



THE END OF GENERATIONS

WHO WE ARE

Troiano
Branding



DEZON

TroianoBranding, a Brazilian company specialized in creating, building, and managing brands, has joined forces with the strategic, creative, and collaborative consultancy DEZON® to develop a detailed study titled *The End of Generations*.

This research combines qualitative insights gathered through TroianoBranding's ZMET® methodology—patented at Harvard—and quantitative research conducted with 1,000 participants. DEZON® further enriched the analysis with sociocultural trend studies.

@troiano_branding

@dezon_____



METHODOLOGY

ZMET®

A RESEARCH TECHNIQUE THAT GOES
BEYOND THE OBVIOUS

The Havard patented ZMET® methodology identifies emotions that **PARTICIPANTS CANNOT ARTICULATE RATIONALLY** through traditional research techniques. Licensed to only 10 companies worldwide, TroianoBranding is the sole licensee in Brazil.



Harvard
Business
School

OLSON ZALTMAN

Troiano
Branding

ZMET PARTICIPANTS:

20 sessions

with individuals across four
generational cohorts, each
lasting 90 minutes:

5 GENERATION Z

1997 - 2012

5 MILLENNIALS

1981 - 1996

5 GENERATION X

1965 - 1980

5 BABY BOOMERS

1964 - 1945

Quantitative Research

To identify the factors that bring generations closer or set them apart, we conducted **1,000 surveys** across Brazil using online questionnaires analyzed through a proprietary methodology developed by TroianoBranding.

The sample includes **men** and **women** from **classes A, B, and C**, covering all five regions of the country.

**PARTICIPANTS OF ONLINE
QUESTIONNAIRE:**
Total of **1,000**
respondents

250 GENERATION Z
1997 - 2012

250 MILLENNIALS
1981 - 1996

250 GENERATION X
1965 - 1980

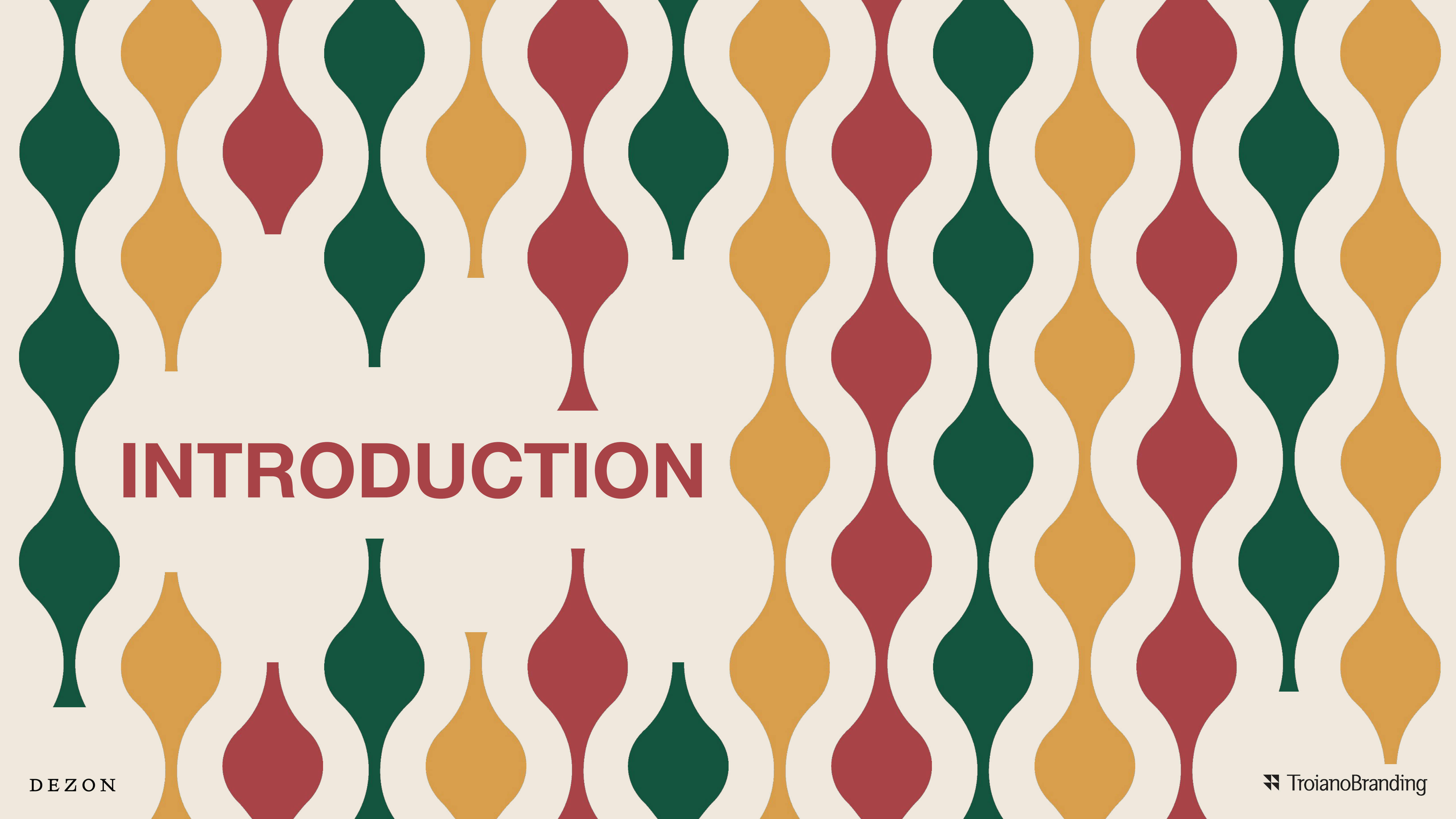
250 BABY BOOMERS
1964 - 1945

Sociocultural Trend Research

DEZON's trend forecasting research is rooted in the analysis of sociocultural pillars. The macro-dynamics presented here enable the anticipation and decoding of needs, aspirations, attitudes, and lifestyles.

Each macro-dynamic encapsulates key trends and clusters of emerging signals that reveal behavioral changes across areas such as sociology, philosophy, economics, culture, media, and current affairs.

We map the key evolutions that will shape desires and expectations, guiding the recognition of business opportunities. The objective is to foster a culture of innovation, equipping our partners to thrive in the years ahead.



INTRODUCTION

*Like the concepts of "**nations**" or "**class**," the term generation is a "**performative**" expression - one that creates an entity by naming it - a call or summons to a battle within the realms of imagination, or more precisely, a postulate of community.*

Zygmunt Bauman
(2007: 370, tradução)



Why Were Generations Created?

Are generations a way to mark time? Define behaviors? Or are they merely a construct created to categorize certain groups, fitting people into predefined "boxes"?

Photo: @silviarui_ageless

Brands leverage generational labels to segment audiences and simplify communication strategies.

However, in a world defined by constant change and fluid identities, does it still make sense to confine people to generational “boxes”?

**THE TIME HAS COME TO CHALLENGE
AND REDEFINE THIS PERSPECTIVE.**

That is what **Dezon** and **TroianoBranding** did.

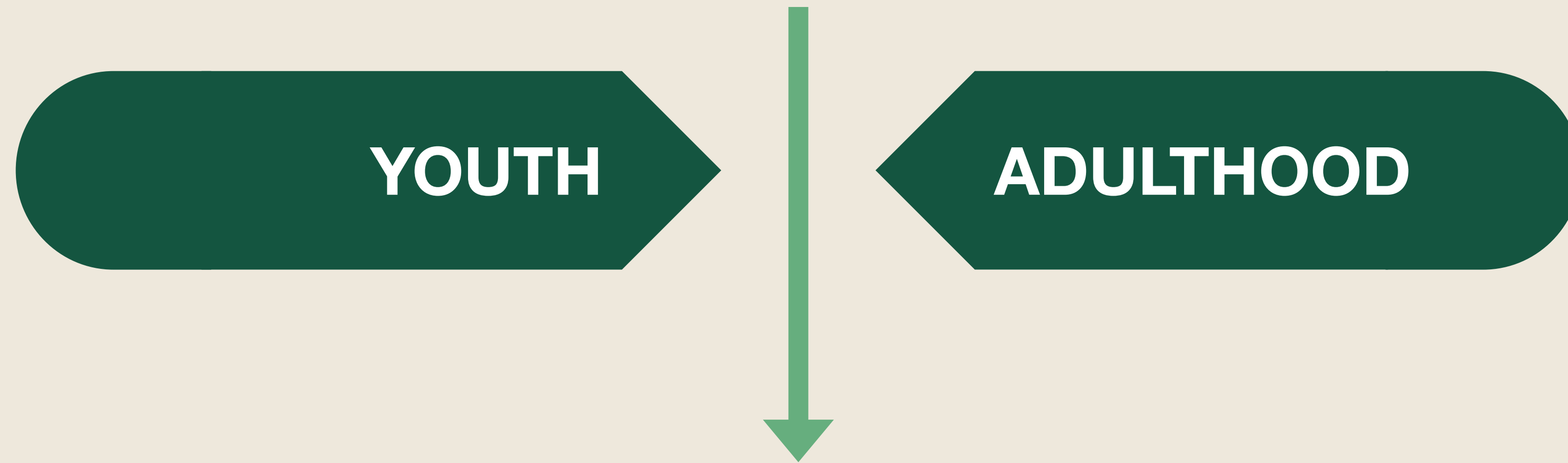


Photo: Reproduction

One of the research's initial findings revealed something we called **THE 21ST CENTURY PARADOX.**

This paradox highlights that there are far more **similarities** than differences between generations when it comes to what truly defines us.

The qualitative phase, guided by the **ZMET methodology**, allowed us to uncover the core values, concerns, and topics that resonate most deeply with each generation.



Generations converge around **foundational themes** that define who we are, sharing more similarities than differences.

The research identified **5 core themes** that form the basis of this paradox.



CORE THEMES

IDENTITY

EMOTIONAL BONDS

COMMUNITY

GROWTH

WELL-BEING

The search for:
Who I am
What I identify with
My role in the world

CORE THEMES

IDENTITY **EMOTIONAL BONDS** COMMUNITY GROWTH WELL-BEING



- Relationships built on care
- Emotional connections
- Trust and mutual support

CORE THEMES

IDENTITY EMOTIONAL BONDS **COMMUNITY** GROWTH WELL-BEING

The group I belong to
The people I identify with
Being part of a shared culture

CORE THEMES

IDENTITY EMOTIONAL BONDS COMMUNITY **GROWTH** WELL-BEING



How I develop myself
Social advancement
Learning and evolution

CORE THEMES

IDENTITY EMOTIONAL BONDS COMMUNITY GROWTH **WELL-BEING**

- What makes me feel good
- What brings me security and comfort
- What truly matters to me

CORE THEME | IDENTITY

GENERATION Z



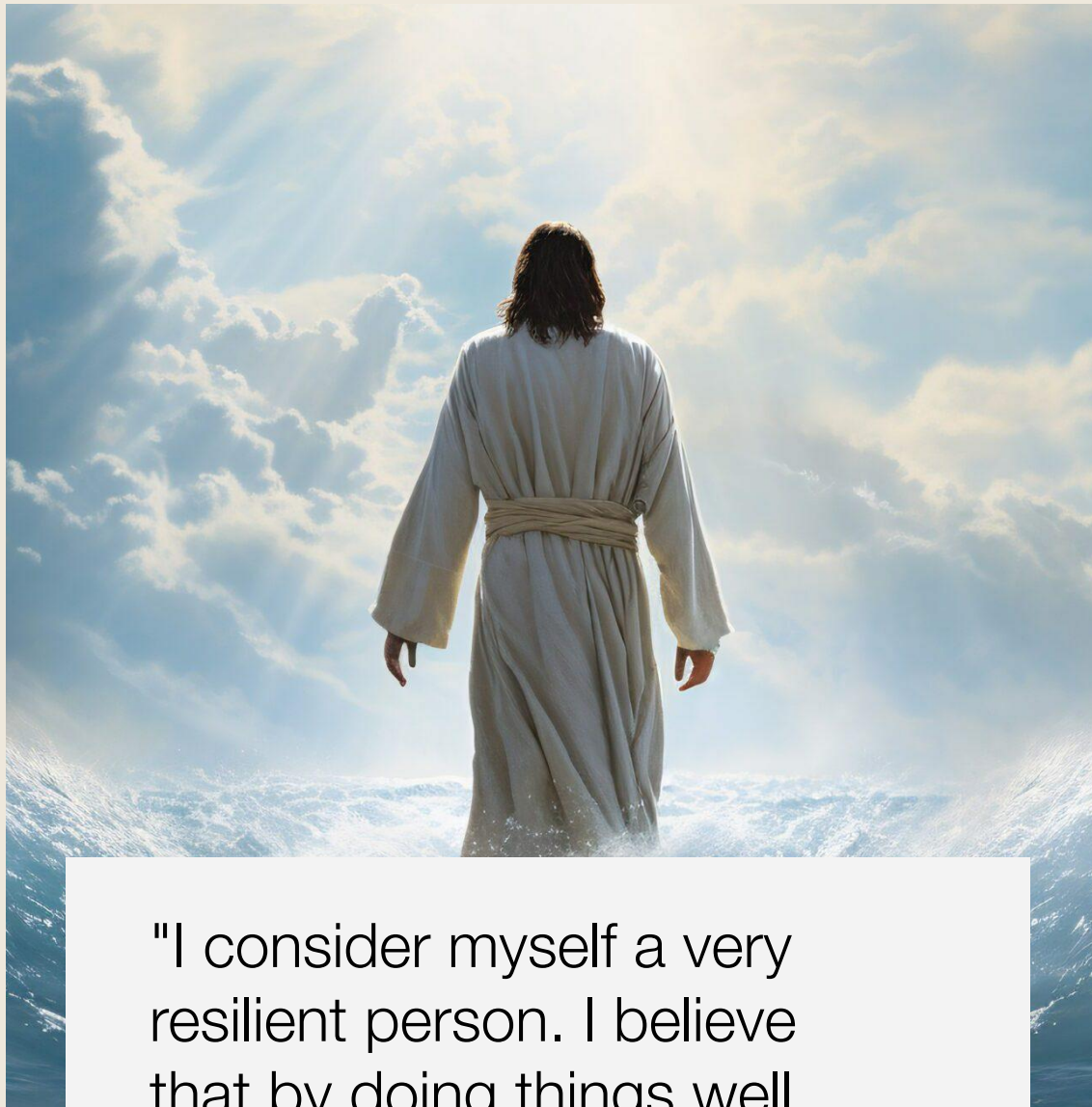
"I deeply value independence, especially from others' opinions. I want to live and act my way, not based on what others think I should do."

MILLENNIAL



"Freedom and autonomy are two values that, in my opinion, go hand in hand and are very important to me. I consider myself extremely free."

GENERATION X



"I consider myself a very resilient person. I believe that by doing things well and patiently, I can achieve great results."

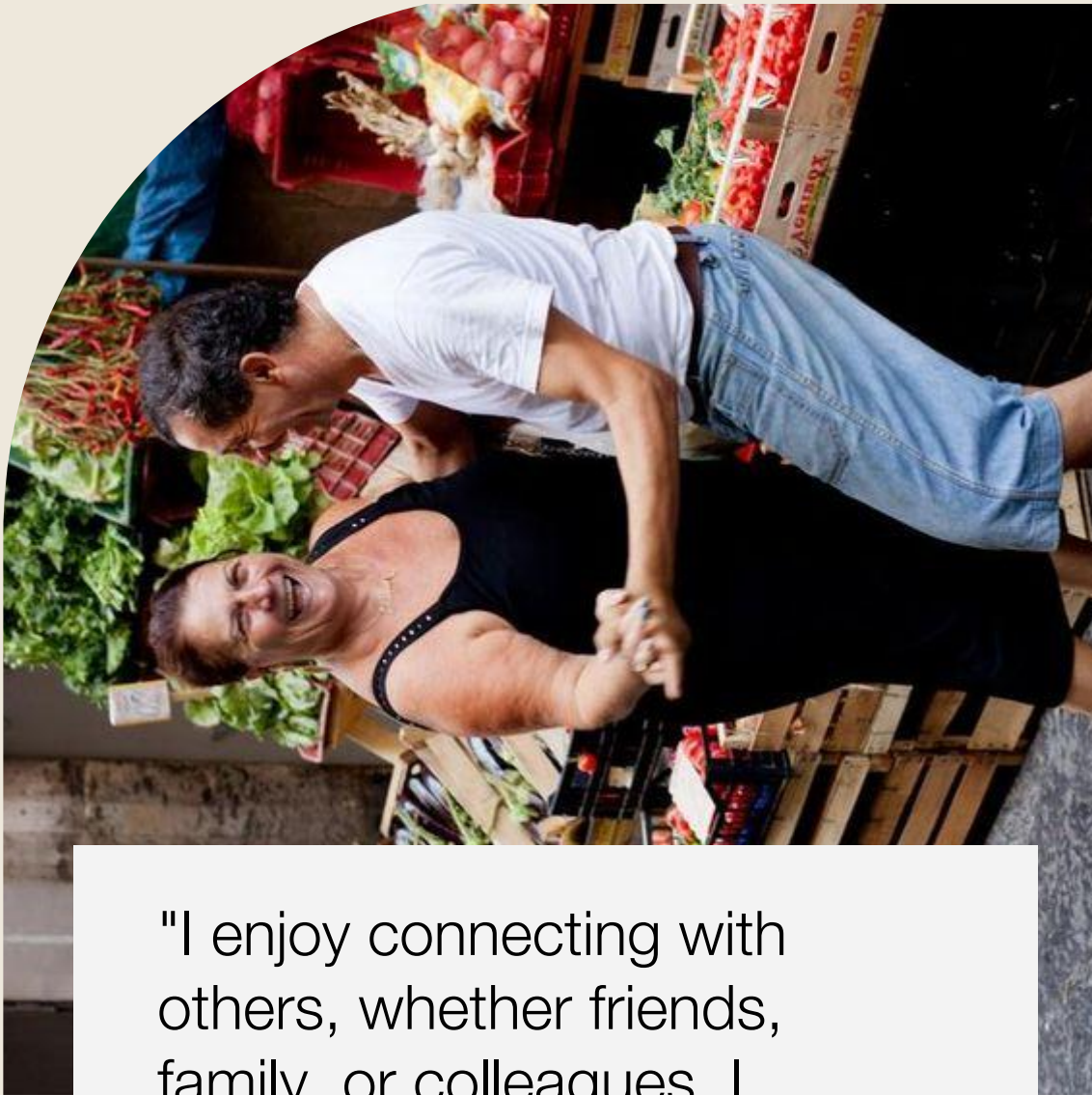
BABY BOOMER



"I always strive to maintain a balance between spirituality and material life. This is important to me."

CORE THEME | EMOTIONAL BONDS

GENERATION Z



"I enjoy connecting with others, whether friends, family, or colleagues. I believe that sharing experiences is important."

MILLENNIAL



"One of my core values is family. Being with people who want you around and care about you makes one feel welcomed and supported."

GENERATION X



"When I think of values, I think of family. They are the most important people in my life."

BABY BOOMER



"My family makes me feel more human."

Photo: Images ZMET



Photo: @jamieleecurtis

These interpretations and narratives are ultimately more meaningful than generational labels.

A GENERATION ONLY DEFINES THE INTERPRETATION OF OUR MENTALITY, BUT NOT OUR ESSENCE.

That is because these interpretations are shaped by cultural, historical, and political moments.

What lies within our core - our soul, where we are truly touched - is timeless and transcends generations.

To illustrate this, we selected two identity markers that clearly demonstrate how they transcend generational boundaries:

LIFE STAGE

Chronological age



Photo: Kitiya Palaskas / @celinevanheel

LIFESTYLE

Ways of living



EXAMPLE | LIFE STAGES



Generation Z focuses on building **CAREERS, EDUCATION** and **RELATIONSHIPS**.

BABY BOOMERS want to enjoy the **FRUITS OF THEIR LABOR** and **THEIR FAMILIES**.

LIFE STAGES > generations

Photo: Imagens ZMET

In the face of generational fluidity, what
ROLES DO BRANDS TAKE in this
21ST CENTURY PARADOX?

In the quantitative phase of our research, we asked participants how they perceive themselves today **(ACTUAL SELF)**, how they aspire to be or become **(IDEAL SELF)**, and which brands help them in this identification process. We also measured agreement with various behaviors and attitudes.

It became clear that brands with **intergenerational** power are those built on **core themes**.

Brands with **intergenerational power do not rely on temporal narratives**.

- Identity.....** Affirms who I am
- Emotional Bonds...** Connects me with others
- Community.....** Gives me a sense of belonging and purpose
- Growth.....** Enables me to become more than I am today
- Well-Being.....** Allows me to feel good and secure

OBOTICÁRIO → identity



→ emotional bonds



→ well-being



→ growth

SAMSUNG → community

To make the **data** from our qualitative and quantitative research more **tangible**, **macro-trends** are mapped and broken down into **key trends**, identified through sociological, philosophical, economic, and cultural studies. These macro-trends, derived from the research, foster a culture of innovation and help guide **business opportunities**.



MACRO-TRENDS

The mapped macro-trends unfold into key trends, identified through sociological, philosophical, economic, and cultural studies. These trends aim to translate research data into actionable insights, fostering a culture of innovation and guiding business opportunities. To illustrate the concept behind **The End of Generations**, **six macro-trends** were identified and analyzed.



1

AFFIRMING OUR FREEDOM

In many Western cultures, age is often viewed as a medical condition linked to negative attributes. However, the idea of youth as the ultimate standard is being revisited and deconstructed as the concept of the "self" becomes more fluid, enabling continuous reinvention and multifaceted exploration. This paradigm shift is supported by recent research in neuroscience and biology, which demonstrates that age is a subjective construct. Lifestyles and personal choices are increasingly defined through an emotional lens rather than rigid chronological markers.

1

AFFIRMING OUR FREEDOM

1.1 - Transitional Identities: Identity expression is becoming increasingly fluid. Today, the construction of the "self" transcends traditional codes and labels, reflecting a journey of self-discovery as an adventure that allows for multifaceted exploration.

1.2 - Pursuit of Authenticity: Authenticity and vulnerability serve as gateways to emotional emancipation. Emotions drive actions, relationships, and life decisions. In this context, spontaneity becomes a valuable currency.

1.3 - Emotional Age: The concept of youth is often tied to notions of novelty and modernity. However, these criteria are being revisited and dismantled, as age is increasingly seen as a subjective construct.

1.4 - The Perennial Generation: With a globally aging population, more engaging perspectives on maturity are breaking stereotypes and norms. Perennials, characterized by their timeless approach, embrace humor and naturalness in their lifestyle, defying expectations.

"I stop and think, 'Okay, I feel great in this outfit, I'm independent.' I don't need to be tied to something like wearing certain clothes or doing something just because someone says I should. I wear it because I want to, regardless of what others think."

Generation Z

AGE-FREE STYLE

After years in the fashion industry, 62-year-old American influencer **Gyn Tan** was encouraged by her 23-year-old daughter, **Mya**, to share her lifestyle on TikTok (2023). In her videos, Tan promotes the message that "style has no age," showcasing how she and Mya can wear the same clothes and create looks without fear or prejudice. Her content inspires people to dress freely, breaking away from generational stereotypes.



THE NEW 50

Journalist, influencer, and author of the UOL column Ageless, Silvia Ruiz, launched the **This is 50** (2023) movement on Instagram to challenge stereotypes about how a 50-year-old woman should look or act. Ruiz's advocates for the end of ageism, demonstrating that the concept of age is outdated. The project has gained support from notable figures such as singer Mart'nália and actresses Ingrid Guimarães and Mônica Martelli, among others.





2

REDEFINING LOVE

Fostering connections across generations has become a civic, business, political, and community imperative. This effort also encourages the representation of new family models that challenge and question traditional narratives, highlighting the transformative power of love. Among the disruptions sparked by this movement is the push to break stereotypes and promote the inclusion of diverse bodies, genders, and ages in conversations about affection and sexuality.



2

REDEFINING LOVE

2.1 - Intergenerational Bonds: Maintaining connections across generations has become a civic, business, political, and community priority.

2.2 - New Family Structures: Contemporary narratives explore diverse realities, including blended families, chosen families, interspecies bonds, queer parenting, and clans built on sisterhood or friendship.

2.3 - Pleasure for All: Emerging narratives and visual representations challenge stereotypes, advancing new codes of sexuality through a continuous fight for the inclusion of diverse bodies, genders, and ages.

"I have contact with my biological family, but the branch that is most present in my life is the family I chose."

Millennial



THE POWER OF FRIENDSHIP

After losing her son, Roslyn Scharf found the emotional and physical support she needed in Omid Malekan, a personal trainer 40 years her junior. Their years of training together have fostered a friendship filled with shared interests. These bonds enhance life satisfaction, encourage learning, and help combat social isolation. Along with other friends from different generations, the duo was featured in a **New York Times** article (2023), highlighting the strength of friendships that transcend age boundaries.



QUEER PARENTHOOD

British **Glamour** magazine featured **Logan Brown**, a trans man married to a non-binary drag queen, on its June 2023 cover for Pride Month. At the time, he was nearly nine months pregnant. Similarly, in May 2024, Brazilian **QUEM** magazine highlighted **Pepita**, a trans woman and mother of 2-year-old Lucca Antônio, on its Mother's Day cover. These features showcase the evolving and inclusive realities of modern parenthood.



3

WHOLESOME COMMUNION

In 2023, the WHO declared that the world is facing an epidemic of loneliness. High levels of individualism have significantly impacted mental health across all generations. This underscores the urgent need to rediscover our sense of community, reinforcing the concept of “care” to build a more just and inclusive future capable of advancing social development. The unprecedented blending of generations within community spaces plays a key role in this narrative.





3

WHOLESOME
COMMUNION

3.1 - The Loneliness Epidemic: Despite the advances in communication technologies, which designed to bring people together, individuals are feeling increasingly isolated, with mental health implications spanning all generations.

3.2 - Rethinking Human Connections: Solidarity, compassion, generosity, and empathy are essential values and skills for creating a more just and inclusive future.

3.3 - Inspiring Exchange and Learning: Generational mingling in community spaces fosters new skills and learning opportunities. While the wisdom of elders has traditionally guided the young, the exchange is now a two-way street, with knowledge flowing freely across generations.

"The process of growth is about personal transformation and improvement. (...) It's not easy to see your parents aging and becoming dependent. It's not easy to grow apart from your children. This relationship is truly a masterpiece."

Baby Boomer



THE POWER OF THE COLLECTIVE

In 2023, singer **Ludmilla** launched an initiative offering tickets to her **Numanice** concert in exchange for blood donations. The campaign, held in partnership with **Hemorio**, a public blood research and collection institute in Rio de Janeiro, achieved record-breaking donations on its first day. This initiative highlights the power of cooperation and the positive impact of celebrity influence, showcasing how generosity can extend beyond monetary contributions.



LEARNING FROM THE WISE

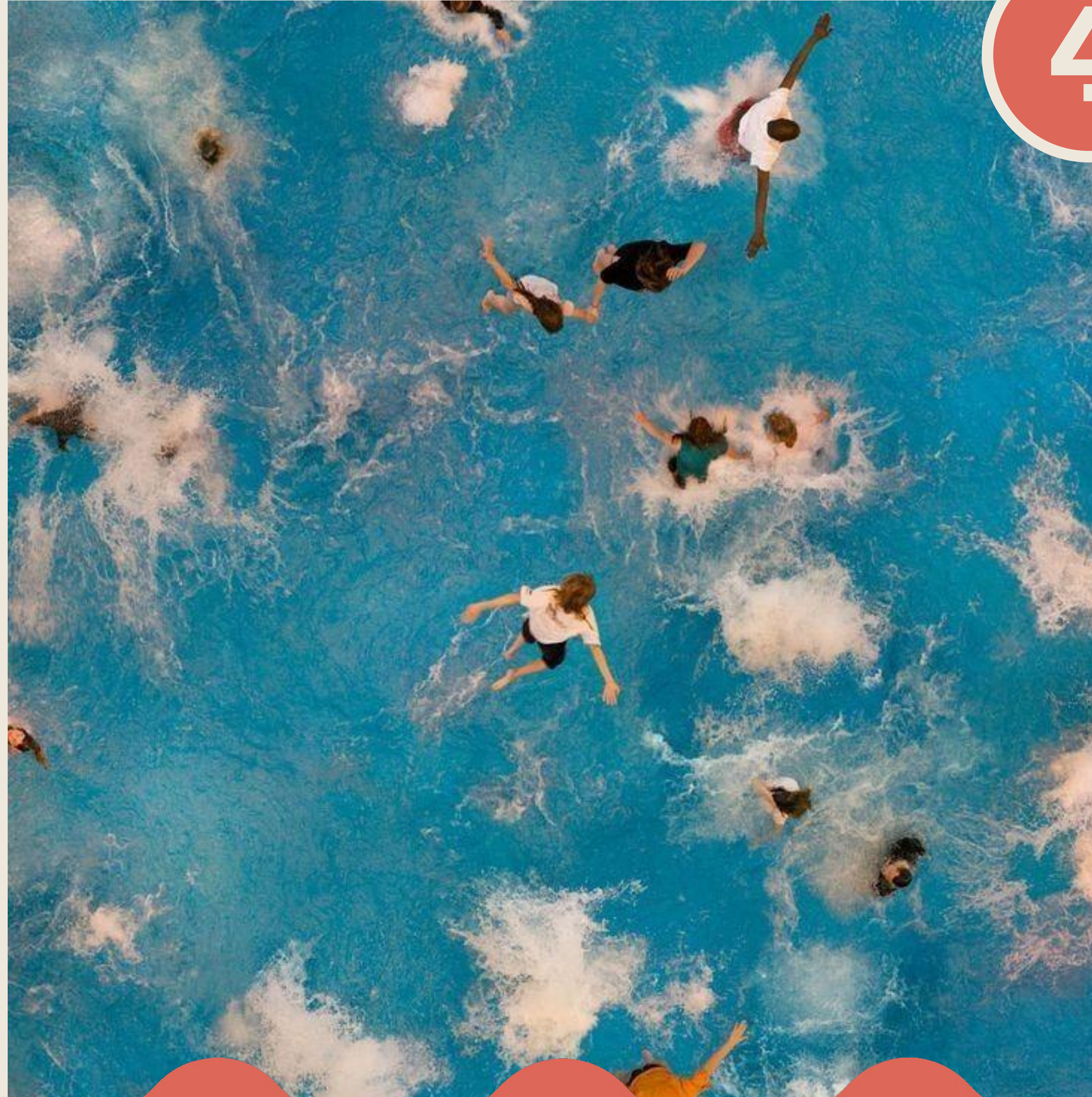
Launched in 2023, the podcast **Wiser Than Me**, hosted by 60-year-old American actress **Julia Louis-Dreyfus**, features interviews with women older than herself, delving into topics such as aging, politics, sex, and life. Its intimate approach fosters intergenerational dialogue and makes aging an inspiring subject. Similarly, in 2024, Brazilian newspaper **Folha de S. Paulo** launched the podcast **Se Ela Não Sabe, Quem Sabe?** (If She Doesn't Know, Who Does?), where **Tati Bernardi** interviews women aged 50 and older, continuing the celebration of wisdom across generations.



4

BETTING ON LONGEVITY

A more optimistic and clear-sighted perspective on longevity is emerging, supported by technological advancements and scientific research aiming to reverse biological aging. This shift is encouraging freer behaviors, with a focus on letting go and living more joyfully in the moment. Embracing self-indulgence, in all aspects of life - including sexuality - is seen as an act of self-love.



4

BETTING ON LONGEVITY

4.1 - Celebrating Well-Being: Happiness, quality of life, comfort, and care are expanding as driving forces, prompting us to rethink how to age in the best possible way.

4.2 - Biohacking and Longevity: Longevity has become a prominent modern topic, fueled by the rise of studies and practices aimed at reversing the signs of biological aging.

4.3 - Indulgence as Resistance: Whether sensory, psychological, or intellectual, breaking the barriers that prevent us from enjoying the present moment is essential.

4.4 - The Sexual Well-Being Boom: Advancements in women's health and holistic medicine have made sexual well-being a significant topic in discussions about longevity.



"I understand maturity, chronological age, time, and the body... We now have the knowledge to smoothen the aging process, allowing for greater longevity, even though we cannot stop it altogether."

Generation X

FOCUSING ON PREVENTION

Renowned longevity expert, **Dr. Peter Attia**, explores aging and the impact of chronic diseases in his book **Outlive: The Science and Art of Longevity** (2023). The global bestseller offers groundbreaking scientific strategies to improve health and extend life, emphasizing a personalized and proactive approach to physical, cognitive, and emotional well-being. Attia also hosts a podcast on longevity and publishes a free newsletter, making his insights widely accessible.



MENOPAUSE AS A MAIN SUBJECT

The reluctance to openly discuss menopause, both socially and in medical settings, reflects a historical and cultural intolerance for women's suffering, as well as persistent stigmatization. In 2023, **The New York Times Magazine** published a special report uncovering the myths perpetuated by medicine regarding menopause symptoms and treatments, highlighting how these misconceptions have delayed serious and innovative research. Recently, however, menopause has gained increased scientific attention, along with investments in products and technologies aimed at prevention and symptom relief.



5

UNITED FOR THE PLANET

Eco-anxiety and solastalgia are growing afflictions impacting those troubled by the climate crisis.

Ecoboomers, born between 1940 and 1960, possess a strong environmental awareness comparable to that of the demographic born after 1995, known as Ecological Natives. Together, these groups play a vital role as advocates for environmental consciousness and action.



5

UNITED FOR THE PLANET

5.1 - Learning from Ecoboomers: Born between 1940 and 1960, Ecoboomers possess remarkable vitality and environmental awareness. This group laid the groundwork for many of the regenerative environmental initiatives we address today.

5.2 - The Ecological Natives: Born after 1995, Ecological Natives are tireless activists committed to exposing and challenging destructive environmental practices.

5.3 - Coping with Eco-Anxiety: Global warming and biodiversity collapse have created widespread unease, stemming from fears of human extinction. This discomfort is known as eco-anxiety or solastalgia.

"I think we need to focus more on environmental preservation and caring for animals. Supporting brands that already take these initiatives is a good starting point for thinking about the future."

Generation Z



NEW WAYS OF LIVING

In 2024, activist and writer **Ailton Krenak** became the first Indigenous member of the Brazilian Academy of Letters. His work, celebrated through books like Futuro Ancestral (Ancestral Future), focuses on defending Indigenous peoples and challenging Western ideologies. Krenak emphasizes the need to reconnect with nature and ancestral wisdom, especially in the face of the ongoing climate crisis.

ALTERNATIVE COMMUNITY

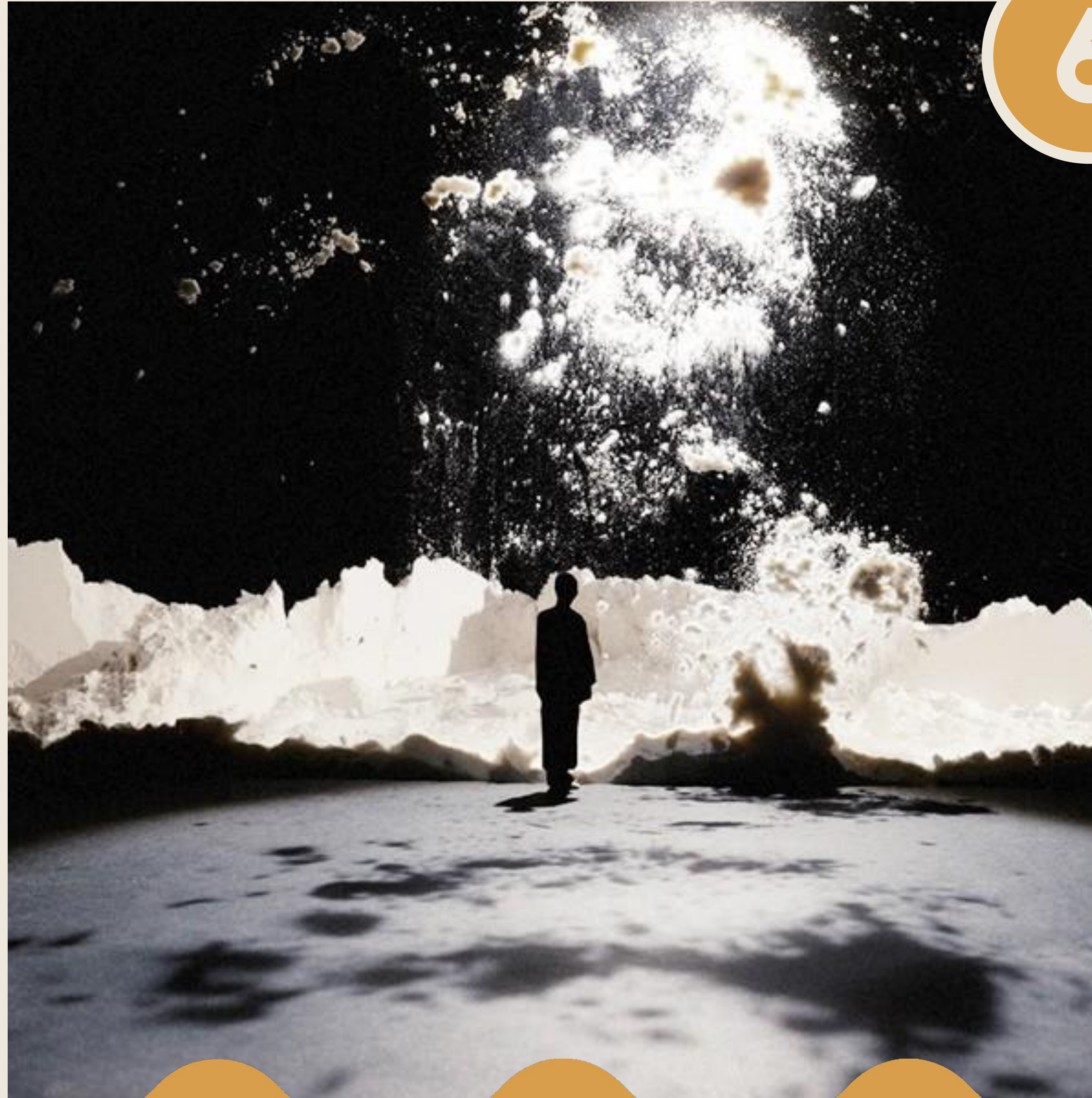
Honeydew, an ecological community originally established in California, promotes active involvement in sustainability efforts and tackling climate anxiety. In 2024, a new location was launched in Teresópolis, Brazil, blending local living practices with healing and spiritual approaches.

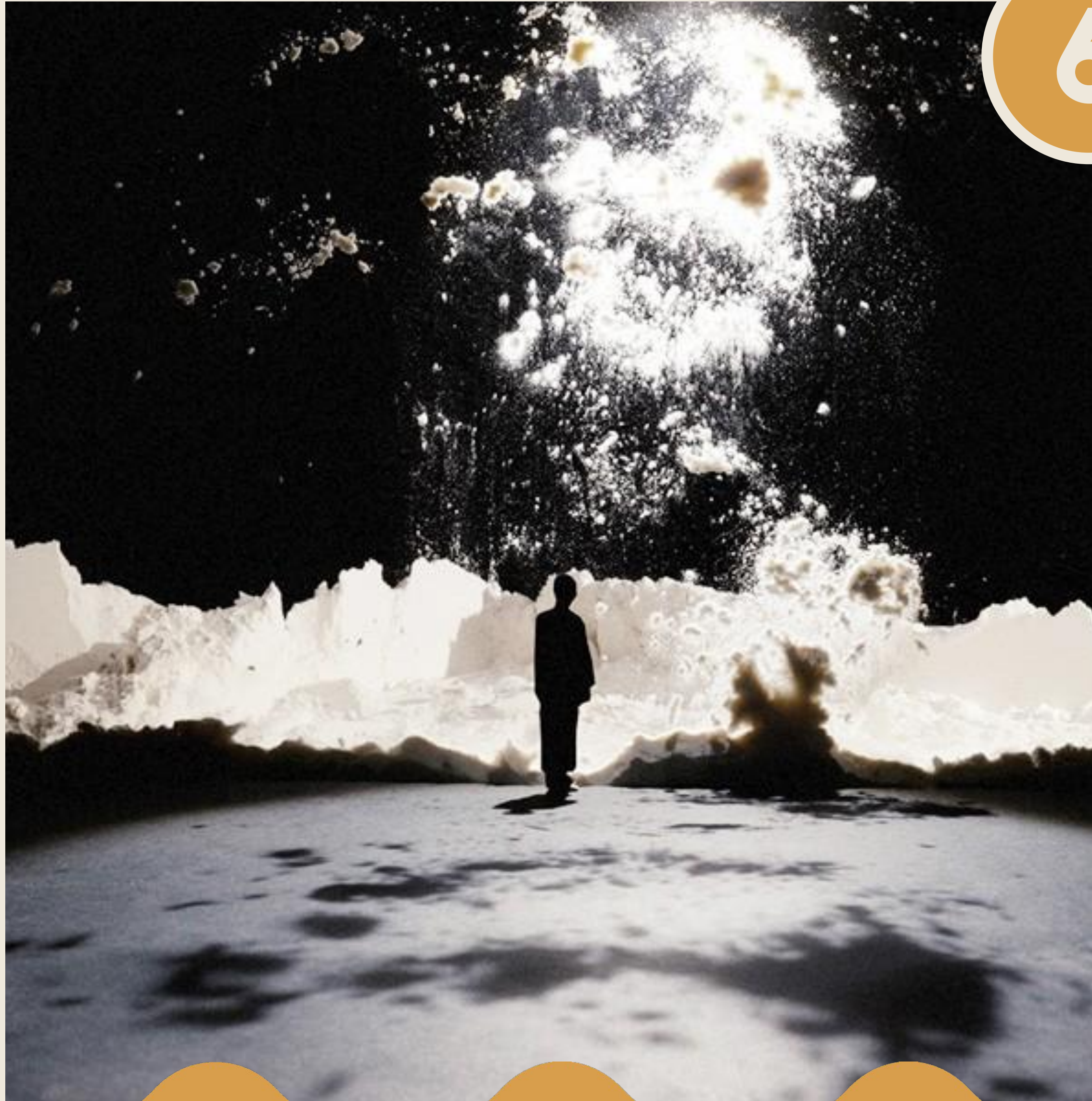


6

THE ERA OF TURMOIL

From the aspirations and interests of younger generations to the widespread misinformation and fake news affecting all age groups, concern for the future is crucial to understanding our impact on generations to come. Building a more engaged society that fosters intergenerational inclusion also presents opportunities for investment and innovation.





6

THE ERA OF TURMOIL

6.1 - Inclusion Policies: Intergenerational inclusion is driven by acts of solidarity aimed at fostering social unity and collective well-being.

6.2 - The Quest for Stability: Often referred to as Digital Natives, younger generations have unprecedented access to information and knowledge through social media.

6.3 - Gen T: The Tension Generation: In an age of communication overload, it has become nearly impossible to discern what is trustworthy in the sea of information. This calls for constant questioning of the reliability of transmitted sources.

6.4 - The Good Ancestors: One of society's greatest challenges is overcoming the dominant short-term mindset to rethink the long-term impact of our actions on future generations.



INTERGENERATIONAL
ARCHITECTURE

Intergenerational relationships can be fostered through architecture, with designs that integrate people of different ages into shared spaces. An example is the offices of **The Supreme Council for Motherhood & Childhood** (2023) in Abu Dhabi, UAE. This project features environments that combine a nursery, gym, reception area, exhibition space, meeting rooms, library, event venue, and workspaces. This intersection encourages social interaction and redefines how we address the balance between personal and professional needs.



THE SHIT-
THROP-
O-
CENE



PATAGONIA FILMS PRESENTS SHITTHROPOCENE A FILM BY DAVID GARRETT BYARS
CASTING BY EMILY PERRY COSTUME DESIGNER ALEX LOWMYER EXECUTIVE PRODUCERS ALEX WELLSER ALISON OTTENWELLER
PRODUCED BY KEENEN NEWMAN EDITOR LYMAN SMITH

patagonia
FILMS

SHITTHROPOCENE

To provoke reflection on overconsumption and extractive habits, **Patagonia** released the short film **Shitthropocene** (2024). A blend of documentary and satire, it critiques mass consumption and corporate greenwashing. The title references the current geological era, the Anthropocene, while emphasizing the consequences of these behaviors—suggesting we are actually living in the "Lixocene," an era defined by accumulation and rampant waste.



CONCLUSION

Generational markers, while
convenient, are not **sufficient**

In an era of freedom and
fluidity, generations have
become **restrictive boxes**

Declaring the end of generations is
a **strategic step toward inclusion**

This shift moves us closer to a
lifestyle marketing approach

Breaking free from temporal
labels to **align with people's
true desire**

Especially in this age of
endless generations.

Interested in Sharing the Discussion on **The End of Generations** with Your Team or Clients?

Available Formats

- Lecture

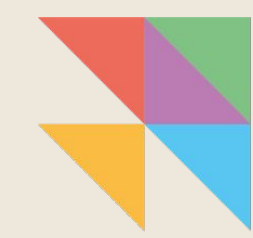
Inspire your team or clients in an internal or public event, available in digital or in-person formats. Lectures last up to 90 minutes, including a Q&A session, and can be tailored to your industry and market needs.
- Workshops

Designed to stimulate teamwork, accelerate new projects, and define internal strategies, these workshops last up to two days and accommodate up to 20 participants. During the sessions, we will delve deeper into the discussion and help your company develop creative solutions and rethink strategies.
- Custom Research Analysis

Receive a comprehensive and tailored analysis focused on the topics most relevant to your industry and target audience, aligned with the specific realities of your business.
- PDF

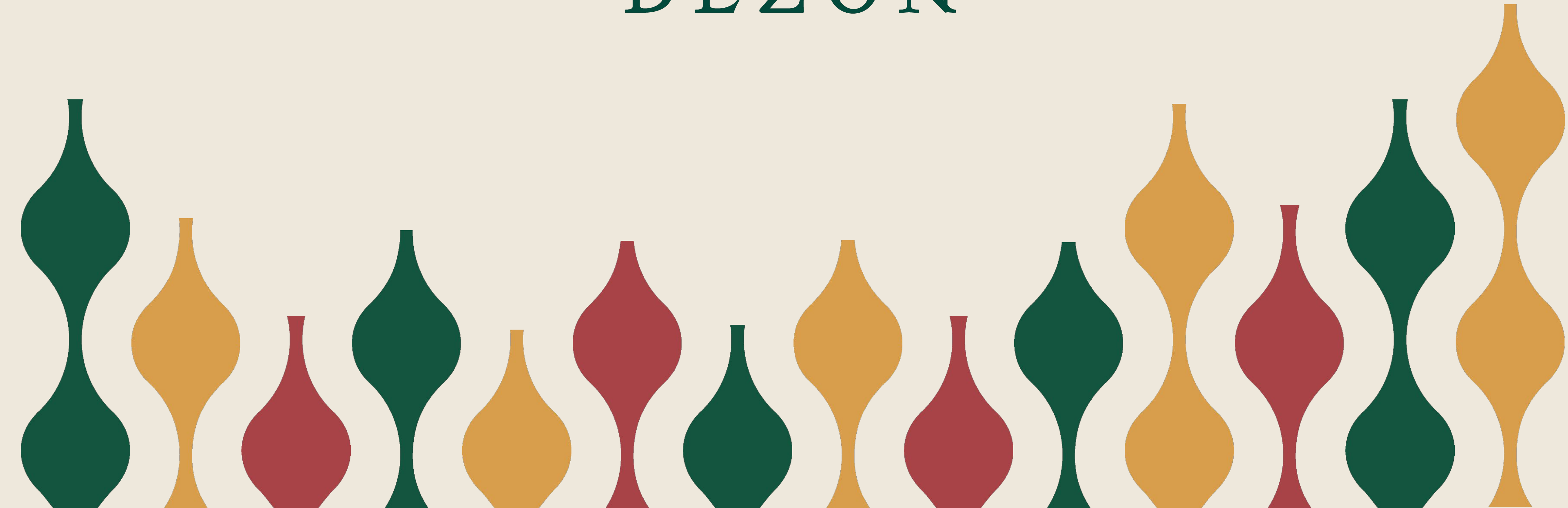
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