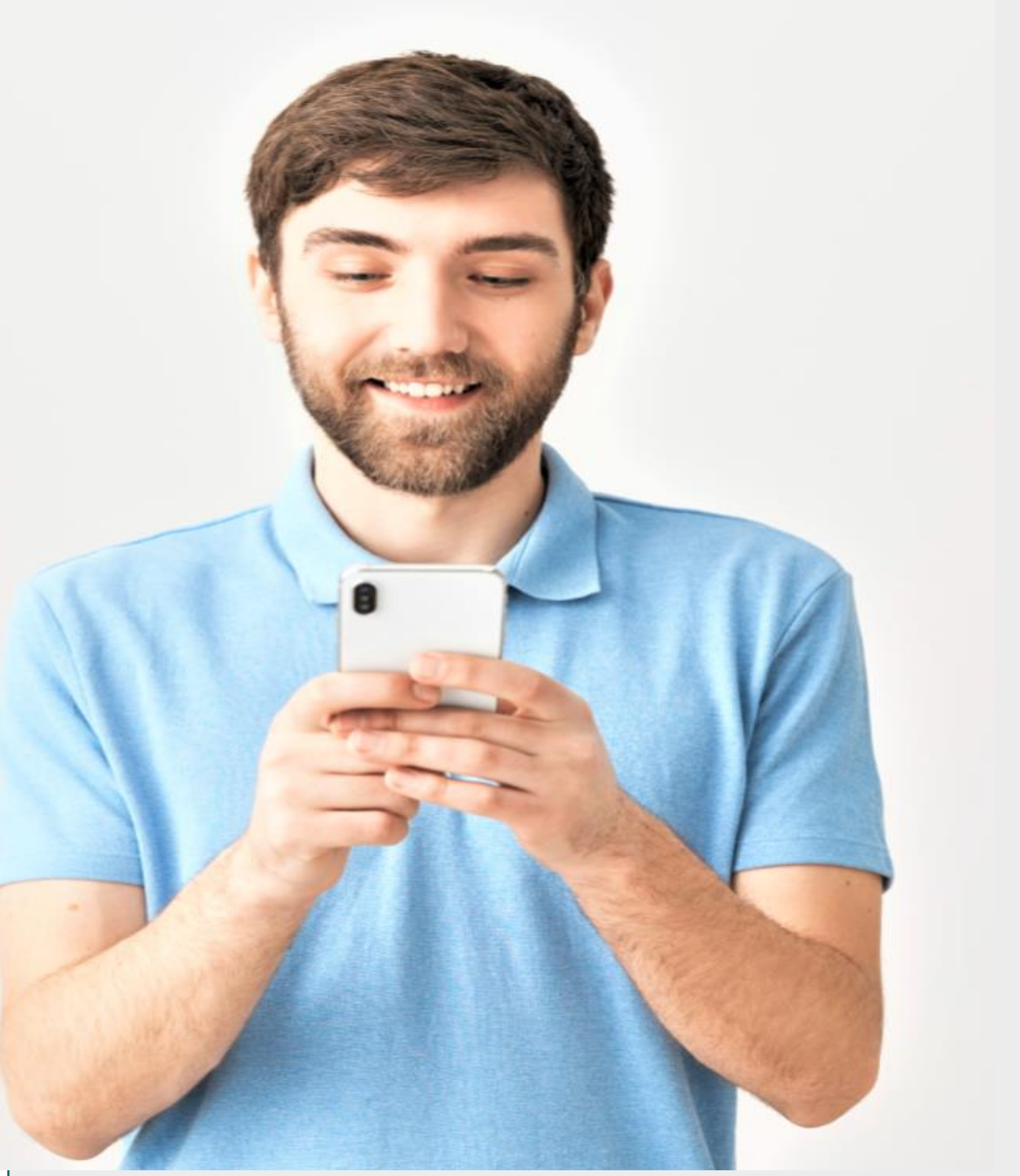




# Communicating and engaging with young people

*Frank Knecht, 13 April 2021*

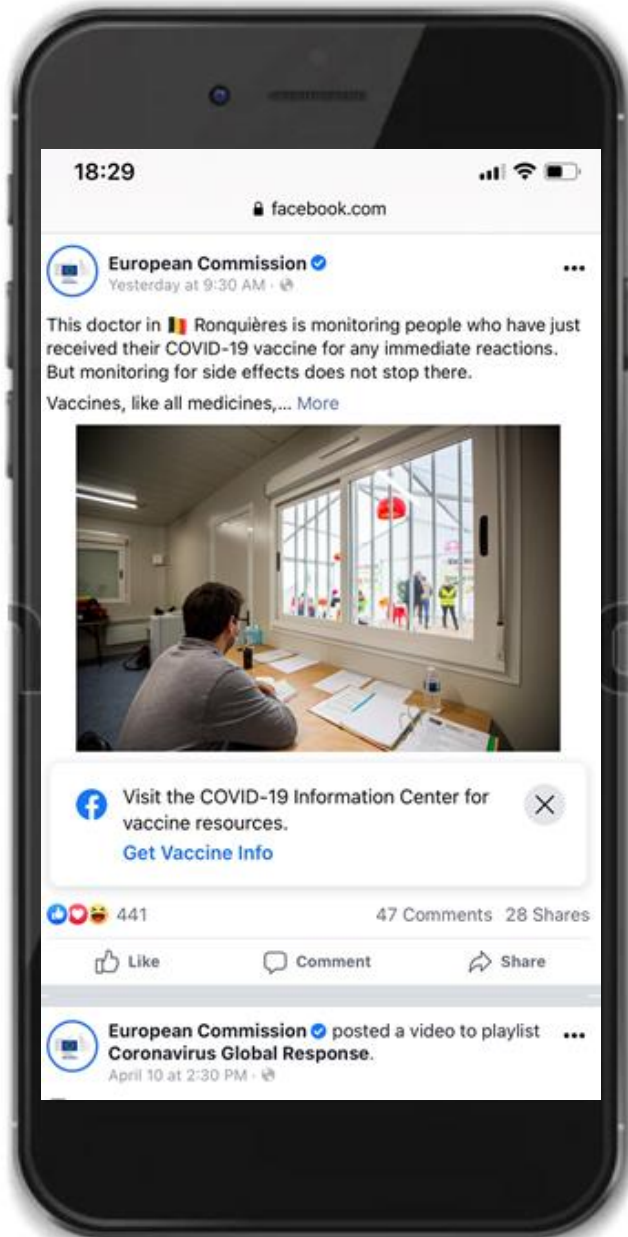


## Which are the right media touchpoints?

- Some classic media (out-of-home, cinema, TV) still relevant.
- But: GenZ consumes mobile phone content on average for 5.9 hours a day.
- Each mobile phone application fulfills a certain 'job'.



# Facebook



- *‘Explore what is trending in the media, or get to know thought-leaders in the topics that matter to you; you can follow and speak directly to influencers and your friends alike.’*
- Platform with the highest reach.
- Used by young people to stay in contact with their family.
- Example: Commission update on vaccination.

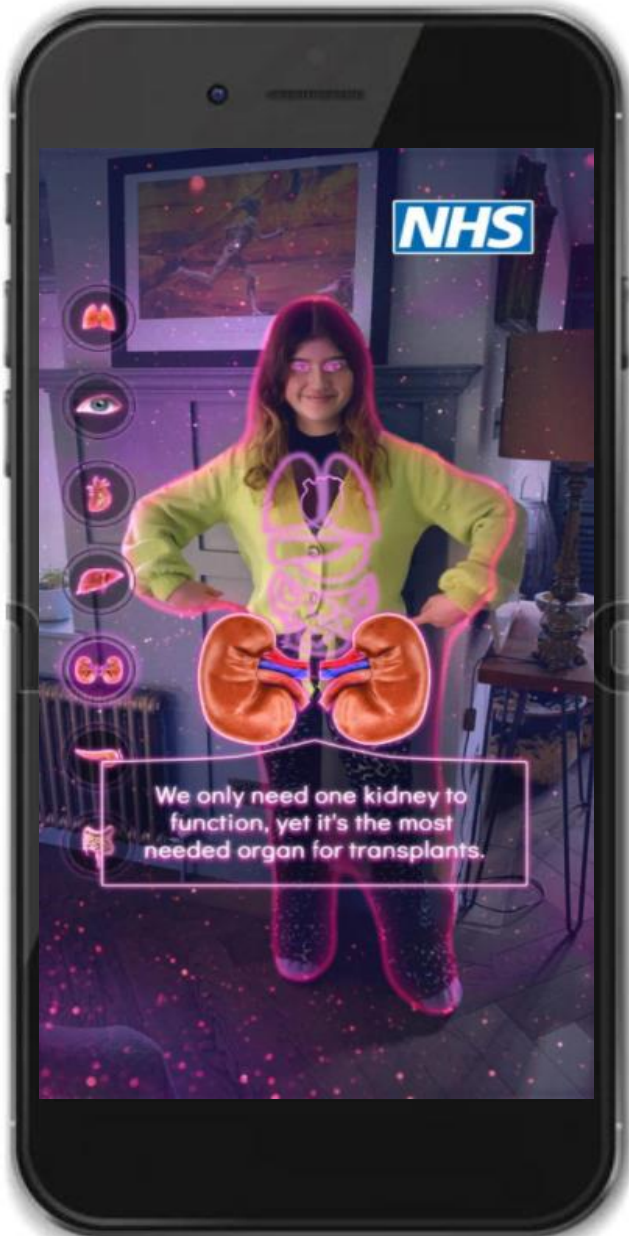




# Instagram



- *‘Get closer to the people and things you love. Connect with more people, build influence and create compelling content that is distinctly yours.’*
- Subsidiary of Facebook (combined reach among Europe’s Gen Z: 83%).
- Leading platform for influencers.
- Example: Spanish initiative on gender equality.



# Snapchat



- *'Share the moment. With your real friends. Reimagine the world.'*
- 49% reach among Europe's Gen Z.
- Messaging app popular for its fun photo/video editing tools.
- Example: British campaign to increase organ donations.



# YouTube

- 55% reach among Europe's Gen Z.
- *'Watch your favorite videos. Discover news, sports, gaming and music. Learn DIY recipes, languages and more.'*
- Example: Germans army's recruitment campaign.





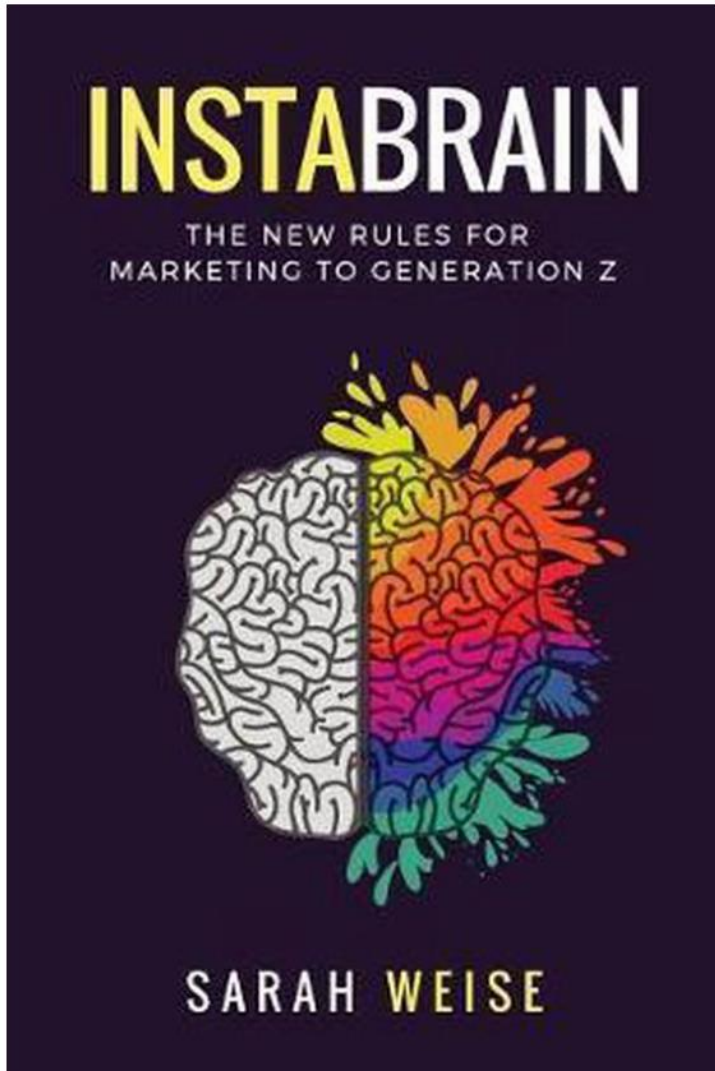
# TikTok



- Fastest growing platform among Europe's Gen Z.
- *'From your morning coffee to your evening commute, TikTok has the videos to make your day. Enjoy an endless stream of short videos on things you love most. Watch what you like, skip what you don't.'*
- Example: Address by President Macron to French students.



# Tips for further reading







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