



YouthSight

Your Gen Z Starter Pack

Meet Your Future

Engage, remain relevant and grow
brand love with Generation Z



Make smarter decisions with our bespoke research and Gen Z tracking data



No other research agency knows more about Gen Z and Millennials. Our bespoke research is informed by exclusive tracking data, so you never start from zero

Gen Z Starter Pack

You may be great at marketing to Millennials, but now it's time to focus on Generation Z. The fast-emerging and soon-to-be-largest consumer group that you cannot afford to ignore.

The YouthSight Gen Z Starter Pack includes:

- ✓ **A brand mapping survey** - find out what Gen Z think about your brand and benchmark your performance against your competitors
- ✓ **On-site presentation** - listen to exclusive Gen Z insight that will enable you to drive your brand forward
- ✓ **Action planning session** - kickstart your Gen Z strategy by identifying your next steps to engage, remain relevant and grow brand love with Gen Z

Packages available

from **£5,900**

Brand Mapping Survey

Benchmark against your key competitors

The package includes an insightful brand mapping survey with a nationally representative sample of 500 16-24 year olds. It will dig deep into how you are performing and measure this performance against your key competitors.

The survey will cover:



Awareness amongst Gen Z

Measure your brand awareness amongst Gen Z and find out what they really think about you.



Relationship (usage/consider) with Gen Z

Understand how and when Gen Z considers your brand and how often they use/interact with your brand versus key competitors.



Brand love

Benchmark your performance to see where you sit in this complex market and discover the affinity young people have with your brand (within your sector and outside it).



Brand personality

Understand what Gen Z thinks you stand for compared to your key competitors (up to five competitors can be measured).



Two ad-hoc questions

Your chance to ask two burning questions that are specific to your business.

“ The real USP was being able to use a combination of the data from the primary research and YouthSight’s knowledge of young people generally. ”



“The YouthSight team are great to work with - **flexible, responsive and knowledgeable.** Their clear and authoritative approach is supported by a willingness to answer your questions and address any concerns. Our work together over the last two years has been a **real partnership.**”



On-site Presentation

Embed key Gen Z insight into your organisation

Our insight presentation will arm you with the knowledge and tools to impactfully engage with Gen Z.



Keynote presentation - who is Gen Z?

Essential Gen Z insights and trends that you can use to power your brand forward with the next generation of consumers.



Brand Mapping Survey results - what does Gen Z think of you?

Inform your Gen Z strategy with your research results.



Get Gen Z ready. Book or buy your Gen Z Starter Pack. **Email the team at:**
research@youthsight.com

Action Planning

Convert insight into action

We want to take the first steps with you. In your action planning session we will reflect on the research and identify your actionable next steps to drive your business forward with Gen Z.

- ✓ Embed your Gen Z learnings into your business-wide strategy
- ✓ Identify quick wins to achieve instant success with Gen Z
- ✓ Maximise your ROI and be one step ahead of your competition



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“YouthSight delivered **detailed and insightful** findings that explored people’s **emotional and practical needs**, highlighted clear gaps in our offer and gave us a **strong steer** on how we should be **communicating and building long-term, supportive relationships.**”

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



YouthSight



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