

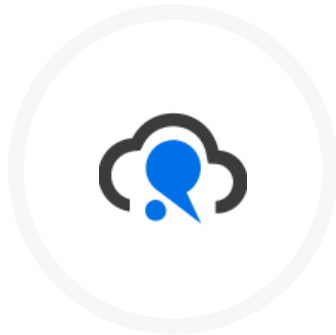


Analyzing Open-ends To Crack The Enigma Of Gen Z

James Cuthbertson, CRO

Quirks Chicago

What does Relative Insight do?



What?

An AI based text data analytics platform which delivers high value audience insights.



Why?

Companies currently have access to huge amounts of valuable text data, yet most do not use it.

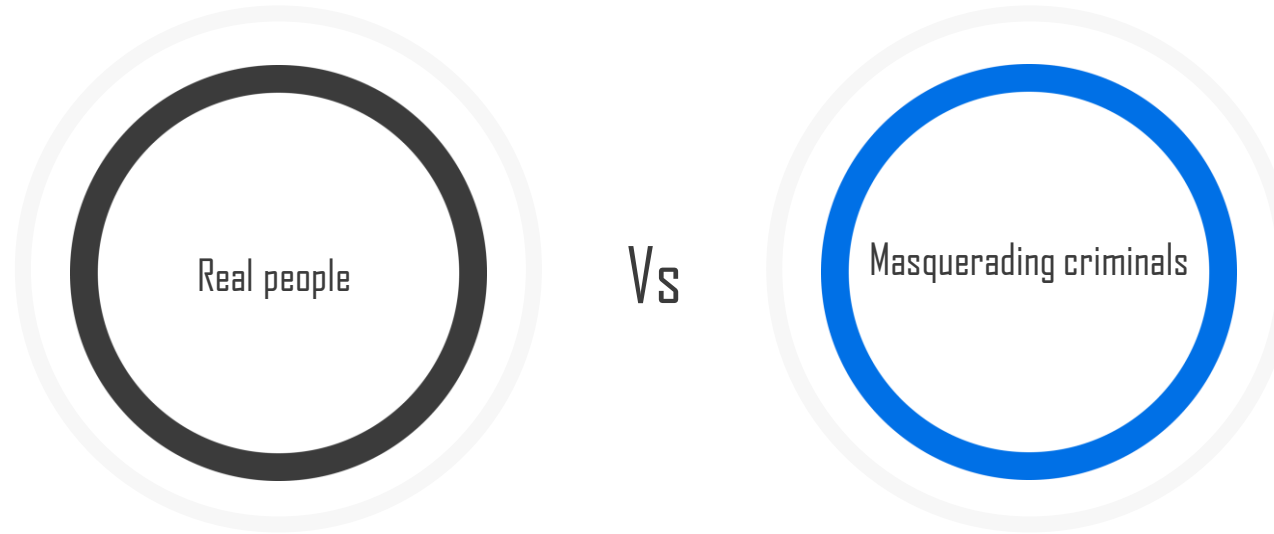


How?

By using innovative comparative techniques to highlight critical differences in consumer language.

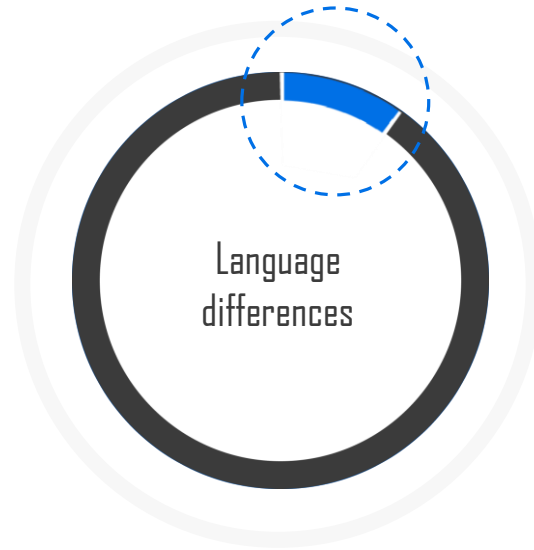
Relative Insight originated in law enforcement, where
criminals online

we compared text data to detect

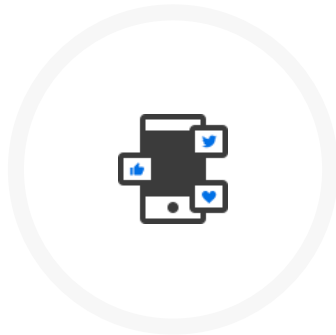


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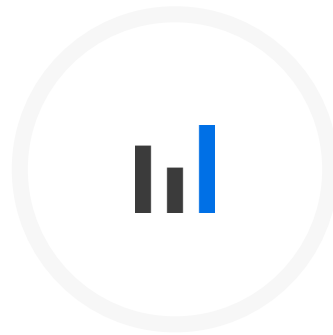
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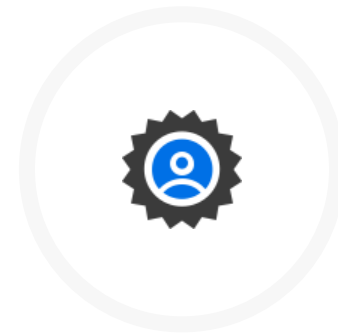
This technique was applied to the
business world



Digital marketing



Consumer analytics



Customer experience

And we work with some cool customers

amazon

NESPRESSO®

HSBC

R/GA

JOHN
LEWIS
& PARTNERS

HARTE
HANKS

What do we mean by 'text data'?



Social media



**Open-ended survey
results**

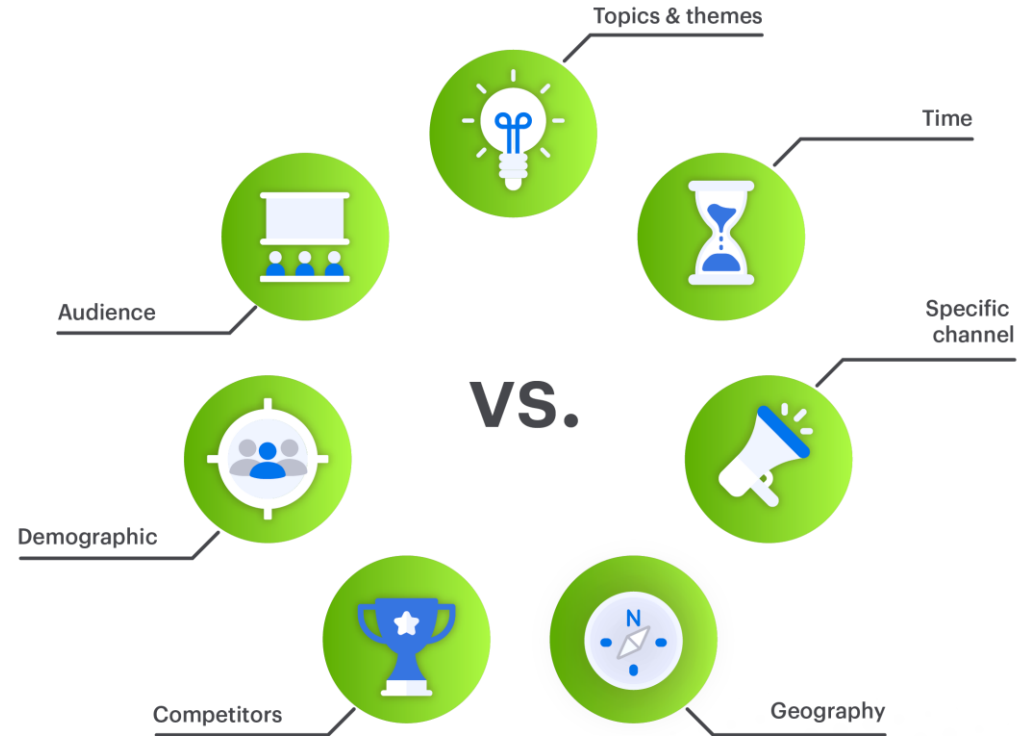


Review sites



**Customer experience
- voice and chat**

Common comparisons from metadata



What is the deal with **gen Z**?



We ran a **survey**...



Historically, **open-ends**
a mess

have been seen as
of unstructured data

We surveyed gen Z and millennials from all over the world

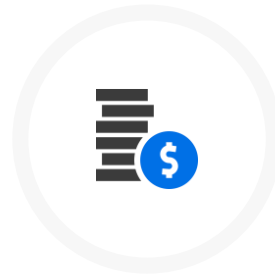


The questionnaire consisted of a variety of long form open-ended questions

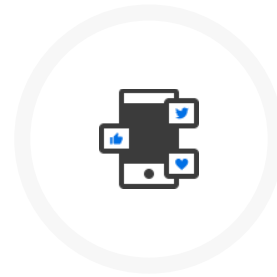
Topics ranging from:



Sustainability



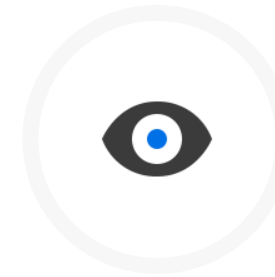
Spending



Social media



Brand preferences



Activism

For this study, we split

data by age

and analyzed the

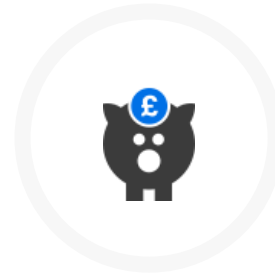
But there are numerous ways to split data:



Geo location



Gender

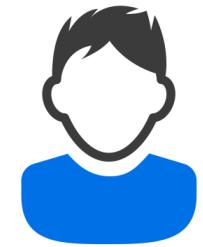
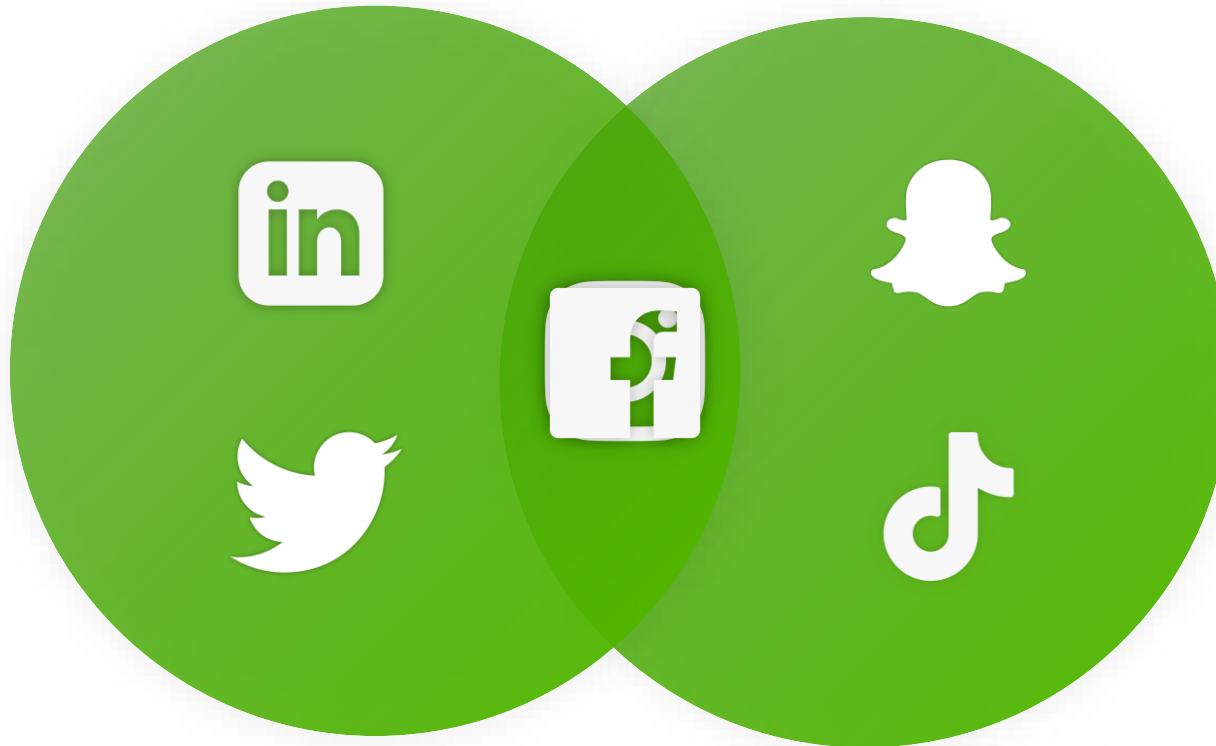


Income bracket

What social media platforms do you regularly use?



Millennials



Gen Z

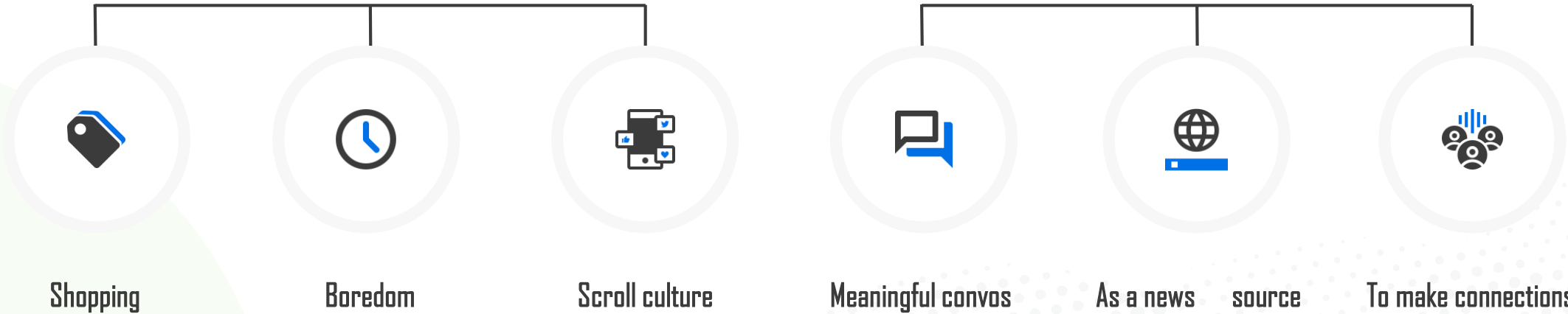
What do you use social media for?



Millennials



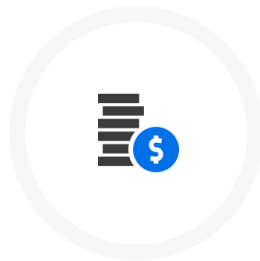
Gen Z



What is the most important aspect of activism to you?



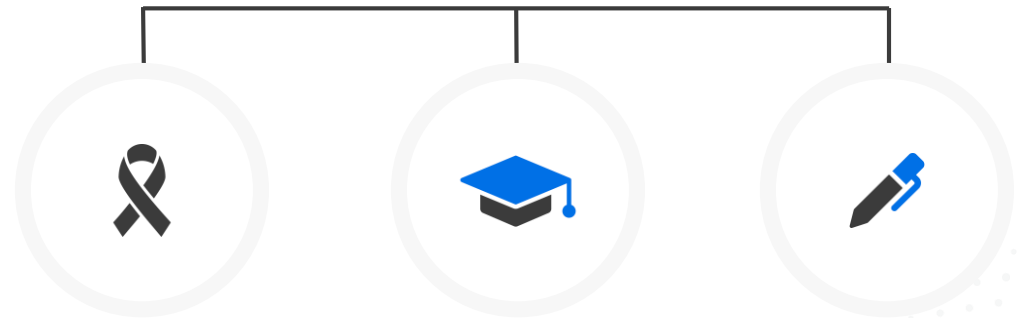
Millennials



Donating money



Gen Z



Raising awareness

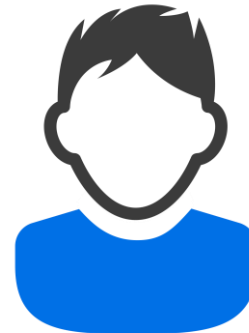
Educating people

Signing petitions

How should brands tackle sustainability?

Millennials

“Donate a proportion of their profits”



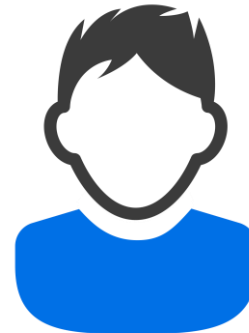
Gen Z

“Communicate their views and commitments”

Are there any brands you wouldn't buy on principle, and why?

Millennials

"It's bad"



Gen Z

"There is no supply chain transparency"

"Materials are not eco-friendly"

"The packaging isn't recyclable"

Why do specific brands talk to you?

Millennials

"Consistency"



Gen Z

"Their aesthetics and values matches mine"

What brand matches your own?

Millennials

Gen Z

PRIMARK®

PRADA

House of Sunny

Lisa Says Gah

wagamama®

GUCCI

paloma—wool

Réalisation™

 CHIPOTLE

SAINT LAURENT
PARIS



Millennials

If we gave you \$1000, what
would you spend it on?





Gen Z

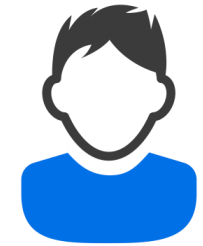
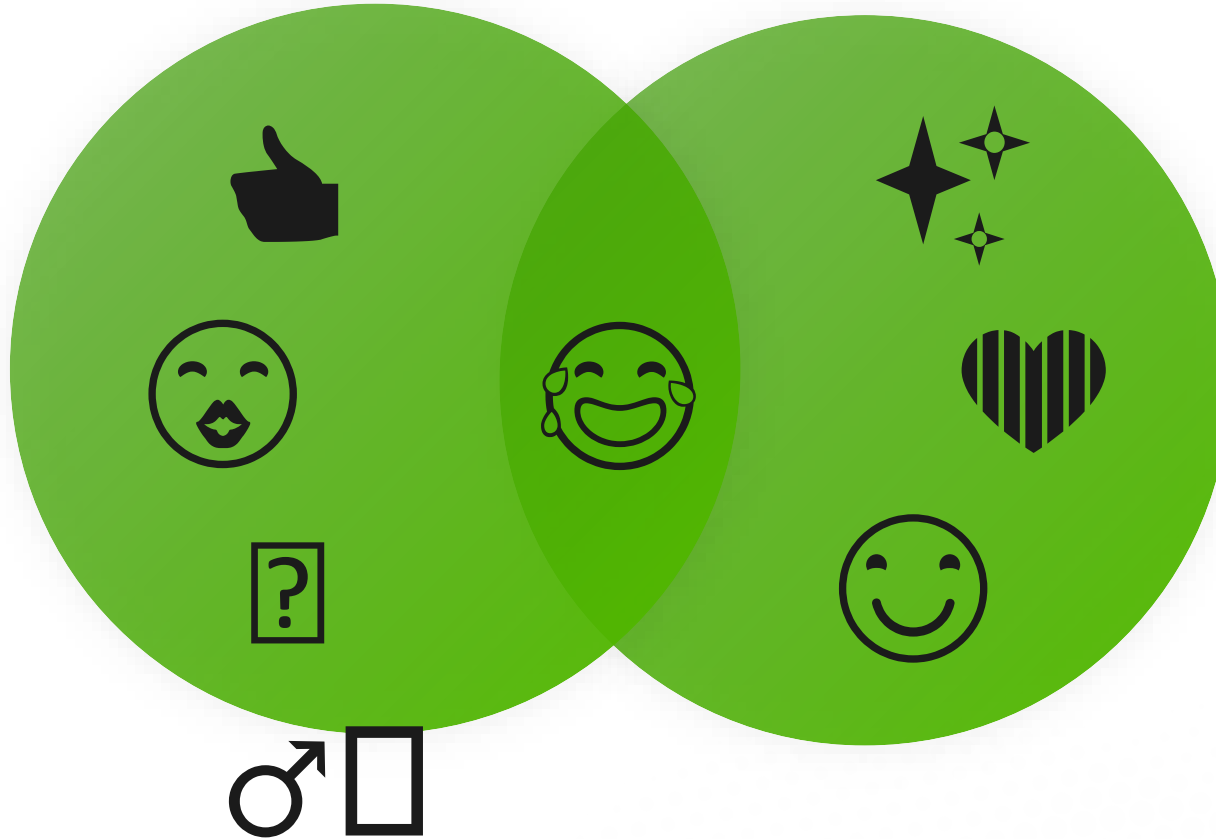
If we gave you \$1000, what
would you spend it on?



What emojis do you use?



Millennials



Gen Z

The platform will help you to **uncover** the opinions and linguistic tendencies of an audience set.

How do millennials and gen Z differ?



Millennials



Gen Z



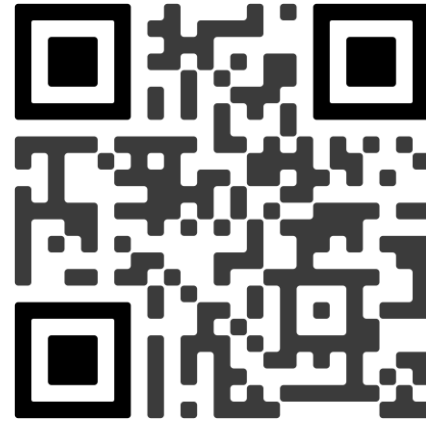
Do you pass the **vibe** check?

Compare the content of your tweets
to our gen z data set to see how you do...

Are you ready?



Download the report



See the platform in action

Visit us at booth 310

It's all Relative



www.relativeinsight.com