



Hi friend,

Did you know that April is **Gen Z Appreciation Month**?

Not sure if it's official, but author John Schimm is trying to [turn it into a thing](#).

And since we like Gen Zs, so we've decided we'll roll with it....

So, to celebrate this influential cohort, we dedicate a big part of this newsletter to Gen Zs. Enjoy!

### 👉 3 QUICK TIPS

Best practices you can implement right away.

Want Gen Zs to share their feedback?

Young consumers have opinions, and they want to share them. But you have to **play by their rules**.

Here are 3 quick tips on how you can do that:

#### 1. Don't fake it.

Gen Zs **want** demand authenticity. Don't pretend you're a Gen Z if you're not. And don't use Gen Z slang if it doesn't come naturally to you.

The better approach? Be transparent. If you're a non-Gen Z but want to understand young consumers, be upfront about it. And instead of forcing Gen Z slang in your [conversational surveys](#), get a Gen Z to review your chats or write them instead.

#### 2. Don't over-rely on email.

Emails are the communication channel of choice for conducting business. But when it comes to personal stuff? Most people—and Gen Zs, in particular—are [not really on it](#).

So, if you want to get real-time feedback from Gen Zs, you need to think beyond email. Go where your customers are. In this case, that's mobile and SMS.

#### 3. Make it interesting.

Boring surveys deliver boring feedback. If you want Gen Zs to give you deeper insights, you need to be creative.

An example comes from Paramount. When engaging with [Culture Keepers](#), their insight community of trendsetters, they take a thoughtful approach to how they ask their questions.

In one example, instead of straight up just asking community members how they felt about the elections, the company posed an interesting question: **if the elections were a trip, what kind of a trip would it be?** The responses elicited deeper insights that revealed a more nuanced picture of how Gen Zs felt about the political landscape.

#### 👉 Want more tips on engaging with Gen Zs?

Join Jennifer Reid, CEO of Rival Group and our Chief Methodologist, on May 11 as she reveals best practices on building and managing [Gen Z communities](#).

SAVE YOUR SPOT

### 📖 3 RESOURCES

Podcasts, articles, videos, guides and other goodies you'll love.

**Gen Z slang: your one-stop, no judgment guide:** Not familiar with Gen Z vernacular? This is [a pretty cool guide from Fast Company](#) that outlines some of the terms you may hear young people use. If you're wondering why someone is "gagging" or what it means to "slay," this guide has the answers!

**The Gen Z POV on luxury:** For Gen Zs, luxury is about sustainability, authenticity and quality. But there are some [important nuances](#) to keep in mind. [Watch this interview](#) featuring Reach3's Christine Nguyen to learn more.

**Brand experiences outperformed traditional advertising at the 2023 Super Bowl:** A new study from The Keller Advisory Group and Reach3 Insights found that [experiential activations scored better than traditional ads](#) on five brand KPIs. Read this research to [learn more](#).



### 📱 WHAT'S TRENDING

A social media post you might find interesting...

**Paul Thomas** · 2nd  
International Insight Director and Global Head of Shoppe... [+ Follow](#)  
5d · 🌐

Storytelling...

I was really surprised to hear how this was 'new news' to many people at IEX! I have always hated the term 'market researcher' as I think it has to come imply data, methodology and dry presentations. We should be 'storytellers with data'

I've never understood why researchers don't feel compelled to tell a story, or entertain their audience. With the world of Teams/Zoom presentations, it's harder than ever to captivate but nothing seems to have changed. We were talking about the importance of story-telling when I was at Ipsos 15 years ago!

Ultimately, research means nothing if it doesn't engage, land its message and create memory structures. The best research with the smartest methodology means nothing if people don't pay attention.

Tips for storytelling in research:

1. Build your story before you start charting – and never be driven by question number
2. Don't be afraid of contradiction, there will also be a datapoint or a quote which contradicts your overall story – be confident enough to live with it
3. Challenge yourself to be entertaining – whoever said research needs to be dull?
4. Remember that your story might be one chapter in the client's book, try to understand the chapters before and what might happen afterwards
5. Remember – if people don't remember it, all that work has gone to waste

[#research #storytelling](#)  
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Got feedback for this newsletter? Just respond to the email to let us know!

Thank you for reading!



**Kelvin Claveria**  
Marketing @ Rival Technologies

