

Gen Z and Ads

GENZ DESIGNS 



APRIL 2021

Initial Observations

Compared to other generations, Gen Z...

1. **sees** way more ads
2. has **conversations** about different ads
3. interacts with ads by **influencers**
4. is **highly aware** of algorithms and advertising tactics
5. **strategically** responds to ads

Too many ads

 **People's Champ**
@3xJab

youtube so bold w these double unskippable ads lmfao.
y'all will never break me i ain't gettin da premium

2:28 PM · Mar 22, 2021 · Twitter for iPhone

118.2K Retweets 4,946 Quote Tweets 749K Likes

significant engagement



 **Benédicte** 
@cestbenedicte

Can't lie Instagram was enjoyable back in the day. Now it's just an online store with hella ads.

12:17 PM · Nov 13, 2020 · Twitter for iPhone

29.9K Retweets 1,736 Quote Tweets 228.2K Likes

 **KingAdelIV**
@KingAdelIV

Snapchat, YouTube and insta have all just become so ad hungry. Ruining the experience. Twitter is the only one that's well balanced

3:16 PM · Feb 22, 2018 · Twitter for iPhone

26.4K Retweets 507 Quote Tweets 85.3K Likes

 **RyansAverageLife** 
@RyanAbe

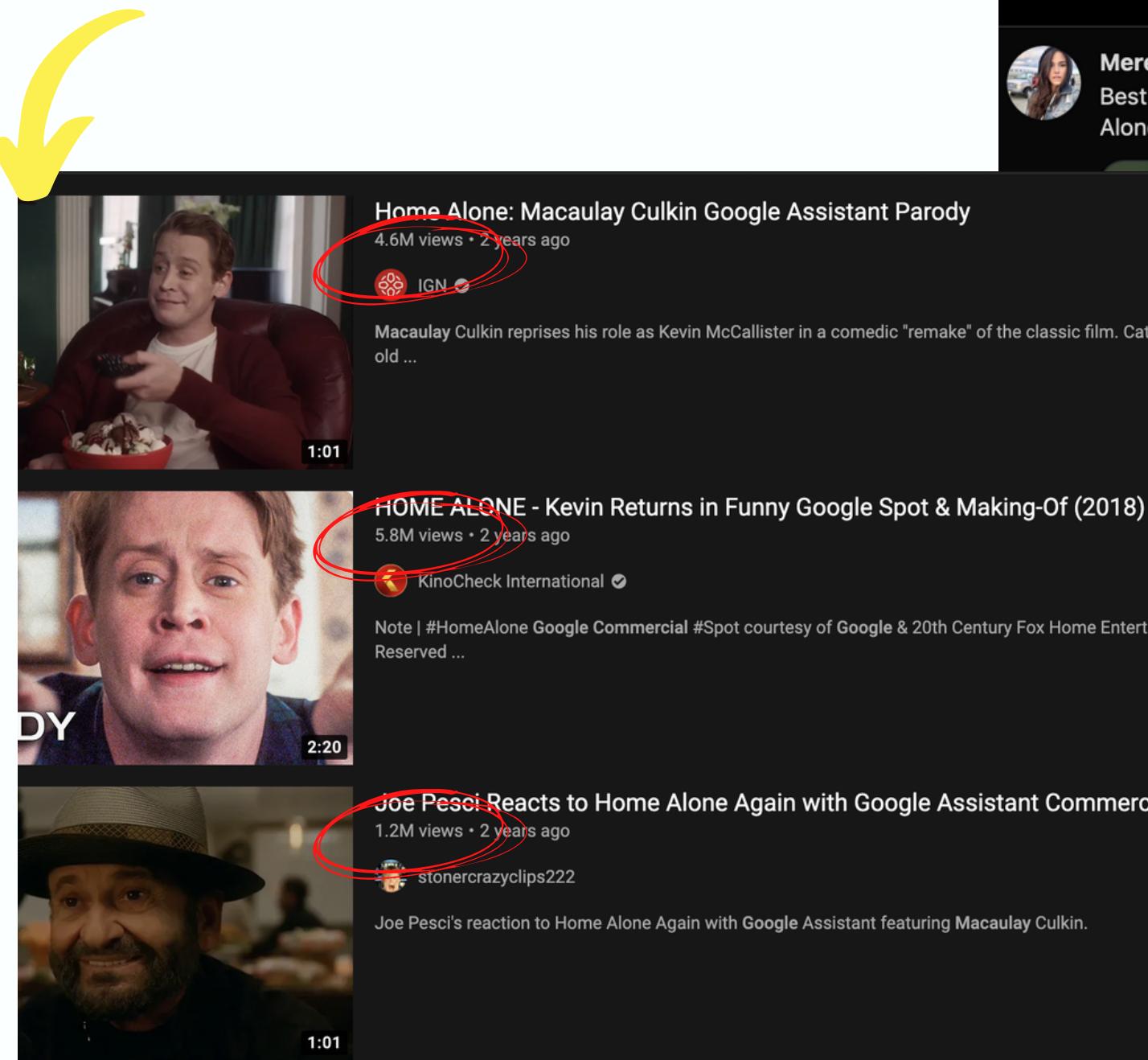
Snapchat doesn't care that everyone hates their redesign. The rumors of them going back to the old layout are false. They put random creators they feel you will watch on the explore page so you click it and then go directly to a sponsored ad. It is all about money, not the user.

6:40 PM · Feb 16, 2018 · Twitter for iPhone

801 Retweets 25 Quote Tweets 6,869 Likes

Conversations

Google ad with
Macaulay Culkin



IG: SwagBoyQ @Theswagboyq · Dec 19, 2018
I can't believe Google got Macaulay Culkin for their Home Alone inspired ad.. this is the best way to end 2018 twitter.com/ChildhoodShows...

182 49K 131.3K Show this thread

Meredith Frost ✅ @MeredithFrost · Dec 19, 2018
Best thing you'll see today: Macaulay Culkin returns as Kevin from 'Home Alone' in Google ad

Gillette ✅ @Gillette · Jan 14, 2019
"Boys will be boys"? Isn't it time we stopped excusing bad behavior? Re-think and take action by joining us at TheBestMenCanBe.org.
#TheBestMenCanBe

1:25 31.1M views

43.1K 287.4K 529.9K

eric @ericmangun · Jan 15, 2019
Point of the ad: men aren't inherently jerks and we can stand up to the assholes who give men a bad name.

People online: WhY aRe YoU sAyInG iM a BaD pErSoN??

It says a lot about the people who identified with the bullies in the ad and not the people standing up to them.

220 4.5K 29K

jo @KellyJoBluen · Jan 19, 2019
On the tinder date in the coffee shop I'm at the dude said, "I get where it was coming from but I think the Gillette ad went too far" and the woman said "I think this date is over" and walked out unceremoniously and now he's sitting here alone with his patriarchy looking stunned

3.5K 35.7K 217K

Show this thread

Mikel Jollett ✅ @Mikel_Jollett · Jan 15, 2019
I honestly don't see the big deal with the Gillette ad. I was expecting something controversial.

But this ad basically says, "Don't be a jerk. Don't raise a jerk. Call out other men being jerks."

My dad, who was a mechanic w an 8th grade education, told me that in 1987.

600 6.7K 45.7K

"controversial" Gillette ad
against toxic masculinity

Influencers



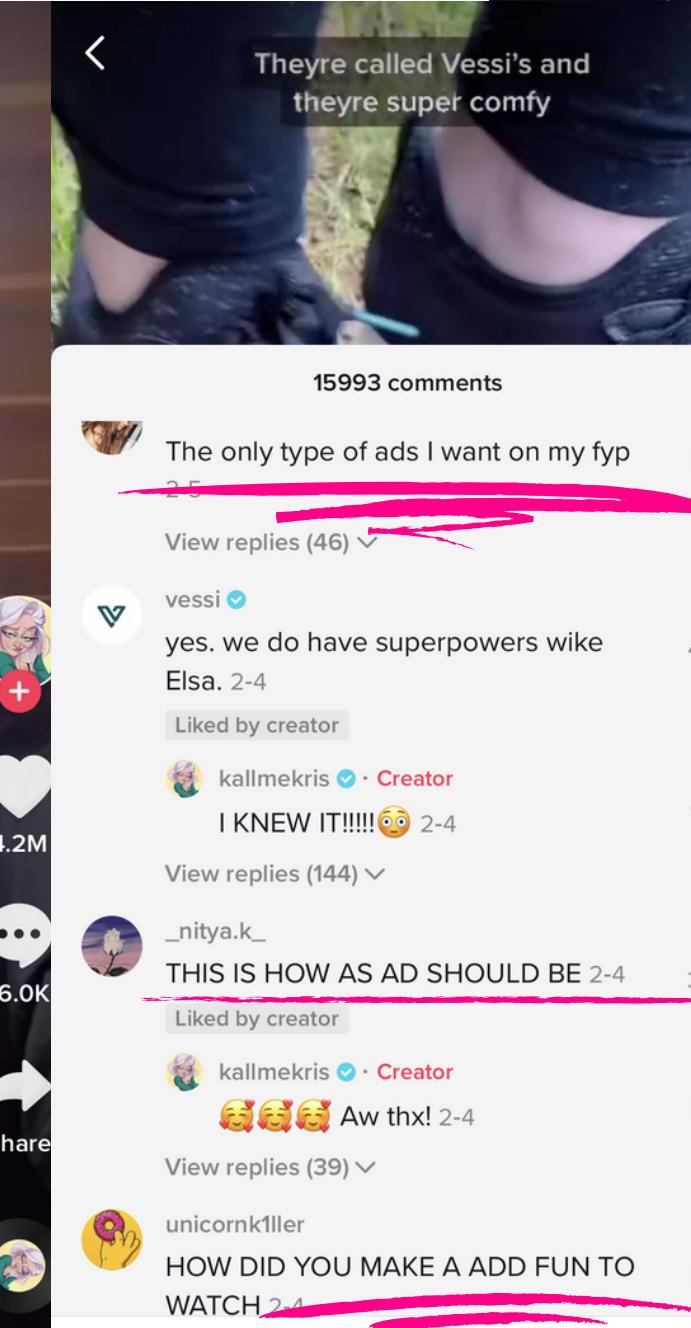
Liked by natalinanoel and 3,709,264 others

charlidamelio just a girl and her new fave drink! it's the remix! try the charli cold foam!! my fave - a cold brew with three pumps of caramel, now topped with sweet cold foam and cinnamon sugar @dunkin #charlidunkinremix #ad

View all 18,943 comments

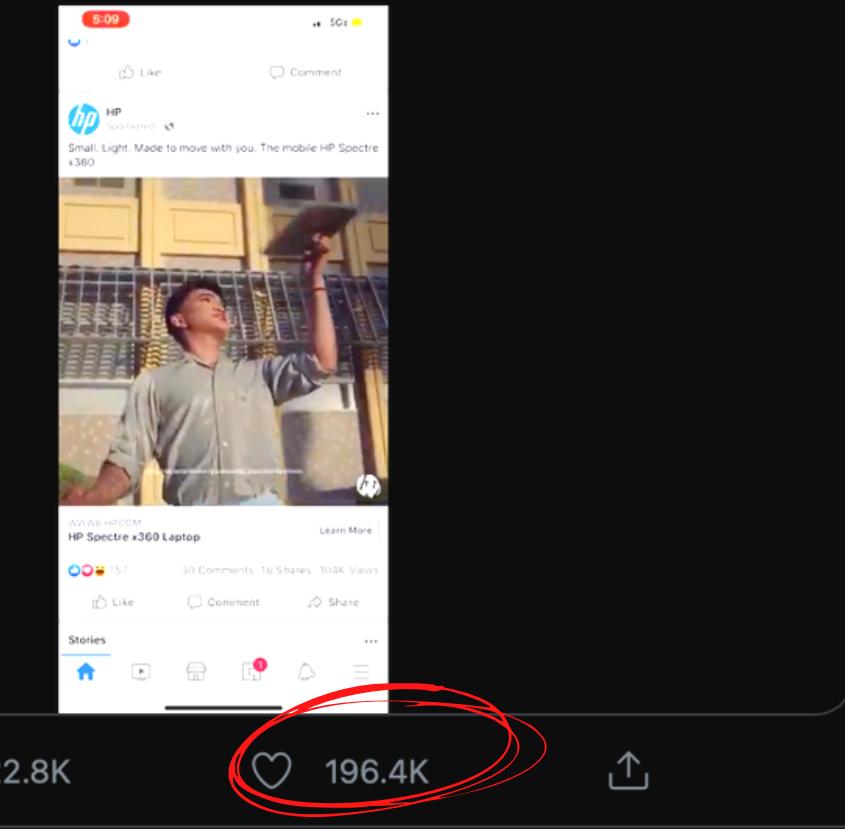
kdeenihan oh hayyyy

olivia.ponton u look so gorgeous in this

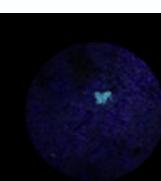


BretmanRock's Year ✓ @bretmanrock · Jan 5, 2020
Bitch I'm in an HP commercial! 😭😭 I cant believe my finger spinning talents got me this deal lol

jake @jake_jyz · Jan 5, 2020
@bretmanrock woah when did you do this!??
[Show this thread](#)



Awareness



giabuchi lastrassi
@jaboukie

me talking to a friend: like yes, intimacy is great, but am i
really ready for a full relationship right now?

instagram ad: Do you feel like yes, intimacy is great, but
am i really ready for a full relationship right now? If so, you
should shop at this online thrift store

10:02 PM · Mar 4, 2018 from Los Angeles, CA · Twitter for iPhone

19.9K Retweets **311 Quote Tweets** **108.2K Likes**

...



Lil Yushij| DumDum stan/simp acc
@highyoushe

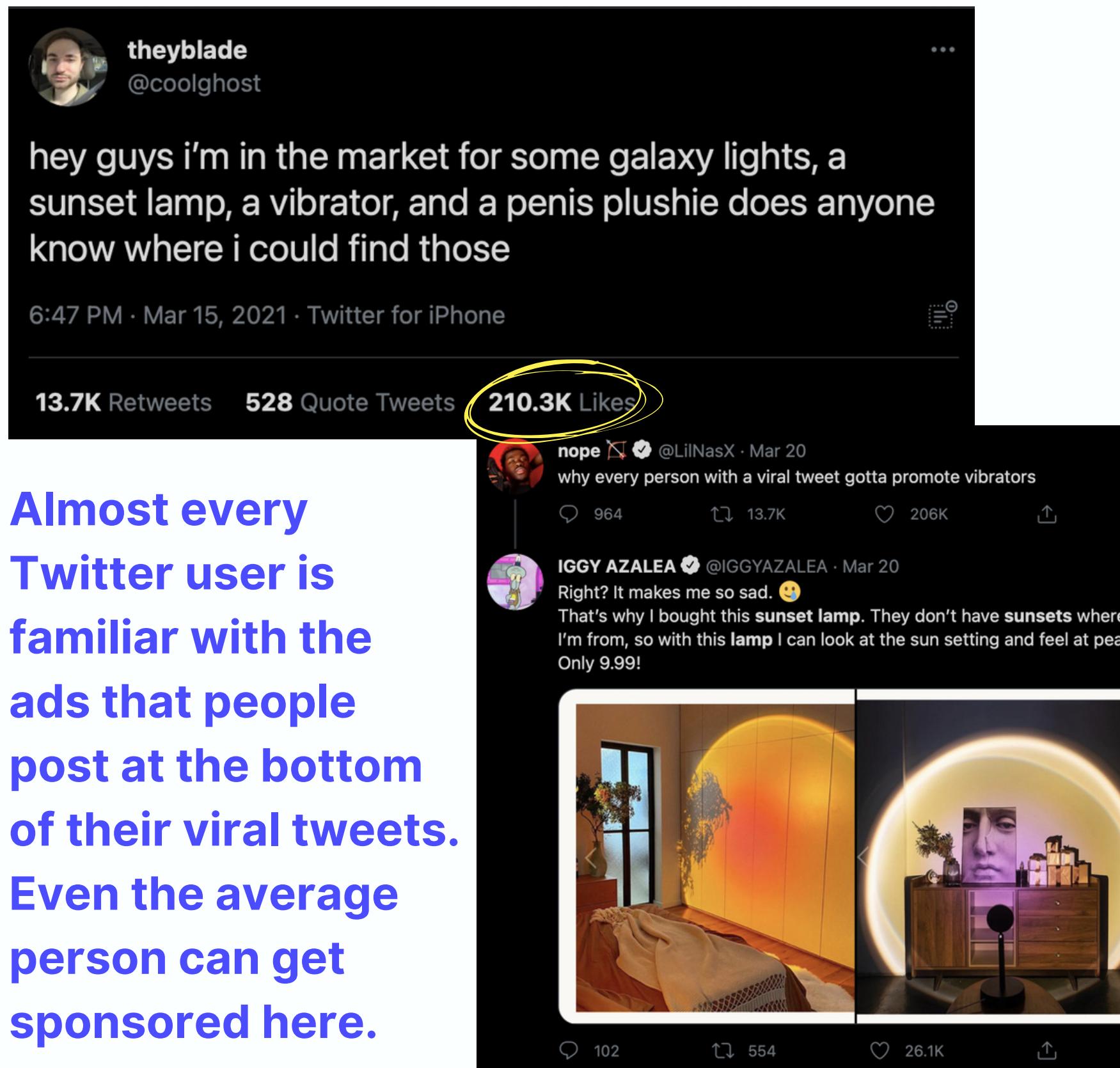
...

**Wanna buy something but can't find it online?
Just text someone about it! Instagram will show you ads
the next minute.
Problem solved.**

9:58 PM · Nov 27, 2019 · Twitter for iPhone

19.1K Retweets **1,109 Quote Tweets** **75.6K Likes**

Strategy 1: Viral Tweet Promo



hey guys i'm in the market for some galaxy lights, a sunset lamp, a vibrator, and a penis plushie does anyone know where i could find those

6:47 PM · Mar 15, 2021 · Twitter for iPhone

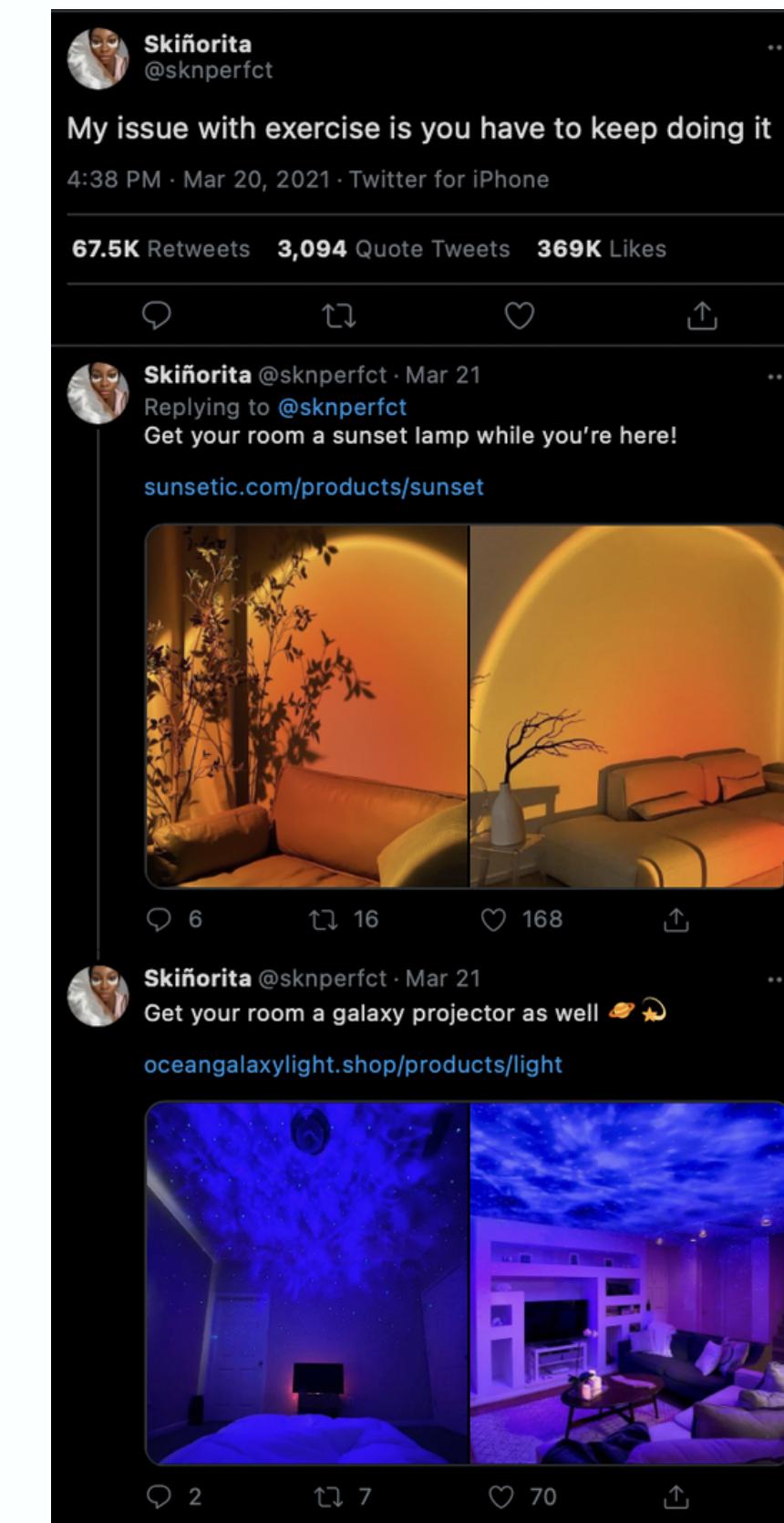
13.7K Retweets 528 Quote Tweets 210.3K Likes

nope 🤦‍♂️ @LilNasX · Mar 20 why every person with a viral tweet gotta promote vibrators

IGGY AZALEA ✅ @IGGYAZALEA · Mar 20 Right? It makes me so sad. 😢 That's why I bought this **sunset lamp**. They don't have **sunsets** where I'm from, so with this **lamp** I can look at the sun setting and feel at peace. Only 9.99!



Almost every Twitter user is familiar with the ads that people post at the bottom of their viral tweets. Even the average person can get sponsored here.

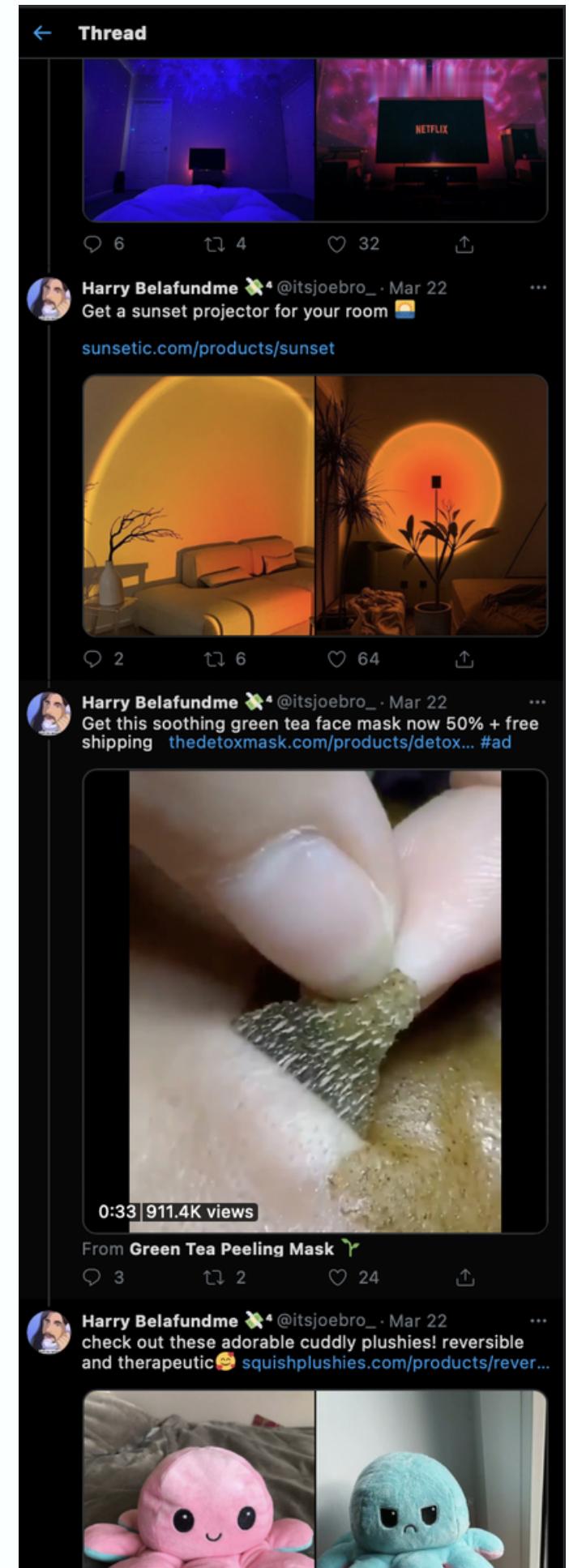


My issue with exercise is you have to keep doing it

4:38 PM · Mar 20, 2021 · Twitter for iPhone

67.5K Retweets 3,094 Quote Tweets 369K Likes

Skiñorita @sknperfct · Mar 21 Replying to @sknperfct Get your room a sunset lamp while you're here! sunsetic.com/products/sunset



Get a sunset projector for your room sunsetic.com/products/sunset



Get this soothing green tea face mask now 50% + free shipping thedetoxmask.com/products/detox... ad

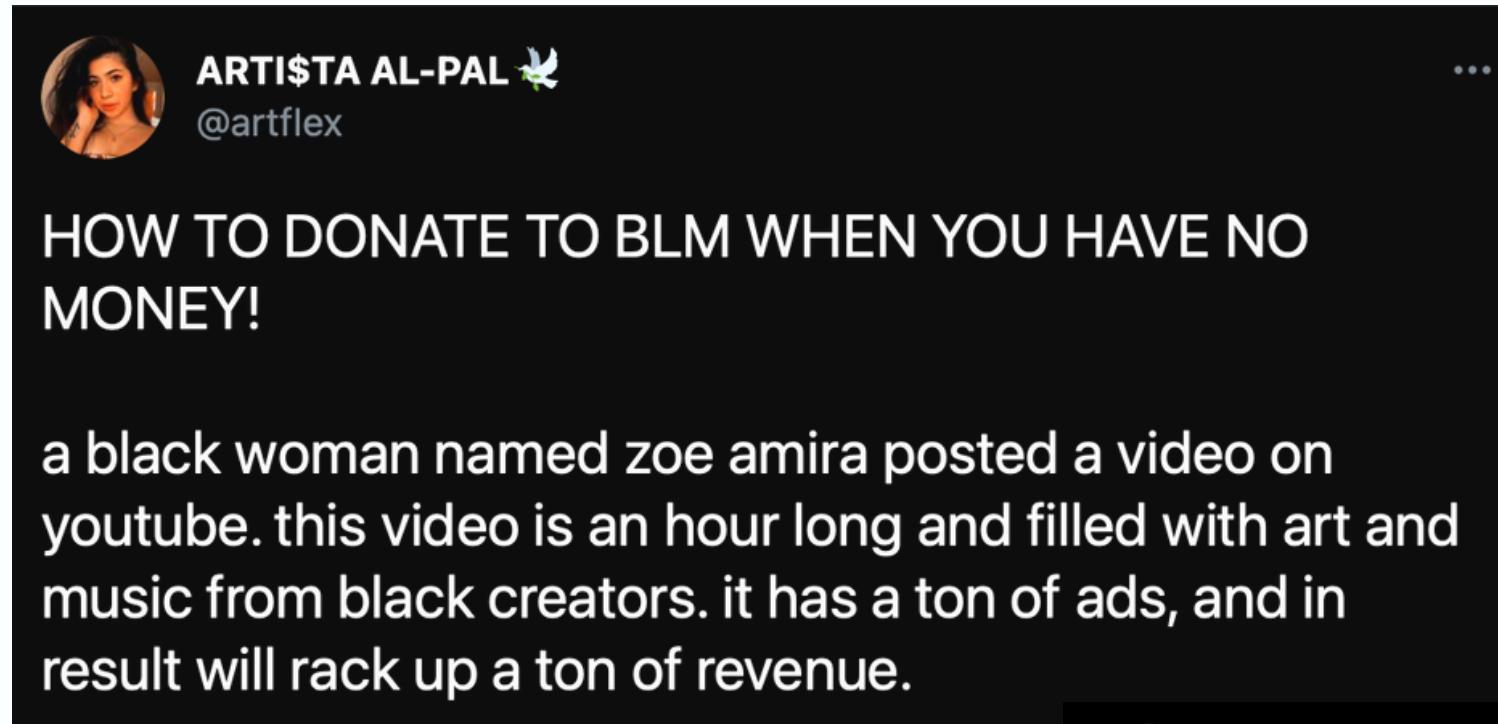


0:33 | 911.4K views From Green Tea Peeling Mask

check out these adorable cuddly plushies! reversible and therapeutic 😊 squishplushies.com/products/rever...



Strategy 2: Raising Money for a Cause



7:00 PM · Jun 1, 2020 · Twitter for iPhone

122.9K Retweets 2,059 Quote Tweets 174.7K Likes

Many people donated to BLM by purposely watching ads.



10:56 PM · Dec 7, 2020 · Twitter for Android

4,632 Retweets 173 Quote Tweets 6,491 Likes

VIEWS FOR A VISION
watch to donate

#BLACKLIVESMATTER

BLM ADS PLAYLIST
Bnui Buni
Black Lives and Voices Matter: an art exposition (fundraiser closed!) • 55:35
80p makeup...but what's the catch? Testing SHOP MISS A! First impressions + WEAR TEST![4K] • 33:05
VIEW FULL PLAYLIST

BLM Ad Revenue Playlist
Eloise
80p makeup...but what's the catch? Testing SHOP MISS A! First impressions + WEAR TEST![4K] • 33:05
In-N-Out Mukbang • 52:39
VIEW FULL PLAYLIST

Black Lives and Voices Matter: an art exposition (fundraiser closed!)
10M views • 9 months ago
Zoe Amira
Hi everyone! Once again I wanted to thank you all for the massive support on this project, and I'm so proud that you ...

(influencers also sometimes create videos with which they donate the ad revenue to a cause)

Why should you care?

If an ad is done wrong, it will not go unnoticed. "Cancel culture" is brutal and there is no coming back from serious brand damage.



@HaroldBingo
the "flex that clapback" Flo Milli commercial driving me crazy cause i know that slogan only won out after "the clapbacks are on fleek" or "its the clapbacks for me" were vetoed

January 4th 2021

417 Retweets 2,708 Likes



Burger King used an insensitive statement as clickbait and people were NOT happy about it.



Study Overview

- **Methodology**
- **Ads at First Sight**
 - Why do we skip?
 - Freedom of Choice
 - Targeted Ads
- **Elements of an Ad**
 - Language
 - Culture
 - Music
- **Authenticity**



Methodology

We used a mixed-method study design combining elements of qualitative and quantitative research approaches for the purposes of breadth and depth of understanding and corroboration.

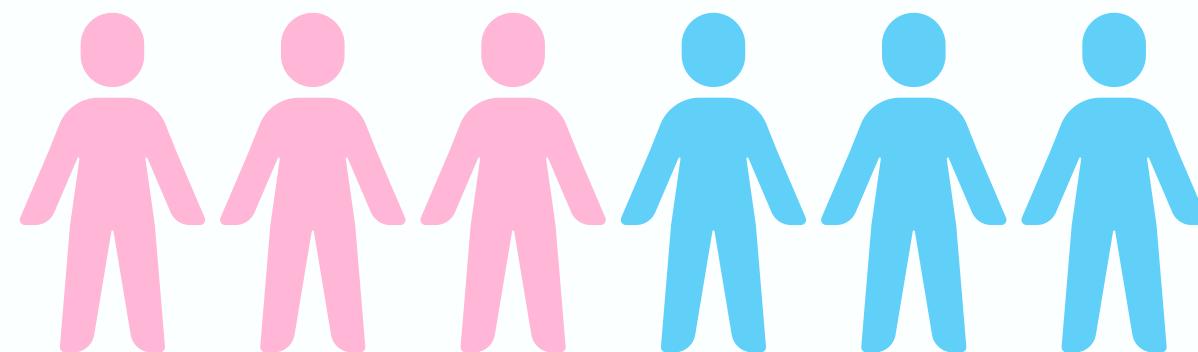
Our quantitative data collection process involved surveying members of The Loop with both close-ended and open-ended questions using Likert Scale analyses to assess effective traits. The survey was pre-tested to protect against reliability and validity concerns.

For further questions regarding the methodology or the study's validity, please contact
andrew@genzdesigns.com

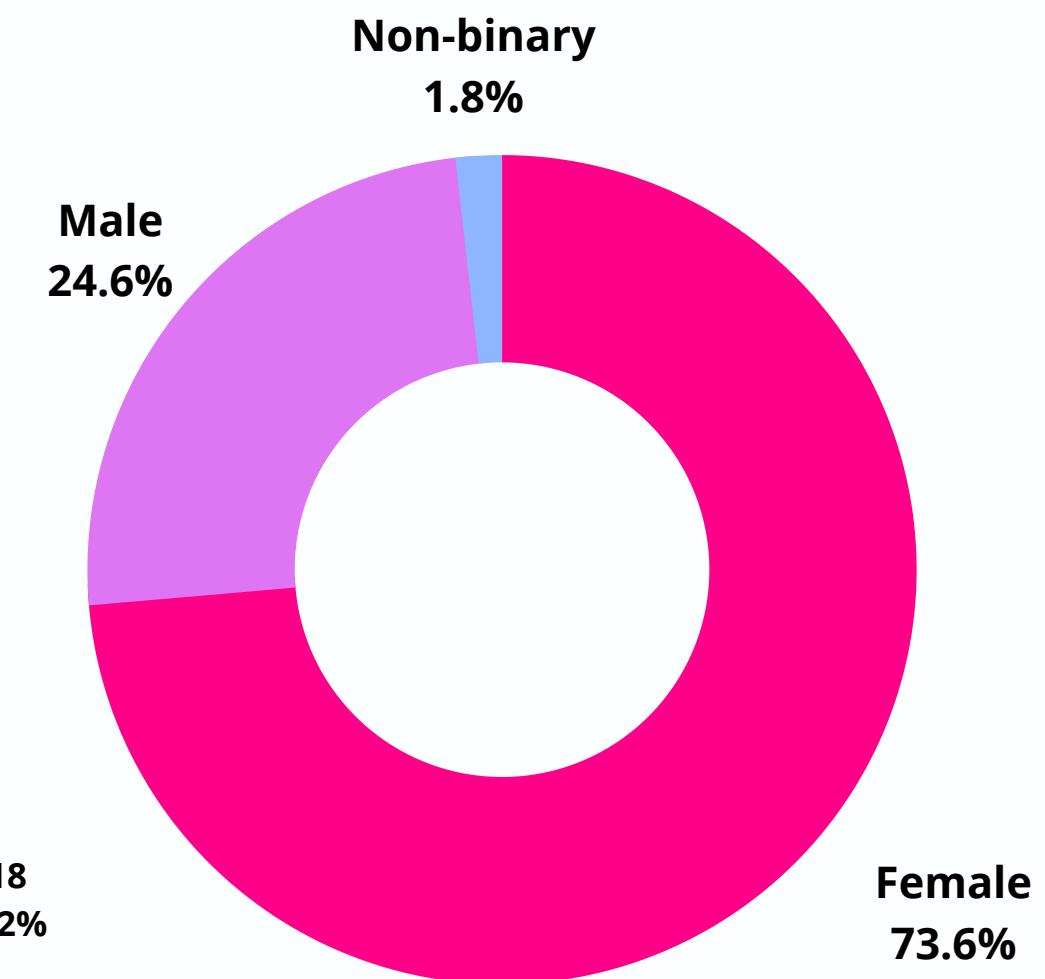
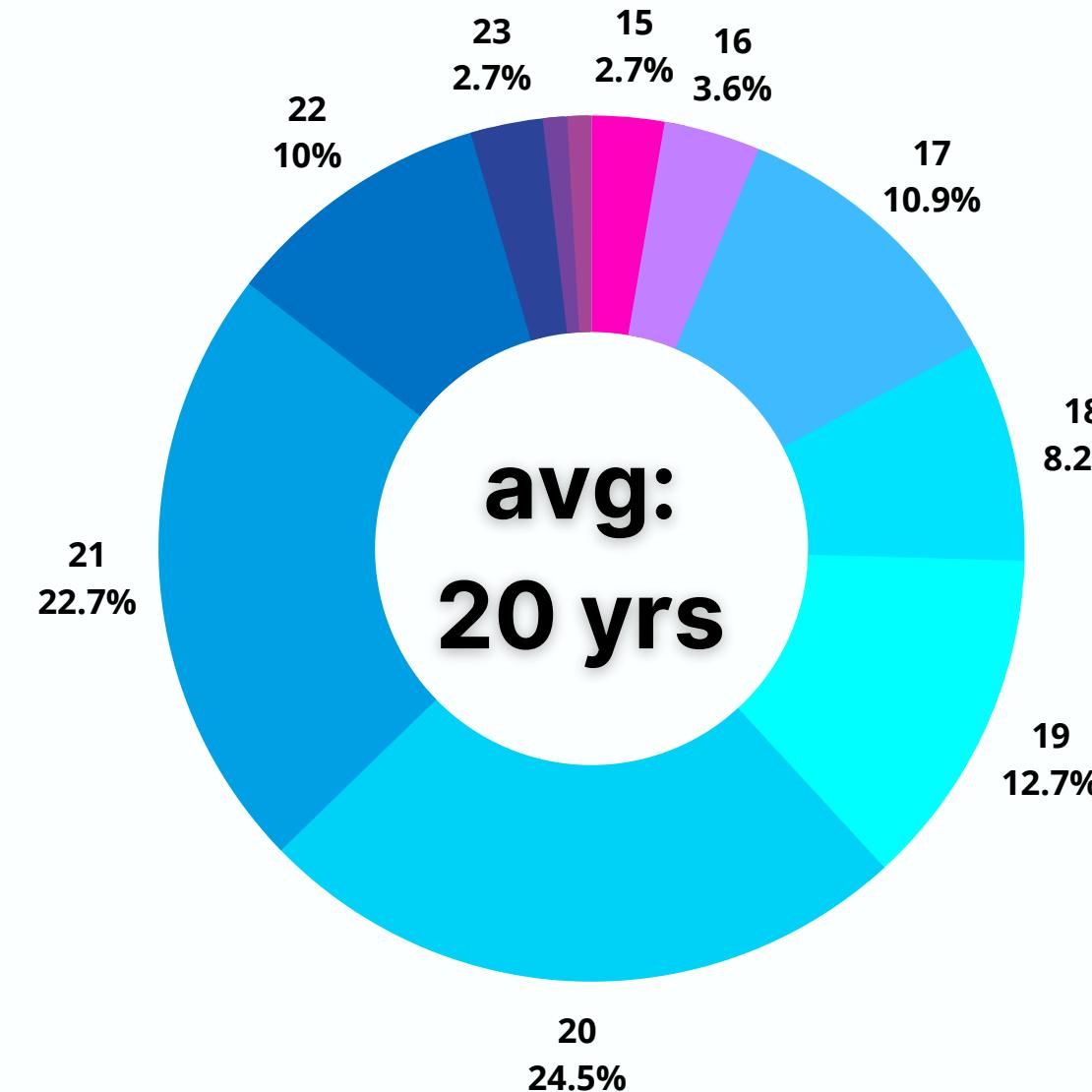
Process

The Loop
Quantitative Survey
Qualitative Interview
Insights

6 qualitative interviews
ages 16-23

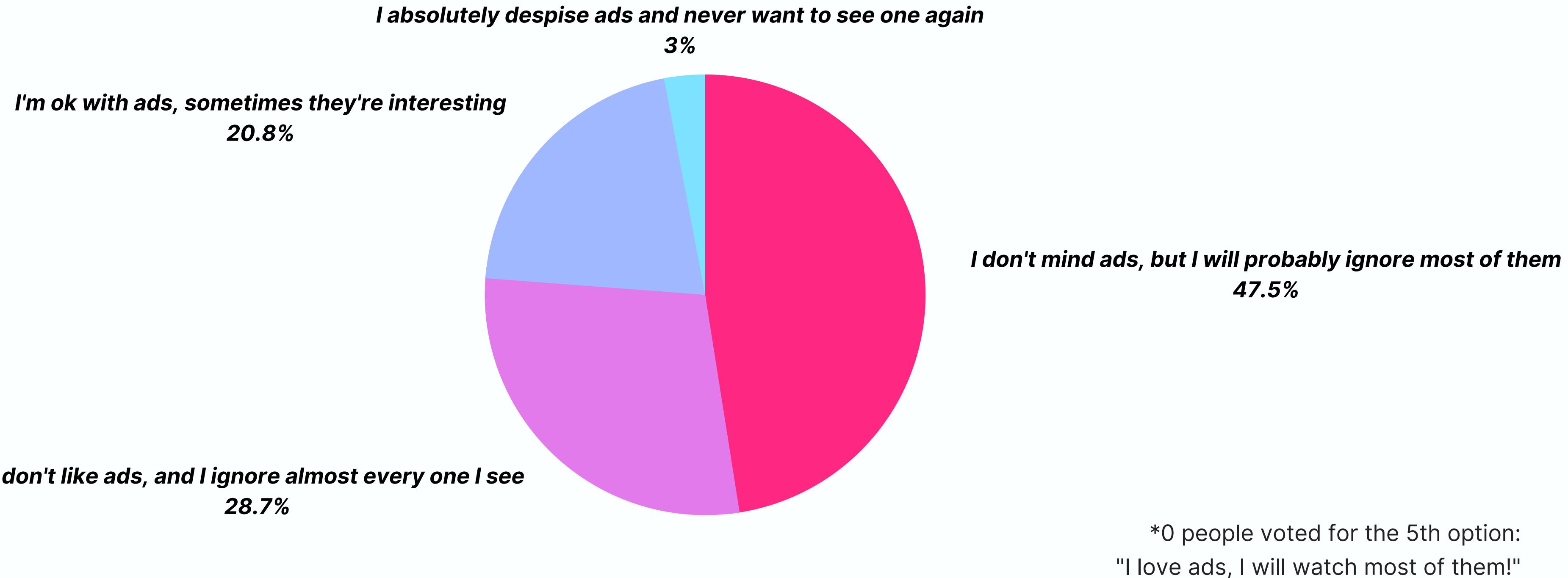


104 survey respondents



Ads at First Sight

Gen Z's Relationship with Ads



Order of events when seeing an ad

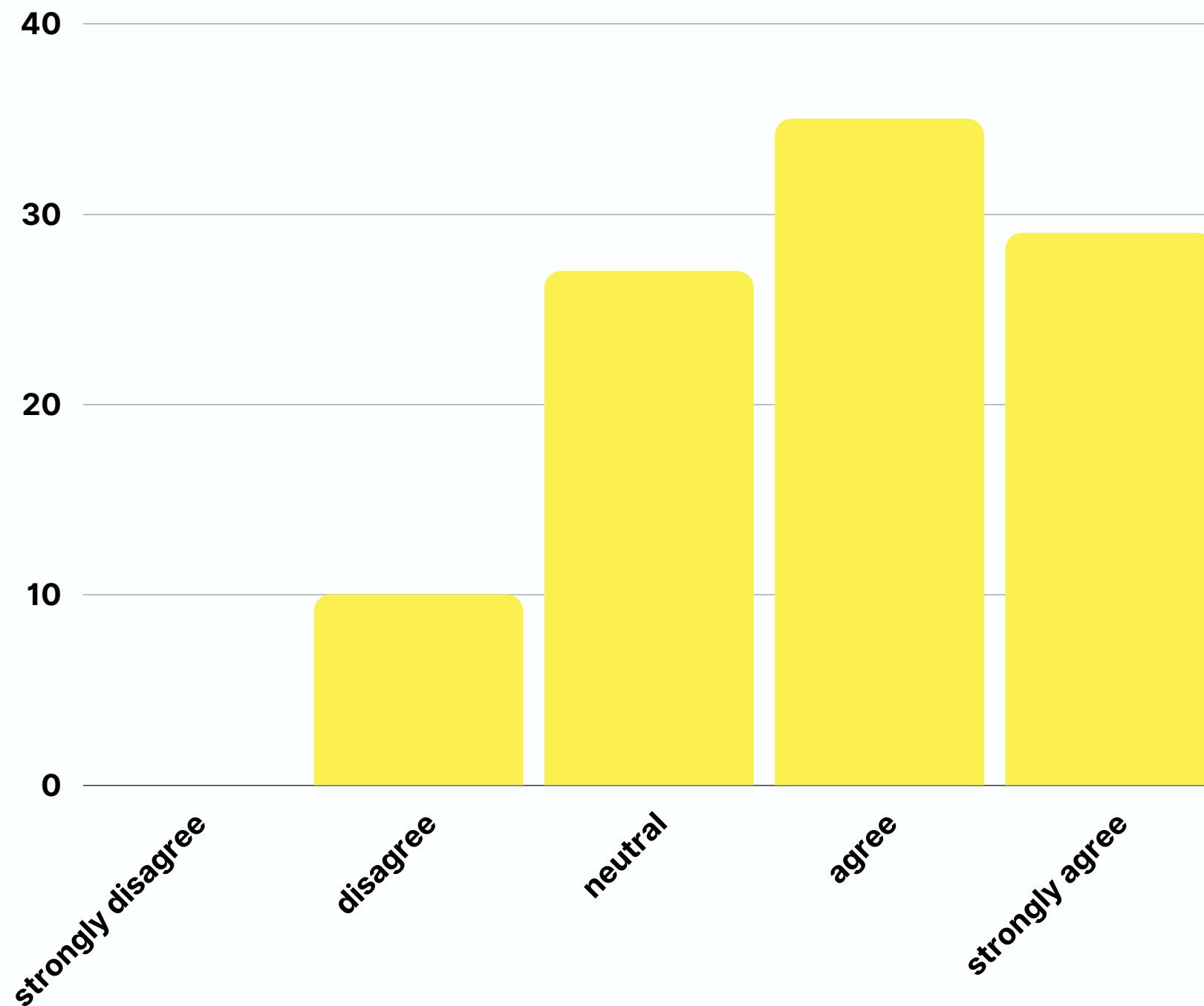
- 1. Noticing the product or image**
 - a. **70% likely to be noticed first**
- 2. Noticing the word "sponsored" or "ad"**
 - a. **54% likely to notice first or second**
- 3. Noticing the music (if applicable)**
- 4. Reading the caption**

Rank by favorite type of ad

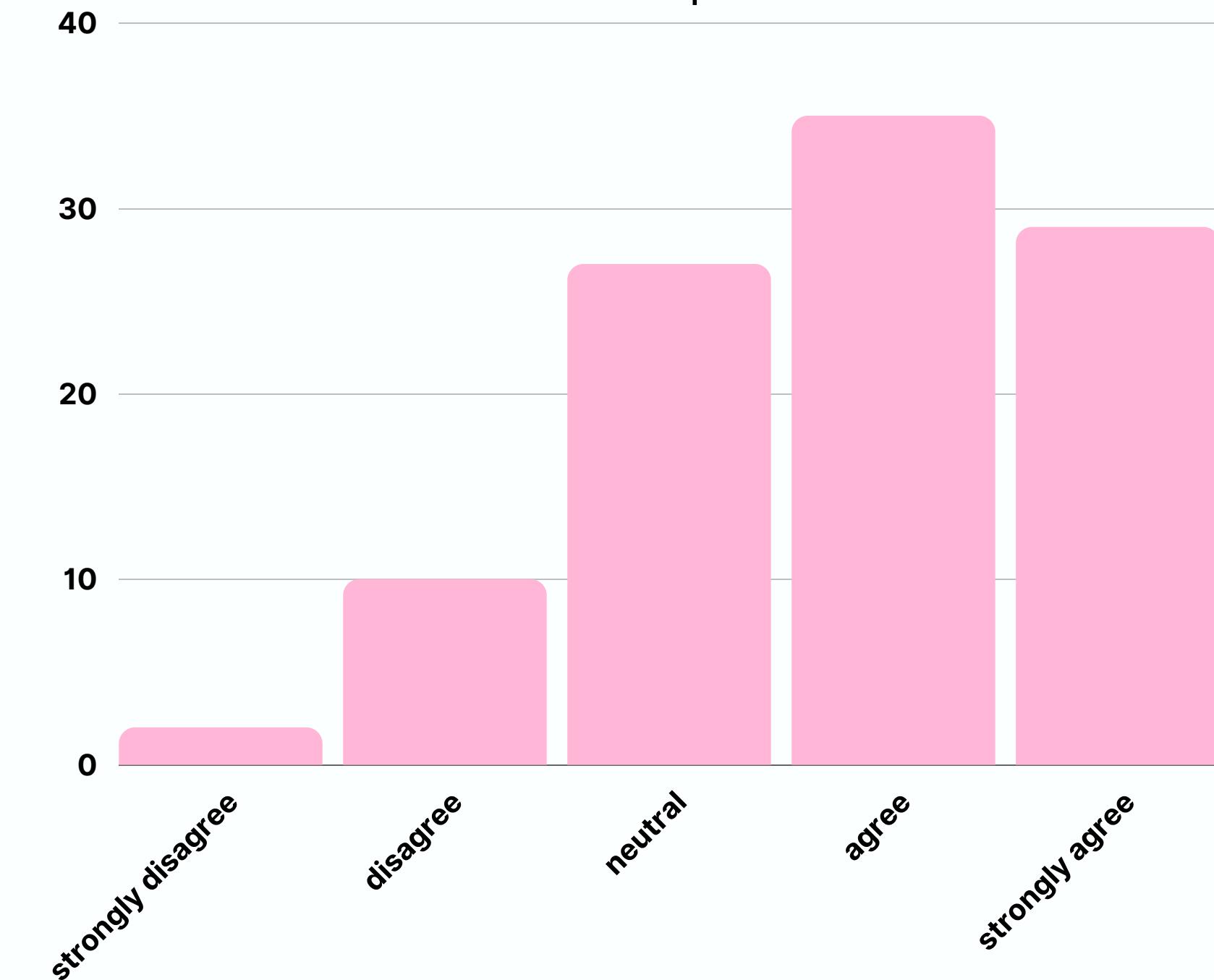
- 1. Funny**
 - a. **52% of respondents ranked humor first**
- 2. Relatable**
 - b. **23% prefer relatability first**
- 3. Interesting story**
- 4. Good music**
- 5. Motivational**
- 6. Sad**

THE INSTINCT TO SKIP

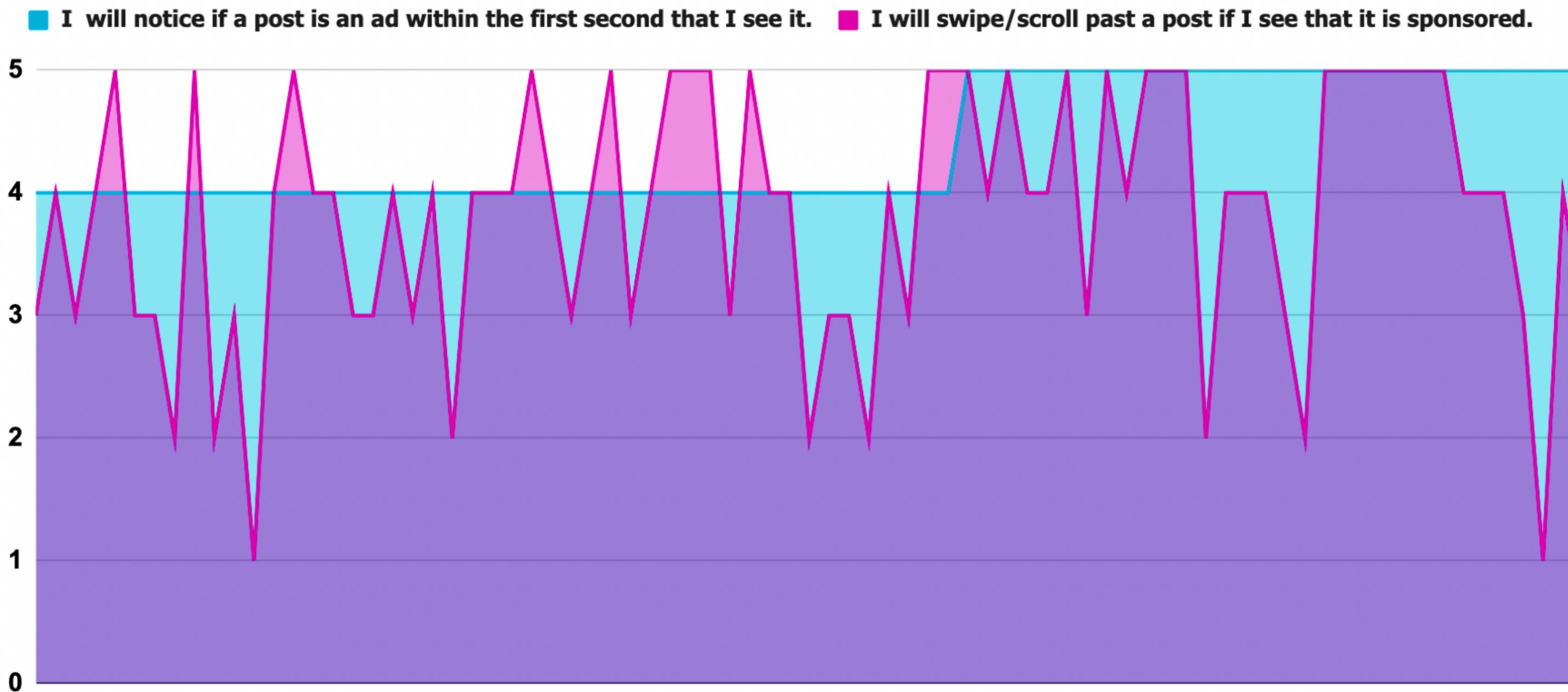
I will notice if a post is an ad within the first second that I see it.



I will swipe/scroll past a post if I see that it is sponsored.

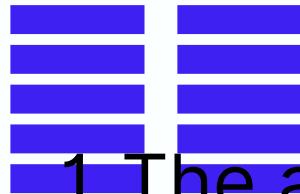


*The majority of people **who agree that they notice an ad in the first second** also end up swiping past it. (area map)*

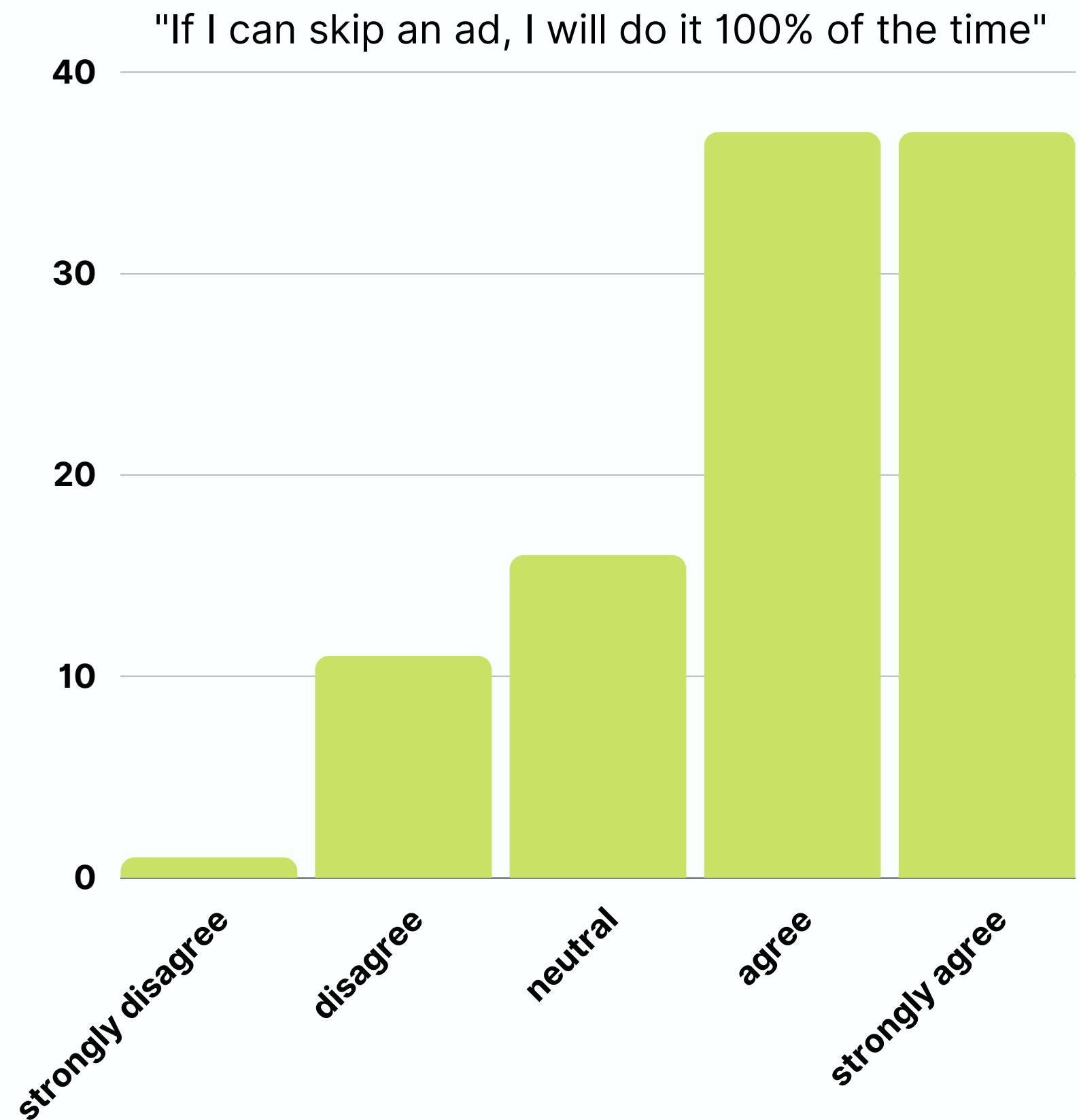


The open blue areas represent people who are less likely
to instinctively scroll past an ad.

SO WHY DO WE SKIP?



1. The ads are **not targeted**.
2. We are on social media to see content we want to see. When an ad shows up in between, **it is interruptive**.
3. **We see the same ad too often.** This is good for getting something on our radar, but it can also be annoying.



Quotes

"To keep our attention, you gotta switch it up a lot. **Make different kinds of ads.**"

"When it comes to ads before YouTube videos, **all of the ads are targeted at a demographic that's not me**, usually for white folk."

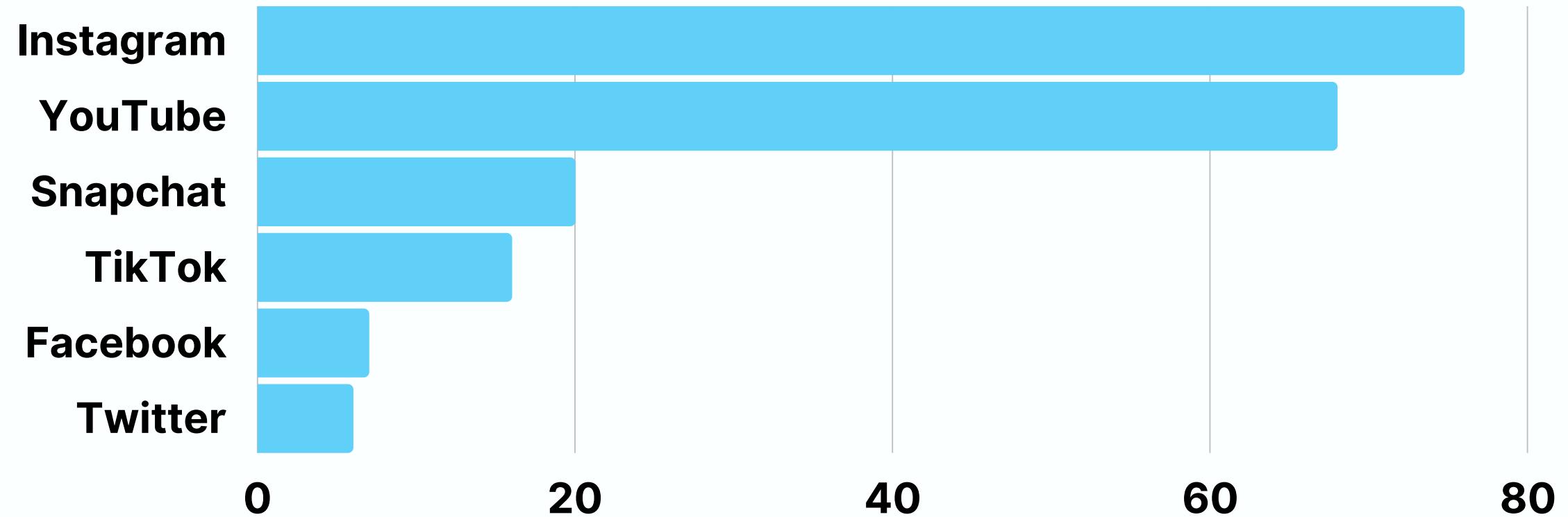
"The best ads are on Instagram because they know exactly what you want. Ads on other platforms are not targeted."

"Sometimes the sponsored ones are something I've seen before and I'm just like, look, **I've already seen this. I'm here to see what my friends are posting.**"

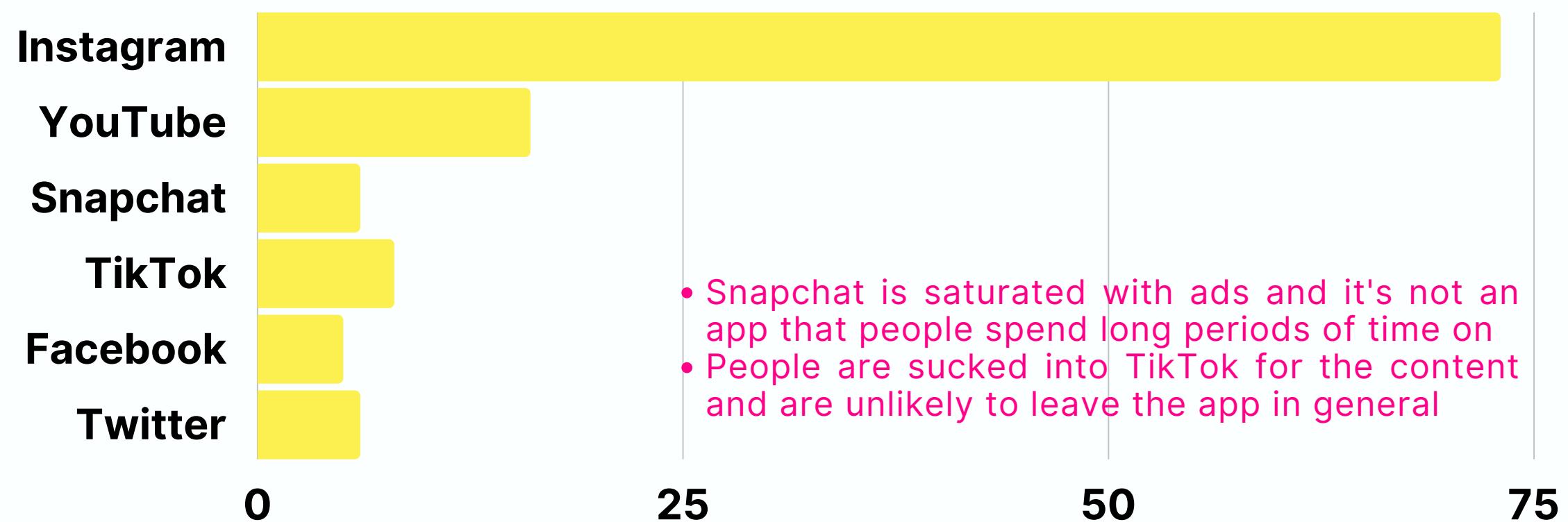
"Every video there's a 75% chance I'll get an ad. **I'm not here for this ad, i'm here for the video i clicked on. The ads are so random (not targeted) and I instantly look for the skip ad button.**"

Targeted Ads: Creepy or Convenient?

"What platform do you **see** the most ads on?"



What platform do you **click** on the most ads from?



Sentiments on Targeted Ads

The question is more complicated than "Are targeted ads creepy or not?" Overall, targeted ads are received positively, but we are heavily aware of algorithms as well. We found that **Gen Zers are more likely to click on ads from Instagram because they are more targeted compared to general ads that pop up on YouTube.** At the same time, these ads can make us feel creeped out, but at this point, we have given up on trying to resist them. **Instead, many Gen Z-ers resort to humor and make fun of the surveillance tactics used to persuade us.**



jaeleon @jaeleon · Sep 25, 2018
thought about Chick-fil-a this morning and then a few hours later I got
targeted ads for Chick-fil-a. I love my FBI agent. he gets me.

63 27.3K 143.1K



s*d @06fordexplorer · Jun 22, 2020
describing in detail what kind of rug i want in my room out loud so i get a
targeted ad for the perfect one i'm envisioning

532 45.5K 480.1K

"It's only creepy when the ad is about something I talked about (like if I was talking to my friends and I saw an ad about that). It's fine when the algorithm just picks up on something that I looked at."

"I'm okay with clicking on ads. I'm fine with targeted ads. It's more helpful and most of my friends are okay them too. Older siblings don't like those ads because they probably know more about data and stuff."

"Ads are lowkey sus. I don't want Google to be selling my information to a third party. Now they know what I'm watching or what I'm scrolling past. It makes me feel icky about ads."

"I prefer targeted ads. I don't wanna watch an ad for 15 seconds if it has nothing to do with me. A lot of ppl just don't care about data privacy... at this point we're just so cynical and we are aware that we're being tracked— but this doesn't mean we're okay with it."

Freedom of Choice

While no brand wants consumers to skip their ads, it's important to understand that Gen Z prefers having the option. Forcing an ad on us causes a negative reaction, and though it could create brand recognition, it will most often be ignored. **We do not like being told what to do.**

RyansAverageLife @RyanAbe

The year is 2025, after a recent update to their app you can only snapchat your friends if you solve a calculus problem. Once you snap them they then have to watch a 7 minute long ad just to watch it.

5:34 PM · Feb 12, 2018 · Twitter for iPhone

257 Retweets 4 Quote Tweets 2,615 Likes



"(For YouTube) **I have an ad blocker now.**"

"You **have to have the option to move past an ad.** YouTube ads get in the way of the video I really want to see."

"Instagram is less bothering because I can skip through those ads. On Facebook, if you wanted to watch videos, an ad would pop up so **I stopped watching Facebook videos all together.**"

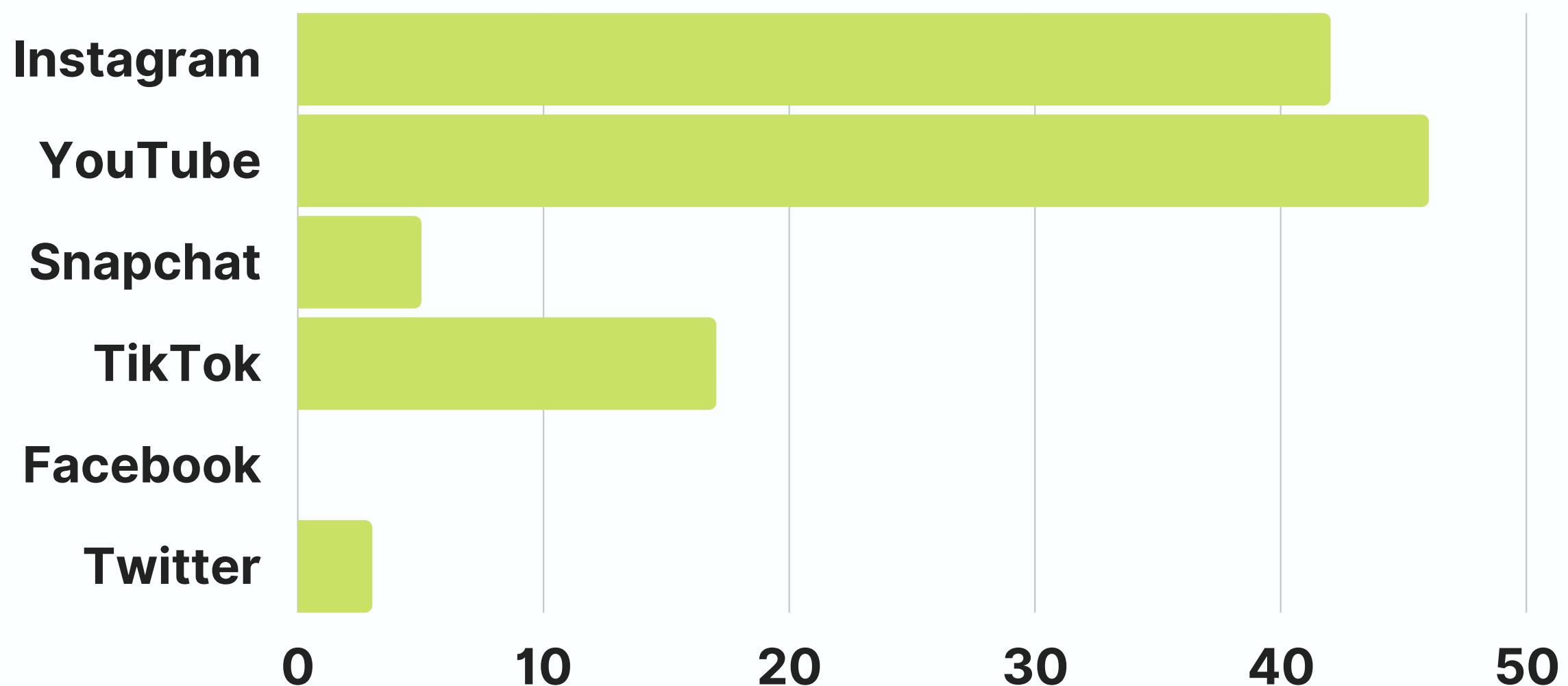
"With our generation, **ads are more in our face.** It makes me feel annoyed with ads because I just wanna do what i'm interested in without a brand **forced** into my face. There's really no escaping ads— which is the most annoying thing. It feels **forced.** They're using my psychology to **force** me to buy something. **I don't like being controlled.**"



YouTube's Unskippable Ads

For YouTube, there are two kinds of ads: **integrated and interruptive**. Both are watched but for different reasons. The integrated ones are positively welcomed by people who follow niche influencers if the influencer does the brand deal genuinely. The interruptive ads are watched only because people are forced to watch them.

On which platform are you most likely to **watch** an ad all the way through?



There's more to the numbers:

interruptive

"Ads are **annoying** if there are a lot on a certain website. **YouTube has so many ads.**"

"You have to have the option to move past an ad. **YouTube ads get in the way** of the video I really want to see."

"[During unskippable YouTube ads] I will minimize the video and look for the next video I'll watch or **I distract myself in some way.**"

integrated

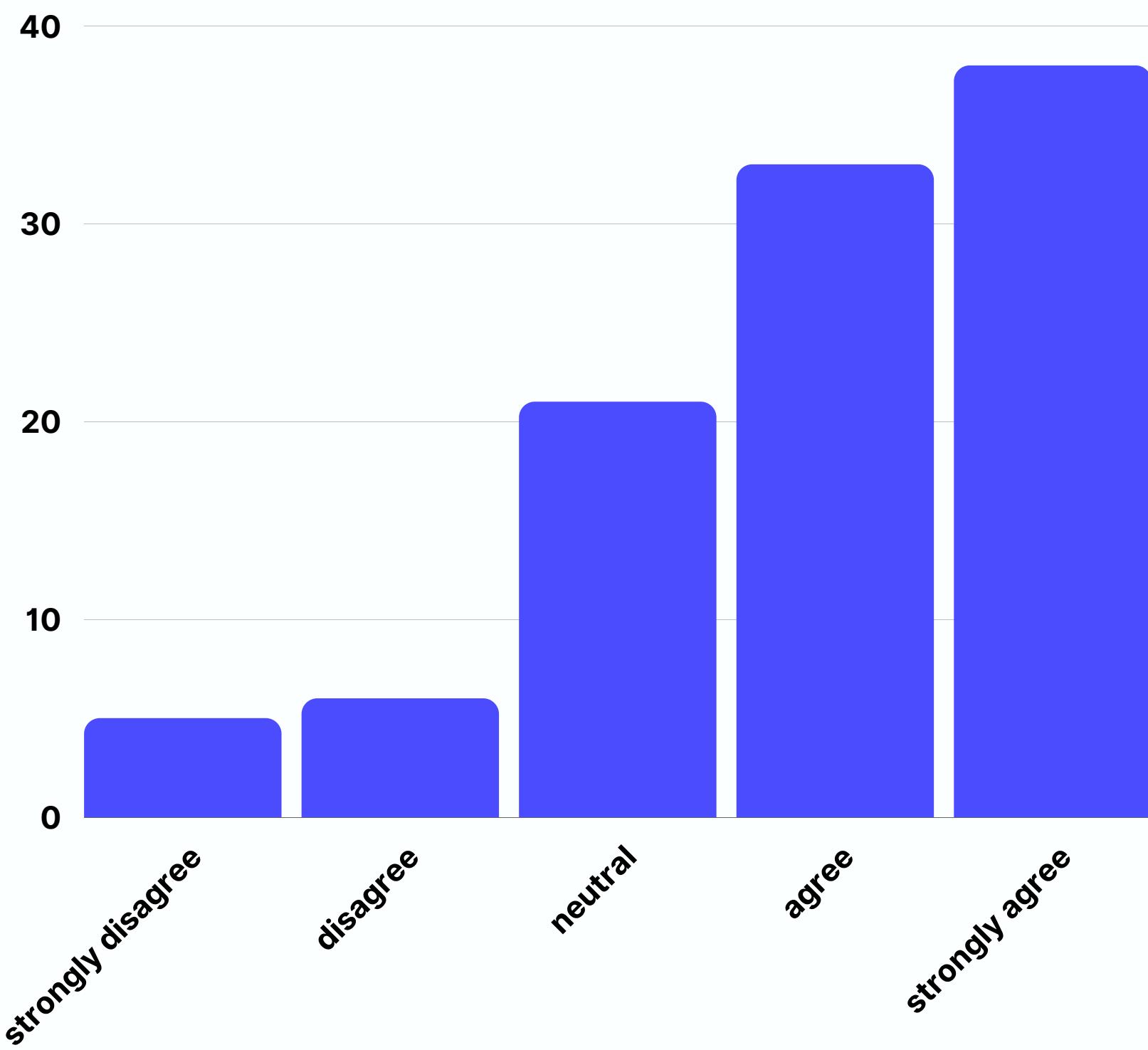
"Certain YouTube channels will turn ads into skits (in the middle of their video), but **it's still content**. They use the ad as a gimmick or joke (like Nord VPN)"

(in relation to YouTube influencer ads)
"If someone says that [a product] worked for them, and they are really open and honest to promoting things they have tried, **I take value in that as long as they're open about why they do sponsored ads.**"

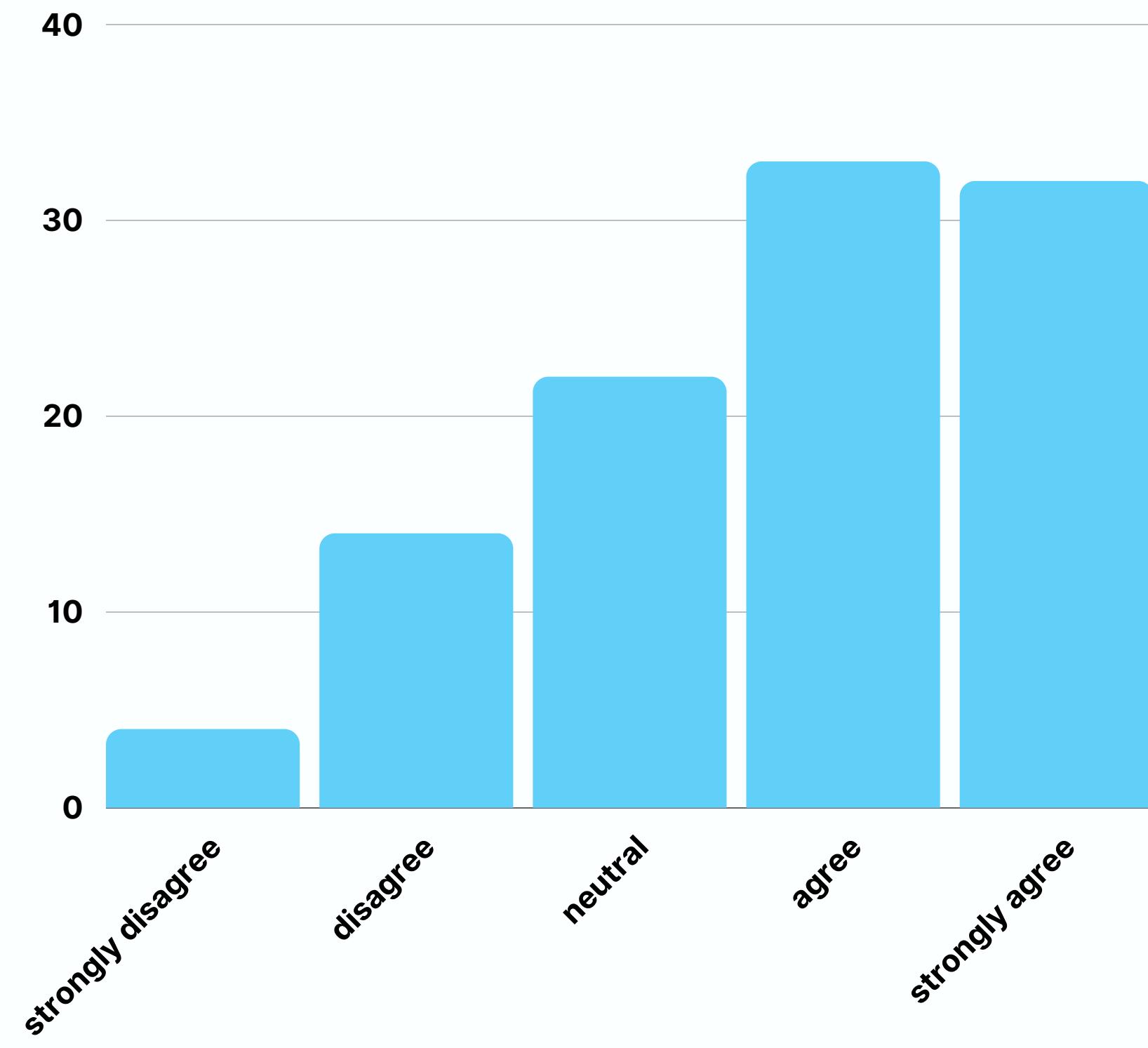
The Elements of an Ad

PEOPLE

"I'm more likely to click an ad with someone wearing clothes versus a picture of the clothes themselves."

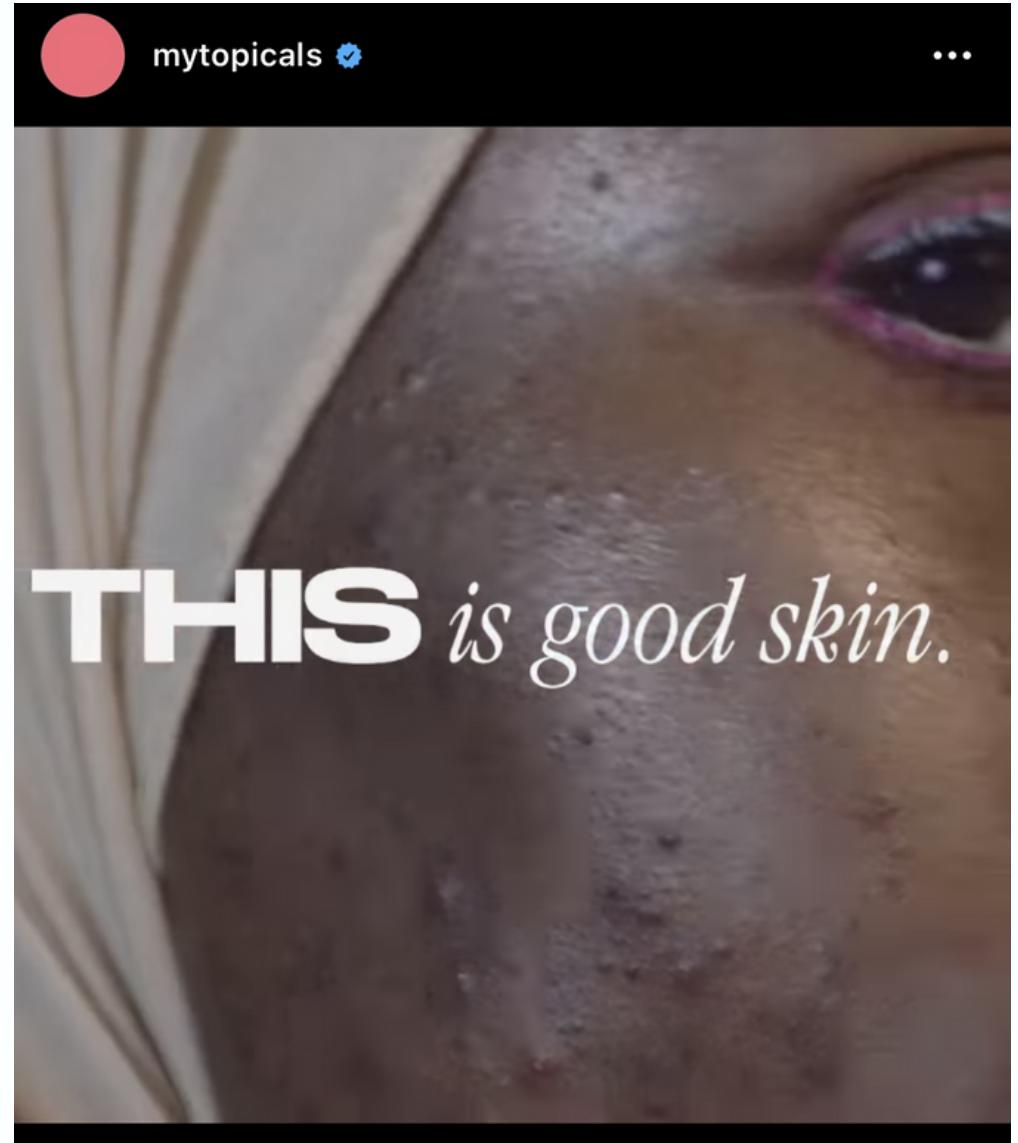


"I'm more likely to click an ad if there are people that look like me in the ad."

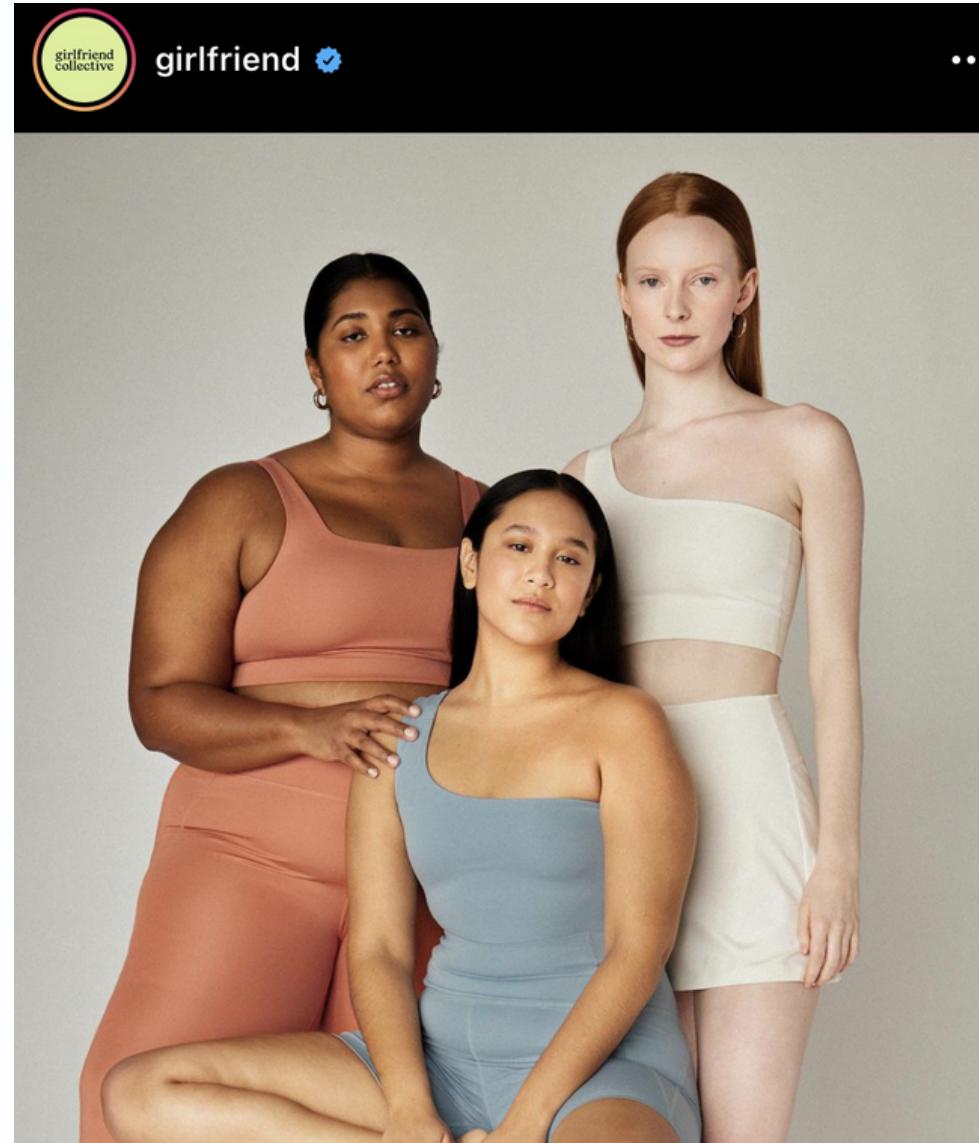


"i really like the **topicals** ad because it showed natural bodies with natural "imperfections"

which caught my attention and made me feel empowered."



"**Girlfriend collective** (sustainable workout clothes) **did a wonderful job - inclusive sizing**, soft colors, promos/deals. Everything they do really aligns with my interests"



"yes, **makeup ads with people of similar skintone** - its hard to tell if a product is worth it if i don't see it on someone with brown skin and see if it shows up, etc."



Representation isn't just important for inclusivity. It also catches our attention. Gen Z is more diverse than ever and identity is super important to us. We don't care as much for polished, white models presenting products to us. Being more diverse and inclusive also boosts your authenticity— which is a huge deal to Gen Z.

"We know that **if a person looks like a model, they're not really representing us.**

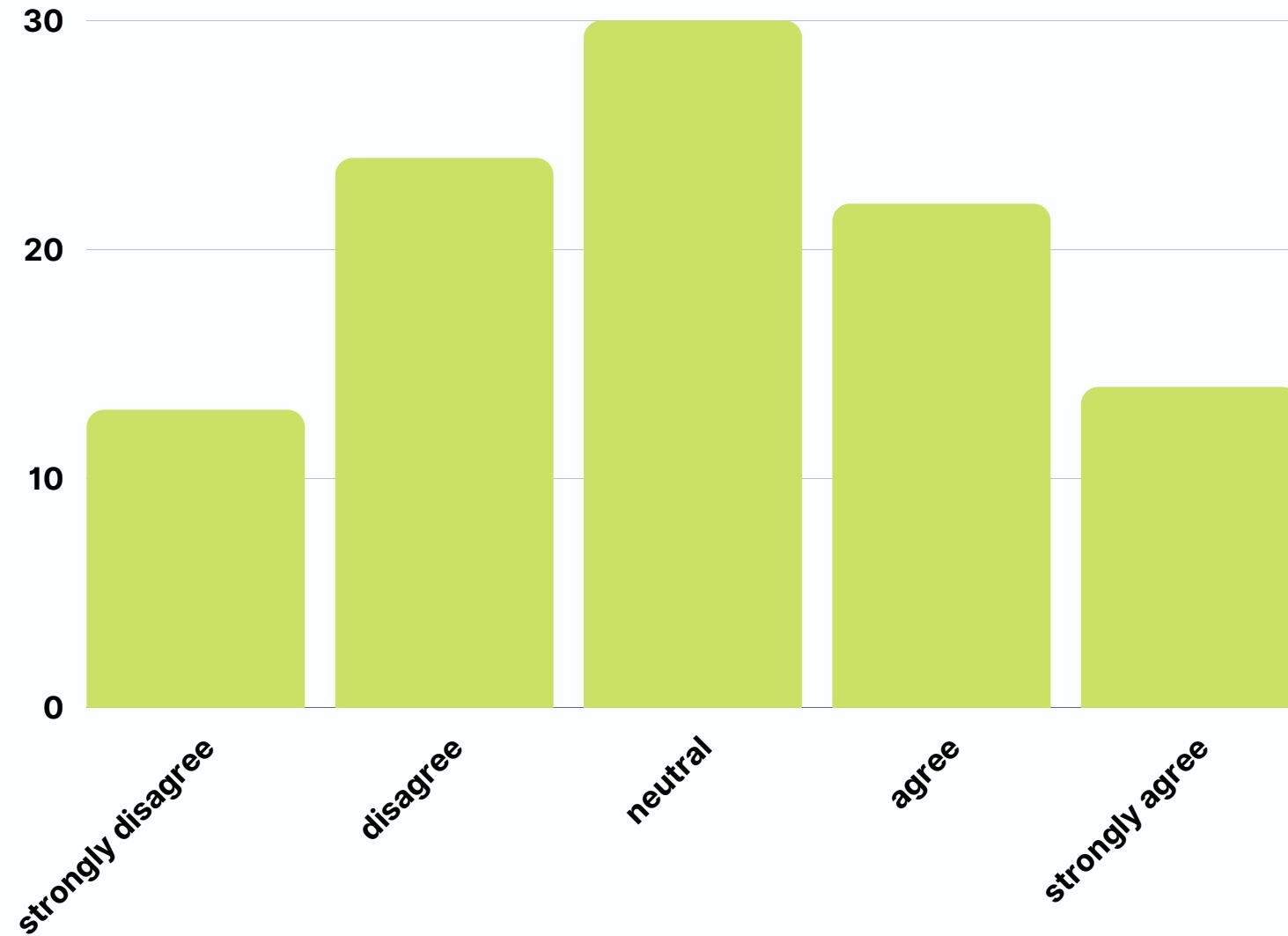
Gen Z is so focused on **body positivity**. We're not into these norms that people were in before so **we don't care about the current standards** about beauty or exceptionalism."

"Representation helps people connect with a brand. **If I don't see myself there, I can't picture myself using the product.** Nike has a lot of diversity in their ads and I can totally see myself wearing that. Some ads are more catered to white people and it's annoying."

"People want to see themselves!!! I want to see more Black and brown trans folx in ads. If I see someone who looks like me, i am more likely to click. A lot of women are lighter skin women with looser hair textures. **This also applies to a product that's SO outside what I would normally look at.**"

LANGUAGE

"I'm more likely to click an ad if the brand is using "Gen Z" language (such as lowercase capitalization, memes, or well-used emojis)."



the almost perfectly normal distribution tells us that using Gen Z language may not really help nor hurt your brand when it comes to clicks on ads. however, if we look at the qualitative insights, there's more to the story.

Please explain the language that catches your attention:

emojis
attention
memes
strongly
funny
chill/casual
minimal
basic
short
basic
funny/relatable
casual
Slang
clear
Lowercase
natural
conversational
jokes
meme
relatable
product

Read our [article on how language is changing](#) to better understand these features.

The Try-Hard Phenomenon

Using Gen Z language to appeal to us is truly hit or miss. It is **easily detected when a brand is trying too hard** to sound young and appealing. But when used authentically, language is a great way to **personify** your brand and create a **genuine** image (something we value a lot).

A Twitter account called **@BrandsSayingBae** has 41K followers and exposes brand accounts that try to tweet in a trendy way.



Brands Saying Bae @BrandsSayingBae · Feb 7
Late

SUNNYD @sunnydelight · 1m
When you're trying to find the SUNNYD aisle in a new grocery store

0:03 | 90 views

2 2 93

Brands Saying Bae @BrandsSayingBae · Feb 10
Spend money on our products to improve your mental health!

Baskin-Robbins @BaskinRobbins · 2h
Me: The best part of being single on Valentine's Day is saving money

Also Me: *Orders ice cream cake for one*

4 10 52

OREO Cookie @Oreo
Replying to @BaskinRobbins

It's called ✨self-care✨

9:50 AM · Feb 10, 2021 · Twitter Web App

1 16 188

Brands Saying Bae @BrandsSayingBae · Feb 6
Big Skincare Energy, n. Something stupid you made up to sound like a real person instead of a cosmetics brand.

OLAY @OlaySkin · 4h
Define this phrase: Big skincare energy

1 1 6 2 8 120

Brands Saying Bae @BrandsSayingBae · Dec 15, 2020
Oh hey! It's the thing we cared about for 5 seconds over a week ago. Nice!

Sam's Club @SamsClub · Dec 15, 2020
We're not saying we know where the aliens are getting the monoliths, but we're not saying we don't know either. #MonolithMystery

MONOLITH \$2020

7 208

"Please explain the language that catches your attention"

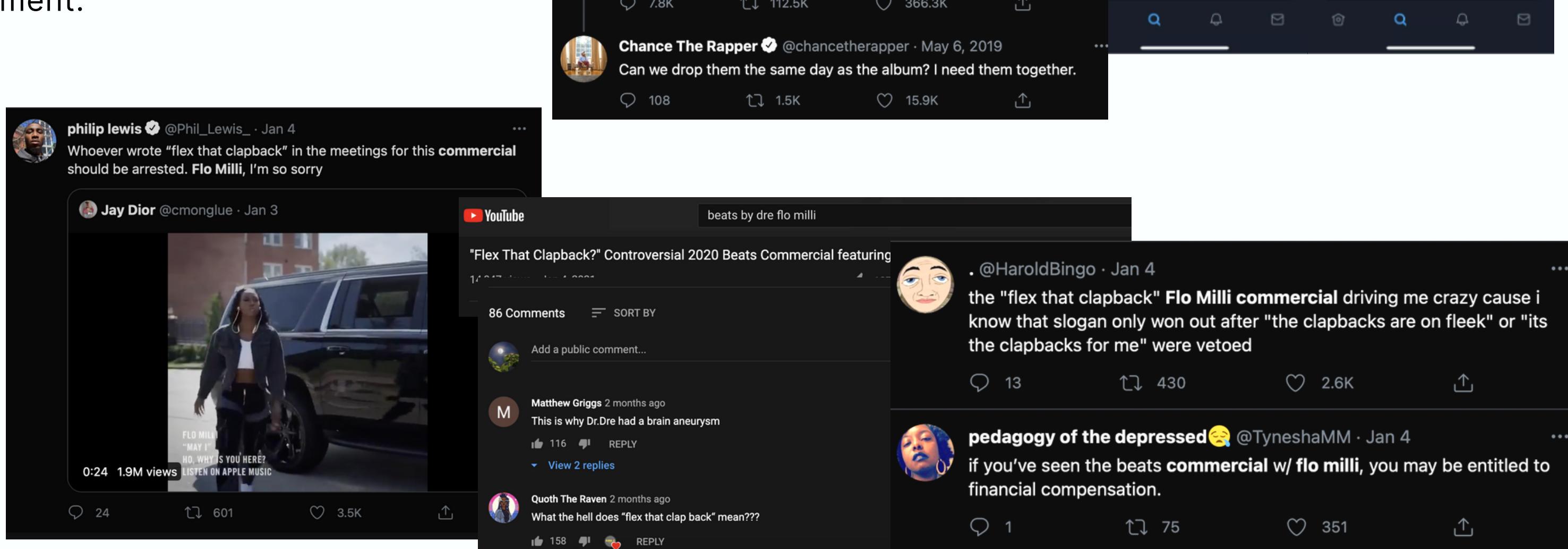
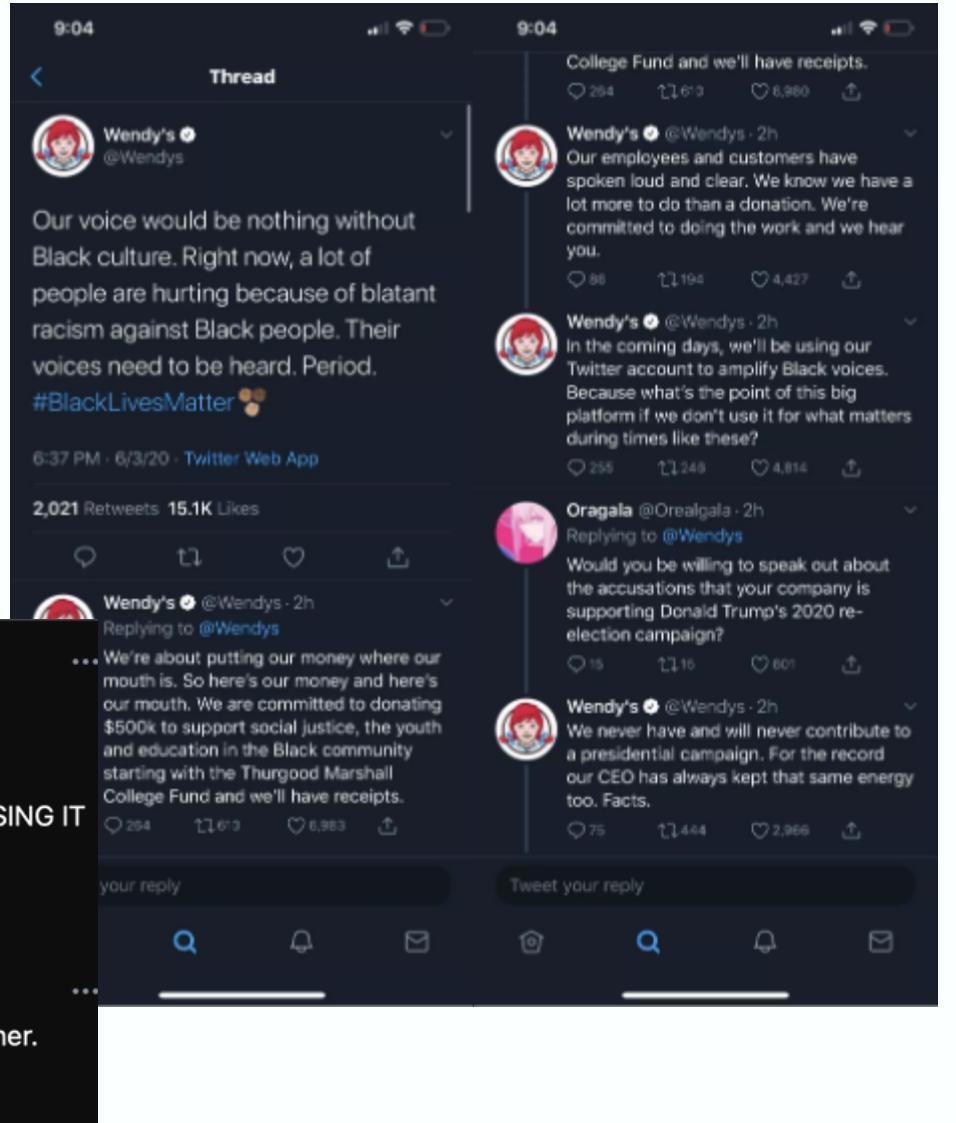
- i like ads that sound like how my friends talk (just like chill/casual idk); **i like when it doesn't seem like they're trying too hard to be relatable**
- **If it looks like their trying too hard to the point that it's cringy, it makes me want to click away immediately**
- **funny without trying to hard** (i.e., doesn't sound like Jimmy Fallon behind the keyboard)
- It **has to be** slang that's **used correctly**
- Memes and emojis, **as long as they're well done**. If they're overly cliche or **trying too hard**, then it **would be off-putting**.
- If something is in my face, trying to be relatable, I'm less inclined (e.g., "omg you'll look totes fierce in this basic t."). **If something feels natural or simple** (e.g., a basic t shirt that says, "the basics that are totally, not basic") **I'm more inclined to click on it.** I think that **people can see through ads that are trying too hard**, and there's a fine line between being "hip" and being too on the nose.

Do this

Not only does Wendy's NOT try too hard to sound "trendy" by using AAVE, but they also **keep it real** that they're a brand instead of completely hiding behind a fake persona. They are honest and also **interact a LOT with their following** (it makes sense why they have **4 Million followers**). Wendy's Twitter is a great example of good engagement.

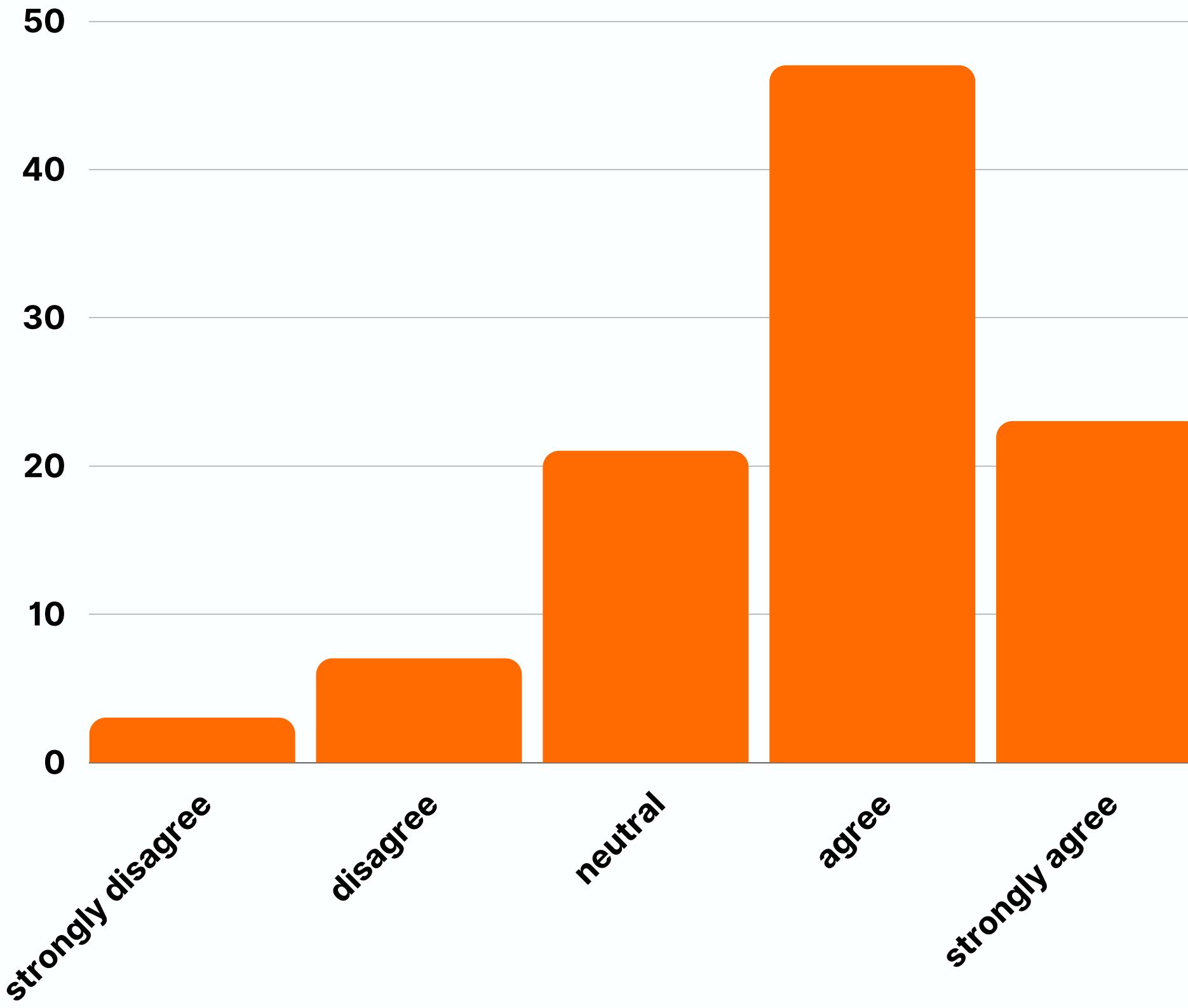
Not that

Beats by Dre released a commercial with Flo Milli in which she danced in front of a confederate statues and the phrase "**flex that clapback**" appeared at the end. Not only was this **incorrect use of AAVE**, but it also was **very performative**.



COLOR

I am more likely to click on an ad if I like the colors it uses.



Please describe the types of colors you prefer.

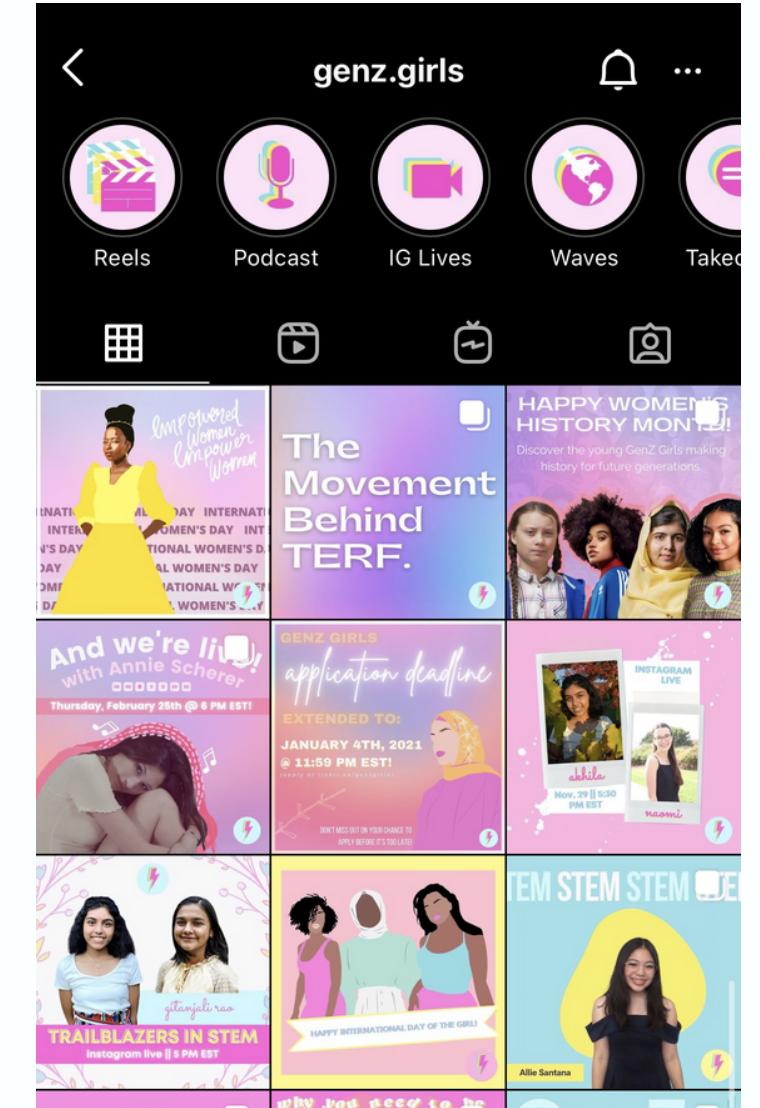
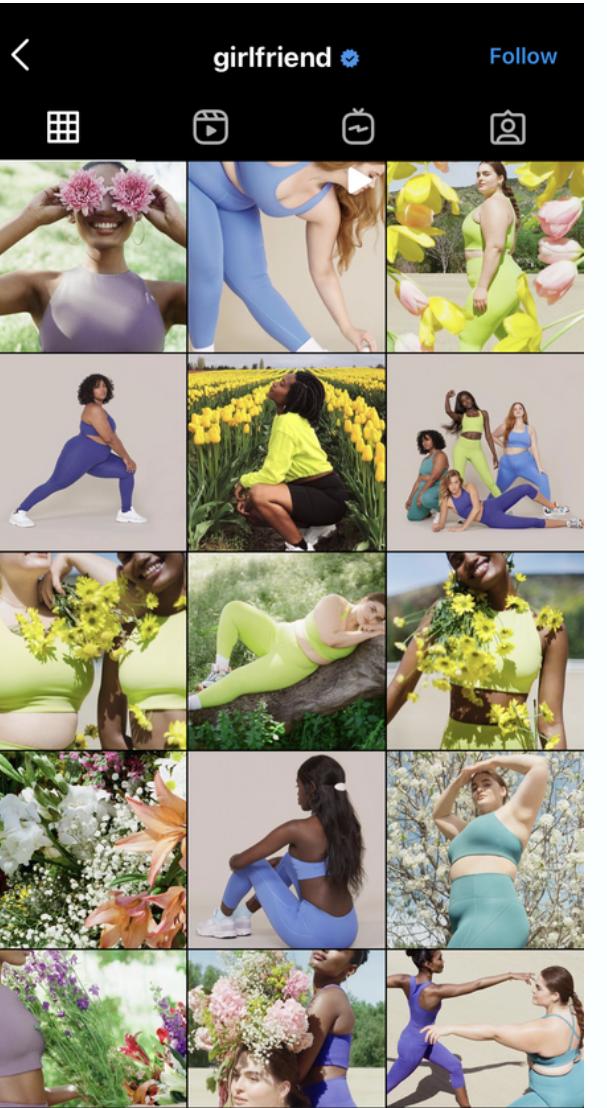
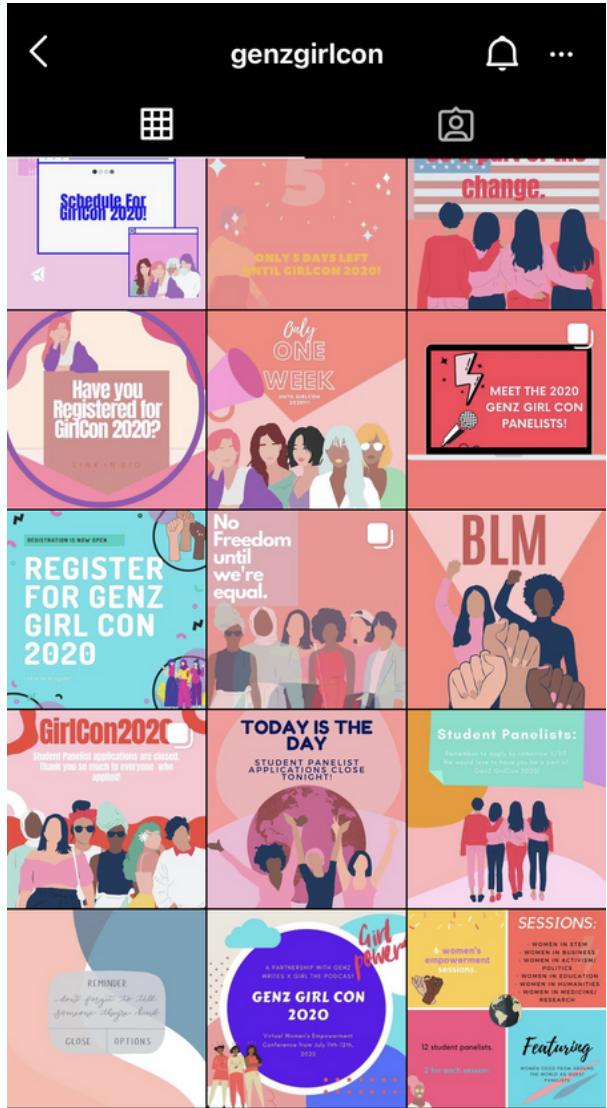
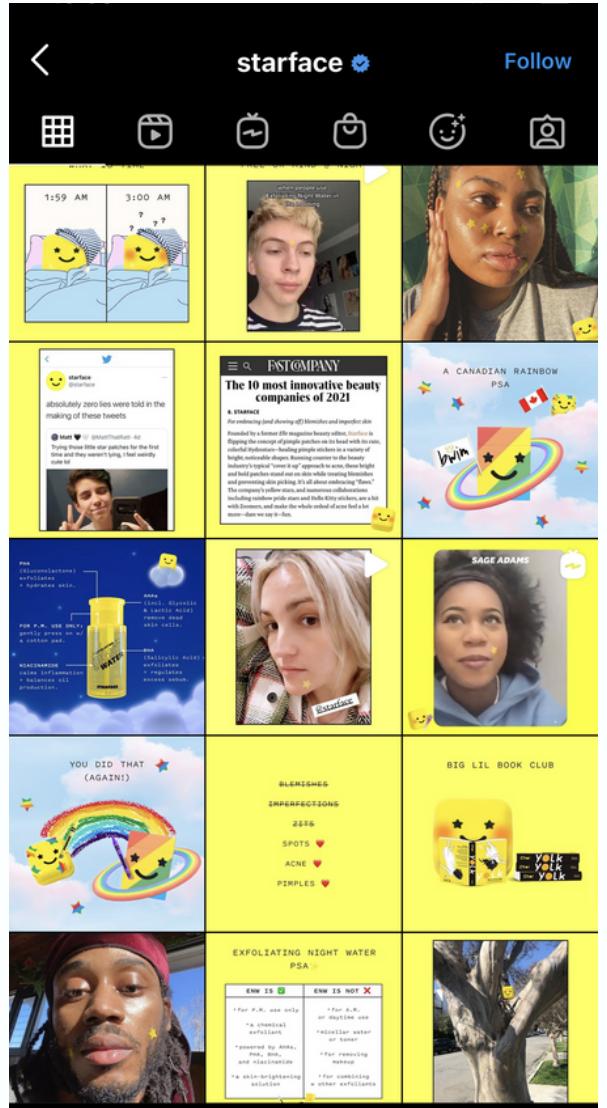
Black pink
good yellow red
Colorblocking vibrant mood
palette Gray light
scheme Anything associate
blue professional tones
palettes neons
white neon
bright Pastel
natural vibe
muted interesting
aesthetic blues
blues shades dark softer
shades Orange neutral
green neutrals
pastels
color

PASTEL + BRIGHT was the most common response, with "pastel" mentioned 26 times and "bright" mentioned 27 times.

THE CREATIVE GENERATION

As a generation that grew up seeing lots of content and design, we are more attentive to design features. We are also used to seeing a lot of color, so it's important to stay up to date with the aesthetics that catch our eye. Colors give off vibes.

Unlike Millennials, who are known to prefer minimalism, Gen Z is here for color. Bright colors are a way to express yourself. Our nostalgia attracts us to reminiscent pastels. You can read more about those aesthetics in our article, "[The Nostal-Gen.](#)"



How “Gen Z Yellow” Became the Color of a Generation



by NANCY MITCHELL | published OCT 26, 2017



"Our generation has probably created design or content before so we have an eye for that stuff."

"Bright colors just attract more to the eye. I also think **a recognizable color palette is important.**

Just having 3 colors is really attractive. It's not really convoluted and mixed."

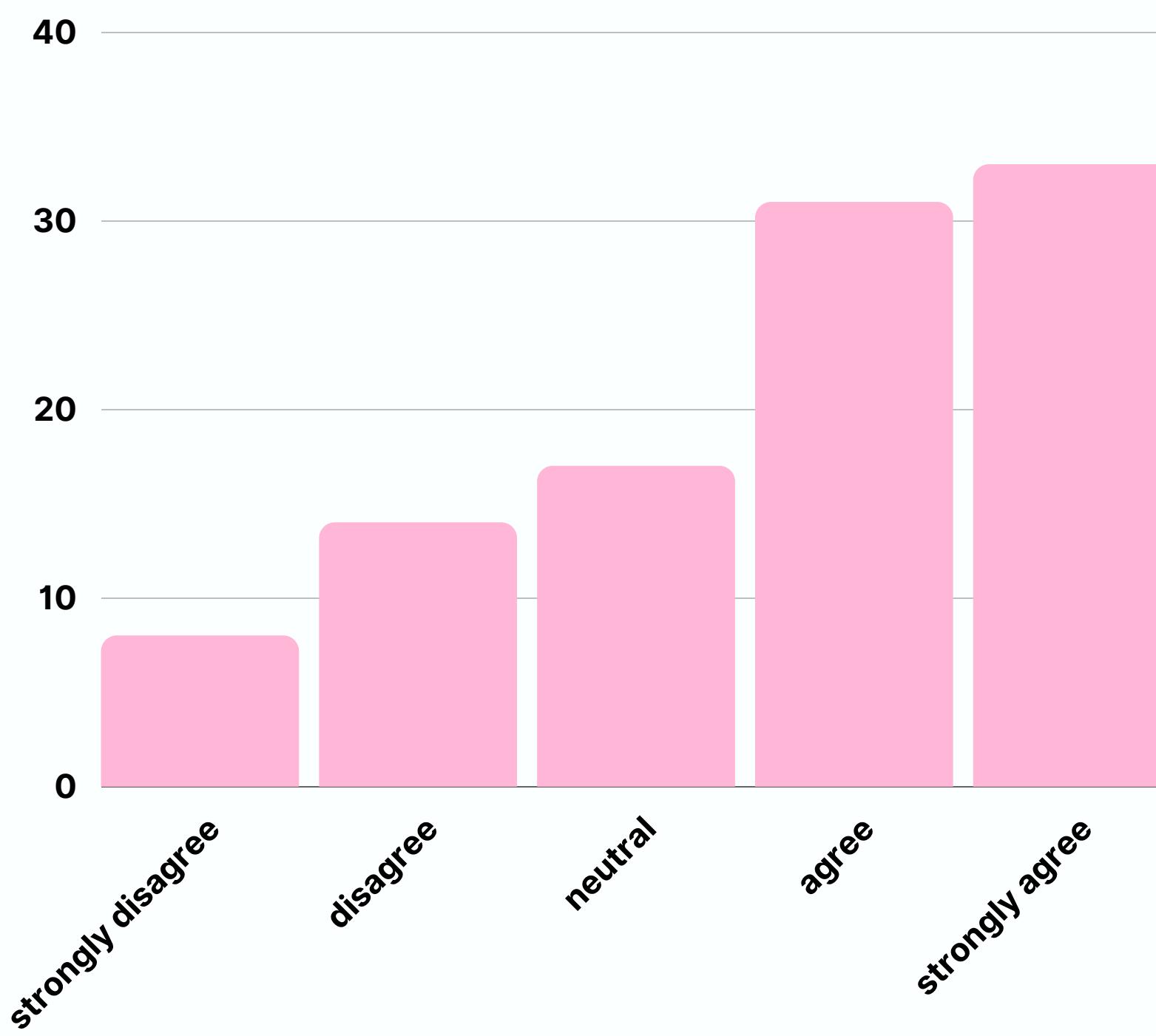
"In terms of the generation as a whole, color does play a big role because we see SO much content. We need to have that color and those bold images to pull us in. Ironically, black and white imagery stands out more because I notice a gap in colors when i'm scrolling."

"I like very bright colors and pastels— they don't say too much, they're just chilling there.

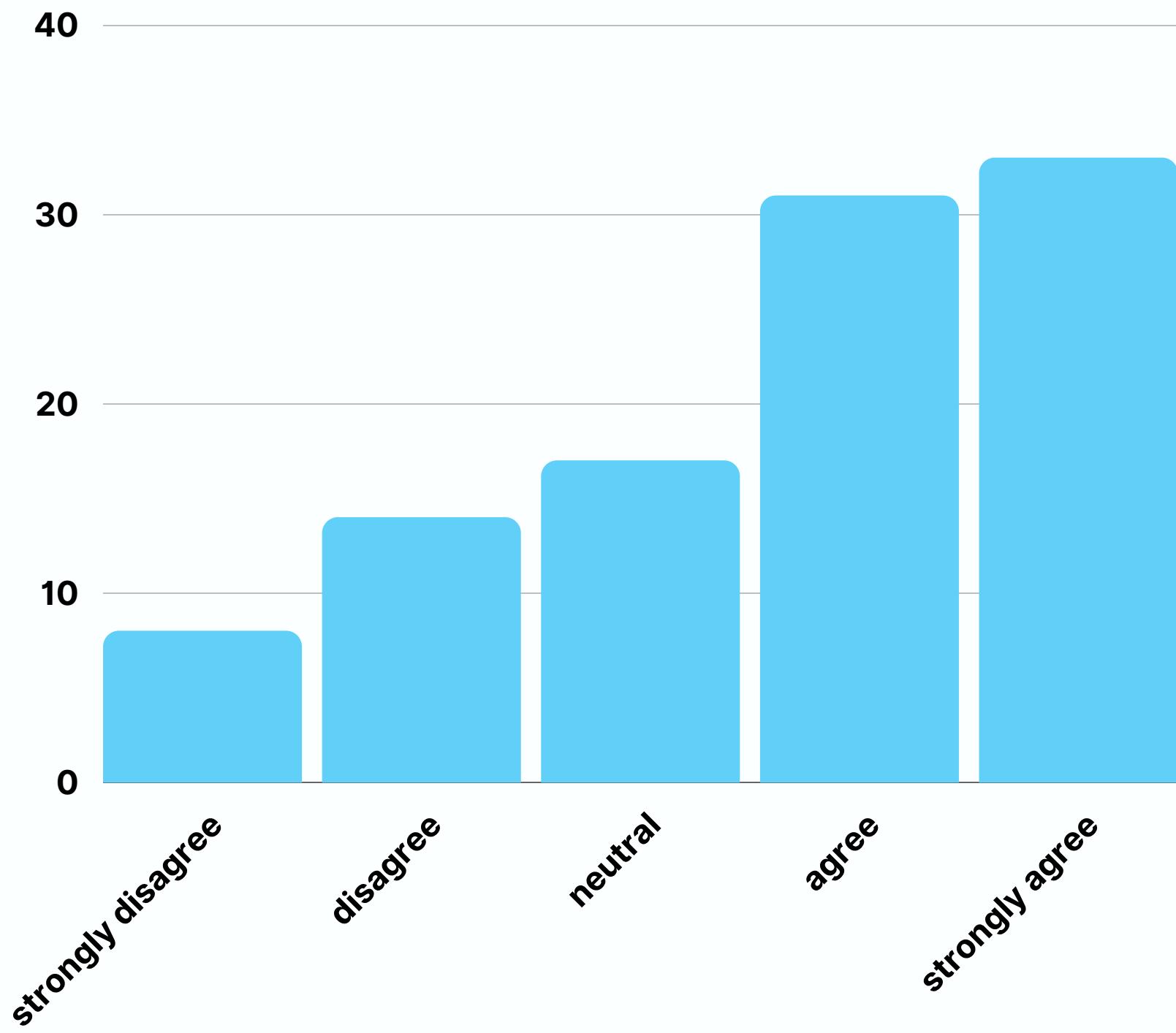
You know, colors that are very, I'm gonna use the word— **vibes**. A lot of those colors are minimalistic in contrast to neon or crazy stuff."

MUSIC

I'm more likely to stay on an ad if I like the music.

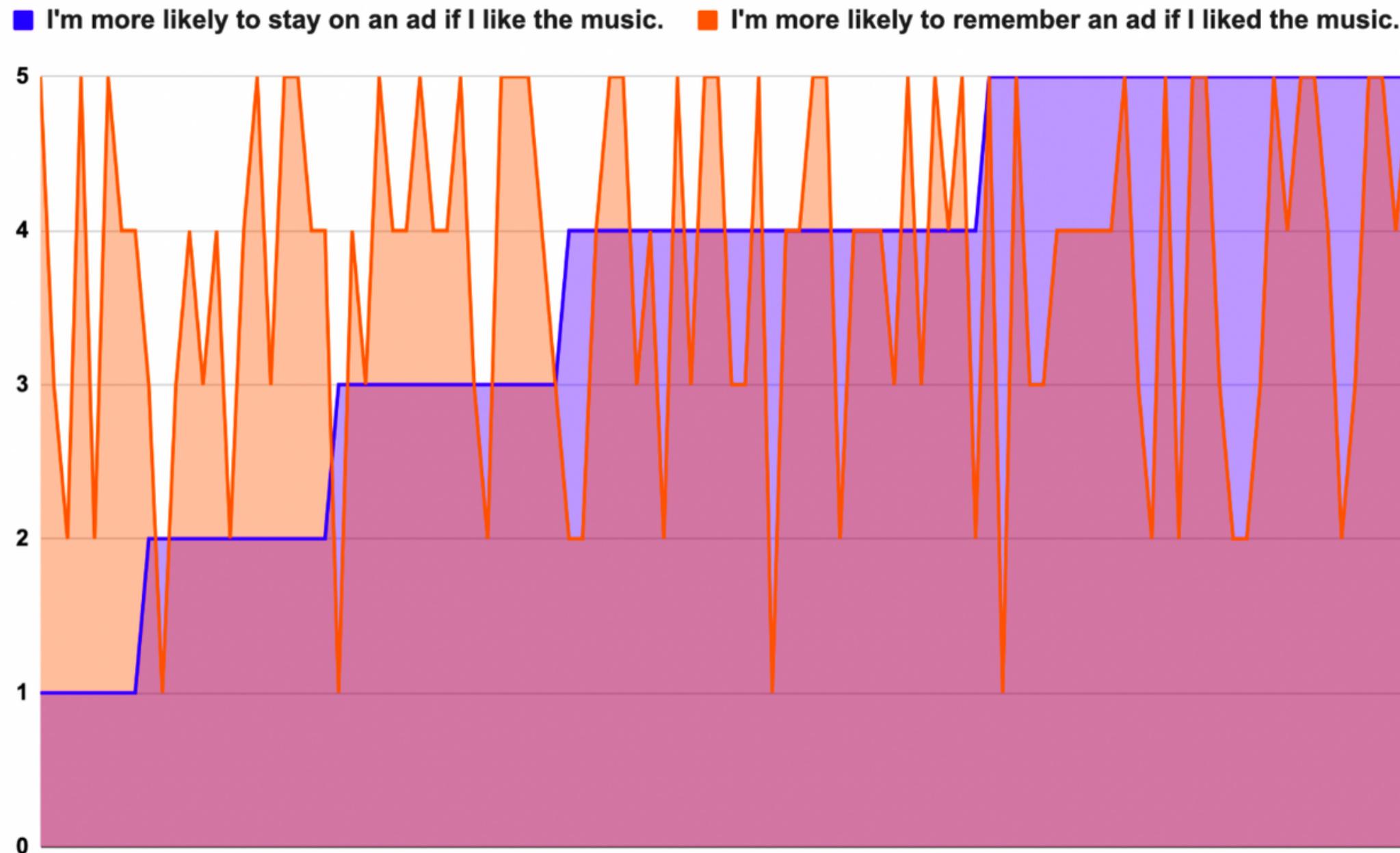


I'm more likely to remember an ad if I liked the music.



Even those who won't stay on the ad are still more likely to remember an ad because of good music.

If you agreed, what kind of music comes to mind?

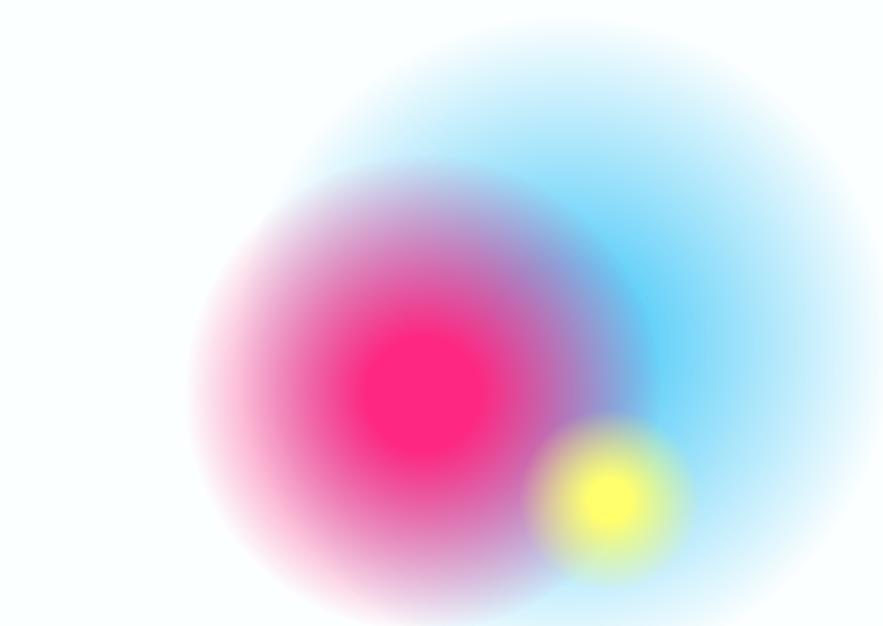


throwbacks
catchy top
popular
edm k-pop **pop**
Something Indie classic
trap **tiktok** hype
anything jingles
hiphop
Upbeat rock
psychedelic

Mere Exposure Effect: we tend to develop a preference for things merely because we are familiar with them

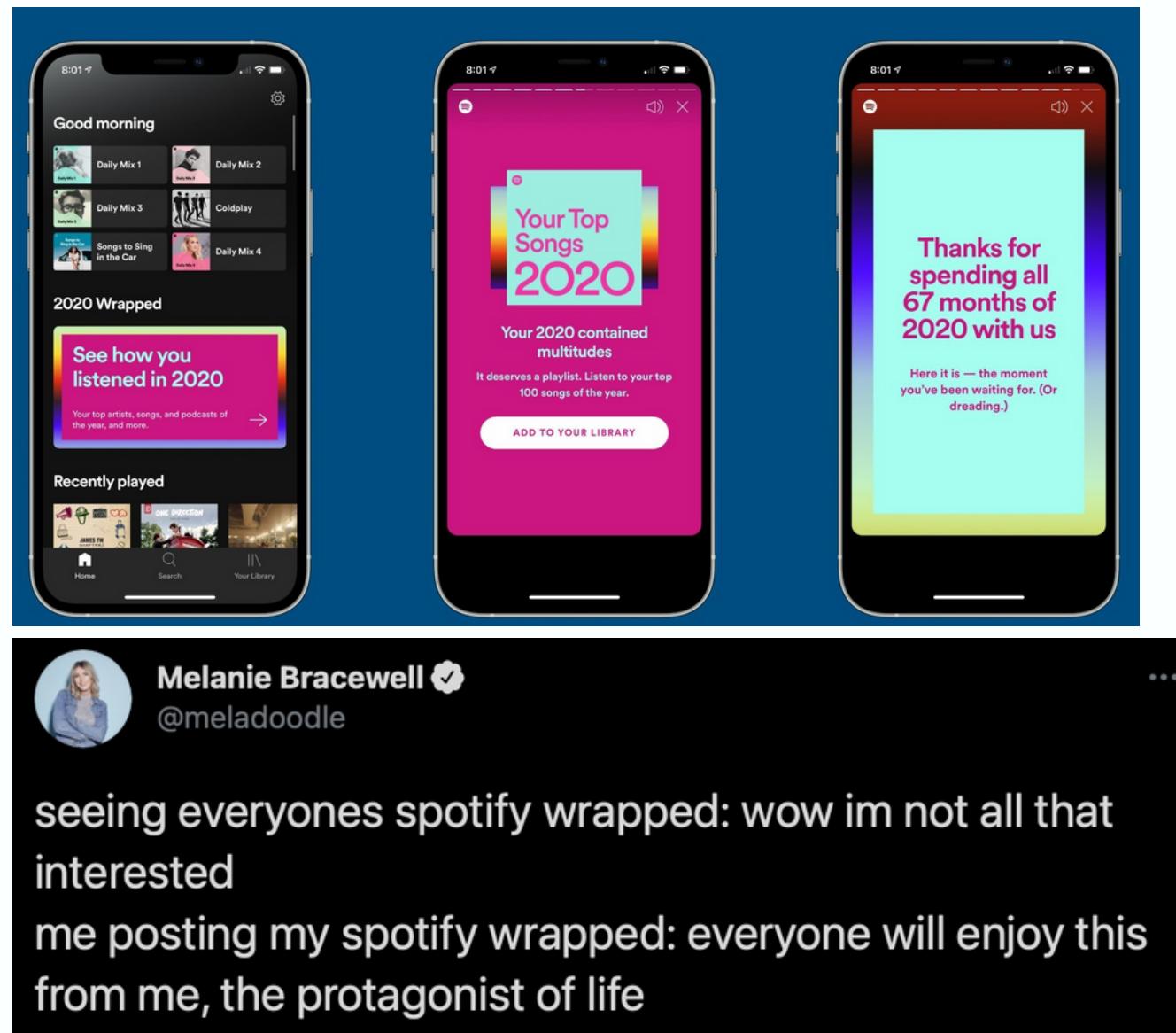
Why is music so important?

Our generation has more access to music than ever before and we listen to music more than previous generations. The music you use will create an association in our minds- and with a generation that places a lot of emphasis on the mood of music, you want to make sure that association is a good one.



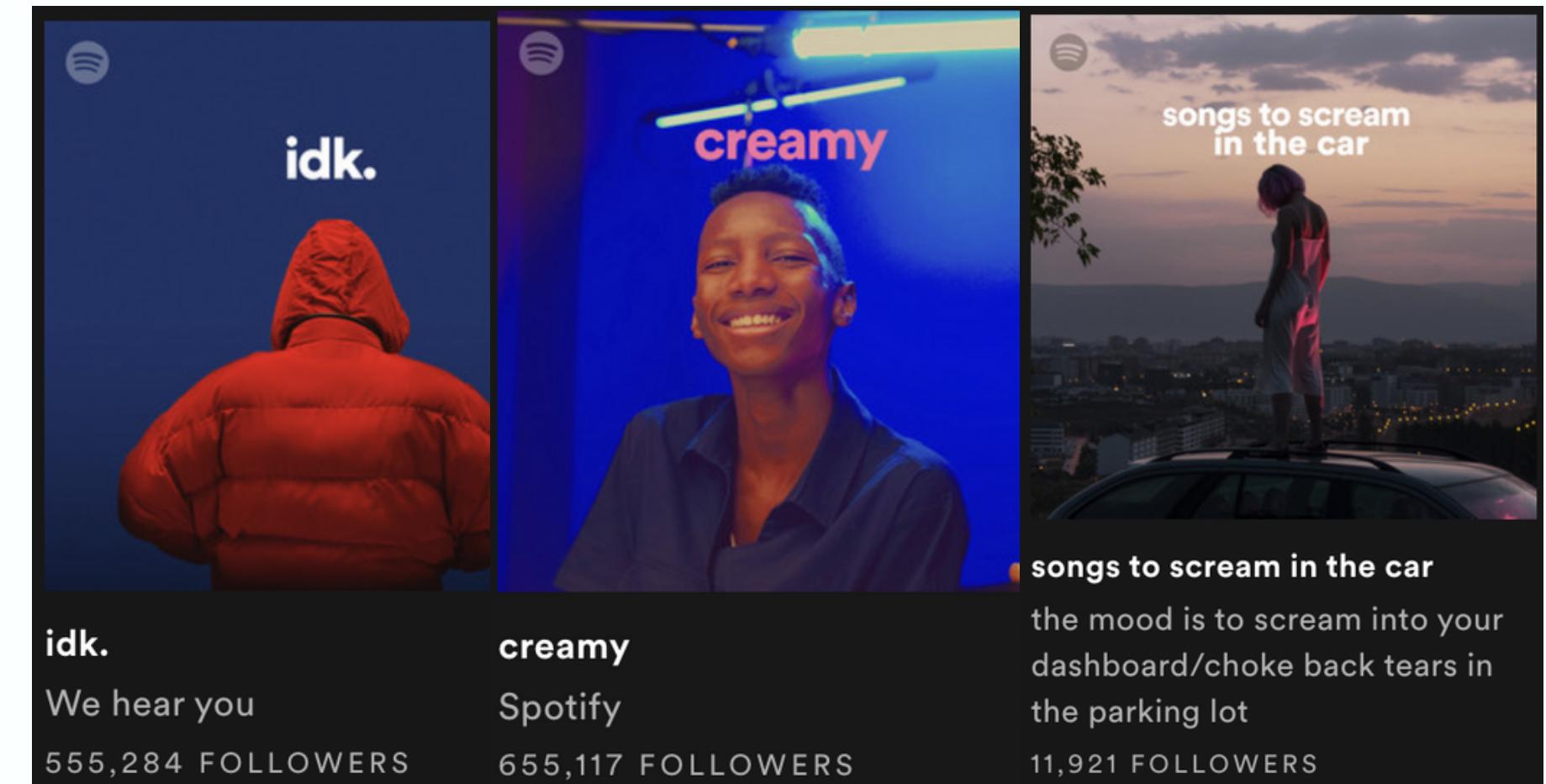
Spotify Wrapped

So much of our culture is influenced by music. The Spotify Wrapped campaign is immensely successful because of the joy that it brings us to share our music. Instagram and Twitter were filled with screenshots of people's Spotify data.



Playlists

Music has become more than a genre—it's a mood. It's a vibe. You can see this in the abstract titles that Spotify and Gen Z-ers give their playlists. Now, music is a way to communicate and to understand the vibe of someone else as well. Making someone a playlist is a romantic gesture and sharing playlists and music is an exciting way to communicate.



TikTok

TikTok is undoubtedly reshaping music. Gen Z is known for dances to TikTok songs, but we also use TikTok to find new artists and watch the music-making process.

Three Twitter posts from users @yhshush, @KirstenS, and @touchedher discussing TikTok's impact on the music industry:

- @yhshush · Mar 14**
Tiktok's impact on the **music** industry is fucking crazy
1.3K 105.7K 989.4K
- @yhshush · Mar 14**
Some people are like "ugh tiktok ruined this song" like i've found so many good songs because of **tik tok** and a lot of them are from underrated artists. Once a song goes viral on there their streams on spotify/apple **music** blows up
95 4.3K 59.4K
- Kirsten @KirstenS · Jul 9, 2020**
Damn if **Tik Tok** dies, the **music** industry is going to have to go back to... you know... actual marketing plans...
154 3.2K 23K

Stan culture

There are fandoms built around musicians. "Stan twitter" is an entire sub-culture that revolves around communities that discuss and promote their favorite artist.

A screenshot of a Twitter thread from user @touchedher discussing stan culture:

"music, pop music, stan culture is something that brings people together, introduces them to some of their best friends and makes them feel like they can be themselves." im crying. [@ArianaGrande](#)

10:27 AM · Nov 29, 2020

army struggles tweet? ^{BE} [@armyssstruggles](#) · May 26, 2020

Hoseok's Tear **fancam** [@BTS_twt](#), is today the most viewed **fancam** on Twitter history with 11M++ views !

486 Retweets 39

A video thumbnail showing BTS member Hoseok performing on stage, likely the "Tear" fancam mentioned in the tweet.

"Not that many ads use music correctly. I still remember the 2016 Olympics Coca Cola ad and Airpods ads always stick out to me."

"Music can really change your mood — we have grown up with iPods, not just the radio. We have an endless library at our fingertips. Compared to the past, **I can search for any song to fit my mood.**"

"If a hear good music on an ad, I'm just like what is this song? I'll even go into the comments and see if anyone asked that same question."

"Music is a way that a lot of us connect. For our generation, it's a way that we can find common ground. **If we have similar music taste, we surely have something else to connect on.**"

"Music can elevate or degrade the ad—
oftentimes we attach the song to an ad."

"I feel like we have more access to music compared to other generations."

"I'm into music because it's able to take me to certain moods."

"There's just a lot of f***ed up sh*t in the world and in our future (we are aware of all this because of access to information), those things we always have in the back of our mind. **Music is kind of an escape** from that."

"Art reflects the culture you're around, and I feel like music is the same thing."

 **medium rare pink bitch**
@FeitsBarstool

I'm gonna get apple airpods just because the song in the commercial is so hot

6:05 PM · Jan 27, 2017 · Twitter for iPhone

33 Retweets 2 Quote Tweets 418 Likes

 **Will Reeve**  @ReeveWill · Jan 27, 2017
Replying to [@FeitsBarstool](#)
been searching for it unsuccessfully forever--what's it called?

 1   1 

 **medium rare pink bitch** @FeitsBarstool · Jan 27, 2017
Marian Hill - Down

 1   9 

 YouTube chevrolet ads

 Chevrolet 
653K subscribers

No matter what your day has in store, life with a Chevrolet vehicle is just better.

Find more Chevy videos here: <https://www.youtube.com/playlist?list...>

[SHOW MORE](#)

207 Comments SORT BY

 Add a public comment...

 Shamon Gholson 2 months ago
Who else looked up Chevrolet commercial lmaoooo glad I'm not the only one looking for this song playing..
 45  [REPLY](#)
[View 3 replies](#)

 Conner Amandus 3 months ago
I want the song that is in this commercial
 66  [REPLY](#)
[View 4 replies](#)

 John Tilzey 2 months ago
If someone finds out the name of this song, I will give you 20 bucks. Need to know the name lol
 31  [REPLY](#)
[View 13 replies](#)

 MrQuaaazga 3 months ago
I just like the music. And what's with the piano music anyway? It's been banging away at us since Covid started!



Brandon Wardell ✅
@BRANDONWARDELL

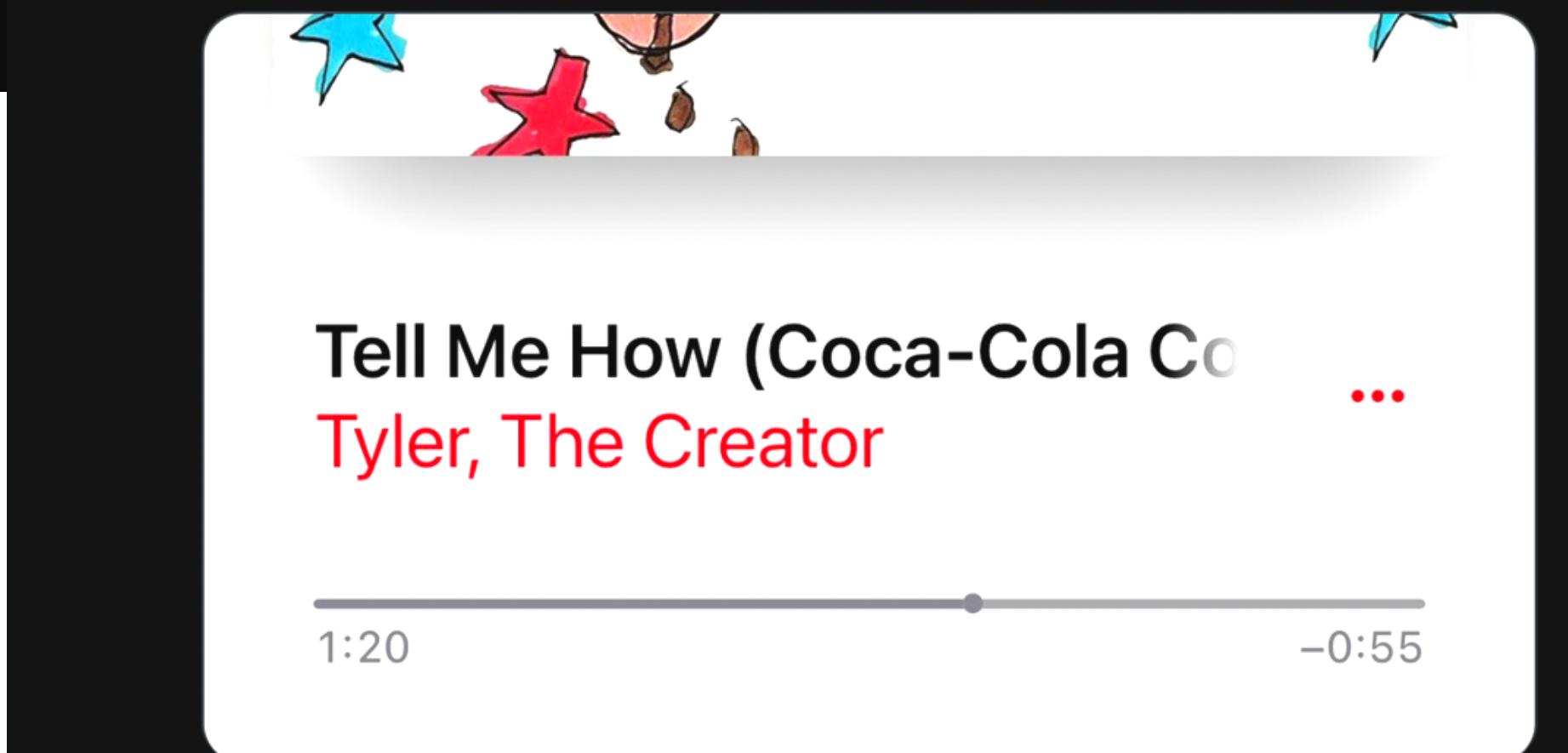
literally every song from 2009-2010 was an attempt to
get in an apple commercial

2:49 PM · May 8, 2019 · Twitter for iPhone

990 Retweets 24 Quote Tweets 17.2K Likes



Tyler, The Creator ✅ @tylerthecreator · Mar 5
MUSIC FROM THE COCA-COLA COMMERCIAL IS OUT ON ALL DAT SOUND STUFF! 🥤🥤🥤



1K

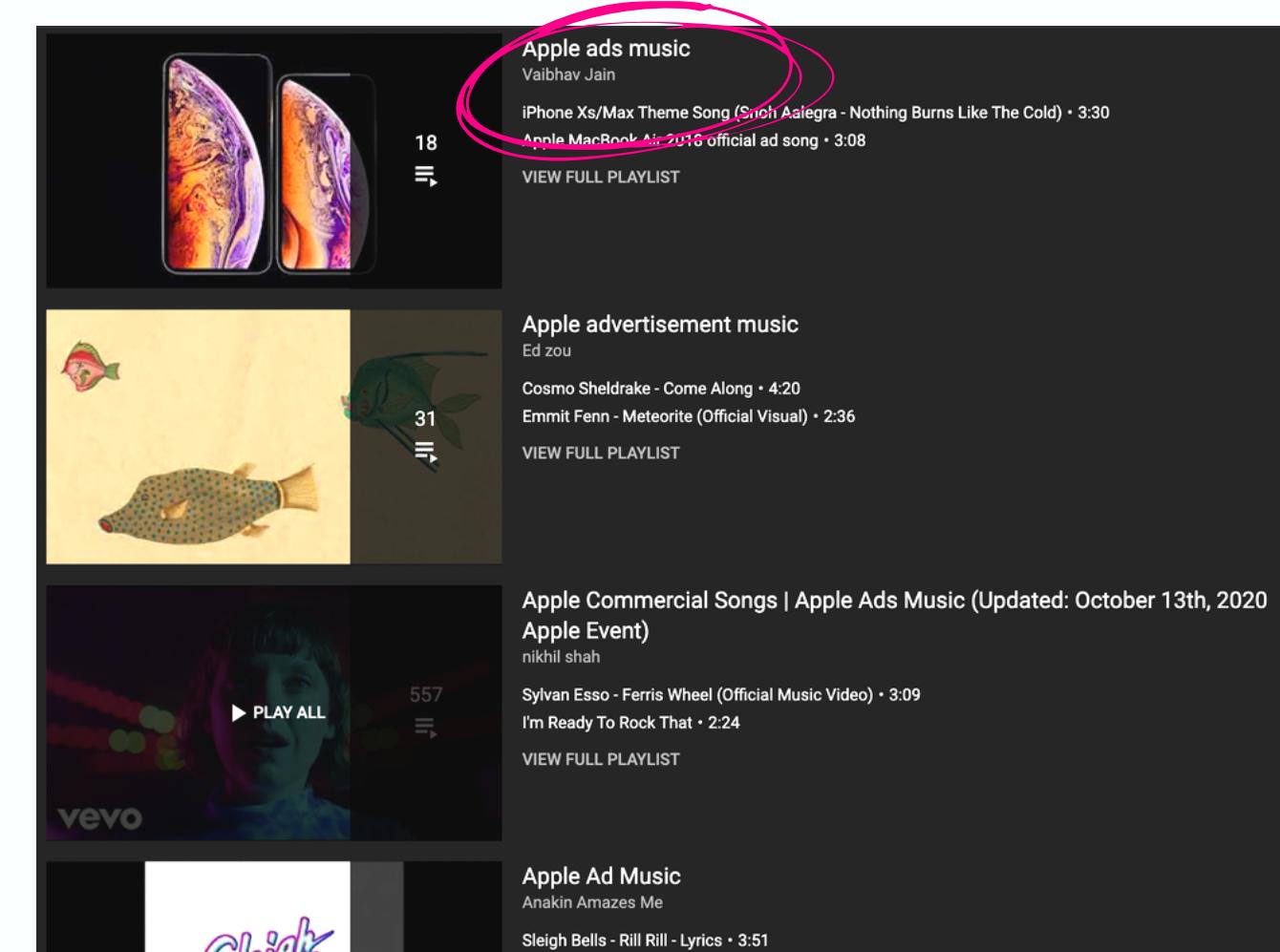
4.3K

57.5K



Do this

- "I love the apple ads. They're aesthetically pleasing and **the music is always good**. There was one with the "Trampoline" and it was good."
- "I like Apple ads because they are quick and aesthetically pleasing while sticking in your head."
- "I love the apple AirPods ads because **the music is amazing**."
- "Yes, iPhone 12, the smooth transition stole me. Plus, **the upbeat dynamic music brings so much notice**. The way they sell obsolete technology by focusing its advent as a part of their "exclusive" product. Staging and doing live world demos, great cinematography."



Not that

Rannir 2 months ago
The whole commercial is cringey, everything is wrong.
1.2K REPLY
Hide 22 replies

The Critic 2 months ago
Apart from the music it's not that bad
20 REPLY

Eli Van Winkle 2 months ago
@The Critic who asked
4 REPLY

Asriel Tea 2 months ago
@Eli Van Winkle 😐
36 REPLY

Celery Towers. 2 months ago
@The Critic yes I agree the ad overall is OK but the music could change
8 REPLY

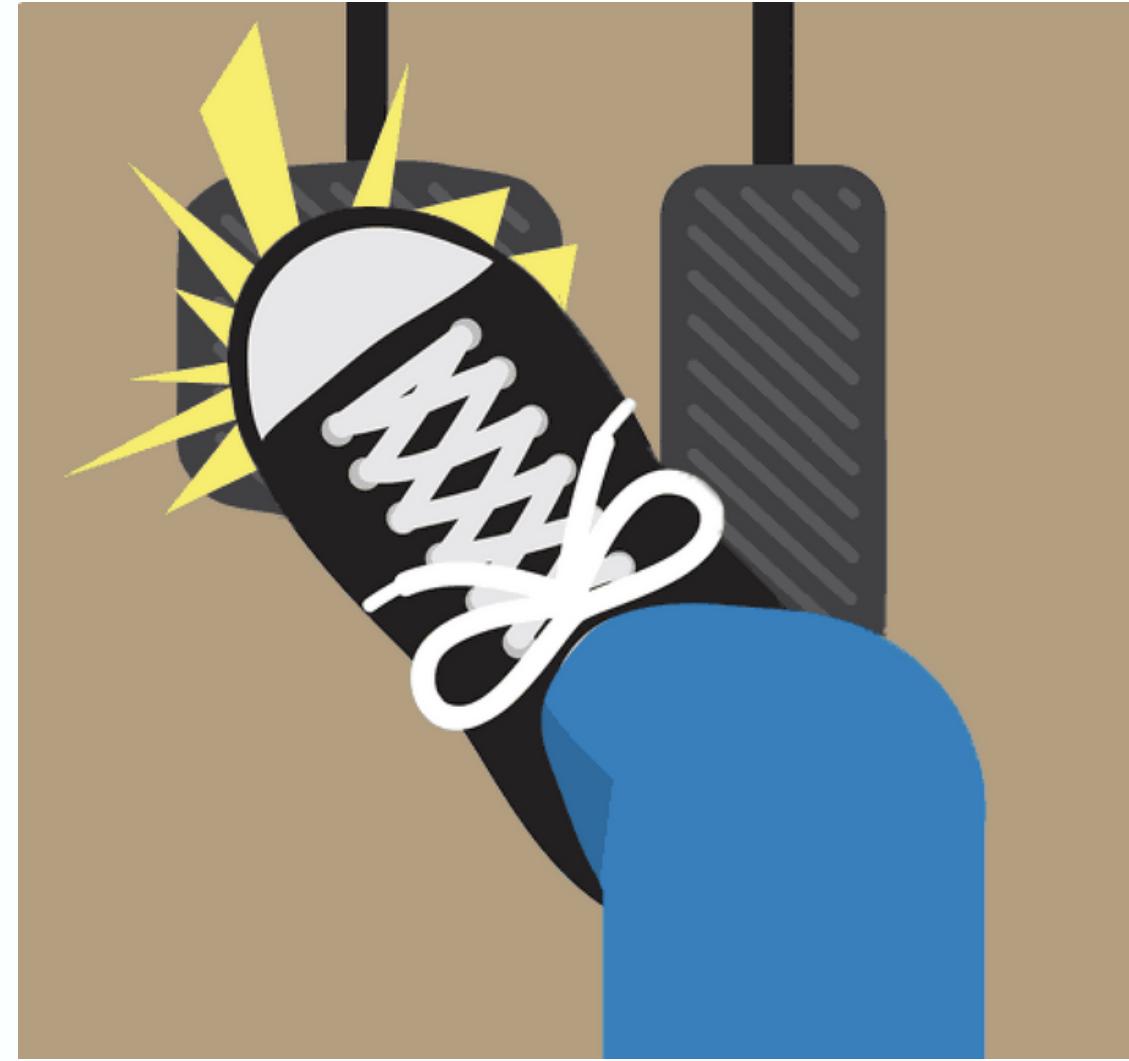
Grubhub Ad but I made it even more awkward than it already is
Kadz 9.3M views • 2 months ago

Grubhub ad but without music
MrRyn 4.6M views • 2 months ago

Grubhub Ad but with "realistic sounds"
Blue 6.7M views • 2 months ago

Joni Campos @jonicampos87 • Mar 23
The creepy guy dancing to the Jason Derulo knockoff **music** on the **Grubhub** commercial is enough for me to pay ALL the Uber Eats bs fees.

People were quite upset with this GrubHub ad for being **cringey** and not matching the music.



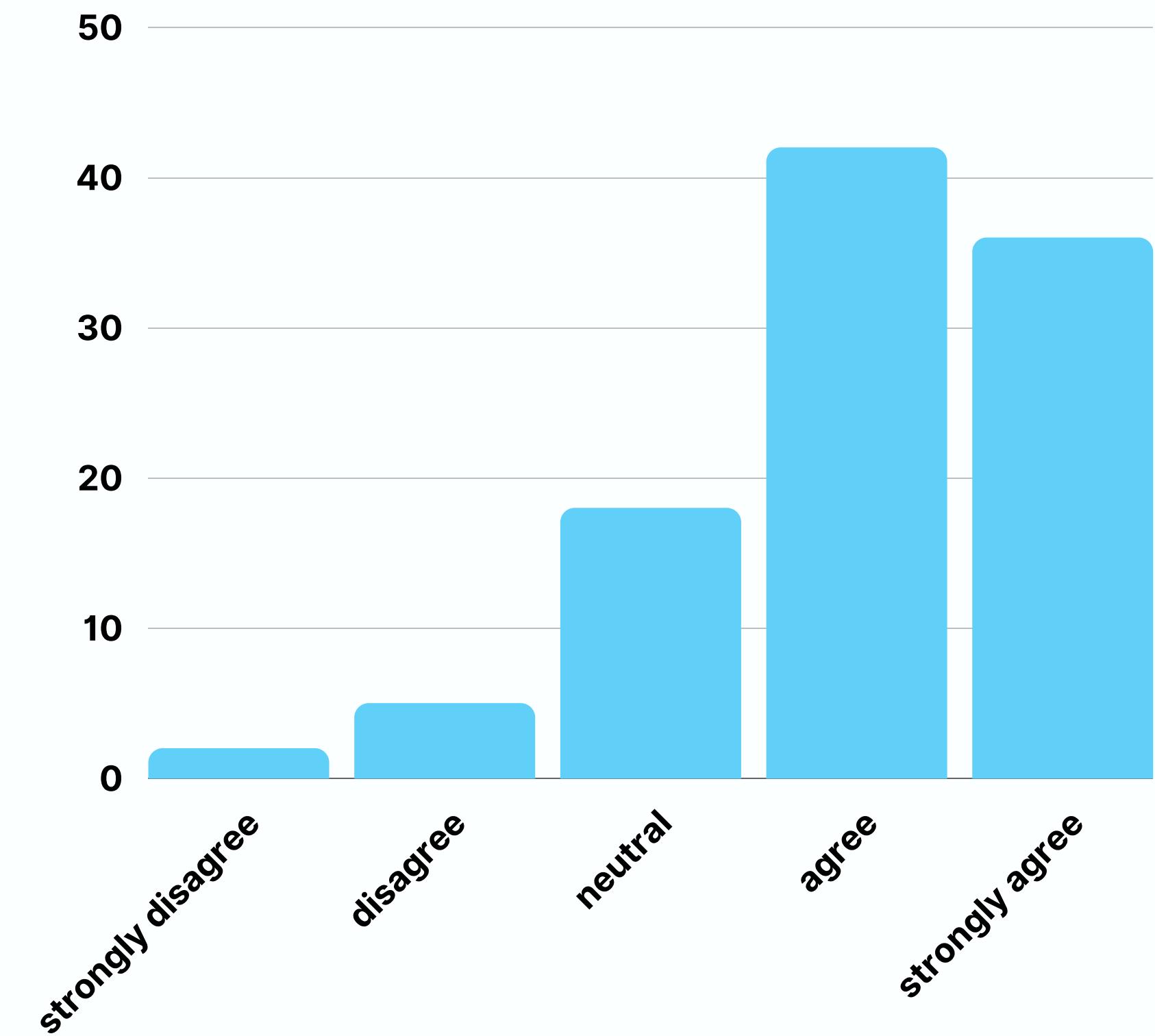
hit the breaks

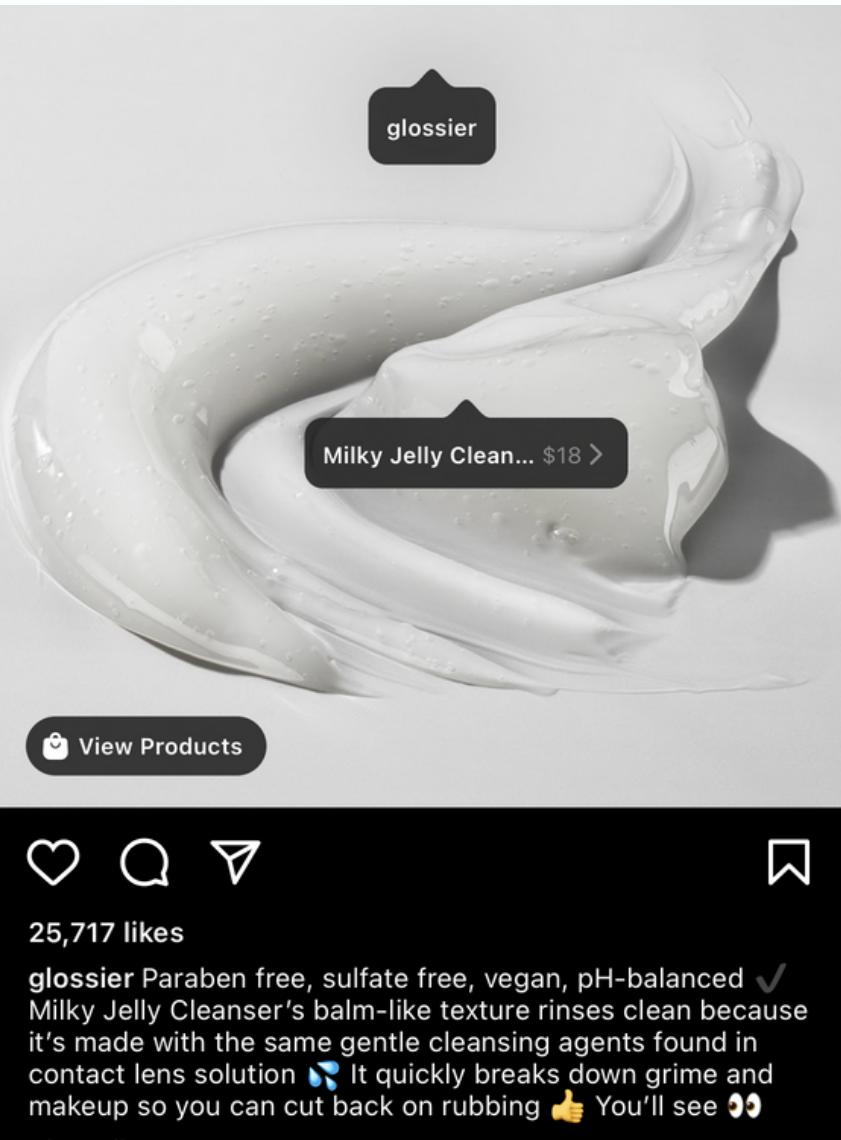
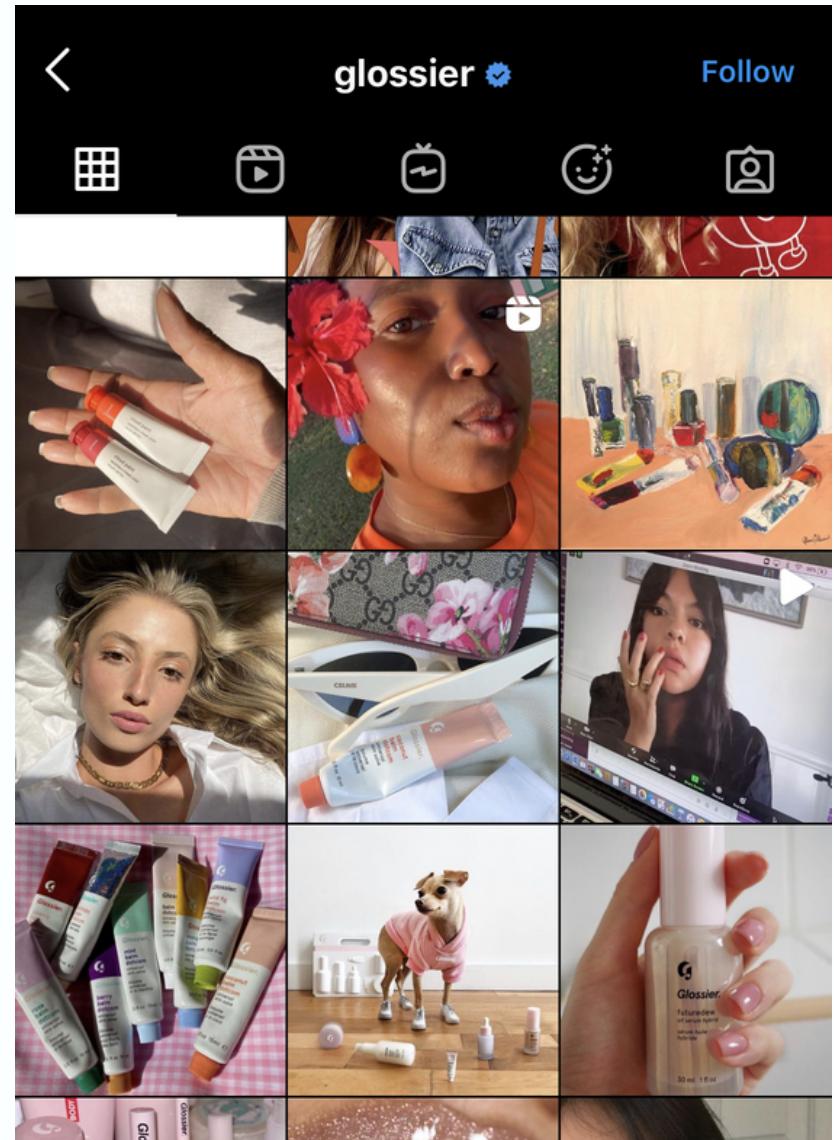
This may have been clear up until now, but it is time to discuss **authenticity**—one of the vaguest and hardest factors to quantify (but we gotchu).

AUTHENTICITY

This is key— probably one of the most important features to Gen Z and also the hardest feature for businesses to attain. No one likes ingenuity, but **Gen Z searches for truth more than ever**. We are **highly aware of the fact that our data and psychology is used to exploit us**, so staying aware of fake-ness is almost parallel to being alert about threat. We are also **a no-bullshit generation**. We've seen a lot and we continue to see a lot, so cut out the fluff and be honest. **Many respondents said that detecting whether something is genuine is a gut feeling**— difficult to explain. It's important to remember that detecting this authenticity also happens **instinctively**, and if we are unsure about a brand, **we will not hesitate to do more research**.

I am more likely to stay on an ad if their message seems genuine (meaning the brand is honest, transparent, and empowering).





"It's like **a gut feeling that might come from growing up on Internet?**"

"If an ad is talking about ethics, **I'll sit through the ad but doesn't mean I'll buy it. I look for a B-corp certification.** EWG rates vary for every product based on environment. I like to look at stories from the founders, etc"

"If I know a brand that has always had that message, then it's trustworthy. Glossier has always had the message of vegan and cruelty-free. There's a longevity to their message. I know something is genuine if they keep the same style (they're not dramatically changing their messaging or aesthetic)."

"I look up the brand on Google instead of just looking at social media. **I think it's important to research the brands** you're interested and see if they've been called out before."

"Ethics matters a lot! I will buy from Brand B over Brand A if Brand A has done something racist or sexist, etc."



"I don't really know [how to explain detecting authenticity] — that's the hard part."

"Even when ads are subtle, I just know that it's done that way to make it look like it's something you naturally come across, but **I know it's planted there and it makes it really artificial.**"

"If it seems like they're intentionally using a marketing strategy then I will see it as inauthentic. A lot of companies will use buzzwords like "GMO" or "cage-free animals" which I know are really just meaningless. **Those labels don't force companies to be ethical, so buzz words are a big no no for me.**"



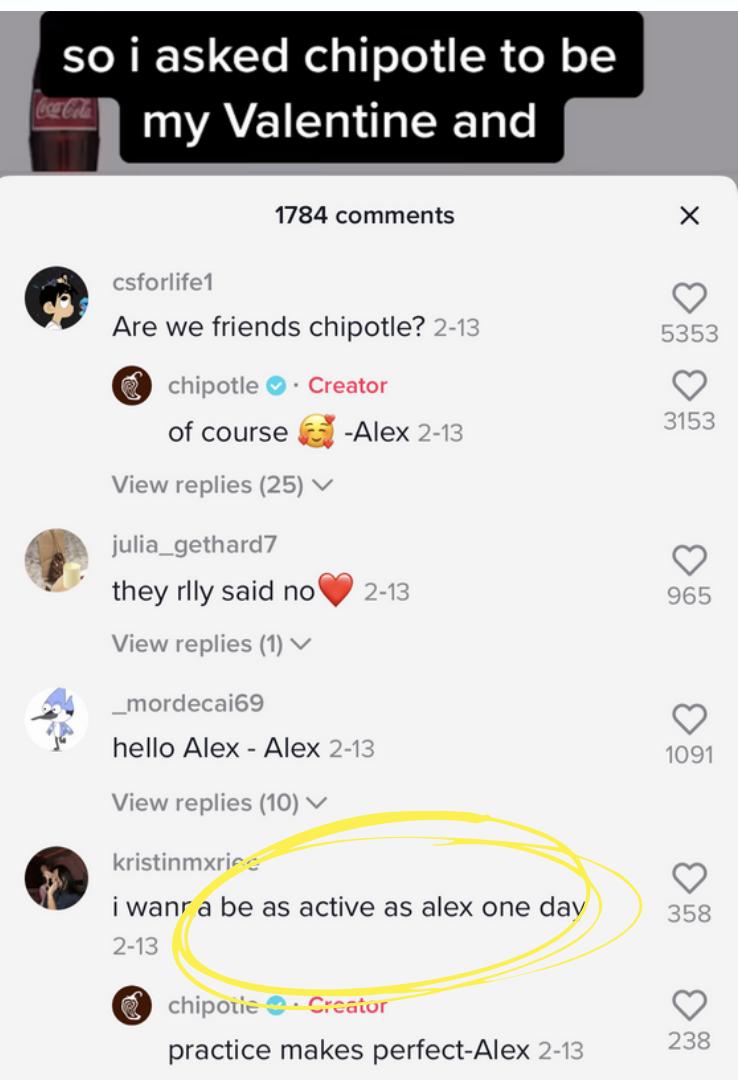
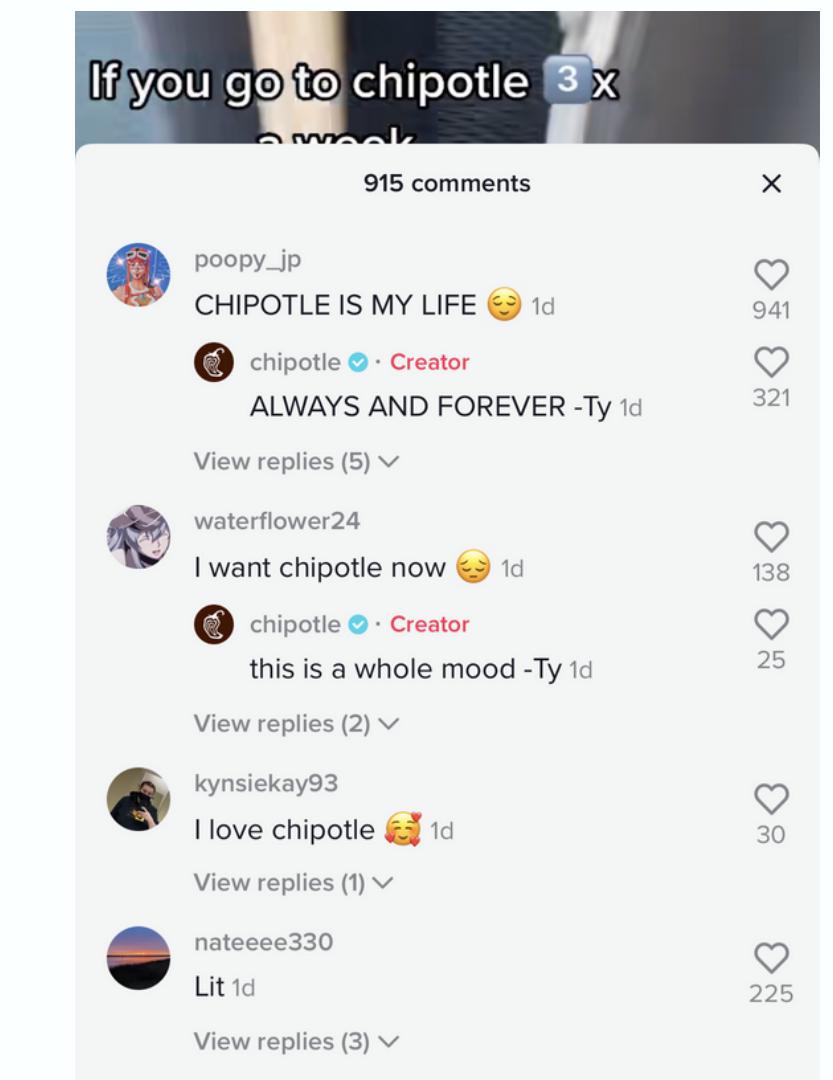
Video Title	Channel	View Count	Upload Date
*DEFINITELY NOT ACTORS	CollegeHumor	2.5M	4 years ago
If "Real People" Commercials Were Real Life - CHEVY...	Zebra Corner	6M	4 years ago
Being One of Chevy's "Real People" Is Super Awkward	4 Wheel Online	192K	3 years ago

"Some ads show their products in action or a real person using the product, so I know it's legit. But **if I look at the bottom and it says "paid actor" I hate that.** You can tell by a person's tone too whether they're exaggerating or not."

"I like people who are transparent about how their company works— that is something that a lot of Gen Z-ers are trying to ask because **we're rly critical of big corporations.**"

Try this

Chipotle's social media managers **use their actual names** when replying to comments, which, instead of just trying to make a brand seem relatable, tells us that a **real person** is behind the screen.

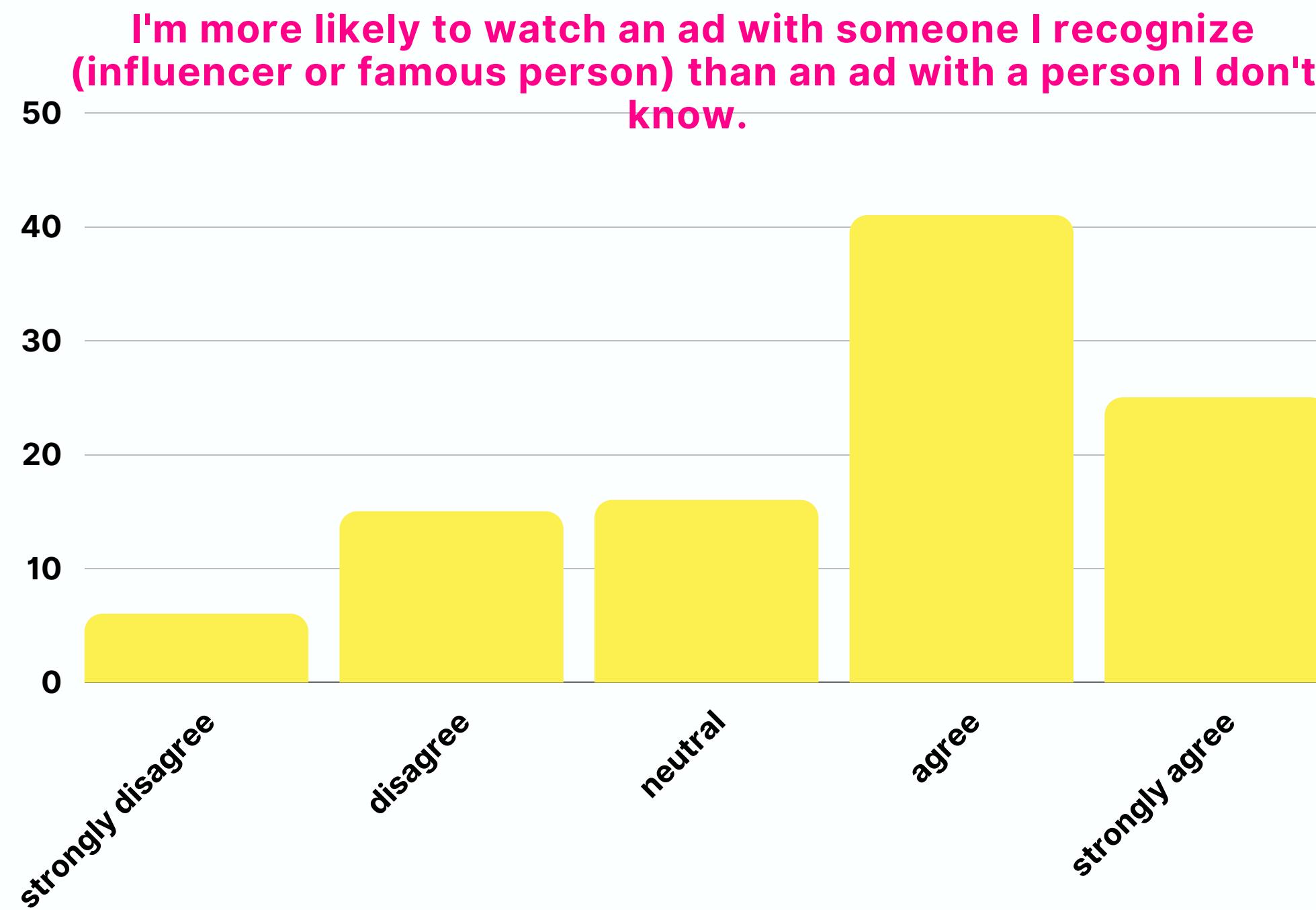


...to avoid this



INFLUENCER AUTHENTICITY

While we are more likely to look at ads with influencers, **we also recognize which influencers are in it for the money versus which ones truly like the product.** There is a **preference for micro influencers** over macro influencers because micro influencer typically take less random brand deals and have a niche topic that they talk about and promote.



How do you know if an influencer is being genuine?

"I can sense it. If you watch their non sponsored content— that's just them being them. When they talk about things this way, that's how you know they're being deadass. You can then compare to sponsored content. I also ask myself if they use it overtime (over a long period of time).

"I like micro influencers better. If they're a beauty blogger and they sponsor an energy drink that's weird and not genuine."

"Brands that sponsor a lot of people seem less authentic. Getting a bunch of sponsorships will not reverse the damage done to your reputation."

"I definitely prefer micro influencers because most of them are focused on accountability."

"Macro influencers support so many companies and it gets to a point where **we don't know how genuine it is.**"

"Big influencers— those types of people are just cash grabs."

So what guidelines can you follow?

1. **prioritize diversity and representation:** a brand that is inclusive and deviates from conventional norms is also perceived as authentic
2. **have longevity to your message:** has your brand been promoting this ethical choice for a while? or was it a sudden, simply performative change?
3. **there should be no reputation damage:** this goes along with cancel culture, but once your brand has been exposed for something, Gen Z sees that as the truth being revealed and any attempts to cover that will seem fake.
4. **provide access to company information and behind the scenes content:** Gen Z-ers seek truth. They will do research before they buy from a brand. if your website is transparent and it is easy to access ethical values, that boosts authenticity.



we asked our participants...

**"what do you want brands
to know about you?"**

Our advice to you

"To get our attention, make things short and flashy."

"Keep things short and simple so people recognize your brand."

"Keep your ads short. You gotta switch it up a lot. Make different kinds of ads. And blend it into the style of the video that the person (influencer) is originally having."

"People want to see themselves!!!! I am more likely to click, even if this is for a product that's SO outside what i would normally look at."

"I would love them to know that my life is messy and hectic. I think they think we're so perfect, we're so organized, that we're gonna watch things and it's just not like that. An ad that can have that relatability (our tone, how we feel, how we think) is great."

"Freedom of choice. Anytime you make an ad, and no one has the choice to look away, you make them angry."

"When ads clearly have different ads for different people, that's cool (make sure you don't just put one ad out there)."

"I'm a very straight-forward, no bs type of girl. I want the facts, so don't sugar coat anything. People in our generation don't have long attention spans, if your ad is too fluffy and too fake, it doesn't work."

Thank you!

GenZ Designs is a **research and
innovation consultancy helping **forward-**
thinking companies create **loyal Gen Z**
consumers.**

GENZDESIGNS.COM



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🐦 @genzdesigns
📷 @designsgenz

some of our clients

