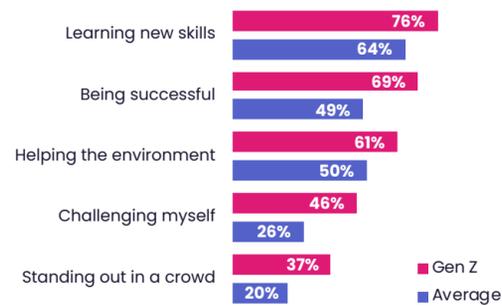


# Exploring Generation Z in Greece

## Attitudes & interests

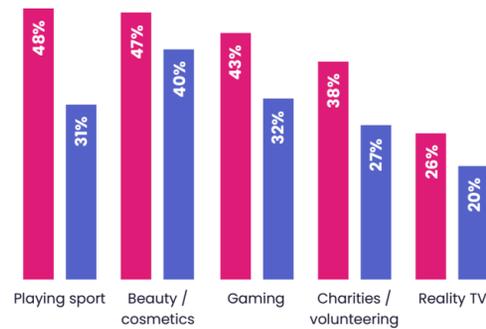
### Values

% who say the following are important to them



### Interests

% who are interested in the following



Gen Zs are image conscious and ambitious; beauty and reality TV make them tick. They're altruistic and big on charity, but feel negatively about the future of the environment.

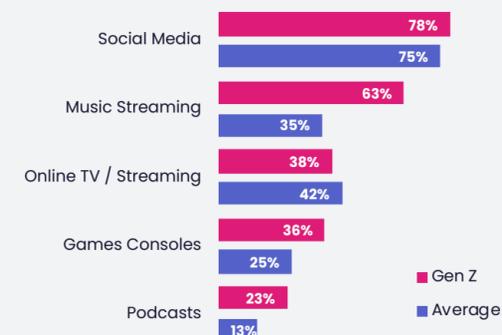
47% say the environment will get worse in the next 6 months (1.10 IDX)

39% say their personal finances will get better in the next 6 months (1.56 IDX)

## Media marketing channels

### Time spent on media daily

% who spend at least 30 mins a day on the following



65% spend at least 4 hours a day online on mobile (1.58 IDX)



30% discover new brands or products via in-app ads (1.12 IDX)



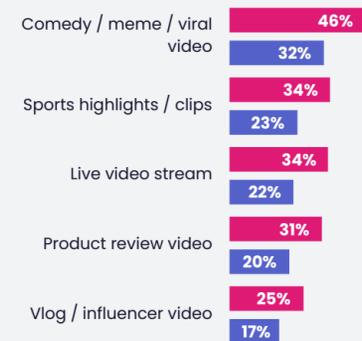
53% use social media (1.16 IDX) and 27% use video sites (1.72 IDX) when researching brands



42% have used / scanned a QR code on mobile in the last month (1.31 IDX)

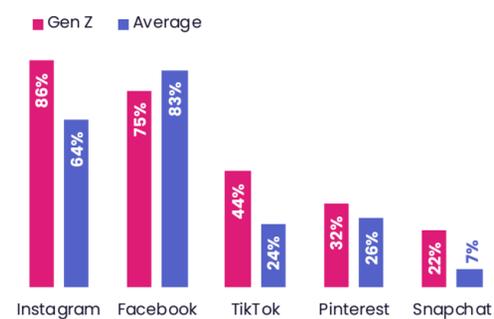
### Video watching via mobile

% who have watched these via mobile in the last week



### Social media reach

% who use these services at least once a week



29% use social media to see updates / content from their favorite brands (1.26 IDX)



28% use social media to follow celebrities or influencers (2.16 IDX)



31% follow beauty experts on social media (1.42 IDX)



22% have clicked on a promoted / sponsored post in the past month (1.58 IDX)

Gen Zs are heavier music and video consumers, with in-app ads and mobile-friendly content formats key to reaching this group.

Many interact with brands and advertising on social media. They over-index for weekly use of Instagram and TikTok, showing their preference for bite-sized content.

## Brand role & engagement

### Brand actions

% who want brands to do the following



### Brand attitudes & advocacy

% who...

20% say they tend to buy brands they've seen advertised (1.29 IDX) and 41% say they're loyal to the brands they like (1.10 IDX)

33% say that love for the brand would motivate them to promote their favorite brand online (1.20 IDX)

17% say that access to exclusive content or services would motivate them to promote their favorite brand online (1.96 IDX)

Gen Zs value brands with purpose, especially those who care about the community and help them better themselves. They're loyal customers, who will promote their favorite brands online.

40% want brands to be young (2.19 IDX) and 48% want them to be trendy / cool (1.50 IDX)

57% want brands to be innovative (1.16 IDX) and 28% want them to be bold (1.51 IDX)