

Skip vs Click

The fears & cheers of Digital Advertising



Digital life is all about people and strong research is key to understand them. At our Digital Experience Research Centre in the **NTT Data Living Lab**, we want to meet the people!

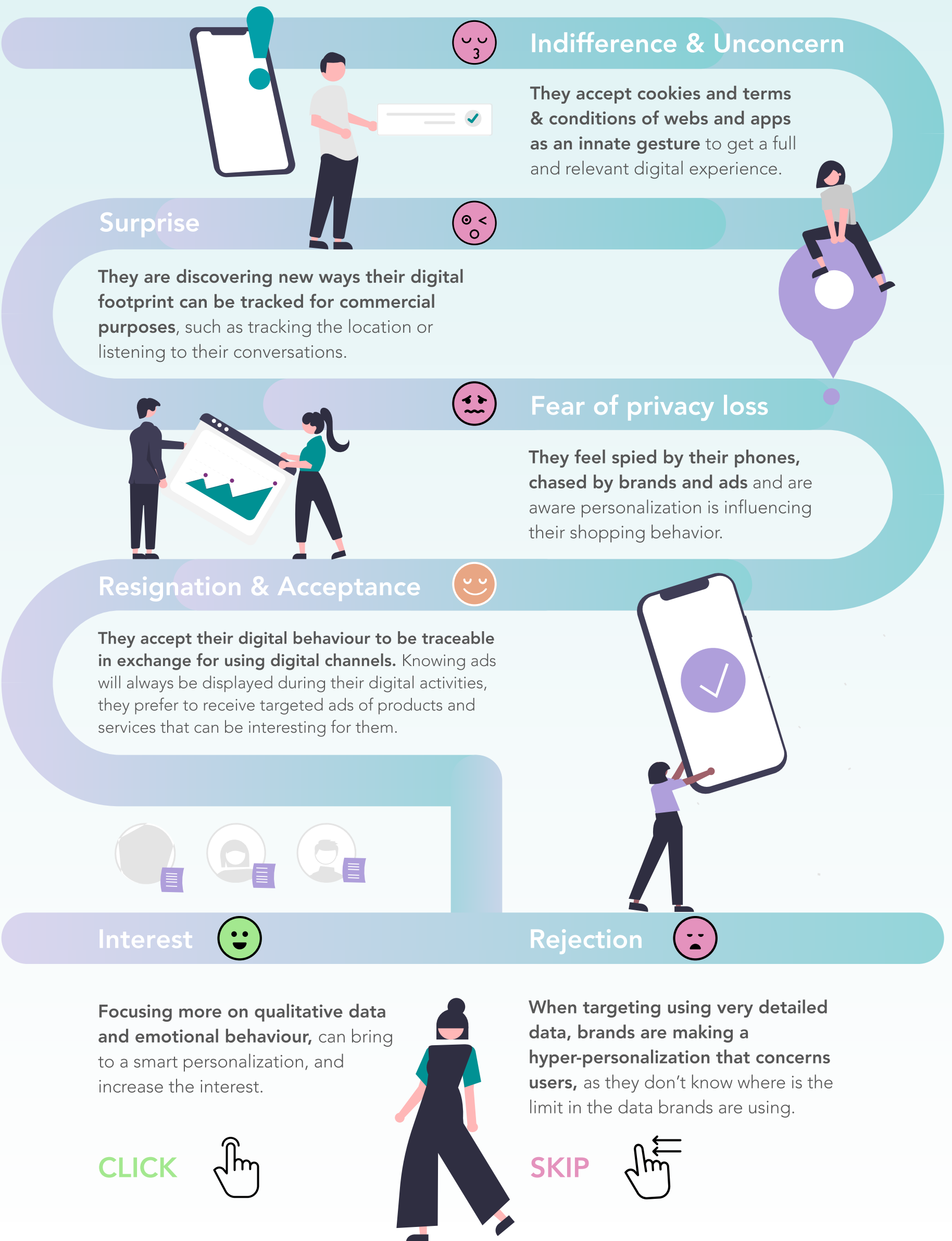


As part of the 'Users in Tech' series, this study unveils generation Z's perception and experience with digital advertisements. Discover the drivers for acceptance of online ads that better create conversion and engagement.

What we uncovered:

Gen Z feels constantly hit by advertisement in their daily digital life, but they incorporate digital ads in their daily life as a commitment for using apps and websites for free.

Users experience discrepant feelings since they receive an ad until they convert or drop-out.



Meet users' expectations about how their information is used to reach Gen Z's interest.



Let users feel advised by their devices, not tracked

Use a holistic approach and cross users' data with search insights from different digital places and different devices, to personalize ads without scaring users.



Call users by their name just to make them feel special

Try to find a balance combining multiple personalizing techniques, and use this very personal information only when really necessary.



Take into account not only what the user may like, but also how the user feels

Avoid using generic data such as gender or age to show Gen Z ads, and take advantage of their digital interaction and social media to ask for feedback, understand them and let them feel unique.



Take advantage of users' interests to add value

Identify which kind of value they expect from the brand and create ads that include targeted information that increases brand trust.

Increase conversion by using design and copy to foster users' engagement.



Grab users' attention in a few seconds and make it memorable

Gen Z's are multitasking and this gives brands a very short time to grab their attention. Ads need a relevant, short, eye-catching and clear Call To Action, video, but remember to keep them short and use catchy storytelling and music.



Make your ad more human

Show that you care about the challenges your audience faces and approach users in regards to relevant issues. Create a human centred digital campaign to build a connection between the brand and users' values.



Incorporate inclusion and diversity

Gen Z's prioritize diversity and inclusion in terms of race, gender, identity, orientation and abilities. Prove them your brand has understood, integrated and normalized this topics and incorporate them in your ads when showing images, video and storytelling.

15 Users

17 to 25 years old

Digital ethnography + Co-creation workshop