

THE BRIEF

To gain insights from Gen Z to inform a global trends report (see link below). Wunderman Thompson wanted to obtain qualitative verbatim from our community to support their hypothesis around the idea of 're-enchantment'.

THE RESPONSE

20 respondents from our Gen Z community from different backgrounds, and who had lived in various locations around the globe, shared their honest thoughts and opinions surrounding the notion of 're-enchantment'.

THE OUTCOME

Wunderman Thompson were provided with long-form data points from our diverse Gen Z community which helped to build, and add context to, their report.



The research really complemented our quantitative study and added really useful insights to our overall report. Working with Imagen was very seamless and the team were really responsive answering all of our questions promptly.

*Marie Stafford, Global Director,
Wunderman Thompson Intelligence.*

