



Panel Discussion | **[Next-Gen Marketing]** Captivating the Next Generation of Consumers in Marketing

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What comes to your mind about when you need to describe GenZ / current generation as customers/consumers (1-3 words)?

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Question 1

What shifts have you observed in how younger consumers engage with brands, and how has your team adapted?



Q&A

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Question 2

Can you share a campaign or initiative that successfully captured the attention of Gen Z or Millennials, and what made it work?



Q&A



Q&A



Q&A





Foster deeper connections to Millennial Moms

Answering their daily uncertainty related to their children from health to cultural tension.

Different questions + Different experts + Different member segments

Interaction via **Community Hub** at Member Web-page



Q&A





Q&A

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Question 3

How are you balancing authenticity and innovation when using new platforms or formats to engage next-gen audiences?



Q&A

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Question 4

What role does data and feedback play in shaping your content or engagement strategies for younger consumers?



Q&A

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Question 5

How do you ensure brand relevance in an environment where consumer preferences evolve rapidly and trends shift overnight?



Q&A