



# **N20 INSIGHT:** **Generation Series**

**VOLUME TWO**



# Impact of Media Platforms in 2024.

N2O INSIGHTS: GENERATIONS SERIES

# Social Media Influence on Purchases.

## Key Insights.

### Gen Z

Strongly influenced by TikTok, YouTube, and Instagram. These platforms shape their purchasing decisions, often driven by visual and interactive content.



### Millennials

Influenced by a mix of platforms, with YouTube, Instagram, and Facebook being significant. This group values platforms that provide a blend of visual content and community interaction.



### Gen X

Shows moderate engagement across several platforms, including Facebook, Instagram, and YouTube, with a notable percentage not influenced by social media for purchases.



### Baby Boomers

Primarily influenced by Facebook, indicating a preference for familiar and established social networks. Many in this generation do not engage with the newer social platforms.



# Social Media Influence on Purchases.

## Implications for Brand Engagement.



### Gen Z

Brands targeting Gen Z should focus on TikTok and Instagram, leveraging influencers, short videos, and interactive content to drive engagement. Creative, trend-driven content is key to capturing this audience's attention.



### Millennials

A multi-platform approach is essential, with a focus on YouTube for video content, Instagram for visuals, and Facebook for community engagement. Millennials respond well to personalised and relatable content.



### Gen X

Brands should consider multi-platform strategies that include Facebook, Instagram, and YouTube to capture this diverse group. Content should balance visual appeal with informative elements.



### Baby Boomers

Facebook remains a critical platform for engaging Baby Boomers. Brands should prioritise content that is informative, community-driven, and emphasises trust and familiarity.



# Social Media Influence on Purchases. Broader Insights.

## Social Media as a Cultural Force:

Social media has reshaped how products are marketed, particularly among younger generations who are more likely to be influenced by visual platforms like TikTok and Instagram

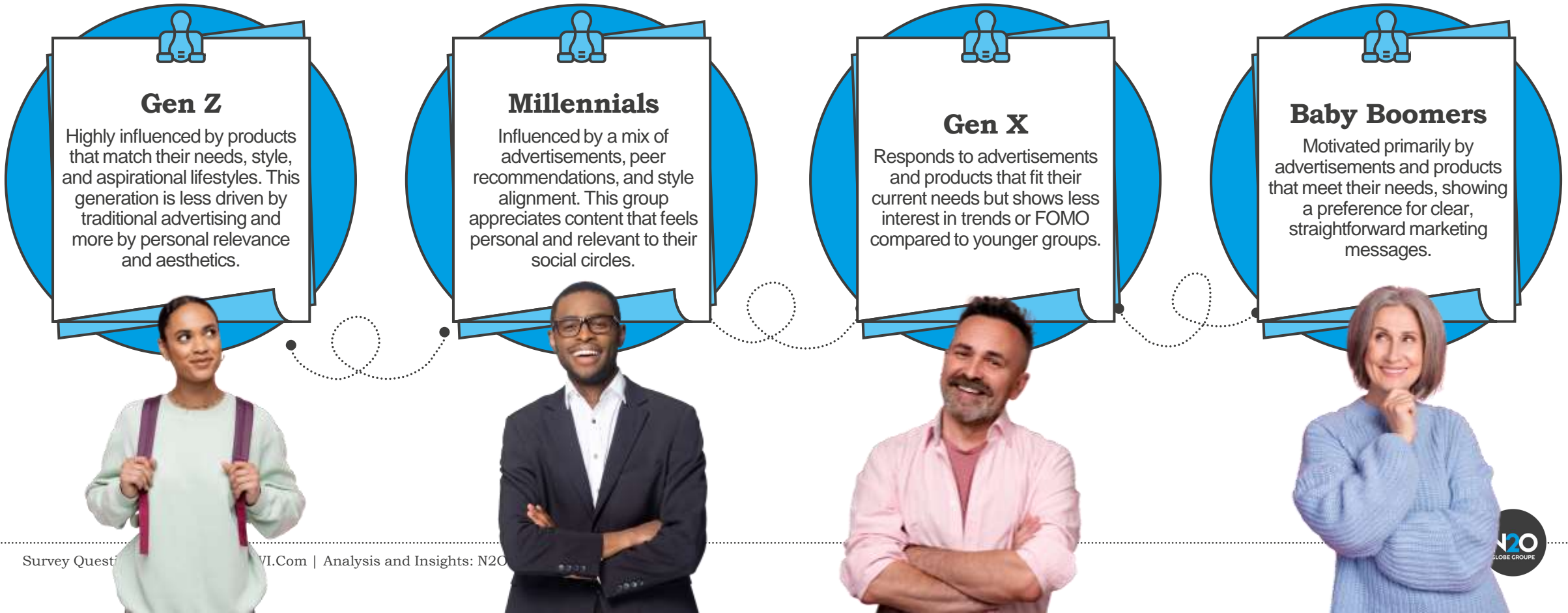
## Generational Divide in Platform Use:

There is a clear generational divide in social media usage, with younger audiences gravitating towards newer, visually driven platforms, while older generations prefer more established networks.

## The Rise of Video Content:

Platforms that prioritise video content, such as TikTok and YouTube, are particularly influential, highlighting the importance of video marketing strategies for brands aiming to connect with Gen Z and Millennials.

# Motivations for Social Media-Driven Purchases. Key Insights.



# Motivations for Social Media-Driven Purchases. Implications for Brand Engagement.



## Gen Z

Brands should focus on creating highly personalised content that appeals to Gen Z's style and current needs. Highlighting how a product fits into their desired lifestyle can be particularly effective.



## Millennials

A blend of personalised advertising and peer-driven content is key. Brands can leverage influencer partnerships and encourage social sharing to reach this group effectively.



## Gen X

Gen X values products that fulfil practical needs but also appreciate well-targeted advertising. Brands should highlight utility and relevance.



## Baby Boomers

Much like Gen X, brands should prioritise clear advertising strategies, emphasising the practical benefits of a product. Simplicity and straightforward messaging resonate best.



# Motivations for Social Media-Driven Purchases. Broader Insights.

## Shift Toward Personal Relevance:

Across generations, there is a clear trend toward products that feel personally relevant. While traditional advertising still holds power, younger generations in particular seek out products that align with their personal style, needs, and aspirations.

## Evolving Role of Advertisements:

The role of advertising is evolving, with direct advertisements still holding significant influence, particularly among older generations. However, the effectiveness of advertising is increasingly tied to how well it aligns with individual lifestyles.

## Power of Social Proof:

The importance of peer influence among Millennials indicates that social proof remains a critical factor in purchasing decisions. Brands should consider leveraging user-generated content and testimonials to enhance trust and relatability.

# Streaming Services' Influence on Purchases.

## Key Insights.



### Gen Z

Netflix and Amazon Prime Video are top influencers, followed closely by Disney+. This generation values platforms that offer a wide range of content, exclusive shows, and seamless shopping integrations.



### Millennials

Similar to Gen Z, Millennials are highly influenced by Netflix and Amazon Prime Video. Disney+ also plays a significant role due to its curated content and family appeal.



### Gen X

Netflix and Amazon Prime Video are the main drivers of influence, but overall engagement with streaming services is moderate compared to younger generations.



### Baby Boomers

Predominantly disengaged from streaming services when it comes to purchasing decisions. Brands targeting this generation should not rely heavily on streaming platforms for advertising.



# Streaming Services' Influence on Purchases. Implications for Brand Engagement.



## Gen Z

Brands should leverage Netflix and Amazon Prime Video for product placements, strategic advertisements, and collaborations with popular shows or influencers. Exclusive content partnerships can also drive engagement.



## Millennials

A multi-faceted approach using Netflix, Amazon Prime Video, and Disney+ can effectively capture Millennial attention. Brands should explore opportunities for brand integrations, especially in shows that align with Millennial tastes.



## Gen X

Brands can engage Gen X through targeted ads on Netflix and Amazon Prime Video, focusing on content that appeals to this generation's interests, such as documentaries, drama series, and lifestyle content.



## Baby Boomers

Since Baby Boomers are less influenced by streaming platforms, brands should prioritise other media channels like traditional TV, print, or digital ads on familiar platforms such as Facebook.



# Streaming Services' Influence on Purchases. Broader Insights.

## Streaming as a Shopping Influence:

The integration of shopping elements within streaming platforms, such as Amazon's seamless connection between Prime Video and its retail services, has significantly impacted how younger audiences make purchasing decisions.

## Generational Gaps in Media Consumption:

The stark contrast between younger generations and Baby Boomers in streaming engagement reflects broader generational shifts in media consumption. Younger generations are more accustomed to on-demand, digital-first content, while older generations prefer more traditional media formats.

## Future of Brand Partnerships in Streaming:

As streaming services continue to grow in influence, especially among younger demographics, brands have the opportunity to create immersive advertising experiences that go beyond traditional commercials. Strategic placements, sponsorships, and exclusive collaborations will become key tools in engaging these audiences.

# Reasons for Streaming Inspired Purchases. Key Insights.



## Gen Z

This group is particularly influenced by seeing products used by characters, aligning purchases with lifestyle aspirations, and matching current needs. Content that integrates products seamlessly into the storyline is particularly effective.



## Millennials

A mix of motivations including advertisements, matching current needs, and influence from friends/family. This generation responds well to relatable content that feels authentic and aligned with their daily lives.



## Gen X

Motivated by advertisements and practical needs, Gen X shows moderate engagement with streaming platforms but remains less influenced by FOMO or lifestyle trends.



## Baby Boomers

Primarily motivated by advertisements and content that matches their needs. They are less influenced by trends or character-driven endorsements.



# Reasons for Streaming Inspired Purchases. Implications for Brand Engagement.



## Gen Z

Brands should focus on product placements that feel organic within streaming content, especially involving characters that Gen Z identifies with. Highlighting how products align with their aspirations can further drive engagement.



## Millennials

A strategy that includes advertisements, lifestyle-oriented content, and social proof (friends/family influence) will resonate. Brands can use a combination of direct ads and influencer marketing to appeal to this group.



## Gen X

Gen X responds to practical advertisements. Brands should focus on clear, direct messaging that emphasises how a product meets immediate needs without overemphasising trendy or aspirational aspects.



## Baby Boomers

Straightforward advertising that highlights the practical benefits of a product is most effective. Brands should avoid trendy or character-based promotions which may not resonate as well.



# Reasons for Streaming Inspired Purchases. Broader Insights.

## Rise of In-Content Advertising:

The significant impact of seeing products used by characters highlights the growing importance of in-content advertising. This strategy not only enhances brand visibility but also integrates products into viewers' lives in a relatable way.

## Generational Attitudes Toward Advertising:

The effectiveness of advertisements within streaming content across all generations reinforces the value of well-placed, targeted ads. However, the style and approach should be tailored to the specific motivations and preferences of each generation.

## Increasing Focus on Lifestyle Marketing:

For younger generations, particularly Gen Z and Millennials, products that align with lifestyle aspirations hold significant appeal. Brands should emphasise how their products fit into the aspirational narratives of their target audiences.

# Platforms Shaping Cultural Trends.

## Key Insights.

### Gen Z

Netflix, Disney+, and Amazon Prime Video are the major trendsetters, reflecting Gen Z's preference for platforms that offer diverse, engaging, and culturally relevant content.



### Millennials

Netflix is the leading cultural influencer, followed by Amazon Prime Video and Disney+. This generation values platforms that offer a mix of original series, popular franchises, and lifestyle content.



### Gen X

Netflix and Amazon Prime Video are seen as the primary platforms influencing cultural trends. Gen X appreciates content that is both mainstream and aligns with their interests.



### Baby Boomers

This generation shows limited recognition of streaming services as cultural influencers, with many preferring traditional media sources. When they do engage, Amazon Prime Video and Netflix are the most acknowledged.



# Platforms Shaping Cultural Trends.

## Implications for Brand Engagement.



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# Platforms Shaping Cultural Trends. Broader Insights.

## Streaming as a Cultural Powerhouse:

The data highlights the growing influence of streaming platforms as cultural hubs. With original content driving conversations, platforms like Netflix and Disney+ have become major players in shaping public discourse and trends.

## Generational Differences in Cultural Engagement:

Younger generations, particularly Gen Z and Millennials, are heavily influenced by streaming content, reflecting a shift away from traditional media. Older generations, especially Baby Boomers, continue to be less connected to this new cultural landscape.

## Strategic Brand Opportunities in Streaming:

Brands have unique opportunities to engage audiences through streaming platforms by integrating their products within popular content, aligning with influential creators, and creating campaigns that resonate with the cultural narratives driven by these services.

*N2O is a leading Creative Brand Experience Agency known for transforming customers into passionate brand advocates through innovative and immersive experiences. With expertise spanning Experiential, Retail, and Social Media & Influencer Marketing, we excel at turning strategic insights into data-driven, bespoke campaigns that captivate and engage target audiences.*



# Thanks!

*For a deeper dive into these insights and ideas on how they can help you create exceptional brand experiences, give us a call. We'd love to share more.*

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**N20 South (HQ)**  
7 Foundation Park  
Roxborough Way  
Maidenhead  
SL6 3UD

**N20 Beds**  
3 Fuse Business Park,  
Fisherswood Road,  
Wixams, Bedford,  
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