

# Capturing More Than Just Their Impressions:

How The Right Inspirational Video Will Motivate Your Millennial & Gen Z Targets Into Action

## WHISTLE WISE

Millennial and Gen Z audiences aren't just looking to lean back when it comes to consuming videos online. In fact, many are looking for this content to help them lean into their offline life.

In fact...

# 78%

of Gen Z and Millennials say they seek inspirational videos to **combat feelings of laziness.**

### But What Is 'Inspirational' Is In The Eye Of The Beholder

#### For Sports And Fitness:

"As an athlete, you hear a lot about videos that inspire you to go work out. And this video serves as an easy way to stop making excuses"  
-Alex, 22 year old male

#### For Creative, Fashion, and Music:

"They make you rethink your own creative process and that's what makes it so great and so inspirational"  
-Mark, 23 year old male

## No Matter The Topic, The Inspirational Is No Longer The Aspirational.

# 73%

of 13-34 year olds say that "I am **more inspired when I see someone like me** do great things than someone who is famous or successful"

In fact, 86% find family members and friends to be inspiring, more than musicians (76%), actors (69%), athletes (67%), and social media personalities (59%)

*Takeaway - Relatable talent resonates more than celebrities and mainstream Hollywood*

# 63%

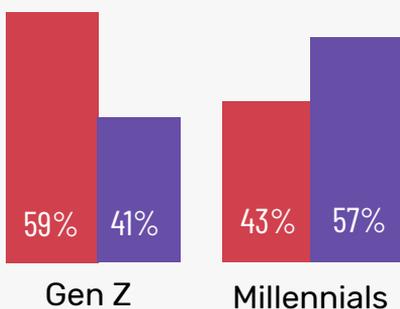
seeing someone work hard and **grind is more inspirational** than seeing someone accomplish amazing things

*Takeaway - The journey is more inspiring than the result*

## How-to Make Inspiring Content Relevant for Gen Z and Millennials

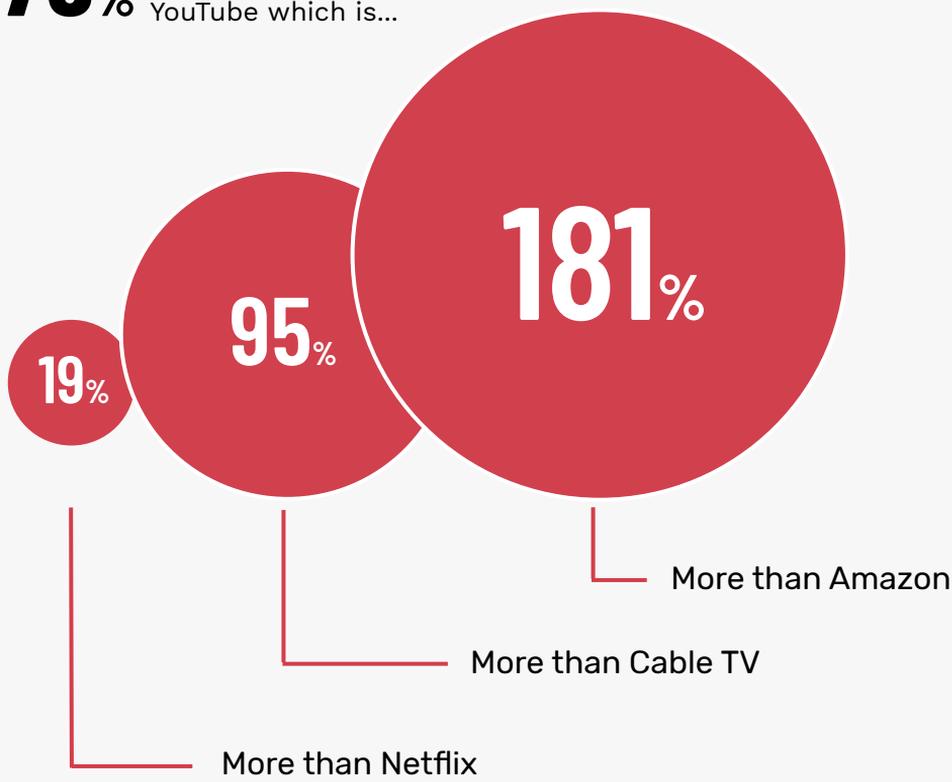
Gen Z prefers **difficult stories about overcoming obstacles** while Millennials prefer **positive and uplifting stories of success.**

*Takeaway - Make content for Gen Z feel real by focusing on the talent's challenges*



**Publishers who want to connect with inspiration seekers can find them on YouTube.**

**76%** Of young inspiration seekers are finding this content on YouTube which is...



*Takeaway - Discover and engage with inspirational content viewers on YouTube.*

Gen Z and Millennials are not just passive digital video consumers. So brands and publishers who lean into relatable storytelling that captures the journey and struggle can inspire this generation into action.

For More Information  
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