

# Verve launches '2023 Mzansi Review - Gen Z: Understanding Youth Culture'

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Global insights agency Verve takes a closer look at Gen-Z, and what sets them apart from their predecessors.



With the launch of the '[2023 Mzansi Review - Gen Z: Understanding Youth Culture](#)' Verve explores the trends that underpin the attitudes and behaviours of South Africa's youngest working generation. With illustrative examples from multi-category market-leading brands and employers that are nailing it!

The report unpacks four key thematic:

- The free-spirited, opportunity and advancement seeking mindset of Gen-Zs;
- Their redefined definitions of 'luxury';
- How this constantly connected generation navigate their digital lifestyles; and
- The importance they place on self-discovery and expression.

And summarises six key learnings for local brands on how to better resonate and build more authentic brand relationships with Gen-Z, with a view to unlocking this demographic's steadily increasing purchase power.

Don't want to miss out – access the free report [here](#)!

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° Verve promotes 17 globally, including Kim Howard to semiotics research director 17 Jan 2024

° Verve promote Lydia Martin to research director 27 Oct 2023

° Verve and Basis form a global strategic partnership to build CoLab - a radical approach to insight 4 Oct 2023

° Sullivan joins Verve to roll out their 'Holy Sh\*t' insights proposition in New York 28 Sep 2023



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