



## Welcome to your second dose of weekly Zoomer inspiration.

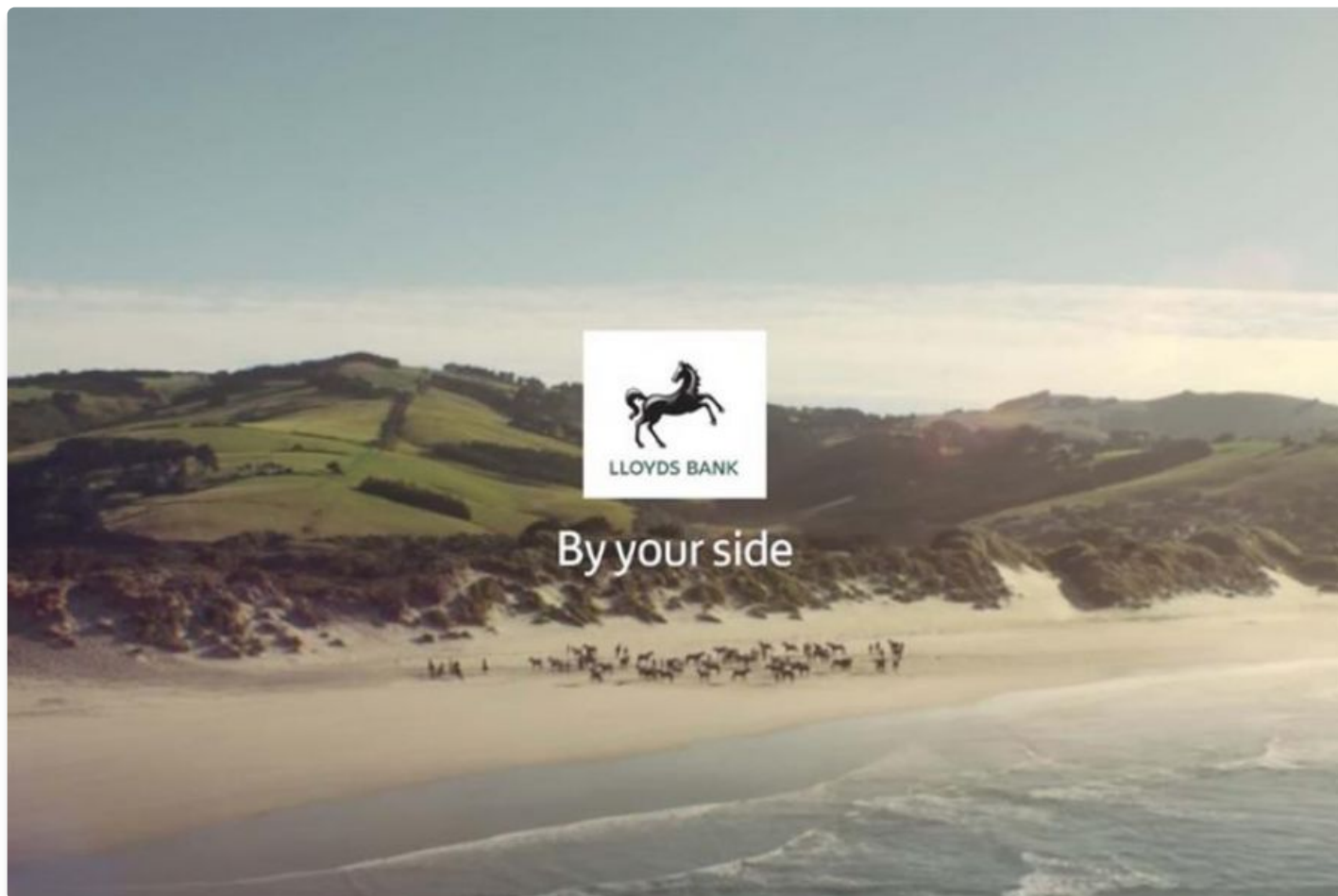
Once again, we're excited to give you a quick and immersive snapshot into the lives of our Zoomers and an opportunity to hear from them in real time, as the conversation unfolds.

It's been another busy week on the programme, with over 1000 comments, photos and videos shared. Together, we've been exploring the brands they love and love to hate and how best to get their attention (or seriously piss them off), as well as their own reflections on being a Zoomer and where their generation is winning and losing.

Once again, here's a taste of what we've been learning.

## You probably knew this - but they're not keen on banks!

*"They will be by your side as your money and loan payments fund their gigantic profits. If you miss a payment or stray into financial difficulty they will not listen and happily trap you using gigantic fees and interest rates."*



## **A generation living in times of contradiction**

### **Never alone but more isolated**

Many feel more connected than ever but the pandemic has reinforced the artificial nature of those relationships and a lack of closeness and support.

*'I really worry about the isolation experienced in our generation. On the surface we're deeply interconnected but we don't know how people actually are and what support they genuinely need behind closed doors'*



**More open but less protected**

There is a sense that this is the first generation who are comfortable talking about the problems and challenges they face, especially around mental health and identity.

However, there is also a perception that these problems are more acute than in any other previous generation

*'I feel like our generation is one of the first to have grown up knowing about and not being afraid to show problems with mental health. However, we're also the first generation to grow up with social media all around us, something that definitely impacts my mental health. I think that we can support family and friends well as a generation, but struggle to support and help ourselves.'*



Omg bestie did you hear that Jeremy Corbyn has 6 secret kids???

16:09

He's such a deadbeat dad smh

16:09

I would never vote for him now :/

16:09

I saw it on a tiktok they had a picture of his kids and everything

16:09

The worst part about my generation in regards to politics is the willingness to believe anything and everything on the internet. Some people have very little critical thinking skills and end up spreading lies, racist or antisemitic dog whistles and misinformation which can seriously harm protected groups or vulnerable people

16:09 ✓✓

### More engaged but less informed

Zoomers have access to instant real time news, views and opinions. There is a sense that this generation has the opportunity (and responsibility) to be the most informed. However, this is coupled with fear of and insecurity around not knowing who and what to trust.

*'We're more engaged in wider world issues but dangerous opinions spread quickly and influence us terribly'*

*'We live in an echo chamber, believing we are coming to decisions about our political beliefs freely, but we are not allowing ourselves to be exposed to things that might challenge or grow our beliefs.'*



**More fearless but more cynical**



We heard a sense of pride that this generation is fearless and ready to fight and challenge. Simultaneously, there was the reluctant acceptance that Zoomers are one of the least likely generations to vote and are apathetic at best towards government and traditional avenues to change.

*'There's a sense of fearlessness in Gen-Z that hasn't felt apparent in other generations'*



### **Best intentions but more selfish**

Interestingly many felt that their generation was leading the way with charitable giving and social and environmental responsibility. However we also heard an overwhelming frustration around the authenticity of motivations (replaced by the desire to look good and show off!)

*'It's hard to ever carry out a selfless act, but I do think a lot of the time we feel the need to document it and tell everyone how great we are for doing something charitable*

*which feels narcissistic.'*

## How to cut through with Zoomers

We all know that Zoomers seek out brands that align with their values, but what does this actually mean:



Posts  
loungeunderwear

**Don't take yourself too seriously**

*"Lounge Underwear is fun and provocative, while promoting a really important message about checking your breasts. It's so engaging!"*

GOOD INNOVATION



## Finally, the Zoomer inspired 'how to get it wrong' guide to communicating to Zoomers





I'm sure you won't be falling into these traps, but just in case...

**Don't get Kendall Jenner to take on racism and police brutality**

*'It really was a tone deaf approach from Pepsi and putting someone like Kendall Jenner who will never ever have to face any injustice in her life was just poor'*

**Love  
him  
or  
hate  
him**

You won't want  
to miss him

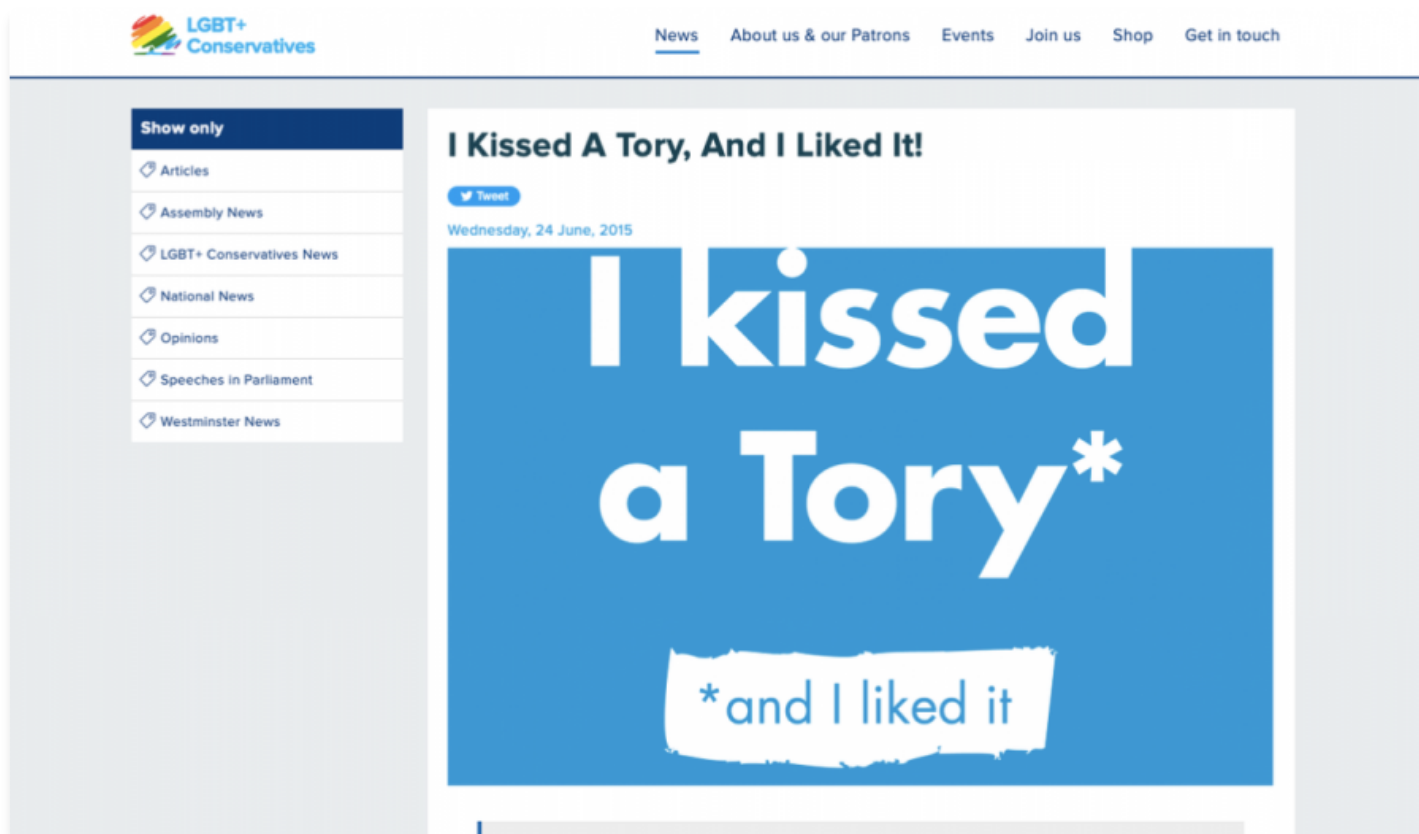
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## Don't get Piers Morgan to tackle 'Wokeness'





*'Some people don't need a platform and if they're so hated that it's a main talking point of an ad campaign for their show, maybe that's for a reason'*








## Don't stray too far from your brand values


*'The conservatives "I kissed a tory and I liked it" ad made me roll my eyes'*





20:50    

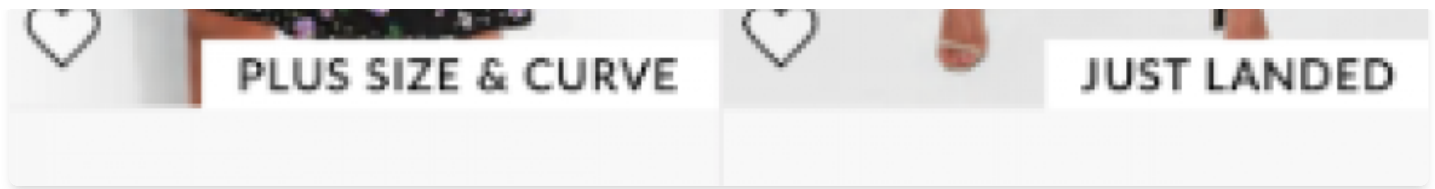
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### **Don't just call everyone 'Plus Size'**

*'Some of them look smaller than me and I'm a size 12'*

Next time - To understand what and who are their biggest influences when forming opinions on key subjects; how this is shaped, what can disrupt these, or how and why these shift over time.

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