

THE BRIEF

To understand Gen Z's brutally honest thoughts to the question "If you were to produce a music video platform to rival YouTube what would it be like?"

THE RESPONSE

Community members were invited to attend an exciting in-person workshop with the Viktrs team to share their ideas and co-create elements of the future Viktrs platform.

THE OUTCOME

In depth discussions with Gen Z proved critical for Viktrs go-to-market strategy and the functionality of their platform. Plus, the pitch ideas played a crucial role within the workshop.



Working with Imagen Insights and the Gen Z Consultants for our design phase has been absolutely invaluable and we will be using Imagen Insights again for the marketing phase.

Mark Bamford, CEO, Viktrs

