



BLURRING THE LINES

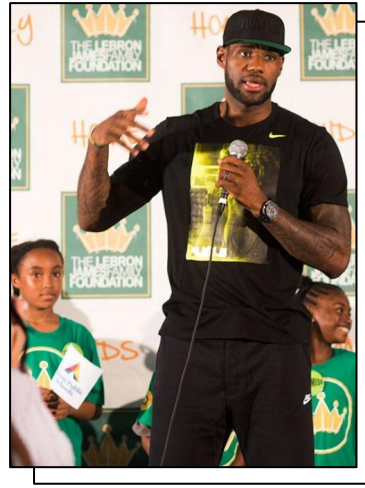
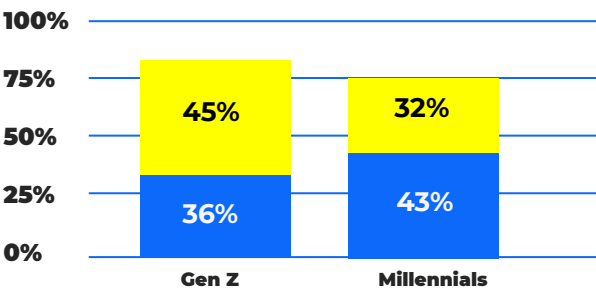
WHISTLE WISE CONDUCTED A STUDY TO DEMYSTIFY THE GENERATION THAT IS CHANGING OUR CULTURAL LANGUAGE AND BLURRING THE LINES ON LABELS.

FAME IS...COMPLICATED

For Gen Z, being an athlete or celebrity comes with the expectation of giving back and shaping the community - not just winning the Superbowl or landing an Oscar. **Their message is clear: celebrities have a responsibility to stand for something.**

I would rather support an athlete or celebrity that gives to charity than is the best on the field or lands the biggest acting roles

Strongly Agree Somewhat Agree

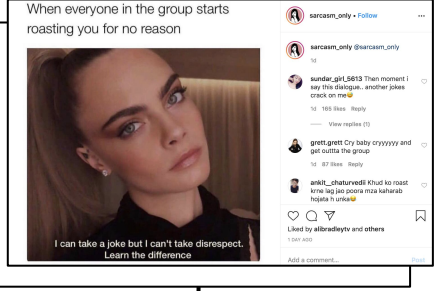


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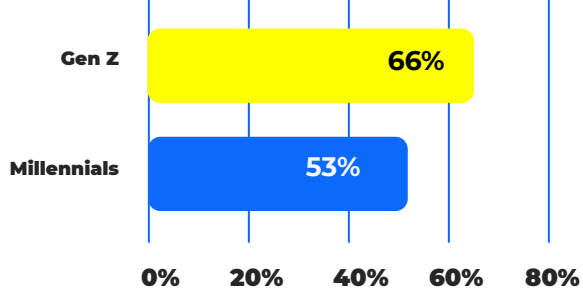
depictions of athletes and celebrities are best suited to attract Gen Z

COMEDY IS AN UNSPOKEN LANGUAGE

Gen Z is skeptical and unwilling to follow just anyone. Successful brands need to earn Gen Z's laughs by speaking in their quirky, ironic and often offbeat language and formats, like memes.



Percentage Agreement with "My friends are funnier than professional comedians"



59% Of Gen Z think older generations do not understand their sense of humor (+20% vs. Millennials)



IF RELATIONSHIPS WERE A COLLEGE MAJOR, GEN Z WOULD BE "UNDECIDED."

Gen Z rejects the idea of labels for their online or IRL relationships. It's up to them to determine how they'll find and define love.

Gen Z's fluid and labelless approach to dating, romance and sexuality has made finding a partner confusing. They are **+18%** more likely than Millennials to strongly agree that "the best relationships start as friendships"

Nearly 2 in 3

Gen Zers agree that they "have no idea what they are doing when it comes to dating."

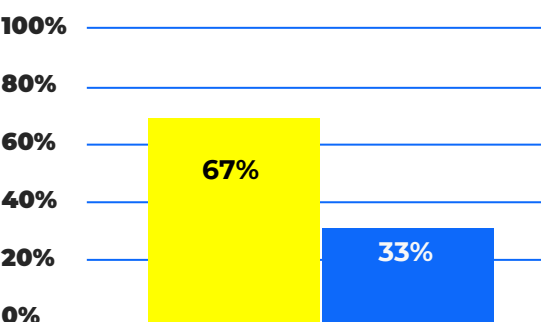
TFW YOUR DOCTOR IS GOOGLE, YOUR ADVISOR IS SNAPCHAT AND YOUR PROFESSOR IS YOUTUBE.

Even more than Millennials, Gen Z requires relatability to learn. They are redefining the role of teachers in our society by seeking alternative, relatable sources of information to learn on their own terms via their favorite social platforms.



% of Gen Z who agree learning is easier when the person teaching me is...

Relatable Very Smart



Over 3 in 5

Gen Zers plan to teach themselves a new skill online in the next 6 months.

TAKEAWAY:

Gen Z's worldview upends those of prior generations. The phrase, "Ok Boomer", which entered the public lexicon in 2019 represents how Gen Z feels: misunderstood. Brands looking to interact with this generation must understand that antedated messaging turns Gen Z away, while marketing and content that speaks their language is an open door to engage with them.

Research was conducted in June 2020 using online survey provider Qualtrics. N=631, aged 13-34. Gen Z refers to age 13-24, Millennial refers to age 25-34. Nationally representative sample. M/F split weighted from 67%/33% to 50%/50%.

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