

PRESS RELEASE

scenarioDNA inc.
41 East 11th Street
11th floor
New York, NY 10003
<http://www.scenariodna.com>
<http://brandnoise.typepad.com>

Contact:
Marie Lena Tupot
917-364-9742
marielena@scenariodna.com

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The Transformer Generation: critical context

As they mature, they won't be shedding their skin.
Instead, they will transform the rest of us.

Twenty-five years ago, a borderless world began. It was the world of Transformers. It was a story of global collaboration. For the kids who played with Transformers, the story has fluidly evolved into a tale of open source collaboration and globalism. Their thought process is forever changed. They are transformative thinkers. The stories they tell will be about the underlying narrative. It's not about the tools anymore. They're energized by discourse. They won't mature to become us. Instead, they will change us. They will shape how we all consume, market and ultimately live.

As a respected consumer insight team, scenarioDNA lives immersed in Generation Y. The team has been monitoring a powerful subset of 18 to 28 year olds that exists among them. The subset marks an inevitable crossroad for new business practices.

As of now, the Transformer Generation barely knows who they are themselves. However, by mapping the diversity and convergence of their underlying cultures, we can understand the paths they will likely follow—setting a new world order.

Their identity is shaped not by the tools that give them access to the world but by their desire to be connected to a world greater than themselves. That quest to belong and find authenticity is compounded by forces more complex and ambiguous than those influences that shaped their parents' generation.

With the predicted explosion of contextual advertising, the talk of numbers and data will grow even stronger. And the tendency to play by those numbers will be the path of least resistance. That's worked for a while now as long as the baby boomers were a contender but the Transformer Generation is a game changer. Without the context of culture, the best of intentions will fail. Cultural context is more critical now than ever before.

Tim Stock and Marie Lena Tupot launched brand planning think tank scenarioDNA in 2001 to help evolve how research and planning can help brands understand and interact with consumers.