



**Relative**  
INSIGHT

**Analyzing open-ends to crack the enigma of gen Z**

Ben Hookway | CEO

# 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 we compared text data to detect criminals online**



Real people

**Vs**

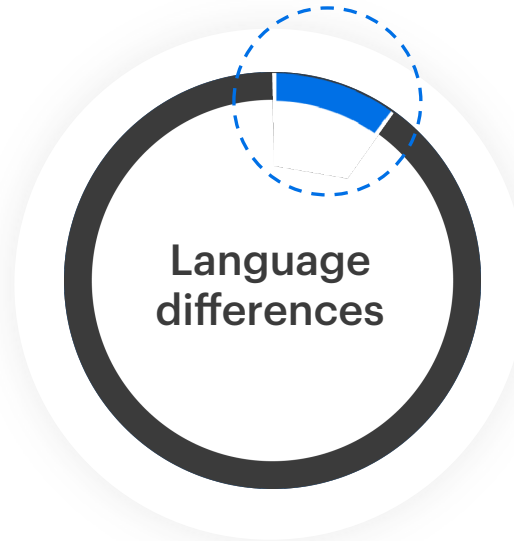
Masquerading  
criminals

**Relative Insight originated in law enforcement, where we compared text data to detect criminals online**





**Relative Insight originated in law enforcement, where we compared text data to detect criminals online**



# **This technique was applied to the business world**



**Digital marketing**



**Consumer analytics**



**Customer experience**

## And we work with some cool customers













# What do we mean by 'text data'?



Social  
media



News &  
online articles



Open-ended  
survey results



Review  
sites



Forums & online  
communities



Focus group  
transcripts



Blogs  
& website copy



Audience  
insight tools

# Common comparisons from metadata



Audience



Customer satisfaction



Time



Geography



Specific channel



Competitors



Demographic

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



**So, we ran a survey...**

**Historically, open-ends have been seen as a mess of unstructured data which has been difficult to analyze effectively**



# We surveyed gen Z and millennials from all over the world



# The survey consisted of a variety of long form open-ended questions

Topics ranging from:



Sustainability



Spending



Social media



Brand preferences



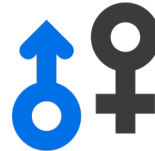
Activism

# For this study, we split and analyzed the data primarily by age

But there are numerous way to slice and dice the data. Gone are the days of the “one and done” approach to data analysis.



**Geo location**

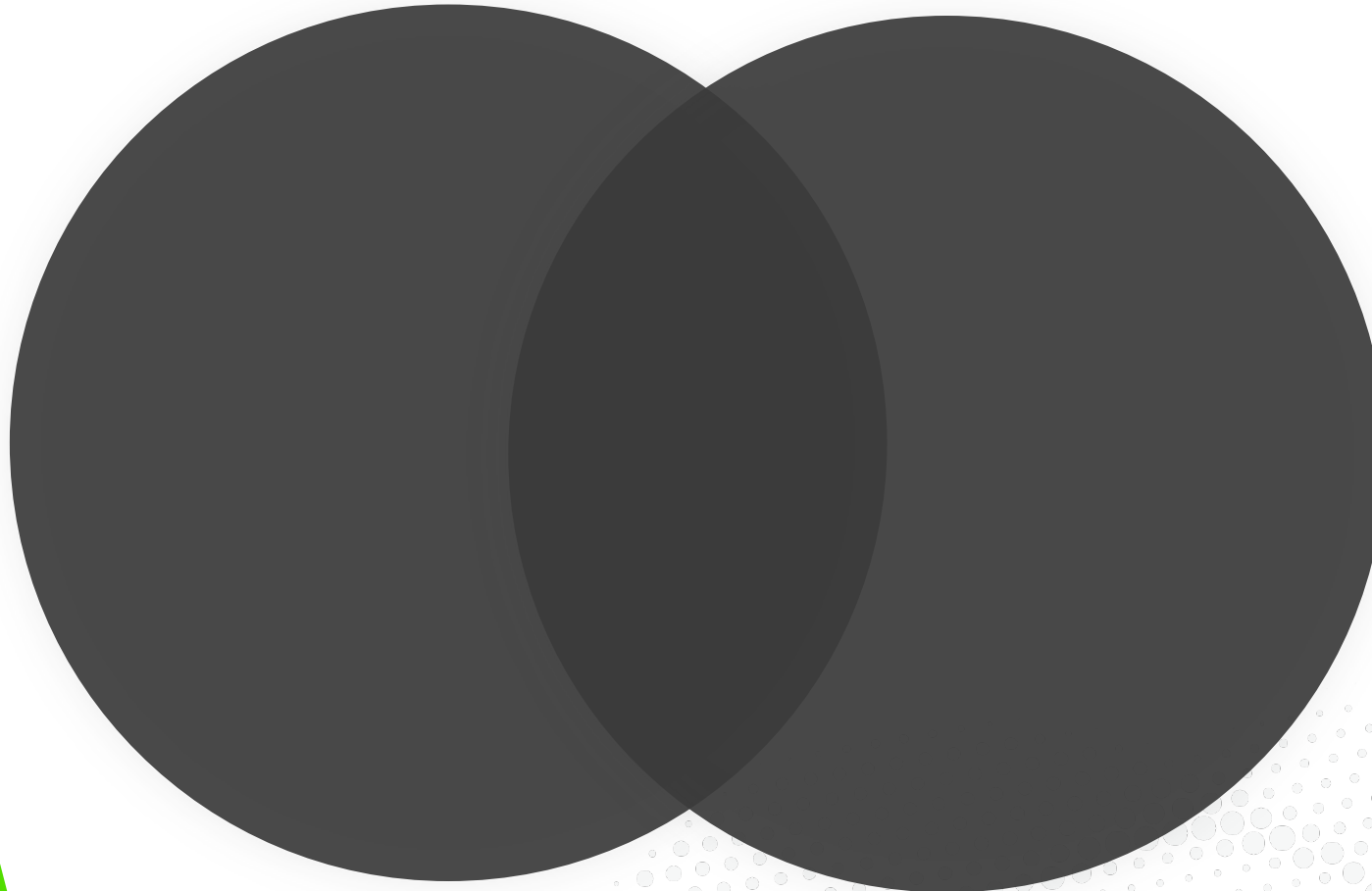


**Gender**



**Income bracket**

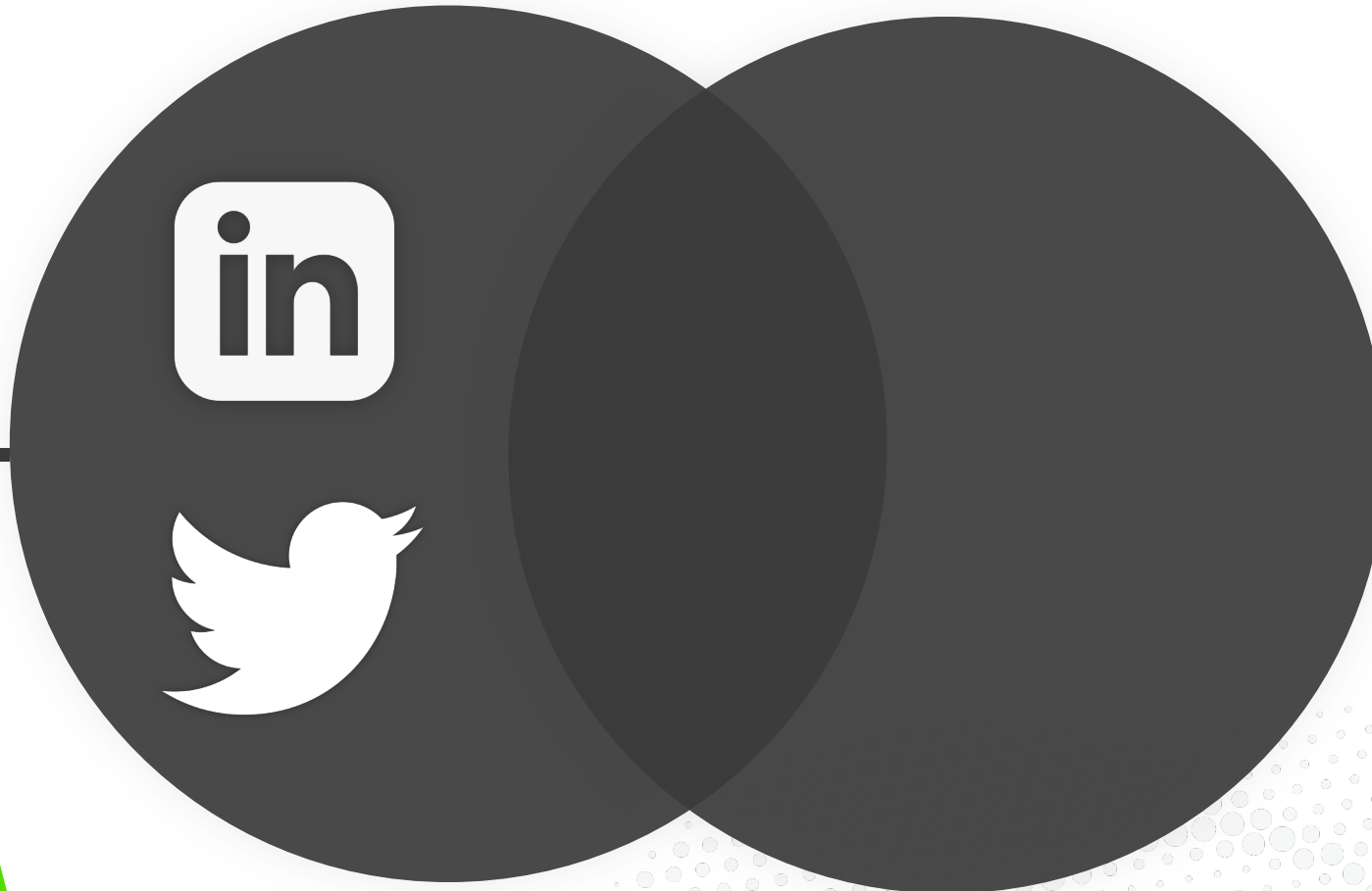
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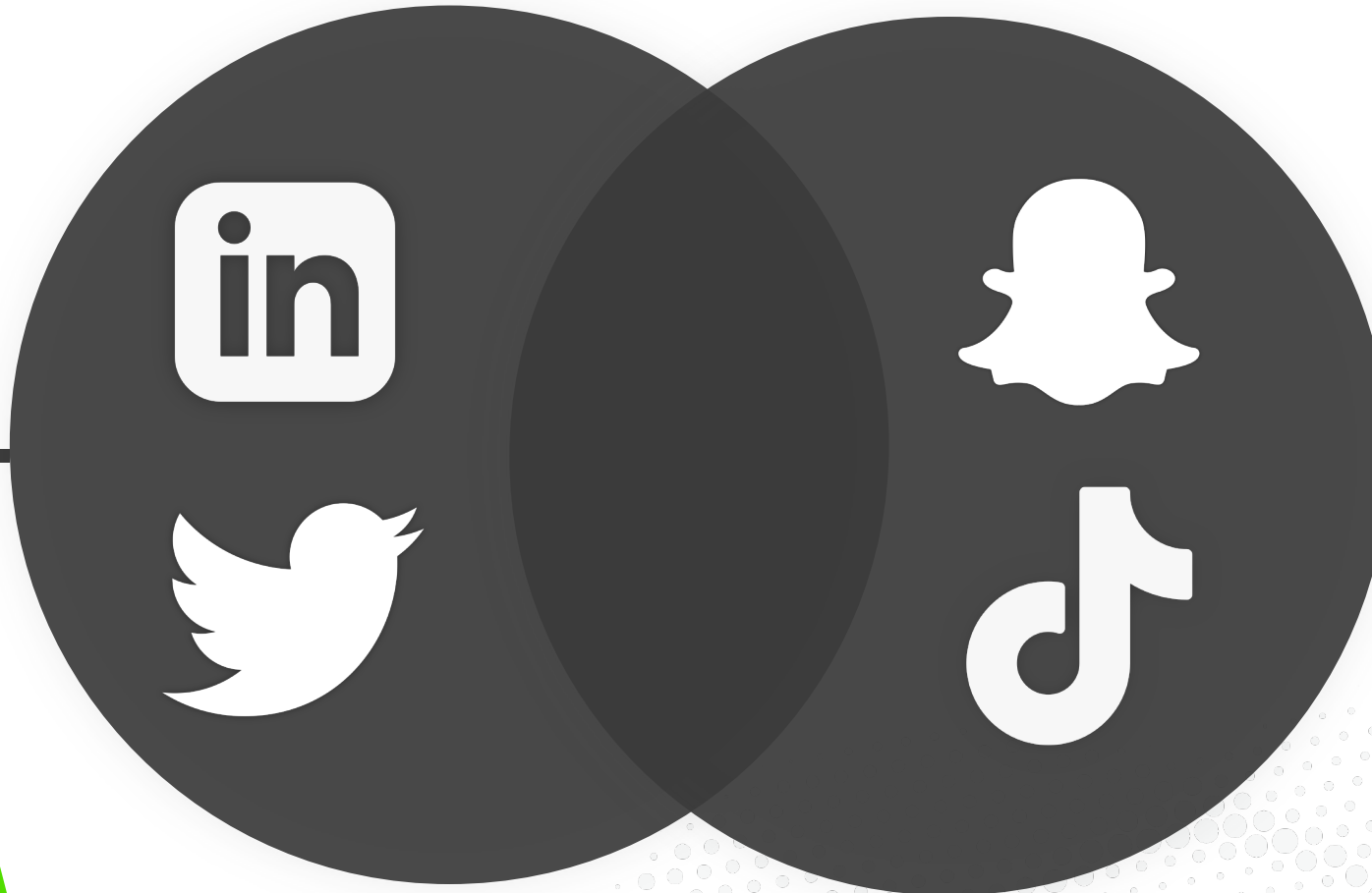
Millennials



# What social media platforms do you regularly use?



Millennials

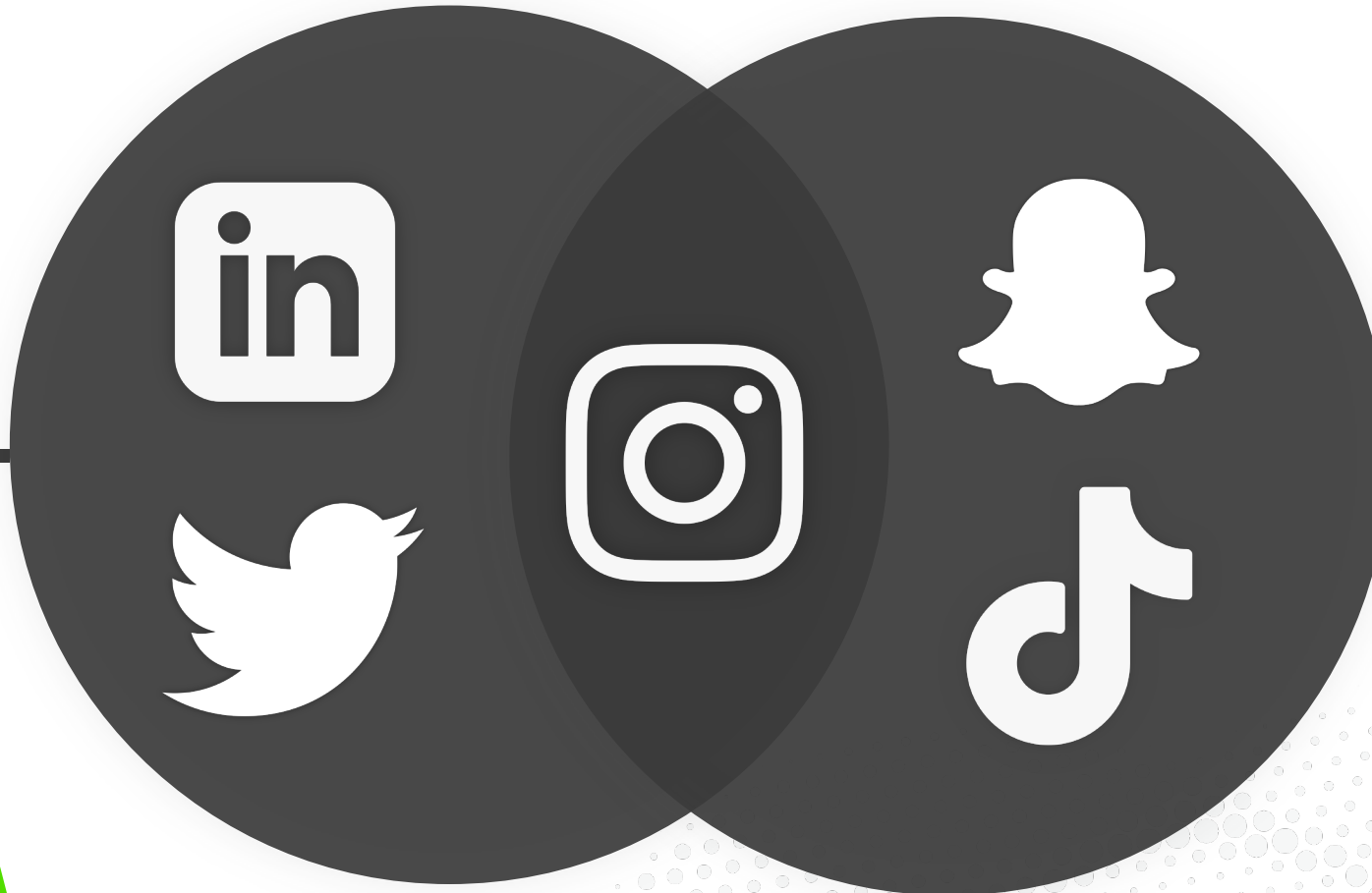


Gen Z

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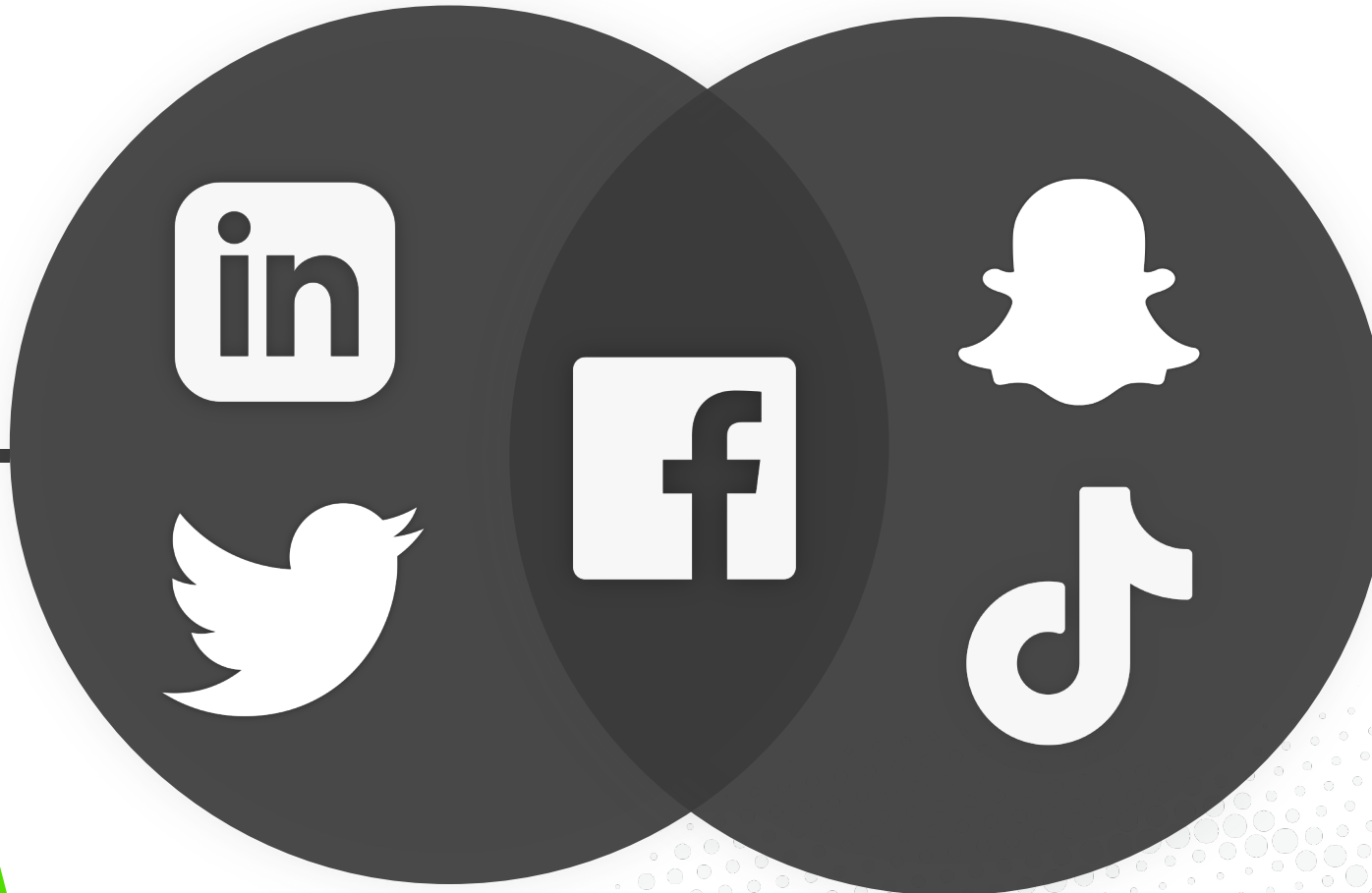


Gen Z

# What social media platforms do you regularly use?



Millennials



Gen Z



# What do you use social media for?



Millennials



Gen Z



# What do you use social media for?



Millennials



Gen Z



Shopping



"I'm bored"



Scroll culture

# What do you use social media for?



Millennials



Gen Z



Shopping



"I'm bored"



Scroll culture



Meaningful  
convos



As a news source



To make  
connections

# What do you like about listening to podcasts?



Millennials

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Gen Z

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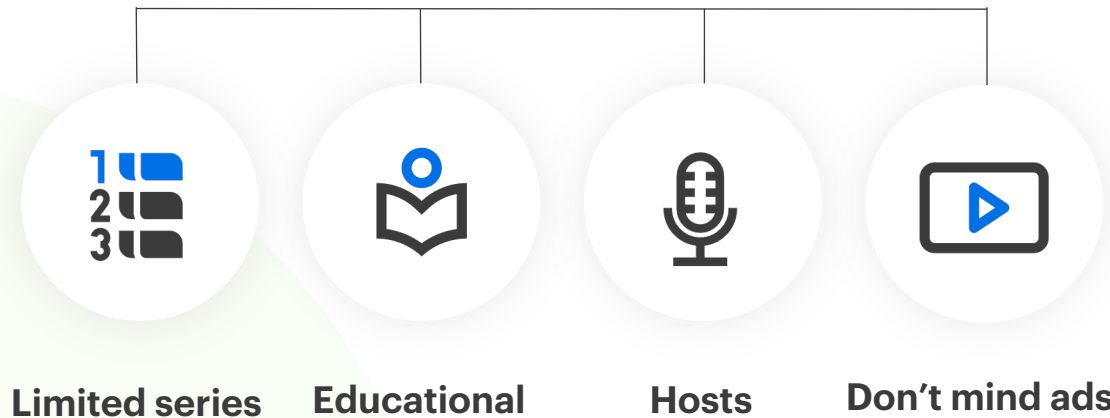
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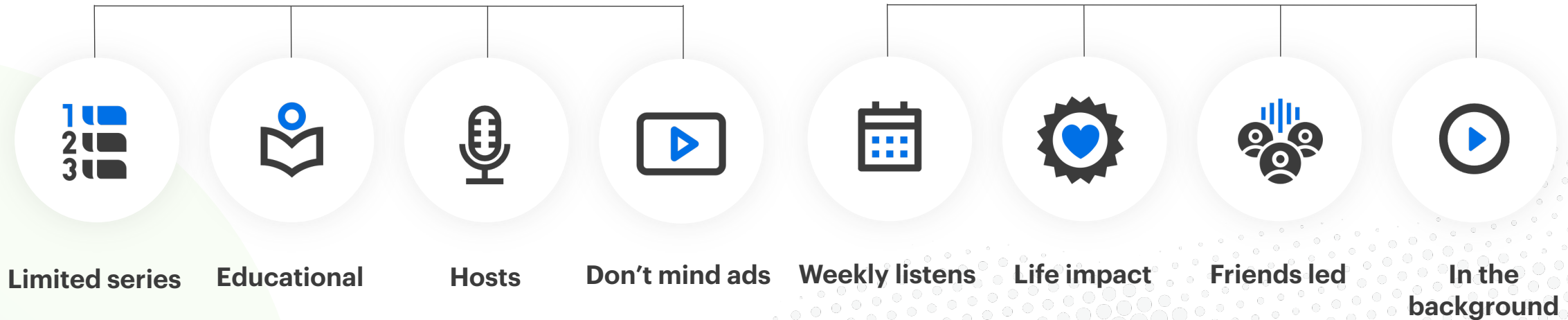
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Millennials



Gen Z



# What is the most important aspect of activism to you?



Millennials



Gen Z



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Millennials



**"Giving cash"**



Gen Z



# What is the most important aspect of activism to you?



Millennials



"Giving cash"



Gen Z



"Raising awareness"



"Educating people"



"Signing petitions"

# How should brands tackle sustainability?



Millennials



Gen Z



# How should brands tackle sustainability?

**“Donate a  
proportion of  
their profits”**



**Millennials**



**Gen Z**



# How should brands tackle sustainability?

**“Donate a proportion of their profits”**



**Millennials**



**Gen Z**



**“Clearly communicate their views and commitments”**

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



Millennials



Gen Z

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

**"I don't like what it means for the planet"**

**"It's bad"**



**Millennials**



**Gen Z**

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**"I don't like what it means for the planet"**

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**Millennials**



**Gen Z**

**"There is no supply chain transparency"**

**"Materials are not eco-friendly"**

**"Poor quality of products"**

**"The packaging isn't recyclable"**

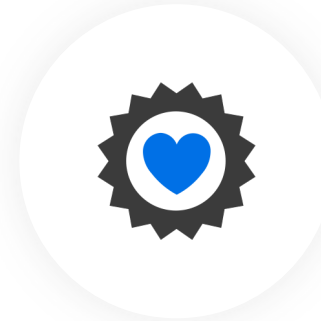
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Millennials



Gen Z





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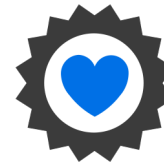
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**Millennials**



**Gen Z**



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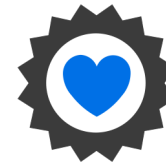
**"Consistency"**



**Millennials**



**Gen Z**



**"Their aesthetics  
and values  
matches mine"**

**"They pass the  
vibe check"**

# What brand do you identify with?



Millennials



Gen Z

# What brand do you identify with?



Millennials



**PRADA**



**GUCCI**



**SAINT LAURENT  
PARIS**



Gen Z

# What brand do you identify with?



Millennials

 **Target**

**PRADA**

 **CHIPOTLE**

**G U C C I**

**Red  
Lobster**

**SAINT LAURENT  
PARIS**



Gen Z

**CIDER**

***Lisa Says Gah***

**THE PHOENIX BRAND**

**Réalisation™**



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

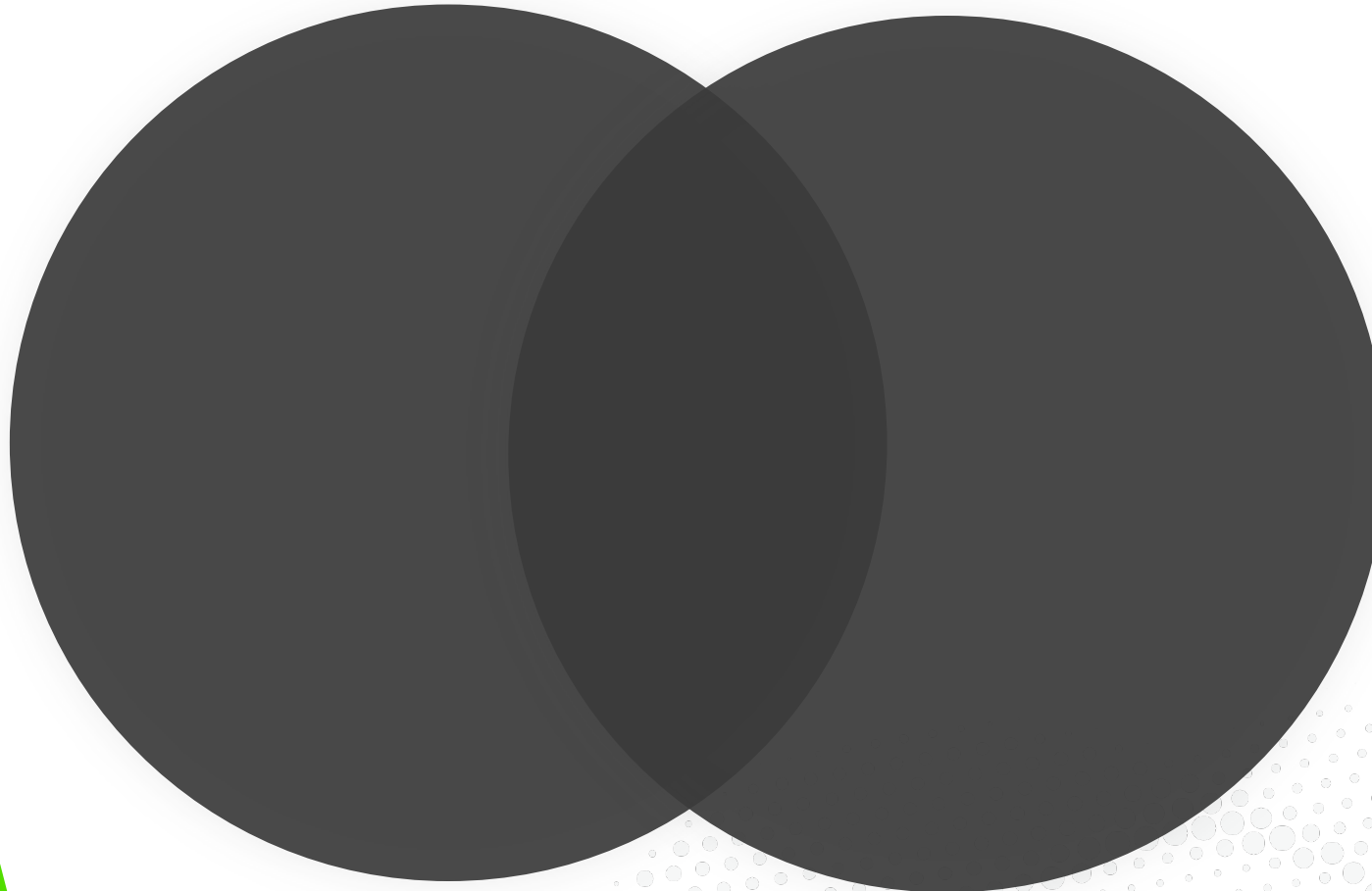




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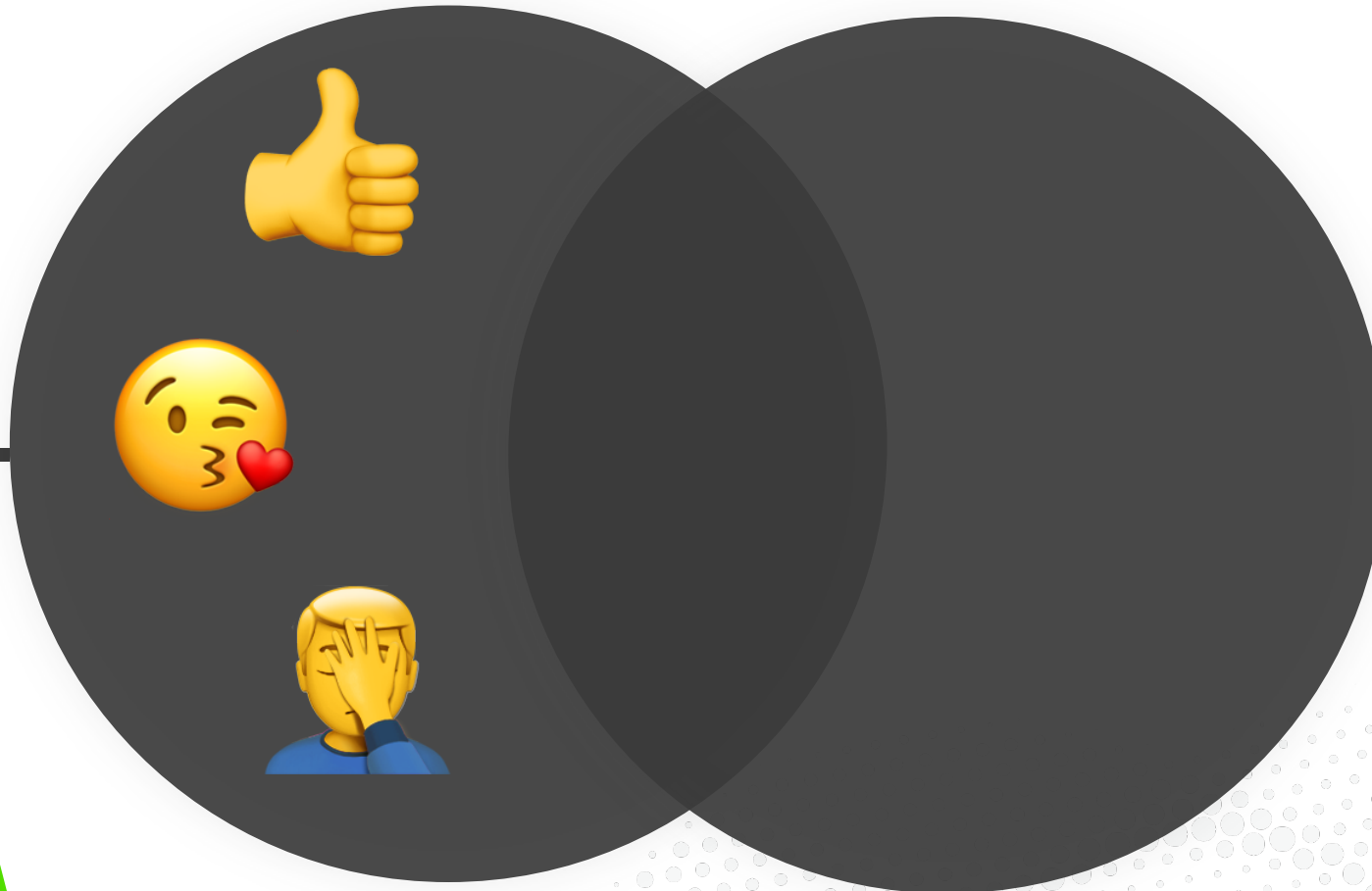




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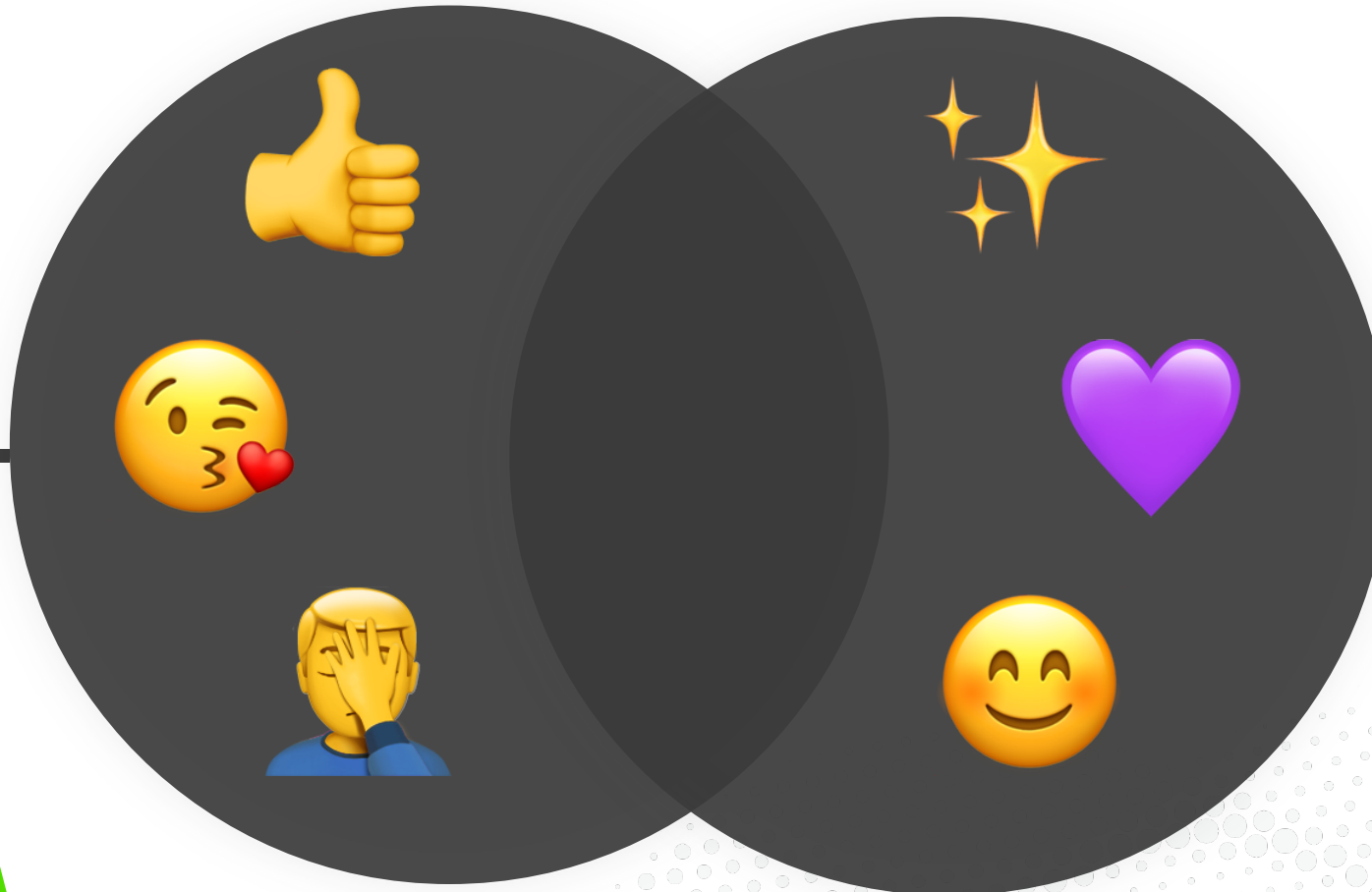
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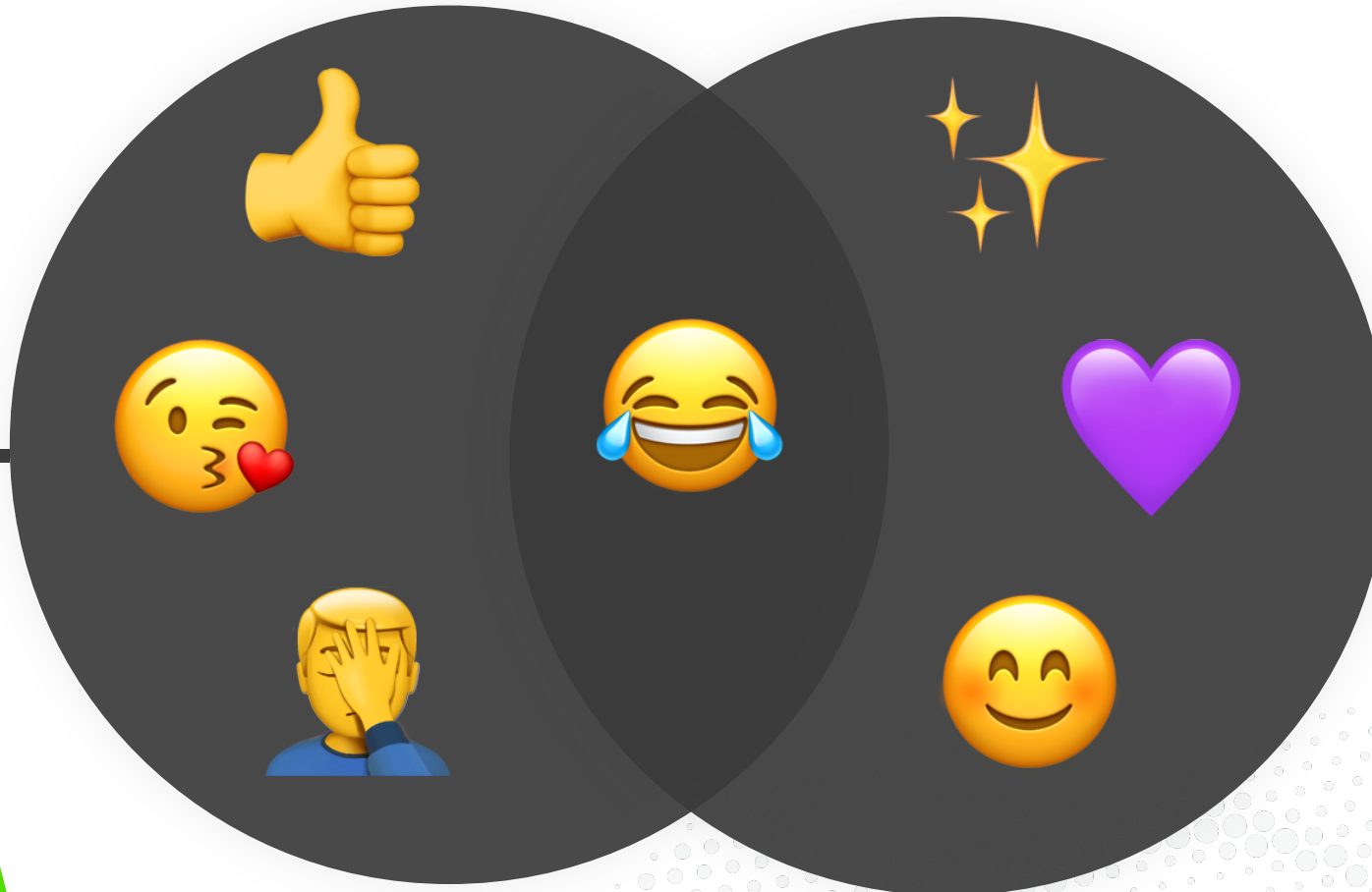


Gen Z

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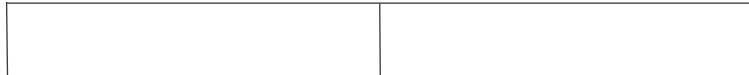


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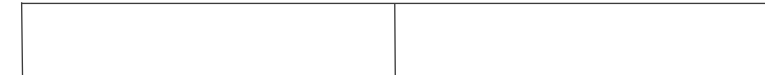
# The platform will help you to uncover the opinions and linguistic tendencies of any audience set



Millennials



Gen Z



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Millennials



Gen Z



Habitual



Generalizing



Love labels

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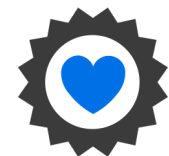
Love labels



Ambitious



Knowledgeable



Passionate

**Visit us on stall 314 to see if  
you pass the vibe check**

# **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?**





# It's all Relative



**Download the report**  
[relativeinsight.com/genz](https://relativeinsight.com/genz)