



Gen Z Unfiltered

Keeping it Real with Brands

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BeReal.

TIME SENSITIVE

now

 **Time to BeReal.** 

2 min left to capture a BeReal and see
what your friends are up to!

Research Objectives



Who They Are &
Their Influence on Our
Culture



Brand Relationships,
Motivations
& Expectations



Social Media
Engagement

METHODOLOGY

Qualitative (n=24)



4

Discord
Discussion Boards

Pre-work



2

GroupMe
Group Chats

Pre-work



4

Focus
Groups

90 Minutes



10

Virtual
WIDs

60 Minutes

Quantitative (n=659)



Online survey using
Viewpoint Forum

*MarketVision's proprietary
internet platform*



10 minute
survey

On average



U.S. General
Population

Aged 18-25

Special
Thanks to
DISQO

For Their
Donation +
Partnership ³



Who is Gen Z?




The Obvious

...

Digital Natives

How Gen Z Thinks Others Perceive them



-  **millennials**
too busy adulting... #humblebrag 
-  **Gen X**
'When I was your age'... I had to roll up my sleeves and work. You expect everything to be handed to you. #Entitled #YoungDumb&Broke! 
-  **BOOMERS**
Always on their phones, just like those Millennials!! 
-  **millennials**
ok boomer... 🙄 

ALLOW ME TO
REINTRODUCE
MYSELF...

GENERAZ
TION





Grew Up in an unsafe world

Karine Jean-Pierre
@PressSec
United State

President Biden of the elementa

News Tv Channel @NewsT
Increasing Social Media Us
Study Says - Local News A
#NewsTV #TalkShow #Liv

Sandy Hook Promise
@sandyhook

Today we remember those killed and injured at [#PulseNightclub](#) on this day in 2016. Our hearts are with the families and friends of the victims, and the entire Orlando community.
[#Remembrance](#) [#OrlandoStrong](#)
[#EndGunViolence](#)



1:30 PM · 6/12/23 from Earth · 3,168 Views

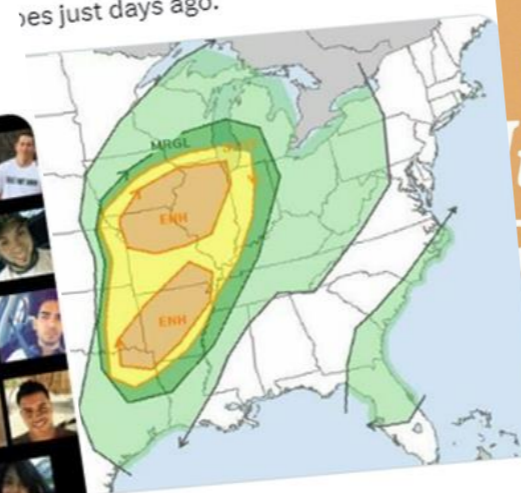
CBSColorado @CBSNewsColorado · Jul 6
New study finds PFAS "forever chemicals" in drinking water from faucets across U.S. [cbsnews.com](#)



The New York Times @nytimes

The New York City Air Quality Index set earlier in the day, according to a New York Times analysis. [nyti.m](#)

ted in the same communities that lost lives just days ago.



een forecast for the Midwest and ... ed in the same communities that adoes just days ago.

@ReutersScience · Jul 2

Ashlie Tyler @AshlieNTvler
MMNewzz™ @MMNewzz · Jan 28, 2019
Canadian study links screen time to slower child development
[foxnews.com/health/canadia... #news](#)

Thames Valley News @HeartThamesNews · 12m
Poor air quality is impacting our mental as well as physical health. Researchers at Oxford University have studied the affect of air pollution on people from birth to adulthood. They found exposure to it can lead to depression, anxiety and even dementia [#HeartNews](#)



day. This is who we
6: how families honor
years later | Newtown



theguardian.com
Five years after Sandy Hook: families keep the memory of lost children alive
... 10% increase in 2023. The same study found a 9% increas...
2:07 PM · Jun 29, 2023 · 96.4K Views



co.uk
her daughter was kidnapped after AI

Collapses in ...
ed commuters to be patient as ...
t repairs might last "some number of months."
... 2023 · 420K Views

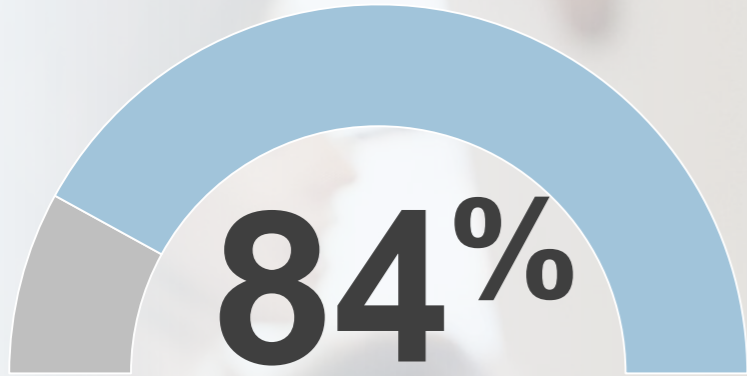
Globaliz ed generati on



Conditioned to rapid change



Gen Z is Stressed - No Cap



Feel stressed and/or pressured

Top 5 Reasons:

Financial
Mental health
Work
Living up to expectations
Family

Top 7 Words to Describe Feelings About the Future

Worried

Anxious

Stressed

Scared

Afraid

Confused

Pessimistic

Main character energy

That Means Brands
Should.....



Take Gen Z Seriously



Earn their trust



Keep Up!




WHAT relationships
DOES Gen Z have
with brands?

relationship status



Gen Z, 18-25

 Lives in USA

hey! I'm Gen Z and new to the conversation! I would describe myself as creative, upbeat, and open-minded. You can count on me to keep it 100 and tell it like it is!

Btw work and school you can find me hanging out with friends, playing video games, working out and exploring new things. I'm looking for brands who are down-to-earth, have a sense of humor, and understand me for who I am. #NotHeretoPlayGames

Situationshi
ps

Forever

“Breakup”

Crush

Situationships “Next on Deck”

Lining up backup dates in case the relationship ends.



**Trendy
brand**

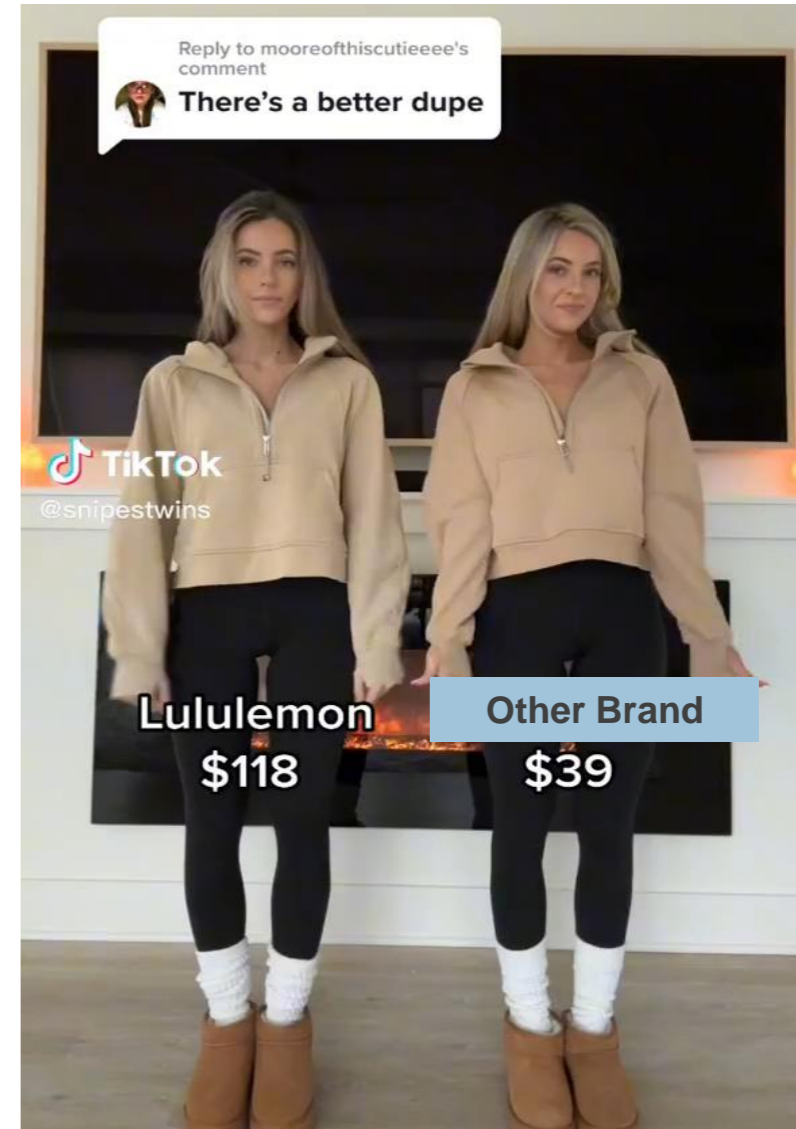
Gen Z

**Your
brand**

Situationships “Next on Deck”



Trendy First, Dupe Second



“There are a lot of dupes like this lululemon tank top I’m thinking about getting. I am always thinking about how I can get more affordable, reasonable things.”

FOREVER "My A1 Since Day 1"

Always been real, since the beginning.



Forever “My A1 Since Day 1”



That's a W



BREAKUP "It's Complicated"

*Difference of expectations or boundaries,
uncommitted.*

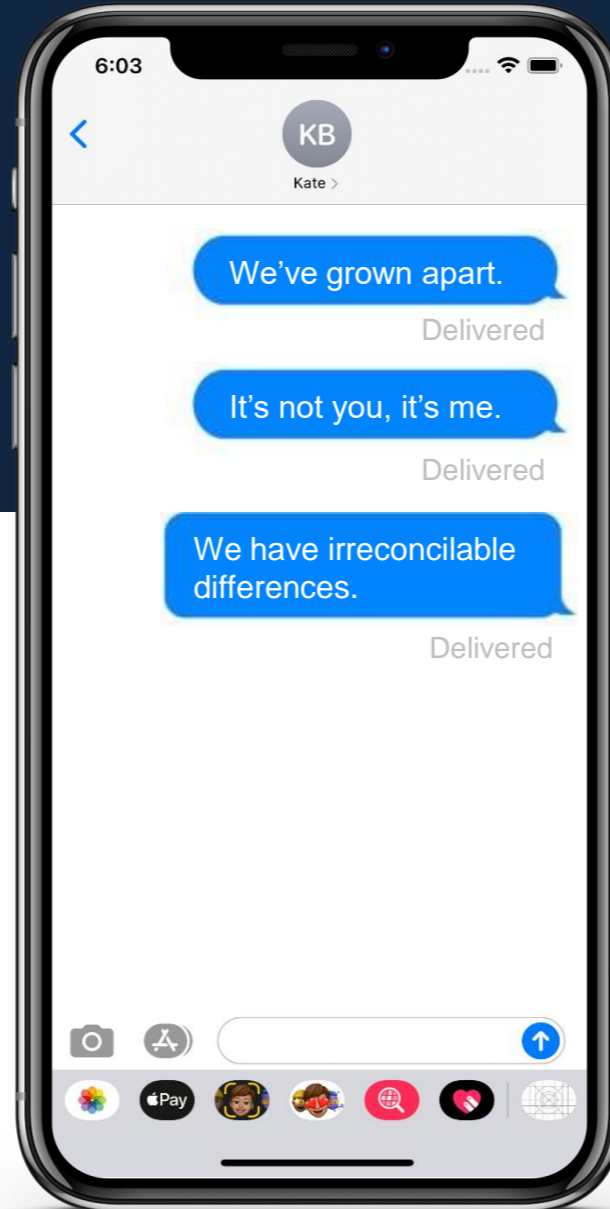


Breakup “It’s Complicated”

SHEIN

FOREVER 21

Gen Z Breakup Lines



Baby Come Back!

Willingness to forgive and forget



Crush "love haze"

Falling in love in the moment.



The back of yo head is ridikulus

Crush “Love Haze”



TIFFANY & CO.

dyson

Playing **NOT** So hard to Get

Mind
the Gap

Crush
Earlier

So What? Spectrum of Love



Get to Know
Me + Grow
With Me



Pulling on
their heart
strings



Build a
quality
relationship



Own Your
Mistakes



HOW TO COMMUNICATE WITH GEN Z?

Gen Z Baggage



Short Attention
Spans

~~Face Value~~

Researchers at
heart

Connecting with them is all about social media



“Mini YouTube”

- Short tutorials + how-tos
- Mindless entertainment + inspiration
- Product + brand reviews



“All About Details”

- Lengthy tutorials + how-tos
- Product + brand reviews
- TV + movie streaming
- Research + education



“The Hub”

- Keeping up with friends / family
- Following influencers + celebs
- Scroll shopping



“Open Dialogue”

- News + trending topics
- Share + receive different POVs
- Research + education



“The New Texting”

- Communication with friends
- Art + creativity
- Capturing + sharing videos



“Social Newsstand”

- News + trending topics
- Celebrities + pop culture
- Global connectivity

Green Flags



Behind the Scenes

Authentic
Engagement

Relatable Content

Personal Touch

Red Flags



Content Spamming



Slacktivism

*“Sometimes brands during pride month they just **jump on the bandwagon** when they have never supported it. It feels like they are preying on people's emotions. **They don't care about it except when everybody else does.**”*

The Wing man



Experienci al Shopping



“You want someone to experience it, before you experience it.”



Relatable



Real



Reliable



Scripted
content

Impractic
al

Toxic
positivity

So What?



Reviews Matter



Make it Make Sense



Be YOU



**#GenZUnfilte
red**

Thank you



Scan For Private Sessions!



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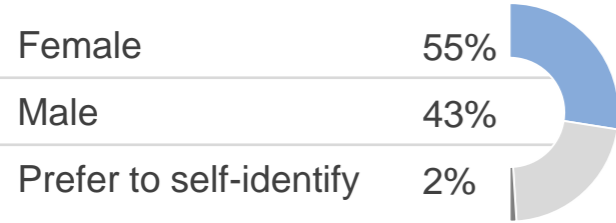
Phone: 937-214-6446

Email: chemm@marketvisionresearch.com

Demographics - Quant



GENDER



ETHNICITY

White Non-Hispanic	63%
Hispanic	17%
Black Non-Hispanic	13%
Asian Non-Hispanic	5%
Other	2%



MARITAL STATUS

Single	78%
Married	10%
Domestic partnership	10%
Widowed	1%
Divorced	1%
Separated	-
Prefer not to answer	2%



AGE

18 – 21	43%
22 – 25	57%
Mean	21.9

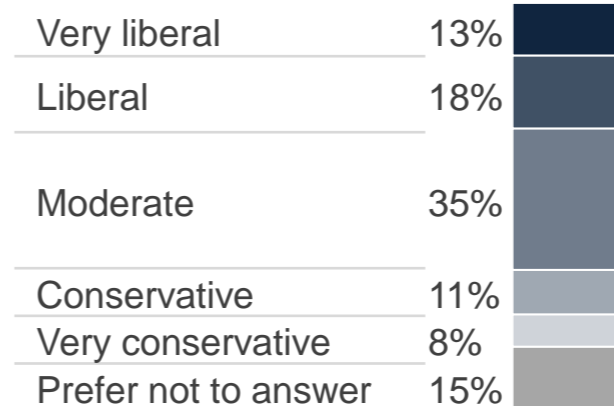


SEXUAL ORIENTATION

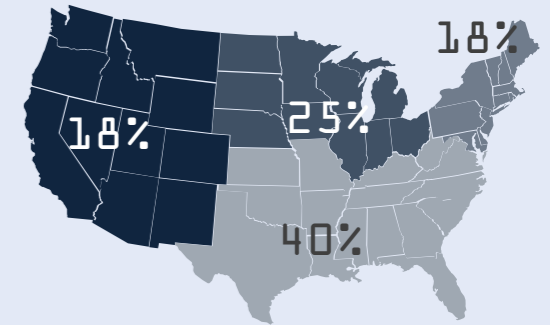
Heterosexual or straight	71%
Bisexual	15%
Gay	4%
Lesbian	2%
Other	4%
Prefer not to answer	3%



POLITICAL VIEWS



REGION



URBANICITY

Suburban	49%
Urban	26%
Rural	26%

Demographics - Quant

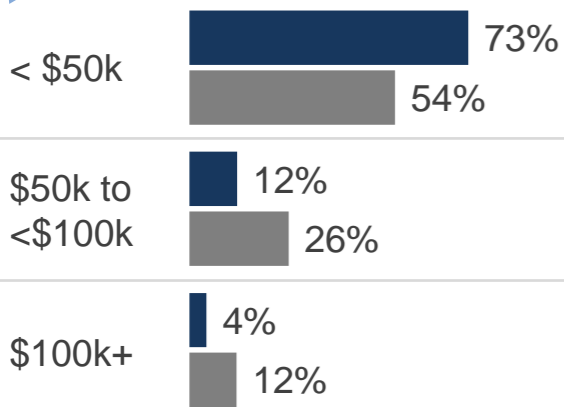


EMPLOYMENT

Employed full-time	34%
Employed part-time	20%
Full-time student	20%
Not currently employed	18%
Full-time homemaker	5%
Part-time student	3%
Retired	—



INCOME



■ Individual ■ Household

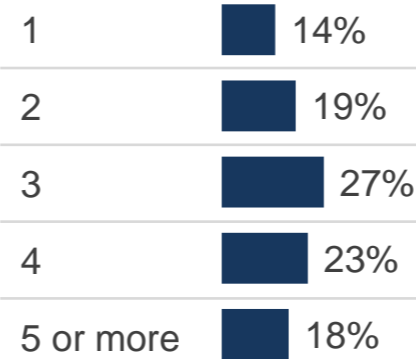


EDUCATION

Grade school	1%
Some high school	6%
High school graduate	36%
Attended trade school	1%
Trade school graduate	1%
Attended college	30%
College degree	22%
Attended graduate school	2%
Graduate degree	2%



SIZE OF HH

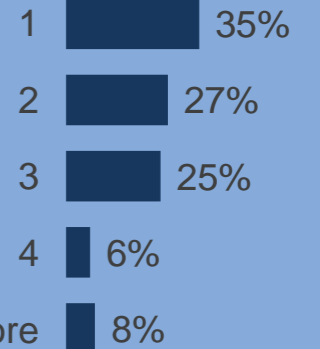
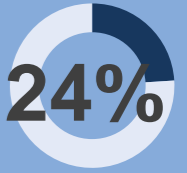


LIVING SITUATION

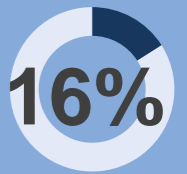
Rent	41%
Living at Home	34%
Own	18%
Student Housing	6%
Other	2%



HAVE ROOMMATES



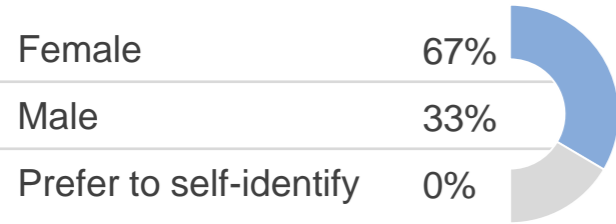
CHILDREN IN HH



Demographics - Qual



GENDER

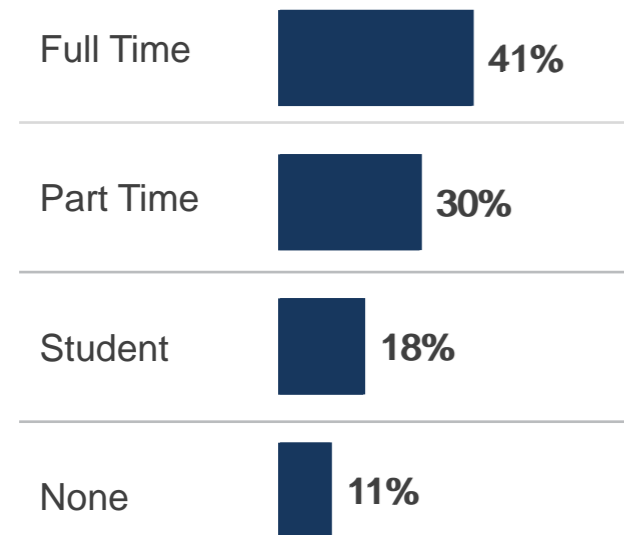


AGE

18 – 21	52%
22 – 25	48%
<i>Mean</i>	21.9



EMPLOYMENT



INCOME

