



GEN Z

*Brands,
News
& Gen Z*

APAC



Methodology

RESPONDENT MAKEUP

PHASE 1: QUALITATIVE EXPLORATION

Global community: 3-day online community, a mix of written, video and creative tasks, 18 Gen Z respondents
6 markets: Germany, Mexico, India, Nigeria, Singapore and USA

PHASE 2: QUANTITATIVE SURVEY

10-minute survey, 12 markets: 1338 Gen Z respondents, 747 Millennial / Gen X respondents

GENDER	Gen Z	Millennials+
Male	49%	59%
Female	51%	41%

AGE	Gen Z	Millennials+
18-24	100%	N/A
25-34	N/A	39%
35-54	N/A	61%

PHASE 3: BBC'S SCIENCE OF ENGAGEMENT STUDY

BBC Science of Engagement biometric and subconscious measurements.

Sample size of n=4674 ages 18-24 and n=3779 ages 25+ population.

14 markets: Argentina, Australia, Brazil, Canada, France, Germany, Italy, India, Mexico, Netherlands, Singapore, South Africa, Spain and United States.

Mentions of Millennials+ in this report includes respondents ages 25-54

COUNTRIES IN QUANTITATIVE STUDY



12 markets: USA, Canada, Australia, Singapore, India, South Africa, France, Germany, Netherlands, Mexico, Nigeria, China

A unique generation...




1 Gen Z desire for **authenticity**

2 Gen Z are **emotionally engaged** with brands

3 Gen Z follow **trusted** news media





88% of APAC Gen Z
respondents said
that **authenticity**
plays an influential
role on their choice
of brands

Source: BBC Gen Z Thought-leadership Study “Brands, News & Gen Z,” April 2022. Sample size of n=2,104 across Gen Z and Millennial+ generations in USA, Canada, Australia, Singapore, India, South Africa, France, Germany, Netherlands, Mexico, Nigeria, China.

*when a
brand is more
authentic*

*I am more
likely to...*



C3. (Top 2 agree %) To what extent do you agree or disagree with the following statements? When a brand is authentic, I am more likely to...Base: Gen Z (1338)

...trust its quality

72%

*...buy their products
and services again*

71%

*...talk about that brand
in a positive way*

71%

*...pay more for their
products and services*

54%

Deeper

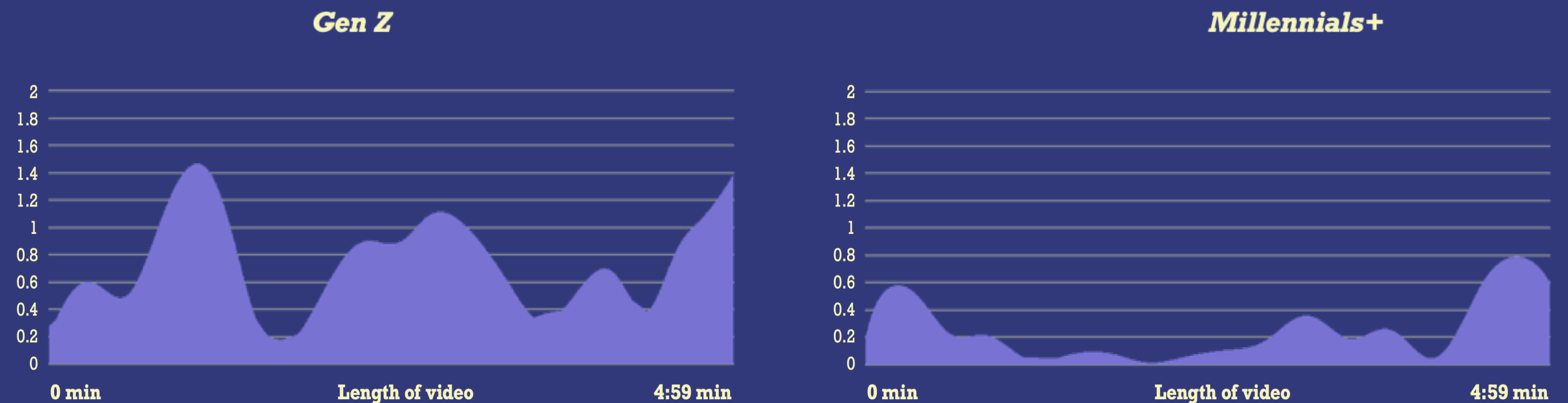
emotional engagement

Testing, using the BBC's award-winning content effectiveness measurement tool, The Science of Engagement, revealed that when exposed to quality content that resonates with their core beliefs and of high personal relevance, Gen Z actually react with much stronger sentiment than older generations.

**Hyundai – Journey to Ithaca is a campaign developed by BBC StoryWorks for Hyundai to highlight the company's commitment towards sustainability and how they repurposed plastic waste in their new Ioniq5 electric vehicle.*

SCIENCE OF ENGAGEMENT CONTENT TESTING

Hyundai – Journey to Ithaca



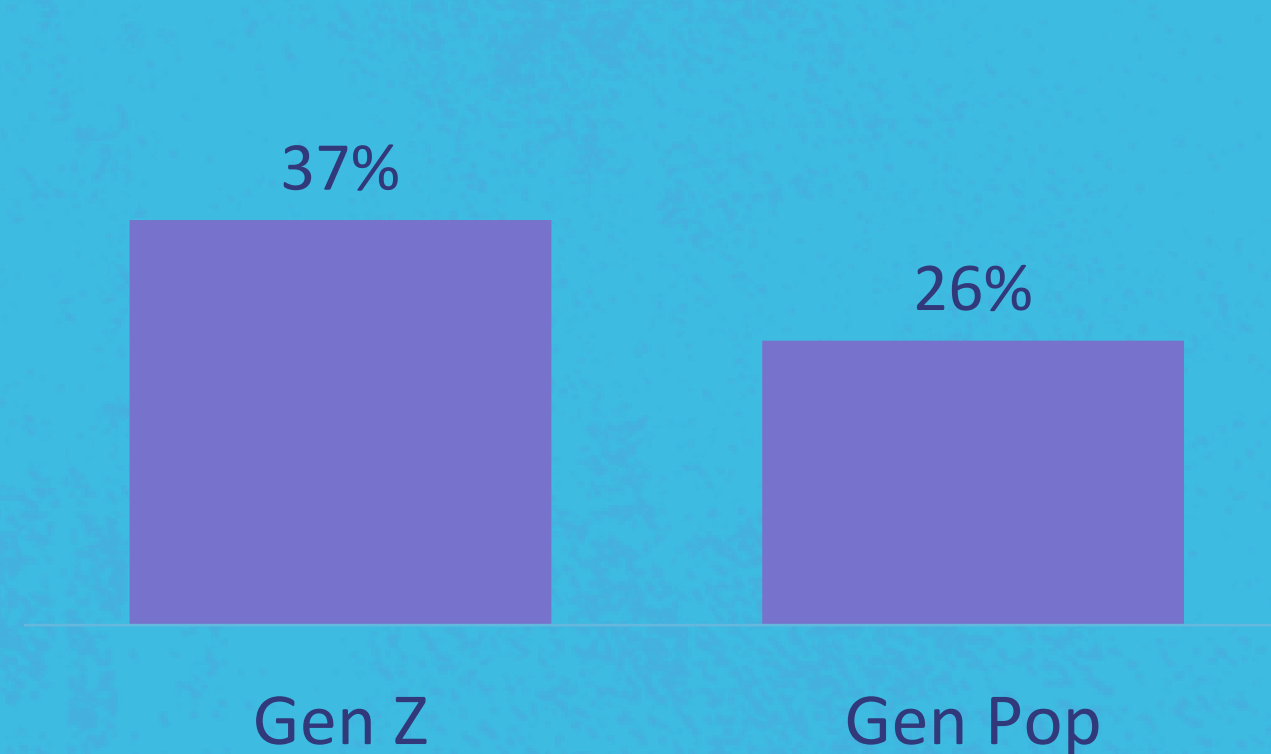
Source: BBC Gen Z Thought-leadership Study "Brands, News & Gen Z," April 2022. Sample size of n=2,104 across Gen Z and Millennial+ generations in USA, Canada, Australia, Singapore, India, South Africa, France, Germany, Netherlands, Mexico, Nigeria, China. BBC Science of Engagement biometric and subconscious measurements. Sample size of n=4674 ages 18-24 and n=3779 ages 25+ population, across Argentina, Australia, Brazil, Canada, France, Germany, Italy, India, Mexico, Netherlands, Singapore, South Africa, Spain and United States.

Gen Z

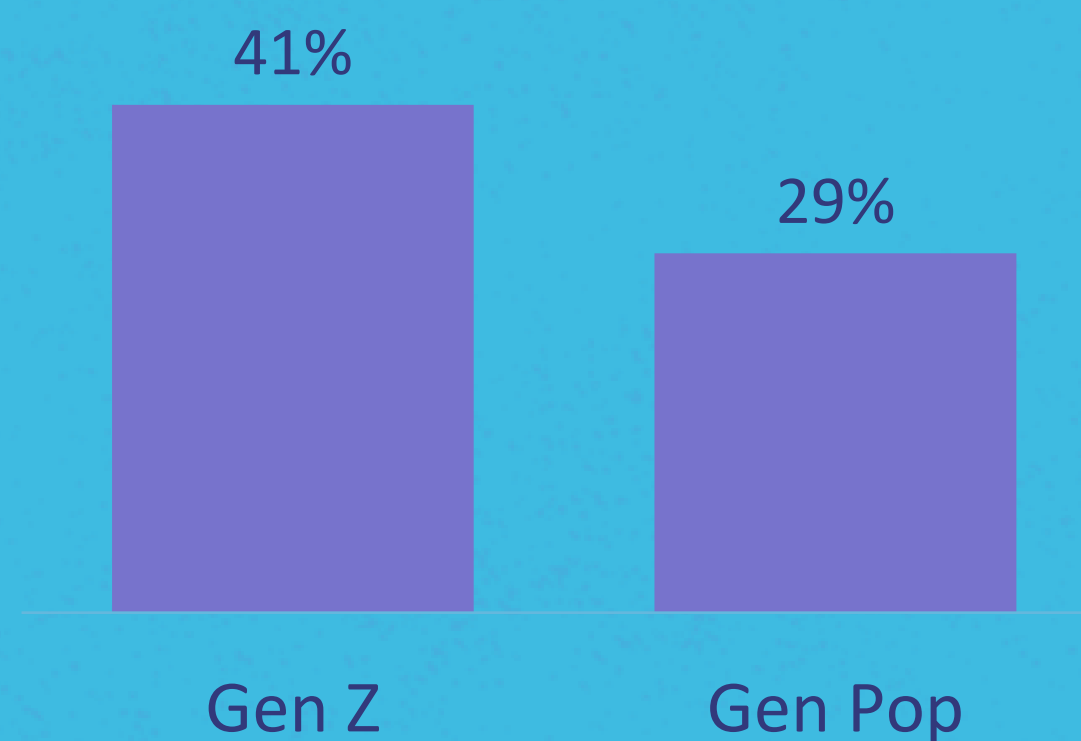
outperformed

on brand metrics when emotionally engaged.

BRAND ASSOCIATION
UPLIFT



BRAND FAVOURABILITY
UPLIFT



AFTER EXPOSURE TO
BRANDED CONTENT MESSAGE

APAC Gen Z are
39%

more likely than any other
region to say they're "very
likely to purchase" the
product/brand featured.

Source: BBC Gen Z Science of Engagement study, April 2022. Gen pop refers to benchmark data for the general population between 2020-2022

What does this mean for *News media?*

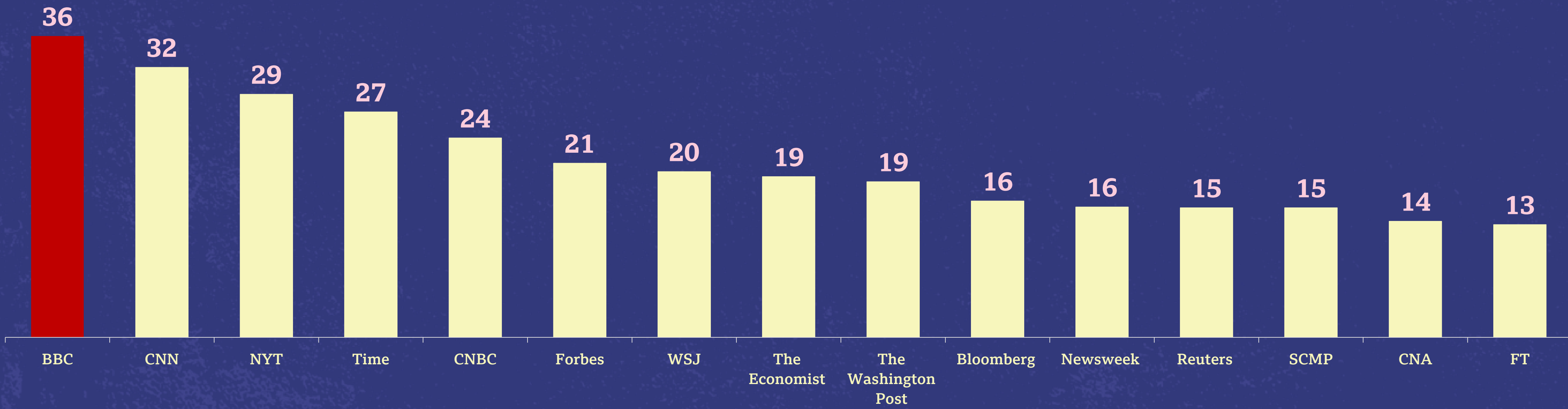


“Authenticity and Trust” gives BBC News the #1 position in reaching Gen Z audiences in APAC

#1



Monthly Reach % – Gen Z (18-24 years old)



Source (Audience/Sample): Ipsos Affluent Survey APAC H1 2022; Gen Z (7826293/1592), news brands accessed online in the PAST 30 DAYS *excluding digital media/social media brands

To learn more about the insights on what make Gen Z unique and identify factors to engage with this generation, contact your BBC Advertising Sales Representative or email internationalsales@bbc.com to request a presentation.

