

TRUST IN BRANDS

THE GRAVITATIONAL PULL OF GEN-Z

Gen Z's influence cannot be understated, with older generations taking inspiration from today's youth. They are concerned about the issues of South Africa. However, this fear motivates them to get involved in causes that they're passionate about and they're seen as the tipping point for action.

Here are some key data points about Gen Z's relationship to brands that can inform communications campaigns across sectors.

1

Gen Z dominates the infrastructure of influence.

61% of South African Gen Z's create and/or share online content weekly and more frequently, brands can work with them to target their peers.

2

Gen Z believe that brands can affect more change than government.

63% of South Africans aged 14-26, in many cases, think that brands can do more to solve societal problems than government. Brands should align their social impact work to this.

3

Other generations are feeling the gravitational pull of Gen Z.

In South Africa, 60% of people, on average, say that teenagers influence what they buy. Comms managers can work with Gen Z to profile their brands.

4

Gen Z is powered, not paralyzed, by fear.

Globally 70% of Gen Z are involved in a social or political cause. In South Africa 86% of people are worried about the country's future.

5

Brands can work with Gen-Z to create change.

On average, 71% of Gen Z's want to work alongside brands to address societal issues.

6

Social Media can be used to create change.

78% of those who regularly post online content say they do this as a means of changing the world, compared to the global average (60%). Social media campaigns need to adjust to Gen Z platforms and preferences.

7

Brands must make their stand on issues clear.

People in South Africa expect to see a brands stand in what they do through products, supply chain and employee treatment (63%), and in what they say through advertising and online (62%).

8

Brand Trust and Action are valued more than Brand Image.

South African's will pay more for products from brands that have earned their trust (67%) and do good in the world (61%). Brands should ensure that they communicate authentically about the social impact that they're making.

9

In South Africa, two-thirds of Gen Z make purpose-driven brand choices.

This is compared the global average of 53% of people that buy or advocate for brands based on their beliefs and values. Brands must make their values clear in order to resonate with this group.

10

Gen Z trust experts and peers.

South African Gen Z's see both scientists/experts and people like them as equally credible brand spokepeople (72%). Using teenagers as brand advocates can go a long way in building Trust.