

## Engaging and Influencing Gen Z



The 16-24 demographic, the true digital natives, are increasingly becoming a core target audience for many content producers, brands and media agencies. To gain a deeper insight into how this audience is evolving, Yahoo conducted an eight country study incorporating qualitative depth interviews, self filming, diaries and workshops as well as a quantitative online survey in all markets to get a comprehensive understanding of this particular audience.







### How can brands relate to or interact with Gen Z?

It starts with creating a sustainable value exchange, and doing this through helping Gen Z optimise their lives, whether it be about offering financial advice in uncertain economic times, offering personalised experiences that speak authentically to their true self, or delivering content in a bite size, timely fashion.

The research generated a three pronged model of engaging with Gen Z creating a sustainable value exchange:

- I. **Let them rule!**  
The ability to use resources to aid self development and expression. The feeling derived from being able to impart knowledge and an informed point of view to others.
- II. **Let them filter!**  
Having the skill and desire to extract the meaning from the noise.
- III. **Let them optimise!**  
Being adept at finding ways to squeeze every last drop out of each moment.

### From these engagement methods six key actions emerged:

 <p><b>Help Gen Z move towards financial self-sufficiency</b> 58% say having enough money to do and buy what I want is one of the most important things to me at the moment</p>	 <p><b>Be authentic in the data you collect</b> 48% say its important for them to have control over what gets shared about them / published online</p>	 <p><b>Bring expertise to their everyday</b> 47% say good content helps them be more knowledgeable</p>
 <p><b>Make content bite-sized and more frequent</b> 43% say it's important that the content they view contains easy to digest information</p>	 <p><b>Streamline look and feel of all assets</b> 29% want content that is tailored to their needs, that they can personalise</p>	 <p><b>Help them build their online identity</b> 28% of this audience say online networks / communities enable them to feel part of something even if those around them don't share the same interest</p>

If you want to hear more insights on how Gen Z are engaging with brands today, contact our Yahoo Head of Research, Patrick Hourihan to find out more at [hourihan@yahoo-inc.com](mailto:hourihan@yahoo-inc.com).