



IMAGEN INSIGHTS

Jay Richards









IMAGEN INSIGHTS

[in](#) @JayKRichards

IMAGEN INSIGHTS

**Our mission is to help Gen Z to shape their future!
Which is best done with brands.**



IMAGEN INSIGHTS

Enabling agencies and brands to crowdsource qualitative and quantitative feedback, ideas and insights from our community of 9000 Gen Z from 57 countries to build their branding, marketing and/or products via our platform within 72 hours.



GEN Z

8 to 27 years old

- **Gen Z are already in your workplace**
- **They are 34% of the world's population** (Schroders)



GEN Z

\$4.4 trillion spending power

- **They consider big and small brands in equal measure**
- **1 in 2 say they like to learn the backstory of brands and products they buy (Snap)**



North America	\$1.9 Trillion
Europe	\$1.05 Trillion
MENA	\$425 Billion
LATAM	\$269 Billion
APAC	\$708 Million



GEN Z

Activists

- **70% think Governments should do more to solve global problems** (Pew)
- **76% will stop buying from a brand that is macho, racist or homophobic** (McKinsey)



GEN Z

Co-creators

- **Gen Z love creating with others, they're the collaboration generation**
- **44% said that they would like to submit ideas for product design** (IBM)



GEN Z

Digital Natives

- **They don't know a world without technology**
- **58% can't go more than 4 hours without Internet access before they become uncomfortable** (Business Wire)
- **56% are friends with someone they ONLY know online**



Our Gen Z community & Travel

- **63% want to travel more than 3 times in 2022**
- **79% are actively finding more climate friendly ways to travel**
 - **32% have bought products from Duty-free**
- **69% would try to find the duty-free product online for cheaper**



Our Gen Z community & Luxury

- **56% would rather buy directly from a brand instead of multi-store**
- **47% would rather visit and store and then buy the product online**
- **46% think influencers create a desire to buy luxury products**
- **64% are already buying luxury products**

(Imagen Insights & Stella McCartney)



Bravery

- ***Don't be afraid to take risks!***

"I was listening to the President of K-Swiss talk honestly about their brand on Clubhouse. Not many brands would take that risk on a new platform." - Male, 22

"It's great to see brands be the first to try something, whether it's TRULY supporting Black Lives Matter or going completely carbon neutral. It's easy to do something once everyone's done it." - Female, 19



Conversation

- ***Talk with your fans, they want to hear from you!***

***“I want my favourite brands to engage with me about stuff that I care about!” -
Male, 21***

***“Historically it’s always been a one way conversation from a brand to a
consumer but social media changed that, 9 years ago. ” - Female, 24***



Transparency

- ***Make your values something you're proud of and be honest about your shortcomings!***

“It’s ok for brands to make a mistake but they need to own up to it , explain how it happened and then give a detailed explanation of how they will change.”

Female, 21

“I love behind the scenes content at a brands warehouse, showing their process and how they wish to improve it.”

Female 19



IMAGEN INSIGHTS

THANKS!

