10 Gen Z Marketing Makeovers, And Whether They’re Working

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Gen Z is set to be the wealthiest and highest-spending generation in history, with Nielsen forecasting they will command $12 trillion spending power by 2030. Naturally, brands want in on the gold rush.

As a result, advertisers from CeraVe to Gap to Sprite have reworked their marketing to engage Gen Z. But are those bets paying off?

It’s not so clear-cut, according to numbers provided to ADWEEK by Morning Consult. The data tracked favorability, purchase consideration, and trust across 10,000 Gen Z consumers from Q1 2025 to Q2 2026, focusing on 10 brands that have pivoted their marketing in recent years.

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