

SeeHer and Horowitz Research's Gen Z Vibe Check



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SEEHER ANA

HOROWITZ

Passing The Gender Equality Vibe Check With Gen Z: From Truth To Trust

WELCOME TO THE GEN Z VIBE CHECK SESSION

AGENDA

- About SeeHer & Horowitz
- Background, Partnership, Purpose
- Gen Z's Truths: Insights for Reflecting & Resonating with Gen Z
- Driving Brand Growth Through Accurate Portrayals of Gen Z
- Recommendations
- Q&A

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A photograph of three young women of diverse backgrounds smiling and looking towards the right. The woman on the left has voluminous curly hair and is wearing a denim jacket over a yellow top. The woman in the middle has a shaved head and is wearing a black and white striped t-shirt. The woman on the right is wearing a maroon hijab and a green top. The background is a blurred outdoor setting with trees and buildings.

Horowitz Research is a leading provider of consumer market research specializing in consumers and their relationships to media, content, and technology. We see modern multicultural identities as dynamic and everchanging; a balance of all that we are and how we experience the world.



SEEHER ANA

SeeHer is committed to increasing the representation and accurate portrayal of all women and girls to achieve gender equality and drive business growth in the global marketing and media ecosystem, now and for generations to come.




BACKGROUND PARTNERSHIP PURPOSE

In a **two-part qualitative / quantitative study**, SeeHer, in partnership with Horowitz Research, set out to **explore Gen Z's truths about identity, gender, roles, and sexuality and how they are shifting cultural norms.**

The **Passing The Gender Equality Vibe Check With Gen Z: From Truth To Trust**, uncovers actionable insights from this generation for **how to connect and create trust through accurate representation, authentic allyship and truthful dialogue.**

It also provides the top 5 things media and marketers need to consider and recommendations for **how to most accurately reflect and resonate** with Gen Z **through media and advertising depictions to drive growth.**



**INSIGHTS FOR
REFLECTING
AND
RESONATING
WITH GEN Z**

PHASE 1 QUAL: THE GEN Z GLOW UP

- Gen Z prefers to self identify and define their own truth
- Gen Z is redefining culture through their expansive views on identity, gender, sexuality, and fluidity
- The power dynamic between Gen Z and brands has shifted...you must walk the walk
- Media and brands can be influential, but authenticity and dialogue are paramount for trust

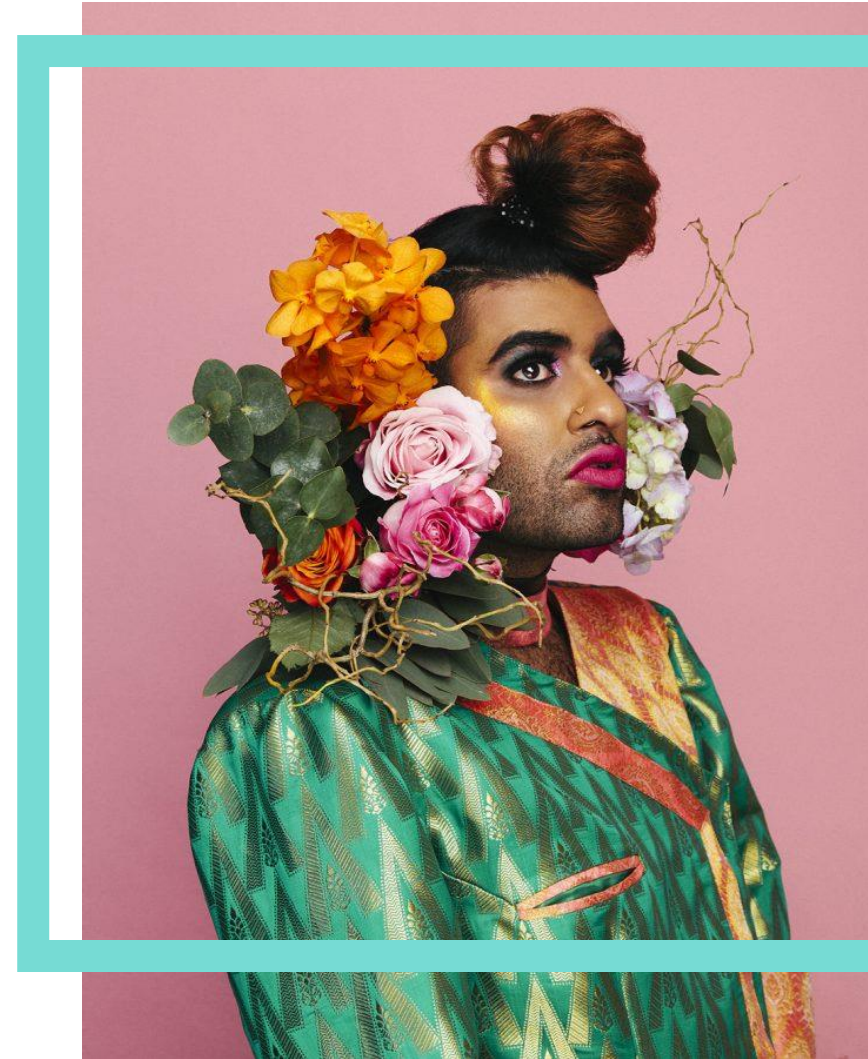




LABELS DON'T DEFINE ME

40% of Gen Z says labels should be chosen by the individual, not society.

“My definition is that normal is different for everyone... who are we to say someone is normal or not normal?”



2

ROLES ARE NOT GENDER DRIVEN

Over **50%** of Gen Z says both male and female identifying people can do anything from using makeup, to doing heavy manual labor, to being emotional, to having careers in STEM.

“I feel that the roles of men and women in society have shifted drastically. I feel that people of all gender identities should have the same opportunities as each other and be able to fill any role they'd like.”

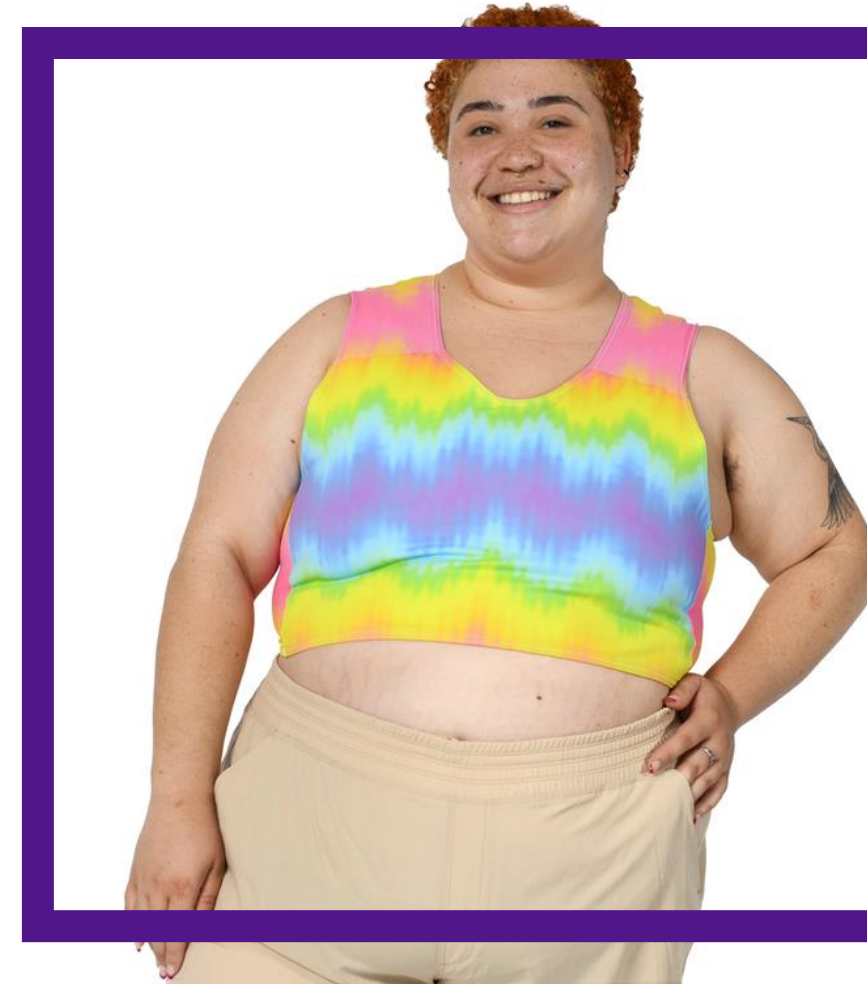




DISAPPEARING BINARY, EMERGING FLUIDITY

50% of Gen Z says gender is non-binary.
64% say sexuality is fluid.

"I think gender is a spectrum and people can shift how they identify from day-to-day and in different phases of their life. It's something to explore... How do you feel most truly yourself?"



4

ALLYSHIP: “You Be You & Let Me Be Me”

88% of Gen Z disagrees that increased acceptance of non-traditional ways of thinking about gender and sexuality is bad for society.

“The fact that things are changing makes me feel really excited and hopeful, and I feel that these changes have a positive effect on society. I feel that people of all gender identities should have the same opportunities as each other and be able to fill any role they'd like.”



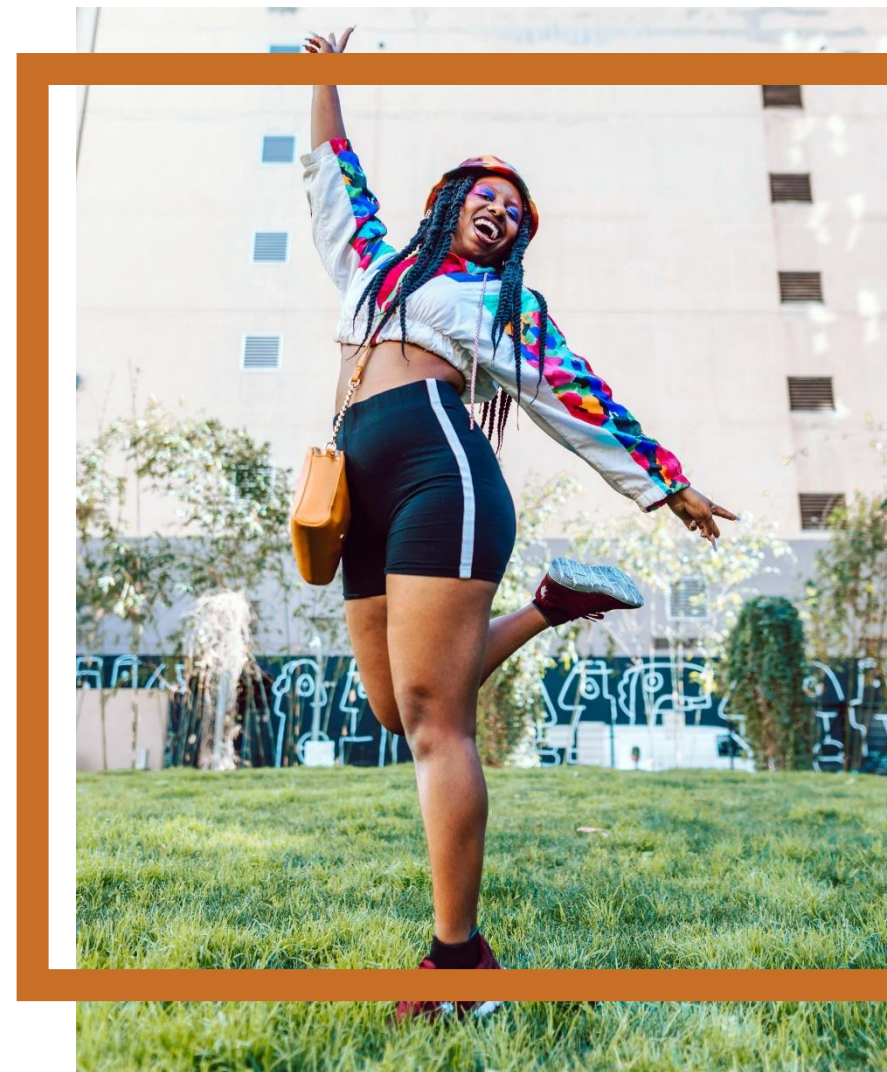


BRAND AUTHENTICITY

46% of Gen Z say to trust a brand, it's not enough for them to claim support... but show it in action.

47% say it feels like pandering when a brand makes ads focused on a cause that they're not involved in.

"The (brand) lives by the code of "We promote accountability, equality, and kindness in an effort to end misogyny and re-write archaic gender roles" which is shown by their efforts to give all people, especially working mothers' flexible schedules."





**DRIVING
GROWTH
THROUGH
ACCURATE
PORTRAYALS
OF GEN Z**

GEN Z EXPECTS BRANDS, TO VARYING DEGREES, TO INFLUENCE PERCEPTIONS ABOUT GENDER AND SEXUALITY

Types of brands
that have a
bigger
responsibility



ADVERTISING REQUIRES THE MOST IMPROVEMENT WITH ACCURATELY REFLECTING GEN Z

- Gen Z feels most authentically like themselves on social
- Media content reflects their identity
- Fewer Gen Z feel advertising does a good job reflecting them

89%

Social media platforms is where they feel most like themselves

78%

Media (content) does a good job of reflecting Gen Z identity/lifestyle

47%

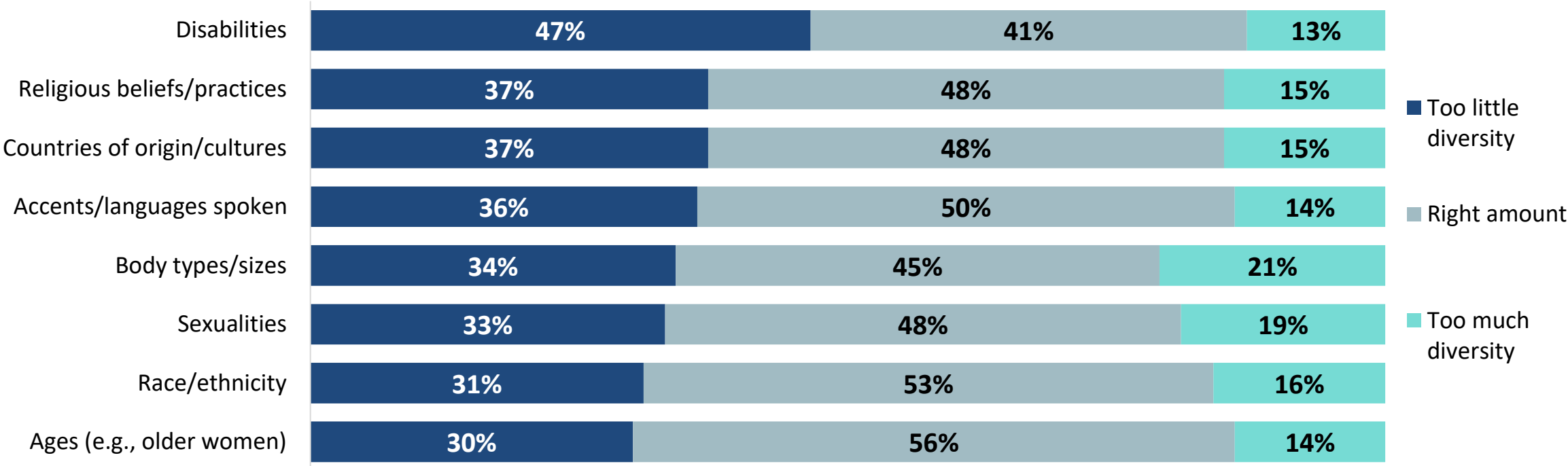
Advertising does a good job of reflecting Gen Z identity/lifestyle

IMPROVE REPRESENTATION OF WOMEN ACROSS THE BOARD

Especially People With Disabilities, Different Religious Beliefs/Practices, And Cultural And Linguistic Diversity

Amount of diversity in media that represents women that are/have...

Among total Gen Z





DEPICT WOMEN ENGAGED IN STORIES OF PERSONAL GROWTH, SELF-REALIZATION, AND BEING IN CHARGE OF THEIR DESTINY

Key themes around women Gen Z want to see more of in ads/content
Among total Gen Z



GEM[®] RESULTS PROVE LEVERAGING GEN Z REPRESENTATION & PORTRAYAL BEST PRACTICES DRIVES GROWTH FOR ADVERTISERS



(top 3rd vs. bottom 3rd of SeeHer members' GEM[®] scored creative tested among Gen Z)

GEM[®]

Ad Likeability: **+87%**

Ad Relevancy: **+91%**

Brand Reputation: **+75%**

Purchase Intent: **+91%**

Calls to action: **+88%**

The image features a dark blue background with decorative elements in the corners. In the top-left and bottom-left corners, there are overlapping squares of varying shades of light blue, creating a layered effect. Similarly, in the top-right and bottom-right corners, there are overlapping squares of varying shades of light blue, also creating a layered effect. The central focus is a large, white, bold text block centered within a square frame composed of three overlapping, slightly offset white lines.

**HOW TO PASS
THE GEN Z
VIBE CHECK**

TOP 5 THINGS BRANDS MUST CONSIDER

1. What's in your brand's DNA when it comes to DEI?
2. Is your brand accurately reflecting consumer's identities?
3. How does your brand portray genders, roles and sexuality?
4. Would Gen Zs consider your brand inclusive?
5. How does your brand model allyship?

Brands must be authentic to themselves, not to their imagined or desired audiences to earn Gen Z's trust.



How To Pass The Gen Z Vibe Check

- **Make diversity a natural part of your brand/media ethos.** Not doing it will make your brand/content feel outdated and out of touch
- **Reimagine the way gender, sexuality, etc. are expressed in advertising and content** in order to resonate with Gen Z
- Accurate and inclusive depictions for Gen Z means featuring **more diversity/ aspects of intersectional identity in ads and content**
- **Leverage SeeHer's guides and GEM® best practices. Portray women engaged in personal growth, self-realization, and being in charge of their destiny in ads/content.** Do more to reflect males challenging traditional male roles
- Find ways to **open dialogue that is inclusive and without judgment**

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QUESTIONS?