

CHILDHOOD NOSTALGIA



STUDY SNAPSHOT: 30 PROGRESSIVE YOUNG MELBOURNE MEN
 THE BRIEF: PHOTOGRAPH 'COOL'
 THE METHOD: CROWD INTERPRETATION

1 WEEKEND 300 PHOTOS



WHAT WE LEARNT

Childhood nostalgia is a strong emotional and symbolic hook amongst this group. They reflect upon childhood as a golden era when time was free and actions uninhibited. The sunny period of life before the responsibilities and expectations of modern adulthood mounted. These longings tap into wider trends of simplicity and authenticity.

"It reminds me of a time where I had nothing to stress about. All I had to worry about was making sure I had shoes on. I wish for those days." - Luke (24)

WHAT'S DRIVING THIS

As they have graduated into grown up bodies and roles, they've had to recalibrate to a set of adult conventions. Life is now scheduled in 5 minute increments, adventure confined to 4 weeks of the year and success measured against abstract KPI's for which creativity is notably absent.

They feel a need to comply and, at times, censor themselves which represses an essential part of who they are. Nostalgic memories remind them of a more authentic way of living. A lifestyle unfettered by routine commitments and concern for others opinions.



HOW THIS WAS EXPRESSED



TIME TO BURN

"Some of my favourite times were spent on Saturday mornings playing Mario Kart with my best friend...it is the strongest reminder of my childhood."
 - Samuel (24)

Affection runs deep for first-to-market computer games. They reminisced about whole weekends consumed by friendly battles on these new marvels of technology.



UNGUARDED SELF EXPRESSION

"I saw this cap in an op-shop and didn't hesitate. It has a 3D dinosaur puffing out on the front, which is just nuts...(it) speaks to the kid in me, and is a total throwback to the dinosaurs I used to be obsessed with."
 - David (19)

They admire the boldness they unknowingly possessed as kids. How they operated on impulse - dressing eccentrically and striking up candid conversations.



SPONTANEOUS ADVENTURE

"Chasing the ice cream truck down the street on your bike. Running to mum when you heard the ringing of the bell, trying to scab as many coins as possible to get the biggest ice cream you can get."
 - Luke (20)

These small escapades have taken on new meaning as they reflect on their increasingly routine + conservative (grown up) lifestyles.

HOW CAN BRANDS SERVE THIS TENSION

Brands can play a part by bridging the divide between childhood and adulthood. By showing a way to come of age without having to shed a central part of who one is. Note the objective is not regression. The aspiration is to reinterpret elements of their childhood in a way that brings them closer to authentic self expression.

Diesel's "be stupid" philosophy taps into this desire to remain young at heart; defying the creep of adult sensibility that can so effectively snuff out inspiration and experimentation.