

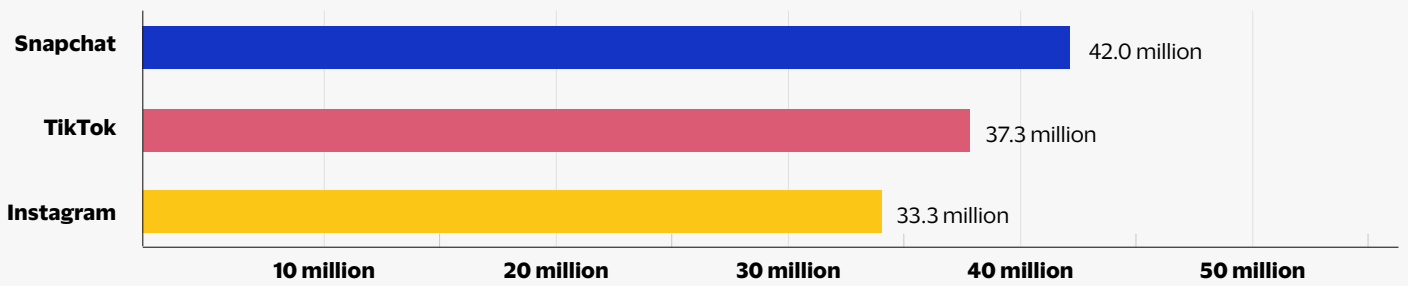


What are the main challenges of reaching Gen Z?

Knowing where to find them.

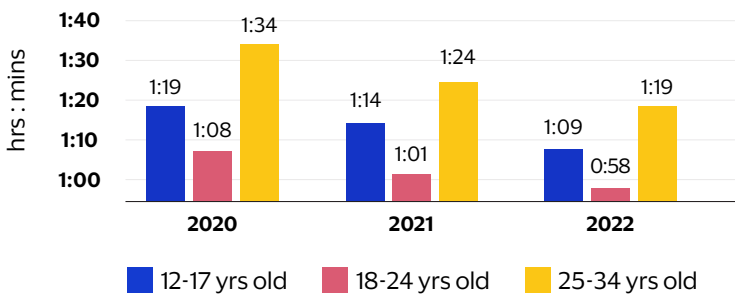
Instagram, TikTok and Snapchat are the most popular social media apps.

Highest social media engagement among Gen Z users¹

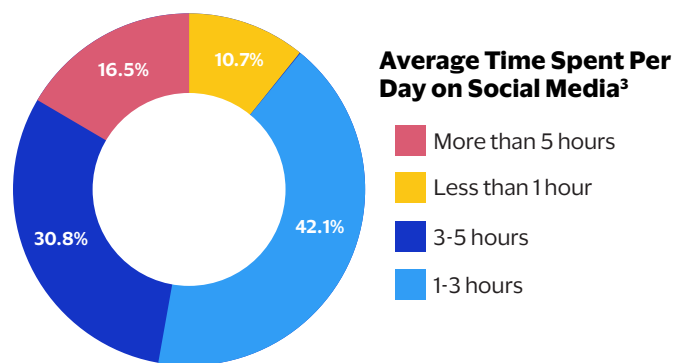


Understanding how they consume content.

Average Time Spent Watching TV in the US²



Nearly **9 in 10** US Gen Z adults spend more than an hour on social media each day³



Learning how to talk to them.



In all communications, strive to be genuine, straightforward and transparent— traits that many young consumers respond to and appreciate.



TIP:

Don't take attention for granted.

Try to make an immediate connection with a compelling hook, humor, or by defying category expectations. Make sure messaging is short and to the point.

Gen Z has a highly evolved "eight-second filter", used to assess if something is worth their time.

Let's uncover new possibilities together.

Visa has tools and resources to address your specific needs — from offering financial education to enabling digital solutions.

To get started, contact your local Visa Account Executive.

1. "US Gen Z Social Media Users, By Platform, 2020-2025", Insider Intelligence, April 2021, <https://www.insiderintelligence.com/content/gen-z-preferred-social-platforms>
 2. "Gen Z Pivots Away From TV", Insider Intelligence, April 2022, <https://www.insiderintelligence.com/content/how-gen-z-consumes-media-5-charts>
 3. "Gen Z Is Very Online", Insider Intelligence, July 2022, <https://www.insiderintelligence.com/content/how-gen-z-consumes-media-5-charts>

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