

This Report Shows Why Gen Z Sees Straight Through Your Marketing Efforts

Marketers are on a relentless quest to connect with Gen Z, and despite their best efforts, agency Adolescent Content is here to serve a cold statistic to corporate America: only 8% of the generation thinks brands actually understand them. That means the TikTok hashtag challenge you just launched, sustainable product line you announced and Women's History Month pledge to throw a few pennies at a non-profit isn't quite the serve you think it is, according to the report.

Recommended articles

<https://www.adweek.com/agencies/this-report-shows-why-gen-z-sees-straight-through-your-marketing-efforts/>