



Reach3



7 GOLDEN RULES TO GETTING Authentic **Gen Z** Feedback





Reach3

RIVAL

Gen Zs now make up more than 20% of the world population. And yet they remain a mystery. Savvy and cynical, Gen Z buyers don't respond well to traditional market research methods. The good news? Gen Zs want their opinions heard. And they're more than willing to be candid.

Follow these 7 rules to get started.

1

Know your audience

Don't get it twisted. The market of "young buyers" is not homogeneous.

In fact, there are three cohorts to consider. Each group is at a different life stage. They also have different spending power, values, and goals—things you'll need to distinguish if you want to start an authentic conversation. Don't get it twisted. The market of "young buyers" is not homogeneous. In fact, there are three cohorts to consider. Each group is at a different life stage. They also have different spending power, values, and goals—things you'll need to distinguish if you want to start an authentic conversation.



- Younger Gen Zs (14-18 years old)
- Older Gen Zs (19-24 years old)
- Young Millennials (25-35 years old)

Which of these cohorts are you really trying to engage and understand? Before anything else, be crystal clear about this.

2

Meet them on the channels they use

96% of today's Gen Zs a smartphone. That's why communicating with Gen Zs through mobile is a no-brainer.

Want to reach real Gen Zs? They're not in traditional market research panels. But they are on social media.



Snapchat, TikTok, and Instagram are the top channels for young people. When recruiting Gen Zs through these popular apps, consider their pros and cons.

Each social network has its own vibe and personality



Immediate but fleeting

- Temporary
- Freedom to get close without fear of repercussions
- 55% of Gen Zs recall watching an ad for >2 seconds



Aspirational and curated

- Photo-based and filter-reliant
Generally seen as dishonest
- Need to strike a balance between aspirational and authentic



Niche and personal

- Community oriented
- Gamer but growing
- Seen a great place to connect and chat



Intimate and authentic

- Video-based
- Engage with all facets of the world, from politics to social justice issues
- The go-to for user feedback on products and brands



Conversational but combative

- Where they reach out to brands
- Beware of “angry mob” mentality
- People and brands are resistant to say too much



Want to avoid creeping out Gen Z participants? Be mindful about demo questions in your recruitment surveys. These young consumers were raised not give their info to random people online. The first step is to build a genuine connection.

3

Be transparent



79% of Gen Zs across the U.S. and U.K. think brands are never honest, or not honest enough. Convincing young people you’re “legit” means showing them you have nothing to hide. Let them know exactly why you’re asking them the questions that you are.



Running a sweepstakes? Be transparent about who won the raffle. It shows Gen Zs you’re not running a scam. (You are not, right?)

4

Be authentic

82% of Gen Zs trust companies more when they use images of real customers. They also want to feel confident that what they're seeing and hearing is real.

To get honest answers, approach them with an authentic voice—consistently invite them into the conversation and bring a diversity of voices to the table.



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5

Use videos

When it comes to videos, Gen Zs are obsessed. From TikTok to Instagram, from Facetime to YouTube, Gen Zs can't get enough.

Videos can help build trust with Gen Zs. (Which, as we shared in tip #5, is super important.) Take a quick video selfie and add it to your next survey—it shows participants there's a real person behind the survey.

Also, give Gen Zs the option of responding to qual questions via video instead of just text. Many of Gen Zs talk to their friends this way. Videos also tend to be richer and more in-depth, giving you additional context on how Gen Z consumers are thinking and feeling.



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6



Build trust

Show young people you're exactly who you say you are. *Young consumers will call your bluff.*

75% of Gen Zs said they'd research to see if companies are being honest when they take stands on issues. If your brand can't speak truthfully about its actions, spend the time implementing these programs before you speak at all.

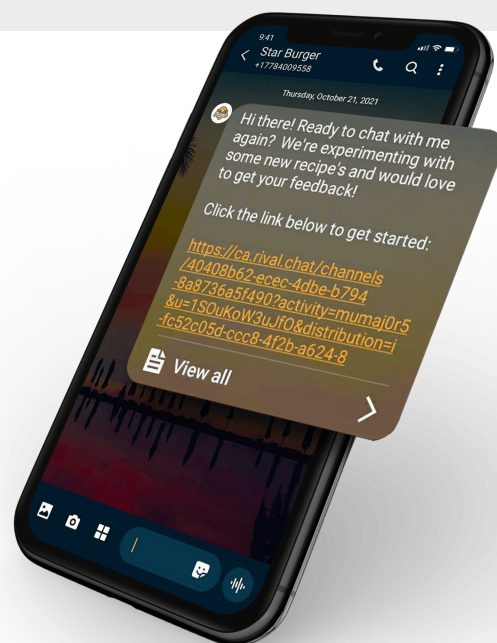
7

Keep the conversation going

Let's face it: Gen Zs are less likely to participate in market research. So, when you get their attention, why not continue the conversation?

The best way to do this is through an insight community. Invite Gen Z participants to subscribe to your community. The next time you have a new activity, they'll get a notification via SMS. It's that simple.

Don't forget to make your community as engaging as possible. For best results, follow our rules on community management.



Want Gen Zs to continue to participate? Offering incentives is important. But you also have to make sure the participant experience is fun. No one wants boring surveys, so avoid them at all cost.



Gen Zs want to share their feedback—as long as you play by their rules. Having the right technology and using the right approach are key. If you'd like to learn more, feel free to connect with an expert from Rival.

Connect with Rival -> rivaltech.com/demo