

## THE BRIEF

To understand Gen Z purchasing habits within the sex industry and how sex education is seen by this demographic. Lelo were also keen to determine which influencing factors affect the conversion from advertisement to purchase.

## THE RESPONSE

25 Gen Z respondents who identified as female, from our US community, gave detailed insights into how they perceived the sexual wellness category and gave opinions on how LELO could create better campaign messaging to target and engage with Gen Z.

## THE OUTCOME

Our community provided in-depth honest and open feedback to LELO regarding their thoughts and feelings towards the sexual wellness industry. This helped to inform messaging for upcoming campaigns targeted at the Gen Z demographic.

LELO

*Collaborating with the esteemed Imagen Insights team has proven to be an unparalleled venture, distinguished from any previous undertakings. Their exceptional ability to delve deep into the core of every matter and articulate it in an easily comprehensible manner sets them apart. Through their ingenious concepts and seamless implementation, they have played a pivotal role in enabling us, a sexual wellness brand like LELO, to effectively address the complex Gen Z mindset, rendering us remarkably more accessible in the long term - no small feat.*

*Ana Milas, Global Content Manager, LELO*

