



iReach Briefing 22nd June

Generations X Y Z Series 2023

Generation Z – Media, Social & Brands



Free Webinar Series 2023 – Generations X, Y, Z building Per Profiles and Personas of behavioural attributes of consumers in Ireland.

Starting with 2 Briefings on Gen Z – Briefing 1 - Media and Social Impacts Thursday 22nd June 2023

Join us for this free online briefing from 12.30pm to 1.10pm to learn from new and unique iReach research insights to enhance your marketing and promotional plans for the rest of 2023 and hear about iReach Insights Research Panels and Community Platform in Ireland.

iReach offers an extensive range of qualitative, quantitative digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

Gen Z Briefings – Briefing Part 1: Understand the demographics of Gen Z and their engagement with Media and Social Content and emotional impacts.

Note: Briefing Part 2 – Thursday 13th July on Gen Z engagement with Brands, the role of Celebrities, Influencers and impacts on product purchase.

Gen Z Briefing Part 1– Demographics and Media and Content Consumption 2018 vs 2023 (22nd June)

- i** Why are Gen Z Consumers Important
 - Population size and nationwide distribution of Gen Z consumers (2022 Census)
 - Gen Z consumption of Digital Media in Ireland and shifts since 2018
 - Social Media usage changes since 2018 and emotional impacts on Gen Z consumers

Gen Z Briefing Part 2 – Brand Engagement and Impacts on Purchasing Triggers 2018 vs 2023 (13th July)

- i** Targeted Brand, Sales and Marketing Engagement with Gen Z
 - Shifting impacts of Influencers and Celebrity Role Models in Ireland
 - What Brand attributes are most engaging for Gen Z and shifts since 2018
 - Which attributes will matter most and new Purchasing models for Gen Z

For more details on this briefing or to register, please email Juliette at juliette.byrne@ireachhq.com or telephone 01-214 3740.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Digital - to deliver deeper insights from better research.