



Gen Z Solutions

Gen Z are today's 4-year-olds to 20-year-olds, growing up in a world of globalism and digital disruption. Some have already reached adulthood and they will be the biggest cohort of global consumers by 2020: as well as your new colleagues at work. Gen Z makes up a fifth of the Irish population, making them a key target market. They are tech-savvy disrupters, looking for new ways to make money, consume goods and sometimes to disconnect.

Our research solutions for Gen Z will help you prepare your marketing, advertising and business for the Gen Z future.

amárach 
research

Case Study: Fieldwork

Customer Requirements:

to understand the mindset of tomorrow's customer – providing advertisers and brand managers with the necessary insights to understand and advertise the younger consumers of today and their core customers of tomorrow.

Research Methodology:

a 3-day mobile bulletin board moderated by two experienced qualitative researchers, asking for answers to core lifestyle, outlook and consumer questions and for uploaded content from young people about their lives and the advertising they observe day-to-day.

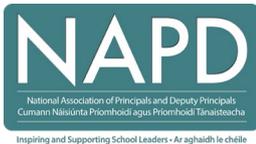
Business Impact:

the research identified core traits that Gen Z value in comparison to their older Millennial cousins or Gen X parents. It showed that their worldview and the ubiquitous nature of technology shapes the way they see the world and advertising more specifically. Leveraging their values and paying attention to the key annoyances is going to be crucial for advertising going forward while insights were shared regarding engaging and communicating with Gen Z as a brand.

Amárach Gen Z Solutions:

- Mobile or desktop bulletin board with young people age 16+ which can be conducted with young people in numerous locations in Ireland concurrently. This is a portable way to ask young people for insight and to share their experiences with researchers at a time and place that suits them.
- Online focus groups
- Conventional focus groups, including pairs of young people to enable us to gain insight from younger children in a way which is more comfortable to them
- School surveys
- On site university surveys
- Desk research

Clients for our Gen Z research solutions have included:



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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