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

73% of 13-34 year olds say that "I am more inspired by seeing someone like me do great things than someone who is famous or successful." In fact, 56% find family members and friends to be inspiring more than musicians (59%), actors (59%), athletes (51%), and social media personalities (59%).

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

Relatable talent resonates more than celebrities and mainstream Hollywood.

78% of young inspiration seekers are finding this content on YouTube which is...

The journey is more inspiring than the result.

TAKEAWAY - Discover and engage with inspirational content viewers on YouTube.

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

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.

More than Amazon
More than Cable TV
More than Netflix

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

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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. 78%


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.

Whistle conducted two phase research: An online survey hosted by Qualtrics, among 1,200 respondents age 13-34, nationally representative by age, region and race. Digital ethnographies hosted by Dscout among 20 Gen Z & Millennials. Gen-Z is defined as age 13-24, Millennials are defined as age 25-34. The research was conducted between May & June 2019.

For More Information
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Capturing More Than Just Their Impressions: How The Right Inspirational Video Will Motivate Your Millennial & Gen Z Targets Into Action.