



2022 Campaign

Revamp Brief

2022 Campaign Revamp

In 2022 the brand wanted to continue the existing campaign “Choose Go,” while shifting to a younger demographic, Gen Z and refreshing the creative. The existing campaign was zany but didn’t speak to Gen Z humor or experiences. The team lacked Gen Z expertise, so I was brought in to bridge the gap and pivot the campaign.

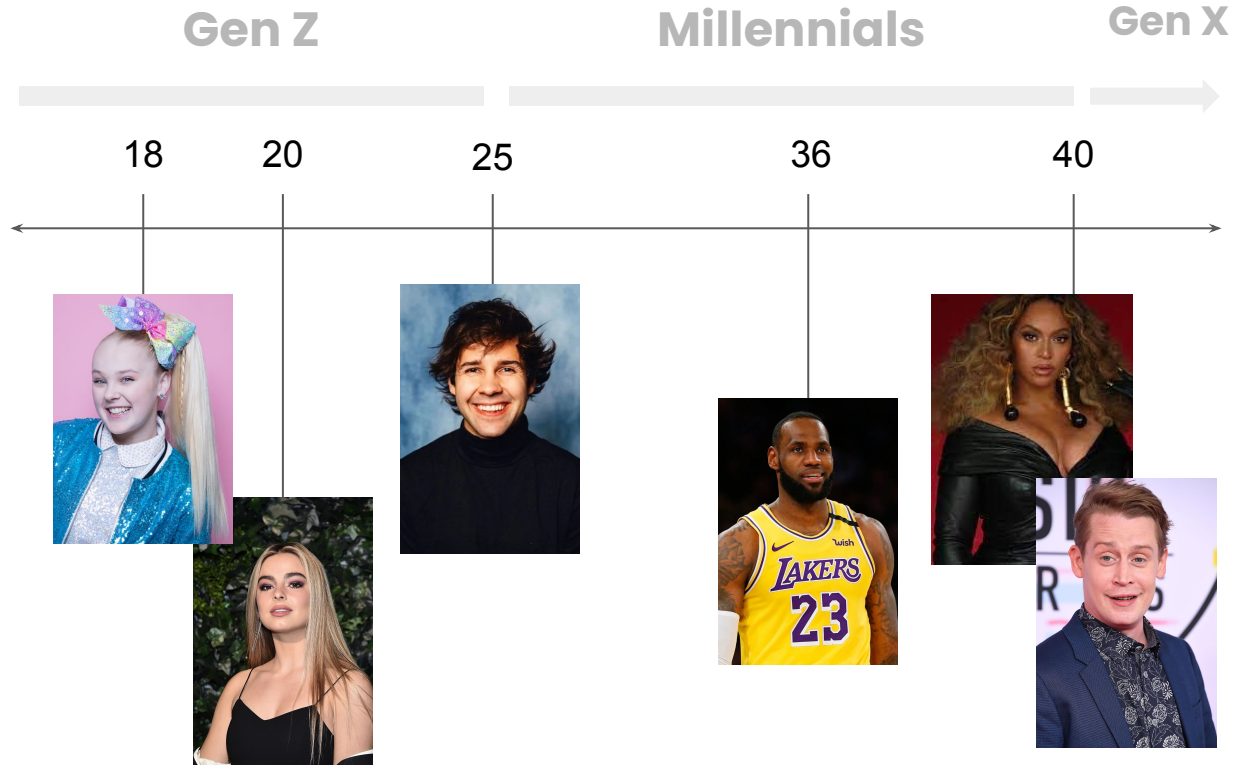
Historically the Creative Team worked best with a more open ended exploration and thought-starters. After discussing trends and strategic opportunities the Creative Lead we arrived at “An Ode To Go” as the next evolution of “Choose Go.” This shift, visualized in a "prism" graphic, illustrated how looking at the campaign through the lens of Gen Z created more creative opportunities, not fewer.

Conoco is shifting their focus to a younger, GenZ audience.

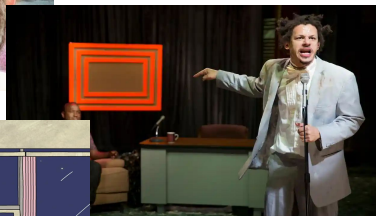
They have a different senses of humor, life experiences and perspectives than millennials.

Here's what that means for "Choose Go."

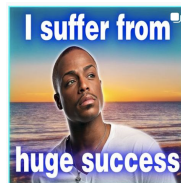
For context, they're not kids anymore.
Gen Z has their own lives, money and culture.



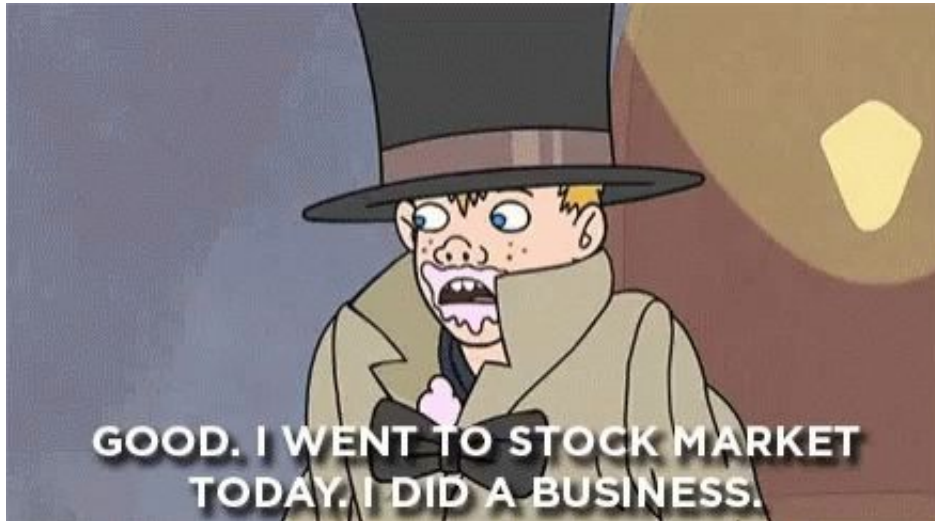
Quirky/Surreal Millennial ≠ Campy/Kitschy Gen Z



Gen Z social-media aesthetic is encapsulated with “homespun, handheld, flatly lit and artfully candid banality.” Driven by a bit of angst and fear they often embrace dark humor in favor of silly.



They're imagining a different future for themselves



54%

of Gen Zs want to start their own company

77%

of young people in grades 5 through 12 want to be their own boss. The main reasons cited are autonomy and flexibility.

What this could mean for "Choose Go"



Gen Z are
searching for
and exploring
new paths
forwards in life.



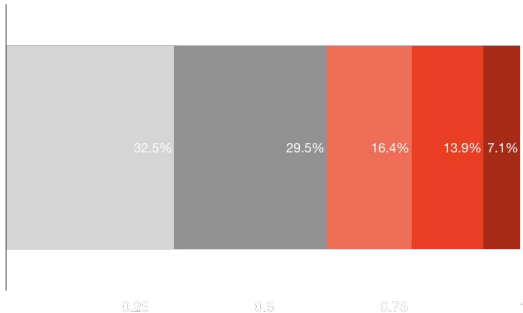
Freedom to
choose what's
next and Go their
own way

GenZ are culture & trend drivers now

Social

Older generations are copying GenZ social trends

■ 10-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50+



Style

Gen Z is shifting fashion back to the 90s.

"Style is a marker that allows us to see the handoff between the former generation of trend drivers and the new one"

-Jason Dorsey,
The Center for Generational Kinetics

Gender & Identity

They're pushing brands and older generations to rethink gender.

59%

of Gen Zers said forms should include options besides "male" and "female"



What this could mean for "Choose Go"



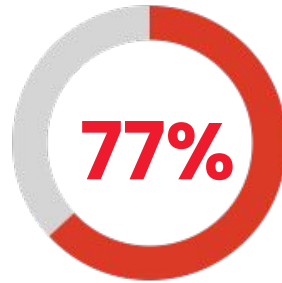
The new
culture drivers &
change agents,
who know how to
amplify &
mobilize.

Ready to go into
the world & make
it theirs

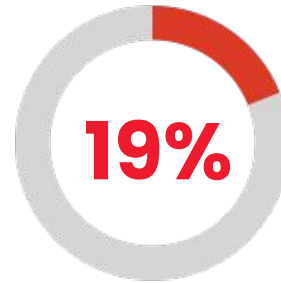


**Life felt stalled out
during the “panini”**

Their social well-being took a major hit



Of Gen Z students rated their social well-being as fair or excellent **BEFORE** the pandemic

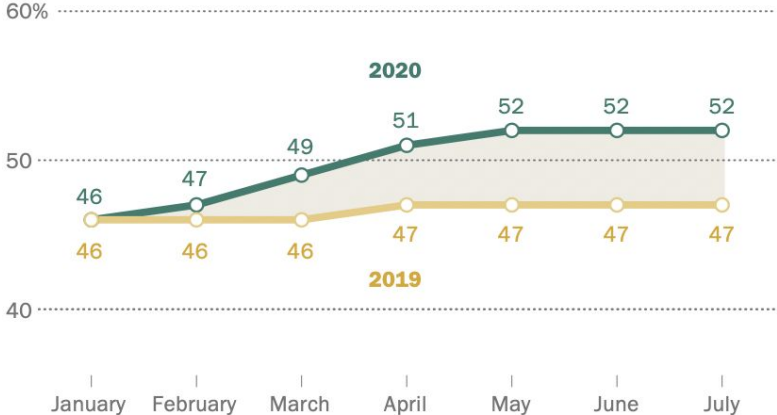


Of Gen Z students rated their social well-being as fair or excellent **DURING** the pandemic

And a lot of young people are back home

COVID-19 disruptions associated with a large increase in the share of young adults living with parent(s)

% of 18- to 29-year-olds in U.S. living with a parent

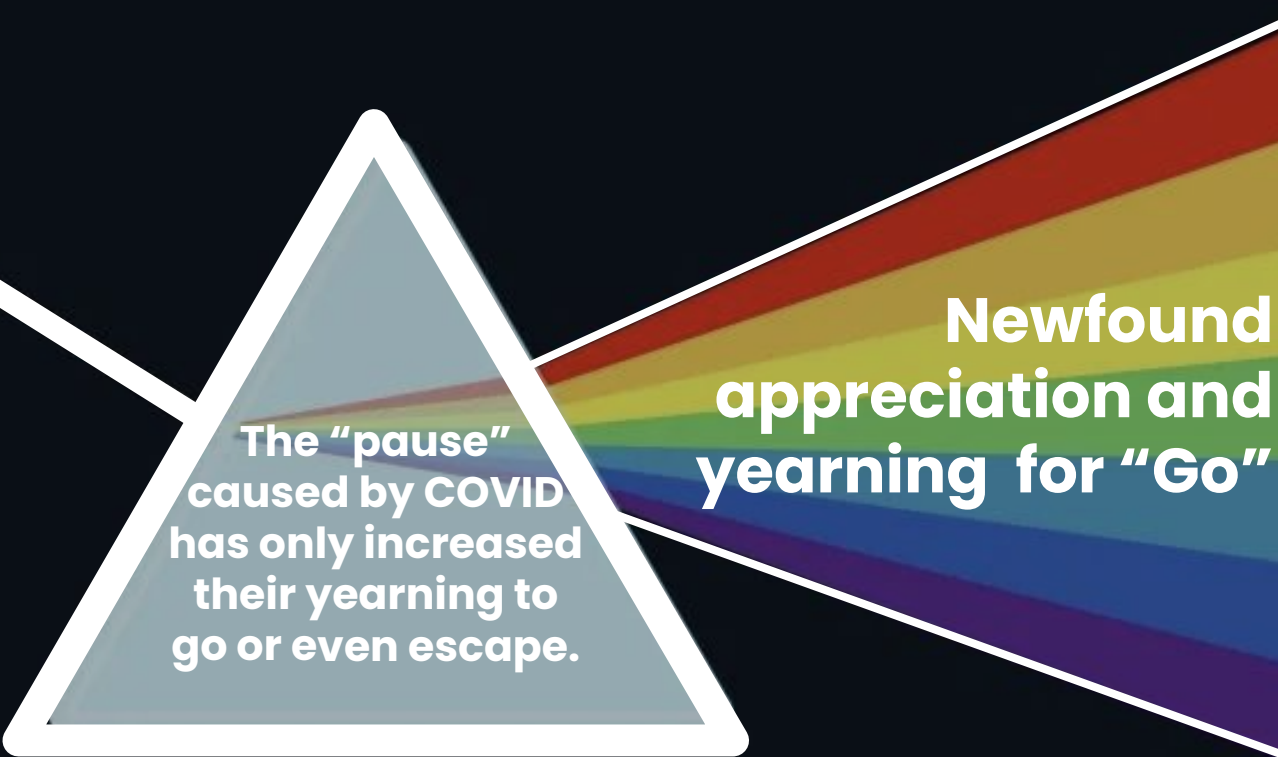


Note: "Living with a parent" refers to those who are residing with at least one parent in the household.

Source: Pew Research Center analysis of 2019 and 2020 Current Population Survey monthly files.

PEW RESEARCH CENTER

What this could mean for "Choose Go"

A conceptual diagram on a dark background. A white line descends from the top left towards a central light blue triangle with a white border. From the right side of the triangle, a multi-colored beam of light (rainbow spectrum) extends to the right edge of the frame. The text is placed within the triangle and to the right of the beam.

The "pause"
caused by COVID
has only increased
their yearning to
go or even escape.

Newfound
appreciation and
yearning for "Go"

"Choose Go"

Gen Z

**Freedom to
choose what's next and
GO their own way**

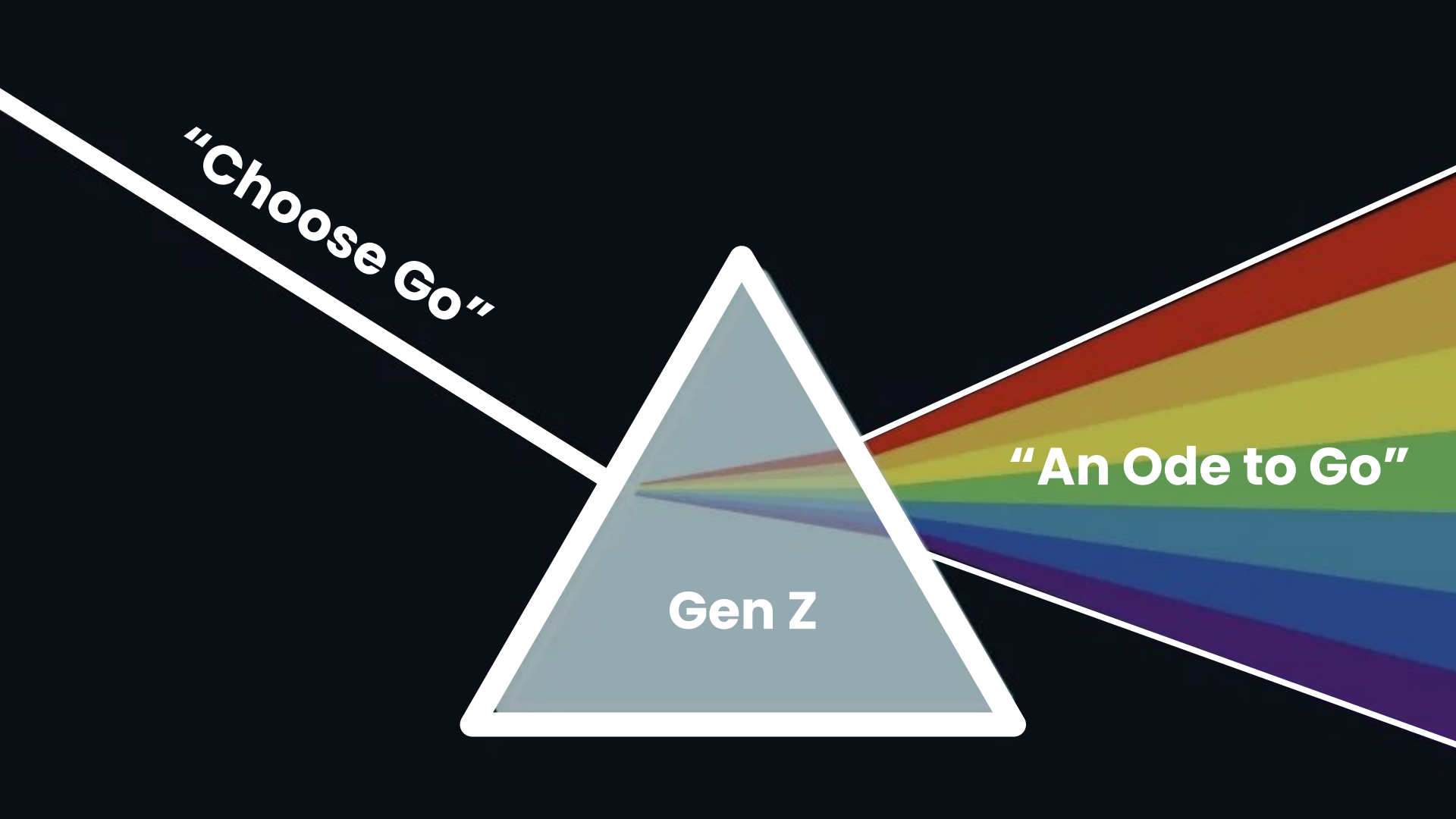
**Ready to Go into the
world & make it theirs**

**Newfound appreciation and
yearning for Go**

"Choose Go"

Gen Z

"An Ode to Go"



An Ode to Go

can be many things.

**But at its core, its appreciation,
celebration and reverence for all that
Go-ing does to enrich our lives. After a
year without Go, we vow to never
under-appreciate "Go" again.**