



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

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[Moderator]



Which challenge do you find most difficult when marketing to Gen Z and Gen Alpha?

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Question 1

How Are You Winning Gen Z's Attention?

- What role do real-time analytics or MarTech tools play in staying relevant?
- Can you share a campaign that truly resonated?



Q&A

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Question 2

What Does Authenticity Look Like Today?

- How do you identify creators who reflect your brand's values
- How do you measure their impact on loyalty and trust?
- What does successful influencer marketing look like beyond vanity metrics?



Q&A

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Question 3

How Are You Building Loyalty with Gen Z & Gen Alpha?

- How are you blending entertainment, social responsibility, and MarTech to foster emotional brand connections?
- How are you designing campaigns that speak to both generations' values?



Q&A