

# Director

# of Taste

2023

BY



X



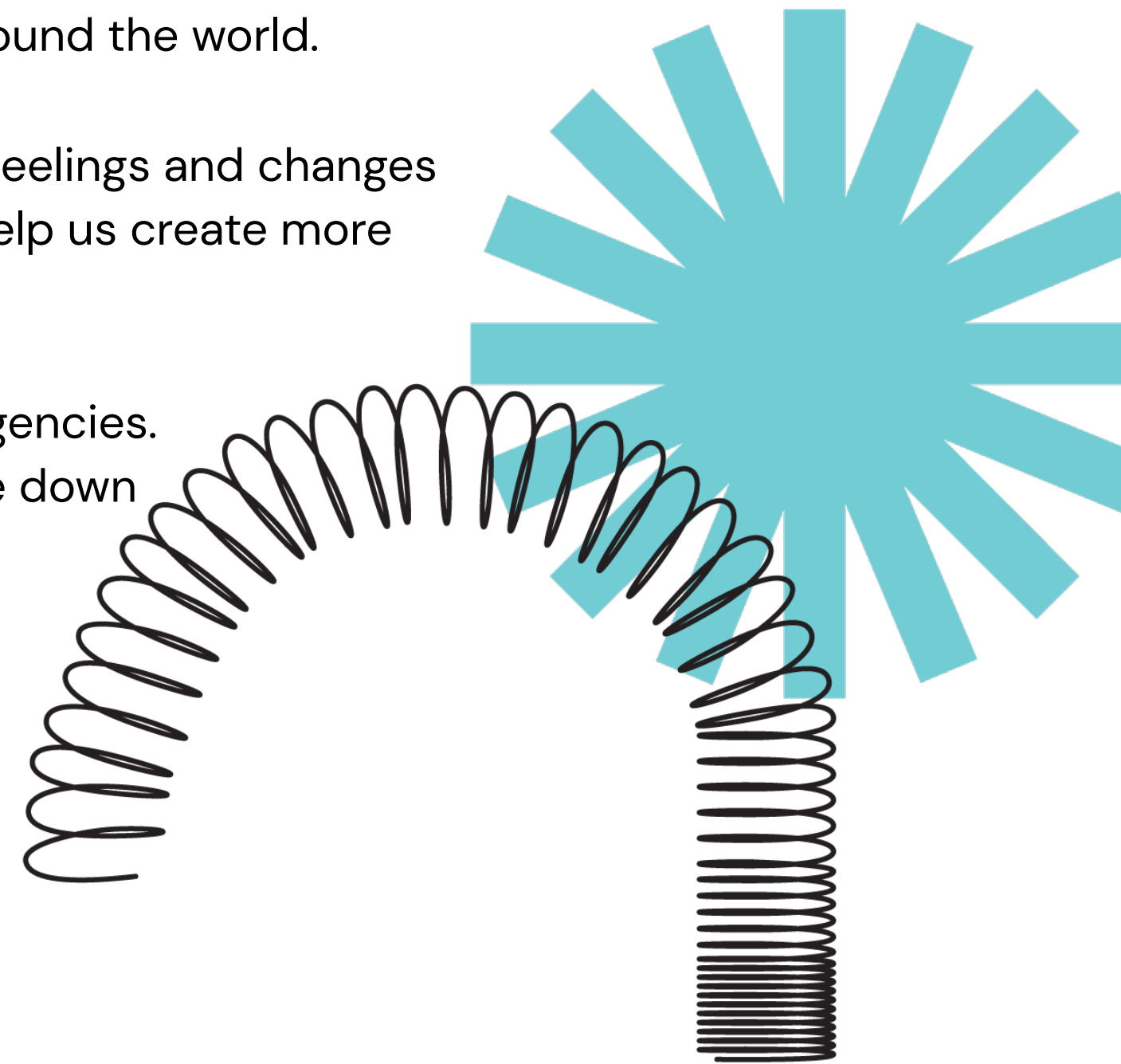
# EXECUTIVE SUMMARY

The second annual Director of Taste 2023 explores how our culture, society and the people in it are evolving. We want to better understand our shared experiences, challenges and aspirations. The main aim is to understand what makes us different from other countries in the EU and around the world.

We focus on understanding specific target groups, their feelings and changes in their world-view. This insight into their daily lives will help us create more empathic communication and marketing strategies.

The report was created as a joint project between two agencies. oh my DOT found interesting differences and Ipsos broke down these themes in depth in a qualitative study.

**oh my DOT & Ipsos**



# WHAT CAN DOT HELP YOU WITH?

1

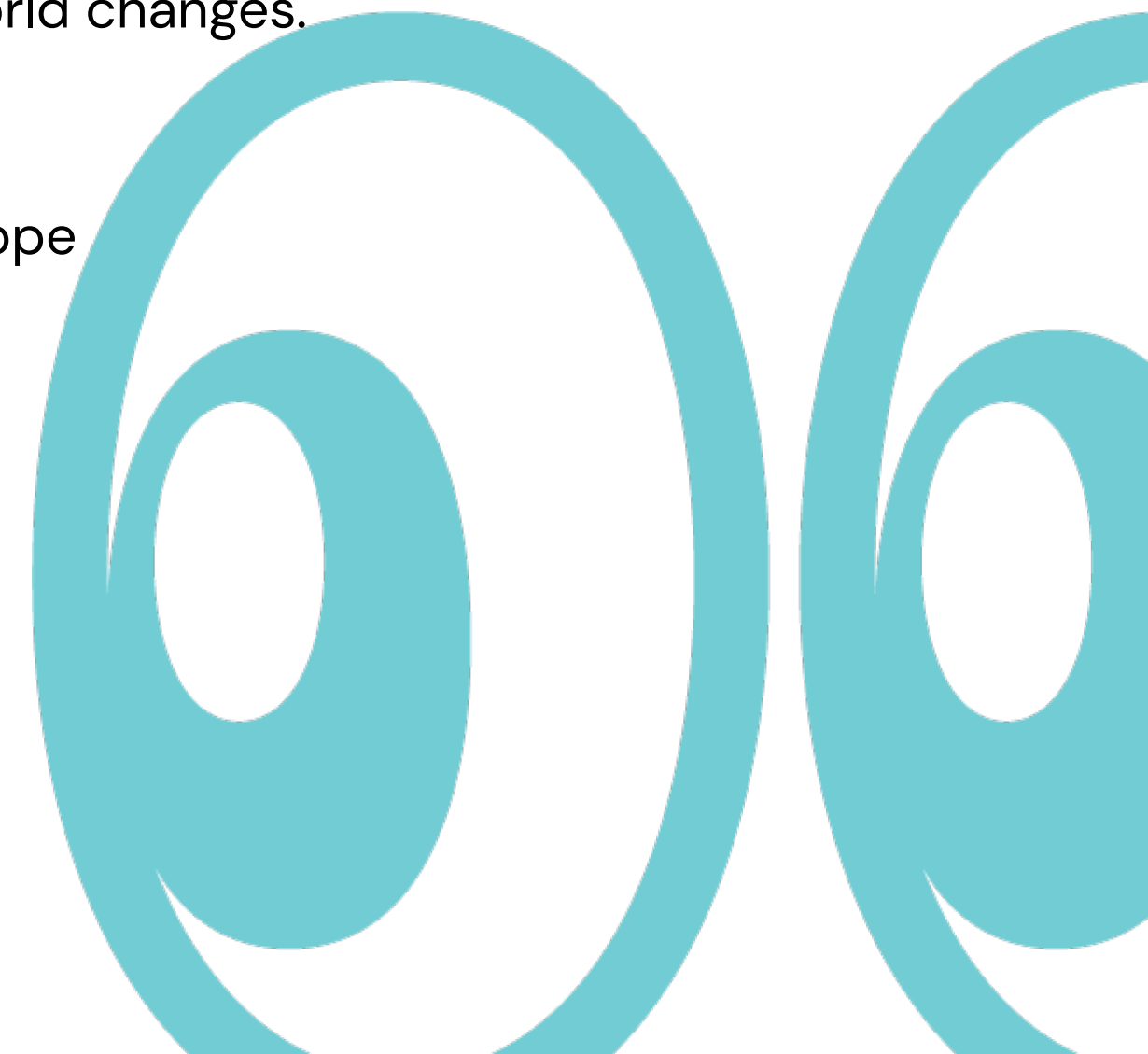
It helps us better understand the target group to whom we are talking. What it experiences, what it feels and how its perception of the world changes.

2

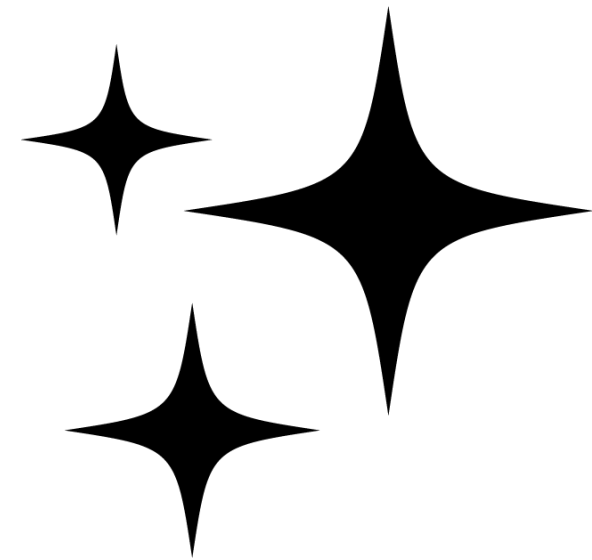
It shows us how we are different from other countries of Europe and how this difference can be used in local communication.

3

It opens up topics that brands can make their own and thus contribute to the well-being of local people.



# RESPONDENTS OF A QUALITATIVE STUDY



**Generation Z**  
respondents

16-26 YEARS OLD



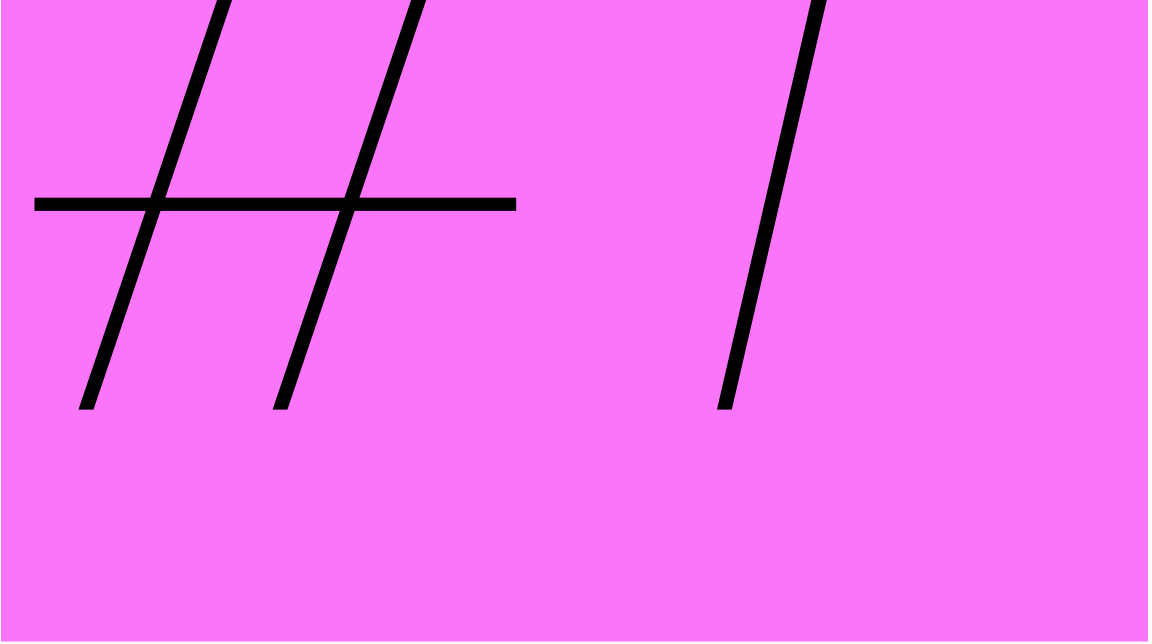
**Generation X**  
respondents

27-62 YEARS OLD



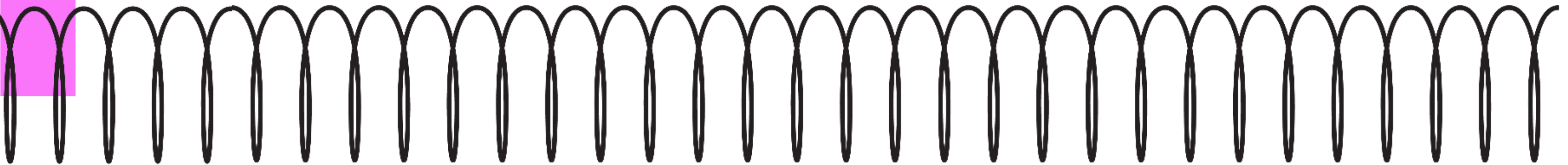
**Baby boomers**  
respondents

63-75 YEARS OLD



marketers

vs. seniors



# Older people deserve more space in ads

**We even addressed this topic in last year's D. O. T.**

We have data that this target group has a lot of free time, is one of the most bonito and, unlike the young, is still reachable via traditional media.

Why is it impossible for us to convince brands in our regions that older people are just as cool as GenZ?

The social situation seems to be that inclusion of elderly people will not be a cool factor, but a necessity.



What would influence your purchase decision?



63 %

If the business/brand has made efforts to make its products and services accessible to all



Source: Inclusion's next wave, A future trends report from Wunderman Thompson Intelligence

Inclusion has been the number one issue for a long time, but in the coming years it will no longer just be about the disabled, different cultures or LGBTQ+.

Inclusion based on income or age is coming to the fore.

Brands that are not inclusive will become irrelevant.



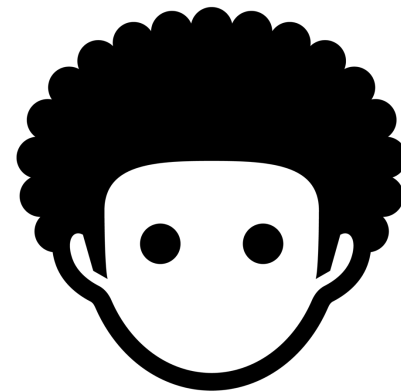
Q. How important is it for you to be involved in brand communication?



low income  
60 %



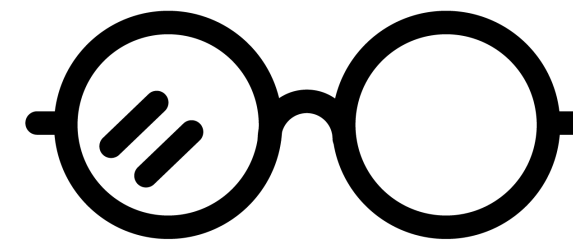
LGBTQ+  
70 %



under-  
represented  
racial group  
70 %



female  
62 %



age 60+  
44 %



Disabled  
59 %

**“ Slovakia will gradually  
become one of the oldest  
countries in Europe and in  
the world.**



Researcher Boris Vaňo working at the  
Demographic Research Centre at Infostat



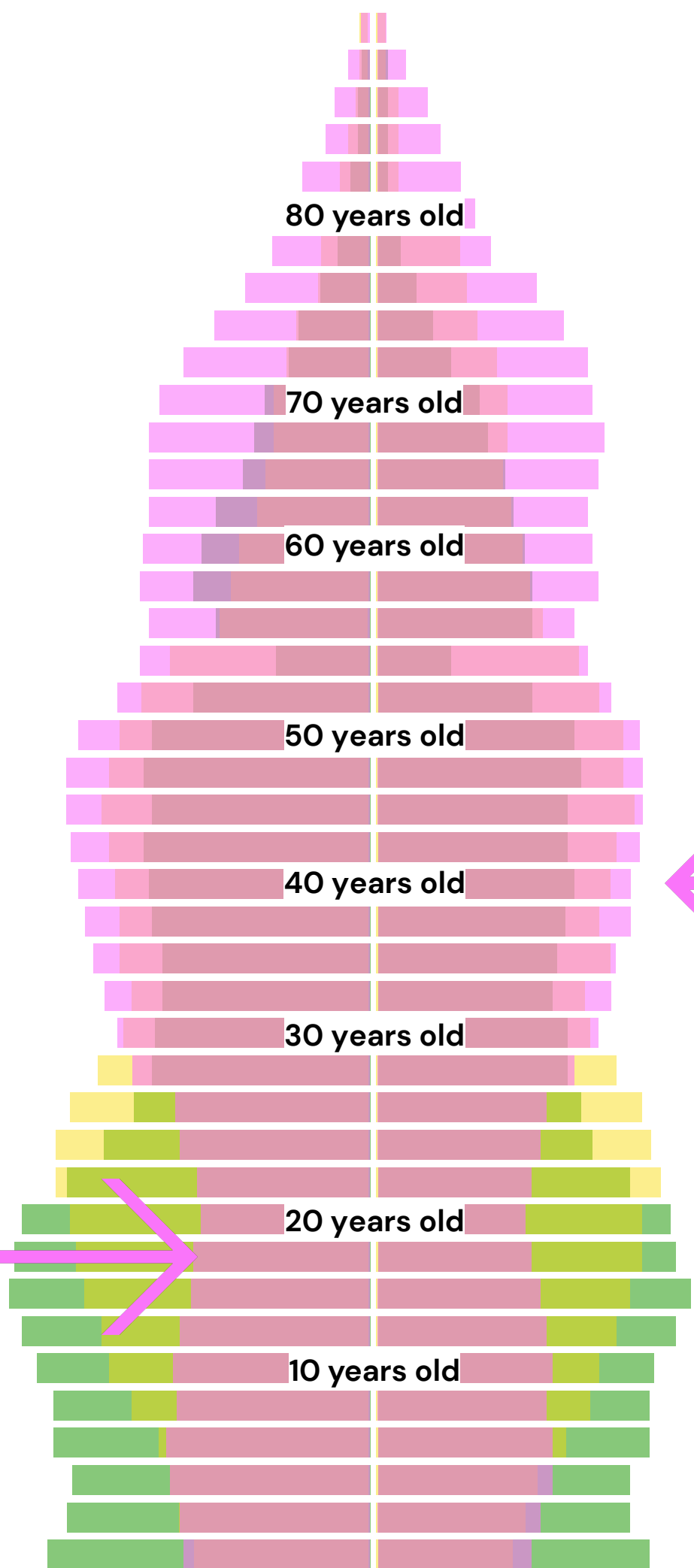
# Tree of Life



2022

2002

1972



Today the Slovak population lacks mainly teenagers.  
This is caused by the fact that the number of children born began to decline at the turn of millennium.

The strong post-war generation was at high school age fifty years ago. Today, children of this generation form a strong group of forty year olds.

Men

Women



# WHAT CHALLENGES DO WE FACE IN THIS REGARD?

## Old age and loneliness

Studies suggest that loneliness can actually be contagious. The research has found that people who spend time with lonely people are more likely to develop feelings of loneliness.

## Old age and hoaxes

Despite publicly available data on the fact that hoaxes are gaining popularity among this target group, there are minimal resources devoted to this topic in Slovakia.

## Old age and a sense of importance for society

TikTok is gaining popularity among older age groups. #OldTok is full of information and inspiration on how to use your time in retirement in a meaningful and sometimes not so meaningful way.

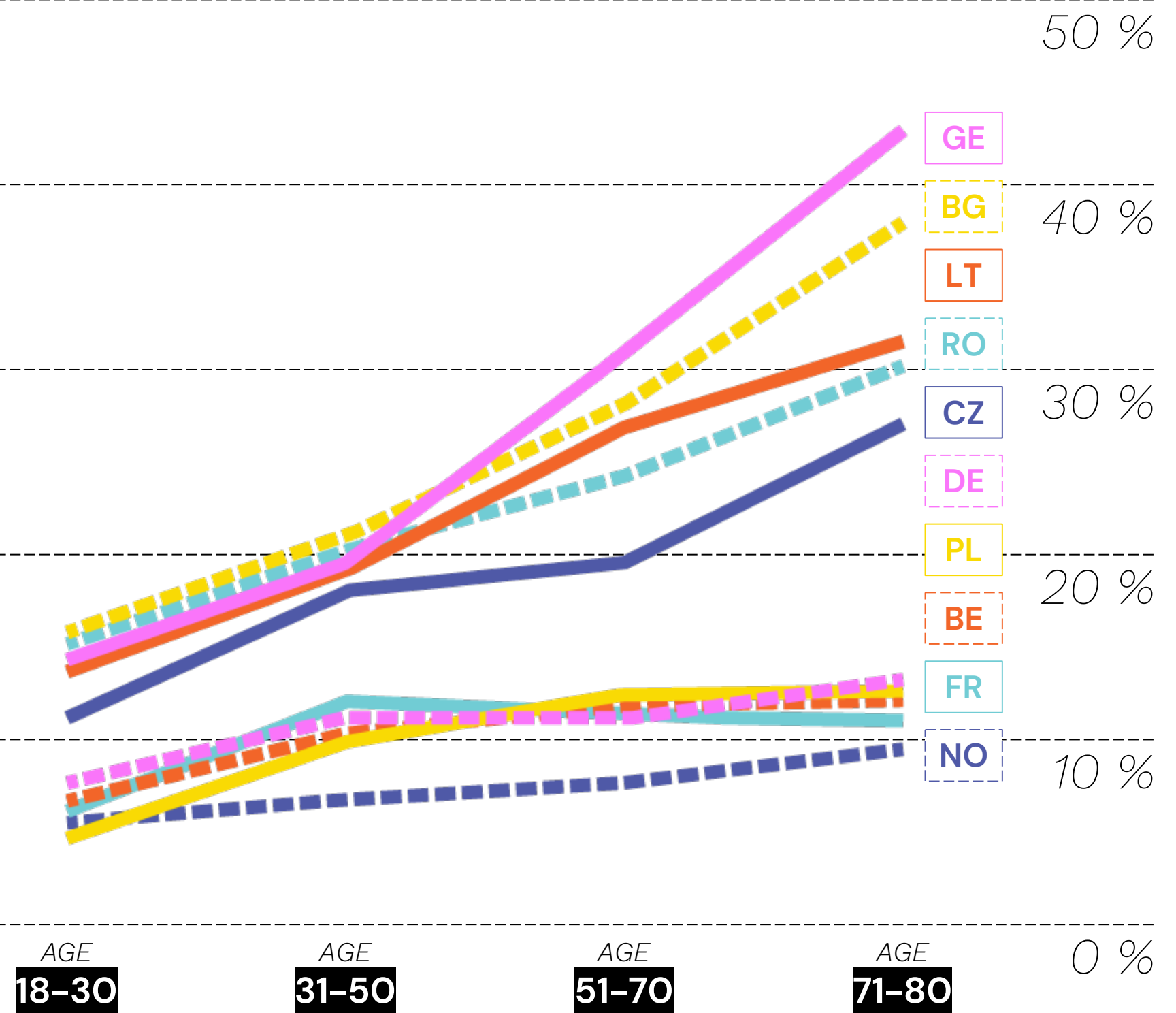


# Older people all over the world have one thing in common, according to many surveys

- LEVEL OF LONELINESS THAT INCREASES DRAMATICALLY OVER THE AGE OF 60.



Prevalence of loneliness by age and country. Men.  
Source: [link](#)

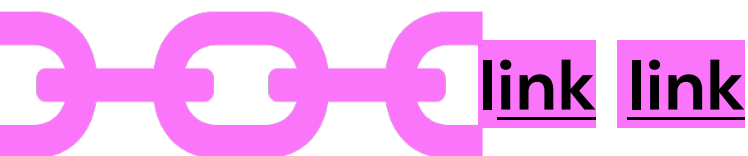
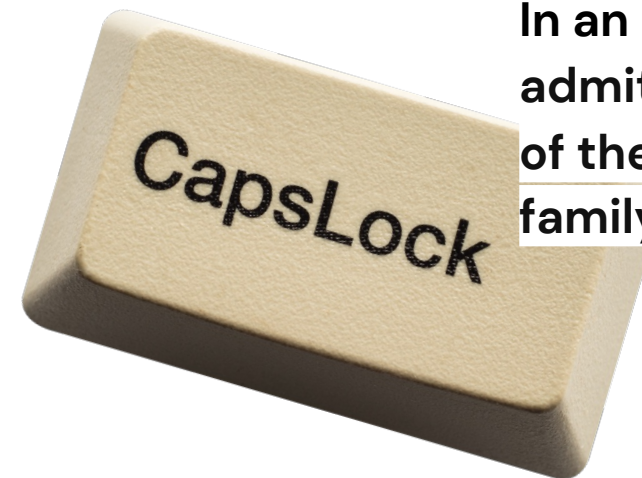


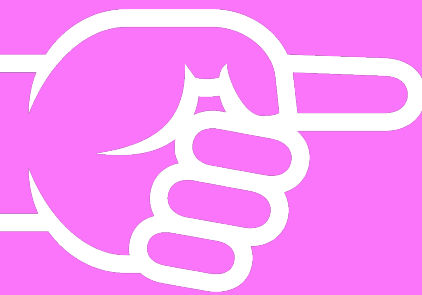
Loneliness is **often** cited as one of the reasons why seniors are more likely to spread fake news.



Older people are more likely to be fooled by "fake news". According to The Verge and surveys from NYU and Princeton university, Facebook users over the age of 65 shared twice as many fake news articles as a slightly younger age group of 45 to 65 year olds.

In an earlier survey from Kaspersky Lab, 60 % of respondents admitted to the Internet safety of older family members, while 44% of them have already had to deal with an incident targeting these family members.





# #oldtok

75.3M views

Themes on TikTok are gaining a huge boom.  
The hashtag OldTok had over 75 million views in August 2023.

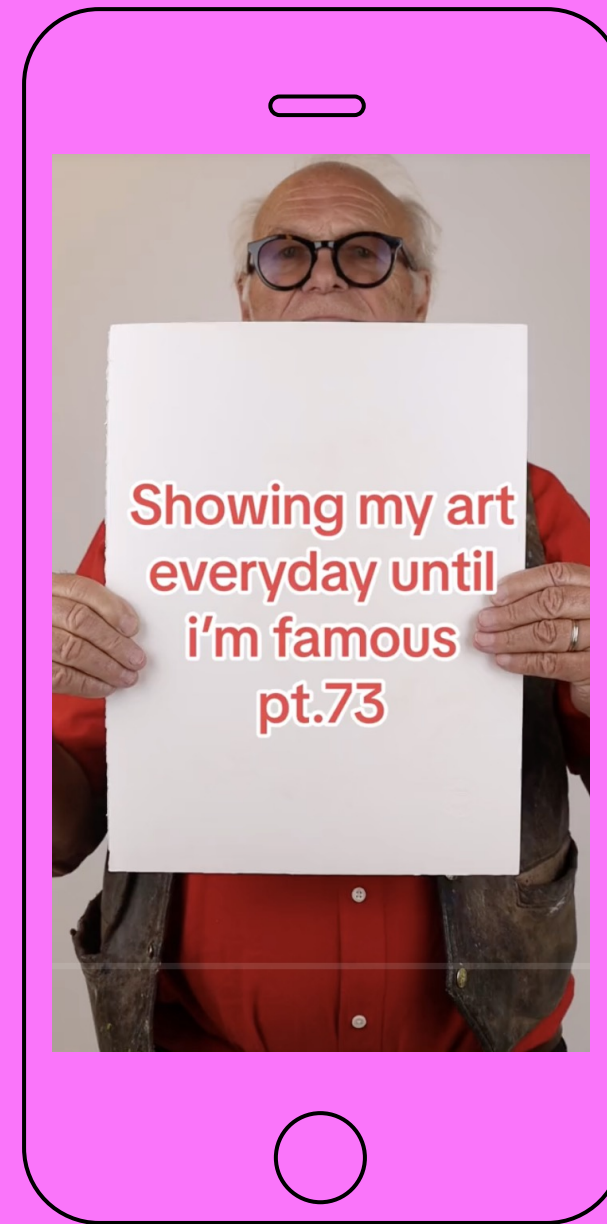
From a 99-year-old woman who survived the Holocaust and is providing us with emotional topics...



...through the OldGays group, which has replaced loneliness for a co-living full of fun and dancing, ...



...to hilarious skits from Grandma Droniak, who'll get you ready for your ex's funeral.



Thanks to TikTok, suddenly you feel like life doesn't really end after 60. Social networking can even be a source of a side hustle alongside retirement. Perhaps the most beautiful example is Bo Åke Adamsson.

A painter and sculptor from Sweden with the concept of showing his paintings until he becomes famous.



# HOW THIS TOPIC IS TREATED IN OTHER COUNTRIES

Intergenerational friendship can be a cure for social isolation of the elderly.



# HOW DO BOOMERS PERCEIVE IT?



Boomers enjoy more time and peace in their lives, but often experience a fear of a lack of safety on the street and of scammers, have health problems, feel tired from doctors' visits, and dissatisfaction with their pensions. They are also upset about the worsening of their mental health.

**They perceive a low demand for their experience and knowledge in society and a general lack of respect.**

## Self-perception

### Positives:

They have more time to themselves  
*"I finally have peace and time to myself."*

They positively appreciate that they are more decisive thanks to their experience. *"I can set my priorities more easily now."*

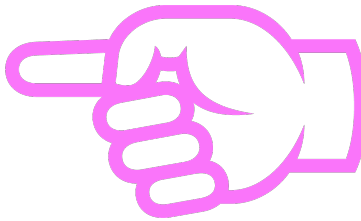
### Negatives:

Fear for their safety (coming home in the evening, walking on dark streets) *"I have a neighbour who I always call before I go home in the evening and he waits for me on the balcony and watches to see if anyone is going to hurt me."* Anna, 72

They visit doctors way too often  
They are angry about worsening of their mental health  
They are also angry about worsening of their physical health.

Low income (pension) *"I thought that I would travel when retired. And now I can't afford it."* František, 68

*"We attended more cultural events before, but now we do not have enough money for tickets."*  
Anna, 72



## Boomer's feelings about their perception by society

Lack of respect for seniors among some younger people  
*"They should realize that we are an important link in the hierarchy of a standard family."*

There is an absence of awareness that their generation built this country  
*"We worked on what you see all around today, roads, bridges, buildings....."*

Society cares little for pensioners  
*"Some of us have existential problems and nobody cares."*

They do not experience discrimination in society  
*"I don't feel this feeling in our society."*

Some do not want to be perceived as the weaker seniors who need to be helped  
*"Even when I meet new people, I always try to be on familiar terms with these people. I don't want to behave like a typical pensioner."*

Lack of use of seniors in current challenges  
- use of their years of experience and knowledge

Accusations that they are a financial burden on the state  
*"We are seen as parasites by some people."*



# IMPLICATIONS FOR COMMUNICATION

By 2060, the average age of the population in Slovakia will increase to at least 48 years. Use relevant representatives of the target groups in your advertisements.

However, do not make fun of the older target group. Authenticity is the most important rule.

Seniors feel marginalized and undervalued by society and crave more recognition and involvement.

Help the older target group overcome technological barriers. Connect them to the outside world.

"People, of course, don't like to be told that what they're absorbing isn't quality content, or that what they believe doesn't match reality.

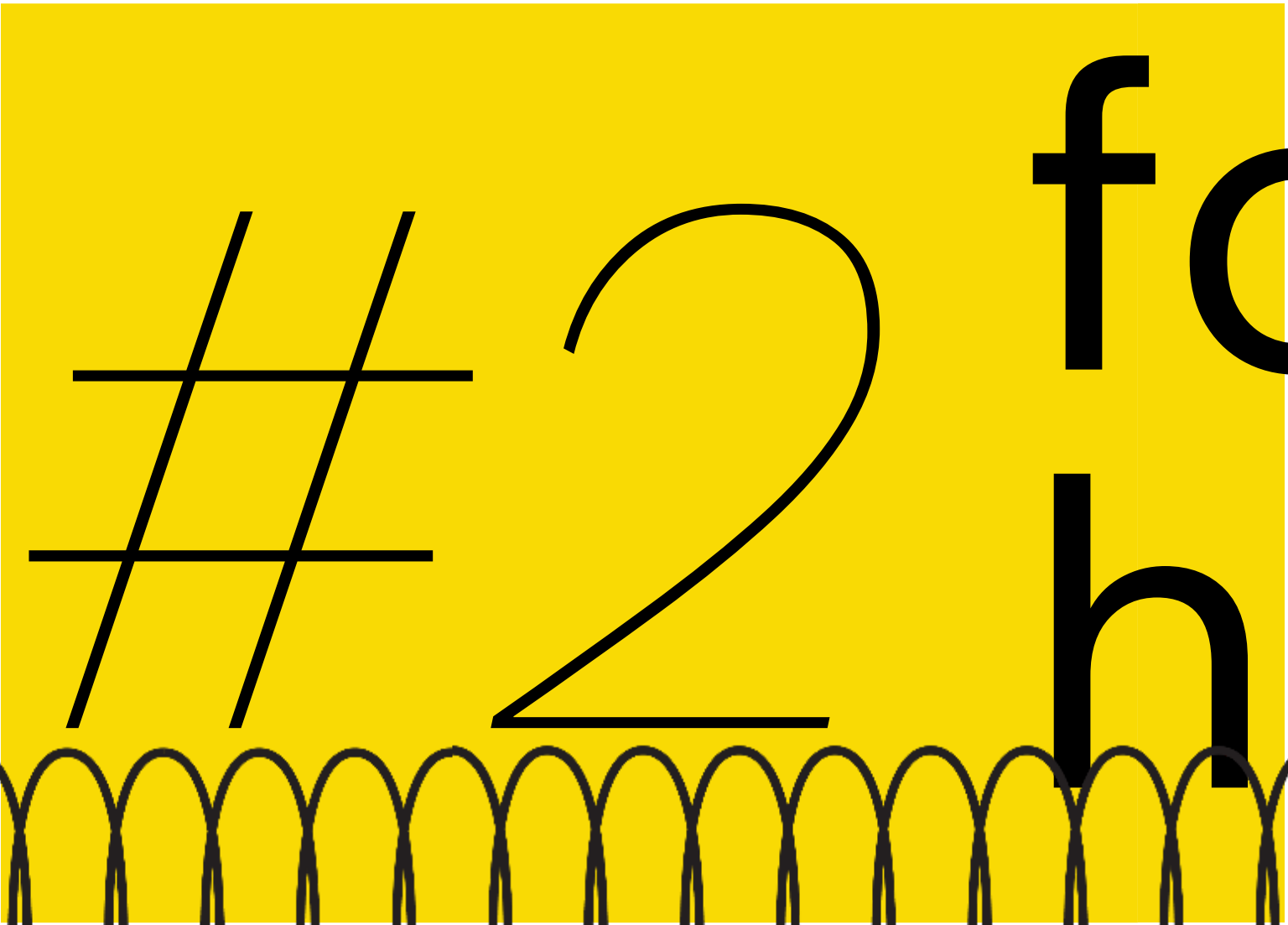
**I think that the way to go is not to make them feel like little children, to ridicule them or the media they prefer, but to show them reality and confront it with the perception they have."**

LUKÁŠ ZAJAC from the project *Dlhujeme im to* (*We owe it to them*)

Searching

for

happiness



# Happiness

NEXT ↓ EXIT



# INGENUITY ON OUR WAY TO HAPPINESS

Our surroundings constantly tell us that we should be happy, and if we don't feel happy, we're probably doing something wrong.

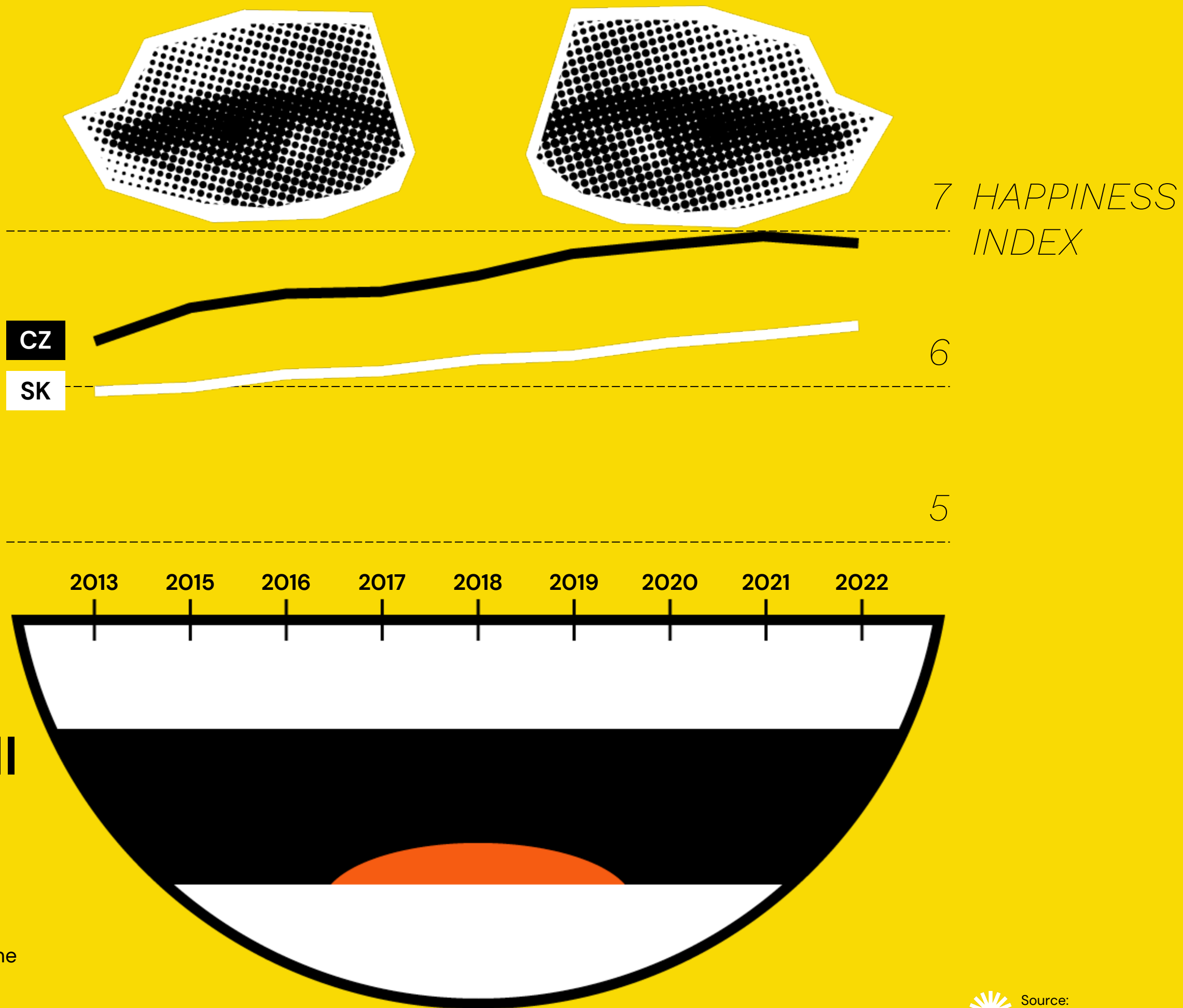
**Happiness is strongly emphasized as a feeling which we should actively cultivate, while any feeling of unhappiness is not popular at all.**

The psychologist Laurie Santos became famous when she began teaching the most popular course at Yale University, focusing on HAPPINESS.

**Her insights on how to achieve a happy and contented life were so popular that they were made available to the public in the form of an on-line course called The Science of Wellbeing.**

**But the question is: Are we succeeding in improving the rate of happiness when we are trying so hard to do so?**

**More than 4 million people from more than 170 countries around the world joined the happiness course."**



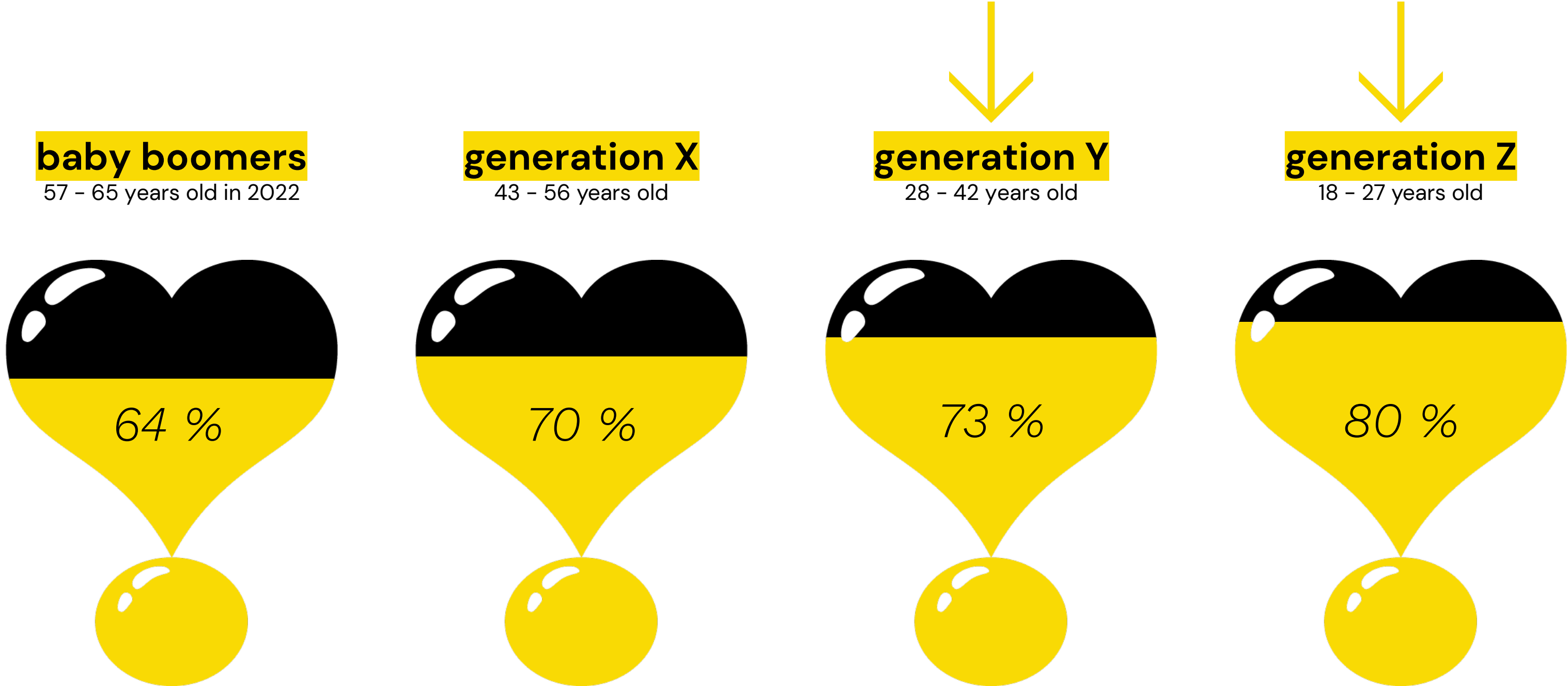
## We are doing well on paper.

The happiness index of both countries (SK & CZ) is increasing year by year. The Czech Republic also has the highest score among the post-communist countries.

**The trend suggests that we are the happiest we have ever been.**

# In the Czech Republic, young people are the happiest, and the elderly are the unhappiest.

The younger the generation, the stronger the feeling of happiness.  
The feeling of happiness also correlates with the feeling of being healthy.



**I am happy**



a healthy long lasting relationship  
mobile

**They feel the greatest happiness  
when they have a healthy  
relationship and when life gives  
them meaning.**

# What are the generations' sources of happiness? (TOP 6)



## **baby boomers** 57 – 65 years old in 2022

## **generation X** 43 – 56 years old

## **generation Y** 28 – 42 years old

## **generation Z** 18 – 27 years old

1

my children 

my children 

my relationship with my partner 

my relationship with my partner 

2

my physical health and well-being 

my relationship with my partner 

my physical health and well-being 

the feeling that my life has meaning 

3

my relationship with my partner 

my physical health and well-being 

my mental health and well-being 

my mental health and well-being 

4

my mental health and well-being 

the feeling that my life has meaning 

my living conditions 

finding someone to be with 

5

being in nature 

my mental health and well-being 

my children 

my physical health and well-being 

6

the feeling that my life has meaning 


being in nature 

the feeling that my life has meaning 

my hobbies/interests 

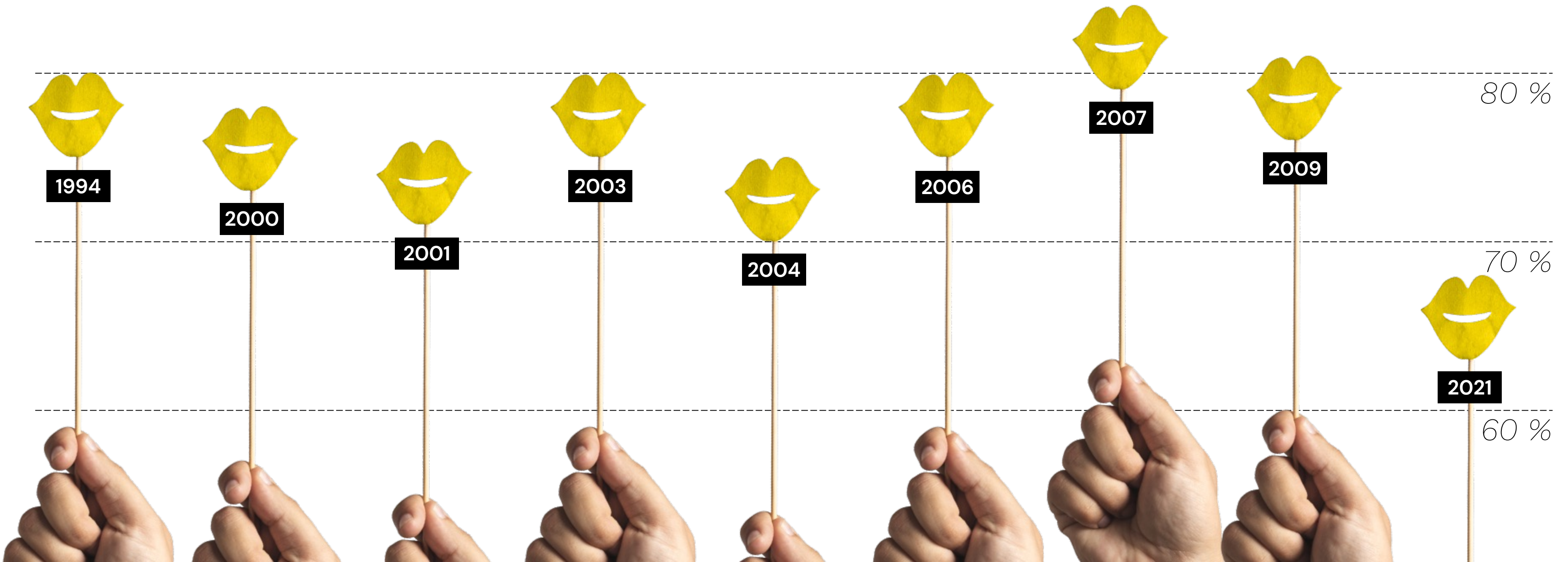


# It is a bit worse with young people in Slovakia.


 Satisfaction with life of young people in Slovakia  
Source: FES Youth Studies 2021; Iuventa 2013; Statistical Office 1994.

Slovakia is one of the countries with the highest level of satisfaction of young people with their life in general (68 percent) in the CEE region. A similar level of satisfaction of young people can also be observed in Estonia and Latvia.

However, when we look at the change in satisfaction level over time, we come to the conclusion **that the satisfaction of young people in Slovakia has declined significantly compared to the previous period. The current rate of 68 percent of young people being satisfied with their lives represents a statistically significant decline.** The least satisfied people were those aged 15–18, i.e. young people who are still at school and have not started to live independently.



# PEOPLE AND A NATURE OF HAPPINESS



"Being surrounded by people who understand you and who you understand."

**Robert, 54**

"I've been through some pretty hectic times in my life, so now I know that happiness is when you have a peaceful life without problems."

**Gabriela, 47**



"At my age, happiness is when we are healthy. Some people are not so lucky or they are not with us anymore."

**František, 68**

"I am happy because I can do the things I really want to do!"

**Anna 72**

"I've noticed that people who don't have friends carry this sadness inside them all the time. I have friends and I'm grateful for that."

**Adam, 63**

"When I have my family and home with me, my basic needs are met. Another one is my friends."

**Lukáš, 16**



"At a certain age you need to be satisfied with what you have, and stop giving yourself unattainable goals. So that you can feel happiness, contentment."

**Robert, 54**

"There is no need to get attached to things. Even if something goes wrong, there's no need to let yourself be broken by that."

**Nina, 18**



# HOW PEOPLE INCREASE THEIR SENSE OF HAPPINESS

Surround yourself with the right people - for Generation Z relationships with friends come to the fore. The feeling of happiness increases when meeting friends and having fun with them. *"It's always fun with them and I'm not alone."* Matúš, 20

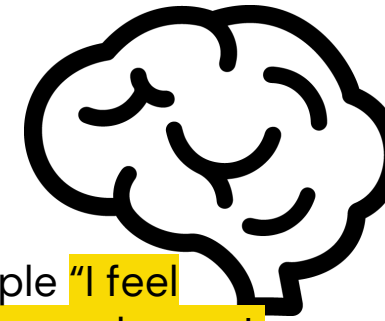
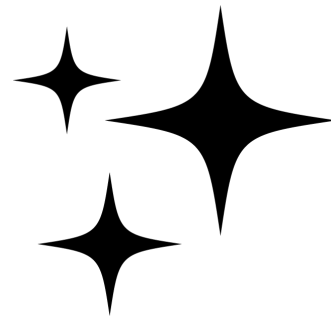
Achieving goals/Overcoming yourself: *"I am happy that I have managed to achieve such discipline that I can already see the results of my workouts."* Lukáš, 16

Pursue hobbies, often a physical activity, such as sports: *"I go to the gym and it always gives me good energy."* Alexandra, 24

Discovering the world, finding experiences: *"I love being a little girl discovering the big world. That's why I love travelling."* Nina, 18

Change surrounding people, lifestyle: *"I removed some negative people from my circle and changed my mindset. Suddenly I was happier."* Rachel, 25

Make someone happy *"Sometimes I just buy my brother something small that makes him happy."* Luke, 16



Surround yourself with the right people *"I feel happy when the whole family meets together or I meet with a good friend. I also feel happy when I go to see some of my children and I see that they are doing well."* Katarína, 56

Spending time with loved ones *"We have common interests with my girlfriend. We go to the mountains together and we are happy."* Roman, 39

Indulge in small pleasures such as food, music or a book *"I feel happier even when I have a glass of good red wine. Alcohol in small quantities makes a man relaxed."* Peter, 48

Devote time to hobbies, to yourself *"It is important to devote time to yourself. To relax and to be able to enjoy solitude. Play good music and dance. That's what I like."* Gabriela, 47

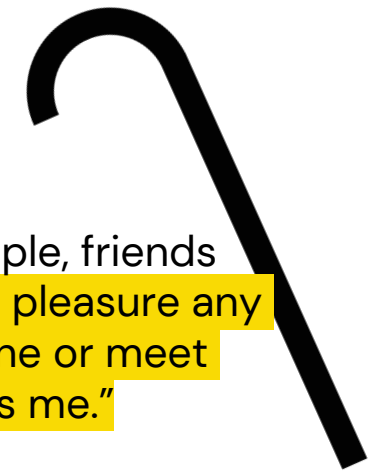
Live in the present and focus on the future *"I'm happier when I'm not thinking about the past, but looking forward."* Robert, 54

Surround yourself with the right people, friends *"Now, material things do not give me pleasure any more. I feel happy when I call someone or meet someone directly. It usually energizes me."* Milan, 63

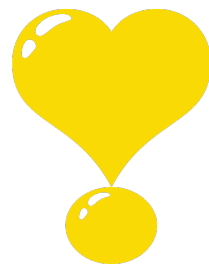
Don't have expectations of happiness, expect achievable things from life *"I don't have expectations of happiness, you can't have such a mindset anymore."* Anna, 72

Not actively seeking happiness *"I don't know the meaning of the word happiness. You must be happy with yourself, not expect anything and adapt to new situations. I consider myself a happy and joyful person."* Elena, 75

Indulge in small pleasures, such as going for walks, meeting family, friends - this is the generation where the joy of everyday little things is perceived most often. But if they need something they can save up. *"We don't have much, but I can save if I need something."* Peter, 63



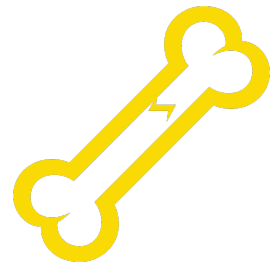
# WHAT MAKES YOU FEEL UNHAPPY



Generation Z is distressed when relationships don't work out; they feel too much pressure in terms of expectations placed of them.



Generation X is nervous mainly because of high inflation, which lowers the standard of living.

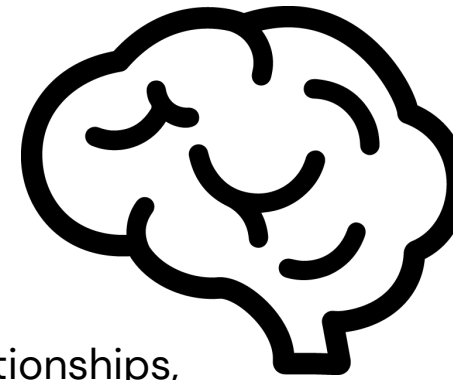
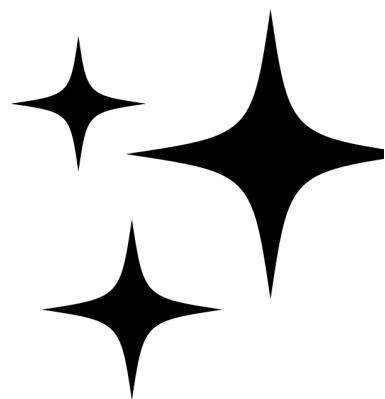


The baby boomer generation is most often unhappy because of a lack of finances and the worsening of their health.

**Dysfunctional relationships (family, friends, love)** – young people feel unhappy mainly when they have relationship problems with their friends, parents or acquaintances. "I can't stay angry for long and I always feel sad when I argue with someone. That's why I try to sort everything out quickly." Alexandra, 24

**Pressure** – many young people declare that they are being put under pressure, for example in terms of school results or decisions that affect their future "Now is the time when I have to decide what I want to do in my life. But it's not that easy..." Lukas, 16

**Unstable or lower income** – young people, especially those of school age, are often aware of the fact that they do not have their own finances. Employed people with lower income perceive high inflation and high prices more negatively. Buying their own property also seems unaffordable to them. "It is very difficult to buy your own apartment today. Apartments are expensive and interest rates are high. I don't earn enough to make it work yet." Rachel, 25



**Stress** – arising from work, relationships, failures, but also from pressure that is sometimes exerted on an employed person. Elders are stressed because of the possible loss of their jobs. "I sometimes experience stress. Mainly at work where I feel I need to prove that I belong there, so that I will not be replaced by someone younger." Robert, 54

Changes that appear negative at first glance – part of the target group is not happy with the results of the parliamentary elections and is worried about future of the state. These changes also include changes in their working or personal lives. "I don't understand it... they voted for them even though they had already been here and had done almost nothing for us. I'm afraid of what's going to happen here..." Roman, 39

**Fear of new acquaintances** – single people of the middle generation show a fear of meeting new people, of finding a new life partner. "I have been single for a long time, which sometimes makes me unhappy, but I'm afraid of meeting a new man." Katarína, 56

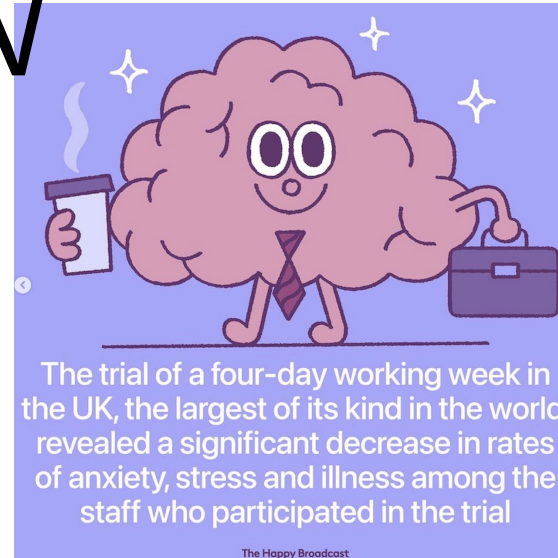
**Lack of finances** (high prices) – a common reason for feeling unhappy among retired people is a change in the working person's standard of living after retirement. The drop in income and high prices in shops cause stress. In their view, low pensions are the result of an unfairly set system. "I was in a senior position but my pension is not even half of my previous earnings. It's unfair. We have to live on what they give us." František, 68

**Health** – worsening of one's health condition is difficult for some to cope with, especially from a psychological point of view. This is why they also have to spend a lot of money not only on prescribed medicine, but also on nutritional supplements. "I can feel my body gradually getting weaker, I don't like it, but I have to cope with it." Milan, 63

**Negative news** – some people try to avoid negative news but want to stay informed. They find negative news difficult to accept. "I stopped watching the news completely three years ago because I felt that negative news didn't do me any good mentally. I have felt much better since then." Anna, 72



# HOW THIS TOPIC IS HANDLED IN OTHER COUNTRIES...



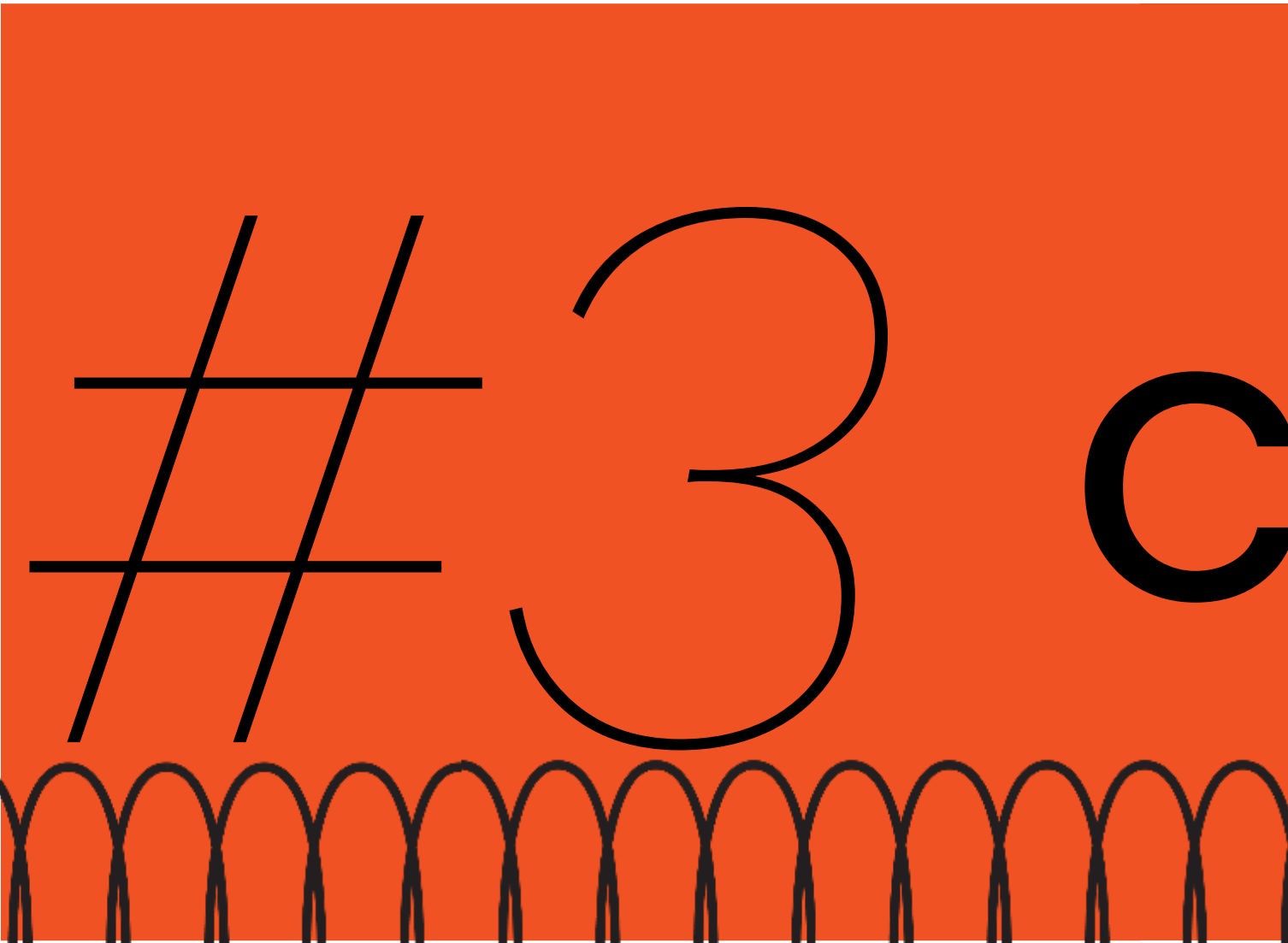
# IMPLICATIONS FOR COMMUNICATION

Assist people in **increasing happiness outside their asset bubble.**

Work with moments that evoke happy moments for them (moments with loved ones, situations where they know that life has meaning).

Relationships are stereotyped, put more diversity **into relationships because it obviously makes people happy.**

Let's develop a conversation about what it means to be happy.



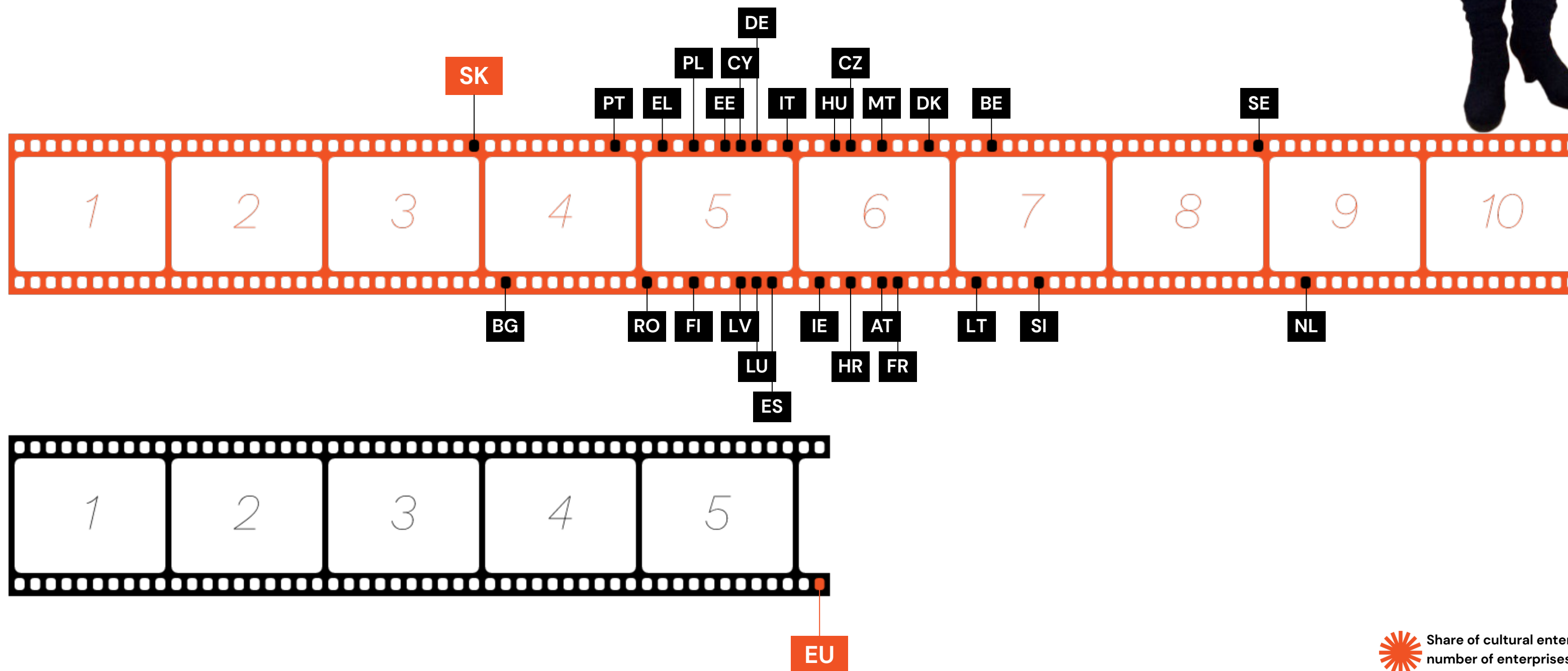
#3

culture



# Cultural institutions account for only 3% of all "non-financial" businesses in Slovakia.

This is the lowest figure in the European average.  
We lack places to go for culture.





# *WHY IT IS IMPORTANT*

Culture is one of Europe's greatest USPs: it is a source of values and identity and creates a sense of belonging.

**It also contributes to well-being, social cohesion and inclusion.**

# YES, CULTURE IS IMPORTANT

## **Economic benefits**

Cultural and creative industries are important contributors to the economic environment at national and regional levels. They support the establishment of companies and jobs, foster innovation and productivity, and contribute to a significant share of economic output.

## **Regional and local development**

Cultural enterprises are important drivers of regional and local development in OECD countries. They help create a sense of place and community and contribute to the growth of local, national and global economies.

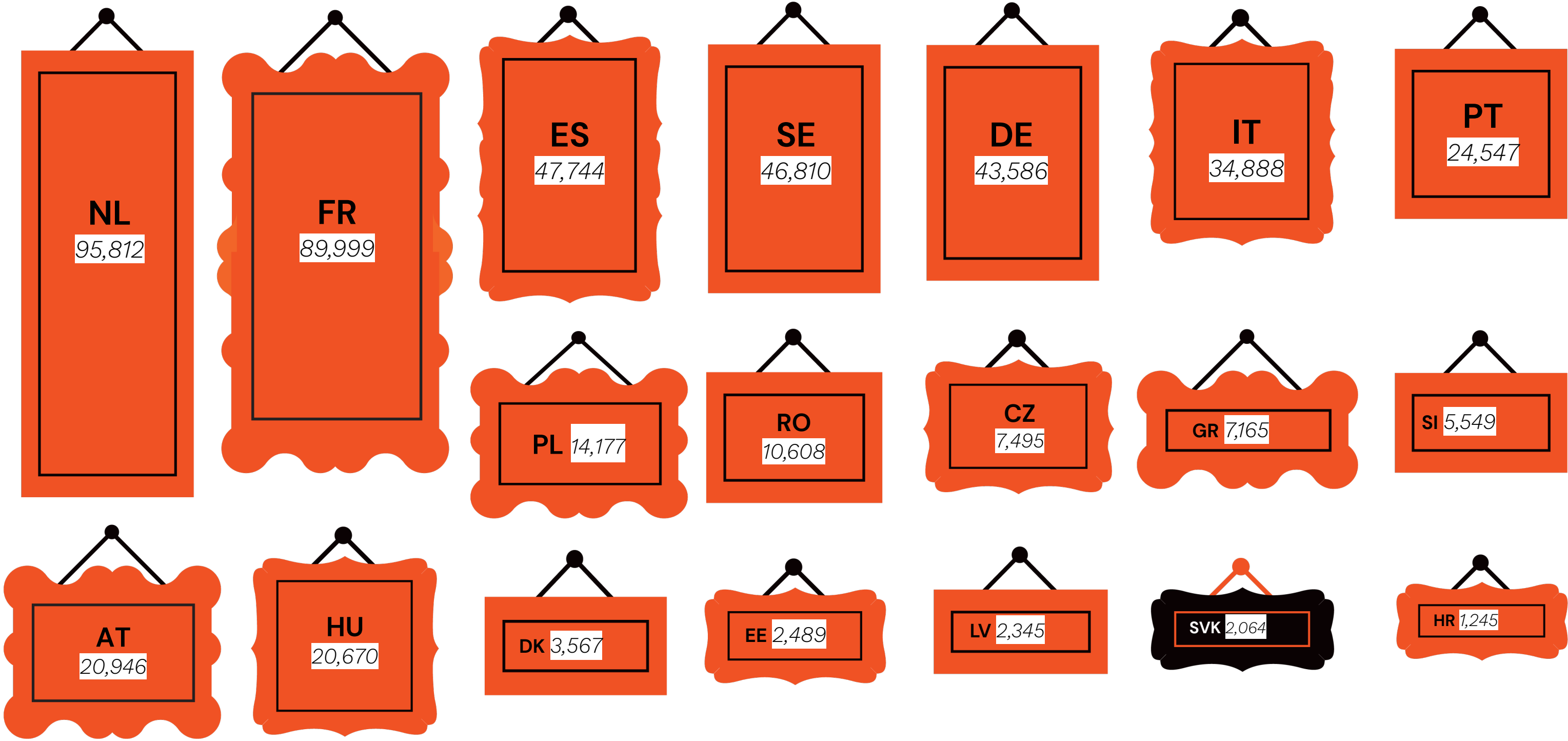
## **Civic Engagement**

Art supports a strong democracy, engages citizens in civic discourse, provides forums for important issues and promotes collective problem-solving.

## **Cultural preservation**

Art preserves culture and heritage and transmits the unique character and the traditions of the state to future generations of citizens.

If we look at the absolute numbers, it is slightly better, but we are still on the tail end of the EU.



# HOW IS THIS TOPIC BEING HANDLED IN OTHER COUNTRIES

## Iceland

After the economic crisis in 2008, the state began to actively support literature. The Icelandic Literature Centre promotes Icelandic literary works, not only at the national, but also at the international level.

Translation grants are awarded to foreign publishers wishing to publish translations from Icelandic, and there is even a grant specifically for translations into other Nordic languages. In addition, it provides residency grants for translators and travel grants for authors wishing to promote their books in Iceland.

## Italy

Luxury Italian fashion brands such as Prada and Ermenegildo Zegna have put aside their rivalries and started working together to protect the Made in Italy brand. These brands invest in smaller Italian companies that are part of their supply chain, such as knitwear manufacturer Luigi Fedeli e Figlio.

This move is aimed at preserving the Italian supply chain and maintaining know-how and craftsmanship. This collaborative approach reflects the more confident and open attitude of Italian brands.





WHAT  
CULTURE  
MEANS  
TO PEOPLE

With each generation, the connection between culture and general human behaviour emerges. The young and older generations are more aware of this.

For working people, culture is primarily associated with leisure and entertainment, which is why a theatre is the typical cultural institution for them. However, they rarely visit one.



For the younger generation, culture means mainly culture of personality, of people and their behaviour.

Subsequently, it is the cultural elements characterising certain national features (folklore, national food, etc.)

*"It's human living, experiencing how one manifests one's self. It's what makes us different from animals."* Nina, 18

Currently, young people stress the lack of politeness among people. *"We are different, but let's primarily be decent to each other."* Ráchel, 25

Only then do they associate culture with art. For them, culture mostly covers concerts, festivals, cinema, museums... *"It's also folklore, theatre, cinema, but it's also when we dress nicely."* Alexandra, 24

The state's approach to cultural institutions is mostly not perceived. To a lesser extent, they give examples from their surroundings, especially from their hometowns. *"I see some effort to preserve historical cultural institutions. For example, in my hometown Prievidza a historical building is being reconstructed, which houses a museum of Slovak culture..."* Matúš, 20

However, entrepreneurship in culture does not attract the majority. *"Even though I played in a band and had plans to make a living in culture, those plans have now gone."* Matúš, 20



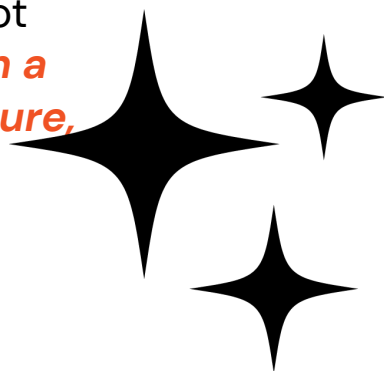
Generation X connects culture mainly with cultural institutions.

*"For me, culture is what we have, where I can go and relax a bit. Like galleries, theatres..."* Peter, 48

They primarily mention theatres, museums, galleries, cinemas... The benefit they get from them is mainly relaxation and entertainment. *"My girlfriend and I go to the theatre about two or three times a year. We have a great time there. It's something we don't experience in any other place."* Roman, 39

Some employed people also realize that culture has the ability to educate. *"Culture should be supported more. Culture contributes to the development of man."* Juraj, 48

People who like to be in other's company also refer to the café as a culture. *"For me, a café or even fairs are culture."* Gabriela, 47



Baby boomers perceive culture through the lens of cultural institutions, such as theatres and folklore groups. They are aware of the fact that culture can affect the thinking and the behaviour of people.

*"For me, culture is mainly theatre. But also film, dance... It is very important. It can influence... I just don't know how a movie like Avatar can enrich children..."* Elena, 75

More sophisticated baby boomers also perceive a person's behaviour and demeanour as culture. *"Nowadays, there is a marked decline in culture among people."*

Older people don't shy away from culture. But it tends to be actively sought out by those who are in a better financial situation. *"I go to the theatre occasionally, but I do so less than I did when I was working because it's expensive for me."* Anna, 72

They try to enliven their quiet retired life with social events, as they say, culture. *"For me, culture is also going out dancing with my wife. I am the oldest dancer on the dance floor."* František, 68

Some recall the institution of the culture house with positive nostalgia. *"It was a place where young and old people met and which was used for cultural events."* Roman, 63

In terms of state support for cultural institutions, many accuse the state of neglecting culture in general. *"There are more areas that are neglected here. But culture is in particular. Culture includes historical monuments, which are in poor condition."* Elena, 75



# IMPLICATIONS FOR COMMUNICATION

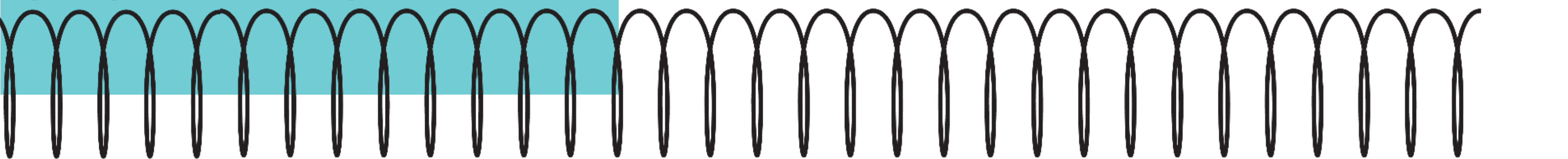
**Unused potential:** Increased support and investment into the cultural sector could help maximize this potential and is a super space for CSR activities. Despite the fact that some brands are already dedicated to culture, there's still a lot of potential to be relevant to people.

People have a broad idea of what culture is to them. It also includes fairs and cafés. **It's all about experiencing something different and feeling a sense of community.** Let's give people those opportunities.

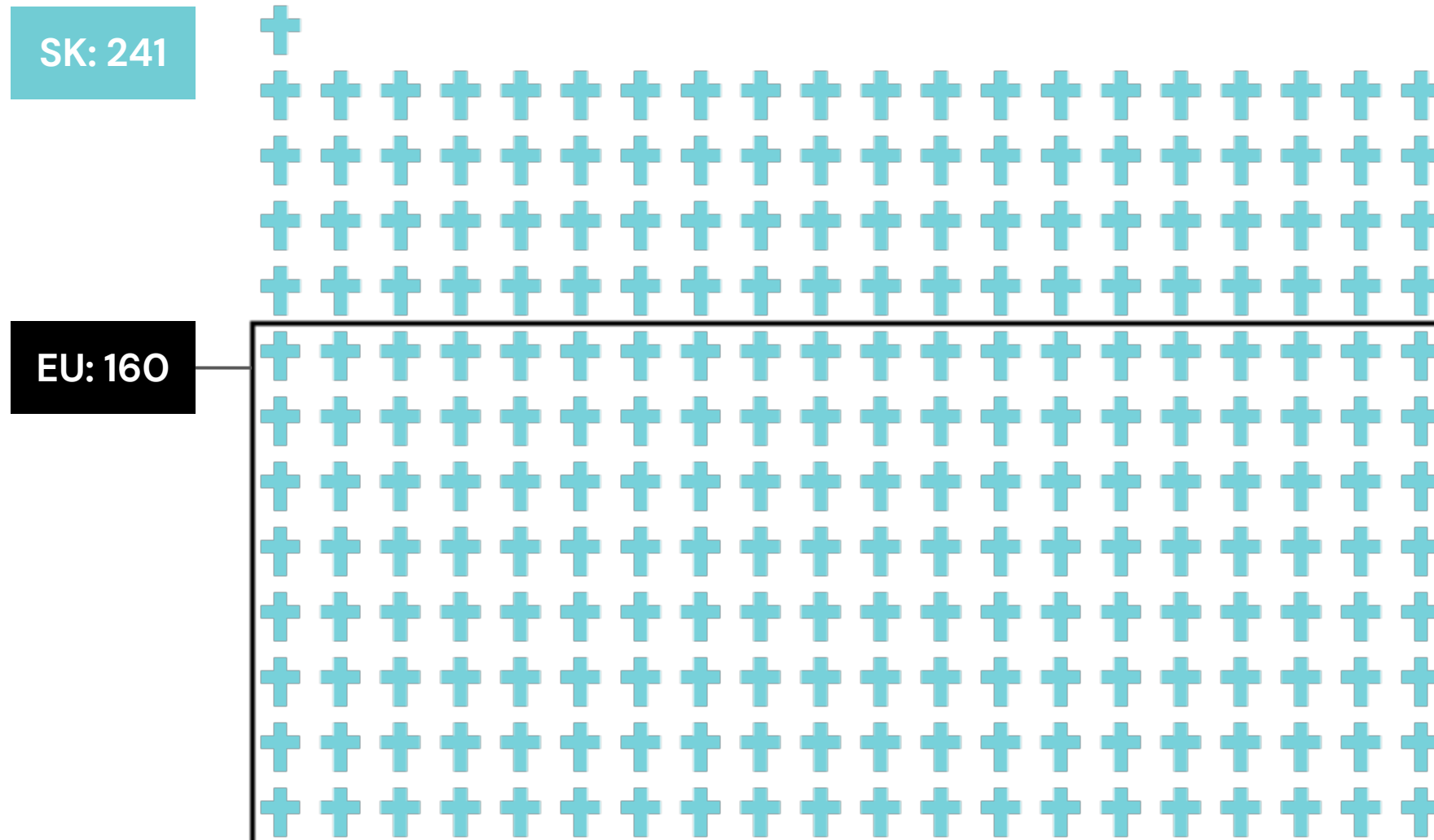
We see the greatest potential to emotionally reach out and create positive associations with people outside the big cities, where cultural opportunities are fewest.



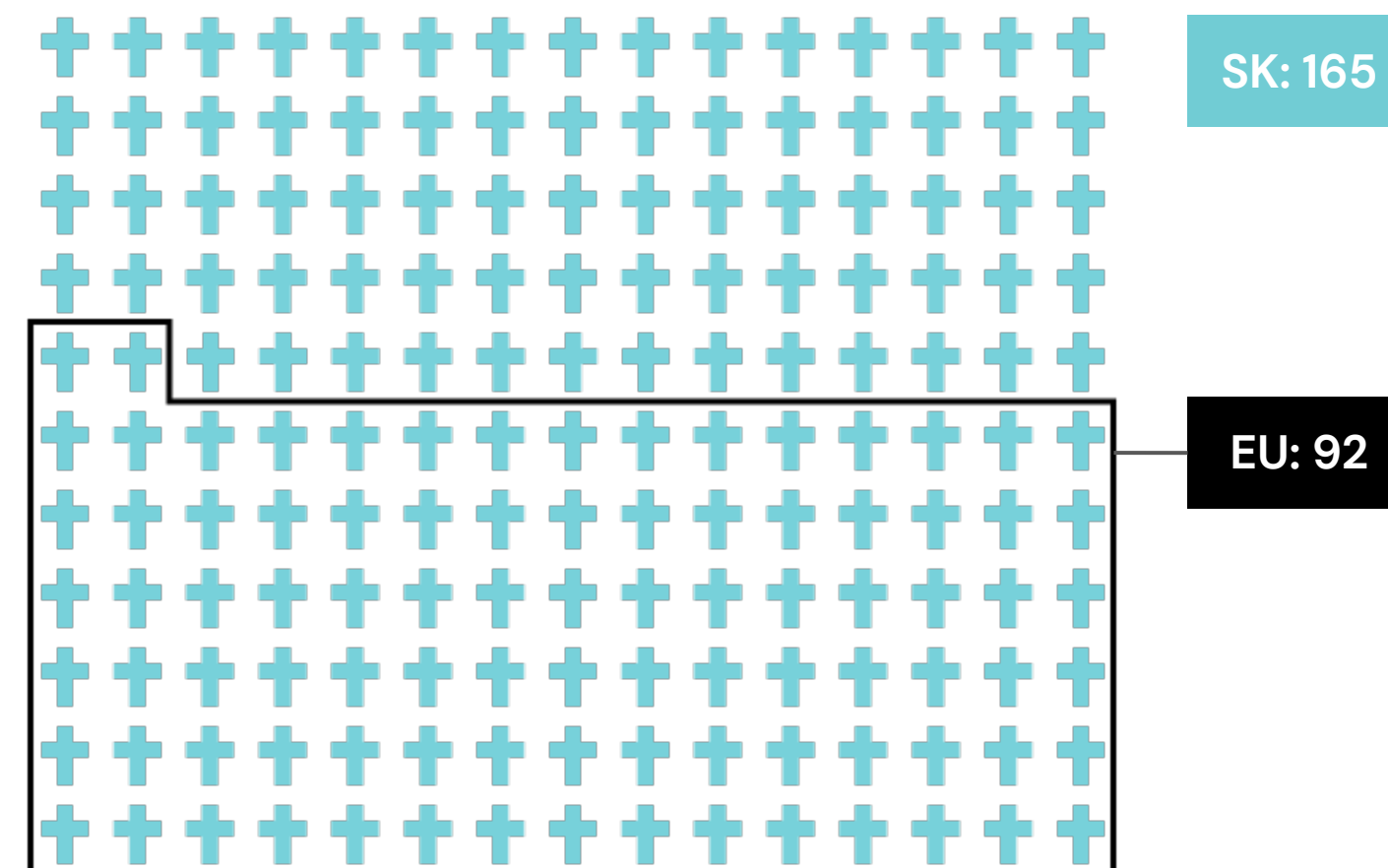
# / relationship  
# / to health



# Slovakia has the highest rate of preventable and treatable causes of death in the EU.



**preventable mortality**



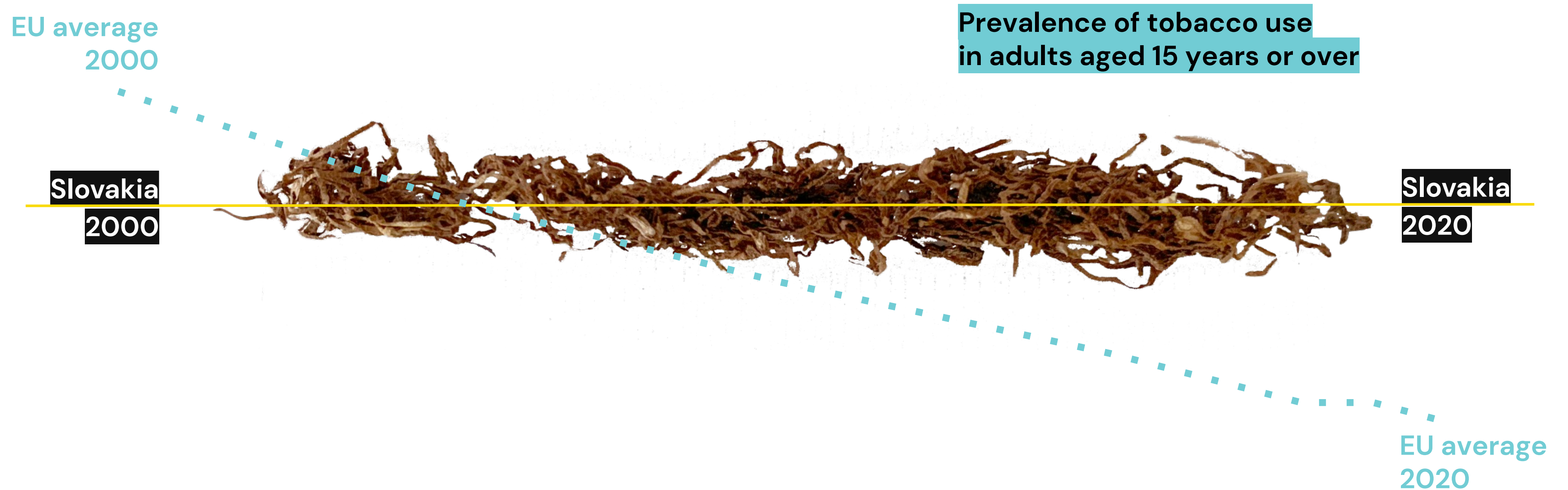
**treatable mortality**

A large proportion of our population is dying from causes that can be prevented by prevention or better health care. We see room for improvement in effective campaigns to promote better health care.

*WE WILL SMOKE, BUT WE  
WON'T STOP DRINKING*



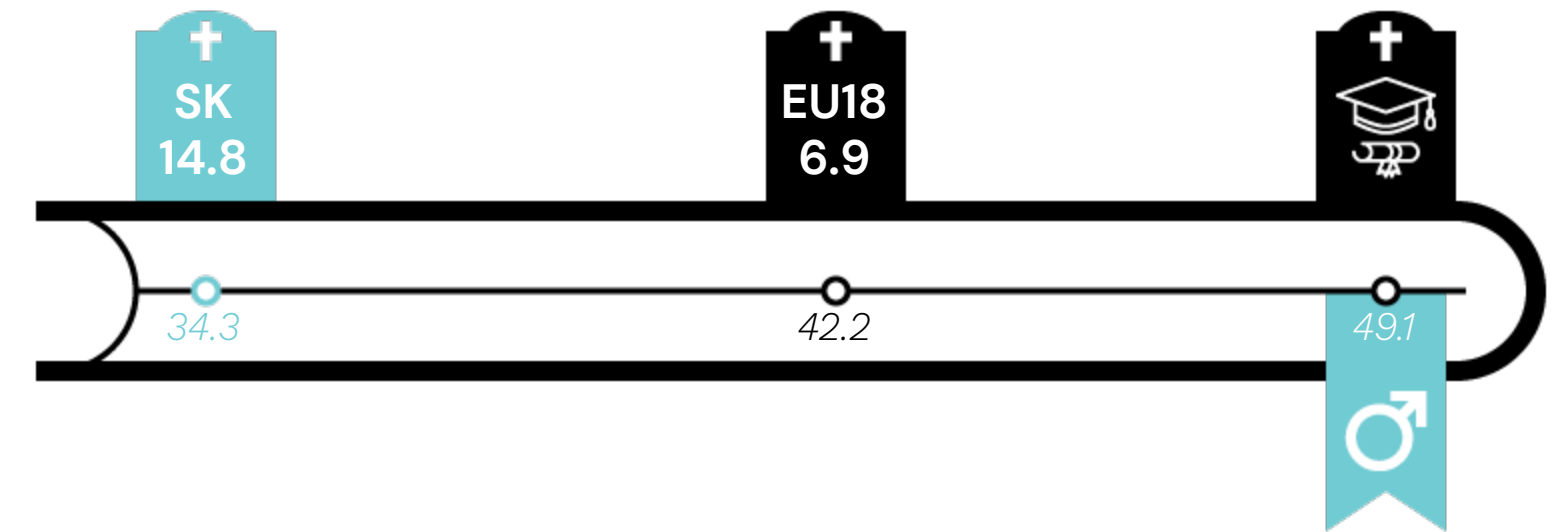
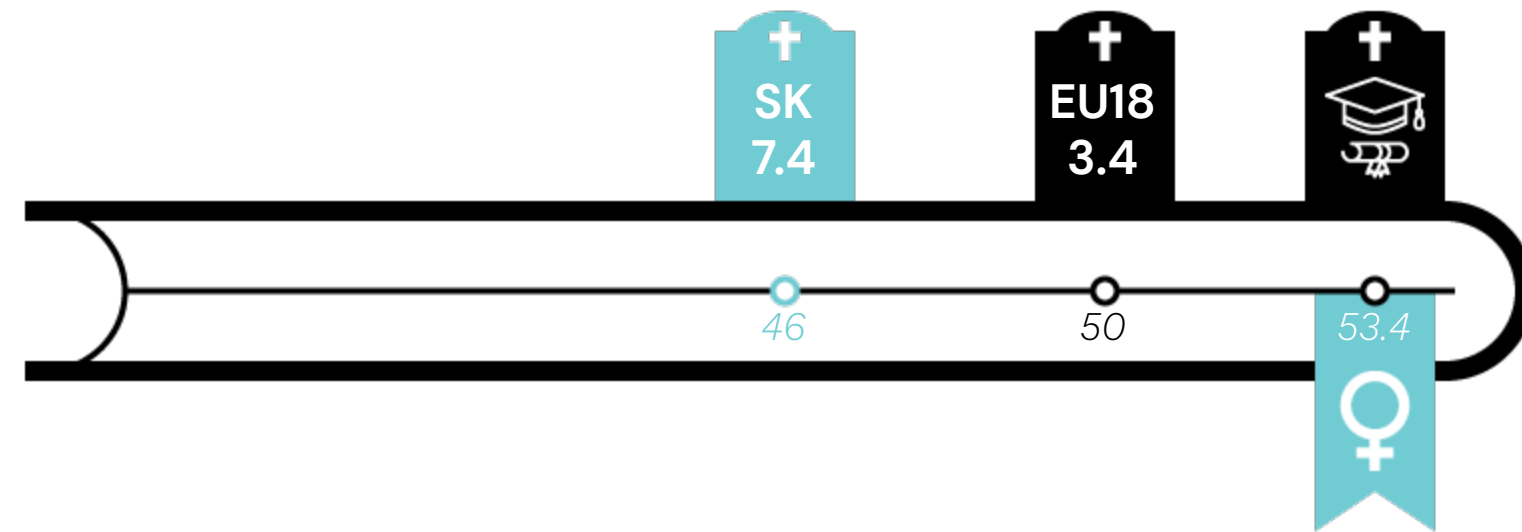
Smoking is deeply ingrained in us and despite the fact that the smoker average in the EU is steadily declining, it is stable in our country.



Slovakia is in second place in the EU regarding number of smokers (14% of the population) and Slovaks smoke up to 20 cigarettes a day. Only Bulgaria has higher numbers.



# Lower education = shorter life



At the age of 30, Slovak men with a higher education live on average almost 15 years longer than those with the least education – one of the biggest gaps in the EU. While the education gap among women is only half as large (more than seven years), it remains much larger than in most EU countries. These differences can be explained, at least in part, by differences in lifestyles and exposure to risk factors, including higher percentages of smokers and poorer nutrition among men and women with low levels of education.

Key insight: **The best way to a long life = education**



## Education gap in life expectancy at age 30.

Note: Data refer to life expectancy at age 30. High education is defined as people who have completed tertiary education (ISCED 5–8) whereas low education is defined as people who have not completed secondary education (ISCED 0–2).





**MENU**

**We eat a lot of processed foods.**

**We like canned and processed meals out of a bag. We eat only little seasonal food.**

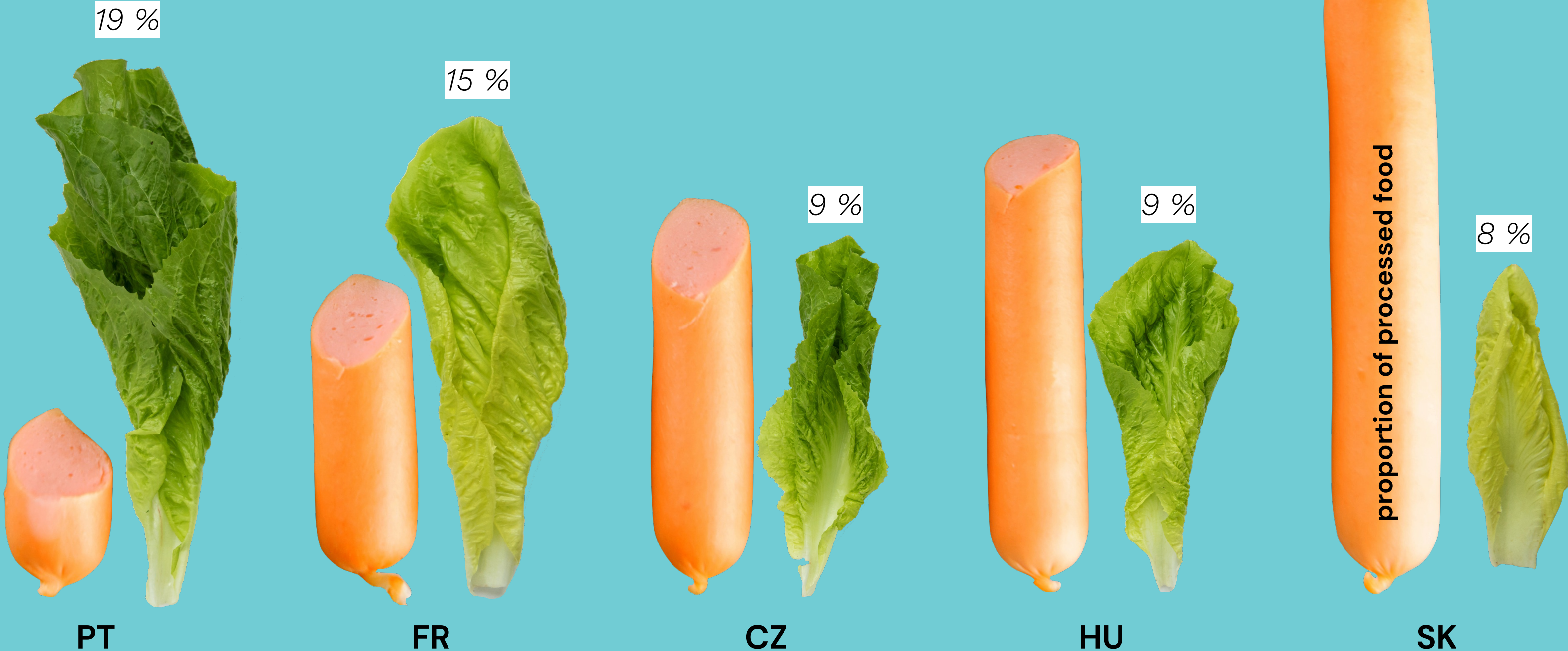
**Countries with a higher proportion of seasonal food consumption or unprocessed food (generally Southern EU countries) have lower energy intensity in the food industry and have also experienced lower overall food price increases in the past year. On average across the EU, seasonal food prices have risen one third slower than the prices of other food.**

**Mediterranean countries with twice as much seasonal food consumption experienced half the inflation Slovakia did.**

Our menus contain a lot of processed food, the production of which is energy-intensive and increases inflation in Slovakia.



**% consumption of seasonal food**





# HOW TO COMMUNICATE THIS TOPIC

## LAST PERFORMANCE

In its campaign The Last Performance, Partner Life teamed up with a popular TV crime show to bring the dead victims from each episode back to life. All they needed was just a few seconds just after the show ended, but before the closing credits.

The result was a surprised viewer and 10 Lions for the Special Auckland agency, including a Grand Prix in the Health and Wellness Lions category and a Gold Lion in Creative Strategy.

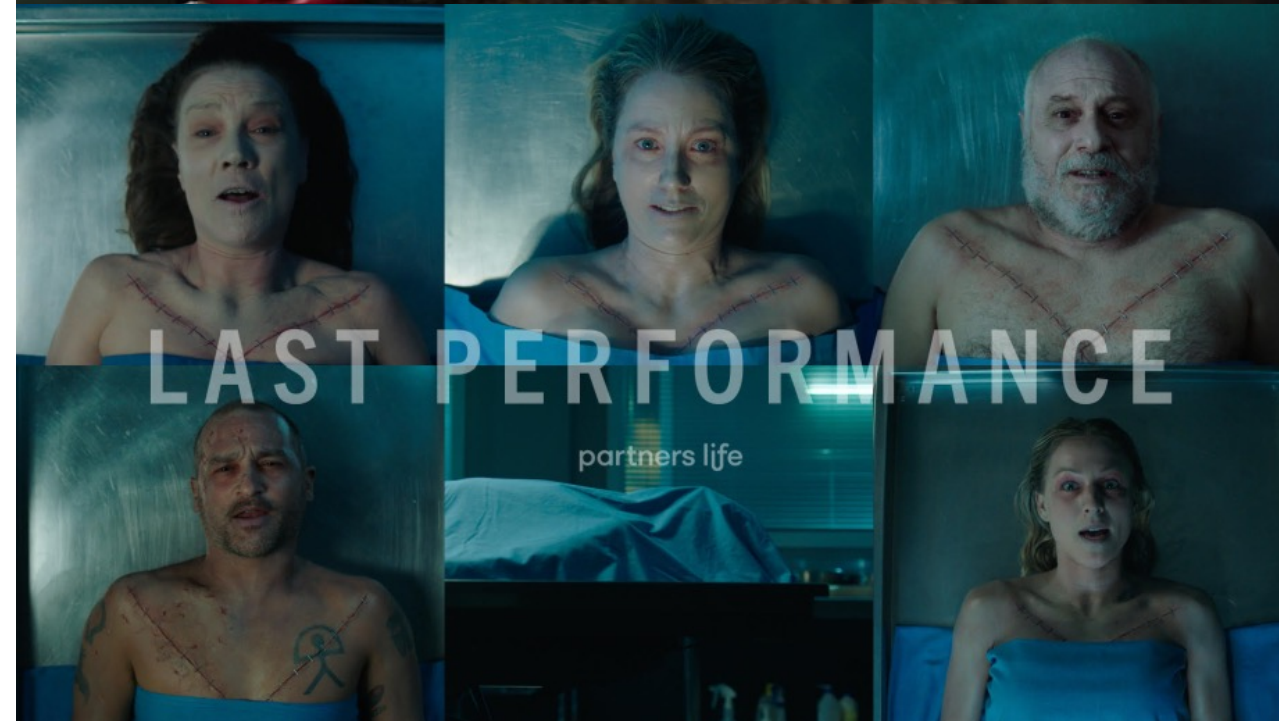


## EAT THEM TO DEFEAT THEM

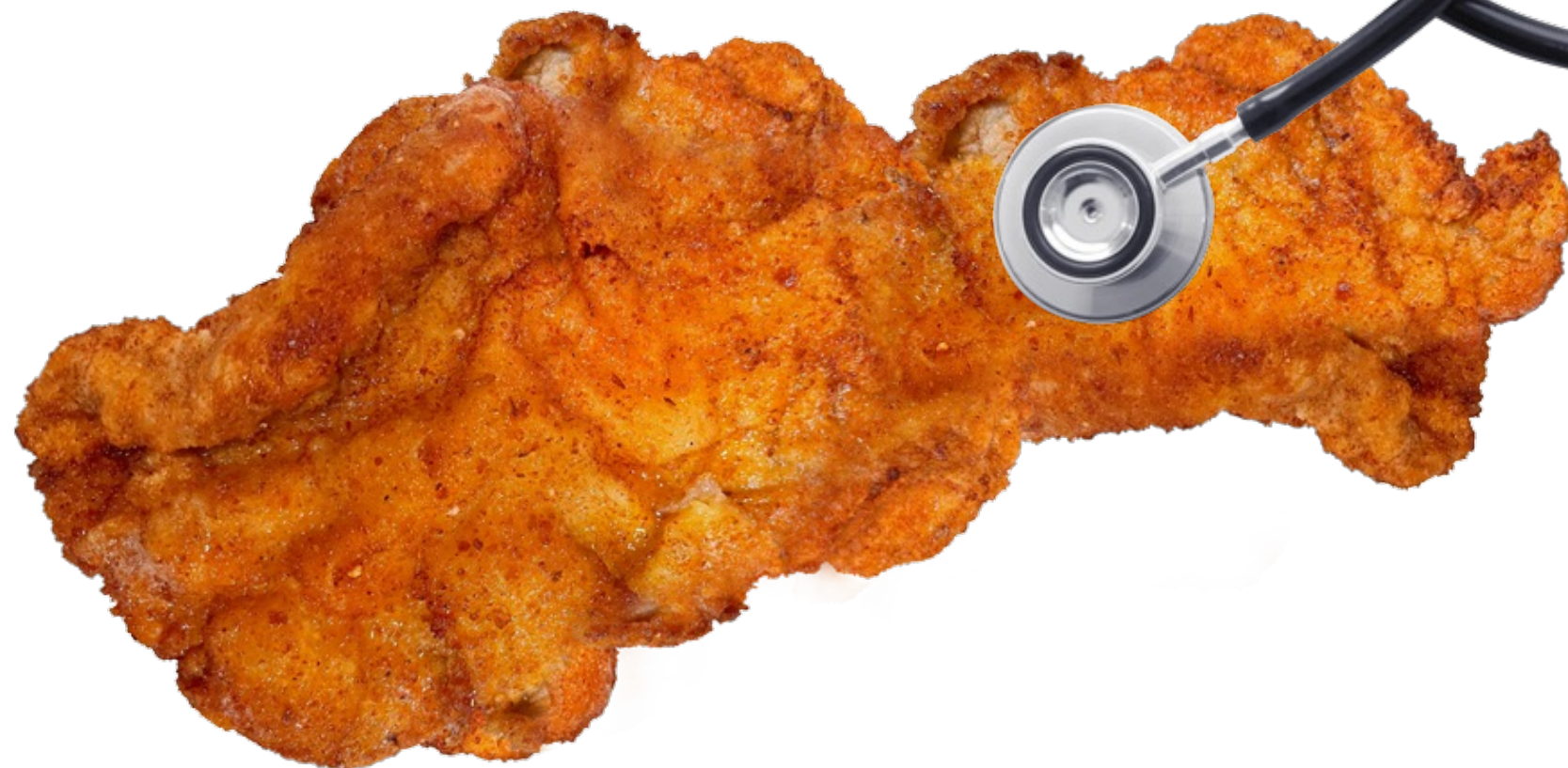
The campaign, which ran for 3 years, showed the evil vegetables that ruled the world and urged children to eat more vegetables in order to save the world.

Based on econometric data, the authors report a 2.9% increase in vegetable consumption among children. In absolute numbers, that's 981 million child servings of vegetables, which is a great result.

The topic of healthy eating doesn't have to focus on the fact that it must work well.

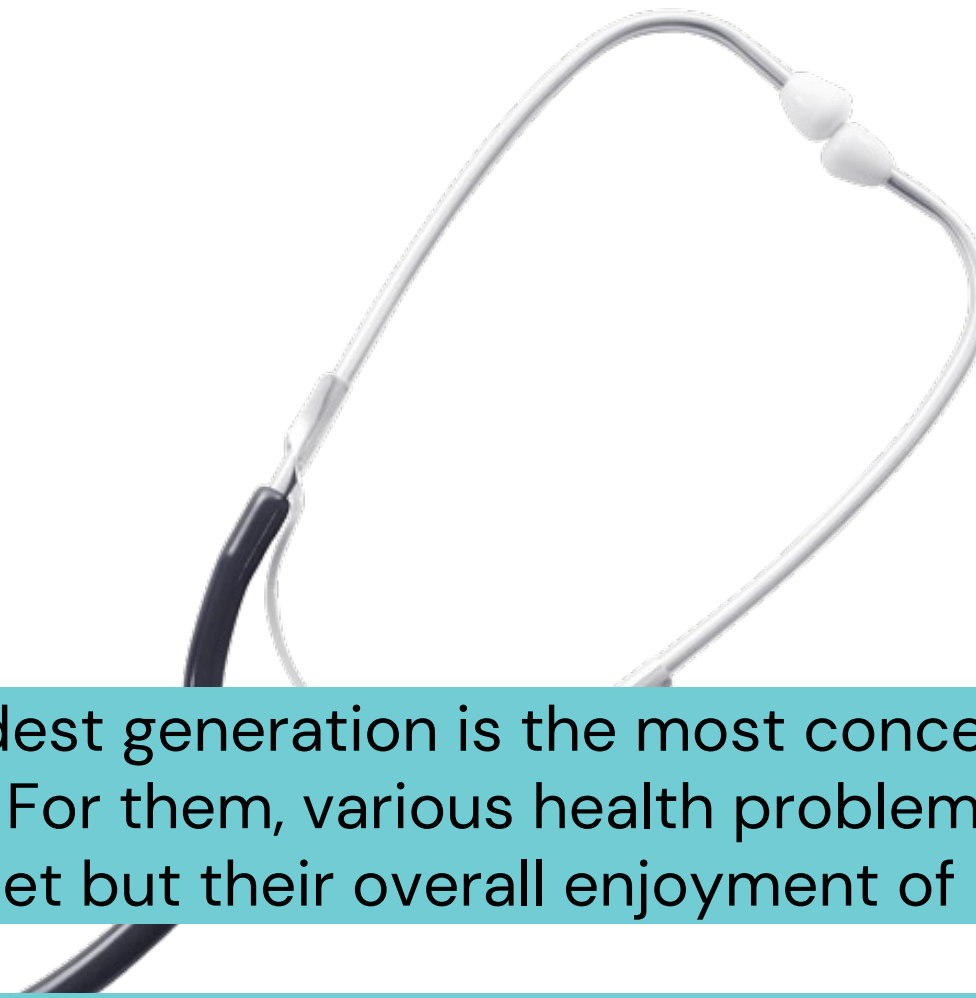


# PEOPLE AND CARE OF HEALTH



The oldest generation is the most concerned about their health. For them, various health problems affect not only their diet but their overall enjoyment of life.

The younger generation is the least actively concerned about health issues but, paradoxically, they naturally prefer a healthier lifestyle.



Young people perceive their health in a more complex way. They naturally link physical health with mental health.

*"Health is very much related to both physical and mental health. I experienced this when I was injured as an athlete and it was hard not only physically, but also mentally."* Lukáš, 16

Several declare that they eat healthier, which means eating more vegetables and fruit. *"Health is fundamental. It is necessary to take care of it mainly from the inside - to eat healthily. I take vitamins and drink collagen, but I also take care of my mental hygiene."* Ráchel, 25

They play sports regularly, but they also practice mental hygiene. *"Sometimes I consciously tell myself that I need to rest. It is not good to charge full speed ahead. When I feel that I need to be alone and relax, sometimes I sit in my car and just drive around."* Alexandra, 24

The pandemic period brought this generation into significant collision with psychological problems, either directly their own or their classmates', friends'. *"I can see it all around that some of my friends suffer from depression. They are mostly those who have no hobbies."* Matúš, 20



**For most, health comes first, but they really think about it more only when health problems arise.**

**Several of them often do not even undergo preventive examinations.**

*"To be honest, I have not undergone preventive examination for ages, since you have to arrange a visit long in advance. But it is definitely important to undergo these check-ups."* Katarína, 56

There are some people who do not acknowledge the method of preventive check-ups. *"I do not want to put down the check-ups completely, but one is not examined comprehensively there. They should also address mental health, not just physical."* Gabika, 47

Most members of this target group are aware of the danger of mental illnesses. However, they are mostly those who have personal experience with mental illness or have experienced it in their neighbourhood. *"I have more acquaintances who have depression or other problems. I mainly try to stay on top of things, not let myself be dragged down by bad thoughts."* Gabika, 47

The target group which is most aware of the importance of health for a fulfilling life. The gradual decline in health is strongly felt by both younger and older pensioners. This fact also causes psychological discomfort for some.

*"Health is a cardinal thing. I try not to consciously make it worse. I exercise regularly and pursue a healthier diet. I also take the medication I need to."* Anna, 72

As part of their regular visits to the doctor, they naturally undergo a preventive check-up. *"My friend underestimated preventive check-ups, she completely neglected them and she is no longer with us..."* Elena, X

They maintain their health mainly by eating more moderately and through regular exercise. Various dietary restrictions are caused by health problems. For them, movement mainly means daily walks. *"I prefer eating everything, but I must restrict myself. I eat less meat and more vegetables. I also have pills for digestion."* Anna, 72

Most of them take some kind of medication, but several have not come to terms with it mentally. *"Sometimes I purposely skip medication because I don't want to eat that many chemical preparations."* Peter, 63



# RELATIONSHIP TO ALCOHOL AND SMOKING

## Alcohol



*"I regularly go out for a beer with my friends. It's not often, but sometimes we go. You know, if someone doesn't drink, he or she is suspect."* Robert, 54

*"Beer and wine are part of the life of this country. I also sometimes drink. Couple times a week, when I meet my friends."* Ján, 63

Some young people who don't like alcohol would rather be able to give up alcohol completely. *"I don't drink alcohol at all. I didn't even drink at my prom. I simply don't like it."* Nina, 18

Some people of the oldest generation, whose health is no longer good, also don't drink alcohol. *"I wouldn't miss the alcohol. It is not good for me any more."* Anna, 72

Generation X considers alcohol to be a natural part of a normal lifestyle. *"What other enjoyment should we have in life, if not good food and a little wine or beer to go with it? I could give up alcohol, but I would miss it on occasions."* Katarína, 56

Alcohol is a part of Slovak nature. Occasional drinking appears in all target groups, mainly beer or wine. Smoking is gaining the image of a bad habit. Those who smoke declare the difficulty of getting rid of this bad habit. Even young people are aware of the high price and harmfulness of smoking.

*"Sometimes I drink when I go to a cottage with my friends, but I don't like it. Moreover, it costs money and destroys health."*

Matúš, 20

They respect smoking in their surroundings rather in the form of electronic cigarettes. *"I consider smoking to be a personal matter for everyone. But I personally can't stand being near it. One exception is electronic cigarettes, I don't mind them nearby."*

Alexandra, 24

Some people succumb to smoking in company or when they experience more stress. *"I sometimes smoke when I am under pressure. I have regrets the next day."* Ráchel, 25

In the middle generation, addiction also appears among smokers. *"I smoke and I can't stop. I have a weak will, even though I know that it costs a lot."* Roman, 39

Smoking appeared sporadically among pensioners.

*"I was a heavy smoker. I got angry and stopped smoking. It cost a lot of money. Now I only smoke a cigar sometimes."* František, 68



## Smoking...

# IMPLICATIONS FOR COMMUNICATION

**Prevention and taking care of one's health is a topic that is still often underestimated.**  
The younger generation is the least actively concerned about health issues but, paradoxically, they naturally prefer a healthier lifestyle. We see room to improve awareness about prevention through them, or about addressing one's health before a problem occurs.

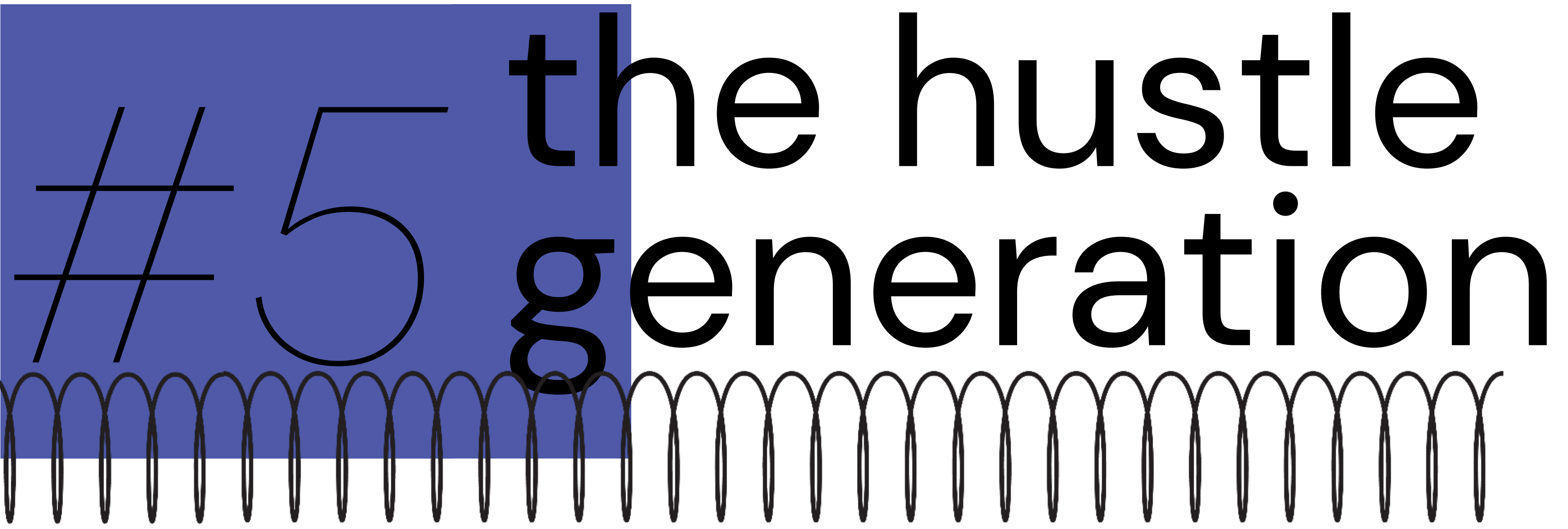
**Supporting people in a more balanced menu ->**

**Less consumption of processed foods.**

Despite the boom in cooking content, few seasonal and fresh meals are still consumed throughout the country. Show people that fresh = cheaper.

**Health and wellness marketing category is on the rise.**

Here it is important to think about how to attract people who still reject this lifestyle. How to get our parents on the wellness wave?



#5

the hustle  
generation

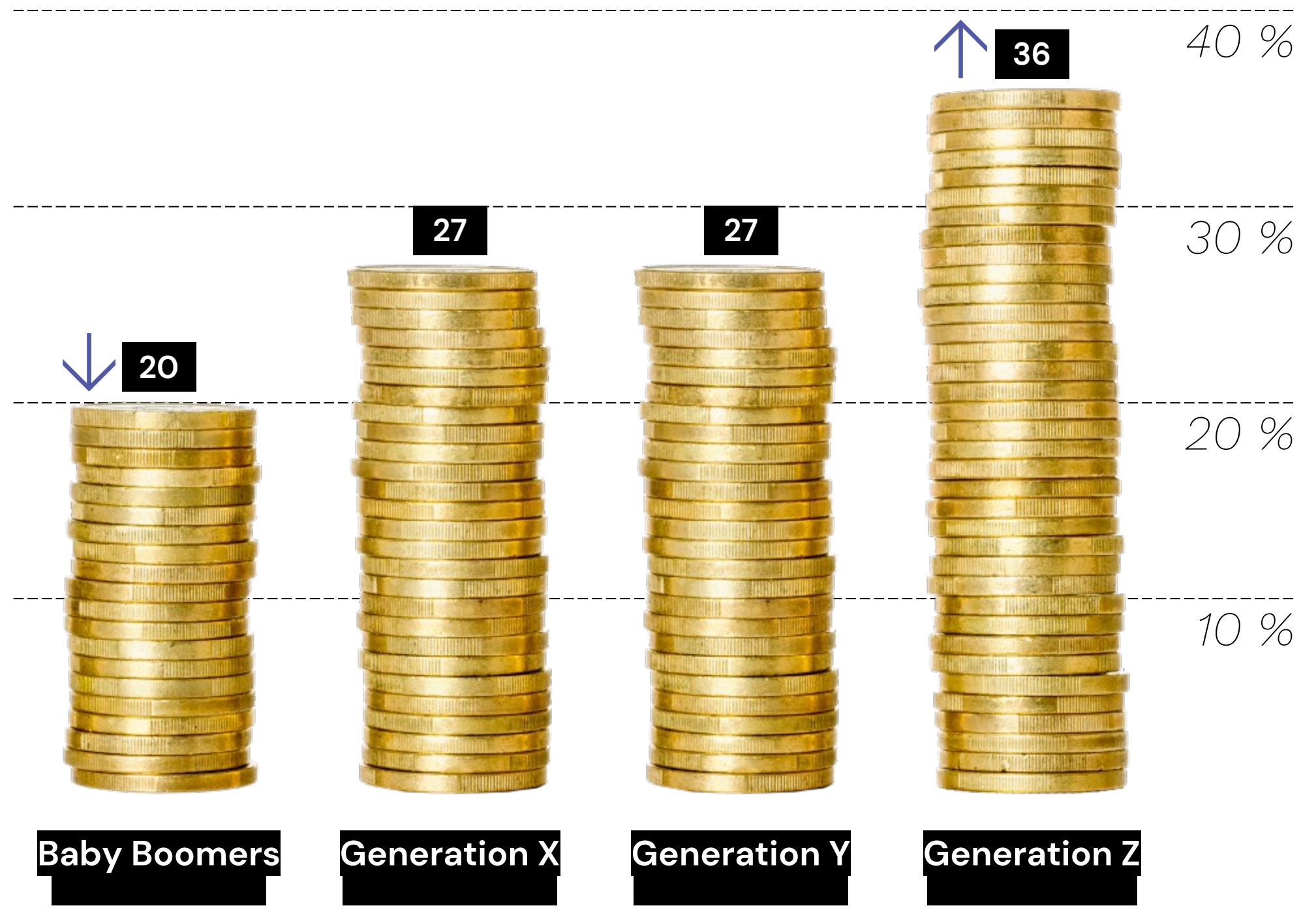


I search for new sources of income

# Gen Z Hustlers

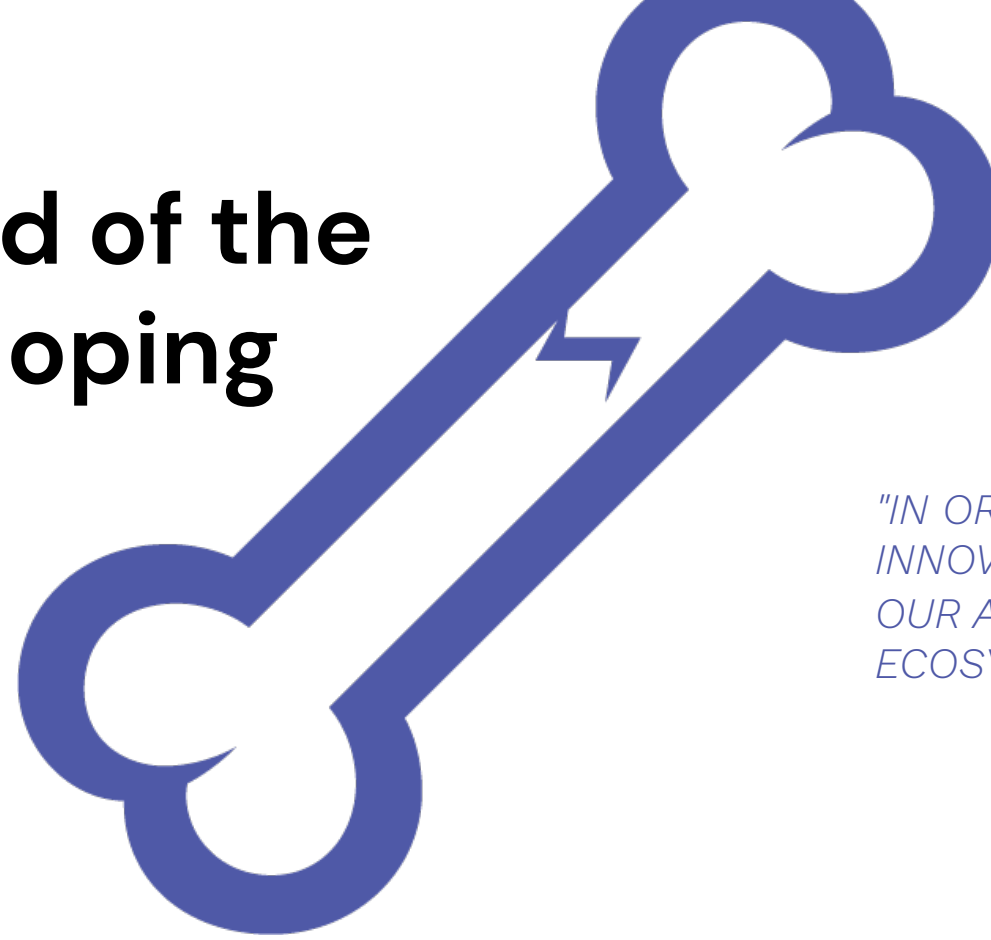
Gen Z is a generation more entrepreneurial than its predecessors. It is a generation that is looking for other ways to get money than just standard employment and corporate benefits.

Can we motivate them to realize themselves?



# Slovakia is on the tail end of the European Union in developing innovations.

BY VALUE OF GLOBAL  
WIPO INNOVATION INDEX



"IN ORDER TO KEEP A GENERATION OF YOUNG INNOVATIVE PEOPLE HERE, WE SHOULD DIRECT OUR ATTENTION TO IMPROVING THE INNOVATION ECOSYSTEM."



Although Slovakia achieves good results in the area of knowledge, technological outputs and infrastructure, **the sophistication of the market and the area of institutions remain its weaknesses.** Performance in relation to GDP per capita is still below expectations and below the European average. Despite the slight improvement in innovation in Slovakia, there is still room for improvement, especially **in the area of financing the innovation ecosystem.**

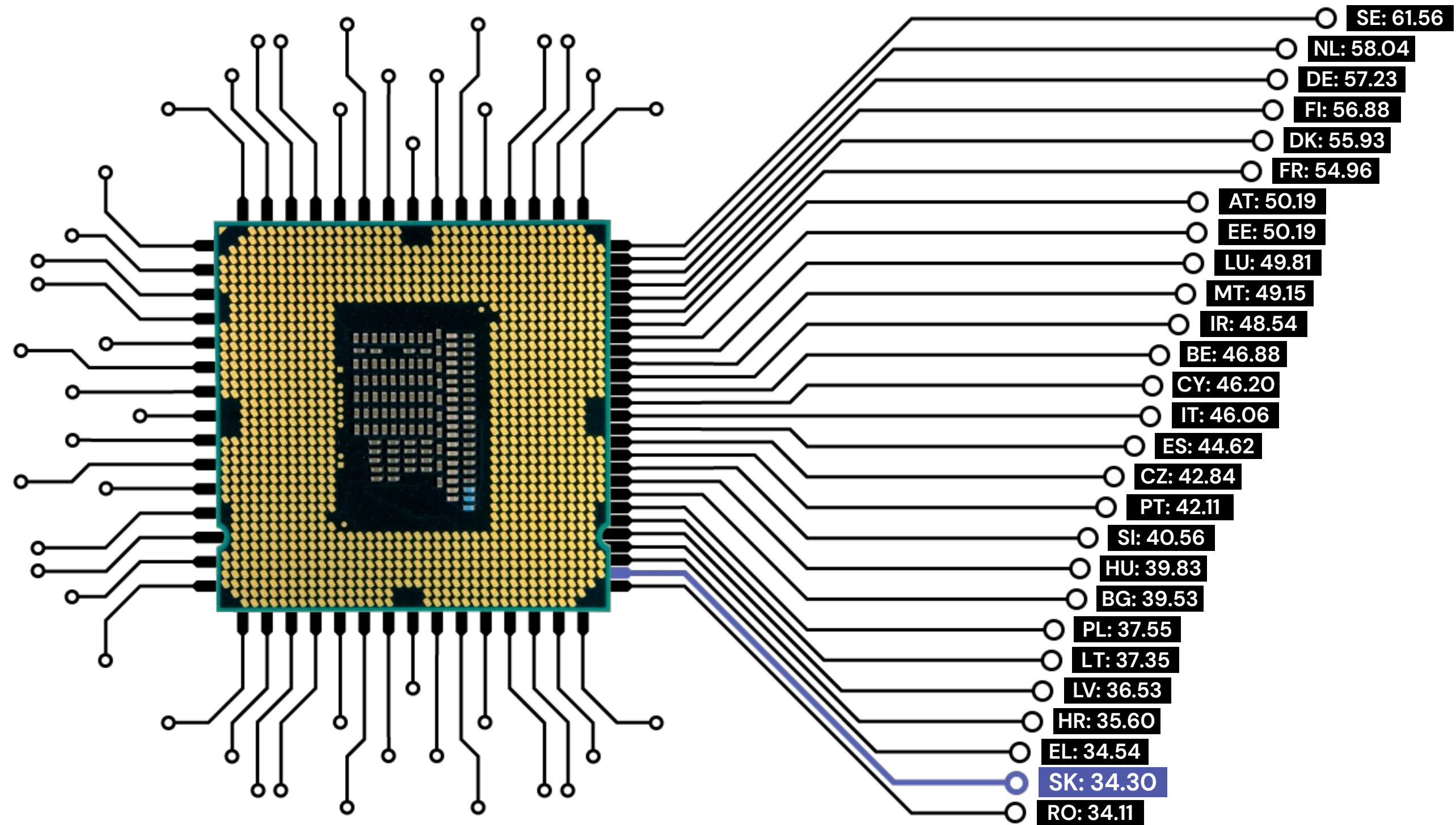
Even if the country produces more innovation output, **investment in innovation remains low.** Although Slovakia has strengths in high-tech manufacturing, environmental policy and export of creative goods, **the rules for doing business and the inflow of foreign investment remain its weaknesses.** However, in other areas assessed by GII, Slovakia saw various improvements in 2022, including an increase in employment in demanding industries and an increase in access to information technology and export of high-tech products.

**A good innovation ecosystem will support enterprising young people in their projects, and they may stay in Slovakia and change the world from home.**

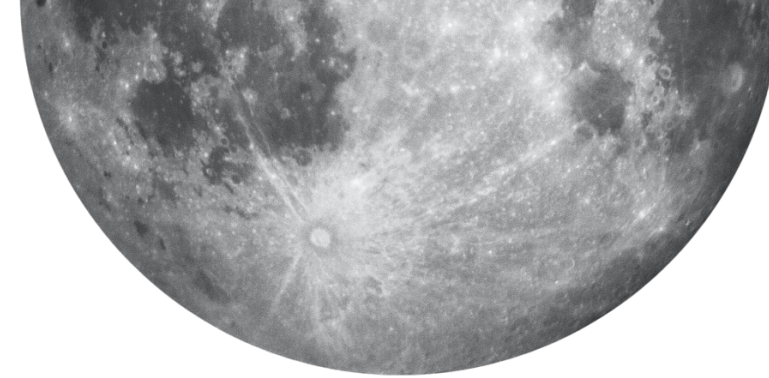




# GLOBAL INNOVATION INDEX



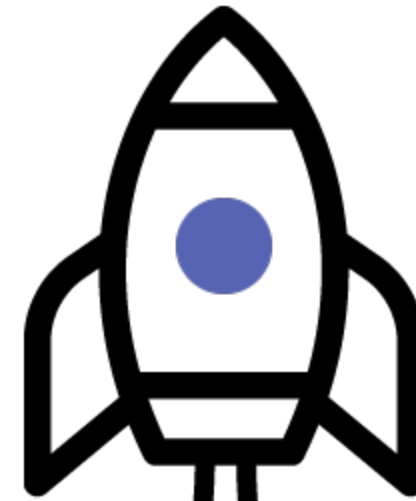
Source: Graph - Diary E/Tomáš Hrivňák; data - WIPO



# Startups as a signal of innovation

While there are approximately 296 mapped Startups in Slovakia, there are more than 1,200 in the Czech Republic.

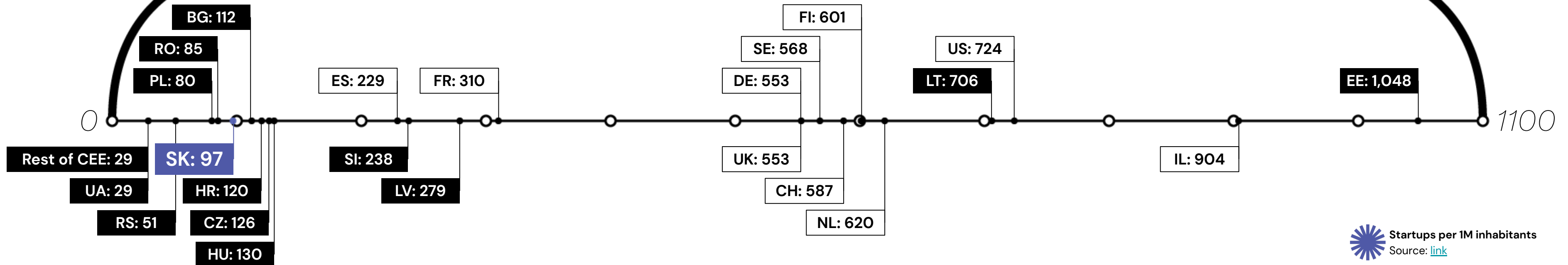
There is a similar disparity in employment of people in the field of startups. According to data, Slovakia employs approximately 6,200 people in the startup environment, while 36,000 people are employed in this industry in the Czech Republic.



While there are approximately twenty investment funds operating in Slovakia, there are 92 in the Czech Republic. While Slovak startups received a record 96 million euros from investors last year, Czech startups can boast more than 440 million euros.

It is a common practice from other countries that hubs, incubators and other places combining this culture are formed around universities.

*SPEAKING OF UNIVERSITIES...*



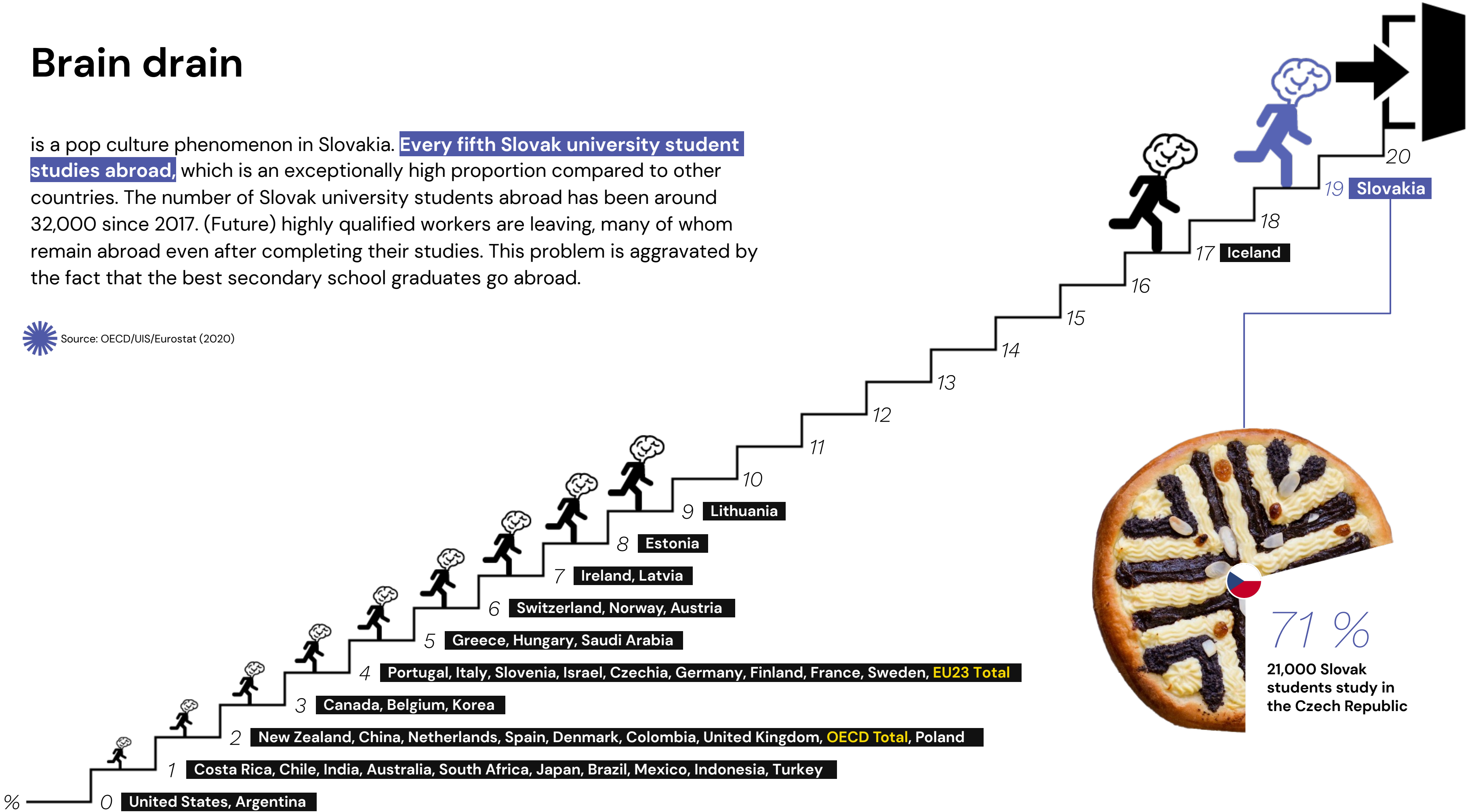
Startups per 1M inhabitants  
Source: [link](#)

CEE Not CEE

# Brain drain

is a pop culture phenomenon in Slovakia. **Every fifth Slovak university student studies abroad**, which is an exceptionally high proportion compared to other countries. The number of Slovak university students abroad has been around 32,000 since 2017. (Future) highly qualified workers are leaving, many of whom remain abroad even after completing their studies. This problem is aggravated by the fact that the best secondary school graduates go abroad.

Source: OECD/UIS/Eurostat (2020)



# IMPLICATIONS FOR COMMUNICATION

The best motivation is a good example. With Generation Z, it is necessary to focus on examples and know-how on how to remove obstacles when starting a business.

Entrepreneurship and the need for innovation among young people can be the driving force behind the long-term communication platform of brands. In addition to communication, it is important to create real conditions for enterprising zoomers.

We are pioneers in the outflow of students abroad. There is room to create special programs and campaigns targeted at this population group. Either to improve their situation abroad or to motivate them to return.

# THE THOUGHTS OF THE GENERATIONS

"I live my life. If something expressly does not concern me, I don't deal with it. I don't want to burden myself unnecessarily." Matúš, 20

"Technologies can still be improved. Mainly in the area of cyberbullying, protection when sharing personal information or sharing misinformation." Nina, 18

"When buying food, I don't pay much attention to the ecological nature of food. I don't care what it's wrapped in. I rather look at the quality and the health aspect of the food." Ráchel, 25

"People represent culture even by how they dress themselves. And, overall, culture has moved on, because LGBT people are also more recognized." Lukáš, 16

"I try to only buy slow fashion. What I will wear for sure. Good material is fundamental. I'm not interested in fast fashion." Alexandra, 24

"I can be alone for a longer time, but if I know that I have people around me, then it is not loneliness." Gabriela, 47

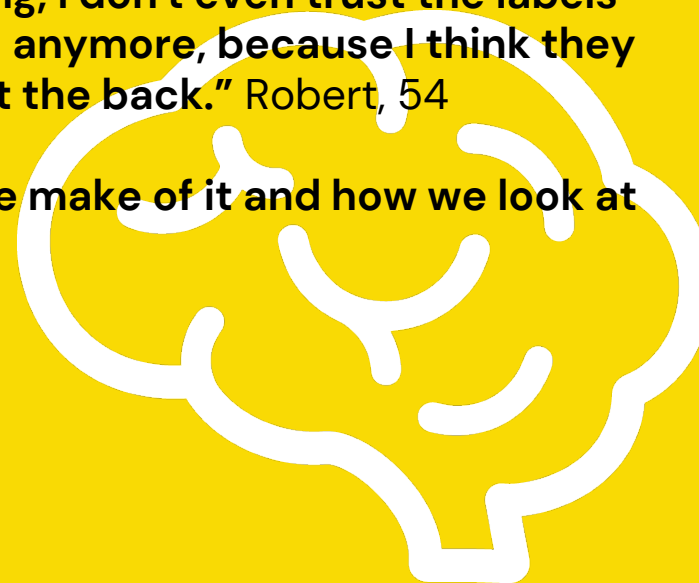
"Man can harm himself even with his own thoughts." Robert, 54

"We try not to use plastic bags at home. And, of course, we sort plastic bottles and return them to the store." Roman, 39

"Mental illnesses are not visible. That is why they are even more dangerous. I think depression is worse than cancer." Gabriela, 47

"When shopping, I don't even trust the labels on Slovak food anymore, because I think they repackage it at the back." Robert, 54

"Life is what we make of it and how we look at it." Gabriela, 47



"I stopped watching the news completely three years ago because I felt that negative news didn't do me any good mentally. I have felt much better since then." Anna, 72

"Whenever I feel alone, I take € 5 and go to town. You always meet someone you know with whom you can sit down for a coffee or a beer." Ján, 68

"I use each plastic bag several times. Even five or six times. I read that a plastic bag that is used this many times is more ecological than a paper bag used once." Milan, 63

"Young people should pay more attention to the extreme views surrounding them. They should not succumb to them. They should keep their common sense, think and find the middle ground. Even when watching the media." Milan, 63

"Many young people lack relationships with and respect for the elders. They stare at their mobile phones on the tram and no one lets the elderly sit down. Such things make me sad." Anna, 72

# QUALITATIVE STUDY METHODOLOGY

**data collection**

Qualitative survey Individual interviews

**sample**

15 respondents

**target group**

**Generation Z** (respondents aged 16 to 26),  
**Generation X** (respondents aged 27 to 62),  
**Baby Boomers** aged 63 to 75

**locations**

Mix of regions (all Slovakia)

**tools**

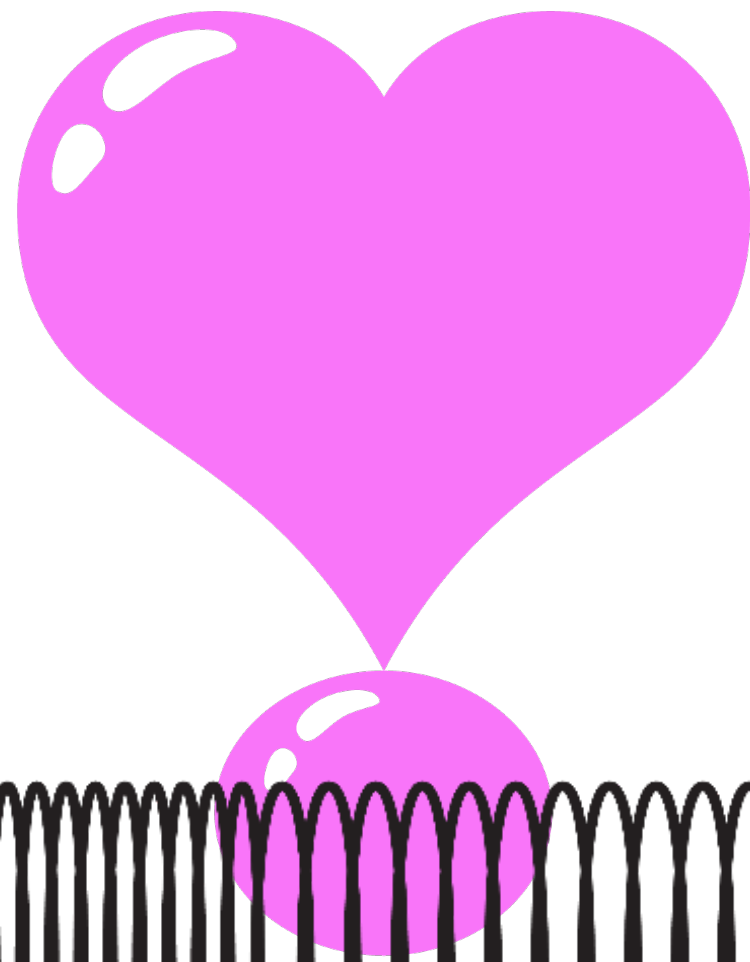
Testing scenario – up to 60 minutes

**data collection**

26 October 2023 – 6 November 2023



X



Ipsos  
Heydukova 12  
811 08 Bratislava

oh my DOT  
Vajnorská 100/B  
831 04 Bratislava

[ipsos.sk](http://ipsos.sk)

[ohmydotagency.com](http://ohmydotagency.com)

