

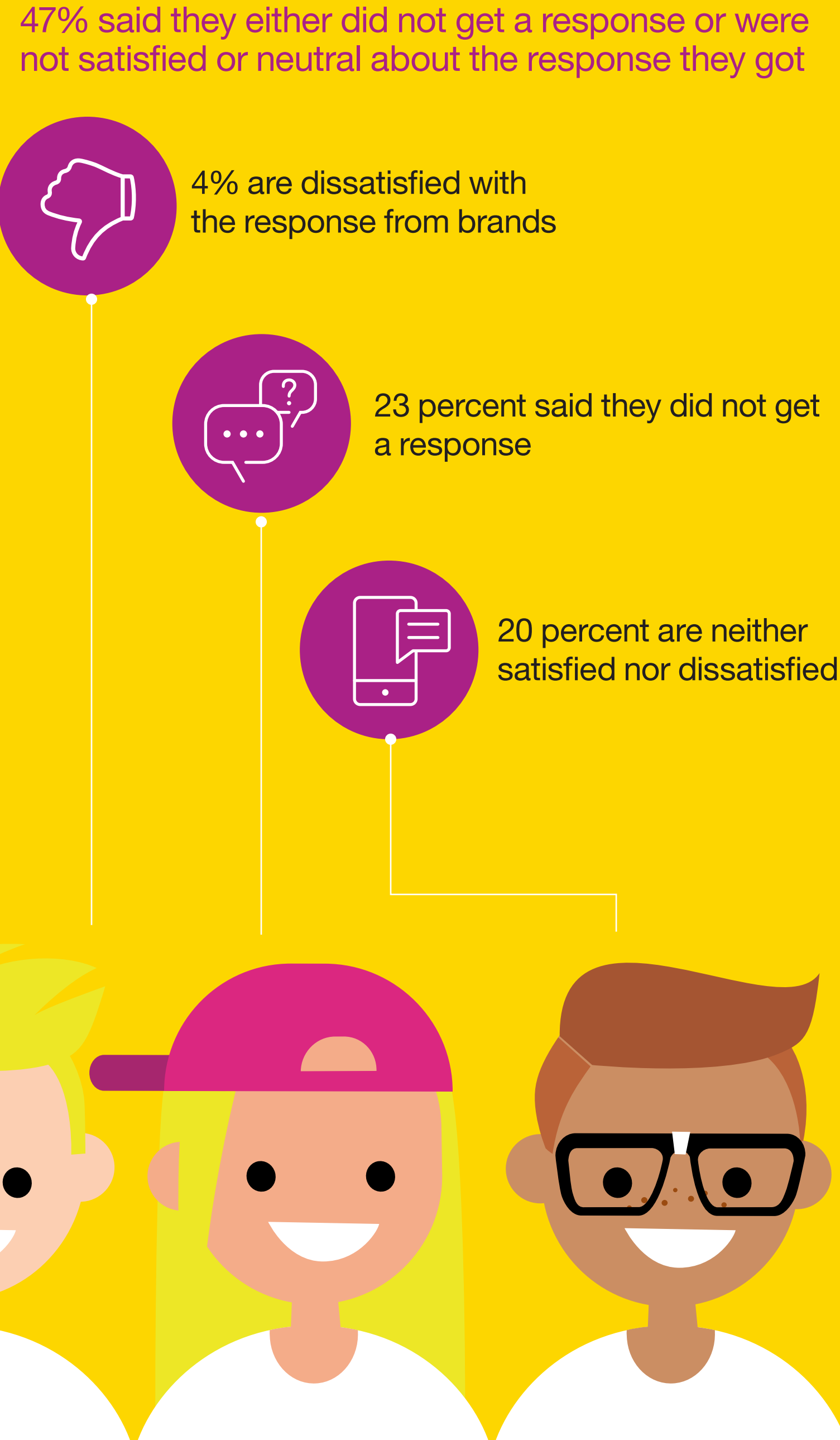
Gen Z brand relationships

Authenticity matters

To build a successful relationship with Gen Zers, brands need to value their opinions...

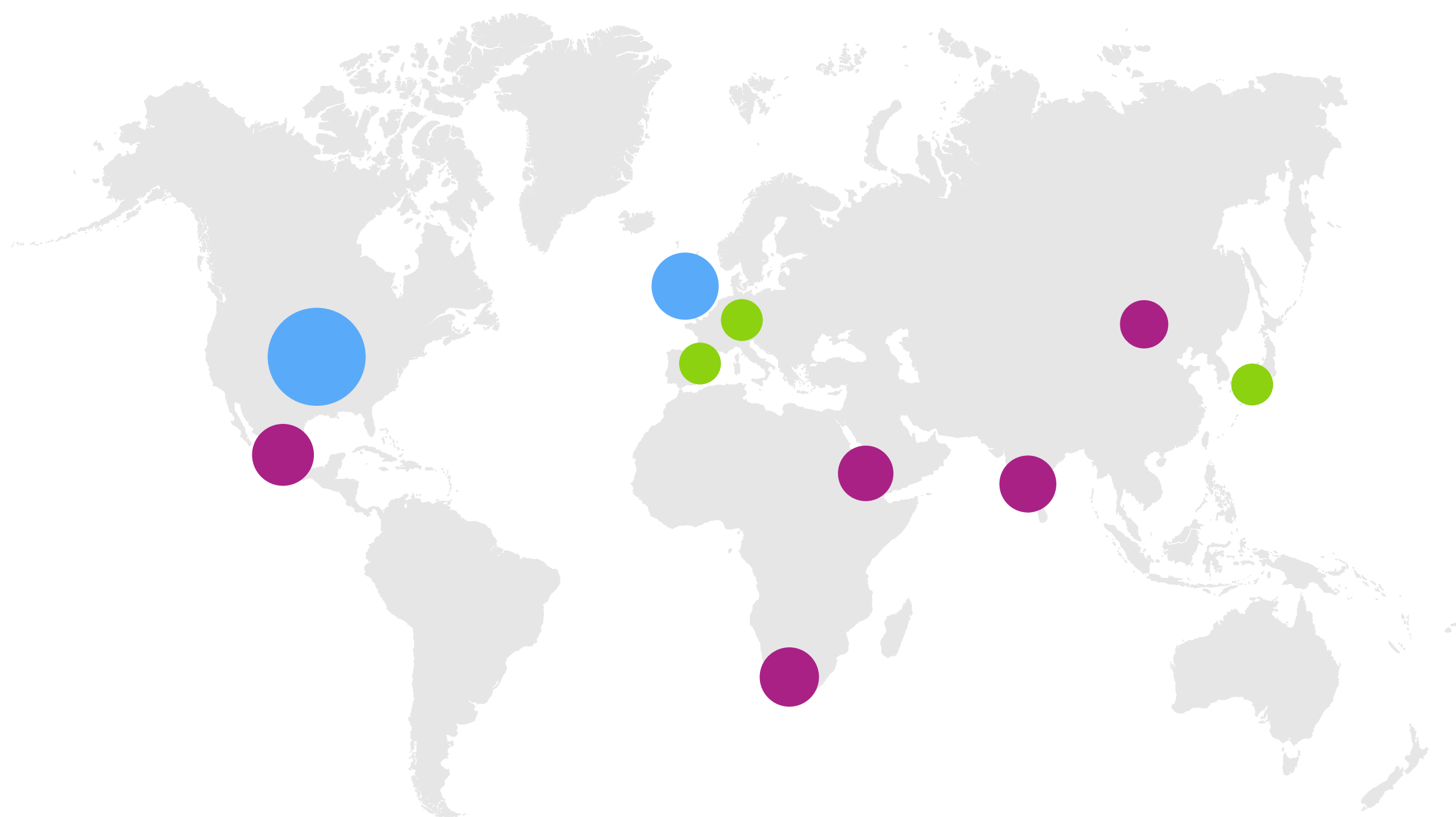


But brands are failing in their ability to give quality responses to Gen Zers



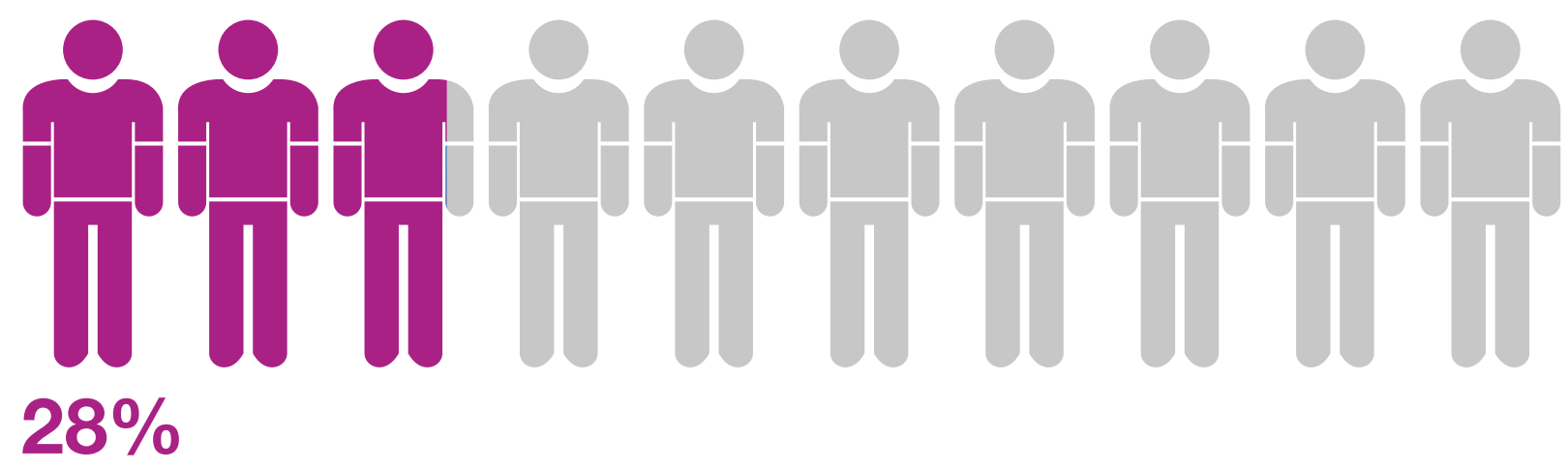
Gen Z is very diverse; one size will not address the needs of this generation

- Brand Devotees
- Brand Connectors
- Brand Pragmatists

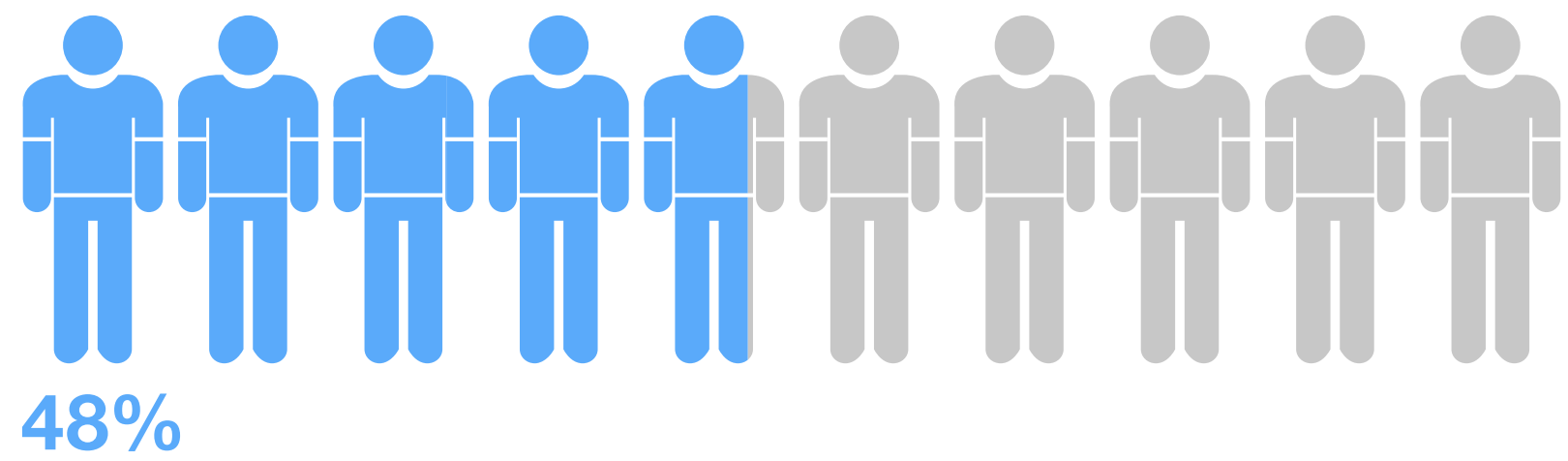


From our analysis, we uncovered three distinct categories of brand enthusiasts

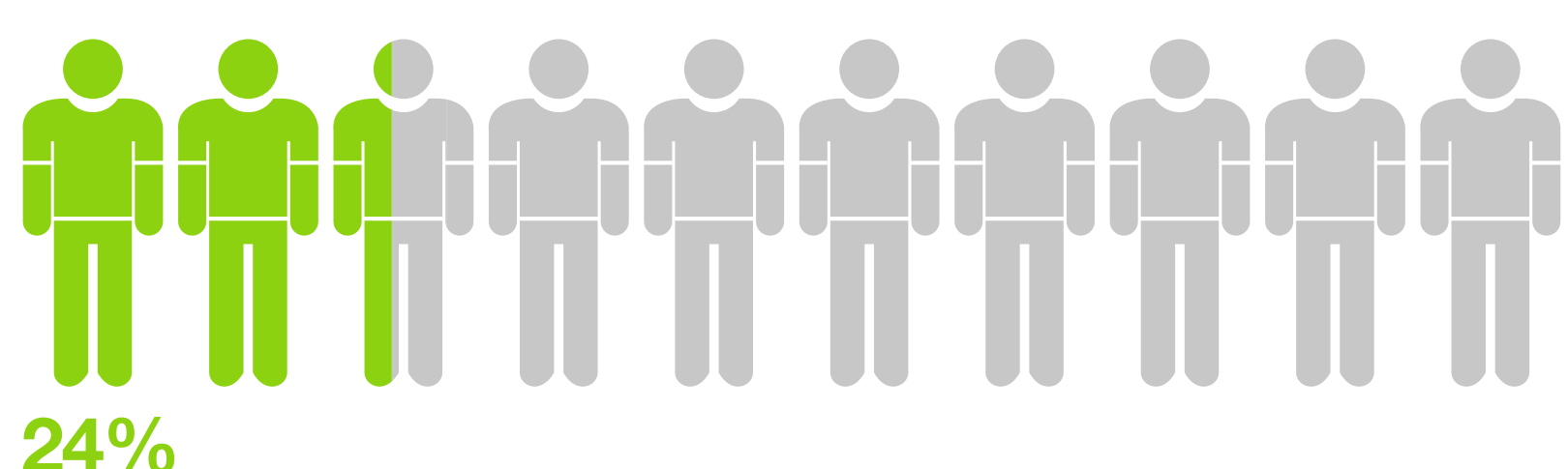
Brand Devotees are super excited about the world of brands and happily associate themselves with their favorites.



Brand Connectors identify themselves with a brand. They like to have their voice heard by brands.



Brand Pragmatists know what they like and like what they know. Being pragmatic about products also means that they are not interested in engaging more than they have to.



Degree of Brand Enthusiasm

To learn more about Gen Z brand relationships and how authenticity matters download the executive report:

ibm.com/business/value/genzbrand

