Demystifying Gen Z: Are They Brand Loyal?



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3 hours ago
In episode three of Demystifying Gen Z, it’s all about brand loyalty.

In this series produced in partnership with WAYV, we tune into what’s driving the next generation through the curious lens of marketers. In previous episodes, we’ve explored Gen Z’s preferred content platforms and their experiences shopping online vs. IRL.

Find out what matters in this week’s episode of Demystifying Gen Z.

https://www.adweek.com/digital/demystifying-gen-z-are-they-brand-loyal/