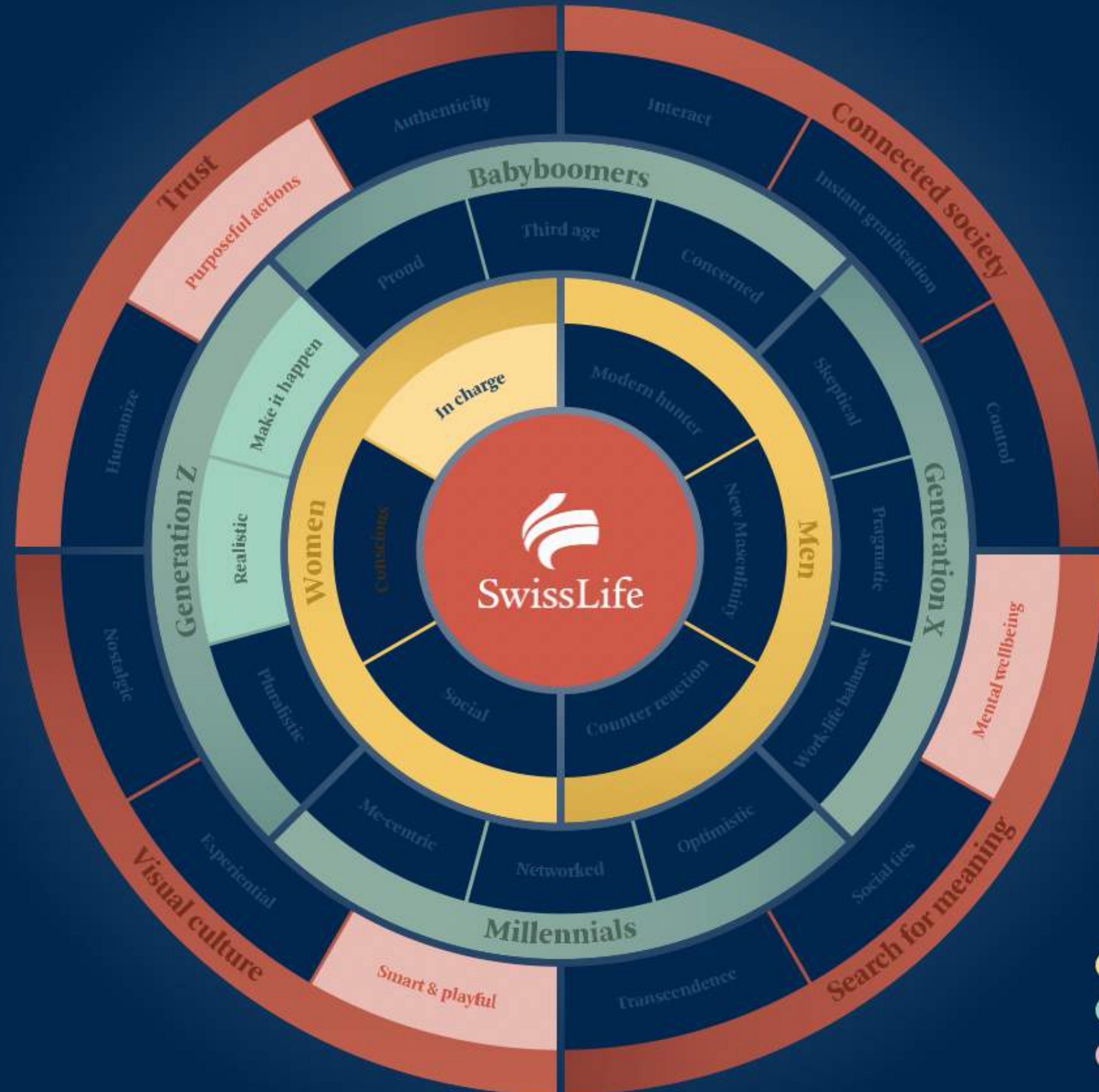


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# Thank you!

Any questions?

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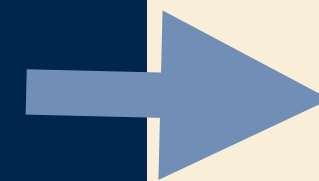
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**Signals**

