


DZIEŃ DOBRY

GET#





NOWOCZESNY EVENT
MARKETING DLA POKOLENIA Z



GENERACJA Z

Greatest
Generation
pre-1933

Silent
Generation
1933-1945

Baby Boomers
1946-1964

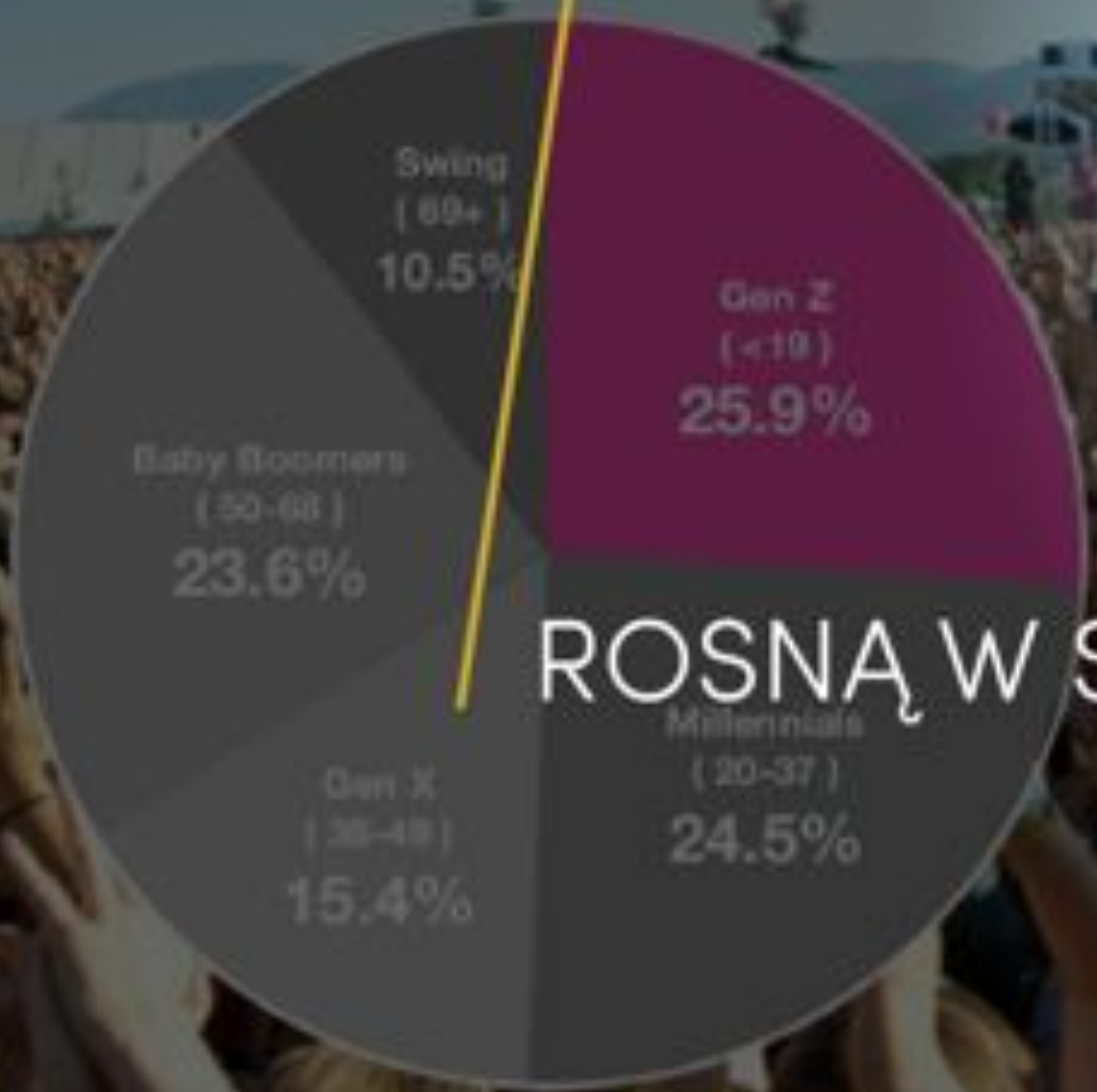
Gen X
1965-1979

Millennials
1980-1995

Gen Z
1996-present



URODZENI W INTERNECIE




ROSNAĆ W SIĘ


361,000

Approximate number of babies born in the world each day.

More than a quarter of America's population belongs to Gen Z, and with each birth, the segment is growing.




KULTURA SELFIE




MOC SOCIAL MEDIA





CELEBRYCI ZETEK





#MEETUP



A wide-angle, high-angle shot of a massive crowd of people seated in a large arena or stadium at night. The scene is dimly lit, with a blueish tint and some stage lights visible in the distance. The text 'IEM W KATOWICACH' is overlaid in white, sans-serif font across the middle of the image. A thin yellow vertical line is visible on the left side of the frame.

IEM W KATOWICACH

IN MARCH 2016 OVER 100,000 FANS
VISITED THE SPODEK ARENA IN POLAND



STREFA PLAY




THAT'S
ROCK

ROCK
ROCK
ROCK

music

ROCK 'N' ROLL



COCA-COLA VILLAGE



A vibrant, colorful crowd at a festival or concert. The scene is filled with people, many with their arms raised, some holding up phones to capture photos or videos. The background is a bright, hazy mix of colors, including yellow, green, and blue, suggesting a stage with bright lights and falling confetti or streamers. The overall atmosphere is one of celebration and excitement.

O CZYM WARTO PAMIĘTAĆ

A close-up photograph of several hands from different people, each making a unique gesture. The hands are positioned in the center of the frame, with some fingers pointing upwards and others in various configurations. The background is dark and out of focus. A thin yellow line runs vertically on the left side of the image. The text 'UNIKATOWY HASHTAG' is overlaid in white, uppercase letters across the middle of the hands.

UNIKATOWY HASHTAG

A large, dense crowd of people is shown at night, likely at a concert or festival. Many individuals are holding up their smartphones, with some screens glowing, indicating they are taking photos or videos. The scene is illuminated by stage lights, creating a vibrant atmosphere. A thin yellow diagonal line is visible on the left side of the image. The text "EVENTY PRZENOSZĄ SIĘ DO ŚWIATA WIRTUALNEGO" is overlaid in the center in white, uppercase letters.

EVENTY PRZENOSZĄ SIĘ
DO ŚWIATA WIRTUALNEGO

WTF

OMG

JĘZYK KOMUNIKACJI


LMAO

A large crowd of people is gathered at what appears to be a public event or exhibition. Many individuals are wearing VR headsets, indicating a focus on virtual reality technology. The scene is dimly lit, with some ambient light from the event. A thin yellow vertical line is visible on the left side of the image. The text 'NOWE TECHNOLOGIE' is overlaid in the center in a white, sans-serif font.

NOWE TECHNOLOGIE

A person wearing a yellow shirt and a blue tie is holding a smartphone. The phone screen displays a social media post with a logo of crossed tools and some text. The person is also wearing a watch. The background is a blurred outdoor setting.

BACKCHANNEL

A man in a dark jacket with a patch on the sleeve is high-fiving a large crowd of people. The scene is set at a gaming event, with blue Intel branding visible in the background. The lighting is dim, with blue and yellow highlights. The text "NOWE TRENDY" is overlaid in white in the center of the image.

NOWE TRENDY

RELACJA LIVE

A hand is holding a smartphone vertically. The screen displays the Snapchat app interface. At the top, there is a purple header with some text. Below that is a large Snapcode (a square with a grid of dots and a yellow ghost icon in the center). The phone is held against a background of colorful, abstract shapes in shades of blue, green, and purple.

I saw you on

NIE BÓJ SIĘ RYZYKOWAĆ

timber

WARSZAWA - BRIDCLIFF
MEET-UP 2014

26 LIPCA 11:00 - 21:00

CDP
MEET-UP

DZIĘKUJĘ!

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