



YOUTHDYNAMICS

Ah! The prime years of youth!

YOUTHDYNAMICS DELVES INTO THE AMORPHOUS
'YOU ARE YOUNG BUT ONCE' YOUTH OF TODAY.

We catch up and foretell real youth trends and cultures, keeping a close pulse with them.

Key insights which are intrinsic are discovered via understanding the:

- ☑ Psychological and emotional makeup of Malaysian youth
- ☑ Lifestyle and trends of Malaysian youth
- ☑ Symbolic attachments to objects and subjects
- ☑ Detailed usage and attitudes towards product and brand categories
- ☑ Self-concept and self-image of youth
- ☑ Hopes, dreams and fears of the youth
- ☑ Goals, expectations and aspirations of the youth
- ☑ Value systems and role models of the youth
- ☑ Online and technological trends of the youth
- ☑ Social networking and social relationships of the youth

