start w/a good foundation (2 pieces)

Craig Harris, @craigbharris

UNLIMITED

Jean Titus, @titusunlimited

WHICH BAG ARE YOU LOOKING FORWARD TO ME STYLING?
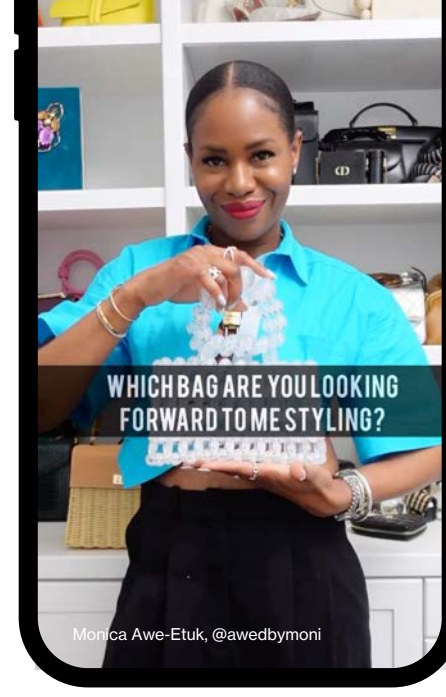
Monica Awe-Etuk, @awedbymoni

Grece Ghanem, @greceghanem

Samantha Stewart, @styleofsam

Grece Ghanem, @greceghanem

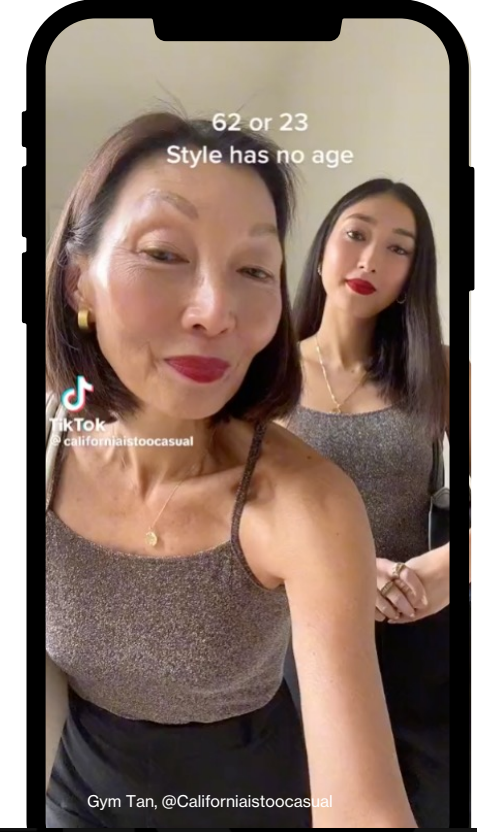In today's video featuring the much requested Jones Road WTF. This is the new foundation from Bobby Brown

Angie Schmitt, @angiehotandflashy

Wide Leg Jeans 4 Ways!

Angie Schmitt, @angiehotandflashy

62 or 23 Style has no age

Grece Ghanem, @greceghanem

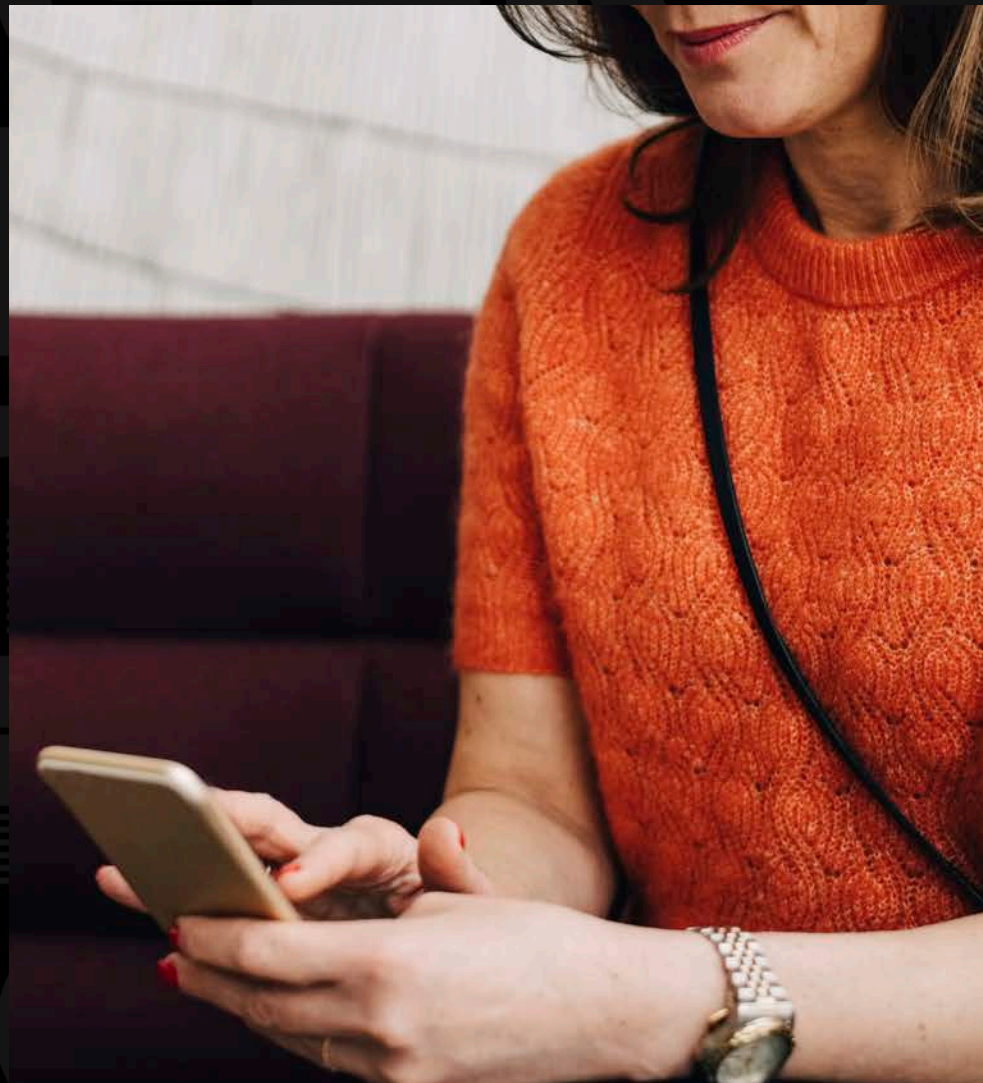Philippe Dumas, @dumphil

Irvine Randle, @irvinrandle

Gym Tan, @Californiaistoocasual

Finding the
Gen X Factor
Confronting marketing mishaps and bias to over-45s in social

Wavemaker

Introduction

"

The Generation X audience – people aged 45-60 – is largely ignored by brands and the advertising industry.

This is acutely true when it comes to social media. It's not because we don't know they're there – 92% of Gen X are on social every day. It's not even the industry's obsession with youth and what's next. It's that we default to thinking Gen X have no unique needs or ways of engaging with newer social platforms; we assume they engage in the same way as the early-adopting GenZ audience that we associate with TikTok or Snap. Our research reveals that nothing could be farther from the truth. It exposes this view as not simply misguided, but bad for business.

In overlooking this group, brands are overlooking a multi-trillion-dollar market.[1] Gen X is responsible for 27% of global spending[1] and with rapidly rising earnings and savings, entering the most financially rewarding stage of their lives.[2] Gen X is also more brand loyal, making them more valuable than younger consumers."[3]
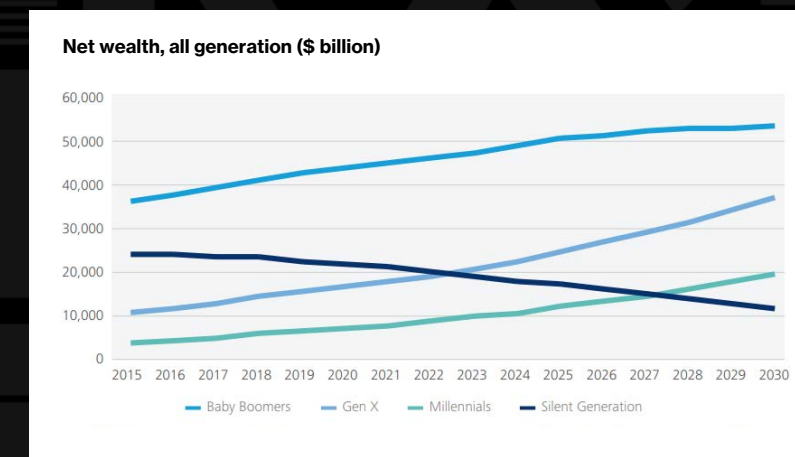
Net wealth, all generation ($ billion)

Figure 1

Source: Deloitte, The Future of Wealth in the United States, 2015

Zoe Bowen-Jones
Senior Insight Director, Global

[1] BCG Center for Customer Insight, Brazil, China, France, Germany, India, Italy, Japan, Spain, Sweden, Thailand, the UK, 2023
[2] Deloitte, The Future of Wealth in the United States, 2015
[3] Wavemaker Momentum meta-analysis, Germany, US, Australia, 2019-2022

Bias and a missed opportunity

The pervasiveness of Gen X bias can be illustrated in three stats:

- Gen X makes up 31% of the global population [4] but accounts for just 4% of industry research into different generations.[5]

- 24% of TV ads feature characters over 50 compared with 76% which feature 19-49s.[6]

- Our AI analysis of Google image results suggests that the search engine under-represents Gen X in the workplace by up to 30%.[7]

This bias is skewing marketing decisions. 92% of Gen X are on social every day and are more confident users of new technology than Gen Z (aged under 26).[4] On TikTok they comprise 28% of users[4] and are the fastest-growing generation on the platform.[4] Yet just 5% of brand spend on influencer campaigns is targeted at Gen X.[8]

In an industry that prides itself on audience insight, this blind spot is bizarre. The adoption pattern of social channels provides some clues, with youth audiences always first in and moulding the functionality and user experience, followed more sedately by older consumers.

There are entire influencer agencies dedicated to understanding and targeting Gen Z on social, but scant specialist guidance for brands seeking to understand Gen X. This means that, on the rare occasion a social media campaign is aimed at this generation, it often misses the mark. Even when targeted at Gen X, the influencer campaigns we tested performed far worse with this group than with Gen Z and Millennials – 30% lower retention rates, 20% fewer interactions with the content, and 47% lower impact on brand opinion.[9]

Where there's a bias, there's an opportunity in correcting it.

In this case an opportunity for brands to 'see' and connect with the large, diverse and lucrative Gen X audience in social channels. Wavemaker's research into this global consumer is the first of its kind. Its goal? To beat our collective bias and reveal what a successful Gen X social media strategy looks like.

Irvine Randle, @irvinrandle
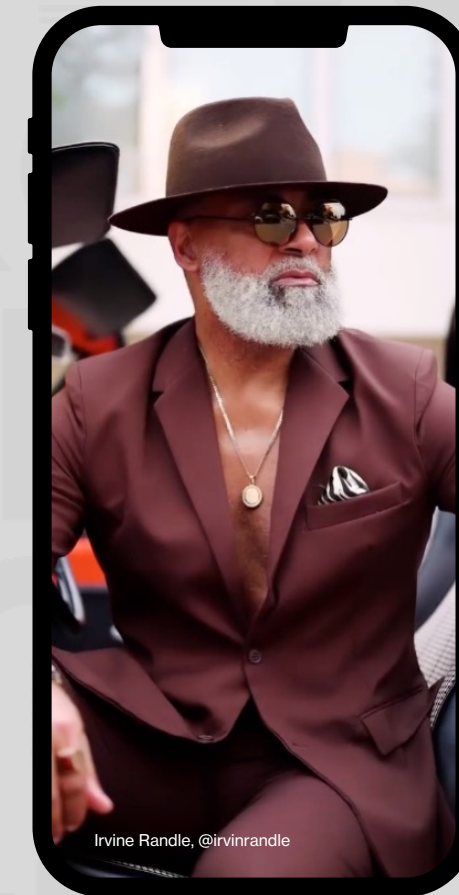
5%

Just 5% of brand spend on influencer campaigns is targeted at Gen X

[4] Global Web Index, global data, Q1 2023
[5] WARC research archive, as of May 2023
[6] Channel 4: Mirror on the Industry, 2021
[7] Wavemaker AI analysis of Google image search results, 2023
[8] GOAT, agency spend 2021-23
[9] On Device, influencer campaign testing, UK & India, June 2023

What is social for Gen X?

To find out what a successful Gen X social strategy looks like, first we need to understand their behaviour – and what drives it. This is not simple. The 15-year period between 45 and 60 spans a rollercoaster of lifestages, from children at secondary school to supporting young adult offspring in study or work, the menopause, the highest likelihood for divorce and second marriages, rebuilding a new life in the 'empty nest' and the care of aging parents. All these stages involve emotional upheaval, new horizons, new costs and new spending habits.

Our research revealed four fascinating social behaviours common to Gen X regardless of age or lifestage, invaluable to marketers who want to understand and target this complex group.

No1

Social is the new Town Square

The desire for connection is the top reason why Gen X use social media[4], regardless of platform. They have translated real-life relationships on to a range of platforms and use them to communicate with their kids, parents, friends, colleagues and members of their community and interest groups.

"I've become very dependent on both FB and Instagram. I feel they keep me connected to the world."
Female, 50s, US

"My social media makes me feel like I'm connected to people I don't see in person anymore."
Female, 40s, US

In analysing how Gen X use social, it became clear that they use it like a 'town square'. It's a place where people come together to connect, chat about things they're interested in, to buy and sell, to be entertained and to serve their local community.[10] As well as hanging out with existing connections, social introduces them to a plethora of interest-based communities.

"I share different things with different people as they belong to the various communities of interest I am in: work, plant-based cooking, animal rights, niche movie and music lovers, clubbers, academic and scholarly. The content I share [is] tailored to our 'spheres of interaction'."
Female, 50s, UK

For some older people social also fulfils a profound emotional need. Our respondents described the value of social media for filling physical absences, meaning you're never alone if you don't want to be – when getting home from work, or eating a meal, or when the kids have left home.

"I use social media a lot as a way to keep me company as I wake up and have my coffee in the morning."
Male, 60s, US

"I got home from a late shift and immediately phoned my family in Trinidad for a late dinner and chat on my part, using WhatsApp."
Female, 40s, UK

Of course, this desire for connection isn't unique to Gen X. It is a universal driver to platforms and underpins their success. The difference is that Gen X limit that connection to their close circle where younger generations are keen to engage with people farther removed from them.[10]

No2

It's real life, not #BestLife

A common misconception about social media is that it is the platform which drives user behaviour. Bringing your glossy, filtered, best self to Instagram or waging keyboard war on fellow ~~Twitter~~ X users who have different opinions to your own.

With a more established sense of self, Gen X seem less concerned with performing different versions of themself online. **Instead, they use platforms to support the different real-life roles we all inhabit** – friend, parent, entrepreneur and many more. The information, content, advice and support on offer in social media acts as a kind of facilitator for these roles.[10]

Respondents of adult children described using platforms to continue parenting long after their offspring had left home

"Today I explored linkedin.com and added in jobs search a resume of my son who is a CA for better placement in some esteem Corp abroad."
Male, 50, India

Many respondents talked about the vicarious pleasure they take in their friends' lives on social media

"The most memorable thing I saw on FB today was that a family friend and his family made it successfully from CT to FL (driving) with their two young children and are off to a good start as the dad begins his work with the Airforce in this new location."
Female, 50s, US

Female respondents in India described social as a source of empowerment

"I feel each woman feels blessed because of social media. We get information where we have sales exhibitions, hang out places, new cuisines, new shows. I mean we can choose all very conveniently. Life is giving us opportunity to explore more, enjoy more daily. Social media has made a woman more charged up active. Gone are the days we ladies confined to house."
Female, 60s, India

No3
It's a time machine *and* a memory box

Nostalgia is a well-documented pull for every generation on social; for Gen X it's super-sized and super-charged, constantly transporting them through space and time. Often the period for which they're nostalgic pre-dates social media. Whether it's looking at old photos, connecting with school friends or joining memorial groups, social media can take this group back to a place they ache to go again.

"I used to create physical photo albums with printed photos, but I stopped when I got social media and I love looking back at my memories over the years. It is one of my favorite treats every day."
Female, 60s, US

Social plays a vital role for Gen X as an outsourced memory. It's a phone book, address book, photo album and PA all in one – with the advantage of being collective and shareable.

"It was a party so pictures with all friends mandatory. I want to make it memorable, for 2-5 years from now when my Google Photos suggest I remember all the things I have done. This all makes me happy. And connects me with friends."
Female, 40s, India

"Whenever I think of him, I can go back multiple times and listen to his favourite songs, hear his amazing eulogy with stuff I did not know about, be amazed and smile."
Female, 40s, UK

Social plays a vital role for Gen X as an outsourced memory
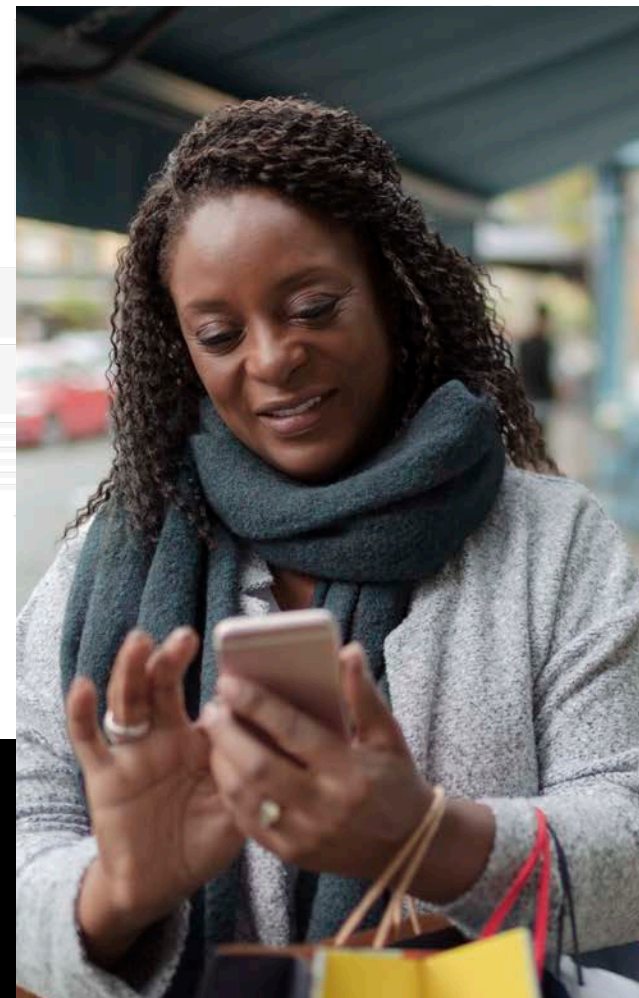
No4

And it bookends every day

Just as you wouldn't fail to say good morning or goodnight to your housemates, why would you fail to do the same to your network on Facebook or WhatsApp? Gen X, who grew up before the internet, has translated these ancient human rituals to the virtual world – bookending their day by actively reconnecting to, and parting from, their friends and family on social media as they wake and turn in for the night.

"I don't get up, walk outside my house and go to the curb and get the newspaper and say hello to neighbors. Instead, I turn on my computer, open Facebook and read about people much further away than my street"
Male, US

Usage is less about boredom relief for Gen X than it is for younger generations; their time on social is more scheduled and deliberate, more uninterrupted me-time.[10]

Perhaps this is due to the heightened perception of time which comes with age; Gen X are very conscious of the value of time and seek to maximise it.[10]

"Using social media has become a habit, just like reading a newspaper along with tea in the morning. I leave it for when I have a stretch of at least one hour uninterrupted"
Male, India

This book-ending behaviour may look like that of younger users, who also reach for their phones on waking and are just as invested in their friendship networks. But the blurring of boundaries between sociality, content, self- and brand-promotion that is native to Gen Z jars with Gen X's desire to connect to their closest ties, rather than a wider esteem-boosting network.

The bedtime bookend raises an interesting threat to late-night TV shows, which have long been a ritual for older audiences. Gen X increasingly gets what they sought from the Late Night Show from TikTok or Reels – but made more potent by the addition of a strong social connection.

These findings give us a new insight into why and how Gen X use social – to deepen their connection to their *existing* network, to support the many *real-life* roles we all inhabit, to time travel and document their lives, and as bookends to every day.

But what do these behaviours mean for marketers targeting Gen X? What can they learn and apply to their next social campaign?

In Part Two we find out.

PART TWO

Don'ts and dos for a Gen X social strategy

Connecting with almost 200,000 Gen X-ers globally through a combination of qualitative and quantitative research, our team has distilled their extensive findings and analysis into a set of 'don'ts and dos' for brands targeting Gen X as a growth audience on social.

[10] Wavemaker & Shiseido China, qualitative research, 2023
[11] Pomanda estimation, March 2022
[12] Forbes, How Trinny Woodall Built A $250 Million Beauty Empire In Four Years, 2021

DON'T underestimate the power of partners in building trust

DO consider the right influencers and brands as 'trust brokers' for social

There is distrust among Gen X towards the medium of social. For them, brands on social are therefore untrustworthy until proven otherwise.[10]

"Any brand or company I see on social media is always 'untrustworthy' until I'm able to check out their website and research them."
Female, 50s, US

This poses a particular issue because trust is much (+30%) more important to Gen X's buying decisions than it is for younger generations.[3] Established brands can use this to their advantage, treating social as a nudge to an audience who already know them well. Their heritage sometimes allows them to bypass the additional steps Gen X take to back up a purchase decision[10]

"I often click on links that advertise on my feed. But I would only ever buy if I knew the brands — Clinique or Boots for example."
Female, 50s, UK

New or less well-known brands need to invest in building trust. One effective way to do this is by partnering with trusted influencers. The right influencer can help all brands bypass the additional steps Gen X go through to validate them; our respondents mentioned a wide variety of names.

On Instagram I get Trinny makeup. I did click on the site for more information as her makeup brand does interest me."
Female, 50s, UK

While the usual rules of influencer selection apply – relevance, reach, authenticity – there is no surefire way to choose the right person. Influencers namechecked by our Gen X respondents ranged from the serious to the silly.

Who does it well: Trinny

Launched in 2017, **Trinny London** is one of Europe's fastest-growing DTC start-ups and turned over more than £50m last year[11]. The brand's founder and figurehead is Trinny Woodall, one half of style duo Trinny and Susannah who made their name as hosts of noughties UK makeover show *What Not to Wear*. In Trinny's words, its success is 'more an attitude than an age thing[12]. That said, the brand uses social media to leverage the trust that 59-year-old Trinny has built with audiences over the decades, in a world before social existed.

"
You know, purchasing is about trust. And building that trust is something I probably learned to do in the 2000s, because whenever you're filming you have to get to know somebody – to create that intimacy, to see what really makes them tick – very quickly. And you might have met them two minutes before."

Trinny Woodall

👎 **DON'T** try to dominate or change the conversation

👍 **DO** follow the tone and be a well-mannered social citizen!

Gen X recognises the power of social platforms to discover brands.[4] Our respondents acknowledged that it's changed the way they shop and many of them applauded the fact that it's allowed them to discover brands they would never have found otherwise.[10]

That said, Gen X is quicker to scroll on than younger users.[9] If branded content feels out of kilter with the 'town square' character of the close-knit community that is their social media feed, they will just move past it.

Posts from Gen X creators are, on average, +75% longer than posts from Gen Z or millennial creators.[15] They also tend to be more in depth and informative, with softer, more self-improvement-type language compared to the direct, salesy tone employed by Gen Z.[15] As documented in Part One, longer posts by Gen X influencers perform best with this group.

See figure 2

Who does it well: L'Oréal

L'Oréal Paris is one brand who has recognised the value of the Gen X audience. The brand addressed the age gap in social media marketing to promote its **Age Perfect Rosy-Oil Serum**. Partnering with 10 influencers aged over 45, it challenged stereotypes around ageing often perpetuated by beauty brands. The thoughtful way in which L'Oréal approached the campaign contributed to its exceeding the engagement KPI by 450%.[13]

See figure 3

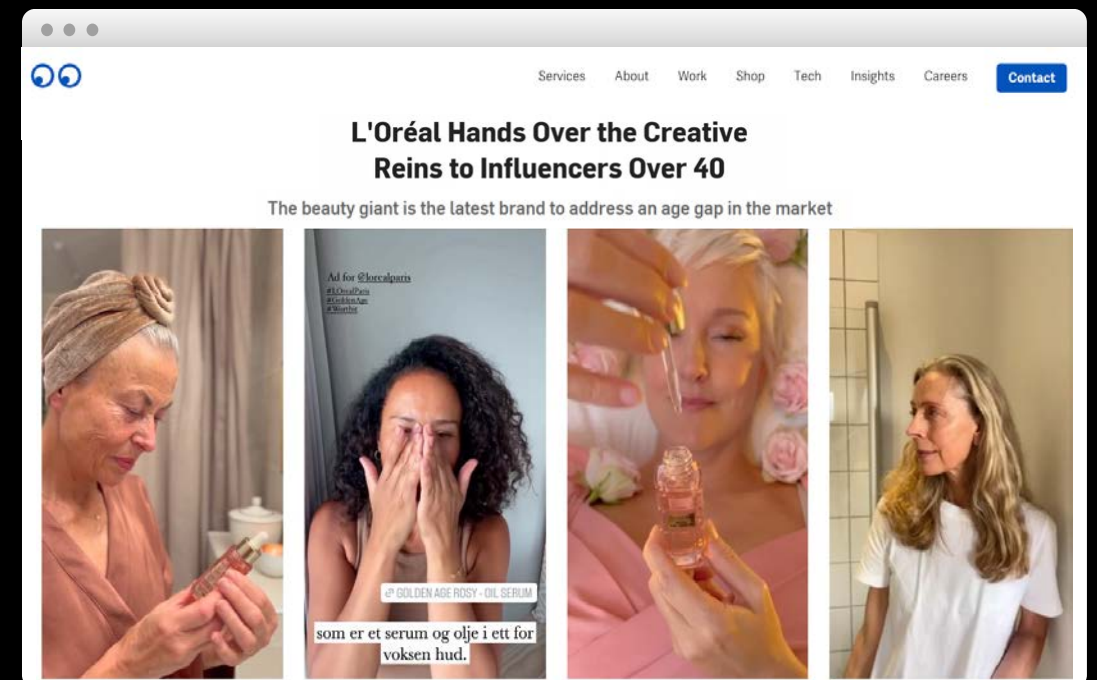*[13] L'Oréal & Billion Dollar Boy, published campaign data*

Figure 2
Top words used by Gen Z vs. Gen X influencer

Figure 3
L'Oréal's Age Perfect Rosy Oil Serum campaign (see case study 1)

DON'T expect Gen X to purchase in a single social click

DO accept that they're a tough crowd and social is only Step One in their Purchase Journey. Provide a high-quality ecosystem to close the sale

Gen X is proven by our data to be less promiscuous than younger consumers when it comes to what they buy. **They consider 27% fewer brands than younger audiences and their purchases tend to be more driven by need (+29% vs. Gen Z and Millennials).**[3] In contrast, younger audiences are twice as likely to have the 'treat yo self' mentality and buy on impulse.[3] This is true cross-category and applies to everything from replacement shower gel to a new car.

So it's perhaps unsurprising that the brand campaigns we tested were only half as effective at shifting purchase intent for Gen X than younger generations.[3] While this may sound like hard work for brands, the payoff is worth it. This selectiveness makes them harder to persuade, but valuable customers for the long term. Once Gen X decides on a brand, they tend to be more loyal than other groups.[1]

Because Gen X are less likely to buy on a whim, social media alone is unlikely to drive purchase.[10] When exposed to a brand in social, many of them go to other places to validate that brand.[10] That includes reviews, checking with their network, seeing the brand in more trusted offline touchpoints like TV or, in the case of this respondent, checking other retail touchpoints.[10]

"Social media has changed the way I shop – I don't really respond to the clothes /fashion/gadgets etc on the actual feed adverts, but what I do do is try to find out if the same items can be purchased elsewhere" Female, 50s, US

This means that brands need to think social as part of a whole ecosystem, a more effective way of building and sustaining brand trust. Social content will then work harder for this audience because it gives them multiple reference points.
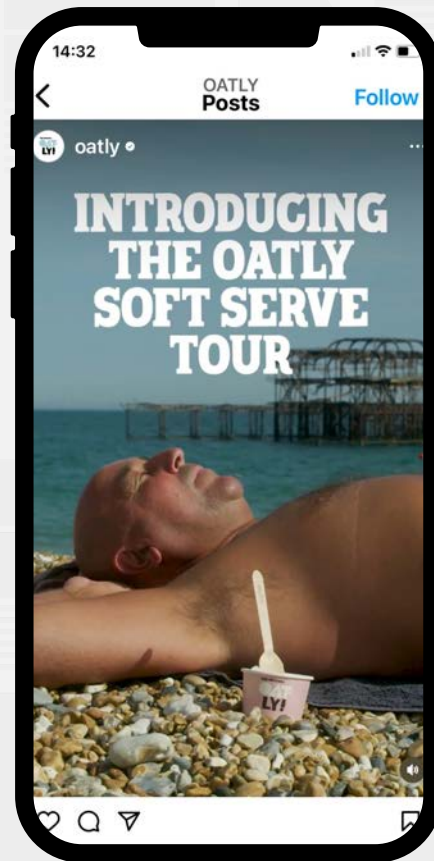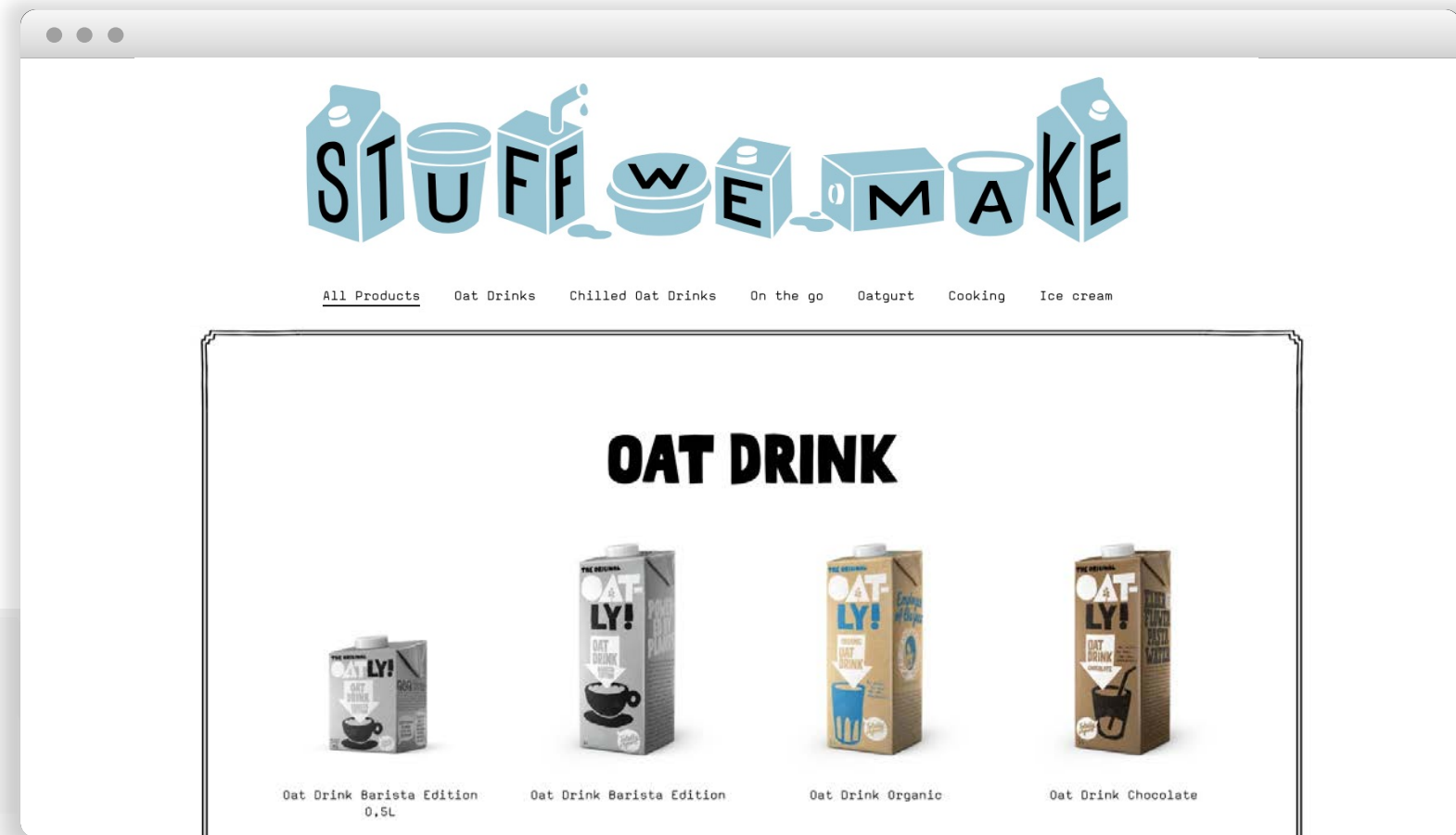
Who does it well: Oatly

The global oat milk market was valued at $2.5B in 2022 and projected to reach $6.2B by 2030. Swedish brand Oatly is just one of many competing for health-conscious Gen X-ers in Europe, but its strong digital ecosystem provides a superior path to validation. All its channels exude its quirky character and distinctive design, from funny posts on Instagram and a quirky Amazon shop, to hyper-visual, market-specific websites packed with product and company info. All ages are featured and the cross-generational content we know works for Gen X is here too with a microsite just for Oat Milk-wary dads. www.oatly.com/en-gb/things-we-do/brainwashing/help-dad#https://help-dad.com/

👎 **DON'T** assume one size fits all when it comes to influencers

👍 **DO** work with Gen X social creators who reflect this group's real lives

In recent years there has been a new focus on diverse media representation. We all want to see ourselves reflected in the advertising we see. This is true for every generation, *yet just 13% of Gen X feel represented in advertising*, far lower than younger generations (although higher than Boomers at just 9%).[4]

Gen X's desire to feel represented translates to campaign results. In our research, Gen X responded significantly better to content which featured influencers of their own age than that which featured Gen Z influencers.[9]

This is exemplified by:

- **Relevance:** +73% higher relevance scores ('made for people like me')
- **Influencer fit:** +20% more likely to say the influencer was the 'perfect fit'
- **Site visits:** +43% more likely to visit the test brand website

*Gen X results for content featuring like-for-like influencers (around their own age) compared against content featuring Gen Z influencers

This doesn't mean that Gen X want to see content exclusively from people their own age. Analysis from influencer marketing agency **Goat** shows that content by millennial influencers performs almost as well as content from fellow Gen X-ers. One look at the success of cross-generational content on TikTok shows the desire to connect with people both younger and older. So yes, Gen X want to see themselves reflected in social media, but they are also open to great content from younger and older generations.

How to pick the perfect Gen X creator

At Goat, we view influencer marketing as a performance media channel, so creator selection should always be informed and driven by data.

After establishing your target audience, ask yourself, what is the goal of your campaign? Are you looking to increase brand awareness? Change certain perceptions? Drive conversions? It's important to work with creators that are going to achieve this for you.

Then it's about finding the creators that align with your brand's messaging and values. Today's social media user is highly discerning and will be able to tell instantly if a partnership feels inauthentic. In an ideal world, you'd work with creators that already love your products as they've already proven to be genuine advocates for your brand.

Once you've chosen the right creators, it's then about giving them a clear brief with the key messages or values you want to get across. But crucially, this shouldn't be too prescriptive. The right creator understands their audience better than you do, so trust them to deliver a creative that will meet the brief whilst still being true to their audience.

At Goat, we talk a lot about 'niche content to niche audiences, at scale'. When it comes to finding creators for a campaign aimed at Gen X, seek out content niches that could be outside the norm.

We've seen amazing results from partnering with creators that post about roller-skating, healthy recipes, luxury fashion – even if these weren't necessarily what the brand was based around. Taking niche content, serving it to highly relevant audiences, and then doing this at scale through multiple creators, is where you'll find success.

Arron Shepherd
Co-Founder & Chief Storyteller

@clubforty.claire,
a Gen X creator story

"

I'm Claire Hall. My creator journey began in 2016 when, after losing my parents within two years of one another, I started a blog as a creative outlet. I called it Club Forty as I wanted it to be a fun resource for women over 40 who love fashion as much as I do. It took off and in 2017 I launched on Instagram.

I now have an audience of 170K. Along with style tips and tricks, I partner with brands to showcase clothing, beauty and lifestyle products. This year I've worked with 25 different brands including L'Oréal, Phase Eight, Peacocks, TK Maxx, Matalan, Hobbs and Nivea. Content Creation and Personal Styling are now my main source of income – a far cry from my previous HR Leadership role! My hobby has turned into a career and I couldn't be happier.

One of the loveliest parts of the job is getting heartfelt feedback. Midlife fashion isn't easy, especially as clothes for diverse ages and body shapes are still limited; influencers like me bridge the gap between what's in-store and how women our age can wear it – with a normal body shape and lifestyle. I help my audience to see that they can be stylish regardless of age, shape, size or budget. I'm having fun playing dress-up but at the same time educating, inspiring and supporting women."

8 steps to a great Gen X partnership
• Recognise our experience and the value we bring to your brand
• Create alignment and inspire us by sharing your brand's values and goals
• Agree clear lines of communication – many of us still prefer a phone or Zoom call to an email, especially to kick-off a campaign
• We love a collaborative relationship and want to feel like brand partners
• Give us autonomy to work and be respectful of our work-life balance. No weekend calls please!
• Share campaign results. We want to know how our content has performed and the impact on business/sales
• Constructive feedback is always helpful – Like you, we are always keen to learn and improve
• Consider opportunities for long-term partnerships
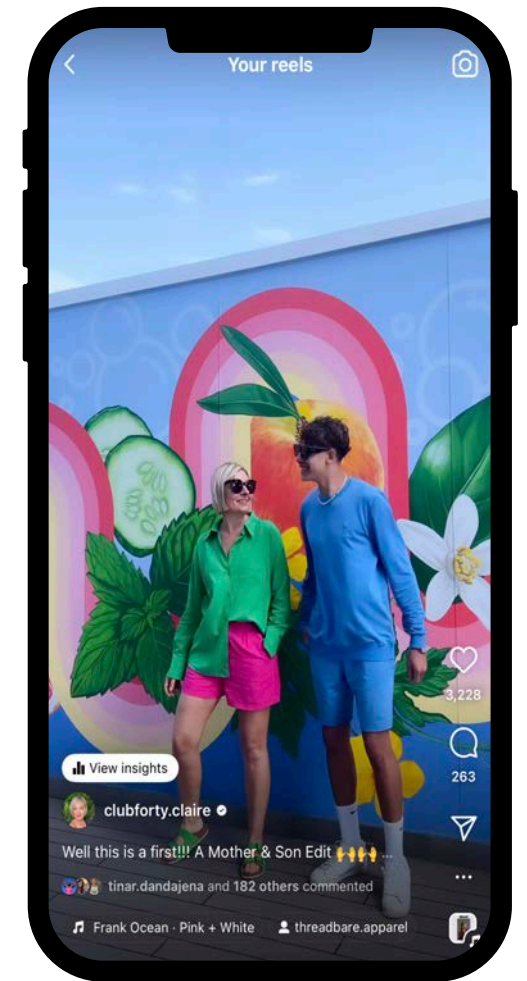
👎 **DON'T** chop and change your brand ambassadors

👍 **DO** build lasting relationships for the longterm

'Go long' applies to brand partnerships as much as it does to content for Gen X. For influencer marketing, that means partnering with someone – or a handful of people – who can build a long-lasting relationship with this audience. Unlike the short-term, buzz-generating partnerships which can be hugely successful for Gen Z, to succeed with Gen X, influencers should become long-lasting brand ambassadors.

Who does it well: M&S

In 2020 **Marks & Spencer** announced **Fred Sirieix,** the charismatic French maitre'd from Channel 4's *First Dates*, as their official wine ambassador. Almost three years on and Fred is still going strong, even launching his own wine with the supermarket (Fred's Beaujolais Nouveau) in November 2022. The partnership is perfectly poised for the long-term because 51-year-old Fred is a perfect fit for the Gen X audience, a source of genuine expertise, and creator of great content that enhances the whole M&S ecosystem.
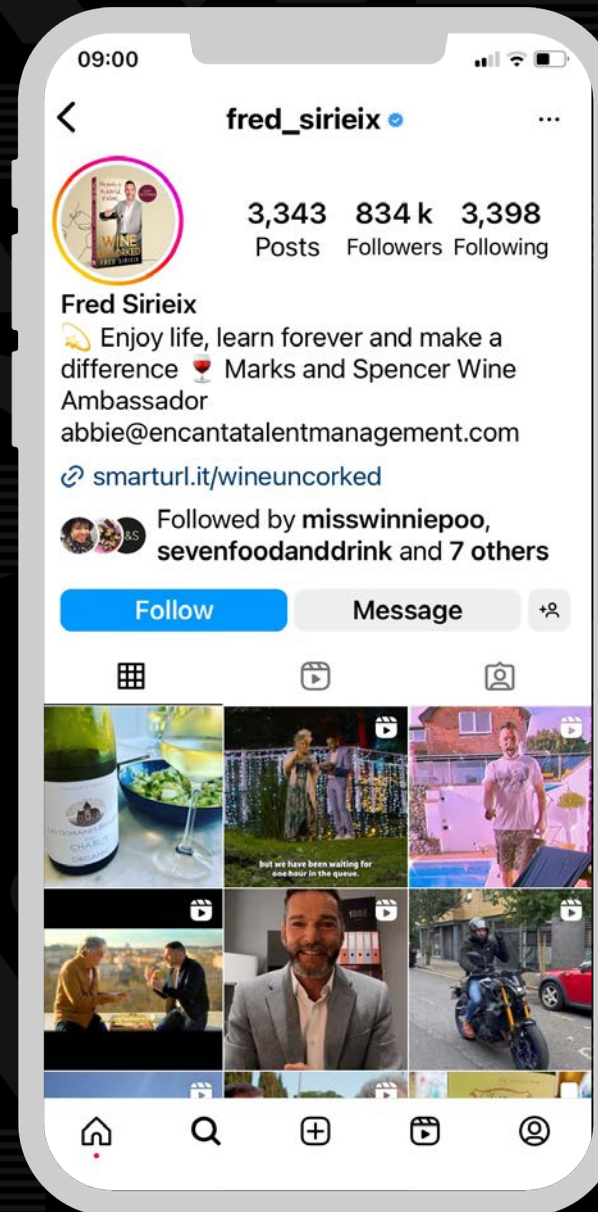
Figure 6

Fred Sirieix and M&S partnership

A Gen X view from global marketers

"

Paramount is tapping into nostalgia by leveraging our unbeatable portfolio of established brands that audiences across the globe know and love. Gen X grew up on our franchises – like Nickelodeon's *Teenage Mutant Ninja Turtles* **(TMNT)** – and they hold tremendous value amongst this demographic.

Now, we're evolving our well-known brands and franchises with reboots and sequels for the generations that have followed, while still catering to the original audience. With multi-generational hits like TMNT, Gen Xers who grew up watching the Turtles on TV are now parents taking their kids to the theatres to see *TMNT: Mutant Mayhem,* to their nearest retailer to purchase a TMNT action figure, and even to vacation amongst the Turtles at Nickelodeon Hotels & Resorts Riviera Maya."

Pam Kaufman,
CEO & President
International Markets,
Global Consumer Products
& Experiences, Paramount
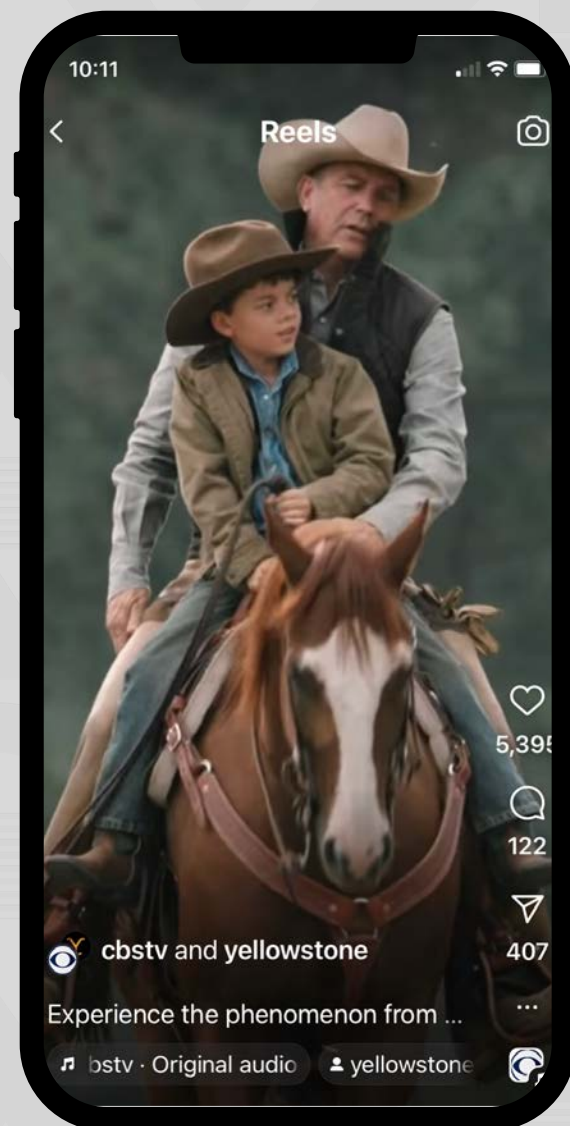
Alexandra Bolten,
Vice President of Global Content and Influencer Marketing, L'Oréal

"

L'Oréal is 114 years old and aims to create Beauty for All and for Each, and that of course encompasses GenX.

Brands like L'Oréal Paris celebrate women, cater for their needs, at every age. Our spokespeople show how important GenX is to us: Eva Longoria, Julia Roberts, Cate Blanchett, Viola Davis, and men with Nikolaj Coster-Waldau.

When it comes to social, of course we look at how and where to target this audience. More importantly, we listen to what their needs are, to create the most relevant content for them.

Our brands are dominant in the Beauty Influence space, especially on TikTok – so there are definitely some things that we do right!

We strive to understand our consumers' needs, to select the best fit creators for our brands and audiences and can go even further in the representation of the generation.

My best piece of advice? Listen, regardless of the channel, and be part of the conversations; that's the key to community building and relevant content creation.

"

In summary

Sometimes you're shocked by discovering a blind spot you didn't even know you had, a self-limiting bias hiding in plain sight. Reading this report was, for me, one of those wonderfully provocative moments. I'm not sure why an industry so heavily managed by GenX should struggle so much to give this audience the attention and the scrutiny that it so plainly deserves. Perhaps it is a refusal to acknowledge our own aging or simply that we see ourselves at the centre and different generations as 'the other', to be studied and understood. Regardless of the cause, the result is that we owe Zoe and her team our thanks for reminding us to give our attention to the places and the people that can best help our clients grow.

Before I read this research I wouldn't have believed, let alone considered, that GenX had their own needs, wants and behaviours on social platforms. My default belief was that we engage and consume on social just as younger generations do. Of course, we don't. We bring decades of learned media behaviour, of mental patterns of information consumption and engrained preferences for how we decode and parse the acceptable ways for brands and creators to engage us. This report makes all this clear; showing us not only the differences that the 'wealthiest generation the world has ever known' have in social media usage but much more importantly how we can recognise and respond. These guides help us stay in step with their needs, help us communicate with them more powerfully and build a creator strategy that builds the lasting trust and relationships that unlock sales.

I hope you enjoy reading it and I hope it challenges you. Even more, I hope you find ways to use it to make better and more valuable advertising, for your customers and your brands.

Stuart Bowden

Global Chief Strategy and Product Officer

Methodology

Combining quantitative and qualitative research methods, Wavemaker tapped into its own proprietary tools, commissioned new research, and connected with almost 200,000 Gen X-ers worldwide.

Digifaces: a qualitative research study through which 60 Gen X-ers from the UK, US and India shared their attitudes and behaviours around social media.

Audience Origin: GroupM's proprietary syndicated survey data was used to contextualise the findings from the qualitative research. Available in 60+ markets, Audience Origin offers audience insights into the media behaviour and attitudes of 67,000 Gen X-ers..

On Device content testing: Wavemaker commissioned On Device to test a selection of influencer campaigns on 4,000 Gen X-ers in the UK and India. 2 creatives per brand were tested: 1 targeted at under 35s and the other targeted at Gen Z. Results combined behavioural and survey data to offer a full picture of audience response.

GOAT insights: partnering with WPP's influencer marketing agency, Goat, Wavemaker analysed content from influencers across different generations, including 7,000 Gen X influencers globally. Comparing both influencers and audiences cross-generationally enabled an understanding of what Gen X influencers tend to do and what works best with Gen X audiences.

Momentum: employing Wavemaker's proprietary purchase journey database, the team conducted a cross-generational meta-analysis of studies in 3 markets (Germany, USA, and Australia) across 4 categories. The studies were conducted between 2019 and 2022.

Thank you