

INTRODUCTION

Advertisements have been around for hundreds of years, constantly developing and improving to be more efficient. With the huge uprise of **social media platforms**, opportunities of advertising specifically to the Gen Z audience take place. However, there are an **infinite** number of ad types. So, in my project, I will test **two** types of ad styles, and see which is most **effective** for the Gen Z audience

RESEARCH METHODOLOGIES

An observational Study that compares two different ad types (**Connection vs Appeal**) and used data to identify which was more effective to the Gen Z audience. I first studied multiple different Ad types, and the fundamental of making an ad. After reaching out to multiple businesses, I ended up with **TWIG of Laguna Beach**, a local clothing store, and together, we designed a **new shirt** using data from a **survey** taken by student at Laguna Beach High School, and used it to tailor **two** ads into their specific type. The ads were edited on premier pro, and ran on **Tiktok** for the minimum budget of **\$20 a day**. The ads were targeted to people who lived in Laguna Beach and/or neighboring cities, and excluded anyone not within the Age of Gen Z. Both ads were be run in subsequent **one week** timeframes.



Appeal

Connection



DISCUSSION, ANALYSIS, AND EVALUATION

The **first** ad, appeal, was ran for a week from May 7th - May 14th, and the **second** ad, connection, will run the following week, May 15th - May 22nd. The First ad, Appeal, shows a positive impact, as seen how 1 out of the 13 responses from Gen Z shoppers made a purchase due to the ad. In addition, the Appeal AD had a 17% Focused view 6-second view rate (impression) which is known to be above average, and it will later be compared to the Connection ADs results.

DATA AND FINDINGS

Survey Data

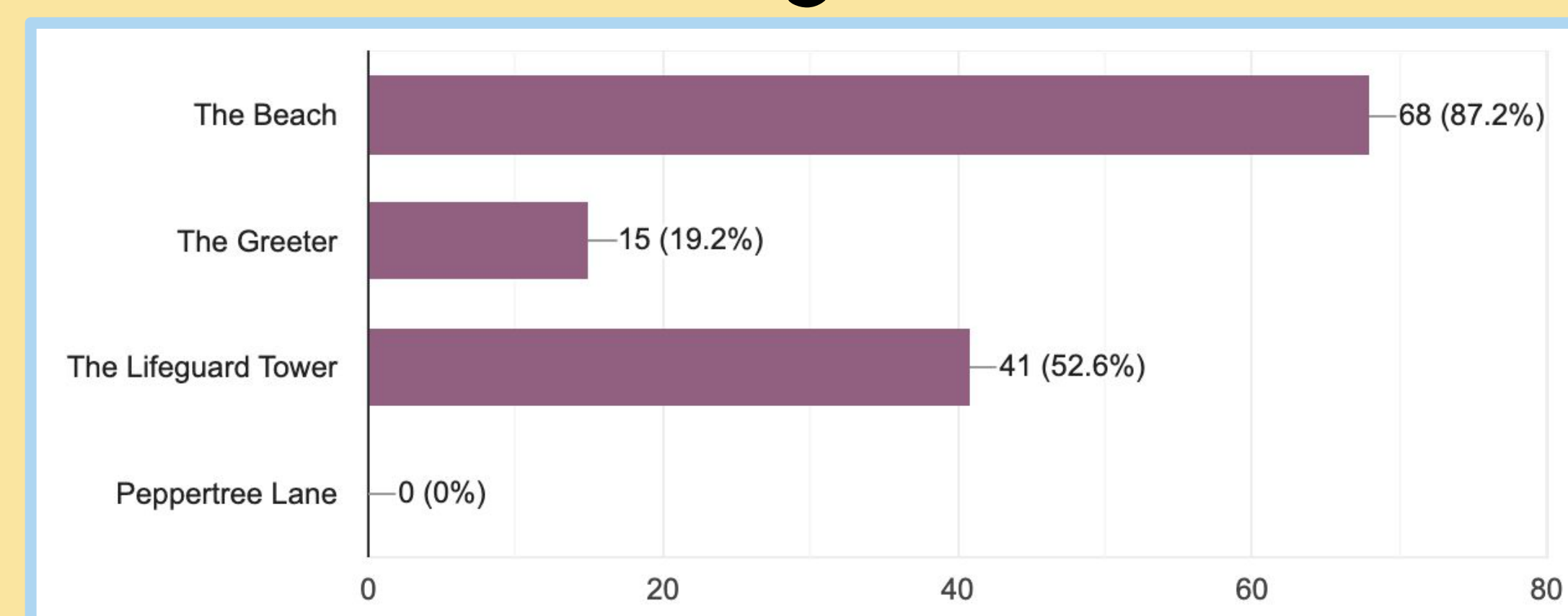


Figure 1



Figure 2

The Design



Figure 3

What Brought You to TWIG Today?

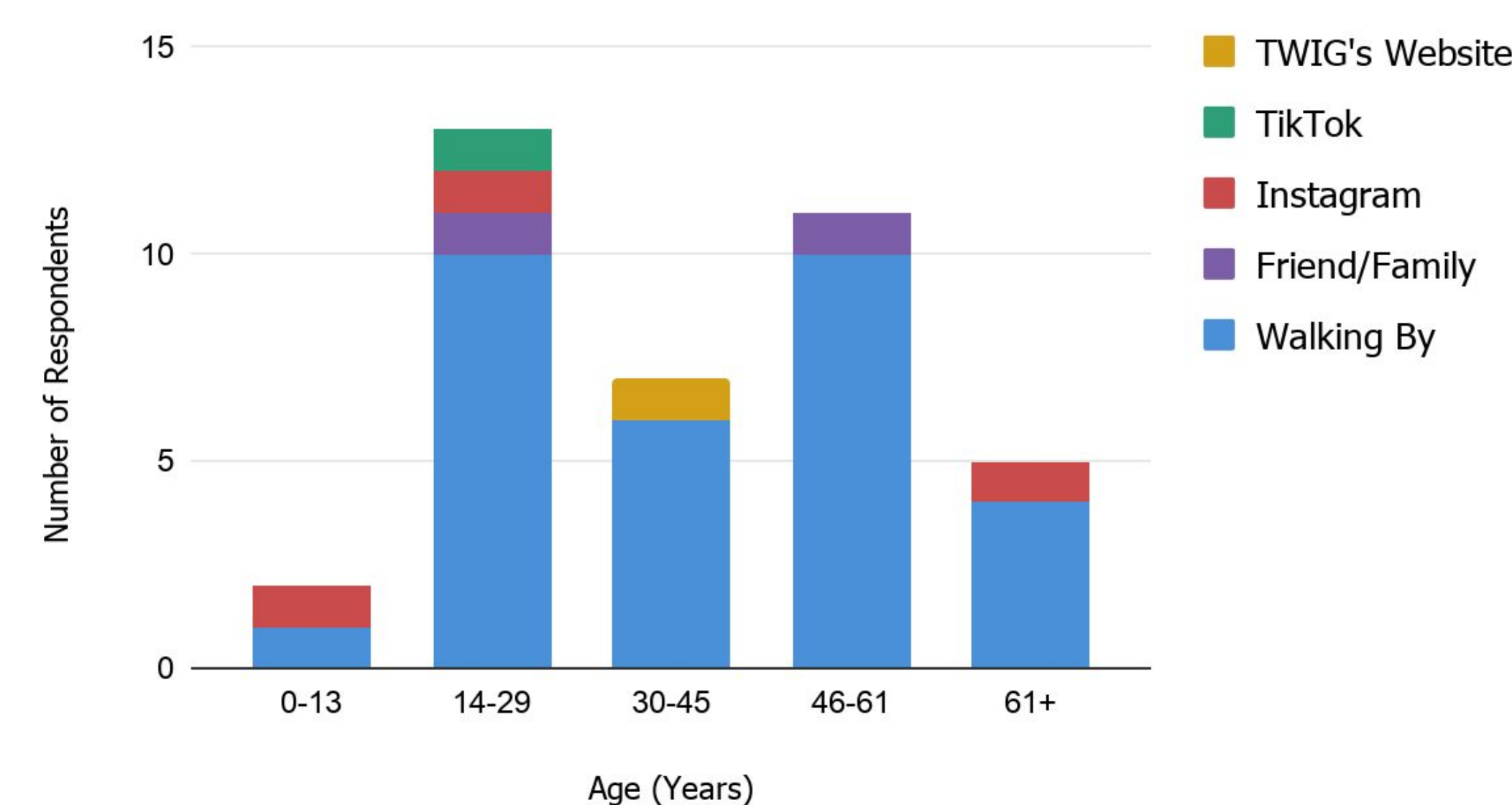


Figure 4

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Conclusion:

No conclusion can be made yet about the difference between the **Connection** and **Appeal** ADs, and which is more effective on the Gen Z audience

Limitations :

- The result of an advertisement can take place over days, to weeks, to even months. Because of the short timeframe, people who saw the ad who might visit weeks after seeing the advertisement wont be included in the data.
- The 7-day period that each ad was run on is a small sample of how the ad would perform.
- The Gen Z audience in Laguna Beach, and neighboring cities, might not reflect on Gen Z as a whole
- The ADs drove the audience to an account page instead of a website

Next Steps:

In the future, I can do multiple things including, trying different styles of ads, running the ads on longer timeframes, and branching out to other social media platforms such as Instagram, and Facebook.

ACKNOWLEDGEMENTS / REFERENCES

Special thanks to Susan Elliott, Stefana Rusu, Aimee Carmer, Amelia Foulger, Liv Taub, Hunter Harvey, Declan Jenal, Marie Sutton, and Mr. Shen for assisting me with my project!

