

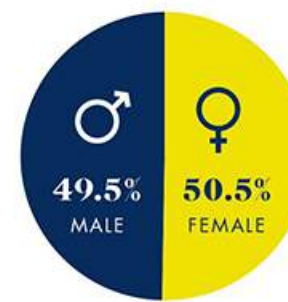
Culture Creators

CATALYSTS OF THE CULTURAL REVOLUTION

Our Study Demographics

We conducted a large-scale mixed-methods research operation between June - August 2015.

XXXXXX



3000 RESPONDENTS ACROSS THE UNITED STATES
12 to 24 Years Old
Average Age: 17.9

56 INTERVIEW SUBJECTS
50% Males & 50% Females
9 U.S. Cities | 100 Creative Assignments

What we've uncovered in our research is that this is a generation of CCs (Culture Creators) that are redefining entertainment, consumption, the workplace and marketing. The CCs are empowered, connected, empathetic, self-starters that want to stand out and make a difference in the world. They have created a new Cultural Currency that values uniqueness, authenticity, creativity, share ability and recognition. What's different for this generation is not as simple as the internet or technology. Technology is an important component, but what's changed is this generation's relationship with culture.

THEY DON'T SIMPLY CONSUME IT. THEY MAKE IT. THEY CREATE IT.

The New Creator Landscape

This is the first post-internet generation. They are maturing after the web and mobile technology are already here - and everywhere.



35% of the global population and growing¹ - soon to be 4:10 consumers in the world's largest markets.²

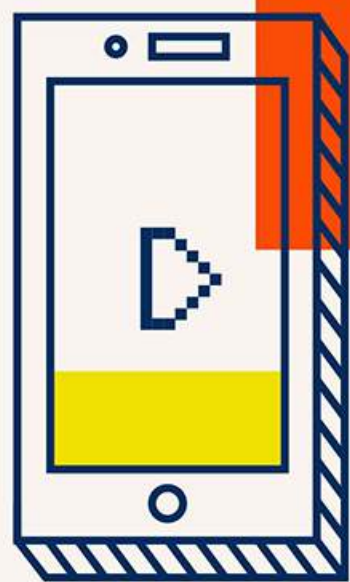


Over 91% are providing their opinion on parents and adults buying decisions.

Culture Creators

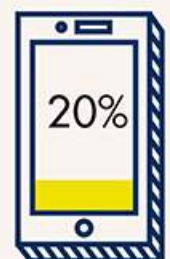
80%

FIND EXPRESSING THEMSELVES CREATIVELY IS IMPORTANT.

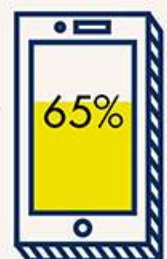


Over 25% post original video at least weekly.

compared to 26% of adults who've ever posted a video³



20% post an original essay or poem weekly.



65% enjoy creating and sharing content while on social media.



90% watch YouTube daily.



80% are on social media daily.



70% prefer streaming over broadcast or cable.



77% are multi-tasking while watching.

Culture Consumers

The demise of linear TV is happening at breakneck speed.

IF LEFT WITH ONLY ONE DEVICE,

0 in 10

WOULD KEEP THEIR TELEVISION.

Culture Changers

Fiercely Anti-cruelty
TOP SOCIAL ISSUES



ANTI/CYBER-BULLYING
80%



DISCRIMINATION
76%

84%

OF THE CC'S UNANIMOUSLY SUPPORT EQUALITY FOR ALL PEOPLE.

94% said 'being true to myself' is important.

Culture Collaborators

Their new relationship with brands, retailers, celebrities and entertainment is that of Culture Collaborator as they seek out partners that are willing to co-create, connect, recognize and reward them.



52% enjoy connecting with their favorite stars on social media.



60% talk to their friends and family about brands.

2:1

find watching their favorite brands' YouTube videos over YouTube Ads more appealing.



30% follow their favorite brands and view their posts on social media.

HOW DO YOU FIT IN AMONG THESE CREATORS?

Follow the creators and watch what they're creating. The lesson is to design marketing strategies that match the constant creativity of the Culture Creator Generation.

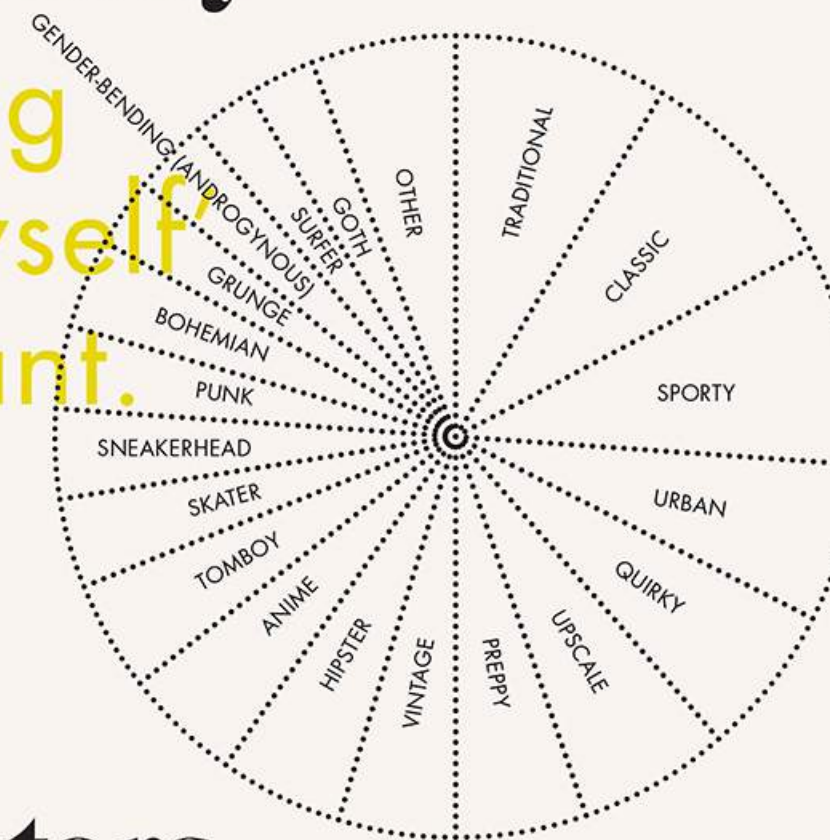
XXXXXX

Young people drive cultural change. We know this because this is what we help young people do. We want to help you understand young people, too.

WE ARE *wildness*

We make brands relevant in youth culture.
Find out more at thewildness.com.

People are people. The important thing is to be real, to be yourself. Their new cultural currency values uniqueness and authenticity.



BEING CONSTANTLY CONNECTED NECESSITATES INTENTIONAL DISENGAGEMENT.

DIGITAL DETOX

XXXXXX



89% TAKE INTENTIONAL BREAKS.

Real life experiences still rule, it's what they 'snap', 'gram and fav.

Social Media posts and YouTube videos

are the most strongly appealing ways for brands to engage, over TV, pre-roll, events, magazine, email, blog posts and radio ads.

78% find Social Media sponsored or created by a brand appealing.



77% find YouTube videos sponsored or created by a brand appealing.



The report describes findings based on a large-scale mixed-methods research operation. We traveled to eight cities performing ethnographic research. We sat down for extensive qualitative interviews with 56 people, mostly teens, but parents and teachers, too. We immersed ourselves in dozens of lives and used their first-hand narratives to guide us. We collected and documented images, videos, poetry, journal entries, and art. On the quantitative side, we conducted a survey of 3,000 people in the U.S., evenly split across all demographics and the four regions of the U.S. contributed equally to our sample. By doing so, we engaged in one of the largest and most ambitious Gen Z data-collection efforts to date.

FOOTNOTES

1. Census.gov. (2015). International Programs - World Population by Age and Sex - U.S. Census Bureau. World Midyear Population by Age and Sex for 2015. Retrieved from <https://www.census.gov/population/international/data/ids/worldpop.php>
2. PWC. (2010). The Rise of Generation C, Implications for the world of 2020. Booz & Company. Retrieved from http://www.strategyand.pwc.com/media/file/Strategyand_Rise-of-Generation-C.pdf
3. Pew Research Center. (2013). Photo and Video Sharing Grow Online. Washington, D.C.: N.p., Retrieved from http://www.pewinternet.org/Files/Reports/2013/PIP_Photos%20and%20Videos%20online_102813.pdf