

Project Question:

How to launch and market a product end-to-end to the Gen-Z audience

Quantitative

&

Qualitative

Significance

To Consumer

Gen Z can get products and ads that match what they like and care about.

To Marketer

New marketers can find strategies to help market successfully to the Gen Z audience.

To Myself

I can learn more about Gen Z patterns and apply it to real marketing situations.

