

RH

YOUTH MEDIA TRENDS REPORT



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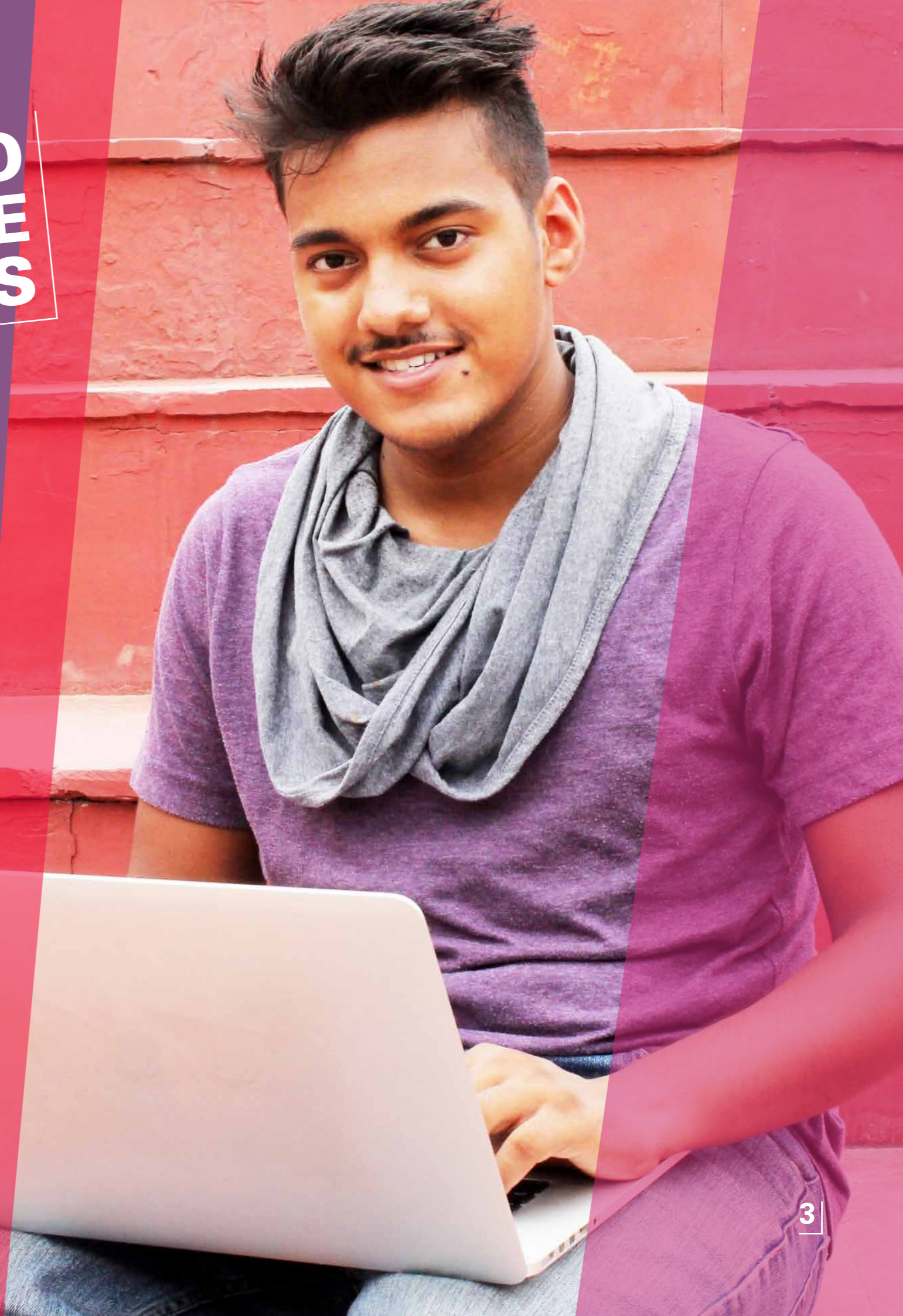
ALLOW US TO INTRODUCE OURSELVES

At RH Advertising we pride ourselves on making informed decisions when it comes to the student market, so we update this report every year to remain updated on current media trends.

This is our seventh year of publication, and through these years we have seen huge changes in how our target demographic of 18 to 25-year-olds interact with a range of channels. We use this insight to get the most out of our advertising campaigns, as we operate in an increasingly competitive environment.

This report focuses in particular on the top eight social media platforms that we see students using, including: Facebook, Instagram, Twitter, Snapchat, TikTok, Pinterest, Reddit, and YouTube. We also discuss the importance of traditional medias like television and radio, and new trends in content creation that include both user generated and influencer marketing.

We have also considered the effects of the Coronavirus pandemic, as we are now able to fully evaluate how it has altered the mediascape. The economic disruption this has caused has helped raise barriers to higher education, and in turn is affecting what students value in brands and universities. In a new world where we spend our social and working lives online and at home, a student's choice of university has become more influential on their overall enjoyment and happiness. Prestige is out, and friendliness is in. This report will show you how to best advertise your institution as their next home.



INTRODUCING THE TARGETS THEMSELVES

The main age group in higher education in the UK include 18-20 years and 21-25 years, namely Gen Z. To engage with these age demographics, we must first see where we can reach them through platforms such as social media.

Gen Z'ers are known as digital natives – they have never known a life without online technology. They have also grown up during economic disruption, through periods of recession in 2008-2011 and youth unemployment. Gen Z are tech-savvy and are highly aware of online advertisement. So how can we engage with an intelligent audience that spends nearly 3 hours of their day on social media?¹

Good-bye, Millennials

For universities to engage with these target demographics, they must reach them on platforms that Gen Z spends the most time interacting with - social media. The online mediascape provides Gen Z with ease of communication, inspiration, and an outlet on which they can be creative. Past reports have considered Millennials, but as they age out of the higher education target demographic, we must focus on those under the age of 25.

It is important to acknowledge that while these generations may be similar in age, their interests and values differ. While Millennials appreciated nostalgia and privacy, Gen Z are at the forefront of internet trends, have an appreciation for good ethical reputation, and prefer short-form video that suits their smaller attention span².

The Coronavirus pandemic has expanded the social media market³, as new players like TikTok take advantage of quarantine life and a shift in preference towards video content. Currently, 58.4% of the world's population actively uses social media, an annual increase of 10%³. Therefore, digital advertising is not only useful for Gen Z but for all age groups worldwide and has a large impact on engagement styles for all brands by creating space for two-way communication.



BARRIERS TO HIGHER EDUCATION

Financial losses as a result of Coronavirus are estimated by to be at 11.4% for employees and 33.4% for self-employed persons, so students can expect to have less support from family members when attending university⁴. But, despite expecting a lower number of university enrolments for the 2021/22 academic year, HESA⁵ reported an increase. This could be attributed to a larger population of 18-year-olds and the general trend of growing participation rate year on year, but the data still currently shows no real impact on attendance because of the pandemic.

Mental health has become a concern regarding youth cohorts affected by the pandemic. It is reported that 31% of college students experienced anxiety and 41% experienced depression during this time⁶. Students also suffered feelings of disappointment in their Higher Education experience⁷. Furthermore, the overuse of social media has been strongly associated with declining mental health and learning ability in young people.⁸

We suspect that these mental health issues influence students' values when selecting a university, since support has become a priority for many⁹. Universities will therefore benefit from a better understanding of the issues current university and college students have faced, and how they can reassure possible applicants at an institutional level that they will feel welcomed and supported during their transition.

It's important that my chosen university is



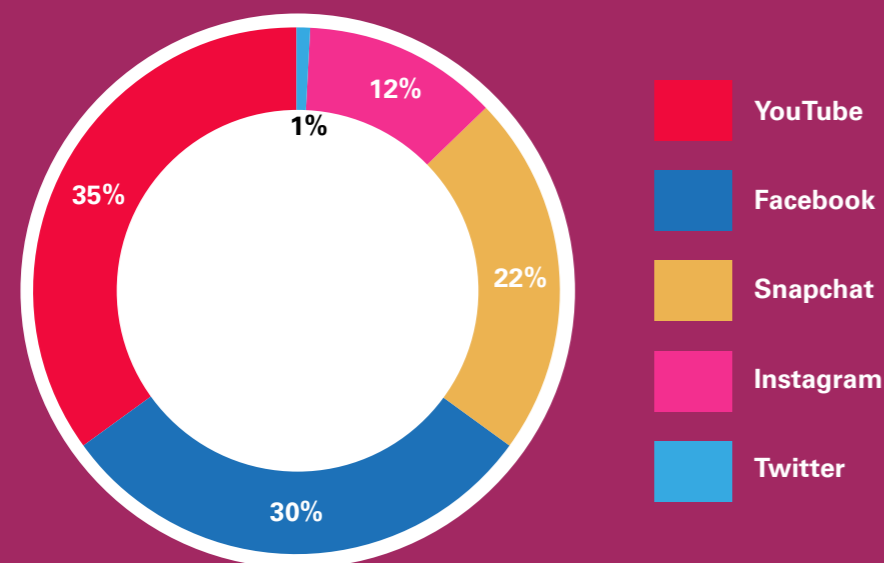
A SNAPSHOT OF STUDENT LIFE



Gen Z comprise of the biggest age demographic consuming various social media, including Facebook, Instagram, and Twitter¹⁰. Ofcom¹¹ finds that those aged between 16 and 24 used an average of 8.4 SNSs, and 89% use the four types of online communication platforms: social media, messaging, video sharing, and live streaming platforms. Advertisers can therefore use multiple social media platforms to ensure they reach a high number of students.

Based on current statistics, social media users could spend on average one year and seven months on Facebook during their lifetime, one year and two months on Snapchat and eight months on Instagram, as shown in chart 1. Our research shows that youth audiences are moving away from older sites like Twitter and Facebook, instead spending more time with platforms that support video content, such as TikTok, YouTube, and Instagram.

TIME SPENT ON SOCIAL MEDIA IN A LIFETIME



During a time where the average mobile user gets 63.5 notifications a day¹², Moengage¹³ found that highly targeted push notifications had click through rates of around 30%, and strong calls to action on mobile phone devices get the highest subscription rates. Interestingly, the bounce rate of mobile phone users is also decreasing as websites become more user friendly¹⁴. The mobile phone vs. laptop/desktop usage debate favours mobile phones for overall time spent on social media, while laptop users spend more time on each website due to their faster internet connection¹⁴. Mobile marketing is therefore becoming more important for campaigns as users spend more time interacting with their mobile devices over desktops.

HEY BIG SPENDER

The student lifestyle can be expensive since average accommodation costs have risen to £418 per month (£648 per month in London)¹⁵. UCAS¹⁶ finds that UK students spent on average £421 in Freshers week and £235 each week for the rest of 2021, showing a 12% increase in expenditure. Ahead of beginning university, students are investing in kitchenware and homeware, a new opportunity that has risen for brands looking to reach students through products. In a period where families are experiencing less financial stability, students are becoming more responsible for their outgoings. This has resulted in 58% of students reporting poor mental health due to their low budget, and disappointment in the value for money they are receiving from their online university education¹⁵.

Interestingly, Gen Z's strong morals and values are reflected in their purchase choices. In chart 2, we can see that many students will avoid brands that have a bad ethical reputation.

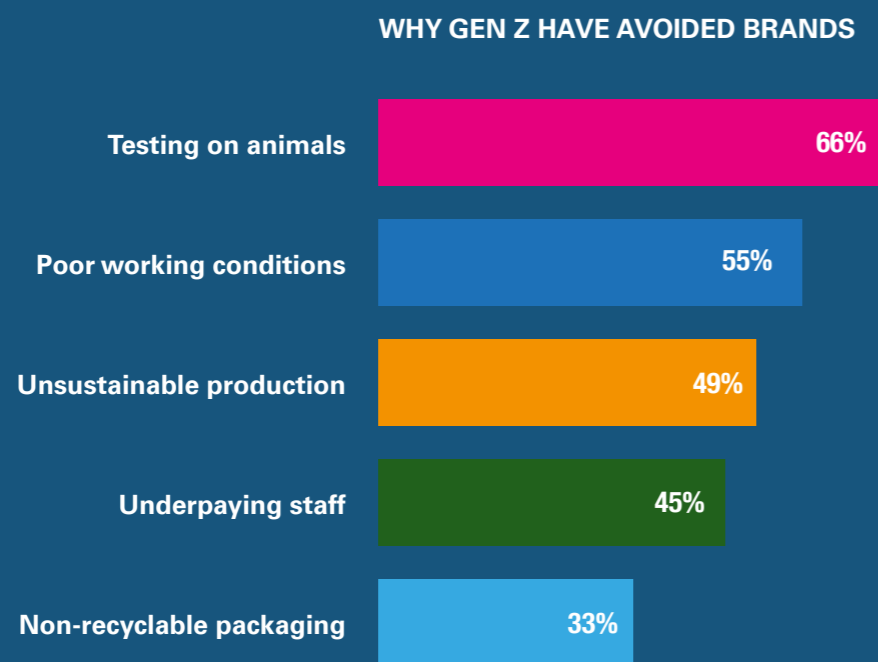


CHART 2 - Data from Finder¹⁵

Maintaining a positive reputation within your institution for showing care and respect for the environment is important for impressing youth cohorts. Gen Z are more mature and risk averse compared with their Millennial predecessors. Instead of getting part-time jobs to bridge the gap, they are taking advantage of cryptocurrency and NFTs. UCAS¹⁵ also notes that Black Friday is no longer the largest spending event, instead being replaced by the anti-Valentine's Day 'Singles' Day on November 11th. Singles Day focuses on sustainability, inclusiveness, and rational spending, which appeals to the Gen Z frame of mind. Although this trend is yet to reach the UK, it is predicted that it will have a widespread reach among Gen Z and their spending in the future.



FACEBOOK... OR IS IT META?

Facebook is known as one of the 'big four' companies of the internet age¹⁷. Sprung from a 'hot or not' game in Harvard University, Facebook became one of the first social medias in 2004. Advertising on Facebook began in its first year of operation¹⁸, and now accounts for 97% of Facebook's revenue in 2021¹⁹.

Facebook continues to place 1st in Datareportal's²⁰ ranking of most 'active' social media platforms, and 66% of the UK population use it daily. However, this platform is far from a favourite of the student demographic, falling behind YouTube, Instagram, and Snapchat²¹.

Nevertheless, Millennials are still the largest audience for Facebook, and the platform is accessed every single day by 45% of UK citizens.

Facebook's reach is undeniable, and brands have long been making use of its traffic (of which 94% comes from mobile phones), and 93% of social media marketers using the ad platform for their campaigns²². Brands in the education industry can expect to pay on average 87 pence²² for CPC adverts on Facebook, reaching an advertising audience of 2.2 billion²⁰.

Sorry, what did you just say?

Users spend on average 57 minutes on the Facebook app each day, and video unsurprisingly has the highest engagement rate when compared with text or photo-based posts²⁰. In the UK population, only 66% use the platform, however. We may want to move towards platforms that have a higher usage rate than this, as we risk only reaching around half of the student demographic when solely relying on Facebook for engagement.

Gen Z are not as taken by the app as older Millennials however, suggesting that the customer base is aging. Generational differences on this SNS are likely due to variances in attention span that leave Gen Z'ers unfocussed when exposed to longer-form advertising². For this reason, we recommend that brands avoid creating large amounts of content for Facebook when targeting this age demographic.

Wait... where is everyone going?

On January 19th 2022, Facebook removed some of its targeted advertising options to better accommodate for privacy concerns. Brands can no longer target those aged under 18, and do not allow filters for race, sexuality, and political beliefs²³. The lack of interest or data targeting really limits efforts in advertising campaigns and reduces the strength of the advertising format. This is especially disruptive for campaigns aiming for those who are about to move into higher education.

We suggest following the changing trends by moving towards other platforms such as TikTok, Snapchat, YouTube, and programmatic media. These allow us to better select who we spend advertising budget on when reaching pre-graduates, many of whom are still under 18. Since these platforms are also rising in popularity above Facebook, they are naturally more effective for advertising.

TLDR:

Facebook is the most active SNS globally, with an advertising audience of 2.14bn²⁰

1st year university students are choosing Facebook less and less, and its favouritism has fallen from 11% to 5% from 2019 to 2020²¹

66% of the UK population use Facebook²²

Users spend 57 minutes on Facebook each day²²

Generally, Facebook popularity is falling within youth cohorts, as they begin to use platforms that encourage video content²¹

CEO of Facebook, Mark Zuckerberg, announced a change in business plan for Facebook since our last report in 2021²⁴. As social media trends begin to favour video-based platforms, Zuckerberg intends to bring an 'immersive' experience to his brand, which he has renamed 'Meta'. Aiming for a 'feeling of presence', Zuckerberg believes the future lies in holograms, and we predict this will change advertising in the mediascape. Meta will remain accessible to businesses and individuals alike, to 'maximise the overall creative economy'.

To access Zuckerberg's mission statement, click this link: <https://about.fb.com/news/2021/10/founders-letter/>



INSTAGRAM IS IN

Instagram was launched in 2010 and bought by Facebook in 2012 as a way for Zuckerberg to minimise his competition and monopolise the social media environment. The app has seen an exponential year-on-year growth and now confirms 1.4 billion active monthly users²⁵. Half a billion people use the app each day, 29.6% of whom are aged between 18 and 24²⁵.

When targeting Gen Z, Instagram's audience provides a rich youth base and could be very useful when reaching student cohorts and avoiding advertising to older users. Instagram is undeniably an important part of Gen Z'ers and Millennials' online social life.

The advertising reach per age group for Instagram is demonstrated in Chart 3. Since 130 million worldwide users report that they click on shopping posts to find out more about a product or service, the advertising audience is a significant statistic to pay attention to.

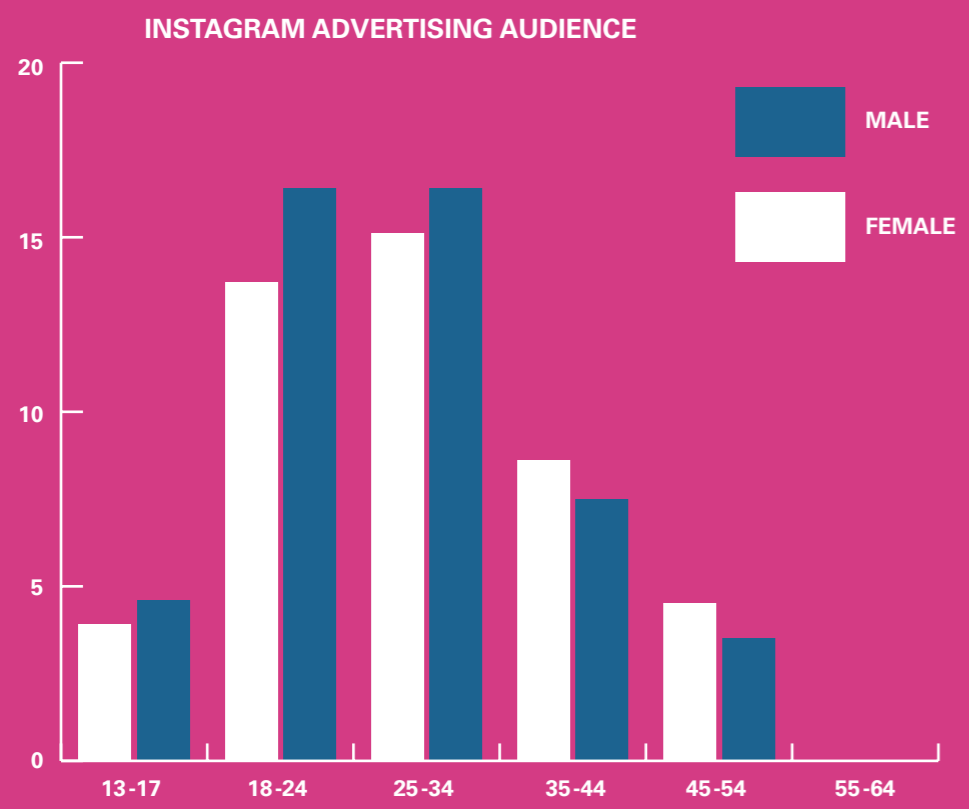


CHART 3 - Data from Hootsuite²⁶

Hot off the press: your profile is important

There is opportunity for organic content on Instagram too. Many businesses have created profiles for this SNS, and users are open to engaging with brand content. These organic profiles are visited 200 million times a day²⁷, so simply having a well-curated account can bring in relevant audiences and appeal to prospective students.

The UCAS Student Lifestyle Survey²¹ shows a lot of promise with student cohorts as well, supporting the evidence of age demographic usage found by Hootsuite. Students report using Instagram the most, and 29% of these say they use Instagram to research new products or services or discover more about a brand²⁶. Since so many users research brands on the platform, we stress that a strong profile could be a great way to leave an impression.

The emergence of the 'Instagram Influencer' has also had an impact on how businesses use the app to reach their target audience, but more on this in the Sponsored content section of the report.

One third of the most viewed Instagram 'stories' were created by businesses, so stories are a useful way to reach youth audiences. While this function is particularly well suited to students, we recommend videos no longer than 12 seconds when trying to keep the attention of Gen Z'ers².

TLDR:
 Instagram has 1.4 billion monthly users²⁵
 Instagram's advertising reaches 16.4% of males and 13.7% of females²⁶
 Business profiles are visited 200 million times a day²⁷
 29% of students and 130 million worldwide users say they use the platform to research products and services²⁶



SNAPCHAT IS BACK IN THE RACE

Snapchat was launched in 2011 as a primarily photo-based platform with a unique 'delete after opened' element that provides a sense of immediacy to its users. Last year, Snapchat had 265 million users, and has seen a surprisingly significant increase throughout 2021 and 2022, now boasting 319 million daily users²⁸. There is a big difference in Snapchat's daily vs. monthly users, as its monthly basis gains more than half a billion and places it in 12th for most popular social media platform.

While users generally spend a lot of time on Snapchat each day (almost rivalling Facebook), Brands should be weary that Snapchat has no unique users, shown in Chart 4. We can reach all 'Snapchatters' in other forms of social media.

Snapchat's userbase is almost completely under the age of 35²⁸. Any social media-based campaign aimed at those under this age must consider Snapchat for its ability to specifically target youth cohorts. UCAS reports an increase in popularity amongst first year students too; Snapchat has risen from 53% to 70% and overtaken Facebook.

UNIQUE USERS

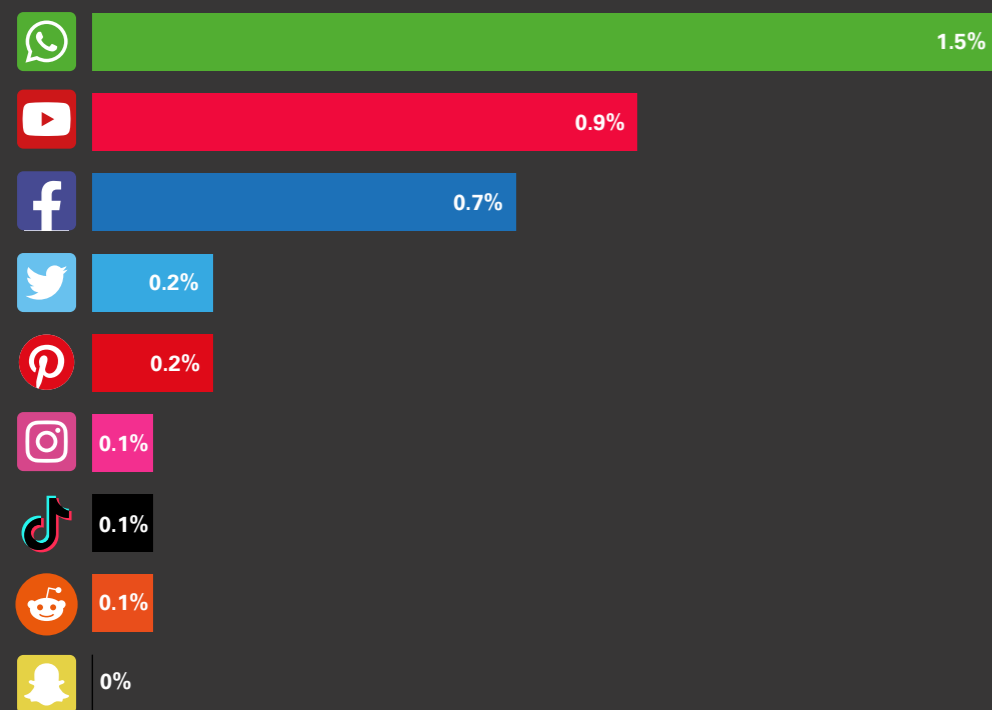


CHART 4 - Data from Hootsuite²⁶

20.1 million of Snapchat's daily audience is attributed to the UK²⁹. A brand redesign in 2019 that included the iconic filters caused a massive flux of users to the platform. The popularity of these filters could be used in advertising efforts since they appeal to the youth audience.

Snapchat has been researching what its users want

Snapchat³⁰ released a report in which they discuss how their users are becoming increasingly values-driven, and that this is affecting how they interact with brands online. According to Snapchat, their audience appreciates authenticity and acceptance, and look for brands that will complement this.

Visual brand experiences are also favoured for building community and relationships, and brands that have world views that align with this age cohort will do particularly well. We can use these values to connect on a deeper level with target demographics and position the brand's reputation as favourable to prospective students.

The shift in content preference is aiding Snapchat's rise to popularity, as other platforms such as Instagram, TikTok, and YouTube encourage audiences to prioritise short-form video. The stereotypical short attention spans of Gen Z and Millennials suit platforms like Snapchat, Instagram, and TikTok². Limits to video length and wordcounts are designed to stop users from getting bored and we are seeing more of our target audiences move towards SNSs that reflect their scrolling habits.

How can we advertise on Snapchat?

There are several opportunities for advertising on Snapchat. Ad recall is particularly high for Gen Z and Millennials after watching only up to two seconds of an advert, and 64% of Snapchatters listen to videos with sound²⁹. The Snap Games function, another popular feature of the platform, has great advertising options available including 6 second unskippable adverts²⁸.

Snapchat is a great way to hold the attention of users and create lasting impressions without the need for large amounts of content. Furthermore, marketers use Snapchat a lot less for advertising, as shown in Chart 5³¹. There is less competition here for your target demographic and ads will stand out more due to a reduced number of them on the platform.

TLDR:

- Snapchat has 319 million daily users²⁸
- Its user base is almost completely comprised of under 35-year-olds²⁸
- Snapchat users value visual brand experiences, with world views that match their own³⁰
- The UK is Snapchat's fourth largest userbase at 20.1 million daily users²⁹
- Ad recall after 2 seconds is high for Gen Z and Millennials²⁹



TWITTER - IS IT MAKING A COMEBACK YET?

Twitter was launched in 2006 as a microblogging site and is where the 'hashtag' was conceived. It currently has over 229 million daily monetisable users, an increase of 30 million in the last year, and of these users, the UK accounts for 19 million³². Furthermore, in the past 3 months alone, advertising reach has expanded by 6.6%³².

It is worth noting that Twitter's audience mostly identify as male, comprising of 71.2%, and the biggest content creators are quite young, since 52% of all tweets in 2020 were sent by Gen Z³³. The fact younger generations are getting involved shows us that this struggling platform may have future prospects.

Twitter is a great platform for marketing because users spend 26% more time viewing ads here than on any other platform, and 79% follow brands³². It is also a platform that 'Twitterers' use absent-mindedly, since 20% visit the site too often to keep track³⁴.

Millennials are 13% more likely to use Twitter than Gen Z, so for those who are beginning to focus on Gen Z more than the Millennial age group may want to consider this in their marketing strategies³².

The Colin vs. Cuthbert saga: what does it teach us about online brand behaviour?

Brands often make use of the 'virability' of Twitter and use their profiles to get involved in discussions, handle corporate social responsibility issues, and respond to their audiences and overall improve salience. For example, the case of Colin vs. Cuthbert (an M&S vs. Aldi court case) was made humorous by Aldi's trolling of the situation on Twitter. The Tab³⁵ says "the feud between the two chocolate caterpillars has been made 10 times better by the beef on Twitter". Twitterers enjoyed Aldi's 'one of us' approach to social media and joined in by creating large numbers of memes and demonstrating the power Twitter has as a marketing tool.

For the education sector, Twitter can be a useful profile for institutions such as universities. The Universidad Nacional Autónoma de México has 3.3 million followers³⁶, and many UK universities used to the platform to update their students on Coronavirus rules in 2020.

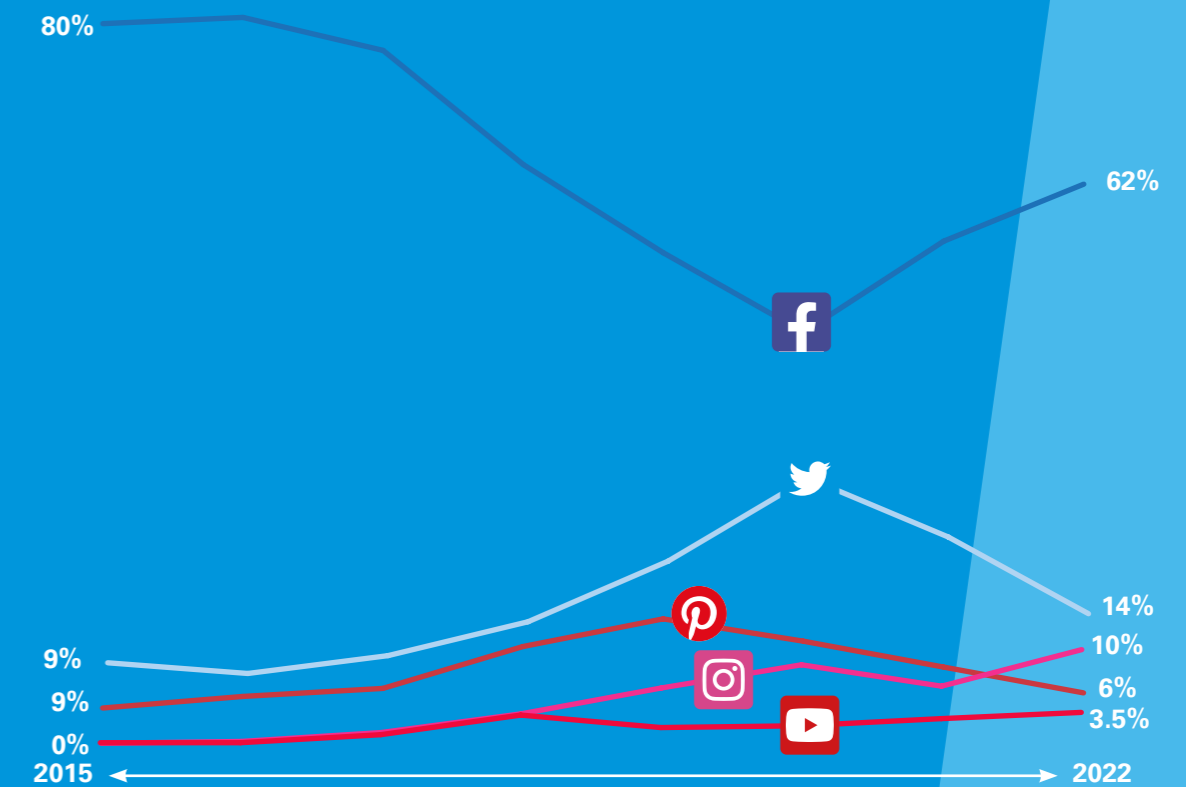
A little birdy told me that Twitterers are smart

Hootsuite³⁴ records that Twitter exceeded expectations in 2020 as the pandemic took hold, also noting that 42% of users have gone through further education, second in number only to LinkedIn. The level of education for this SNS suggests that the platform is great for advertising to those who value schooling.

In Chart 6 we can see that in recent years, Twitter's market share in the UK has fallen to 14.2%, although it remains in second place behind Facebook. Furthermore, students in UCAS's²¹ survey showed general disinterest in the platform, and in fact said they used Zoom more often!

Brands should be careful about spending money advertising on Twitter in case its popularity continues to drop, although Elon Musk's recent acquisition of the company could improve its standing in the long run and the interest from youth cohorts shows it has potential for revival.

SOCIAL MEDIA MARKET SHARE



TLDR:

Twitter has over 229 million daily visitors³²
 52% of tweets sent in 2020 were from Gen Z³³
 Twitter users are well educated³²
 Market share has dropped in recent years³⁷,
 and Twitter is not a favourite amongst first
 year university students²¹



TIKTOK TO THE TOP

The big newcomer for social media was launched in 2017. Since then, its popularity has soared and it now boasts 1 billion monthly active users, 3.7 million of which come from the UK³⁸. Hootsuite³⁹ finds that in the UK, the app is downloaded over 1 million times a month and is opened by each user around 8 times a day for a total of 41 minutes.

Its userbase is relatively young, since 62% are accounted for in ages 10-29⁴⁰. TikTok is now used worldwide more frequently than Pinterest, Snapchat, and Twitter, however Instagram remains the top choice amongst the Gen Z market²¹.

I'm just a baby, I'm just a BABY

Due to the newness of this platform, it has not been saturated with brand content - yet. Engagement on posts is still low when compared with rival Instagram, but TikTok influencers tend to have higher follower counts and users spend more time on the app during each session³⁸.

What may appeal to advertisers is its ability to encourage users to spend money. It is the most successful app when considering consumer spending, beating the likes of YouTube and Tinder³⁹. Adverts can reach 17.9% of all internet users aged over 18, particularly in the Gen Z generation³⁹. Marketers are beginning to see its value, as the app becomes more of a favourite for youth cohorts than Facebook.

TikTok shows its users content that they are interested in, rather than content from accounts they already follow. This gives it a unique ability to create communities based on common interests and is valuable for brands trying to expand their reach in an ever-shifting advertising landscape. If you are considering creating a TikTok ad, Hootsuite³⁹ recommends aiming for video lengths between 21 and 34 seconds long.

Time to be funny

Brands like Ryanair are making use of humour to increase engagement and presence online. It has remained consistent in its content and has accumulated 1.6 million followers and 13.7 million likes.

Nonsensical Agency⁴¹ evaluated UK universities' use of TikTok and found that student-generated content comes across as authentic, and universities should use this consistently to show the realities of student life. Event-related content can be informative but should be mixed with other types to make the feed more relatable, as opposed to coming across as one big advert.

There are several ways brands can advertise on this platform⁴². For example, the hashtag challenges encourage users to join in, but hiring an influencer to discuss your brand can also bring in interest from their fans. Organic content that reaches the 'ForYou' page can be seen by TikTok's audiences while top view adverts appear just like organic content does, but at the top of users' feeds. Here, your most important key performance indicator will be your watch time, since this is also a top priority for TikTok's algorithm.

TLDR:

TikTok has more than 1 billion monthly active users, 3.7 million of which are from the UK³⁸

Users spend around 41 minutes on the platform each day³⁹

Adverts reach 17.9% of all internet users aged over 18³⁹

There are a number of ways to advertise on TikTok⁴²
University content should be authentic and relatable, demonstrating the realities of student life⁴¹



INTEREST IN PINTEREST

86.2% of Pinterest users could be reached on Instagram instead, and many also have Facebook and YouTube too⁴³. Furthermore, 50% of Pinterest's users only access the platform weekly or monthly, it is not a SNS that is visited frequently⁴⁵. However, it is hard to ignore the fact that 83% of weekly users make purchases based on content they see from brands on this platform⁴⁵, making Pinterest a great platform for universities looking for alternative ways to reach their target demographic.

Pinterest was developed and released in 2009 and is unique to other platforms because it is designed to help its users find inspiration. Users can organise images into different mood boards on their profile, or post images for others to save. Many use Pinterest to save ideas for fashion, makeup, tattoos, and crafts.

The SNS has 431 million monthly users, placing it in 14th for the largest social networks in the world⁴³. This is higher than other contenders like Twitter and Reddit, but far from the reach of big players like Instagram, TikTok, and Snapchat.

Pinterest has done particularly well lately, reporting that their revenue grew by 20% in Q4 of 2021⁴⁴. They also say they want to provide more value to advertisers by making the ads marketplace more efficient, and by becoming 'the home of taste-driven shopping'⁴⁴. Pinterest users are more driven by shopping trends, since they are 90% more likely to claim they are 'always shopping' when compared with other platforms⁴⁵. This sounds promising for businesses looking to create a presence on the SNS in 2022.

Diverse in content but not in values

Pinterest received criticism in 2020 due to a lack of gender and race diversity within the upper leagues of its management. Since then, the company has appointed more women of colour to its executive teams and leadership roles to make a 50% female workforce. This move was important for attracting Gen Z users that value social responsibility.

Females aged between 18 and 24-years-old represent 16.4% of the advertising audience profile, while those aged between 25 and 34-years-old have the highest share at 29.1%⁴³. Chart 7 shows that Pinterest is used primarily by younger women, although the platform reports that the male demographic is their fastest growing audience.

PINTEREST ADVERTISING AUDIENCE

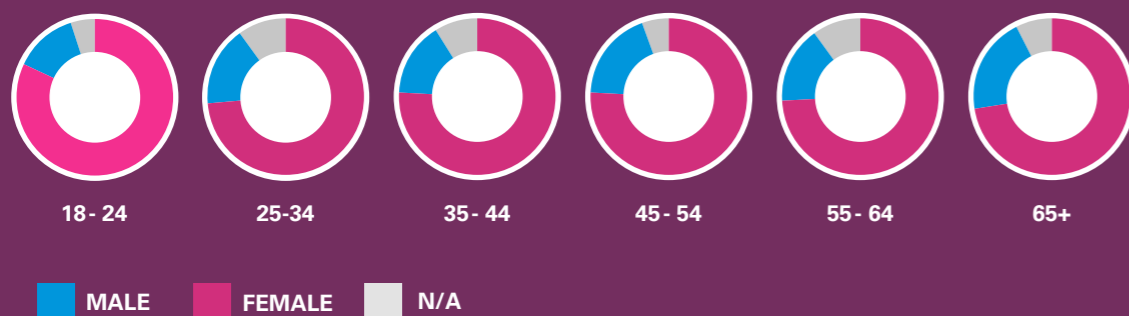


CHART 7 - DATA FROM HOOTSUITE⁴³





REDDIT IS IT VIABLE FOR ADVERTISING?

Reddit is a discussion website in which posts are voted on by the community. The higher the number of upvotes and engagement, the more visible the post. It was founded in 2005, and now has 430 million monthly users⁴⁶. It is also reported that the UK userbase is growing 48% year on year. The site also has a lot of trust – 82% of Gen Z will trust a company, product, or service that is reviewed on the site⁴⁶.

Reddit offers users the ability to follow specific topics, called subreddits, that often relate to a specific sector, such as health, business, comedy, and travel. It is therefore great for forming interest-based communities and fills the gap that Facebook and Instagram have in their family and friend focussed networks.

Universities can join the conversation by posting research in science subreddits or create a forum specifically for their institution that students can use to ask questions and discuss their experiences anonymously. It is worth remembering however that 'redditors' are unimpressed with self-promotion and marketing, so be careful not to damage your online reputation⁴⁷.

We're still not convinced of Reddit's advertising powers

Only 17% of redditors use the platform to follow brands or companies however⁴⁶, which shows that realistically, businesses may struggle to gain traction on the site. When researching Reddit for this report, we also found many contrasting statistics that led to general confusion over the value of the platform in terms of userbase and content preference. We suggest that due to this lack of clarity about the site and hostile nature of redditors towards promotion and marketing on the platform, that universities currently focus their budget on sites that welcome higher engagement rates, such as TikTok, Instagram and YouTube.

**Reddit was founded in 2005,
and now has 430 million
monthly users**



PRIVATE MESSAGING. JUST BETWEEN YOU AND ME.

We preface this section by reminding universities not to get too excited about the possible reach of messenger platforms, because there are currently few advertising opportunities available within Messenger and WhatsApp. It is possible to place ads within the list of chats on a user's messenger app, but these adspaces are few and far between.

WhatsApp is currently the largest messaging platform with 2 billion users worldwide, followed by Facebook Messenger with 1.3 billion, both of which are owned by Facebook⁴⁸. More than 100 billion messages are sent each day on WhatsApp, and the average Android user spends 38 minutes on the app each day⁴⁹.

In America, WhatsApp is the most popular for ages 26-35, which is just out of the higher education range but does show that young people enjoy the platform⁴⁹. In the UK, there are 30.1 million WhatsApp users, the 10th largest location demographic.

Messaging apps have 20% more active monthly users than any social network⁵⁰, although UCAS²¹ finds that UK students prefer Instagram and YouTube more than the leader, WhatsApp.

Users on these platforms are not unique, and more than a third of these audiences have at least another messaging app installed⁵⁰. Businesses using messaging apps are also one of many already - there are 40 million active businesses using Facebook Messenger⁵⁰. 18 million of these downloaded WhatsApp Business in September 2021⁴⁹.

A busy time for Zuckerberg

As we can see, messaging platforms are incredibly popular and are beginning to replace outdated SMS and email messaging after data has become more accessible around the world.

A great opportunity therefore for messaging apps is the line of communication it offers between business and consumer. 66% of consumers say that messaging platforms like Facebook Messenger and WhatsApp are their favourite way to contact a company⁵¹. As previously mentioned, Gen Z like to have deep connections with brands³⁰, so using SNSs that consumers would also use to contact family gives a personal touch.

Two-way communication that follows youths' values in brand interaction will enhance university associations and make the institution appear more approachable and welcoming. It also gives customers access to previous conversation history and opens 24/7 communication channels.

Sliding into a chatbot's DMs

Facebook got ahead of the curve by offering chatbots that can help customers without using up staff resources. 68% of users like the AI technology because they respond quickly when compared with human online interactions⁵².

Healthcare and banking industries are expected to use chatbots when handling 75-90% of all queries by the end of 2022⁵². Messaging platforms are therefore the path to great communication between brands and consumers and should be involved in every campaign in the future.

TLDR:

WhatsApp has 2 billion worldwide users and Facebook Messenger has 1.3 billion⁴⁸

The average android user spends 38 minutes on WhatsApp every day⁴⁹

There are already 40 million businesses using Messenger⁵⁰

66% like Messenger for speaking to businesses⁵¹

68% of users say they like chatbots⁵²

IN VIDEO VERITAS

Gen Z and Millennials are beginning to engage more often with dynamic content, showing a gradual move away from static platforms like Facebook and towards more fluid forms like TikTok, YouTube, and Instagram. In 2022, video will have a reach of 92% worldwide and make up around 82% of all internet traffic, rising 15x from its original share in 2017⁵³.

The global average for time spent watching video is at 84 minutes a day – way higher than the statistics we see coming from the likes of Facebook⁵⁴. 87% of business-related videos are viewed on desktop, so campaigns should consider this when choosing how best to reach possible audiences⁵³.

Ofcom⁵⁵ finds that UK viewing patterns of video content in 2020 and 2021 mirrored Covid-19 restrictions, since the average time spent viewing broadcast TV peaked in April 2020, as the first lockdown began. This viewing figure was the highest in 5 years, and this has since dropped off again after restrictions have been lifted.

We all knew it would head this way

Users are demanding more and more video content, especially on social media. Snapchat³⁰ found that its users particularly enjoy visual communication because it is more expressive and creative. Businesses are now beginning to use this in their campaigns. 86% of marketing professionals now use this as a marketing tool to take advantage of the growing market. Brands appear to prefer YouTube over other video-sharing platforms, and 89% intend to use the SNS in the future⁵⁴.

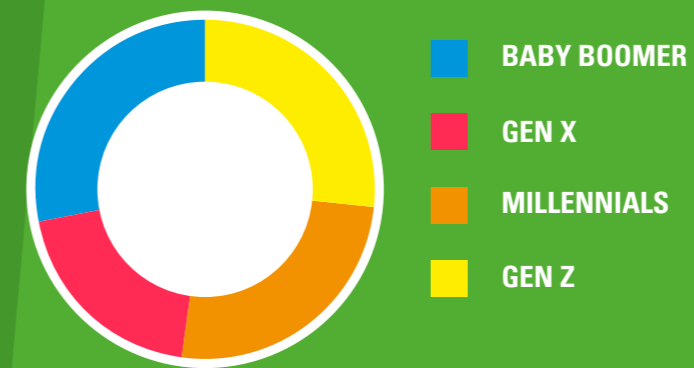
An issue with using video content for an advertising campaign is the time, effort, and expense involved with its creation. 43% of businesses said their lack of in-house skill when considering the various components of making video acted as a barrier to developing this part of their campaign goals. 40% found that their budget also stopped them from being able to use video to its full potential⁵⁶.

The advertiser's call of duty

Video games are also an essential part of many people's lives, and Forbes⁵⁷ reports that both Sony and Microsoft are looking to expand their revenue with unobtrusive ads on their PlayStation and Xbox games. The mobile video game industry is the largest, followed by console and finally PC, showing that mobile phones again are more popular than the desktop. An overwhelming number of the student market play games, as shown in Chart 8.

In terms of mobile phone gaming, it is a highly popular industry. 62% of people install a game within a week of getting a new mobile, and 62% of those aged between 18 to 24 said they were committed gamers⁵⁹. Statistics show that mobile phone owners spend around 23 minutes

CHART 8- DATA FROM CLOUDWARDS⁵⁸



gaming every day⁵⁹, which is a significant amount of time considering many games have unskippable ads. Advertising revenue on mobile gaming rose by 7.3% in 2021 alone⁵⁸, and is predicted to become a £159 billion industry by the end of 2022⁶⁰.

We can expect to reach the youth cohort particularly well through in-game advertising (IGC), since many believe in its potential to boost brand salience. 74% of males and 41% of females in the first year of university have their own games console²¹. Since Sony and Microsoft are slowly getting involved with advertising to pay off their free-to-play (F2P) games, this opens opportunities for brands that want to receive high exposure.

Everyone knows someone with a 'gamer' attitude

'Gamers' do not always react kindly to advertising in their video games, however. Facebook⁶¹ found that while gamers understand the need for adverts in their F2P games, more than a quarter are not happy with this model of funding. Ads that do not disrupt the visual experience of a game are therefore best for gaining exposure without creating negative associations with your target demographic.

There is also some crossover between YouTube and console gaming. For example, one of the most popular 'YouTubers' is Felix Kjellberg, also known as PewDiePie (pronounced pewdy-pie). He garnered a huge number of subscribers and media coverage for his gaming videos, eventually becoming the platform's largest channel in 2013. Any adverts that would have appeared in console games that PewDiePie played would not only have reached all other game players but all his subscribers as well. If you have the budget for it, video games are a great way to advertise to the masses.

TLDR:

Video has a reach of 92% worldwide⁵³
Average watch time is 84 minutes a day⁵⁴
Time, effort, and skill are barriers for businesses looking to advertise via video⁵⁶
Sony and Microsoft are looking into increasing their use of ads⁵⁷
71% of males and 41% of females in first year university have their own games console²¹



YOUTUBE IS THE PAST, PRESENT, AND FUTURE

YouTube is an online video sharing platform that was launched in 2005 and bought by Google in 2006. Today, it is a hugely successful platform that we can take advantage of 1 billion hours of YouTube are watched each day worldwide, and 500 hours of video are uploaded each minute⁶². 50 million UK residents use YouTube, and its daily audience in September 2021 was 20.9 million⁶³.

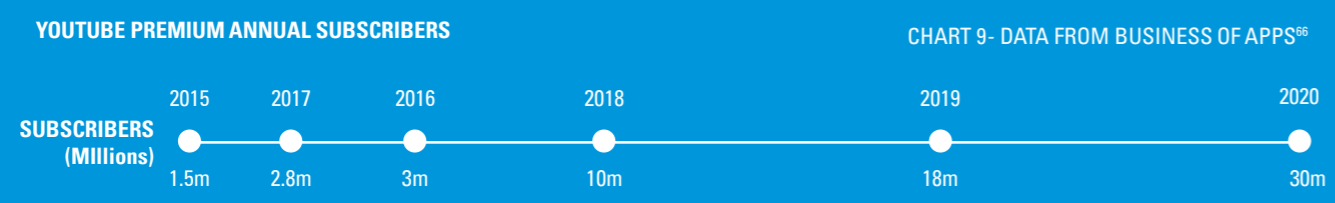
Sport events such as the Superbowl are often watched on YouTube instead of television, showing a shift towards the digital world⁶⁴. This makes YouTube the better choice when compared with other forms of video content.

UCAS²¹ found that YouTube is particularly popular amongst youth cohorts since 78% rank YouTube as their favourite SNS, second only to Instagram. Furthermore, 37% of ages 18-34 binge-watch YouTube daily⁶⁵. This shows we can access a large number of our target demographic by using this platform and demonstrates the movement from Facebook towards SNSs that value video over text.

It's a social media powerhouse

In past reports, we have stressed that YouTube is a social media 'powerhouse', and this has not changed throughout the end of 2021 and 2022. When it comes to placing traditional ad banners onto videos, YouTube uses a cost effective pay per click (PPC) model that has proven to receive fast results.

There is a lot of competition in the advertising market, but not all these users can be targeted because of YouTube Premium⁶⁶. Users can pay for YouTube Premium to gain access to exclusive content and remove the adverts from videos – YouTube's strategy for avoiding losses from adblockers. This service has really grown in recent years, shown in Chart 9.



Hootsuite⁶⁴ found that 70% of users buy from a brand after seeing it on YouTube. The platform creates space for many influencers, 65,000 of whom already have at least 250,000 subscribers⁶⁶. The rise of the online influencer can be partly attributed to the platform and shows YouTube's versatility in other modes of advertisement.

Other ways of using YouTube include embedding videos onto websites, such as on university profiles or placing them within your own. Like on Snapchat, these videos should come across as authentic, rather than as a blatant advert for the organisation. Think with Google⁶⁷ found that 87% of shoppers felt YouTube speeds up their decision process when deciding whether to buy a product.

Therefore, content that enhances an organic profile can help universities convince prospective students to make the correct choice when choosing where to study.

What do users want from you?

So how can we get the attention of our target demographic when we are in competition with so many other businesses? By creating organic videos that appeal to Millennials and Gen Z, and by making use of adspace such as in the banners at the bottom of videos or appearing on the homepage of relevant users.

Videos that do particularly well on YouTube suit the education sector and show potential for universities looking to develop their accounts. Tutorial videos, whiteboard videos, and educational videos are some of the audiences' favourites⁶². Universities may want to share interesting research from their lecturers in the form of educational whiteboard videos or show users how to sign up for societies or find their way around on their first day. YouTubers' love of learning new things can be answered by your industry.

TLDR:

1 billion hours of YouTube are watched each day worldwide⁶²

50 million UK residents use YouTube⁶³

Brands are unable to advertise to those who have YouTube Premium⁶⁶

YouTube is more popular amongst youth cohorts than Facebook²¹

87% of users found YouTube sped up their decision-making process⁶⁷

Tutorial videos, whiteboard videos, and educational videos are the most popular types on YouTube⁶²

IS TELEVISION DEAD?

The UK television (TV) industry made 16.3 billion in 2020, a slight decrease from the previous year⁶⁸. It was also found that time spent watching TV grows with age, which could be a concerning statistic since it shows lack of potential with younger age demographics. While TV is not yet dead, its numbers are falling. Deloitte Global⁶⁹ has predicted that by the end of 2023, TV's share of viewing hours will fall from 73%, as found in 2017, to 49%. However, they believe TV is still relevant to the media conversation because it can predict trends in other markets such as on-demand, social media, and games consoles.

Some of the UK's best broadcast TV shows according to IMDb⁷⁰ include The Midwich Cuckoos, Peaky Blinders, and Doctor Who. Peaky Blinders in particular is a favourite amongst Gen Z, many of whom sport the 'Tommy Shelby haircut', named after the main character. This shows that UK television still has influence among youth cohorts, although some of this could be attributed to Netflix, which also hosts the series.

I'll see you later

Catch-up TV and streaming services offer a slightly different experience, one that is much more liked by Gen Z. General dislike towards the rigidity of broadcast TV in regard to its strict schedule has encouraged audiences to move towards on-demand types. 82% of 16 to 24-year-olds report that they binge-watch catch-up every month, and 11% do it every day⁷¹.

Half of UK households have a subscription to at least one out of Netflix, Amazon Prime and NOW⁷¹. Ofcom⁵⁵ finds that nearly half of all UK adults prefer online video services and that 66% of UK households watch Netflix. This number is even larger among youth cohorts, since UCAS²¹ reports that 82% of first year university students watch Netflix. Again, preferences relate to the current environment. During the winter lockdown, comedy on Netflix was watched 78% more, possibly to help elevate the mood during a difficult time for the UK.

Traditional news media is also experiencing hardship as the largest generation begins to move towards social media and away from broadcast formats. UCAS²¹ found that nearly two thirds of Gen Z use social media as a news source, resulting in TV and print news reaching 24% fewer people.

In an era where Gen Z appreciate ethical and moral values, trust is threatened by the BBC licensing fee. Many news outlets have reported on public anger towards the licensing fee freeze announced in 2022. Issues surrounding impartiality result in a lack of respect for broadcast TV and the BBC charging UK households for access to all channels. Unsurprisingly, trust in the news has never been so low among youth cohorts²¹.

In with the new, out with the old?

Overall, we are seeing younger generations setting new trends in the internet age, many of which leave broadcast and traditional media behind. Many newspapers now have a website in which they can still reach youth cohorts and gain revenue from advertising on their pages. Businesses that once adapted to broadcast must now once again learn to reach their target demographics on new forms of media to be able to remain salient.

There are targeted advertising opportunities to be found on TV. Channel 4, ITV, and Virgin Media are following Sky's lead and using Sky AdSmart to offer marketers the chance to reach their target demographic during commercial breaks. Although this concept is very similar to the targeted advertising used by social media, many have been uncomfortable with the idea they may see different commercials than their neighbours, and Wired⁷² went as far as to label the move 'creepy'.

On the contrary, many believe that the rise in broadcast advertising suggests that there is success to be had in TV. For example, audiences are safe from harm such as fraud and fake news that crowd social media. It has also been reported that 46% of consumers found that TV and streaming adverts are more memorable than social media, mobile games, and website ads⁷³. While TV may not be dead yet, Gen Z are steering UK trends away from these services and businesses should remember this when trying to reach them.

TLDR:

The UKTV industry made 16.3 billion last year, a decrease on the year before⁶⁸

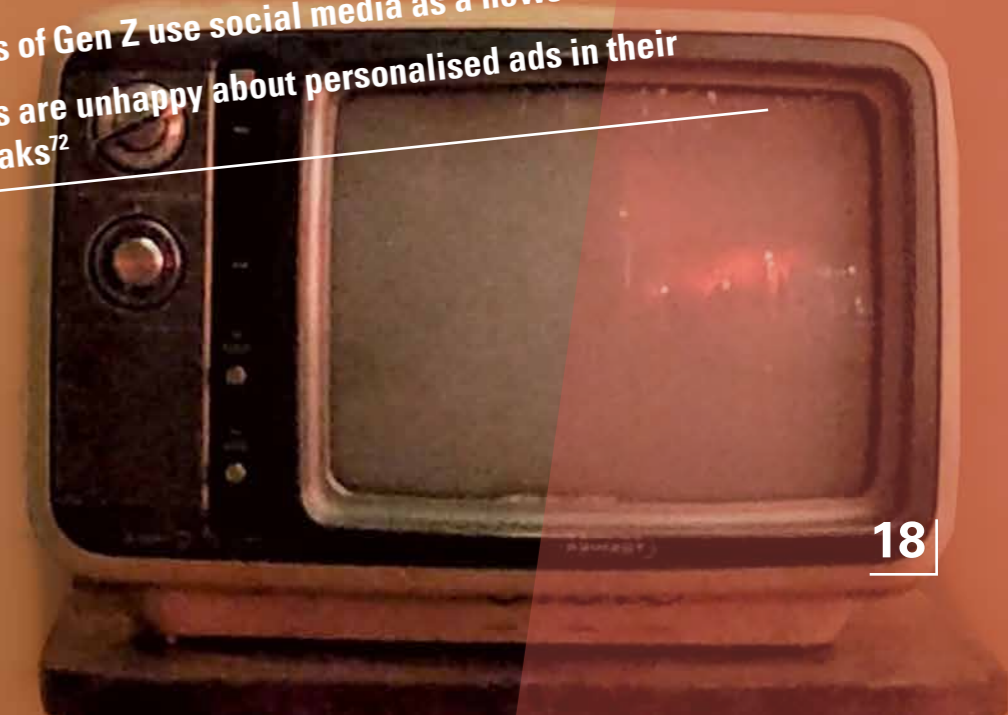
It has been predicted that market share will fall to 49% by 2023⁶⁹

Popular TV shows have the ability to set trends in other industries across the UK

82% of 16 to 24-year-olds binge watch streaming services every month⁷¹

Nearly two thirds of Gen Z use social media as a news source²¹

Some TV owners are unhappy about personalised ads in their commercial breaks⁷²



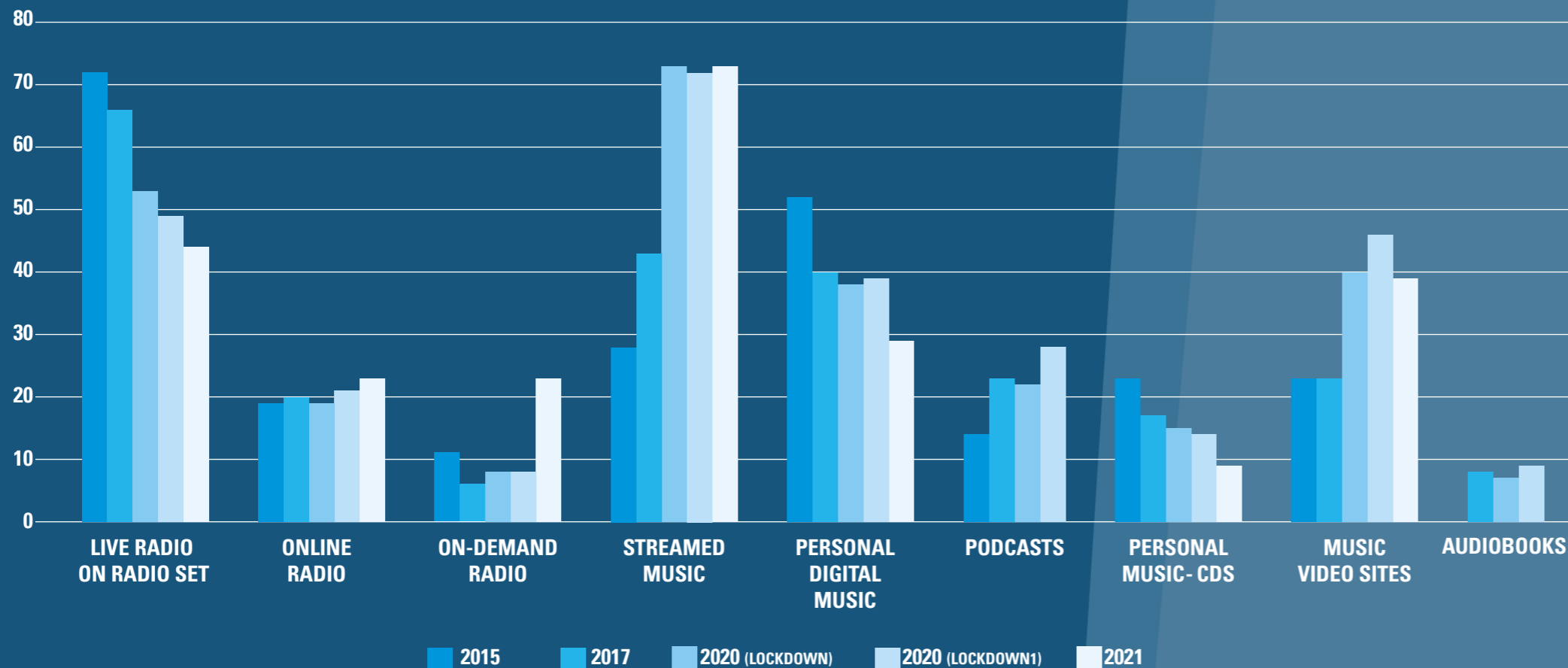
RADIO GA GA

Radio continues on as a popular part of British culture, and the government shares that 89% of the population tune in every week⁷⁴. The government also predicts that radio will remain central to UK media for the next 10-15 years, accounting for 50% of audio listening in the mid-2030s⁷⁴. With nearly 50 million UK residents listening to radio for an average of 20 hours a week in Q1 of 2022, it's clear why the market size reached £1 billion by the end of last year⁷⁵. Youth cohorts also engage with radio, which is promising for radio's future as an audio outlet. 37% report that they listen to radio through a mobile or tablet every week, showing use across different technologies too⁷⁶.

While the UK listens to 688 million hours of digital radio every week⁷⁶, Ofcom⁵⁵ finds that listening to radio on a radio set is declining each year, as shown in chart 11.

Ofcom⁵⁵ also makes the point that young adults have very different audio activity compared with the average adult. Music streaming services are preferred by youth cohorts instead, accounting for 43% of all audio listening in 2021.

CHART 11 - DATA FROM OFCOM⁵⁵
WEEKLY REACH OF SELECTED AUDIO ACTIVITIES (ADULTS 15-34)



What has COVID-19 done to listening numbers?

After watching how radio user levels have developed in 2021, we can see what lasting effects the Coronavirus pandemic has had on the industry. At home listening now accounts for 22% more of listening than pre-lockdown, perhaps as work norms move towards flexible office weeks in which people spend more time at home.

For the same reason, radio listening from in the car has fallen from 29% to 15% and hit a low during the lockdown in 2020 at 7% as less people were on the road⁵⁵. Radio advertising revenue fell by 14% during the pandemic too, despite an increase in income from premium-rate SMS competitions⁵⁵.

The success of radio advertising will depend on the time that it is aired each day. Morning slots are highly coveted as they reach people at the busiest time of day – when they are driving to work. There are several ways to advertise on radio, including sponsorships, live reading from the radio presenter or through advertisement slots that you may have created yourself and could include catchy jingles. Since Gen Z turn to audio for an escape from the real world and to be exposed to more cultural diversity, it is no surprise that radio is still valuable for advertisers looking to reach the age demographic⁷⁷.

TLDR:

89% of the British population listen in each week⁷⁴
50 million listeners tune in for an average of 20 hours a week in 2022⁷⁵
Listening from the car has declined by 14% since the Coronavirus pandemic⁵⁵
Radio is Gen Z's escape from reality⁷⁷

PODCASTS ARE STILL STRUGGLING TO GET THE NUMBERS

Podcasts have been circulating since 2000 but have struggled to reach prominence in the mediated world. Currently podcasts are more popular with youth audiences, and 28% of young adults aged between 15 to 34-years-old listen to podcasts weekly⁵⁵. Other research found that 32% of Gen Z classify themselves as regular podcast listeners⁷⁸, while UCAS²¹ finds that 22% of first year university students enjoy listening in their spare time. Many listeners would play podcasts while travelling or at the gym, so the Coronavirus pandemic had an impact on numbers. Nevertheless, more brands and influencers are taking to platforms such as Spotify to diversify their content.

Other popular platforms for podcasts are Apple Podcasts, Pandora, Stitcher and iHeartMedia⁷⁸. However, Spotify is overwhelmingly the favourite, preferred by more than half of the Gen Z population that was questioned⁷⁸.

So, what are Gen Z enjoying listening to post-pandemic? 41% say they like comedy, followed by 33% enjoying music, and 31% rate interviews⁷⁹. First year university students reported to UCAS²¹ that their favourite shows included The Joe Rogan Experience, Jaackmaate's Happy Hour, and Ted Talks Daily.

Organic content from universities could prove successful if it appeals to student preferences, and advertising could get a high reach among student cohorts if adverts are placed on high-performing channels. It is also promising that students rated Ted Talks highly, as this shows opportunity for the education sector.

Spending on digital audio advertising has increased in recent years, reaching £33 million in 2020 for podcasts⁵⁵. For 80% of marketers who used Podcasts for advertising in 2021, they will be allocating the same or more budget in 2022³¹, suggesting that it has been successful for the majority, although a more positive return might strengthen prospects for the future. It is worth noting that 46% of young adult audiences don't mind advertising on podcasts – making podcasts a more accepting crowd when compared with gamer communities⁷⁹.

Podcasts have been circulating since 2000 but have struggled to reach prominence in the mediated world

TLDR:

Youth cohort usage figures range between 22%-32%^{21,55,78}

The most popular podcast platforms include Spotify and Apple Podcasts⁷⁸

Comedy, music, and interviews are the most popular topics⁷⁹

Spending on digital audio advertising is slowly increasing, reaching £33 million in 2020⁵⁵

46% of listeners don't mind being advertised to⁷⁹



OUT OF HOME ADVERTISING REQUESTING A FLY-BY

Is it possible to reach digital natives outside of the digital world? Out of home advertising (OOH) may be seen as a more outdated version for reaching target markets compared with new digital methods, but research shows that it is still a very valid way to make an impression on youth cohorts. In fact, Gen Z are likely to react with more animosity towards digital ads, and instead prefer the sense of control that OOH advertising gives them. Non-invasive forms such as billboards give this generation the choice to simply just not look at the advert and provides a more positive association with advertising in general⁸⁰.

As students become more responsible for their travel and food, motorways and shops are becoming great locations for OOH⁸¹. Research has found that consumers notice OOH advertising the most while driving, suggesting that this is the best way to reach numbers of students⁸¹. Furthermore, there are reports of a surge in 'airport culture'⁸², where Gen Z visit airports to enjoy the safe space and possibilities. Adding to this the increase in holidaying among the age group⁸³ now that coronavirus restrictions have been loosened, shows that airports may also be a great place to reach young adults.

Bearing in mind the spending habits of Gen Z, we can expect to see more brands taking advantage of areas that are visited often by the age group. Since investments in kitchenware are becoming more common, shops that cater to these needs may provide ideal spaces for advertisers¹⁵.

Supermarkets in cities could also yield a high reach as students begin to take responsibility for their meals. People spend more time outside during the summer than in winter⁸⁴, so planning OOH campaigns around busy periods of the year will determine success.

TLDR:

OOH advertising gives audiences more control over what they are exposed to, and in turn is a preferred method by Gen Z in particular⁸⁰

Motorways and supermarkets are great places to get a high reach⁸¹

There is a reported increase in 'airport culture' and holidays among youth cohorts, suggesting that airports are a great placement for advertising too^{82,83}

Since people spend more time outdoors in the summer⁸⁴, this is the best time for an OOH advertising campaign to take place

ATTITUDES TOWARDS ADVERTISING

As previously mentioned, Gen Z prefer OOH advertising over ads that appear on their social media feeds. As a result, adblocking software for both mobile and desktop is widely available, and 42.7% of internet users report using one⁸⁵. One of the most popular services has hit the 65 million user mark⁸⁵, and so this will disrupt any campaign's ability to reach its target demographic.

Gen Z are the biggest users of adblocking services, and around 46.2% claim to have one installed⁸⁵. There are ways for websites to counteract this though, including using anti-adblock scripts that confuse adblockers⁸⁶. Unfortunately, these are unlikely to be found on social media, but it is worth remembering when researching the best websites for placing profiles or advertisements on.

How can you make your ad stand out?

By appealing to what we know Gen Z like, using the research in this report. As Snapchat³⁰ identified, Gen Z are currently appreciating authenticity and visual experiences, ethical world views and business practices, and deep community relationships. To attract the attention of flighty 16 to 25-year-olds, content should not require attention for more than 8 seconds². Video was therefore marketers' number one strategy in 2021, and 80% claim it increased sales³¹.

Brand reputation is an important element behind a prospective student's choice¹⁶, so all advertising should have coherent themes to build a specific identity for the institution. Digital advertising is an opportunity to strengthen these brand associations and get positioned within the online community, combined with strong organic content on each social media to appear as welcoming as possible to a value-guided generation².

It may also encourage users to begin a conversation on a messaging service, after which a more personal experience can then be provided by a chatbot or on email. Since 68% of users like chatbot technology, brands can provide their audiences with more in-depth information this way⁵².

Each year, video becomes more important in campaigns looking to attract the Gen Z market. Research has found that 94% of internet audiences have been guided by video when making purchase decisions, and 99% say they enjoy watching video content from brands⁸⁷. Coinciding with other findings mentioned earlier, this research also demonstrated that consumers value authenticity and clear messaging the most in video⁸⁷.

Gaining trust from a sceptical generation is difficult, but less so with television. Traditional media, while having lower penetration among youth cohorts, is trusted more (perhaps because these forms have procedures in place for regulating misinformation)⁸⁸.

Authenticity is the buzz word of 2022

What we have learned about Gen Z's preferences in advertising is clear: authenticity is the buzz word of 2022. This requires much more than a consistent advertising strategy, instead demanding consistent business practices and values. Social media crises are your arch nemesis and should be dealt with openness and honesty to avoid losses in brand reputation.

Consumers are more open to advertising when it comes through traditional forms, but also enjoy video content and will actively search through your content when making purchases (or university applications). Spread your advertising and profiles across multiple platforms if you want to successfully reach this cohort.

**BRAND REPUTATION IS
AN IMPORTANT ELEMENT
BEHIND A PROSPECTIVE
STUDENT'S CHOICE**

SPONSORED CONTENT: YOU SHOULD TRY THIS

Influencer marketing is booming in current years, rising from £1.4 billion in 2016 to £11.2 billion in 2021⁸⁹. This has been attributed to the increased popularity of short-form video, in turn caused by platforms like TikTok, Instagram, and YouTube. These platforms have become famous for their influencers, many of whom began with YouTube but have expanded on to others. Corroborating this, UCAS²¹ finds that university students' top 10 influencers include the likes of Molly Mae, KSI and the Sidemen, Emma Chamberlain, and PewDiePie. However, influencer marketing is now much more complex than it used to be, as Gen Z take over the larger parts of the spending market.

Influencers like PewDiePie and Logan Paul have caused a lot of damage through offensive stunts, but consumer psychology goes deeper than this. Gen Z trust real people, and the more celebrity a person gains, the more they are viewed as a 'paid actor'²¹. Only 3% of consumers will buy a product based on celebrity endorsement, compared to 60% when it comes from an influencer⁹⁰.

Mega-influence or Micro-influence?

The answer depends on what you want. There will also be a large difference in costs depending on what type of influencer you choose. If you solely want exposure, mega-influencers with over a million followers are generally redefined as celebrities – think KSI, who now has a 11.5 million-strong audience. They have great reach, but they can't connect as deeply with their audience⁹⁰.

Micro-influencers have follower counts between 10,000 to 100,000, and often tailor to specific niches. Due to their smaller audience, they have a stronger influence, but they won't reach as many of the target demographic. If you want to expand into influencer marketing, make sure to pick someone who is relevant to your brand message or theme.

Many businesses are beginning to make use of sponsored content such as influencer marketing already, since it is reported that for every dollar spent, there is an 18 dollar return⁹¹. This return on investment should encourage any of the 7% of businesses that don't already use influencers to begin in 2022⁹¹.

Let your happy customers speak for you

User generated content (UGC) is also very useful for consumers looking to research your business. Research shows that 90% of users find UGC helpful when making purchase decisions⁹¹, and this is all the more important for universities who are looking to appear welcoming towards new students. Since Millennials are the biggest UGC creators, contributing over 70% of all content⁹², it makes the point that recently graduated students could be perfect for enhancing the university image with positive and authentic reviews.

More than 50% of consumers are looking for brands to tell them what sort of content to create⁹², so alumni may just be more than willing to share their experiences if asked.

Staff may also be useful for creating UGC, since recent staff strikes over pay received a lot of support from current students, despite the disruptions caused to their lectures⁹³. Gen Z want brands to share their world-view, and treatment of employees is important for many, as shown in chart 2. Showing that staff enjoy their working environment could improve brand reputation.

**USER GENERATED CONTENT (UGC) IS ALSO
VERY USEFUL FOR CONSUMERS LOOKING
TO RESEARCH YOUR BUSINESS.**

TO CONCLUDE....

For this report, we have researched each of the top social media platforms and other forms of advertising that we expect youth cohorts to engage with regularly. We believe that Gen Z is a unique audience, and their role as online trend-setters means that their values are important to all campaigns.

Now that the Coronavirus pandemic has passed, we are beginning to see how it has changed the digital landscape, and how we can adjust to suit the new flexible study and work dynamic. Social media has become even more integrated into our lives, and with the announcement of Meta it seems this will only become more the case in the future. As such, all new advertising campaigns must be central to the latest trends, which research suggests will move towards short-form video sites such as TikTok, Instagram, and YouTube, and away from older platforms like Facebook and Twitter.

These should not be disregarded yet though, as Facebook remains the biggest SNS and Twitter shows promise for an upswing in usage, particularly among Gen Z.

It is, however, time to start being open about business practices, and begin honest conversations with your audiences. Gen Z want to know they are spending their money responsibly, especially as sustainability and human rights come to the forefront of political topics and following the wake of huge economic disruption. Advertising will go to waste if it doesn't appeal to youth cohorts, and they have high expectations as digital natives.

Integrated marketing strategies that make use of social media, influencer marketing, traditional media and OOH advertising will be able to cover all bases, including reach and trust. Our research has shown that declining forms of advertising, mostly traditional, still have a lot to offer with youth cohorts, even if social media is in the midst of a takeover.

Adverts on social media tend to be obtrusive since Gen Z spend so much of their time on various social networking sites. Offering them a break from unskippable ads or disruptive spreads and instead favouring sponsored content and influencer marketing may be what you need to push your campaign further. Keep an eye on video game opportunities too, as rumours suggest this could be taking on new advertising placements in the future. Let us use our knowledge to help you get the most out of your advertising budget.



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