

GEN Z | How brands must **innovate** and **communicate** to remain relevant



Gen Z on SOCIAL MEDIA

Facebook is on the way out

Gen Z prefer to **share content privately** on Snapchat

Did you know **150% more videos** are shared daily on Snapchat than on Youtube?



Best foot forward

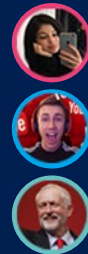


More broadly-shared content is **curated heavily** to show them in an aspirational (and usually unrealistic) light

Self-made stars

Instagram & Youtube stars influence this generation much more than traditional celebs as they are seen as more **authentic**

Traditional celebs can cut through, but they need to bring a **strong message**



Gen Z on the BIG ISSUES

Body & mind

This generation are **openly discussing their mental health**, including stress, anxiety and depression

Physical aspirations are a big part of life – but they're allowed to cheat and love tasty foods



Diverse & political

By far the most **diverse & inclusive** generation ever, only **55%** consider themselves fully heterosexual. This fluidity & progressiveness means **having a POV on key issues & world events** is the norm



Driven by success

Growing up in times of deep financial uncertainty and rapidly changing technologies (like AI) has led to **conservative ambitions** and a **cautious approach to their financial security** – **57%** regularly put money into savings



Gen Z on BRANDS

Genuine messages

Messages must be genuine and use channels which speak to Gen Z

Social influencers can have a large impact on what brands they buy, but must come across **authentically and not as a sell-out**



More demanding

Brands must show that they want to play a part in **tackling global and societal problems**. Brands must be genuine and transparent, or risk being discarded



Gender inclusivity

Gen Z seek brands which are **inclusive** and **communicate to different forms of gender identity**. Brands that fail to do this, or execute this message incorrectly, will be left behind



Will your brand be fit for purpose?

Contact RDSi Insight Specialists **Andy, Sally & Dan**

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