



# Mind over matter

**The mindset of young India is surely changing...as these key mindset trends reflect in advertising and media.**

**T**he NOW generation believes in values of action, success, glory and heroism as against the Brahminical values of knowledge, adjustment, simplicity and restraint. The emerging belief is that karma is shaped by own actions and it is possible, therefore, to transform your being; to achieve a life that you desire than live the one that is destined.

Indian youth is not content with sitting back and waiting for opportunity to strike. On the contrary, they are going out and knocking on the doors of opportunity. Across strata and town class, Indians today are 'activating their destinies'.

The success of youth talent hunts on Indian television, like Sa Re Ga Ma Pa, Indian Idol, and Voice of India justify this attitude of the 'NOW' generation. The biggest fear in today's Indian youth is being ordinary. They desire to be extraordinary in everything they do.

In advertising, the recent Virgin mobile communication proposition of incentivising incoming calls is based on perhaps this "different from the rest" attitude... The popularity of the Mentos TVC is also a case in point of how doing things differently and an out of the ordinary approach is liked by the youth.

The NOW generation pursue their "own" dreams and want to be rich.

The primary ambition of young Indians – from the smallest villages to the largest cities – is to "become rich". Young people hope to achieve this goal through enterprise and pursuing their goals.

In yesteryears, the most highly regarded careers were in civil service, engineering, and medicine. Now, not only are high-paying jobs in high tech and media (growth of BPO and ITES industries reflects this); the alternate career and specialised job market has also emerged – the youth like to "pick" their interest areas innovatively.

In advertising, this trend of pursuing their individualistic (not parental) dreams has been encapsulated well in youth-targeted ad commercials, such as the recent Tata Indicom 'Suno dil ki awaaz' commercial and the Fair & Lovely-Airhostess commercial.

MTV has a specialised 'On the job' programme which is around alternate careers like bartending, deejaying, hair styling, etc. MTV DJ, Nikhil, has elaborated on the show (Source: Televisionpoint.com, May'07): "I started my career as an Emcee worked for a radio station and theatre, studied to be an architect, but I always knew music was my calling, which MTV helped kickstart. MTV On the Job gives you a dekho at the hard work behind bagging your dream job, with a close look at what a nightmare your first internship can be."



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Today's youth proudly mix Indian values with Western packaging. They dress traditionally; even in the most high-end youth strata, the tradition of festive traditional dressing is deeply rooted.

Indian youth haven't fully embraced Western ways, but progressive influences are everywhere. Take the tradition of arranged marriages, where parents chose children's spouses, often without their consent. Now, young people want to marry for love – but also want their parents' approval. Bollywood films have successfully highlighted such a trend through various protagonists.


The advertising of Zee Next, a youth targeted general entertainment channel, was based on a this proposition of '*Dil wahi, dhadkan nayi*'.

Last, but not the least, Youth in India are most OPTIMISTIC

When it comes to global happiness, young Indians score the highest, while Japan's NOW generation rounds out the bottom of the list, according to a 2007 survey by Kairos Future Group. Nearly 50 percent of the young Indians are very content with their lives as a whole, which can be compared with pessimists, such as the young Japanese or Germans, where only 17 percent and 27 percent respectively are satisfied with their lives. Indian youth are strikingly more optimistic about their future and also about the future of the society they live in. The general picture in other countries is that young people tend to be personal optimists but societal pessimists.

Computer literacy and education are eradicating caste barriers. While caste and social position still dominates Indian politics, sociologists predict the rigid lines of the system will continue to ease.

The optimistic face of India is portrayed through the recent Tata Tea 'Jaago Re' campaign, where the Indian youth are shown as spearheading the social movement of spreading awareness of Indian voting rights and triggering a positive response.

The mind of the Indian youth has a lot more to read into; the above is a very small peek into their minds... 

(With inputs from Kaushik Chakraborty, Account Director, Madison Media Sigma)

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