

Brand Strategy

Inside the Gen Z world: Understanding the Gentle Rebels

WHO THEY ARE

Born between the end of the 90s and 2012, they're growing up in an unstable reality, facing **multiple global crises**.



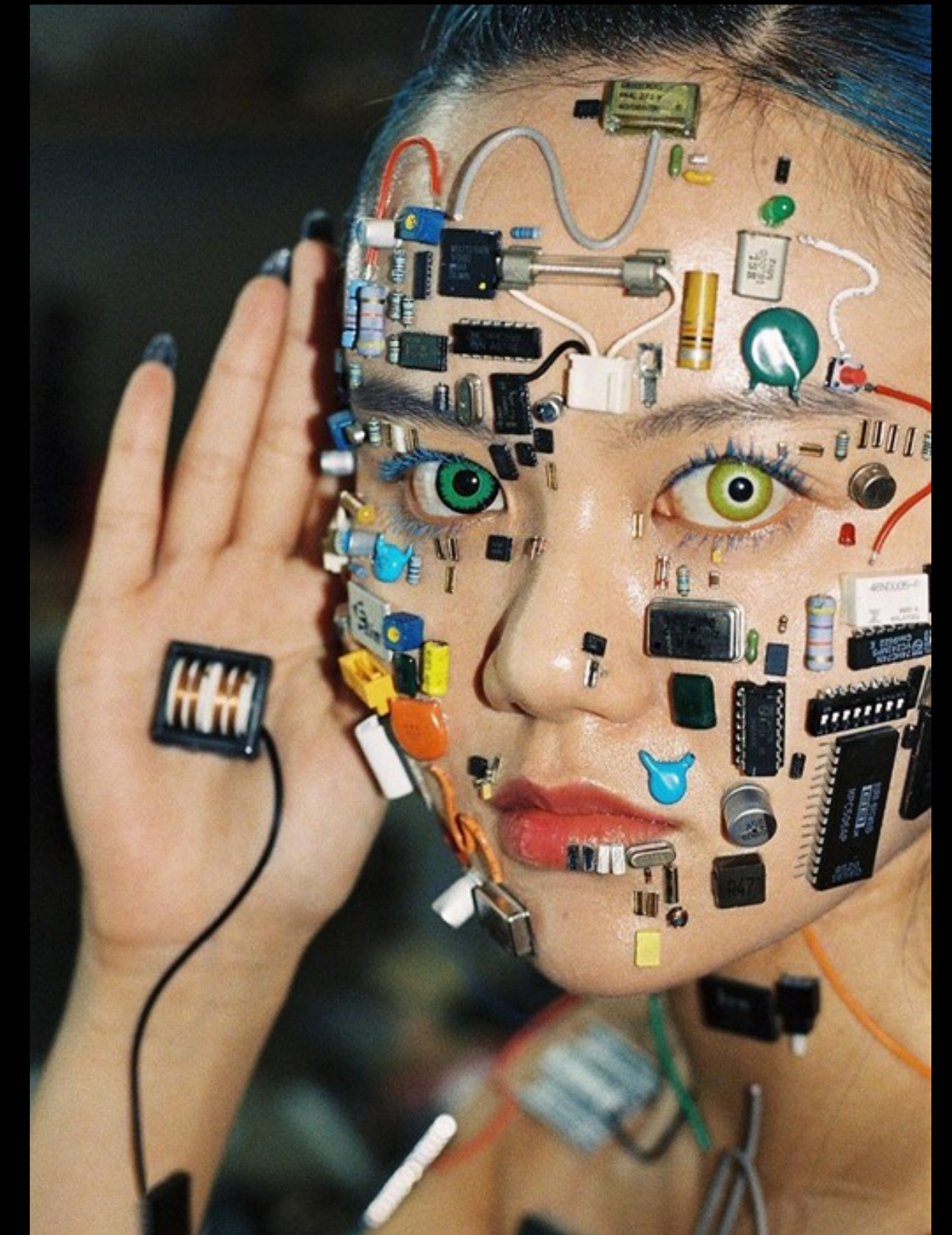
WHY THEY MATTER



Making up around **40%** of global consumers.

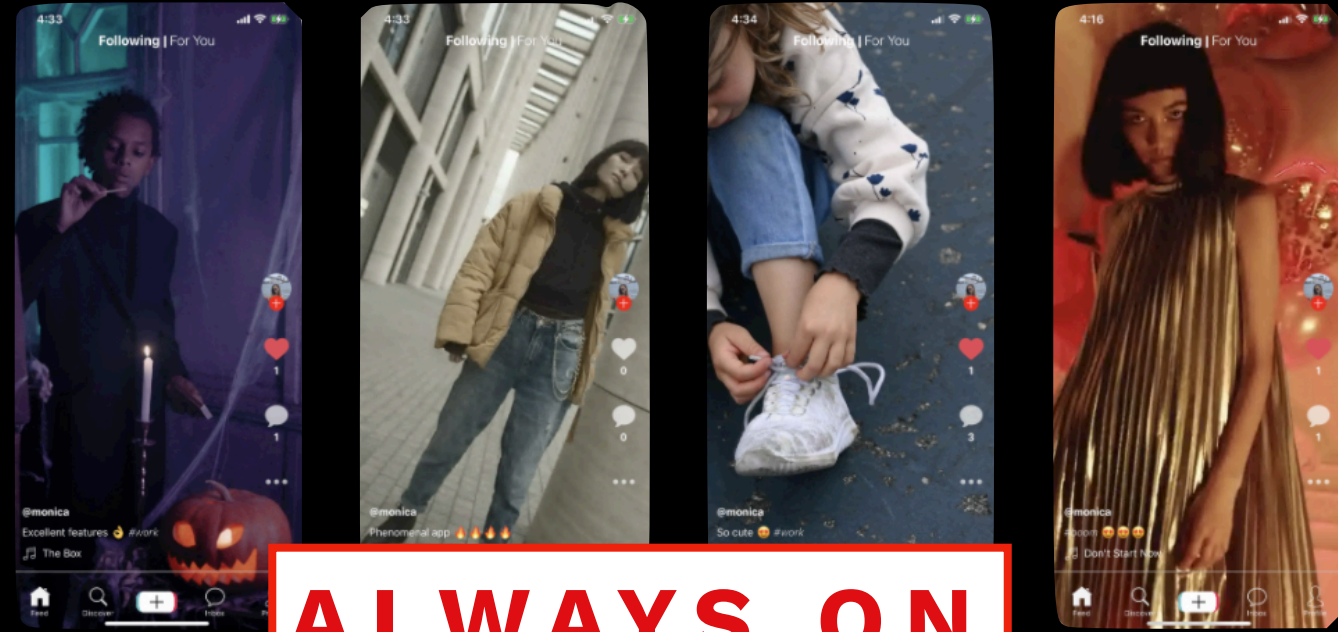


The **most diverse** generation ever.



The first real **digital natives**.

MADE OF APPARENT CONTRADICTIONS



ALWAYS ON

VS



#IRL



SUBVERSION

VS



PRAGMATISM



PERSONAL BRANDING

VS



***FOUNDING COLLABORATORS**

COLLUSION*

COLLECTIVISM

UNDERSTANDING THEIR TENSIONS

The key to establish a meaningful connection with today's youth culture.



ONLINE
X
OFFLINE



AGAINST
X
FOR

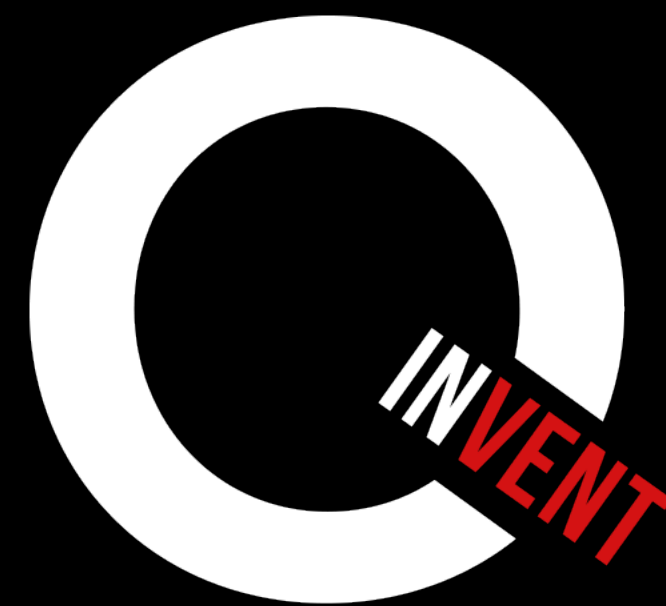


ME
X
WE

WHO ARE THEIR ROLE MODELS

Advocates for a more just, inclusive, entertaining, sustainable world.





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