TRENDERA



WHAT YOU NEED TO KNOW:

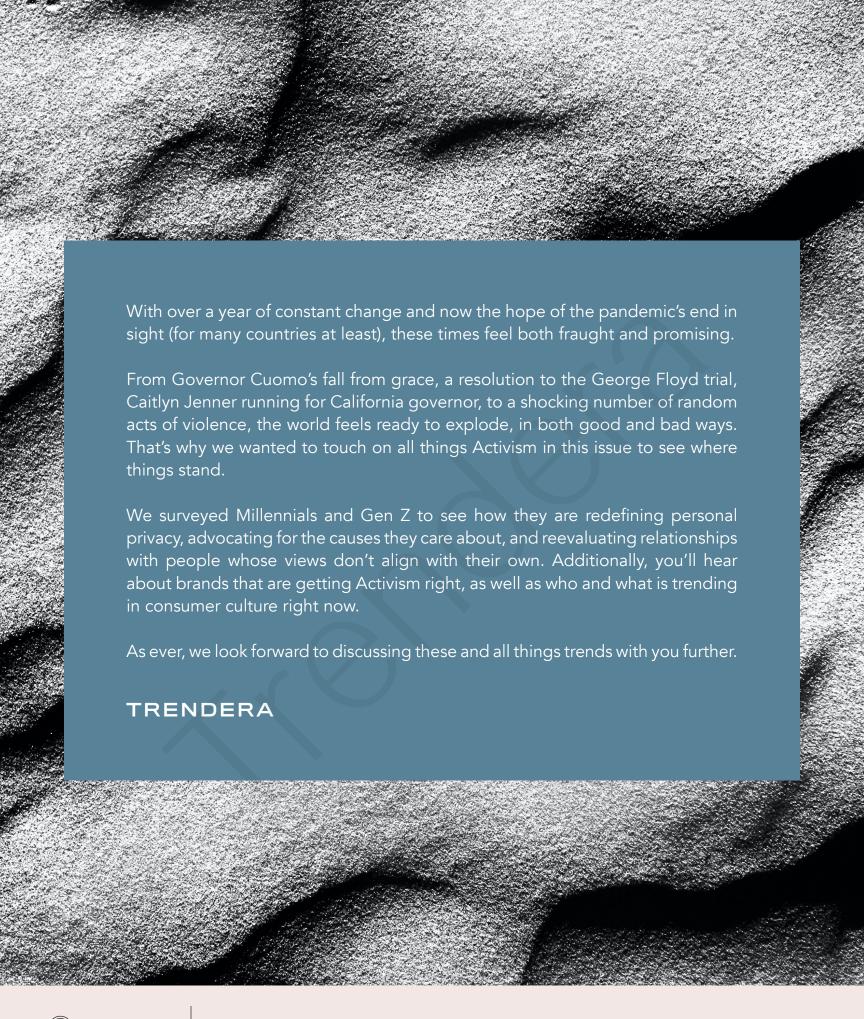
ACTIVISM REPORT



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WHAT YOU NEED TO KNOW: THE ACTIVISM ISSUE

INTRO 3

SOCIETAL SHIFT

CONFRONTATION CULTURE: So much for "never discuss politics and religion." Primed by a demand for transparency and an almost uncontrollable amount of oversharing online, Millennials and Gen Z seem to want not only to discuss sensitive topics, but also expect everyone else to be willing to share their views as well. There now seems to be an expectation to know (and judge) others' opinions. As personal privacy falls by the wayside in myriad ways, younger generations are redefining what personal boundaries mean—and there is very little, if anything, that is off the table. Rather than the tolerance we hope for, the question becomes, are you with me or against me?







SOCIETAL SHIFT

BRANDS X ACTIVISM



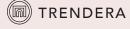
OREO X PFLAG: Oreo partnered with PFLAG on Proud Parent, a short YouTube film that explores parent-child relationships when a child brings a partner home for the first time who is part of the LGBTQ+ community. Highlighting family love and support, the campaign's coverage and normalization of this specific milestone moment for younger generations made it feel original and authentic.











WHAT YOU NEED TO KNOW: THE ACTIVISM ISSUE

BRANDS X ACTIVISM 5

BY THE NUMBERS GEN Z, MILLENNIALS, & ACTIVISM

METHODOLOGY:

Trendera surveyed 416 nationally representative Gen Z and Millennials (ages 13-41) in March 2021. Unless noted, results are reported for the full sample.

THE ISSUES THEY CARE MOST ABOUT:

When asked about the most important issues in our country are right now Gen Z and Millennials said...

The pandemic	53%
Black Lives Matter	36%
Unemployment	27%

Not surprisingly Millennials, cared more than Gen Z about unemployment (32% vs 22%)

Gen Z was more likely to think Black Lives Matter is the most important issue (47% vs 25%)

Female Gen Zs were more likely to place importance on BLM compared to male Gen Zs (58% vs. 33%).

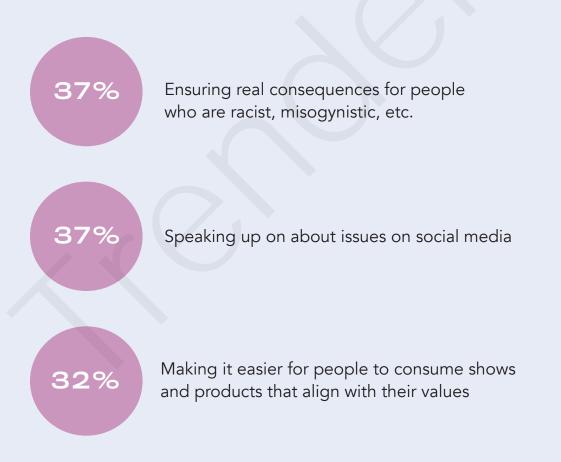


WHAT YOU NEED TO KNOW: THE ACTIVISM ISSUE

BY THE NUMBERS GEN Z, MILLENNIALS, & ACTIVISM

HOW THEY SUPPORT THE CAUSES THEY CARE ABOUT:

When asked what they think will make a significant difference in how people feel, think, and behave, Gen Z and Millennials said:



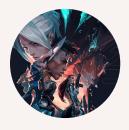


WHAT YOU NEED TO KNOW: THE ACTIVISM ISSUE

NOW TRENDING



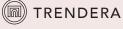
NICE SHIRT. THANKS!: Having gone viral on both Instagram and TikTok, Nice Shirt. Thanks! is a clothing brand creating a different version of customizable shirts. For an affordable \$24.99 customers can enter in a few keywords like "Harry Styles" and "Scientist" and have designers create a one of a kind shirt based on their interpretation of the keywords. The result is a hilarious creation that Gen Z customers can't wait to post online.











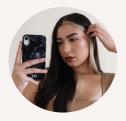
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ONES TO WATCH



WIZKID: WizKid has been in the music industry for a decade but has recently become more influential. Not only is he a leader of Afropop music, but his influence also extends to his style, which he views as an extension of his art and public expression. His fourth studio album released earlier this year, *Made in Lagos*, was hailed as his "most mature and cohesive work yet."









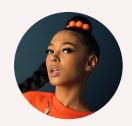


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ONES TO WATCH 23

ONES TO WATCH



DIZZY FAYE: Dizzy Fae is a 22-year-old singer and dancer who has already released two mixtapes, opened for Lizzo, and shared stages with Jorja Smith, The Internet, and Kehlani all since her 2016 debut single "Color Me Bad." The rising star has released new music within genres ranging from R&B and eclectic funk to experimental electronica and smoky jazz, all with her own twist.







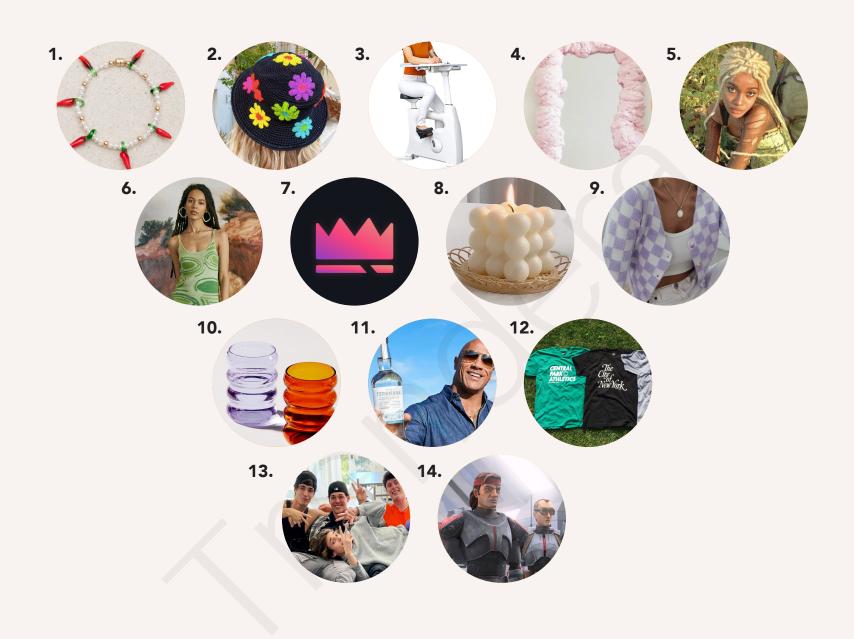


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ONES TO WATCH 24

WHAT'S HOT



WHAT'S HOT 25

