



September 2023

"If I don't factor Gen Z into my business now,
I don't have a business for tomorrow."

CMO, Global Pharma Brand

\$360B

in disposable income¹

2+ Billion

Gen Z'ers globally²

27%

of the workforce
by 2025²

What we think we know about Gen Z's world doesn't reflect reality

01

Accepted Belief

Gen Z all want to be influencers



New Reality

Only 12% aspire to be an influencer

02

Accepted Belief

Gen Z are bold, bullish activists



New Reality

66% believe that sharing is a form of activism (and it's not radical)

03

Accepted Belief

Gen Z mobilizes cancel culture



New Reality

It's about accountability. 1 in 3 want brands to take responsibility for wrongdoing

04

Accepted Belief

Gen Z believes tech solves everything



New Reality

45% say technology is not the solution to most problems

05

Accepted Belief

In TikTok they trust



New Reality

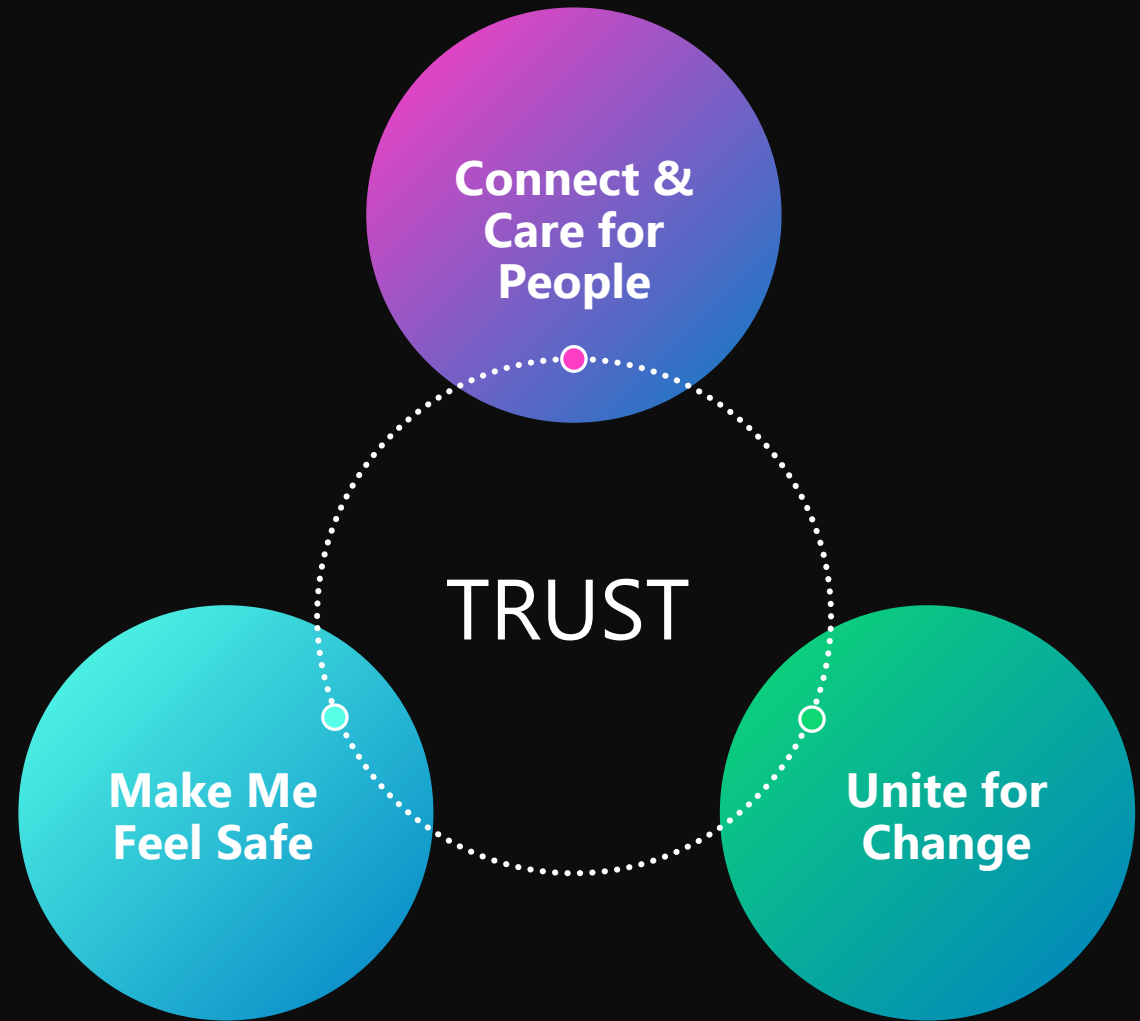
YouTube is the most trusted, while TikTok ranks #5

Gen Z sees the world differently

Gen Z is coming of age in a complex world. Edelman's global research revealed that Gen Z:

- ✓ **Is a generation of sensibility**
as they want to solve humanity's most glaring issues, they desire safety, value realism, and are making sensibility the new standard
- ✓ **Are globally unified**
set on course correcting & getting our world back to basics
- ✓ **Trust differently**
their journey to trust-building looks different for this generation

Building Trust with Gen Z



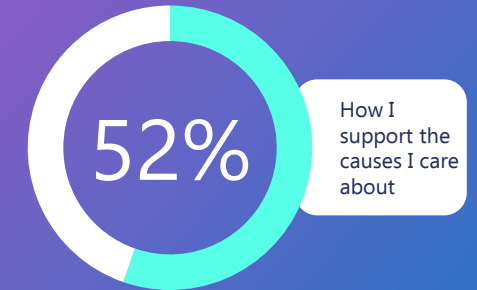
And their cultural impact
wields tremendous
influence and
gravitational pull over
every other generation

**Not just in what we buy but in how we live,
work, and what we believe.**

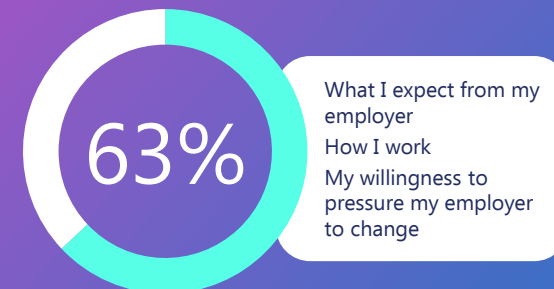
Older generations say Gen Z influences...



What We Buy



What Causes We Support



Workplace Culture

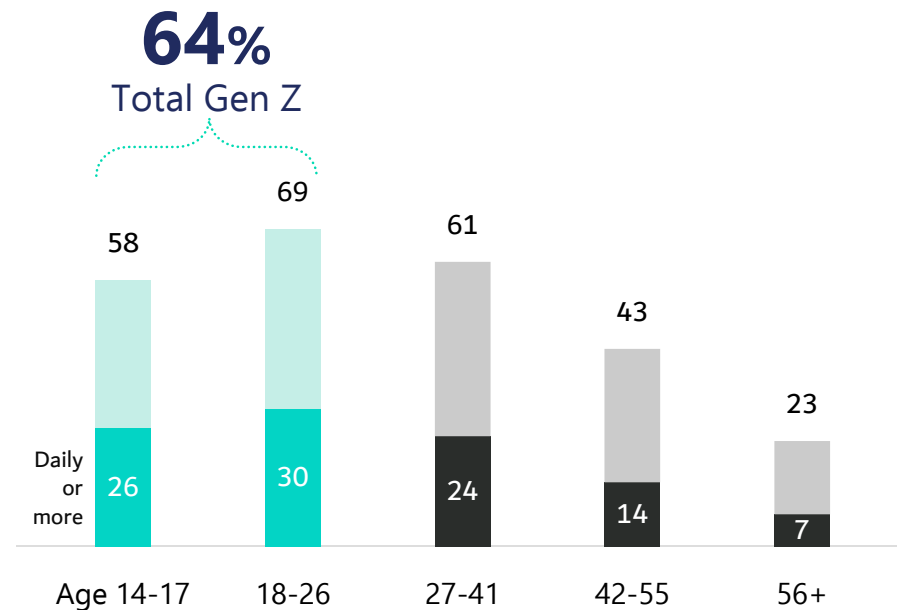


Our Financial Behavior

Gen Z dominates the infrastructure of influence globally

Gen Z Creates the Content

I create or share online content weekly or more



Gen Z is Changing How We Consume It

Teenagers and college-aged people influence how we...

Get our news



Watch movies and TV



Harnessing the Power of Gen Z

✦ Massive Need to Get Gen Z Right

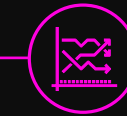
Invested in understanding their 360° reality

✦ Action-Driven, Simple Solution

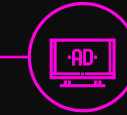
Harnessed the of Gen Z with the might of our global, full-service capabilities

✦ Trailblazing for creative & commercial impact

Enlisted the world's first ZEO Harris Reed as cultural and creative advisor



Data & Insights Hub



On-Call External Advisors



280+ Real Gen Z Voices



World's First ZEO



IT'S BEEN 1 YEAR

SINCE WE LAUNCHED

GEN Z IN STORE

Truth 1: Brick and mortar isn't dead

Brands underestimate Gen Zs analogue desires and needs. Their preference isn't always online as, they still value what live stores have to offer.



55%

prefer to shop in store

Everything in the store is a branding opportunity.

- Fit, fabric and instore pickup
- Straight sizing/inclusive brand
- Evaluating store associates

Truth 2: They want value + values

When Gen Z feels backed into a choice between value and values, they may choose value in the short term, but there will be lasting trust implications.

"Shopping is not so black and white. I won't immediately splurge on items - even if I've shopped the brand before. I'll always think twice so I know my hard-earned money is going towards something valuable. I love supporting small businesses where I can - especially if it's a larger purchase."

- Giselle Huasipoma, Gen Z

Truth 3:

They are substance over splash

Although they're perceived as a tech-forward generation, they want tech to be fundamentally additive to their experience, and aren't interested in tech for tech's sake.



45%

Say technology is not the solution to most problems

New behaviours bring new opportunities...



QUESTIONS?



APPENDIX: WORK IN ACTION



Reese's Puffs x Yoon

Reese's Puffs, one of General Mills' iconic cereal brands, is a favorite among Gen Z.

Known for their boundary-pushing collaborations across music, art, and now fashion, Reese's Puffs partnered with designer Yoon Ahn and her fashion line AMBUSH to create a limited-edition Chrome Puff breakfast bag (think purse-meets-cereal bowl, complete with foldable spoon). Reese's Puffs tapped Edelman and the Gen Z Lab to launch this collab along with the brand's first venture into the metaverse, aka the Breakfastverse.

We partnered with the Gen Z Lab and our squad of Gen Zers to help create an idea to bring the collab and Breakfastverse to life, launching "The Next Breakfast Dimension" – a futuristic diner destination that sold out in less than a day.

63

TOP TIER MEDIA PLACEMENTS, INCLUDING VOGUE

71.4M

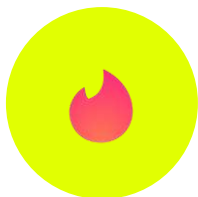
EARNED MEDIA IMPRESSIONS

†15

EXCLUSIVE EVENT ATTENDEES

+





Tinder France

Tinder France looked to Edelman to help position Tinder as an engaged citizen with Gen Z during the presidential elections.

In an effort to change the perception of Tinder in France from a dating app for one night stands to a content app, Edelman and Tinder collaborated to infiltrate the presidential elections, an extremely preempted PR moment, to elevate Tinder's positioning as a committed citizen.

We partnered with an apartisan NGO to educate Gen Z about misregistration during election season.

Edelman identified the actor A Voted as a credible partner for this campaign. We implemented a media relations strategy and developed creative advertising inserts to include within the application to encourage young people to register to vote.

+ 150

PRESS CLIPPINGS

+ 600M

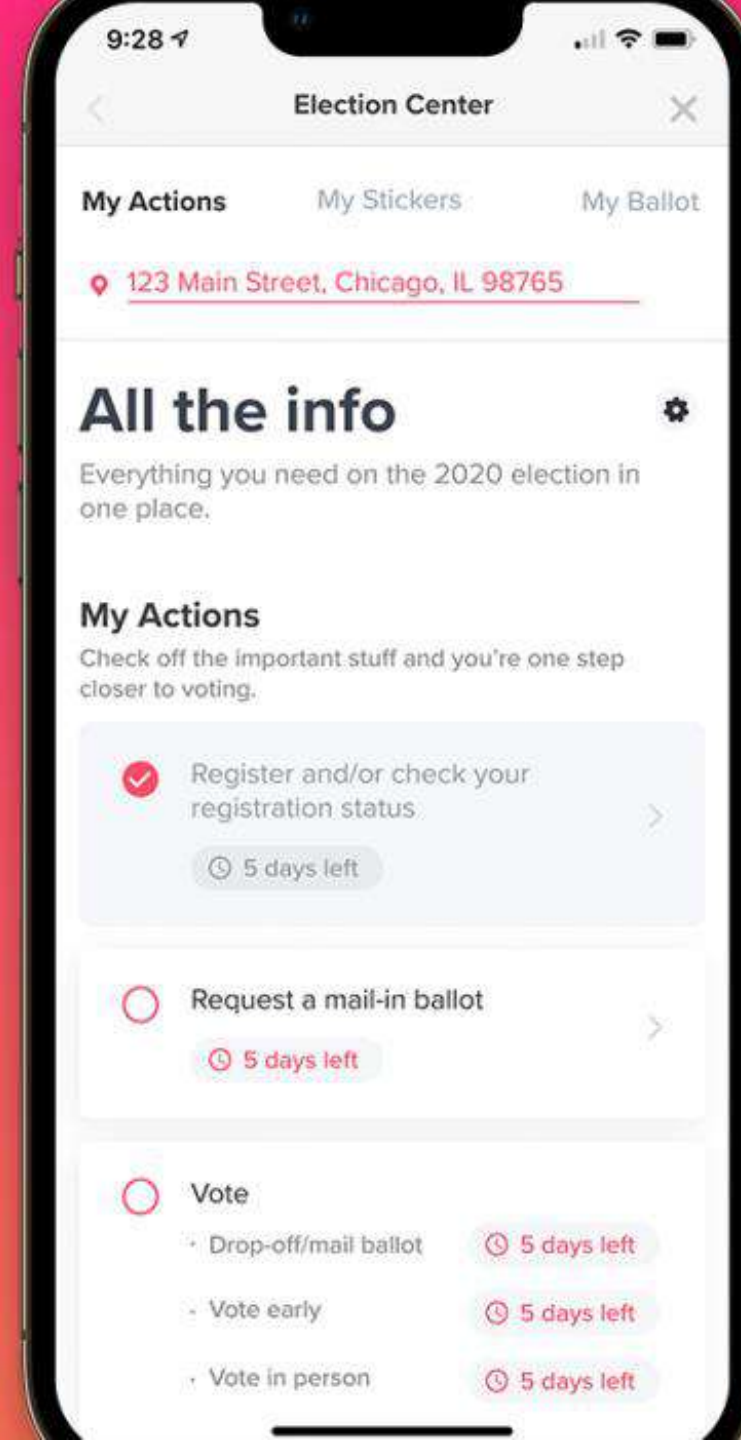
OF POTENTIAL AUDIENCE

+ 2M

YOUNG PEOPLE WHO
CLICKED ON THE SWIPE
CARDS

+ 400K

OF YOUTH USED THE VOTING TOOL TO
UPDATE THEIR VOTER REGISTRATION





In June 2023, the Gen Z Lab partnered with Shell clients and IAT in Austin to host a bespoke Gen Z workshop, utilizing Edelman-backed research to understand Gen Z's relationship with driving and how Shell can earn trust with the future consumer.

The two-phased workshop served as an immersive experience, allowing Shell Retail clients to connect and brainstorm live with Edelman's Gen-Z Lab Ambassadors, empowering IAT members to move the needle toward more authentic consumer solutions.

IMPACT

The extensive discussions enabled IAT members to put pen to paper, generating live campaign briefs and tactical plans inclusive of influencer, C-store and social/digital activations.

1. The 2nd day was intentionally structured around the clients and IAT to build actual briefs for GenZ activations across several products. The internal Shell team will be presenting executions for those ideas to the clients as key growth opportunities moving forward.
2. Clients are planning to synthesize the outputs for their 2024 Brand Planning session and are set to implement a similar presentation approach to teams across Shell Americas.

2

WORKSHOP DAYS

3

GEN Z AMBASSADORS

4

POTENTIAL OPPORTUNITIES UNLOCKED

"We can actually see a lot of these [ideas] coming to life and even happening next year." – Gretta W., Brand & Loyalty, Shell

"I feel like I understand your generation more, and even understand my kids more." – Michelle M., Program Director, Pointsmith

