Relative
INSIGHT

Analysing 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

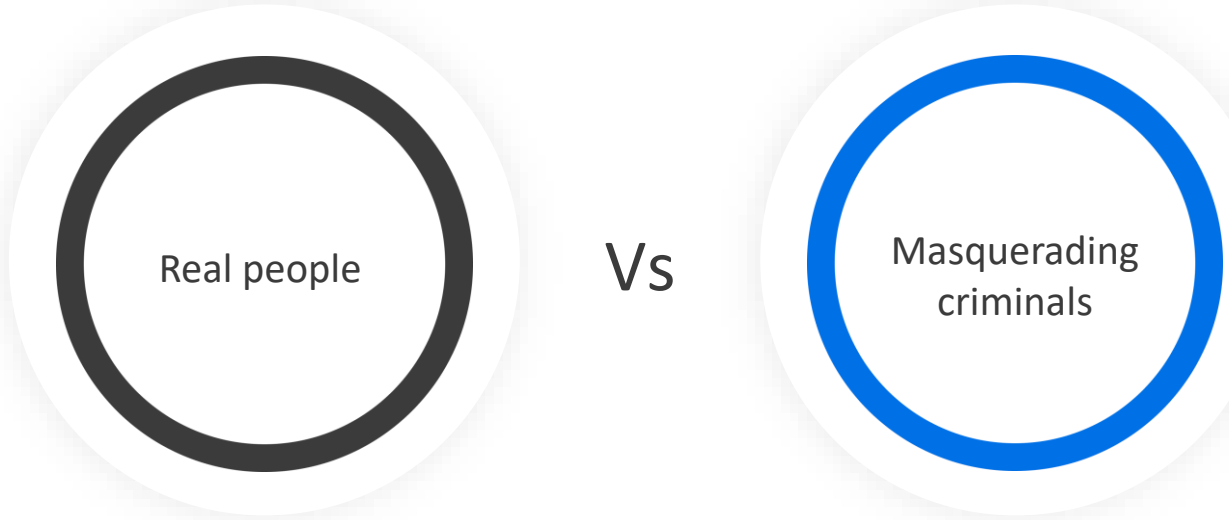
Why?

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



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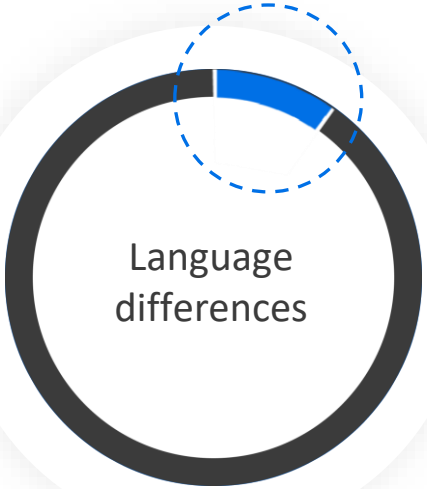


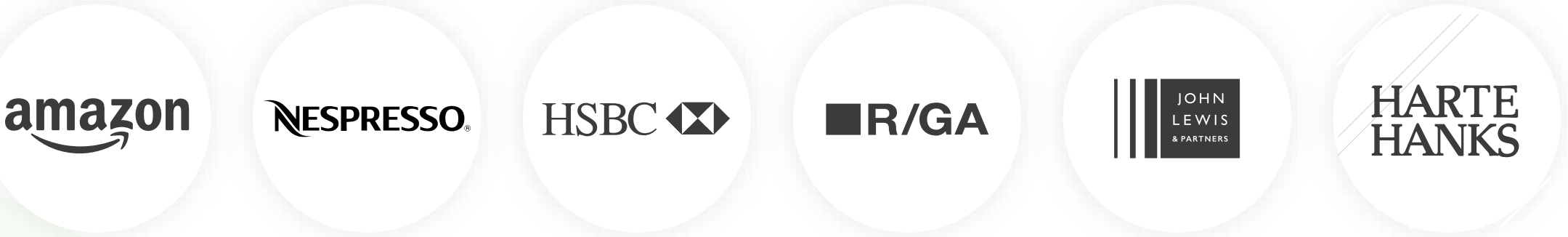
This technique was applied to the business world

Digital marketing

Consumer analytics

Customer experience

And we work with some cool customers



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

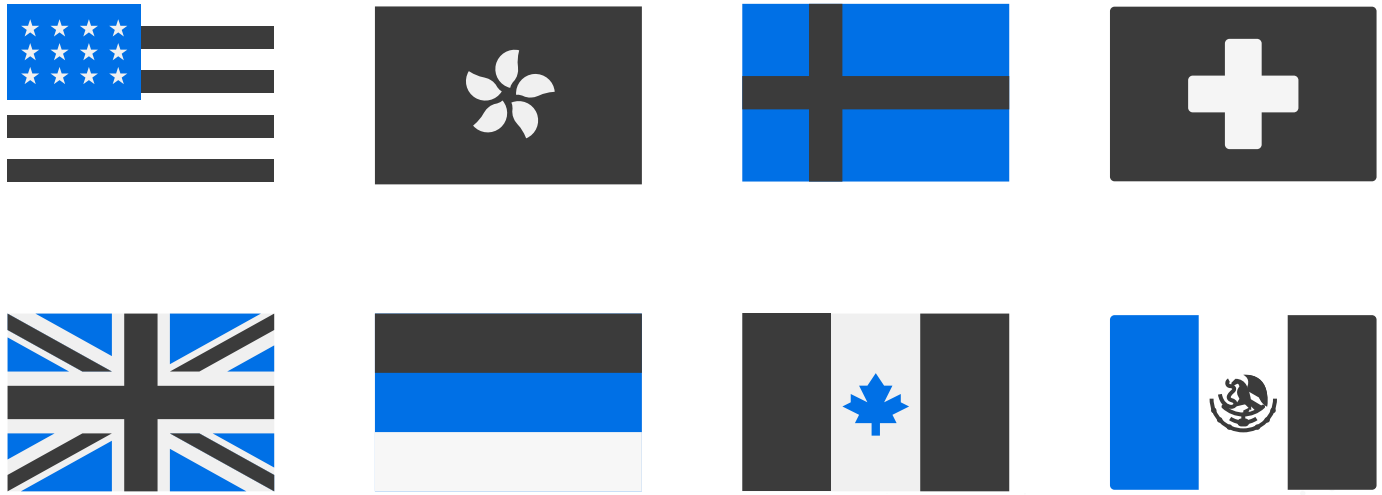
Demographic

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 analyse effectively

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 and analysed the data primarily by age

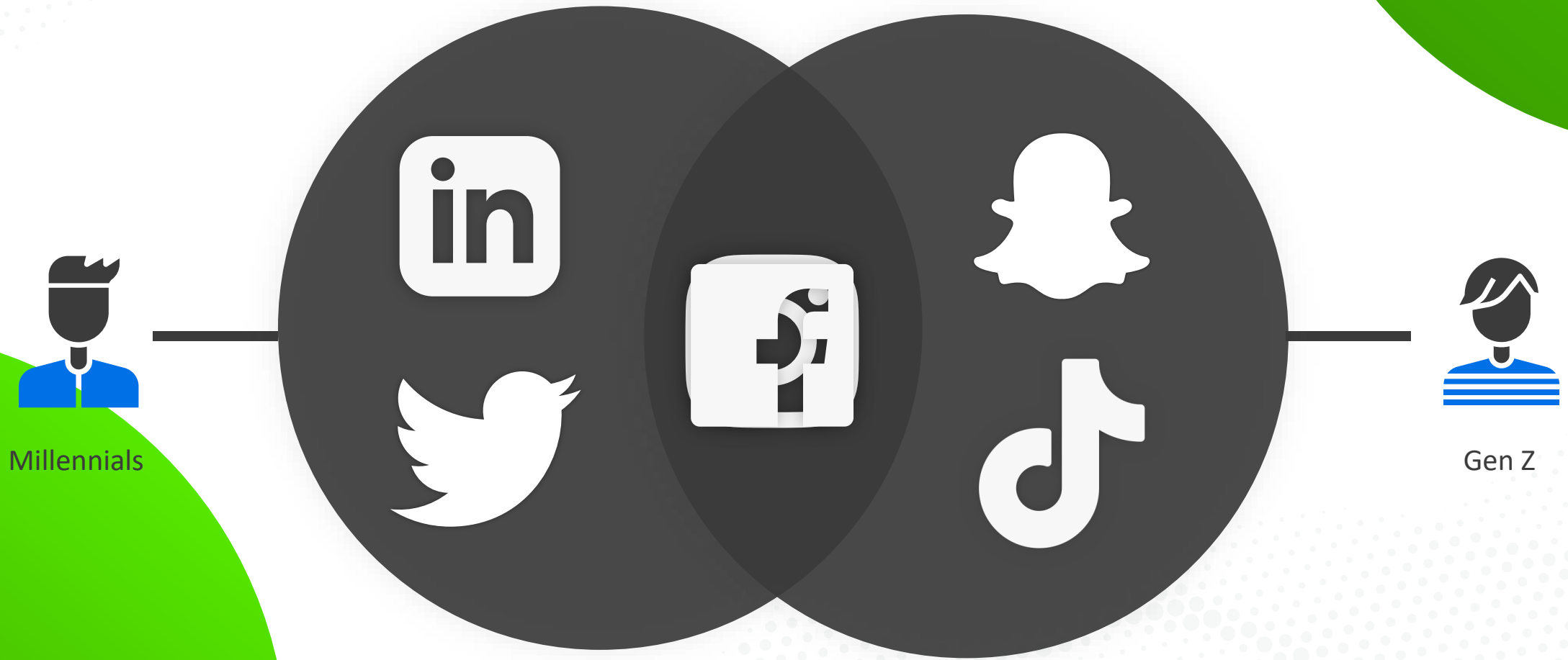
But there are numerous way to slice and dice the data. Gone are the days of the “one and done” approach to data analysis.

Geo location

Gender

Income bracket

What social media platforms do you regularly use?



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

Why do you listen to podcasts?

Millennials

- Limited series
- Educational
- Hosts
- Ads

Gen Z

- Weekly listens
- Life impact
- Friends led
- In the background

What is the most important aspect of activism to you?

Millennials

"By giving cash"

Gen Z

"Raising awareness"

"Educating people"

"Signing petitions"

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?

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

"It's bad"

Millennials

Gen Z

"There is no supply chain transparency"

"Materials are not eco-friendly"

"Poor quality of products"

"The packaging isn't recyclable"

Why do specific brands talk to you?

"Consistency"

Millennials

Gen Z

"Their aesthetics and values matches mine"

"They pass the vibe check"

What brand matches your own?

Millennials

Gen Z

PRIMARK

PRADA

CHIPOTLE

GUCCI

wagamama

SAINT LAURENT PARIS

House of Sunny

Lisa Says Gah

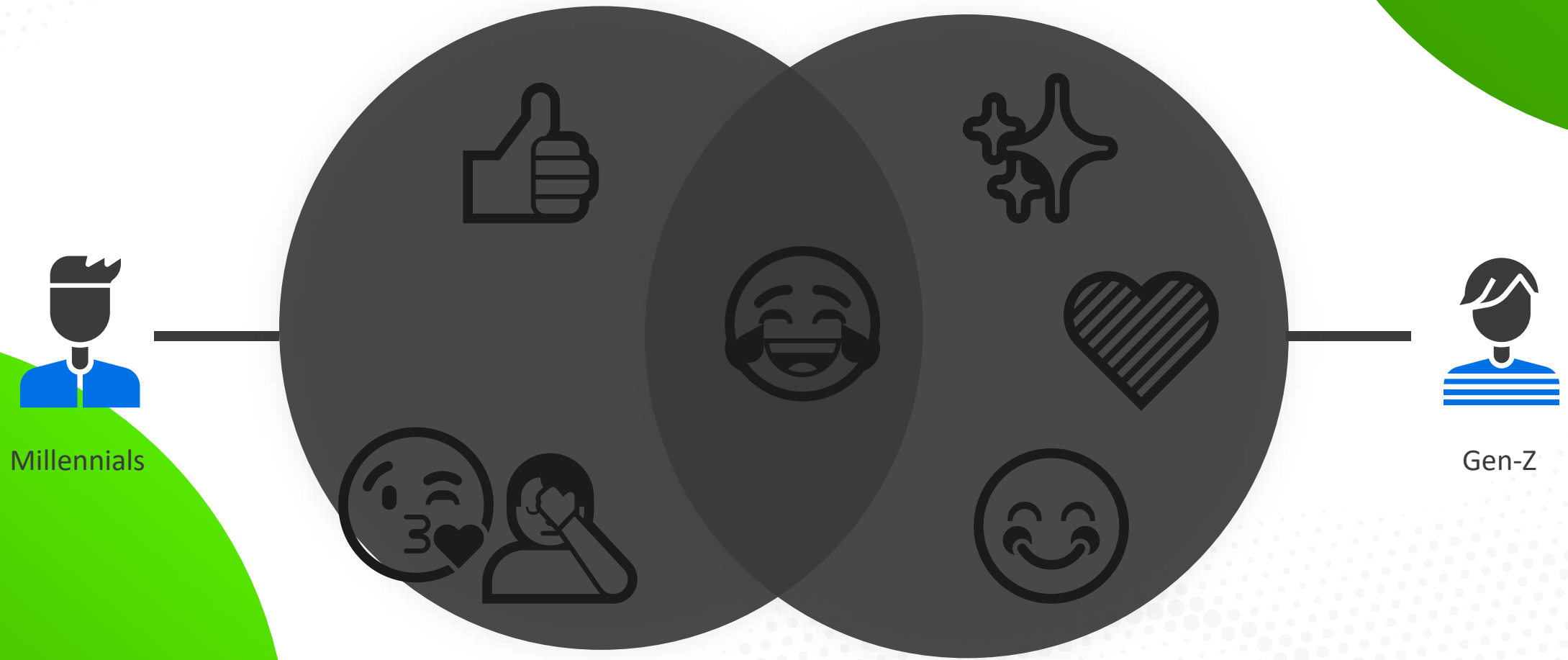
paloma—wool

Réalisation

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

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

What emojis do you use?



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

Millennials

Gen Z

Habitual

Generalising

Love labels

Ambitious

Knowledgeable

Passionate

Visit us on stall 310 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?

Download the report

relativeinsight.com/genz

See the platform in action

James Cuthbertson
CRO, Relative Insight

Thursday, October 14
12:30 -13:00
Room 4

It’s all Relative

www.relativeinsight.com | Stand 310