

Focus on

Gen Z:

raising the bar
for retail

Gen Z...

Shops Differently

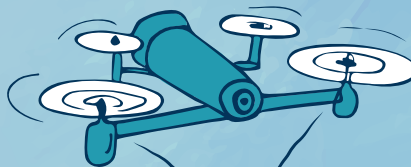
BUY



60%
are impulsive
shoppers



73%
would try
voice-activated
ordering



58%
would pay for
1hr delivery



prefer shopping
in-store



46%
check in-store
before buying online

Gen Z...

is not brand loyal

& expects Story-Telling



2x more likely to check YouTube before buying vs Millennials



have increased use of social media
in purchasing decisions

Gen Z...

relies on Visuals

55%

Say YES to OOH



48% are positive about
viewing TV ads



Almost $\frac{3}{4}$ don't like
mobile ads



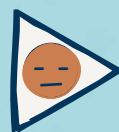
70% skip online ads



52% use ad blockers



55% are positive about
viewing OOH Advertising



52%