

understanding genz: the first truly digital generation



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Understanding GEN Z: the first truly digital generation

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The Gen Z myth machine motors on...

The French benefit influencers teaching millions of Gen Z-ers to be 'the worst colleague possible' and giving tips on how to get fired and live off the country's incredibly generous unemployment payments

Gen Z women are now in favour of age-gap relationships – and not for the reason you think

STUDY: GEN Z AND MILLENNIALS REPRESENT 'GENERATIONAL BLIND SPOTS' FOR AUSTRALIAN SMES

Rosters and situationships: Has Gen Z abandoned love?

Gen lay-Z: Why my generation doesn't care about work

Gen Z grew up on YouTube. They say a ban is a blow to culture and community

Millennial cringe epidemic fascinates Gen Z

Culture 10 hours ago

Ignore Australian Millennials and Gen Zers at your 'peril'

Gen Z need help or AI will take their jobs

Combination of bad attitude, clever tech and more rights for workers makes hiring youngsters less attractive to bosses

GenZ Believes They Could Marry AI, Replace Human Connections: Report

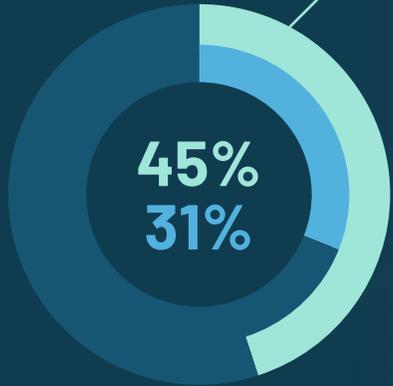
A survey found that 83 per cent of GenZ respondents believe they could develop a meaningful connection with a chatbot.



**Not just young,
not just digital
GEN Z is different**



If it's not on the feed, did it even happen?

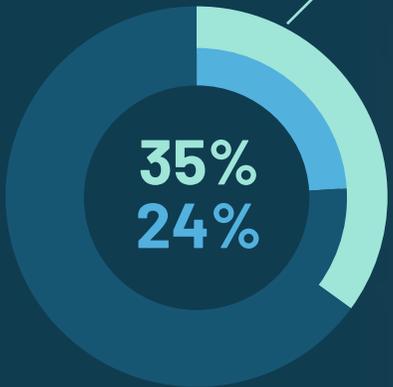


14pp

more likely than the general population to

buy products or experiences that look good in photos they post online (45% vs 31%)

■ GEN Z ■ Gen Pop

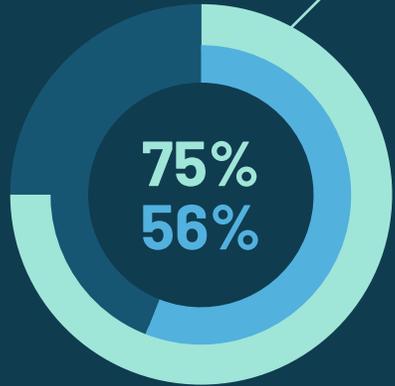


11pp

more likely than the general population to

Make purchases based on influencers they follow on social media (35% vs 24%)

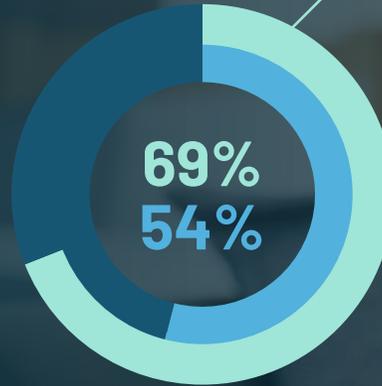
The most connected... and the most overwhelmed



19pp

more likely than the general population to

feel overwhelmed by having too many choices in life (75% vs 56%)

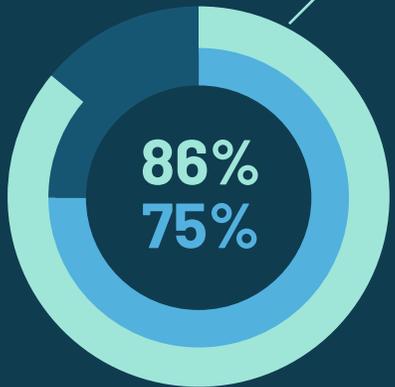


14pp

more likely than the general population to

wish they could slow down the pace of my life (69% vs 54%)

■ GEN Z ■ Gen Pop



11pp

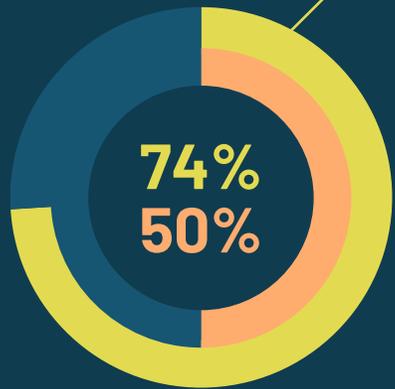
more likely than the general population to

think they need to do more to look after my mental wellbeing (86% vs 75%)

A close-up photograph of a person's hands holding a smartphone. The phone's screen displays a social media feed with various posts, including images of people and colorful graphics. The background is blurred, showing the person's torso and arms. The overall image has a dark blue and teal color scheme with geometric shapes in the corners.

But GEN Z Is not one story

For Gen Z males, success is about image and ownership

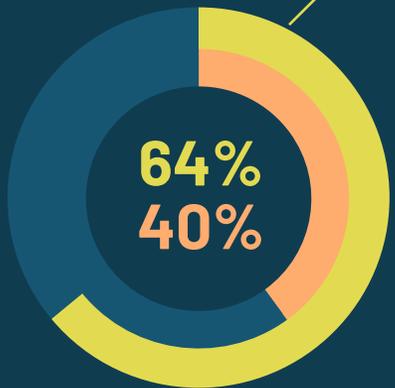


24pp

more likely than the Gen Z Females to

be willing to spend extra for a brand with an image that appeals to them (**74%** vs **50%**)

■ GEN Z Male ■ GEN Z Female



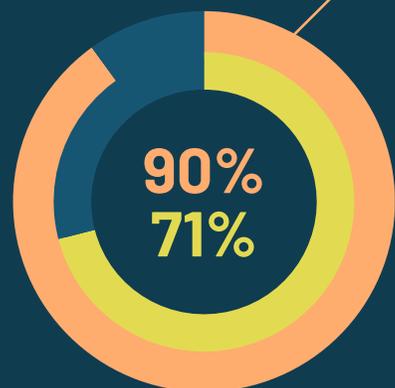
24pp

more likely than the Gen Z Females to

measure my success by the things I own (**64%** vs **40%**)



For Gen Z females, trust and values guide brand choices



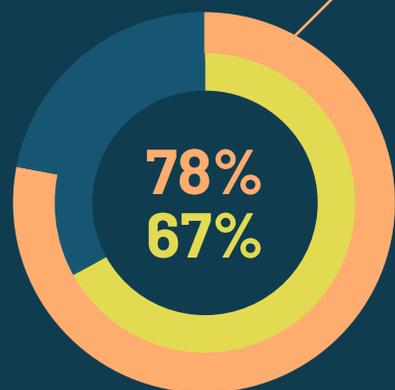
19pp

more likely than Gen Z Males to

trust a new product if it's made by a brand I already know (90% vs 71%)

GEN Z Female

GEN Z Male



11pp

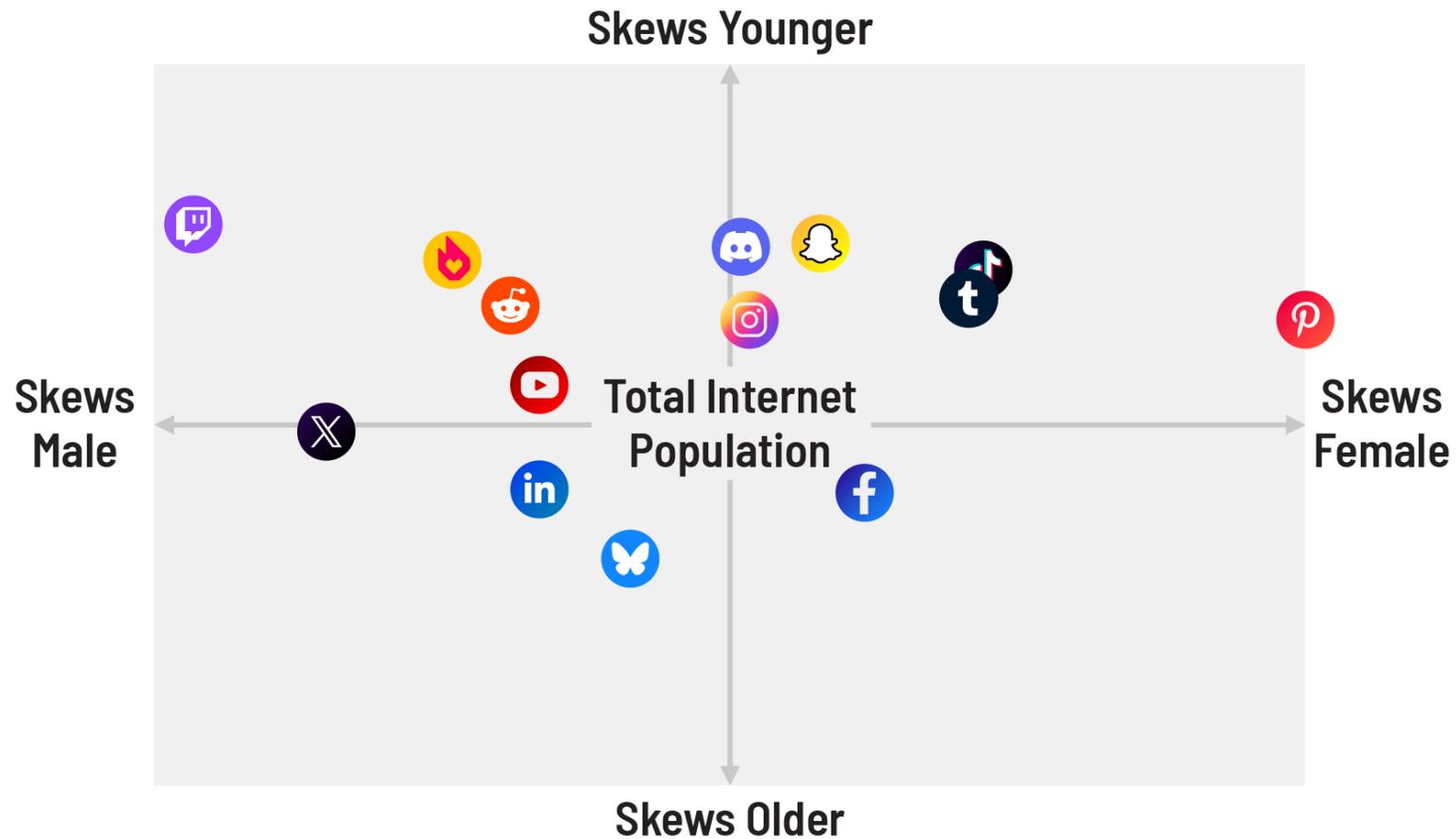
more likely than Gen Z Males to

believe businesses have a duty to contribute to society, not just to make profits (78% vs 67%)

**As brands,
how do we talk
to Gen Z, and
where?**



Meet Gen Z where they are



Misfits Mindset effectiveness framework



Creative Experiences

Does the ad entertain in a unique and surprising way?



Empathy & Fitting In

Does your creative address the audience **context**? Is your brand **acting with empathy**?



Creative Ideas

Does it have the power to **shape peoples' expectations**?

Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)



Break through drivers vary



SOCIAL VIDEO IN-FEED



SHORT FORM VIDEO



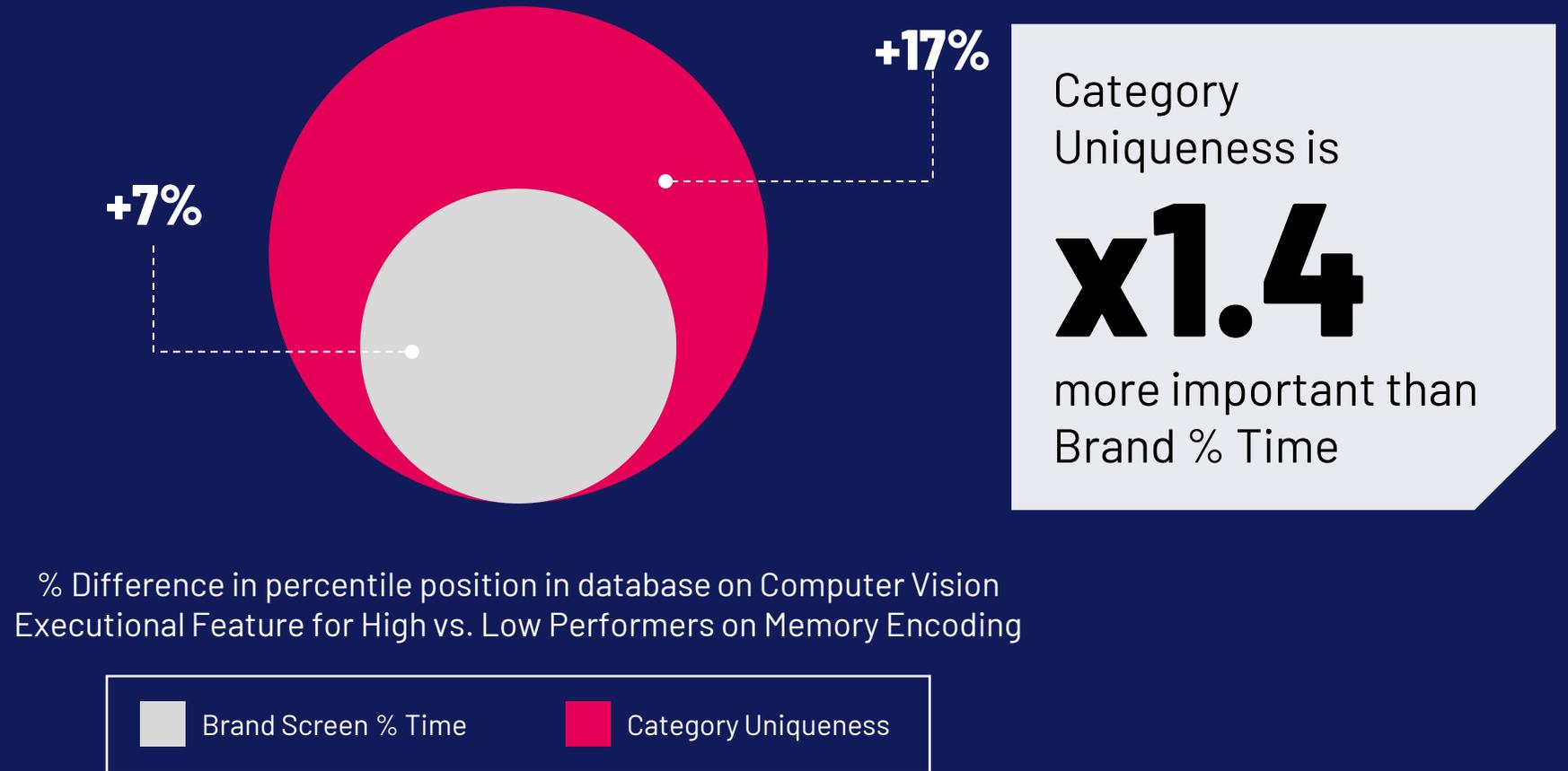
Indexed % increase in average Memory Encoding for ads rated high vs. low on each experience

Source: Ipsos CreativeSpark Social Video analysis cases (n=191 cases) and Short Form Video cases (n=489)

© Ipsos

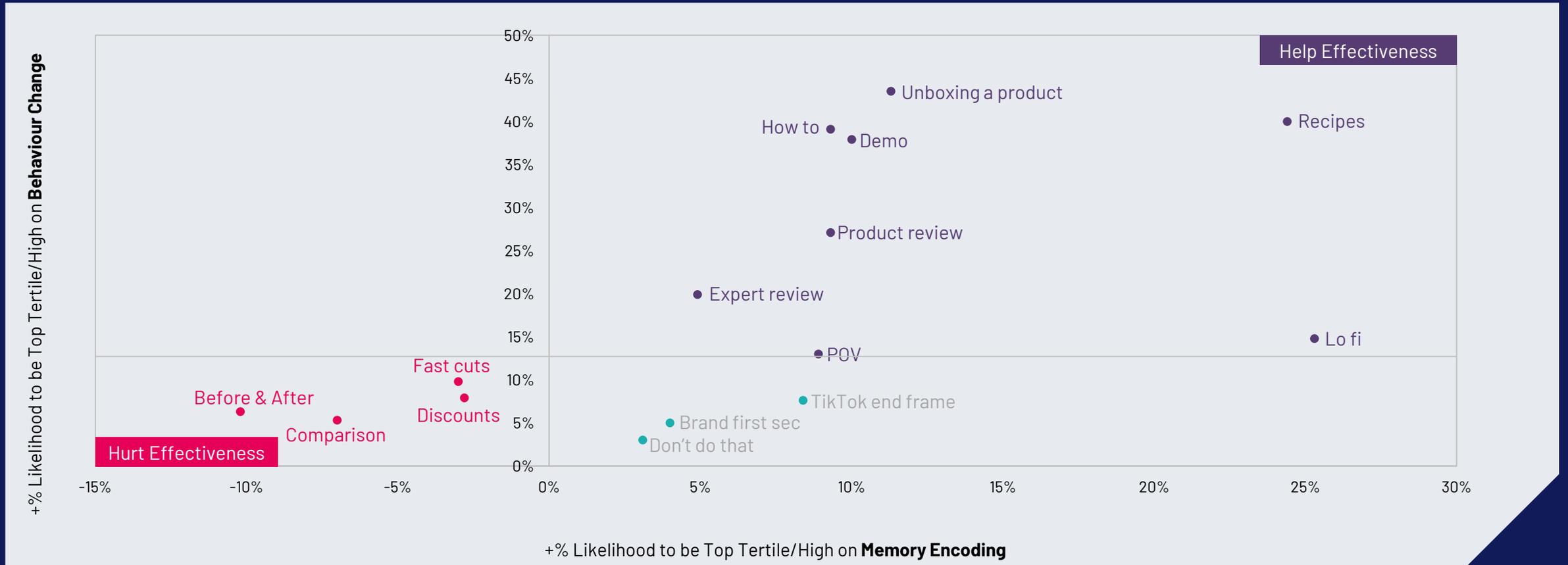


Delivering unique visual experiences drives effectiveness more than any branding tactic



Source: Ipsos Creative|Spark Digital Short Form Video TikTok, YouTube Shorts, Instagram Reels cases (n=489).

Tactics that lean into audience value and authenticity are most likely to drive TikTok effectiveness



N=297 TikTok video ads evaluated in Creative|Spark Digital. Ads were processed in Generative AI models to classify presence of creative tactics.

Creator led ads are more effective than average



Creator Produced Ads

+13%

Memory Encoding



+19%

Behaviour Change



% Difference in average Effect for ads that use the tactic vs. those that do not

Source: Sample of TikTok Video ads evaluated in Creative|Spark Digital (n=289 cases). Sample of relevant Category users or intenders per case.

Gen Z tensions can provide a hook for empathy

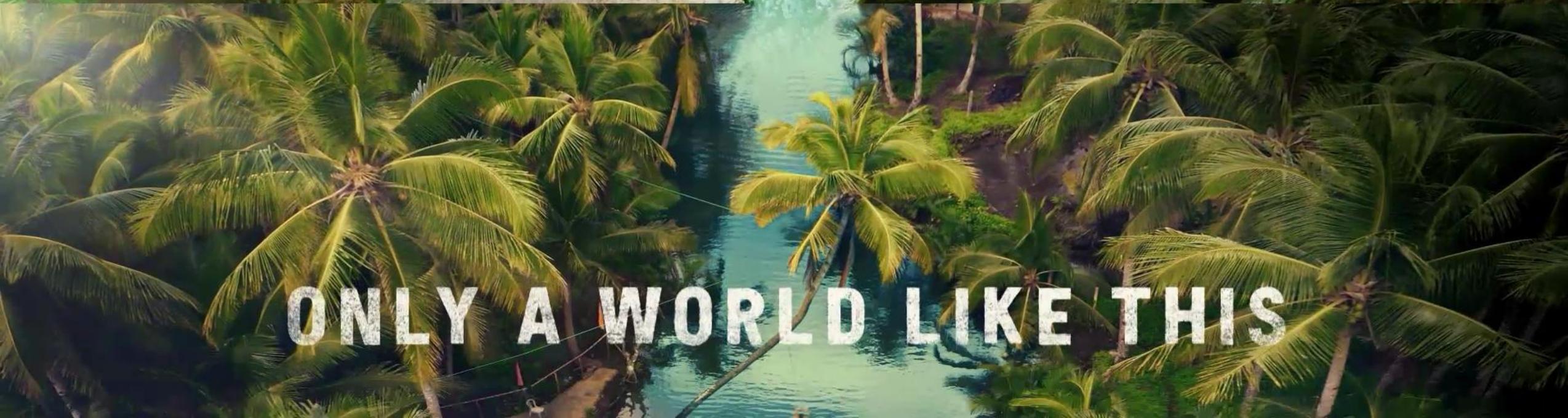
A TENSION

Understanding what's important to people
(tension, aspiration)

AND A SOLUTION

how the brand can distinctively support





ONLY A WORLD LIKE THIS

Key takeouts

1

Gen Z is not just younger – they are fundamentally different

2

Gen Z is not one story – differences inside the cohort matter

3

Meet GenZ where they are

4

Build brands

5

Use life tensions as a hook but offer solutions too

6

Leverage tactics that are proven to make a difference to effectiveness

Thank You!

SCAN ME
to access

50+ POVs

