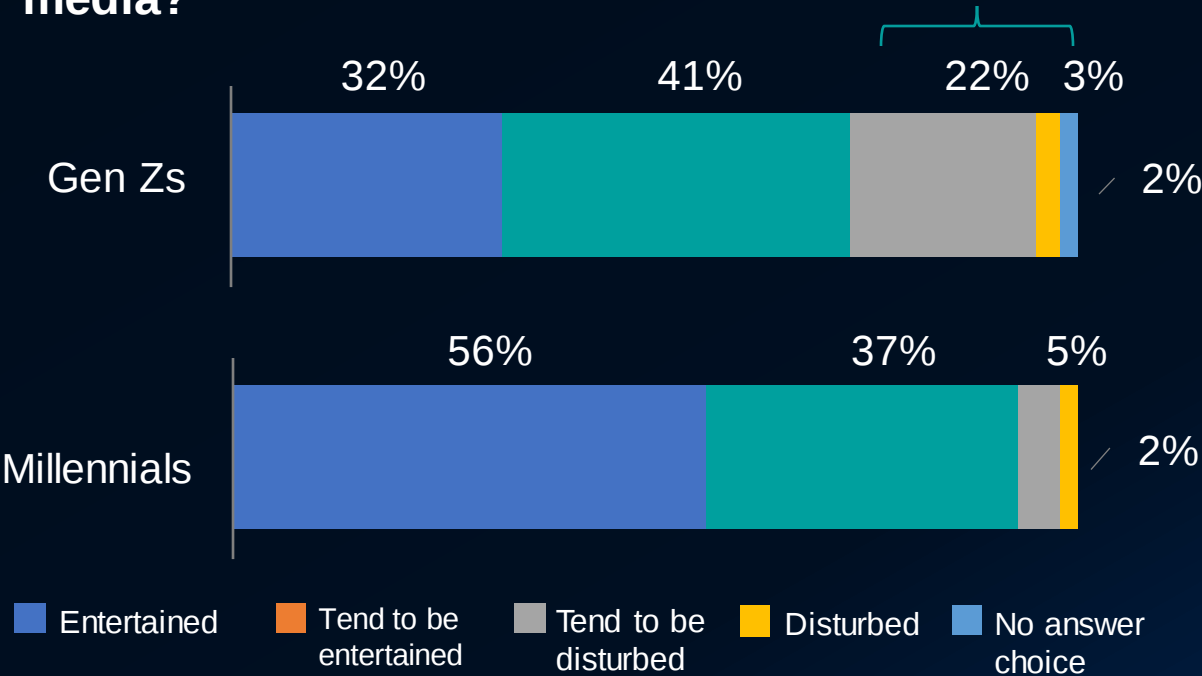


Success hinges on delivering genuine and relatable experiences to Gen Z

Generally, Gen Zs have lower interest on ads, with around 22% feeling uncomfortable seeing advertisements on their social media platforms

What do you feel when you see ads on your social media?



Gen Zs are indeed less interested in watching ads

