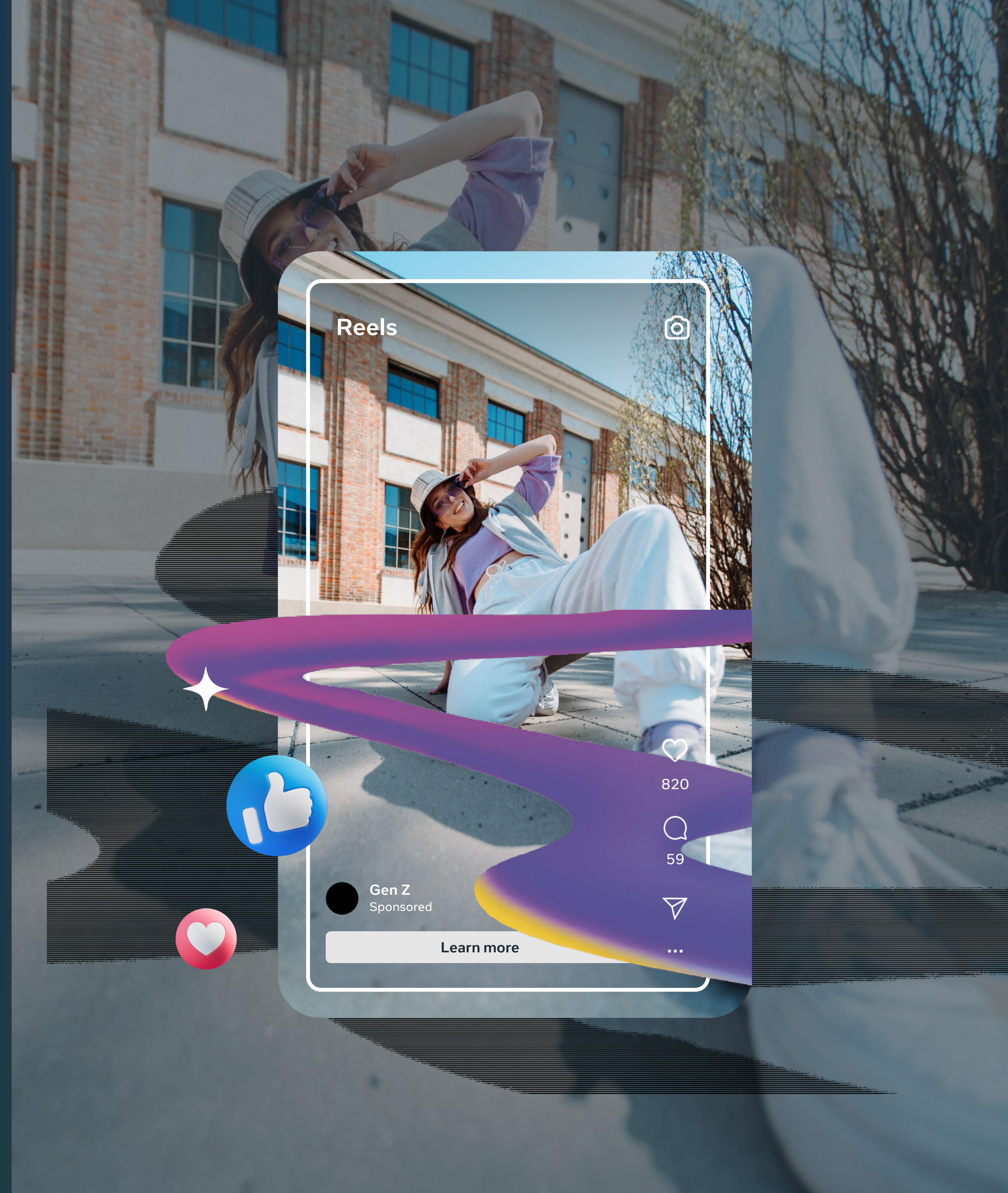
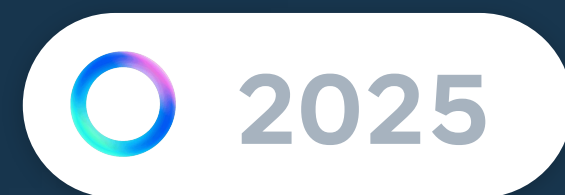


Generation Zeitgeist

Capturing Gen Z's Attention:
New Strategies for Authentic
Engagement

Gareth Price, Meta
Anuja Gupta, BAMM



What we explored

Connection



- How do Gen Z connect with family and friends?
- Who do Gen Z want to connect with in social media today?

Culture

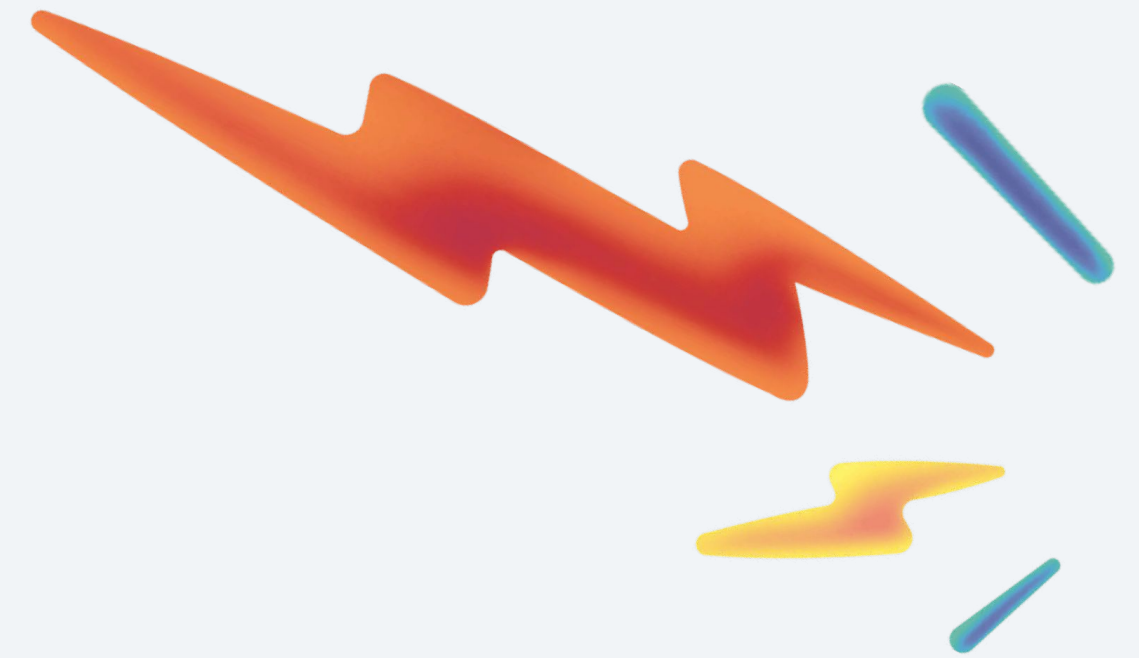


- Where and who do Gen Z turn to for the culture that matters to them?
- What motivates content consumption habits?

Commerce



- How do Gen Z discover new products and brands?
- What leads them to go on and purchase?



How we did it



Qual

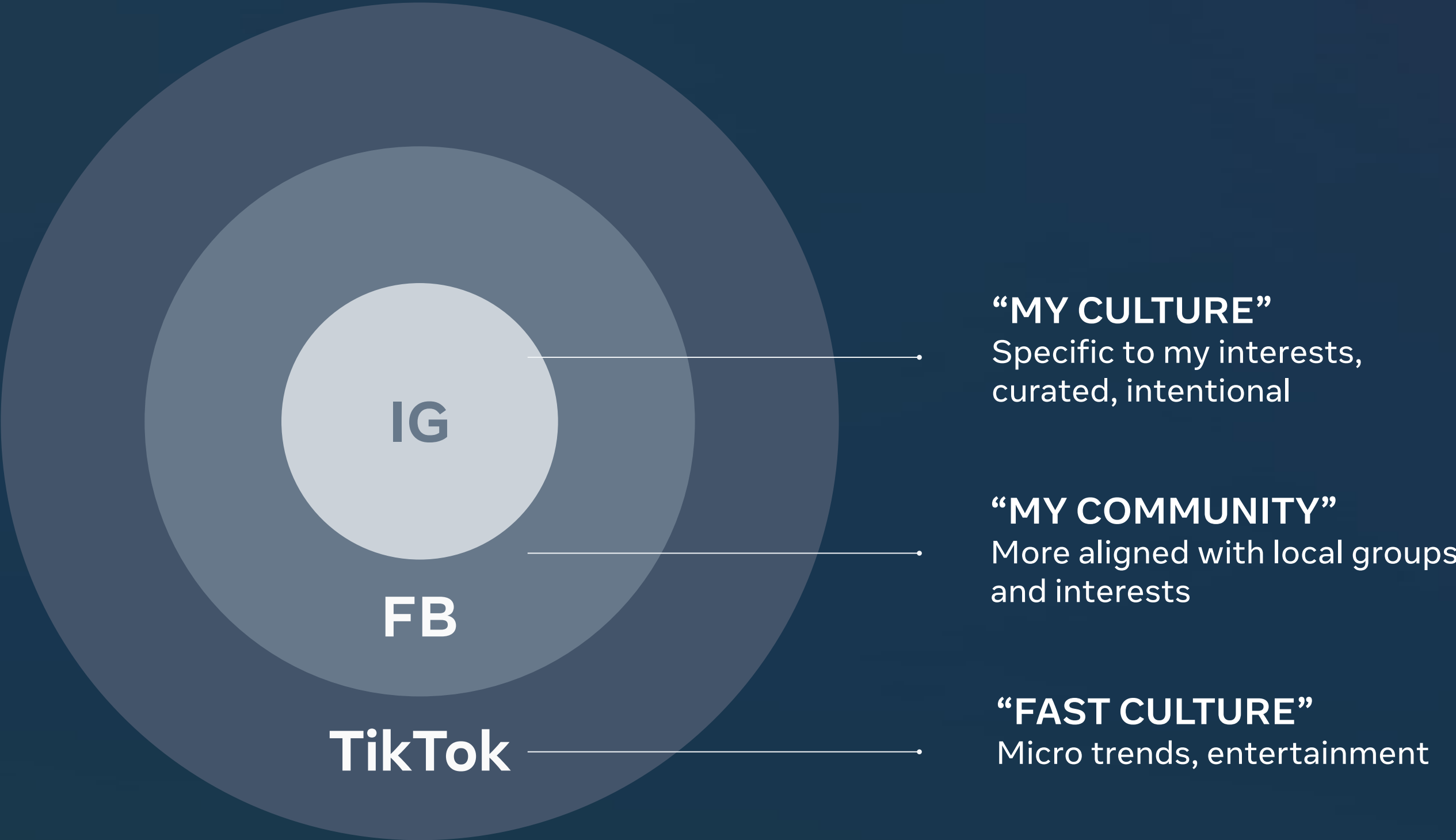
- Video & media diaries
- In-depth interviews while using apps
- US & UK
- 16 x Gen Z
- Q1 2025



Quant

- 15-min survey
- 1,500 x Gen Z (300 respondents per market - BR, DE, JP, UK, US)
- Q1 2025
- All Gen Z = 18-24

Where we focused



84%

of Gen Z **Instagram** users say connecting around personal interests is a key reason they use it

63%

of Gen Z **Facebook** users say interest-based groups are a top motivation to use it

85%

of Gen Z **TikTok** users say they visit it to keep up-to-date with the latest trends

What we found



01 Connection Evolved

Content is the new hello

Sharing content is how Gen Z express themselves today, leading to a more intimate relationship with it in social

02 Culture Curated

Culture is multiplying through creators

Creators are who Gen Z turn to in order to explore their individual interests, predominantly within SFV (short-form video)

03 Commerce Expanded

Always on discovery mode

Brand placement is a welcomed part of product discovery thanks to the interest-based environment into which it seamlessly slots

1. Content is the new hello



For Gen Z, sharing content is a much easier way to connect than text-based conversation



“

I've got group chats on Instagram with my friends where we share funny reels or posts from people we know.

Davie, UK

”

Sharing the perfect piece of content with another person is a love language

67%

have shared video content from Meta with family & friends



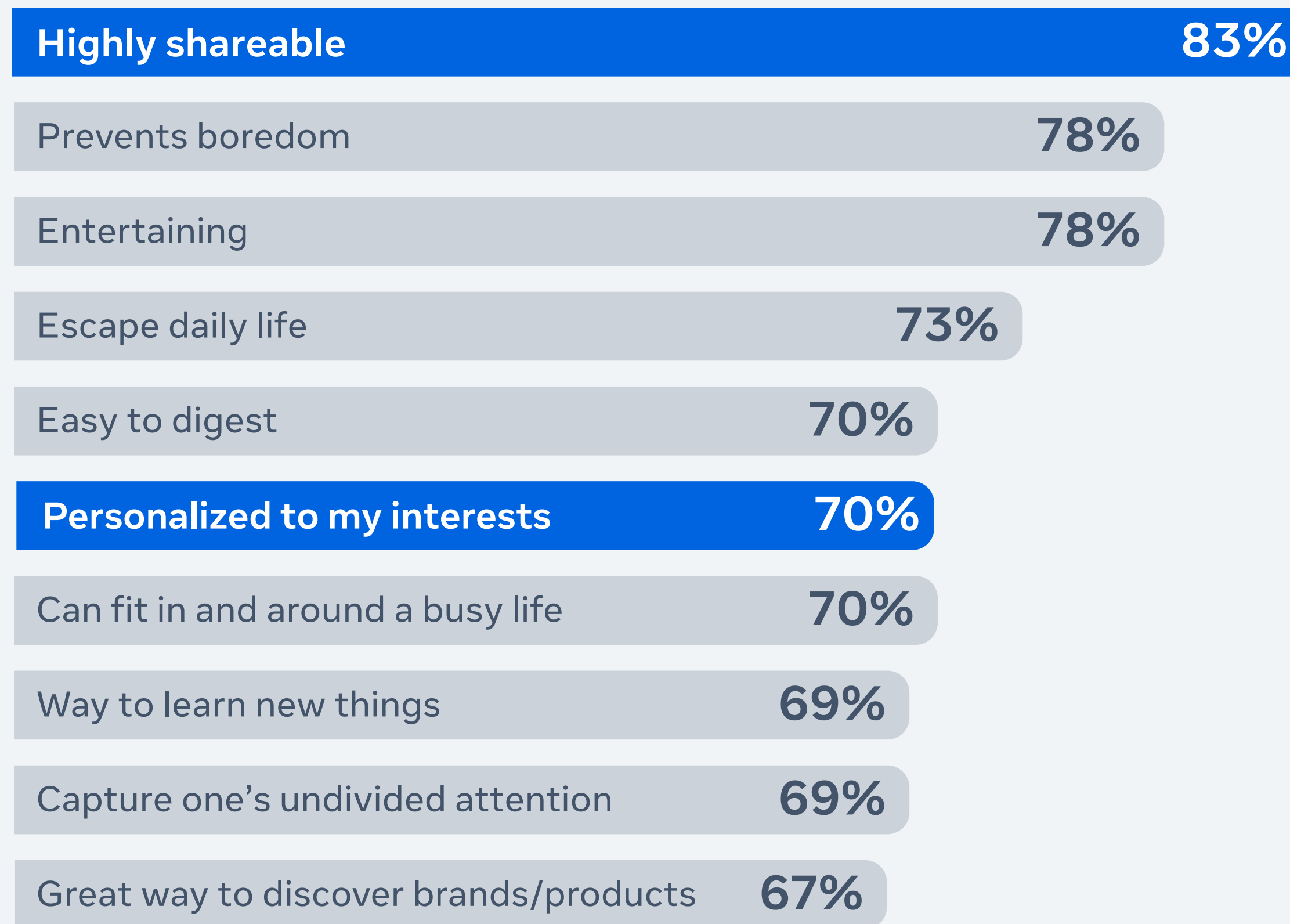
63%



44%

Gen Z want shareable, personalized SFV that offers multiple perspectives

TOP 10 BENEFITS OF SFV ON META:



Compared to longer format online video, SFV is:

- More engaging
- More authentic
- Default social media format
- One single clear message
- Easy to consume

63%

say one of the key benefits of watching SFV on Meta's platforms is gaining different perspectives on the same topic

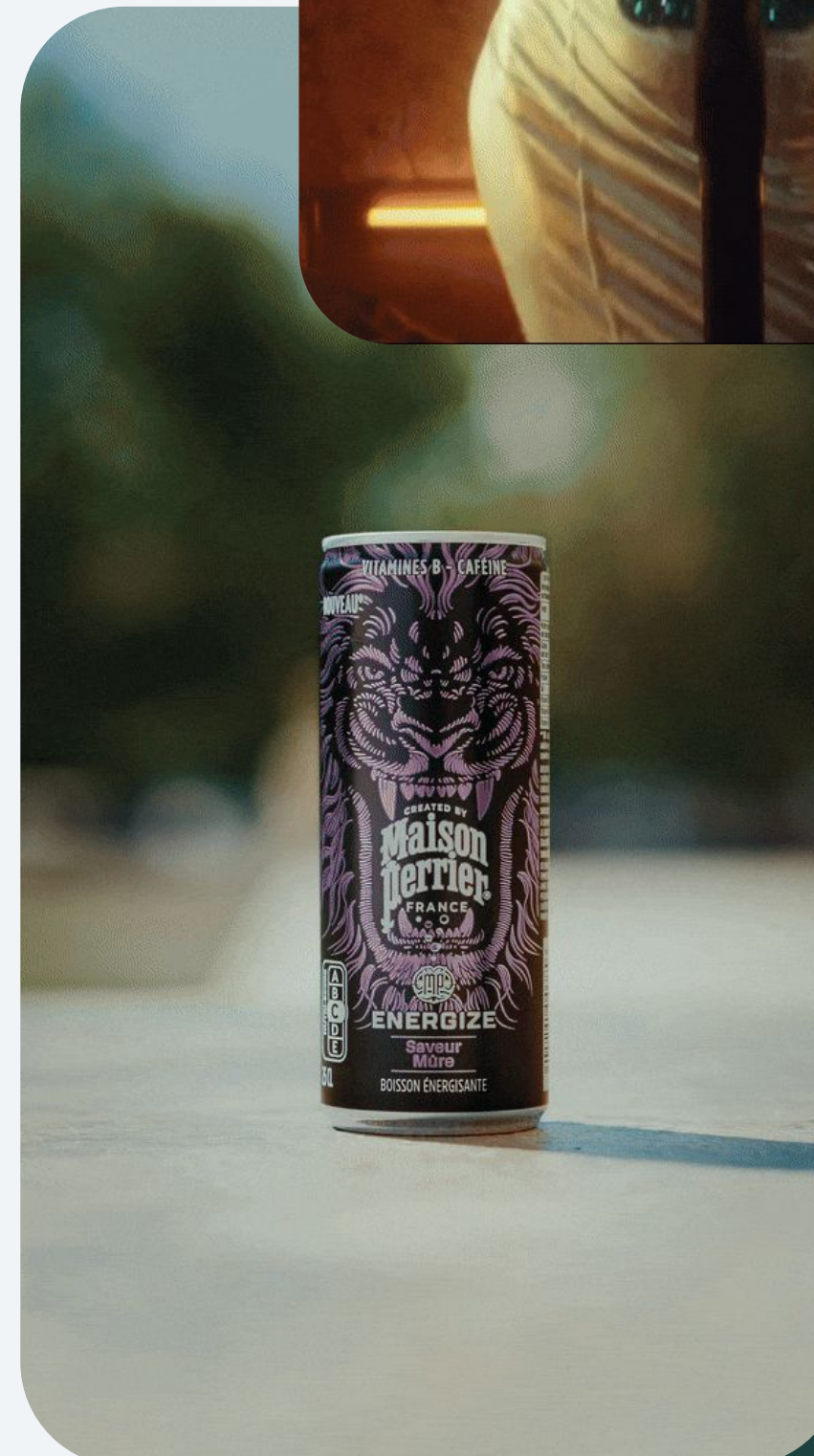
Brands can build the intimacy Gen Z desire through human connection



Featuring eye contact or human presence delivers

81%

higher effectiveness on short-term
Kantar ROI lift modelling

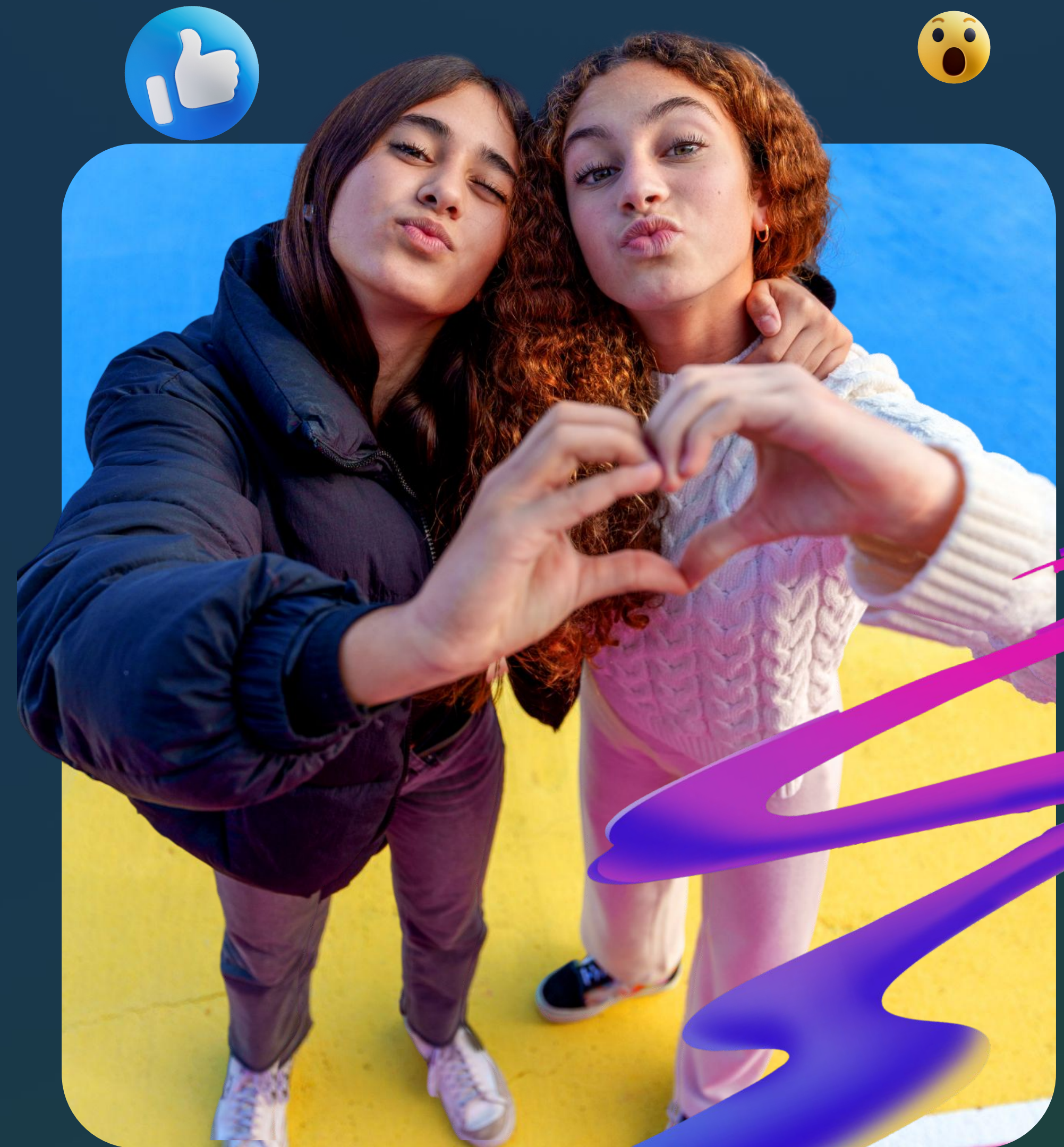


51%

higher effectiveness on long-term
Kantar ROI lift modelling

Source: Kantar ran 5 LIFT ROI studies for US, Canada, Germany, France, and Thailand markets, analyzing campaigns and creatives aired in calendar Years 2021-2023: 56,984 creatives, 1,295 campaigns and 13.1 billion impressions. Adoption rate is the percentage of total campaigns where a feature is present

2. Culture is multiplying through creators



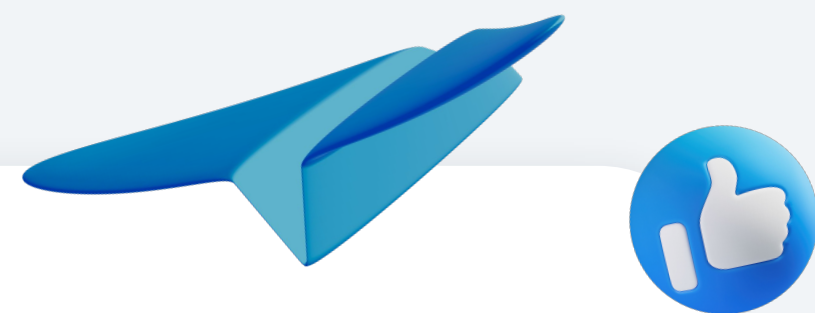
Gen Z isn't just consuming content, they are curating their feeds with purpose and intentionality

“

I consciously know the longer I look at it or if I interact with it, like it, read the comments, it'll start showing me more of that. It brings me all the things that I'm interested in.

Lucca, US

”



63%

of Meta users actively curate their feeds

Reasons for active curation

95%

Want to be exposed to relevant content

73%

Want to feel more in control

72%

Want their time to become more purposeful

They turn to creators for the relevance they desire - even those they don't follow

71%

are open to hearing from niche content creators they

DON'T FOLLOW

“

Some creators try and promote everything and by doing so, they don't have a niche... it has to be in line with what they're about, their interests.

Finlay, UK



”



Key reasons for content creators being worthy of following

78%

Having a unique POV

75%

Being an expert in an area

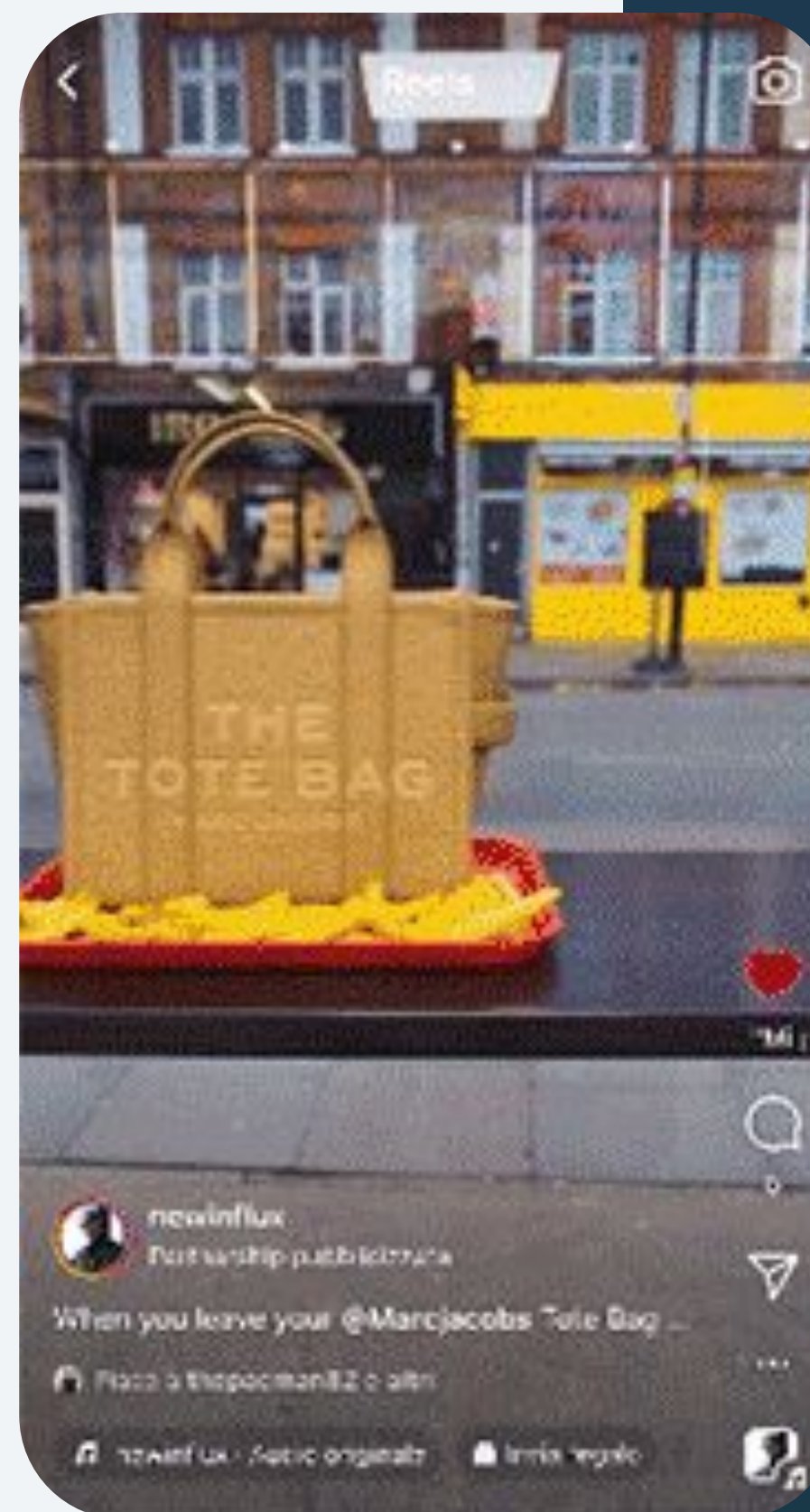
73%

Having a niche level of knowledge

55%

I can find out about hidden gems

**Creative is the
new targeting**
Diversify and develop
content that resonates
with Gen Z through
creators



Diversity of message

Ad sets with

3+

outperform those with 1 creative

+

Diversity of voice

Campaigns with creators

71%

higher intent on brand lift

Sources: 1. Statistical meta-analysis of A/B tests run in a cross vertical and global recruited experiment during Oct to Nov 2023 with SMB advertisers who spent at least \$5,000 in the last 90 days. Research findings do not guarantee future results.9; 2. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 14 GLOBAL brand lift studies between June 01, 2023 to 30 June, 2024. 98% Confidence of BAU + PA outperforming BAU strategy

3. Always on discovery mode



Gen Z are less likely to click before buying but more likely to discover new products/brands in video

“

[Traditional ads] don't always match with what I want... This video of a content creator eating pasta is what I'd call a subtle ad. If I saw that I'd be like yeah cool maybe I'd want to get it.

Chloe, UK

”



2x

as likely to make a purchase without clicking than other generations

78%



of Gen Z say they're likely to discover products/brands on SM via short-form videos

Sources: 91 advertisers across the 'Retail' vertical between 11/26/2023 - 02/27/2024 (Meta, North America). Based on Meta in-platform metrics, including 1-day-click and 1-day-view attribution rules, including web, app, and offline conversions; BAMM quant research, Q1 2025, global, n = 1,519

They naturally incorporate shopping behaviors on social media - Gen Z are almost always in “consideration” mode



PRODUCT TAGS

- A welcome feature for recommendations and inspiration from creators

“

I like the outfit, they usually tag where it's from. So that's how I'd probably get into the buying things from the trends that come up.

”

Abbie, UK



BOOKMARKS

- Used as shopping lists to save products

“

If I see a cool product on Instagram but I'm not sure I want to buy it just yet, I'll save it to my bookmarks while I have time to think and mull it over. Then around Christmas time or my birthday, if I'm looking for ideas of what to ask for, I'll come back and look here.

”

Finlay, UK



COMMENTS

- Act as reviews and social proof
- Can provide information on products in the absence of tags

“

If a creator posts a product that's interesting I will click on it. I'm curious... I just start looking, start scrolling. Sometimes I go to the comments honestly to read what people are saying and make sure it is legit.

”

Laurel, US

Repeat exposure across placements builds purchase intent over time – supercharged across multiple platforms



67%

of Gen Z want to find out more about a product/brand or purchase a product if they have seen content or ads for it several times on Meta

46%

of Gen Z use both **Facebook and Instagram**, leading to increased opportunity to trigger greater memorability

“

I discovered GymShark through social media. I've always seen it in the gym, but on social media seeing people talking about the quality of the products and different styles and variations made me actually want to go to GymShark and buy a few pieces.

Jazzmine, UK

”

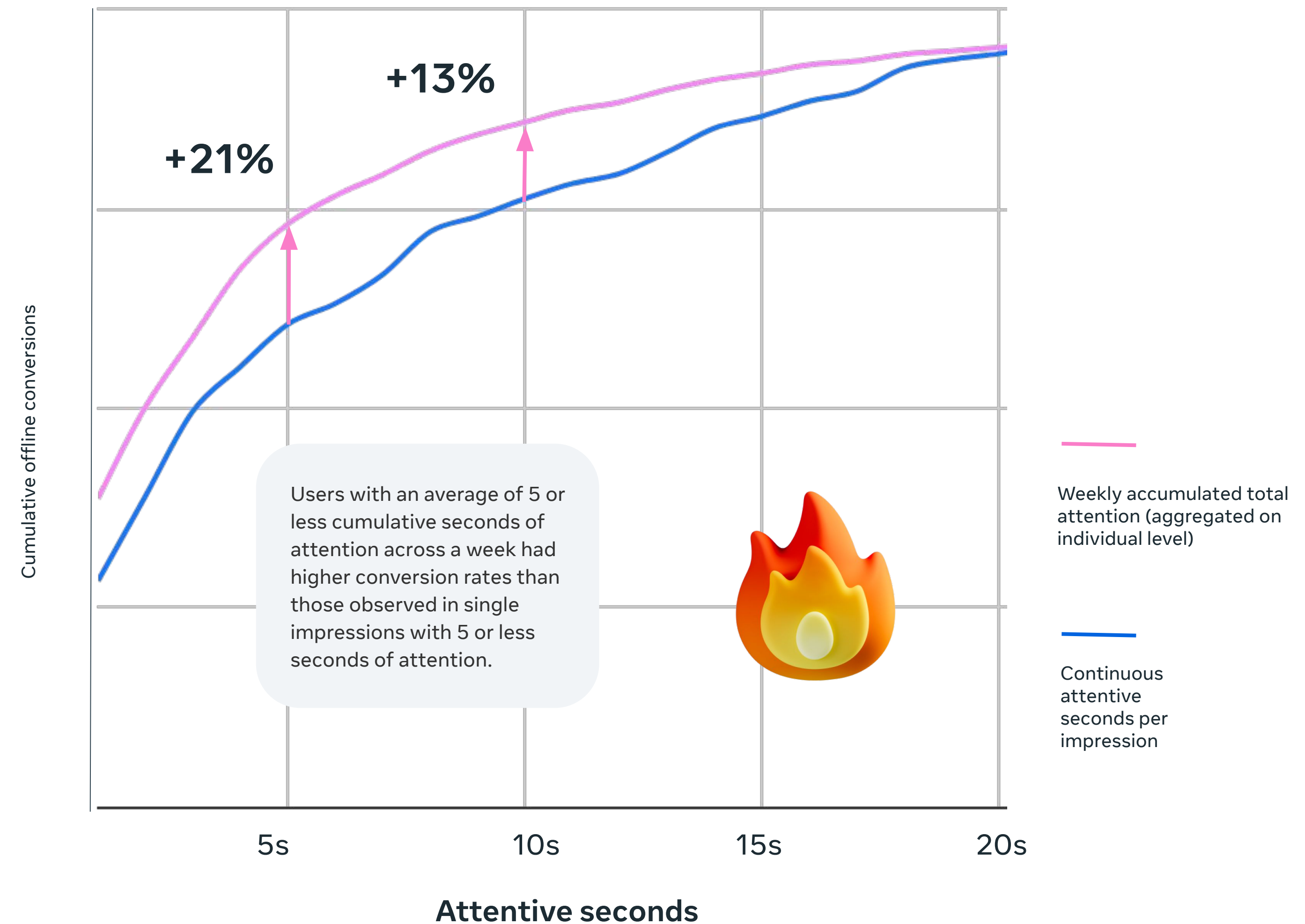
Build for aggregate attention

Cumulative attention (e.g., 5 x 2 secs) is more impactful than continuous attention (1 x 10 secs)

Source: Internal Analysis by Meta using Offline sales data and (modeled) attention data measured by Playground XYZ, 2024. 0.75Bn user-adset pairs from video adsets (weekly attention) and 1.3Bn impressions (impression level attention) from video impressions, from Reach-optimized campaigns measuring offline purchases. Data collected March 4- March 31, 2024 and April 20-May 10, 2024, and included EMEA, US and CA advertisers from a variety of verticals. Predicted visual attention provided by 3P research vendor PlaygroundXYZ (a GumGum company), and analyzed by Meta. The vendor used eye tracking data from their passive panel as ground truth to build a model predicting how long a user looks at an ad based on behavioral and environmental signals. This model was applied to impression-level inputs from historical Meta campaign data to generate predicted visual attention times.

Cumulative offline conversions

Video ad campaigns optimized for reach



Measured by **PLAYGROUND^{XYZ}**

In summary

01 | CONNECTION EVOLVED

Gen Z have a much more intimate relationship with content in social

Break down the fourth wall and **establish human connection** in creative

02 | CULTURE CURATED

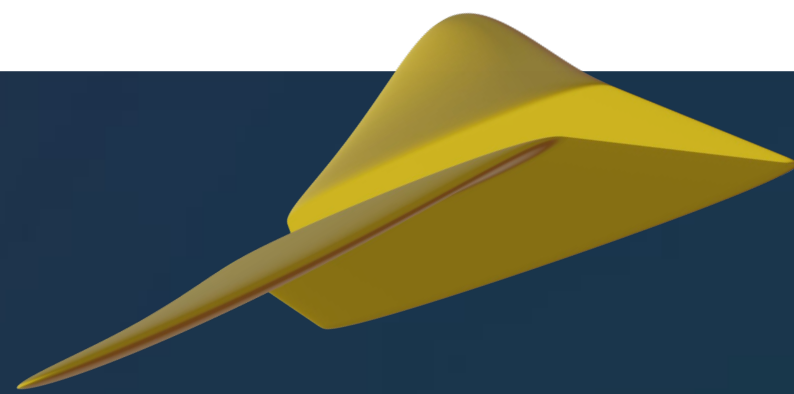
Creators are who Gen Z turn to in order to explore their personal passions

Leverage creative diversity via creators to win in this interest-based environment

03 | COMMERCE EXPANDED

Commerce is expanding - welcomed across the entirety of Gen Z's social media behavior

Build for aggregate attention across multiple touchpoints



Thank you

