

TBWA



TITANS

WARP-SPEEDING
THROUGH LIFE



“Time flies when you’re changing the world.”

—Craig Kielburger



FOREWORD



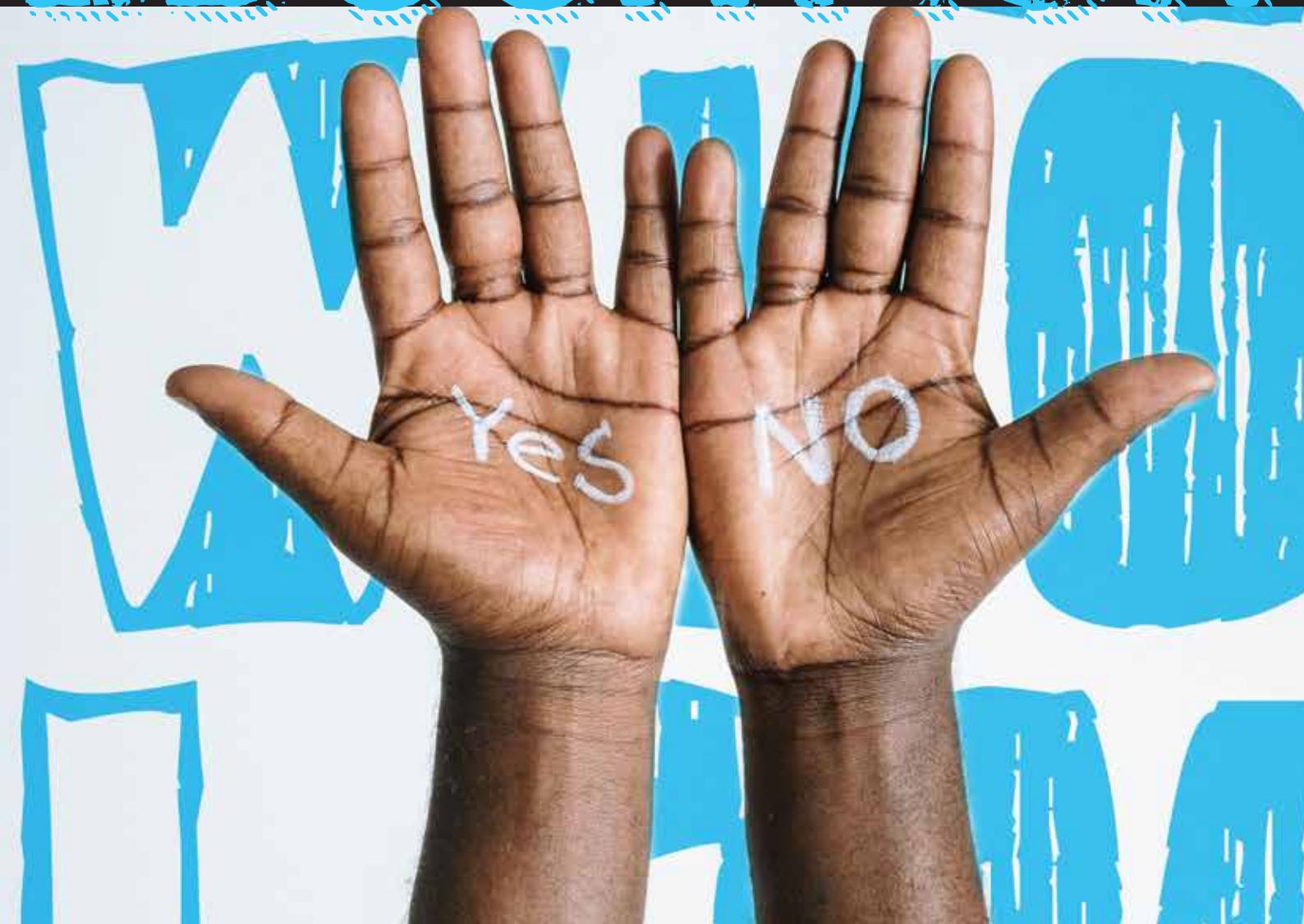
Yesterday's teenagers used to be defined by pouty faces and worn-out rock T-shirts. Uncaring of others, unbothered by the future. They were too enamored with their first tastes of adulthood to really bother with adulting. But today, teenagers could not be more different. Where teenagers used to crawl, today they storm. Zooming through life, they break through all red tape and limitations. They are not waiting around to be granted the license of adulthood. Instead, they are earning and snatching their place at the top – crafting an entirely new table of their own.

Their ambitions bloom within their bedrooms, but they grow them in the public space. They are fiercely entrepreneurial, and keenly skilled at becoming competent. Growing up with the internet, they believe the bounds of their limitations to be much larger. As long as Google exists – nothing is unknowable. And if they know it, they believe they can learn it – and leverage it to their purpose.

Frustrated with the burning world heired to them, they are not content to let their lives be destroyed by their ancestors' mistakes. They care, rage and plot. Supplanting older decision-makers, at home and beyond, they are shaping the world in their image. They want everything, and they want it now. And in the process, they are content to skip past certain quintessential teen phases, that had shaped much of their older brethren's lives.

**If we haven't scared you away yet, strap in.
It's going to be a ride.**

EDUCATION



TAILORED-MADE

Learning
what they want,
how they want,
when they want.

The teenagers are plagued by a paradox.

**How can they learn everything they want to know about the world,
while failing to stay tuned in for more than 10 seconds?**

Recent studies have revealed that this cohort has an attention span of about eight (8) seconds. Eight seconds – humans take longer to brush their teeth! In this rage of dwindling attention, new forms of learning have come to the rescue.

YouTube shorts, Instagram reels, and other social media bytes are superseding teachers as the ideal mode of instruction. Many teachers, in conversation with us, revealed that students are less inclined to pay attention in school since they know they can come home and learn the same content on the internet. Furthermore, students are also extremely likely to know more than teachers on certain topics as compared to the past, and are equally willing to cross-question them on the same. Talk about a flipping of roles.

Resources previously only accessible through formal education are now open-sourced. Cherry-picking what they want to learn, students aged 15-24 in India are increasingly relying on the internet for education. A 2022 NASSCOM report also showed that a significant number of teenage students are learning to code via online platforms such as Coursera, Udemy etc. For example, brothers Shravan (12) and Sanjay (10), self-taught coders, founded their own app developed company called GoDimensions, an online mobile app studio for games and lifestyle apps.

Breaking through the monotony of their school classes, these teens are choosing their paths much earlier than ever. From music to foreign languages (hi, Duolingo), the world is on their screen.

ON THEIR SCREEN!

CULTURAL



KALEIDOSCOPES

From couch to couchsurfing -
these adolescent speeders
are experiencing the world
at the speed of light.

THESE ADOLESCENTS ARE

**13-16y/o's today
are constantly
looking outwards.**

Unlike the prickly, lost-in-nirvana teens of yore, these adolescents are too busy with the world outside themselves to spend time angsting over the insides of their minds. And driven by their characteristic impatience, they want to experience the world in their screens as soon as humanly possible.

Earlier, exposure to foreign places was restricted to pictures, films, and, for the lucky few, annual family vacations. However, this subsect of Gen Z is content to hop both continents and teenage milestones. They participate in intercontinental groups, foster friendships across the globe, and volunteer on the other side of the world – all while still being in school! Doon School, Dehradun facilitates students to participate in international exchanges, service projects and conferences. Summers spent at Ivy League universities, an idea which used to be a rarity, is steadily growing into the norm with parents and school counselors nudging students upon these paths. Gen Z business influencers like Advait Thakur also share their education/entrepreneurial journey through social media.

In the brand ecosystem, companies are also leveraging this desire. Traditional brands like Knorr are creating products like instant Korean meal pots. Savvy brands like BoAt are also incorporating global trends in design and communications – to strike chords with this up-and-coming cohort.

Suffice to say, unlike the teens of yore, these adolescents are tapestries stitched with country-crossing threads – at a much younger age than ever.

GN!SS0Ba - GRaINeD

MAKING THEIR



OWN COOL

Meet the generation
who is making
the uncool cool



The traditional "coming of age" concept, popularized by movies and TV shows, is quickly seeing its demise.

Today's teens are shaping their own narratives, no longer fixated on becoming school queens or kings or retaining the traditional nerd and jock roles. Sticking to age-old aesthetics has gone for a toss, in favor of throwing new ideas at the wall to see what sticks for them.

Like adults, these teen Gen Z's are trading trends for exploring and refining their own unique tastes. What was previously automatically rejected by teenagers because of its uncool-ness, is now being carefully considered, and embraced. For instance, as of 2023, India has over 400 million gamers, with a significant portion being Gen Z. In fact, tween gamers who bonded over the game have also come together to form SouL, a popular gaming team. And on the subject of previously unpopular activities – 9 out of 10 Indian Gen Z's today consider themselves proud part of fandoms, be it the BTS Army, Swifties or cricket.

Beyond pop culture interests, this cohort is also adopting new purchase behavior. The socks-with-sandals style, once mocked, has now become an intentional fashion statement. Additionally, 44% of these Indian Gen Z embrace DIY fashion, with thrifting reels gaining massive popularity on Instagram. Moving on from the hegemony of branded goodies, they are exploring local and indie outlets to find stuff that screams 'me'.

Carving their own norms, across fashion and friendships, these teens have firmly rejected the cult of the cool.

SCREAMS 'me'

THE BIG



TEEN SHOT

Strong-willed teens
are making the lives of
indecisive parents easier.



**As a teenager, could you imagine
having a say in any decision
outside what you wanted to eat for dinner?**

The plot has changed. Teens today have much more of a say than before, slowly altering power dynamics within families. They influence decisions not just related to the schools they want to go to and holiday itineraries, but also decisions about the kinds of furniture and décor purchased for the house. When it comes to the purchase of electronic gadgets, especially, parents are incredibly trusting of these digital natives who are able to scoop out the best deals based on their savvy searches and sharp scanning.

As opposed to 18+ y/o' Gen Z who have opted out of the hustle culture mindset, this cohort is wholeheartedly embracing the labor for the financial power and autonomy it brings them. Putting both money and opinions on the table, they are an equal contributor in family decisions. The examples of teenage tycoons in India today are endless. From Zepto's teenage founder, Kaivalya Vohra, to Papers N Parcels Tilak Mehta, teens today have a keen eye on culture.

Spotting gaps and need cues (like Zepto, solving for grocery delivery; and Papers N Parcels, creating a reliable intra-city courier service for small parcels and documents), teens today are crafting the future skyline, both within and outside homes.

SCREAMS 'me'

CONSCIENTEENS
CONSCIENTEENS
CONSCIENTEENS



CONSCIENTEENS

"Mom!
Who cares about my math grade
when the world is ending?!"

THIS GENERATION IS STUBBORNLY OPTIMISTIC

Aryan Jain, a 15-year-old boy from Gurgaon developed a free financial literacy app, DhanDanaDan, dismayed at the cloud of ignorance shadowing the masses.

Another Indian teen secured the first rank in the 2022 Children's Climate Prize, an award founded by Telge Energi for young innovators and pioneers in climate and environment. Recently, a group of 10 high schoolers won global laurels for crafting diagnostic tools for COVID, Parkinson's, and Alzheimer's.

These are only a handful of examples in a golden list of teenage-led social endeavors. What this makes evident is that in the face of all the bad news in the world, this generation has taken it upon themselves to make a difference. Armed with optimism and skills, they are reaching beyond frivolous concerns to concern themselves with global issues. They exhibit pro-social behavior across sectors, be it environmental action, creating inclusive spaces, or developing apps to solve everyday problems amongst their peers.

In fact, unlike the blurry adolescence of yesteryears, these teenagers are too sharply tapped into what's going on in the world. 1 in 7 teens suffer depression and anxiety, due to these state of affairs. And understanding the threats on the horizon, 58% of teens between the ages of 13-17 already save money for emergencies.

What's visible in this generation is a clear shift from worrying about just their immediate daily life to thinking of a future that in all probability looks to be doomed. Unlike their older Gen Z counterparts, who are lightheartedly nihilistic, this generation is stubbornly optimistic about change making. Unlike the rest of us, they simply refuse to give up.



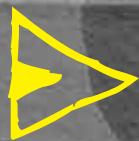
THE ZOOMERS - ZOOMING THROUGH LIFE

College Majors



Education Tailor-Made

Moving Out



Cultural Kaleidoscopes

Peer-pressure Choices



Making Their Own Cool

Part-time Jobs



The Big Teen Shot

The Big 12th Exam



Conscientteens

WEST-EAST COAST 86
CALIFORNIA
BEVERLY HILLS
MONTA MONICA
LABASAS
SADENA
LEWOOD
LIBU
INSIDE
SIE
DEARLITY
OZO
ISCO
08
09
20/04 SEATTLE
22/04 OAKLAND
23/04 TACOMA
24/04 SACRAMENTO
25/04 SAN HOSE
26/04 ROSEVILLE
27/04 BRONX
28/04 WESTCHESTER
23/05 SUFFOLK
25/05 MONROE
26/05 NEW YORK
27/05 QUEENS
28/05 BROOKLYN
30/05 KINGS

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Primary sources

Direct interviews

Secondary sources

IAB UK

Economic Times

Round Square

CEO Magazine

Mishry

Liquipedia

Times of India

New Indian Express

Vice

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IEM Blog

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Shimona Mohan is a Strategy Manager and a part-time fashion mogul. Her experience in leading brand strategy has proved her ability to use cultural learnings to create effective brand solutions.





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Disruption®
Company

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