



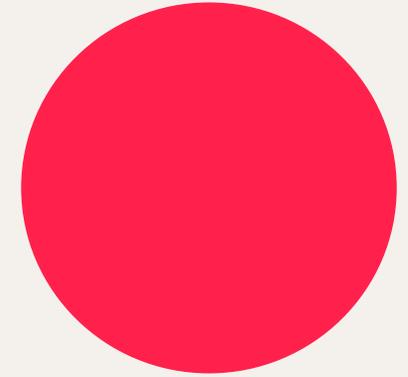
Audience Collective

**FIRSTLY, WE WANTED TO THANK YOU FOR
DOWNLOADING THIS REPORT.**

**WE HOPE THAT YOU FIND IT INTERESTING AND USEFUL
WHEN THINKING ABOUT YOUR BRAND'S UPCOMING
MARKETING ACTIVITIES AND HOW DIFFERENT TYPES OF
MEDIA SHOULD BE CONSIDERED WHEN
COMMUNICATING WITH EACH GENERATION, TO BETTER
CAPTIVATE EACH AUDIENCE, COMING OUT OF THE
PANDEMIC.**

LET'S DIVE IN!

CONTENTS



1. Introducing Audience Collective
2. The report – How has Covid19 impacted media consumption?
3. The breakdown per generation
4. In summary
5. What to do with this information?

1

**INCASE WE
HAVEN'T MET...**

→ We're Audience Collective,
a multidisciplinary global agency
built on insight and the boldness
of the brightest minds.

Insight guides everything we do.
It defines our direction, ignites our
creativity, and helps us produce
results that won't be ignored.

TAKE THE COLLECTIVE APPROACH

What we do:

- Market research & insights
- Brand strategy & planning
- Brand Identity & visual systems
- Creative & design
- Ecommerce strategy & development
- Website design & development
- Content & social media management
- Tradition & Digital media
- Customer acquisition
- Data services

The bottom line?

WE KNOW HOW,
BECAUSE WE
KNOW WHO

2

The report -

HOW HAS COVID-19 IMPACTED MEDIA CONSUMPTION FOR EACH GENERATION?

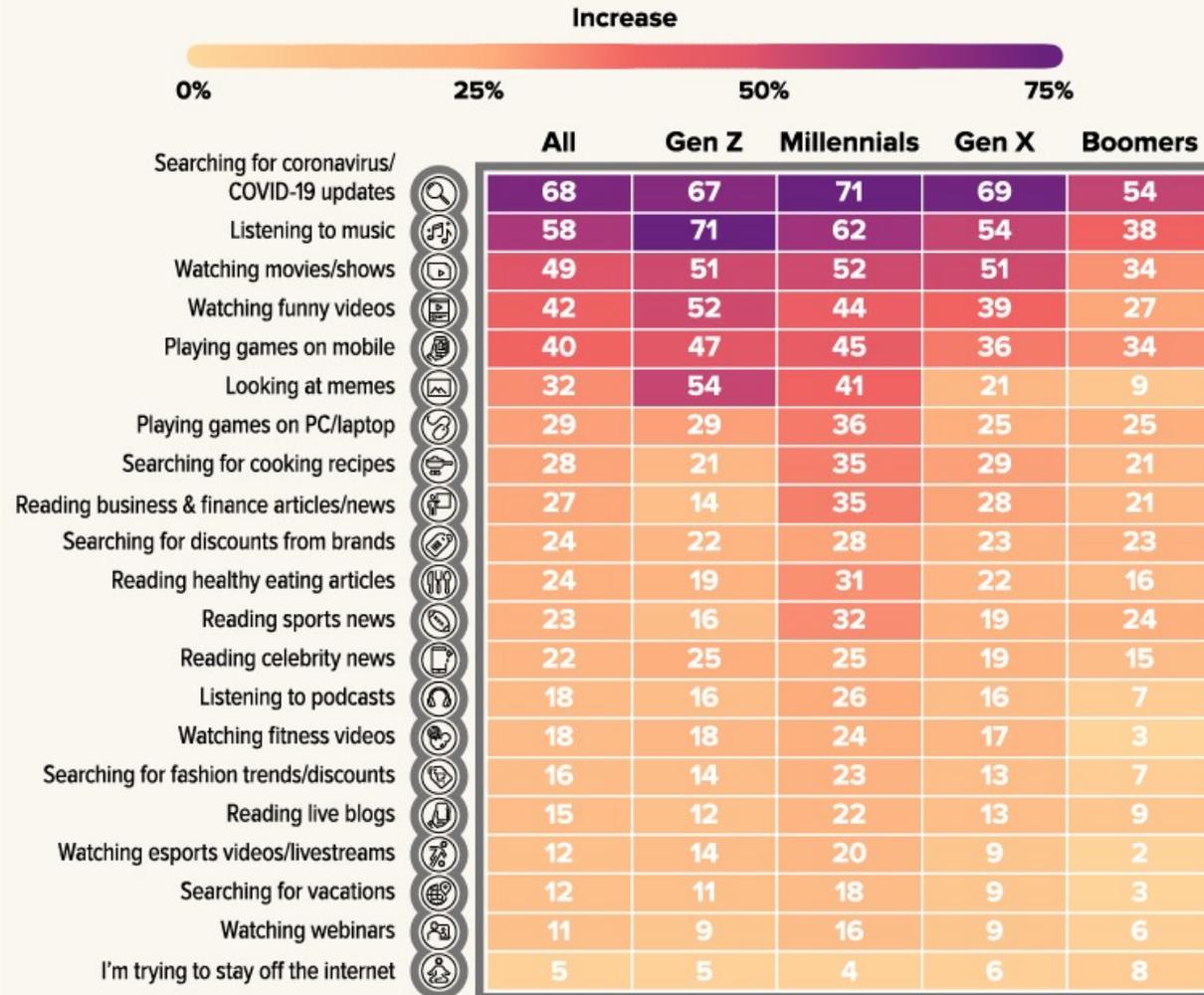
ULTIMATELY, WE'VE ALL HAD A LOT OF TIME ON OUR HANDS...



- As the coronavirus took the world by storm and enforced lock downs across the globe, people's time that would have been spent shopping, or going to live events, turned into viewing/interacting with the world around them from one place only: their couch.
- During this period of pandemic-induced social isolation, it's no surprise that people have consumed vast amounts of media.



Quarantine Internet Activities, %



Let's
break this
down...



VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020



WHAT IS THIS TELLING US?

1.

Over 80% of consumers in the U.S. & UK say they consume more content since the outbreak, with broadcast TV and online videos (YouTube, TikTok) being the primary mediums across all generations and genders

2.

Unsurprisingly, 68% of consumers are seeking out pandemic updates online over any other activity

3.

Gen Zers operate differently, as they are the only generation more likely to be listening to music than searching for news

4.

We can see from the table that younger generations are more likely to entertain themselves by playing games on their mobile or computer

5.

Millennials also stand out as the foodie generation, as they are the most likely to be searching for cooking recipes or reading up on healthy eating

3

THE GENERATION BREAKDOWN

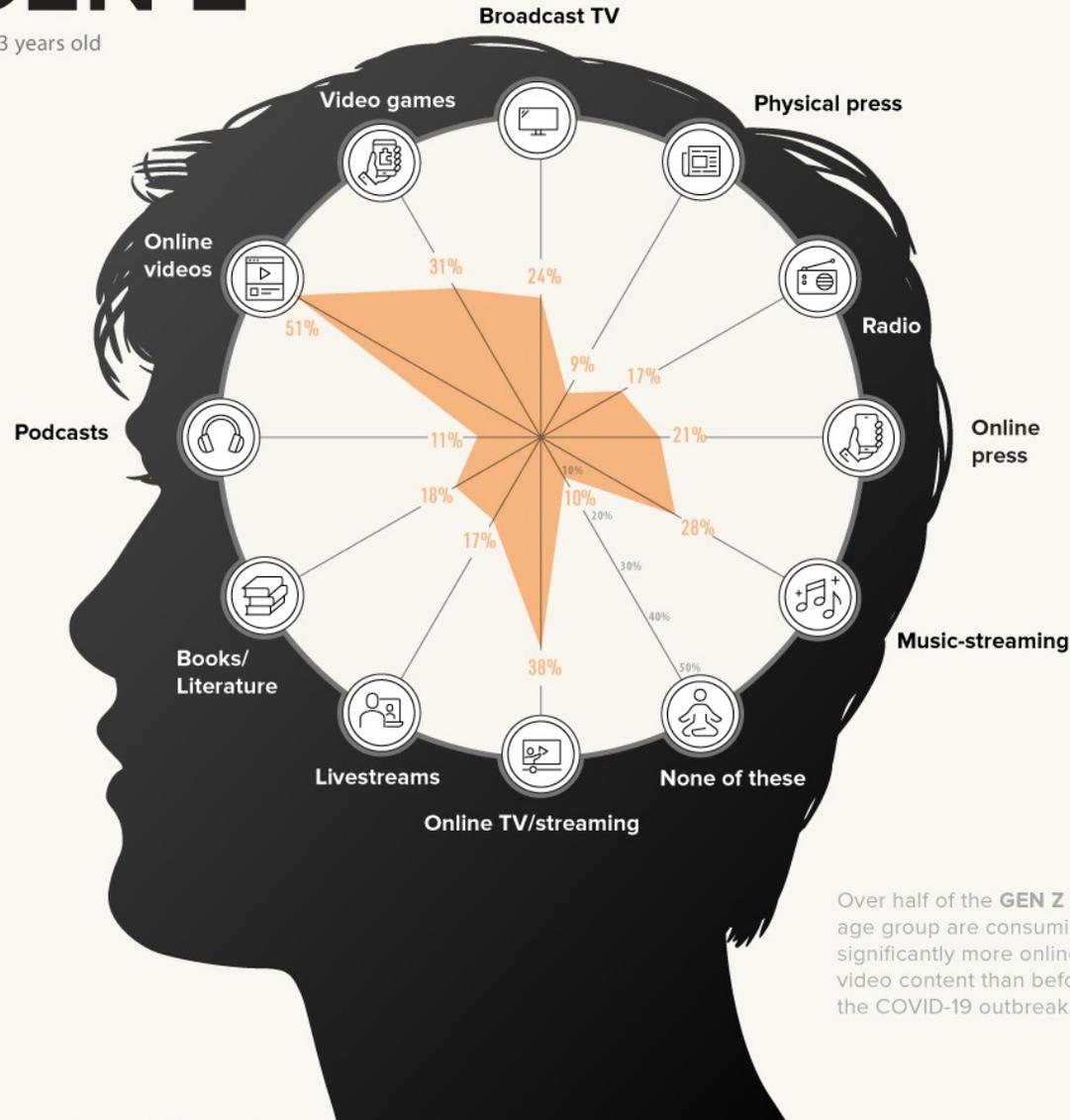
GEN Z

MEDIA CONSUMPTION GEN Z

16-23 years old

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

● Gen Z



Over half of the **GEN Z** age group are consuming significantly more online video content than before the COVID-19 outbreak.

Gen Z are the 'Change Maker' generation

- Although we can see which type of media is being consumed by Gen Z, what we can't see is what content is engaging to them.
- They're keen to make their mark in history. They're poised to make an impact at this pivotal point in time.
- This adaptive, innovative, and passionate generation are constantly reinventing themselves, and they're now forcing brands to do the same, in order to make the world a better, more sustainable place.
- It's not just brands, Gen Zers are forcing governments and leaders to help them build a better normal for the future generations.



**GEN ZERS INCREASINGLY PREFER BRANDS
THAT ARE FUN, AUTHENTIC AND A GOOD
REFLECTION OF THEIR OWN VALUES.**

THIS IS THE HOLY GRAIL OF BRAND IDENTITY.

HOW TO CONNECT TO THIS GENERATION?

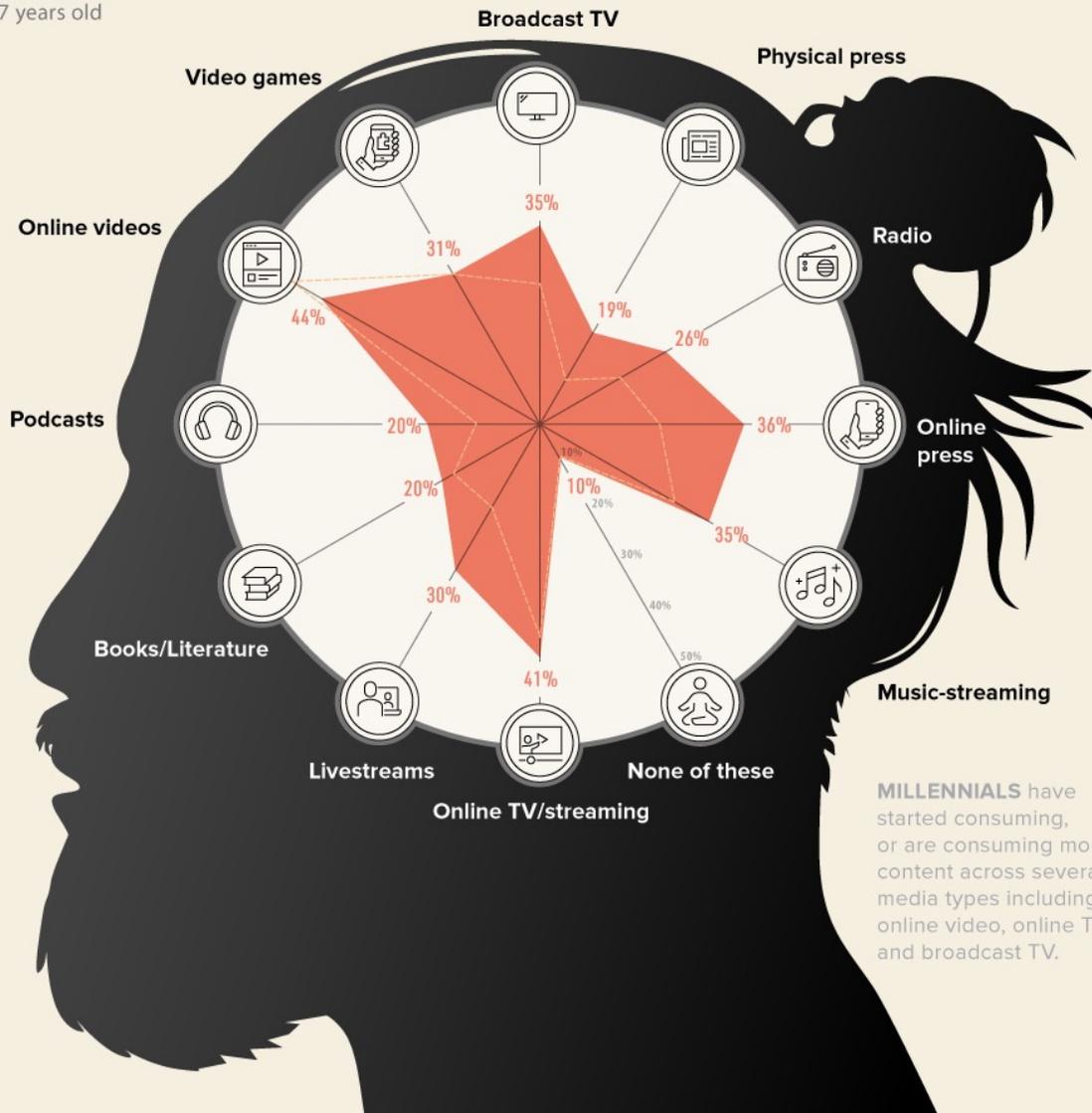
**DEMONSTRATE WHAT THE CORE OF YOUR
BRAND REALLY STANDS FOR, THROUGH
ONLINE VIDEO CONTENT**

MILLENNIALS

MEDIA CONSUMPTION MILLENNIALS

24-37 years old

● Gen Z ● Millennials



MILLENNIALS have started consuming, or are consuming more content across several media types including online video, online TV and broadcast TV.

68% are willing to pay more – around 10% of the average market value – for sustainable products.

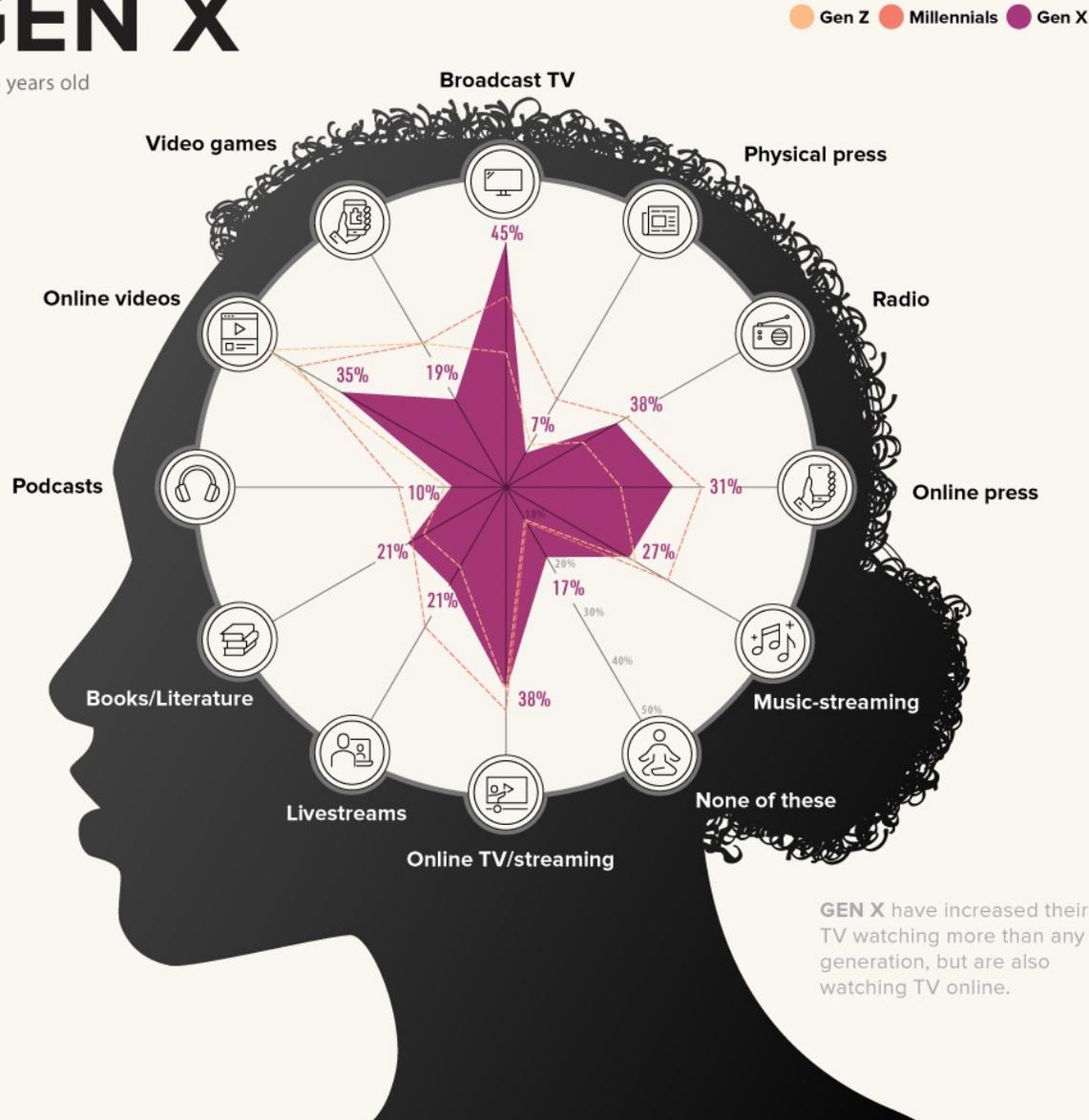
- Despite Gen Z leading the pack on making a change in the world, their Millennial equivalents aren't taking a back seat either.
- In comparison though, they're consuming media from more 'typical' channels, such as online press and watching broadcast TV in order to keep up to date with what's going on around them.
- Similar to Gen Zers, they're also the most likely to make purchase decisions based on values and principles (personal, social, and environmental), so brands need to hone into what those specific principles of their Millennial audience are, in order to resonate with them.
- However, there's reason to suggest that this generation were the most affected by the pandemic, with 71% of Millennials saying their main internet activity was to search for Covid19 updates online.



GEN X

MEDIA CONSUMPTION GEN X

38-56 years old



- They are typically the parent's of Gen Zer's, and are easily influenced by the interests and behaviors of their children, which can be seen through similar peaks in media consumption between generations.
- Gen Xers spend most of their time on YouTube and Facebook. They account for 1.5 billion daily views on YouTube.
- They're also leaning on TV, online streaming & social media to keep up to date with sports entertainment & events.
- Also, similarly to Millennials, Gen Xer's are spending a lot of time listening to the radio & streaming music. This presents an opportunity for brands to think about potential advertisements through these mediums.
- 29% of Gen Xer's are using the internet to research healthy recipes online, showing that health & wellness is a priority for many during this time.

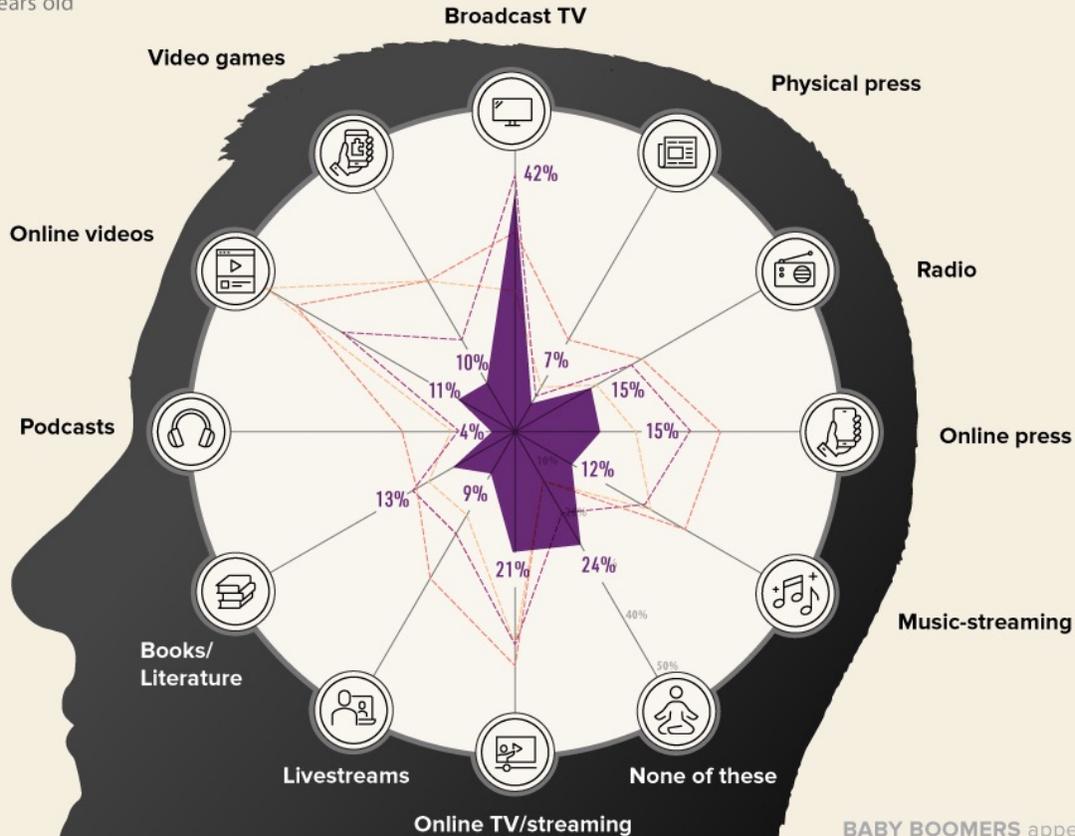
Gen Xers are highly influenced by nostalgia, with 75% of them watching videos that relate to past events.

BOOMER

MEDIA CONSUMPTION BOOMER

57-64 years old

● Gen Z ● Millennials ● Gen X ● Boomers



BABY BOOMERS appear to have changed their media consumption the least as a result of the outbreak, with an increase in watching broadband TV most apparent.

32% of Boomers say the social media network they trust the most to get news from is Facebook.

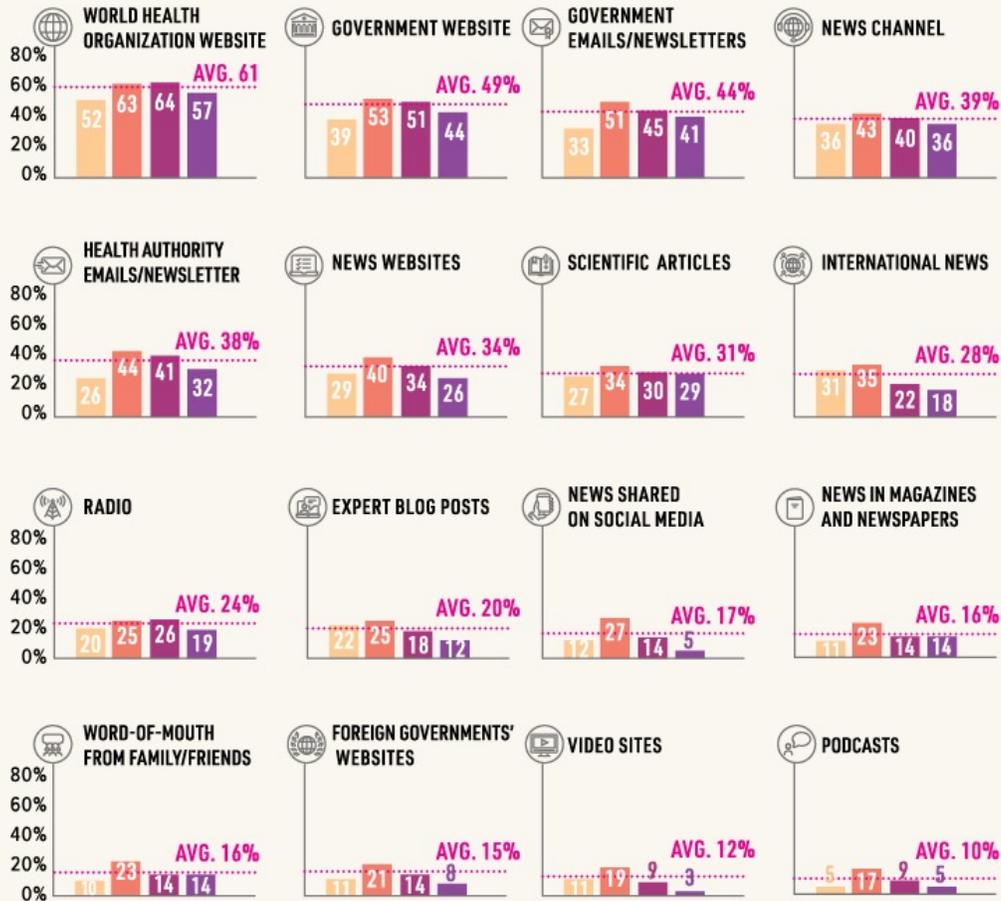
- Outside of the data here, Boomers are a force on social platforms, with YouTube (67%) & Facebook (78%), being the most active on these sites during 2020.
- While Boomers are not traditionally considered a priority audience when it comes to digital marketing, this generation are spending more time on the internet than ever before.
- Their streaming & online video watching has increased, and they're more likely to share content to their large social networks.
- Surprisingly, 34% of Boomers are playing games on their phones and watching funny videos, suggesting the need to focus their attention on light-hearted activities to switch off from the seriousness of the outside world.



**WHERE DO WE TRUST
OUR INFORMATION
TO COME FROM?**

Trustworthy sources according to generations, %

● Gen Z ● Millennials ● Gen X ● Boomers



VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020

Each generation is somewhat aligned...

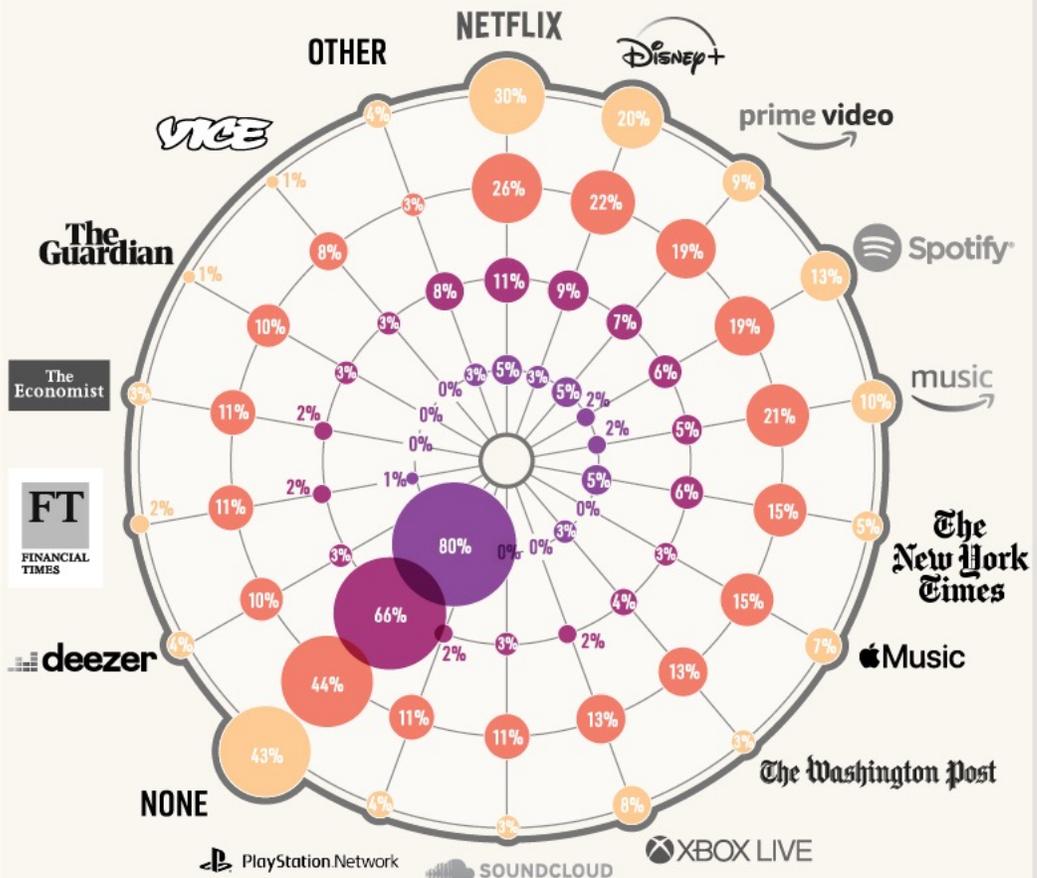
- Across all generations, consumers view the World Health Organization (WHO) as the most trusted source of information for any pandemic related updates.
- However, the U.S. & UK are not aligned. While U.S. consumers trust WHO the most, UK consumers view their government as their most trusted news source overall.
- Although all generations trust in information shared on social media (more than word of mouth from friends and family, and even foreign government websites), people still value information shared on the radio or news websites more.



**THE NEED FOR
PANDEMIC
POSITIVITY...**

% of people who would consider paying for a subscription they didn't have before the outbreak

● Gen Z ● Millennials ● Gen X ● Boomers



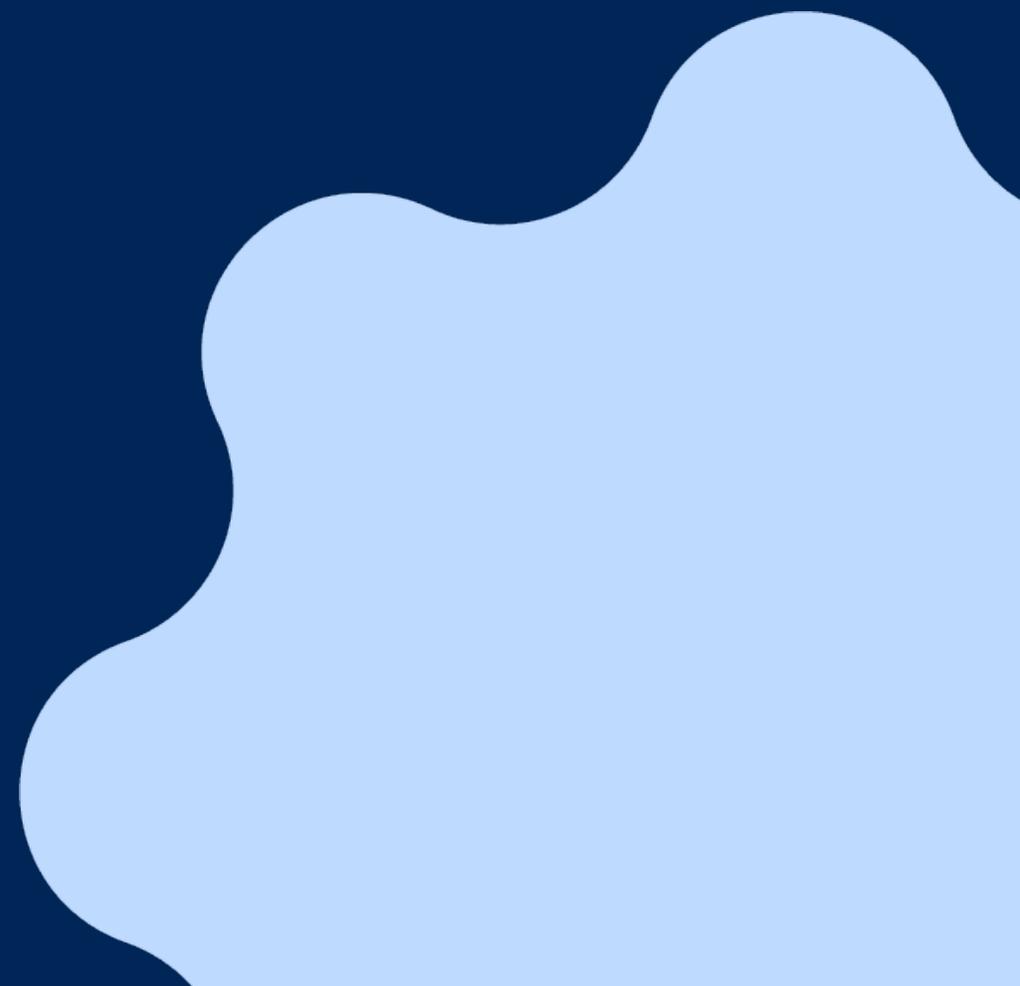
There has been an undeniable need to escape reality...

- Even though news updates are deemed important by all generations, ultimately, the needs for a positive mindset and the ability to switch off undoubtedly has helped people cope better on a daily basis.
- Therefore, it's not surprising that people are more inclined to invest in new subscription services since being in isolation. Almost one-third of Gen Zers have considered purchasing Netflix, followed by Disney+.
- Even though people are becoming concerned about their daily screen time amount increasing, research suggests that screen time itself is no cause for concern, it's the content we choose to consume that could have a significant impact on our psychological well-being.
- Interestingly, the TV shows & movies that are increasing in popularity on Netflix are about pandemics—which could suggest the need to fictionalize the chaos we find ourselves in in order to cope.



4

IN SUMMARY



OVERALL...

- Regardless of what type of content is being consumed, the fact is that every generation is relying on their devices during this time to **inform and distract** more than ever before.
- This creates a huge opportunity for media companies to engage a captive audience, and your brand should leverage this shift while there's still a chance.
- Get under the skin of your core audiences – its all in the data. Understand their behaviors, interests, dislikes etc. to break through the overwhelming amount of content out there and to make a memorable impact.
- It's clear that all age groups depend on more than one source of media during this time, so ensure you marketing efforts are across multiple platforms & channels.

What next?
Turn this
data into
digital media
gold...



5

**WHAT SHOULD YOU
DO WITH ALL THIS
INFORMATION?**



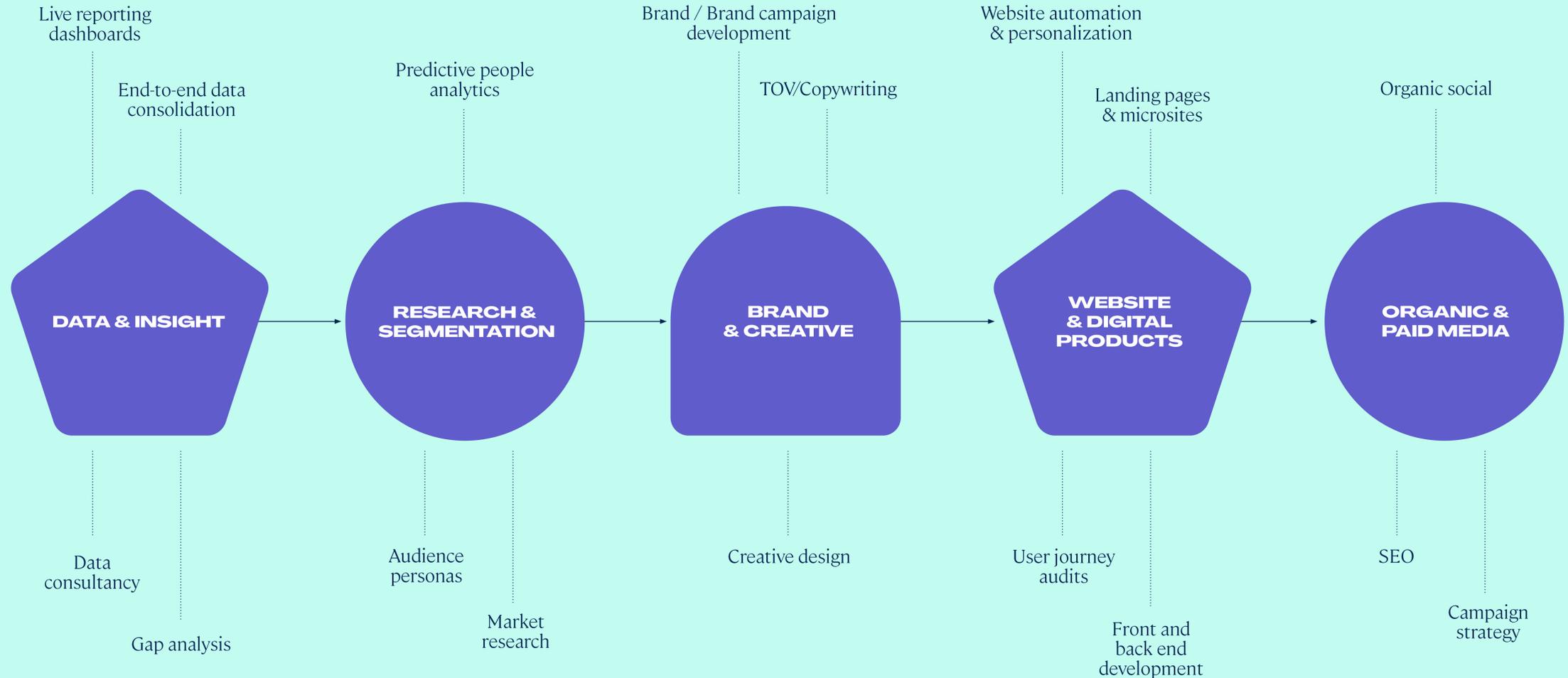
WE CAN HELP

- Once we understand your marketing challenge, we build a team around your specific needs. We'll **dig deeper** to unearth insights, **think bigger** to pinpoint the most effective channels, and **go further** to ensure our concepts are both meaningful and memorable.
- We can also help you buy the most effective integrated media & create a robust social media strategy in order to give you the best possible chance to target all your consumers.
- We focus on understanding people behind your data, not just the data itself.
- When we humanize your data, your digital & social media strategies get the right response, from the people that matter – your consumers.
- It's our human approach that also helps make data complexities simple for everyone, giving you the power to make informed decisions with complete confidence.
- By fully understanding the behaviors of users, the platforms they visit, the type of content they're looking for, we can ensure your brand is seen and interacted with, so you'll never miss an opportunity to communicate with your target audience.

Get in touch
to see how we
can help your
marketing
efforts in 2022!



WHATEVER YOU NEED, WE'VE GOT YOU



In a nutshell? We are

MOVERS, SHAKERS & BRAND MAKERS



→ We're here to keep you moving forward, improve your results, work together to drive positive change.

THANK YOU

We look forward to hearing from you with the next steps.

Nicole Levings
Managing Director
(+1) 310 488 8956
nicole@thisisaudience.com

**Audience
Collective**