

eurobest!

CULTURE INSIDER
Creative Insights from
Young Influencers

Produced in association with **L I V I T Y**





L I V I T Y

Culture insider: Introduction

By Alexandra Goat, CEO, Livity

If there's one consistent theme that's run through so many of the brilliant presentations and discussions at eurobest this week, it's the meaningful role that brands need to play in people's lives to stay relevant and survive. From storytelling, contributing to culture, delivering on brand purpose and authentically representing audiences, there is a lot to get our heads around as marketers. But a lot more to get excited about.

Nowhere is any of this more urgent than with youth audiences. Whether young people are your core target audience, your future consumers and even your talent pipeline, we have a duty to ensure they are being heard, and are an active part of the creative process. They are your biggest opportunity, and your biggest responsibility.

Youth culture can't be appropriated by brands, you have to actively participate. That means listening and meaningfully contributing. The return could be huge. From Livity's Mixtape panel yesterday, we got the clear validation that brands and services who give generously are welcomed into culture. Young people today are self-funding, self-producing, self-promoting, they're not waiting around for you, and not willing to compromise.

But the first step of all is to listen. Here are a few essays from Eurobest and Livity's Culture Insiders. At the very least these will give you some inspiration and hopefully impetus to simply have a conversation with a fantastic young person in your life. Ask them what they want, and how they'd go about changing the world.

CULTURE INSIDER: MUSIC

It is not all about Stormzy. What you need to know for 2018

By Mr Montgomery

About the author - Mr Montgomery is a journalist and runs a successful YouTube channel the Mr Montgomery Show. He has interviewed successful artists such as Tinie Tempah and Kojo Funds. He recently created a documentary about Drill Music, *On Your Block*.



CULTURE INSIDER: MUSIC

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This year, we saw Kevin Bacon introduce Stormzy in his advert with EE. Adidas and JD Sports brought out Stormzy on a double decker bus around London for Fashion week. He also unveiled the most expensive transfer in football history featuring Paul Pogba for Adidas.

Until now, brands have played it safe with urban music, once one artist blows, everyone jumps on the bandwagon.

When brands refer to urban music, they still think of Grime music, with artists like Dizzy Rascal, Stormzy and Wiley. But 2017 has seen a rise in two new genres – Modern Hip Hop (now called Trap music) and Afro Swing.

However, there has been a rise of other artists that have dominated the underground, sold out shows, featured on mainstream radio playlists such as Capital Xtra, BBC 1Xtra, Kiss etc, but have not transitioned to brand collaborations.

Stormzy is just the tip of the iceberg, with platforms like Link Up TV and Grm Daily showcasing these new talents that are relevant to UK youth culture, it's important for brands to collab with new artists as it shows diversity and how up to date they are with urban music.

Whereas Grime music represents the realities of growing up in urban London, with its lyrics front and centre, Trap and Afro Swing focuses on melodies and beats, meaning it is cleaner in its content, and has the ability to be more mainstream. This is a massive opportunity for brands, as the new wave of artists have a cleaner profile, are more image conscious, and therefore have great collaboration potential. These below artists embody the new wave of UK urban music, don't miss the boat.

The ones to watch

Not3s, (pronounced Notes) aged 19, has blown up in the last year in the Afro Swing market. After releasing his first single, Addison Lee picked up last year, his unique sound and voice has taken over the UK. A collaboration with Addison Lee would be amazing as the song is all about the brand and it makes perfect sense.

🐦 @Not3sofficial 📷 @not3sofficial

Yxng Bane (pronounced Young Bane), aged 21, grew to fame in Afro Swing after dropping Fine Wine in 2016. His perfect harmonies on songs definitely make him one to watch in 2018. A collaboration with high end brands like Gucci and Balenciaga would be great due to his style and fashion sense.

🐦 @yxngbane 📷 @yxngbane

J Hus, aged 22, has conquered the Afro Swing market for the last 2 years, and will quickly be the next Stormzy. 2017 was a big success, after releasing his album Common Sense, his single Did You See has over 40 million views on Youtube. A collaboration with Mercedes would be amazing as he speaks about Mercedes in a large majority of his tracks.

🐦 @jhus 📷 @theuglygram

Stefflon don (pronounced Steff London), aged 25, has gone international, after doing songs with French Montana and Demi Lovato. The singer born in Birmingham has had a wonderful year in the Trap scene. A Gucci sponsor makes sense as that's all she wears.

🐦 @stefflondon 📷 @Stefflondon

Dave, aged 19, has been able to fit into the UK Trap scene by rapping about topics relevant to UK youth culture. He recently released a song called Question Time, challenging the political state of the UK. Dave's videos are highly art directed, and feature a lot of animation and graphic design. His recent tour Game Over would have been a perfect collaboration with Playstation or Xbox.

🐦 @Santandave1 📷 @Santandave

CULTURE INSIDER: TALENT

Co-Creating the future

By Edward Boott

About the author - Edward Boott is a director and producer working across arts, culture and youth engagement. Based in Nottingham he is Artistic Director of Nonsuch, a cultural studio working across the UK creating performance, leading large-scale community projects and developing artists and spaces. Edward also led the National Programme of Undivided, a UK wide post-brexit engagement project



CAMPAIGN: Pogba X Stormzy BRAND: Adidas Football
AGENCY: We Are Social
ENTRIES & WINS: Entered into the 2017 PR Lions

CULTURE INSIDER: TALENT

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Co-creation and user-generated-content are the current holy grails of viral advertising, especially in youth marketing when brands want to capture, develop and surf the social zeitgeist of their young, influential consumers. But recently a number of high-profile campaigns have back-fired and have been exploited by the open platform presented by brave marketing teams across the globe. Do these examples of creators fighting back against brands show that they're looking for something different in the ways in which brands work with creatives' ideas?

What would happen if brands and advertisers flipped their perspective and, instead of thinking about what young creatives could do for them, think about what they could do for young creatives? For an under 25 in 2017, a creative future is one that cannot be ignored. The creative economy is growing at an exponential rate across the UK and so a creative career is a tangible reality for everyone - especially providing those who may not flourish through traditional academics with a space to make their mark. But a large majority of under 25s in the UK don't have ready access to the equipment and software they need to reap the benefits of digital creativity, and in many areas where deprivation and social injustice is rife, there is a clear lack of creative confidence which is keeping a whole wave of unique ideas, perspectives and diverse thought from those who really should take note and listen.

Without doubt partnering with brands can produce amazing platforms for creatives on the cusp of their future careers, providing amazing experiences and opportunities. But quite often these platforms reach those who are already on that cusp and don't delve deep enough to provide support to those for whom social, familial and economic barriers may not have enabled them to own their creative voice. Yet even those who lack confidence want to be creative and understand the benefits it would unlock for them.

Now is the time where brands in their constant strive to find new voices and new creative talent; to both enhance their campaigns and empower diversity across their businesses, have an amazing opportunity to really be bold and unlock this untapped creative potential as supporters and enablers of creative confidence. By following their values and vision for the future, brands can play a strategic role in celebrating the creative diversity of the UK through targeted activities appropriate to their audiences. Acting as facilitators through programmes that support creative and cultural expression, brands could create festivals that showcase upcoming music talent, pop-ups that highlight fledgling business ideas and produce workshops to encourage the next generation of film makers. This is not new, but is not talked about enough.

Through supporting new creative talent from all areas (not just the easy to access London and South East) brands will be rewarded threefold by knowing suspect UGC isn't going to backfire, be inspired by new and insightful perspectives from diverse (both in ethnic background AND class), have a much broader and unique array of creative at their fingertips and last, but not least, have played a crucial role in empowering their young consumers - fuelling the evolution of youth culture and all its associated benefits.

CULTURE INSIDER: GENDER

Sisterhood

By Rachita + Rebecca

About the authors - Rachita + Rebecca are the co-founders, directors and creative duo at Sisterhood. They started Sisterhood as our final major project whilst studying at Central Saint Martins as a response to not seeing as many of their female peers collaborating and supporting each other. A few learning curves and 'aha' moments later here they are today - on the crazy, challenging journey that is Sisterhood.



CULTURE INSIDER: GENDER

Sisterhood

By Rachita + Rebecca

2017 has definitely seen a rise in women coming to the forefront, with phrases such as 'reclaim' and 'revolution'; it's safe to say that the issue of gender inequality, whether that be in the workplace or at home, has arrived in the mainstream. Now more than ever, thanks to the internet and new media we are aware of where these inequalities lie and the cracks in our systems are very much out on display.

One of the industries that is most shamed for its lack of diversity is the creative industry. Research from a 2010 report by the Design Council shows that 70% of design students are female, however female representation in the design workforce stands at only 40% and as you climb the career ladder female representation in leadership roles dwindles even further. For example, in the advertising industry only 3% of women make up senior roles. Therefore we must ask: Where are our girls?

There is hope, however. Much like the Japanese art form of Kintsugi, where broken objects are filled with a gold lacquer to re-assemble them, making them even more beautiful than their original form, women are taking this broken system and filling it with their own versions of gold. Over the past few years, we have seen an increase in female-led businesses, an increase in women becoming self-employed and an increase in programmes and organisations providing support and mentorship to women starting off in their careers.

This is especially true when it comes to the latter for example. On any given week in London you are bound to come across an event, workshop or conference that is aimed at women professionals, whether they are well-established in their careers or just starting out. Some of these initiatives are:

Future Girl Corp - started by Sharmadean Reid, founder of WAH Nails, Future Girl Corp is a monthly event that aims to equip and empower the next generation of female CEOs. Each month focuses on a specific aspect of starting your own business from incorporation and mentorship to investment.

Allbright - started by Anna Jones and Debbie Woskko, Allbright is a funding, education and support network for female entrepreneurs, all with the aim of making the UK the best place to be a female leader. They even have a female-only space opening in May 2018 for female entrepreneurs, executives and creatives to connect and collaborate.

BumbleBizz - Recently launched by the creators of revolutionary dating app Bumble, BumbleBizz is the latest feature within the app that helps women (and men) access professional networking and mentors. Just as in the dating app, women get to choose who they want to talk to in the hope of clearing up some of the grey areas within networking.

The common thread that runs through these initiatives and many others like them is women supporting women; women who have established themselves in their professions are now creating a path for others to do the same. Which is one of the reasons we started Sisterhood. At Sisterhood, we deliver creative workshops to young girls to raise their self-confidence. We use creativity and design as a vehicle to teach girls emotional intelligence, self-worth and confidence. We do this by working with girls on creative briefs that aim to address and design a solution to female specific issues girls face today e.g. body image, peer pressure etc. Through these briefs girls get industry work experience, tools to problem solve and they learn how to collaborate with other girls.

Yes, there still is a long way to go before we reach gender diversity but we also know that it can't be achieved by a few or by having a 'hero' mentality. It takes a community to sit up, notice and take action. As one of our favourite poets, Rupi Kaur puts it: "Our work should equip the next generation of women to outdo us in every field, this is the legacy we'll leave behind."

CULTURE INSIDER: FASHION

Youth determines cool

By Kojo Marfo

About the author - Kojo is a creative entrepreneur with a passion to change the world, have a social impact through youth engagement and instil self-belief in young adults. During his time at Coventry University, whilst studying Aerospace Engineering, he developed a passion for creative art. This came to him naturally and since then he has been able create successful projects in the following areas:



CAMPAIGN: #MyNeoLabel BRAND: Adidas
 AGENCY: Iris ENTRIES & WINS: One Bronze Mobile and one Bronze Design Lion.
 Shortlisted in Direct and Mobile.

CULTURE INSIDER: FASHION

Youth determines cool

By Kojo Marfo

The current fashion scene reflects the state of mind of young people across the world, especially in UK. As the DIY generation, the creativity in fashion is more evident in recent times. There is a thin line between young emerging passion-driven creatives who have the urge to go against the grain and create what they believe should be the 'it' of our time, and the groomed educated fashion graduates who represent the 'establishment'.

Having dealt with talent from both sides it is interesting to see the angles used to create awareness and connect with buyers. You can't define or predict taste! The youth determines what is cool! With this said, anyone can be a designer as long as you stay true to your identity and build a following who eventually buy into your brand after connecting with you. Direct-to-customer sales have helped develop brands and the overall confidence of young people in fashion. I know people who are turning over young millions annually from their garages and bedrooms. I have friends and know of people who are just a phone call or dm away who have generated wealth from fashion. What a time to be young!

There are big underground movements bubbling up at a youth level

Platforms and brands such as My Runway Group ([myrunwaygroup.com](http://www.myrunwaygroup.com/)) [LINK: <http://www.myrunwaygroup.com/>], which holds the biggest youth-driven fashion show in Europe, and attracts over 6,000 young people, buyers, fashion & model scouts are breeding grounds for hundreds of emerging and established designers, models, ateliers, stylist, make-up and hair stylists. Other notable places to look are Pause (pausemag.co.uk) [LINK: <http://pausemag.co.uk/>], La Marche (@lamarcheldn) [LINK: <https://twitter.com/lamarcheldn?lang=en>], and SWAAF (swaaf.com) [LINK: <https://www.swaaf.com/>]

Brands could be improving how they engage with young people in this space

There is an urgent need for fashion platforms that connect the young fashion scene to be involved in major campaigns. A change is happening. We are the new school and we are teaching ourselves the new rules. Don't just give models the opportunities, rather have a visible involvement in what we do. Create concessions of emerging brands in established fashion houses. Run schemes and projects, workshops and seminars that generates a true interest in the youth!

Influencers are the new marketing machines

Their organic reach is why brands are hoping on them. I love it. It gives power to the people and it solidifies a person's career as not just famous but worthy of industry collaboration. We need to keep that going and not limit the power to just influencers but rather other people of true potential value who can not only promote but disrupt the way things are done in the fashion industry.

Opportunities for brands to connect with young people

The act of inclusion is the only way! We relate to what we feel a part of. Involve! Involve! Involve! The youth are the juice! For instance, how about creating a youth-targeted fashion awards that is backed by a major brand? Emerging fashion personalities and fashion brands could be honoured and acknowledged for their diverse roles in the fashion industry. Include our opinion leaders and platforms of choice in the decision making process.

The ones to watch

Young creative talent that is really going to shake up fashion:

Noorvana. I came across Noorvana 2 years ago when she was starting her brand as a Crochet Clothing maker. Her niche and distinctive taste has seen her build a dedicated fan base and international recognition. In UK she has been praised by the likes of Maya Jama. www.noorvana.com

Marbek. They will take this urban fashion thing further than TRAPSTAR and they will do this without the help of Jay Z. The Camden duo have created a lifestyle brand that is more than the clothes they produce. From car shows to customised chicken and chips boxes a Marbek product launch / Store opening will have you feeling like Harlem in the 90's. www.marbek.co

Maxwell Chartey (My Runway Group). Our creative director has been the brain child of our stage production for My Runway Show. Translating a campaign via a fashion show can be harder than it appears. Maxwell is from the new school of Avant Garde. His delivery and execution is one of the major reasons why a bespoke show like ours still remains youthfully relevant after all these years. www.myrunwaygroup.com

About Livity

Livity is an award-winning youth-led creative network and social enterprise.

We help our clients grow by earning them a place in youth culture. We are a creative partner, a publisher and a talent network for our clients, which include Google, Netflix, Nando's, PlayStation, Dyson, Sony Music, Warner Music, the Government, the NSPCC, Channel 4 and the BBC.

While our work benefits from young people's insights, the young people we mentor receive training, experience and support into employment and education.

Founded in 2001, Livity has three offices worldwide, in Brixton, London, and Johannesburg and Cape Town in South Africa.

www.livity.co.uk

About eurobest

The European Festival of Creativity

Launched in 1988, eurobest is Europe's leading annual awards competition for creative excellence in the categories of Film, Print, Glass: The Award for Change, Outdoor, Radio, Craft, Interactive, Media, Direct, Promo & Activation, Design, PR, Integrated, Mobile and Branded Content & Entertainment advertising.

Since 2008, the awards, which are judged by Europe's top creatives, form part of a three day Festival themed to identify and engage specific topics that are relevant to the European market.

The Festival, which takes place in London this year, has previously been held in Stockholm, Amsterdam, Hamburg, Lisbon, Helsinki, Antwerp and Rome. eurobest is organised by Ascential Events.

www.eurobest.com