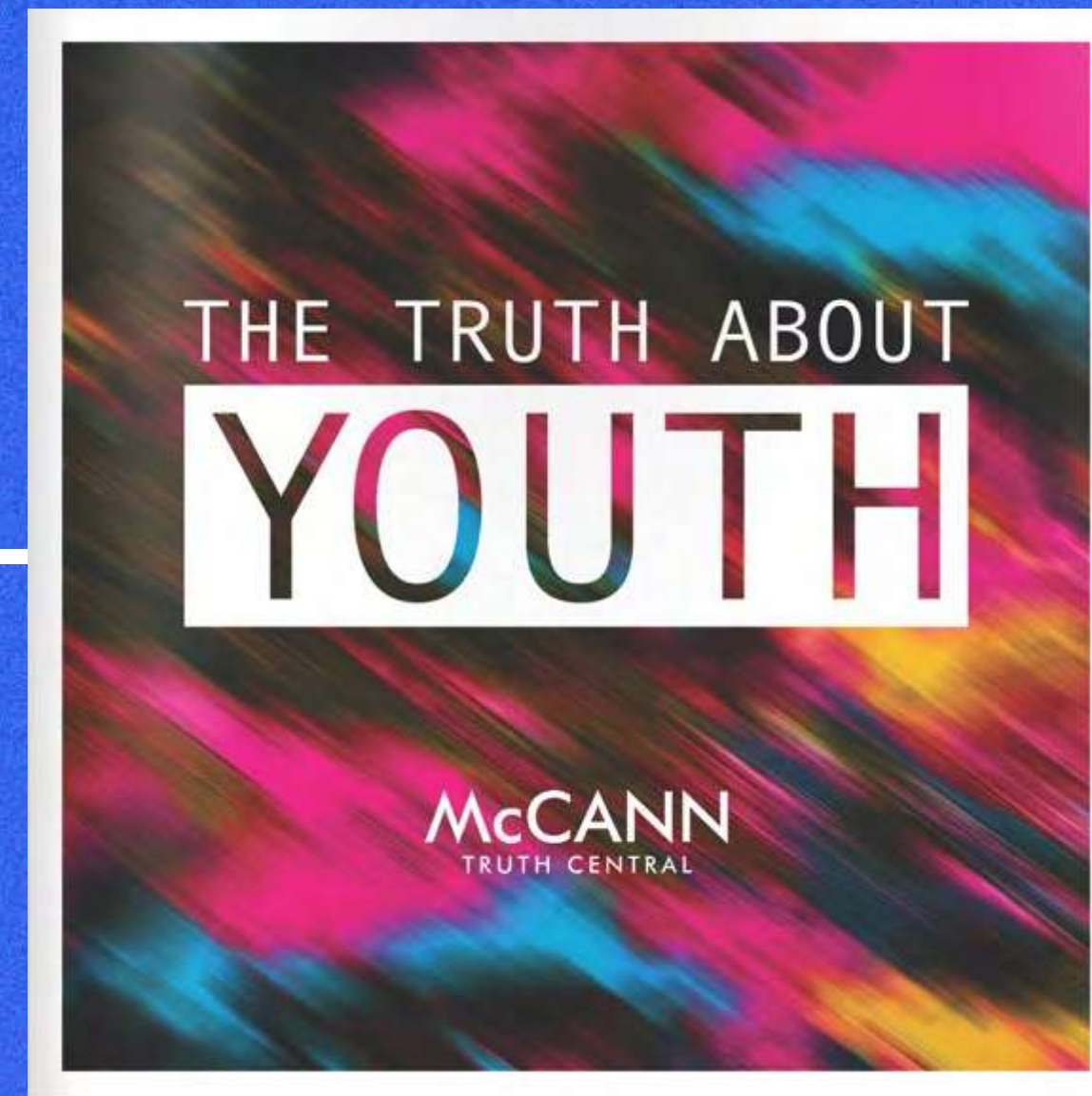


the truth about
GEN Z in China

A DECADE OF YOUTH RESEARCH



2011



2015



2020

TRUTH ABOUT GEN Z

26 Markets

Total N = 32,204 | GEN Z (N = 5,572)



TRUTH ABOUT CULTURE AND COVID-19

18 Markets

Mar.: N = 14,136

April: N = 14,086

May: N = 15,095

June: N = 15,982

July: N = 17,939

Aug.: N = 12,101

Sept.: N = 11,702

Nov.: N = 11,888

Dec.: N = 11,349



TRUTH ABOUT GEN Z - UPDATE

5 Markets, March 2021

Total N = 2,500 (all GEN Z)

U.S. 

U.K. 

 GERMANY

 CHINA

 BRAZIL



CHINA-SPECIFIC IN-DEPTH STUDY

THE SPIRIT OF TODAY

MACRO-TRENDS



**SPOTLIGHT
ON CHINA**



**IMPLICATIONS
FOR BRANDS**

6 TRUTHS ABOUT GEN Z IN CHINA

普通人生哲学

THE EXTRAORDINARY
“ORDINARY PEOPLE”

即兴一代

UNSCRIPTED GENERATION

亲密关系困局

THE CONNECTION
PARADOX

真实为王

CRAVING TRUE
AUTHENTICITY

万物皆可打投

VOTING WITH
WALLETS

爱国新青年

THE MODERN PATRIOT

the truth about
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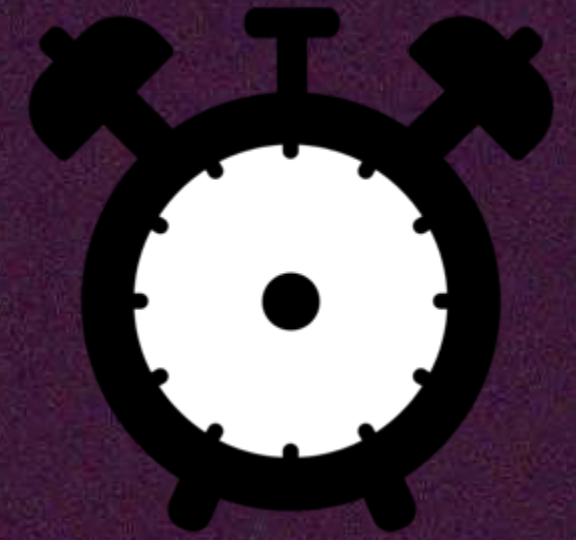
“普通人生哲学”

**THE EXTRAORDINARY
“ORDINARY PEOPLE”**

QUIZ

Z世代的人生榜样是谁？

Who does GEN Z aspire to be?



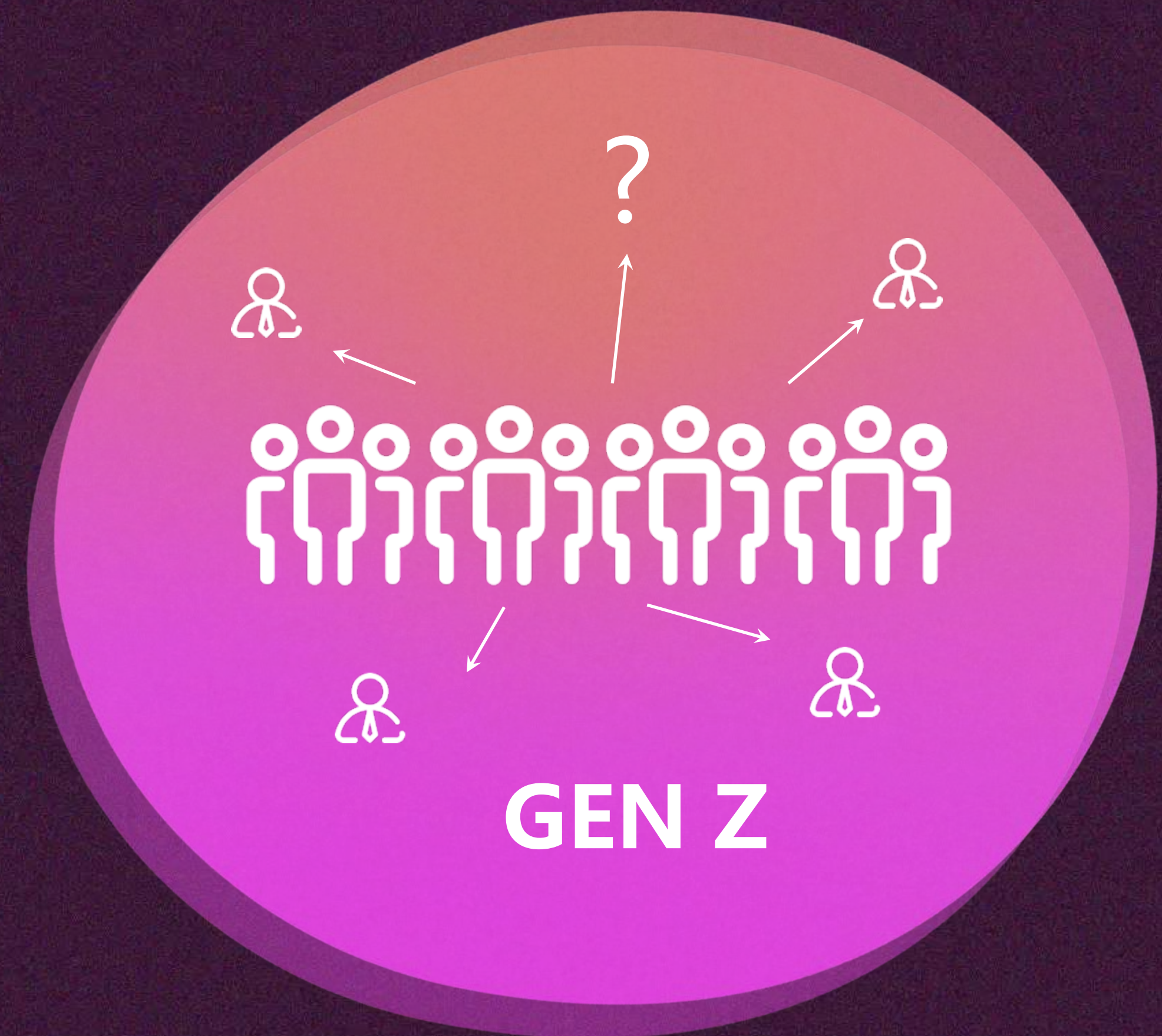
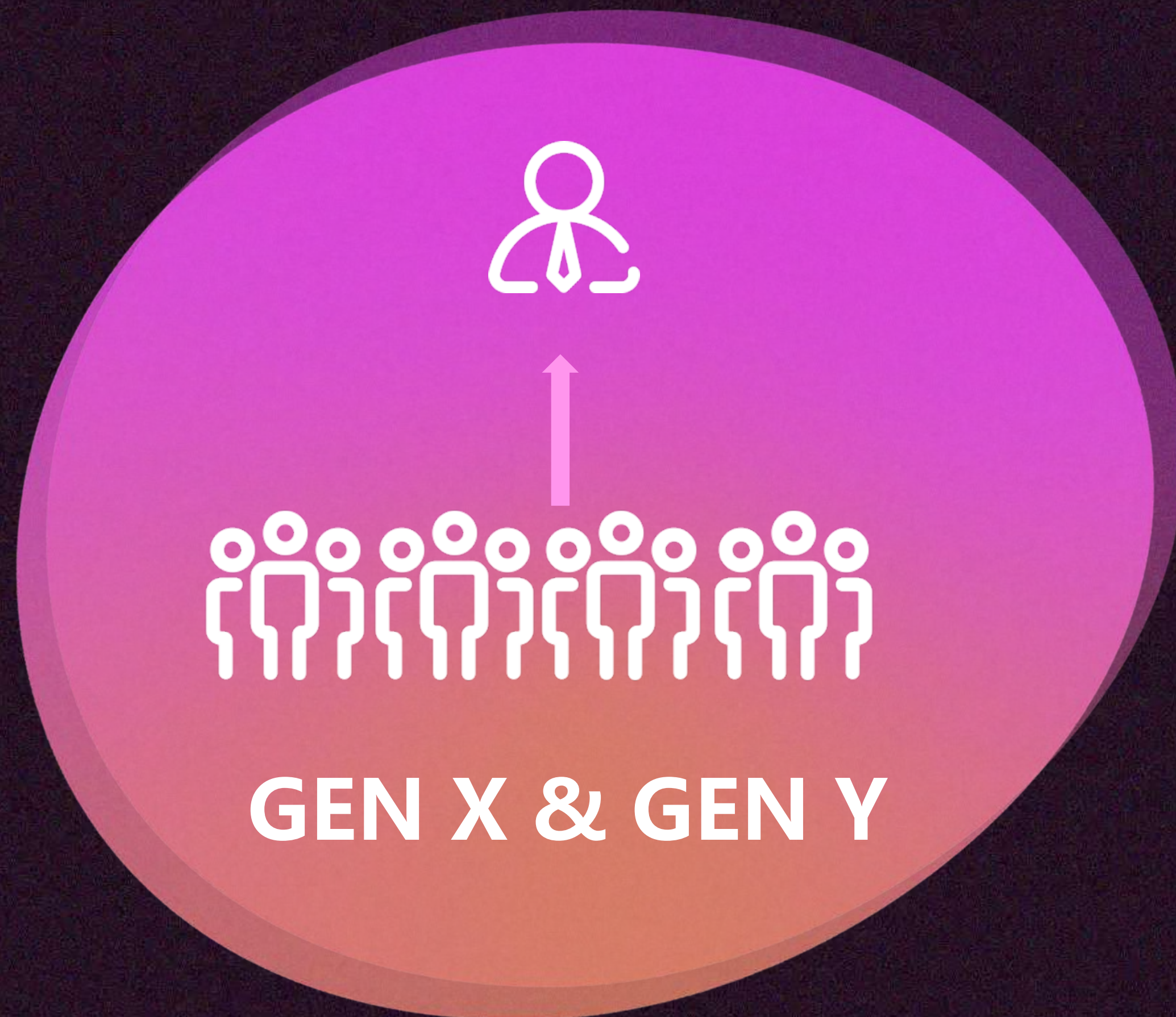
GEN X & GEN Y



GEN Z

Z世代，一个不再拥有全民样板的世代——
TA们对理想人生的期待不再有一个标准答案

**GEN Z – a generation without a standard role model.
There is no longer a ‘template’ for their aspirations.**



当成功的定义被无限消解，
GEN Z如何定位自己的理想人生？

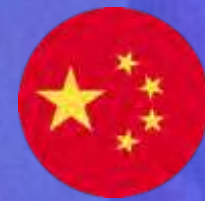
**If there is no template for success,
What do GEN Z aspire to be?**

普通人

“ORDINARY PEOPLE”

中国GEN Z梦想的前三名是“做个普通人”

The Top 3 of GEN Z's dream is “being an ordinary person”



“做个普通人” 对他们而言
到底意味着什么？

**But what do GEN Z mean by
“Ordinary Person”?**

普通不意味着平庸，即使做个普通人，也得是

“有点东西”的普通人

Ordinary does NOT mean mediocre.

They aspire to be an 'ordinary person' who is 'extraordinary' in their own way

野生超模

Supermodel in Village

喜欢走秀，却生在农村
树叶变巧衣，田梗做T台
一部手机，几个视频
引爆网络，走向世界

Like to show, but born in the countryside
Leaves become clothes,
field stem to be the runway
A phone, a couple of videos
Explode the network, go to the world.

72%

的GEN Z认为，比起
消费和事业，个人在某
领域的深刻见解和成果
更能代表自己

72% of GEN Z believe that their own
opinions and achievements in a particular
area can better represent themselves than
their consumption and career.

人人都是UP主

Everyone can be an Uploader

不需要样样优秀，
不需要拿到十级证书，
只要一点小才艺

+
一点小巧思

don't have to be good at everything,
don't have to get a certificate,
As long as, A little talent

+
A little ingenuity

普通人生意味着

“无用”也是一种美

Excelling in what was once termed “meaningless” and “frivolous” in society is now seen as meaningful.

不为有用,只为有趣
Not for usage, just for fun

最火的视频分区,前三名是**搞笑**,**鬼畜**还有**吐槽**,
人活着不就**图一乐**吗?

Most popular video partition,
funny, creepy, roast
It doesn't help at all
but
Isn't that what people live for?

“无用发明家”
“Useless Inventor”

有位up主可以**手工**造一切毫无卵用的东西:
雷神锤包,加特林机枪
菜刀手机壳。。。

真不愧**发明界泥石流**

A vlogger who can make anything by hand that does not useful:
Hammer packs, gatling guns
Kitchen knife phone case...
What a “worthless man”.

“无用美学”
“Useless aesthetic”

一缕斜阳🌇,一片云朵☁,
每个生活里的每个浪漫瞬间都可以发帖分享给陌生人。
聚在这里不为别的,只为体会一瞬的**精神SPA**。

A wisp of setting sun🌇, a cloud☁,
every romantic moment in every life
can be posted to share with
strangers.
Gathered here for nothing else, only
to experience a spiritual SPA.

普通人生意味着

欢迎 “失败”

Leading an ordinary life also means that “failure” is seen as a positive thing.

60%



of GEN Z in China agree that today, failure is seen as a positive thing

China All: 53%

普通人生意味着

用创造不断 “重写日常”

**An ordinary life means
daily life is no longer secondary,
but has become the focus of life,
and they catch the opportunity to
“Rewrite Everyday”**



普通人生意味着

“理想答案，仅供参考”

“Ideal Answer, Reference Only”



人生这道题我不需要标准答案，因为**我自有答案**

*I don't need a standard answer for "How To Live"
I have my own **ANSWER**.*

才不要做伸手党，因为我自己会搜索

*I will **DIG DEEPER** for my own answer.*

IMPLICATIONS FOR BRANDS

How can brand resonate with GEN Z?

- ✗ **Conventional “success”**
- ✗ **Strive to be the best**
- ✗ **Ideal life template**

- ✓ **Celebrate “ordinary”**
- ✓ **Allow failure**
- ✓ **Own pursuit**

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“即兴一代”

**UNSCRIPTED
GENERATION**

49%



of GEN Z in China say they enjoy
cancelling plans
they've made

Global GEN Z: 38%



A GENERATION OF SHORT COMMITMENT

“鸽王一代”
“King of No-show”

习惯 “我不是只鸽你，
反悔 狠起来连自己都鸽”

Last Minute Regret

“口嗨/嘴炮”
“Lip Service”

只说 “语言上的老司机，
不做 行为上的大怂逼”

All Talk & No Deed

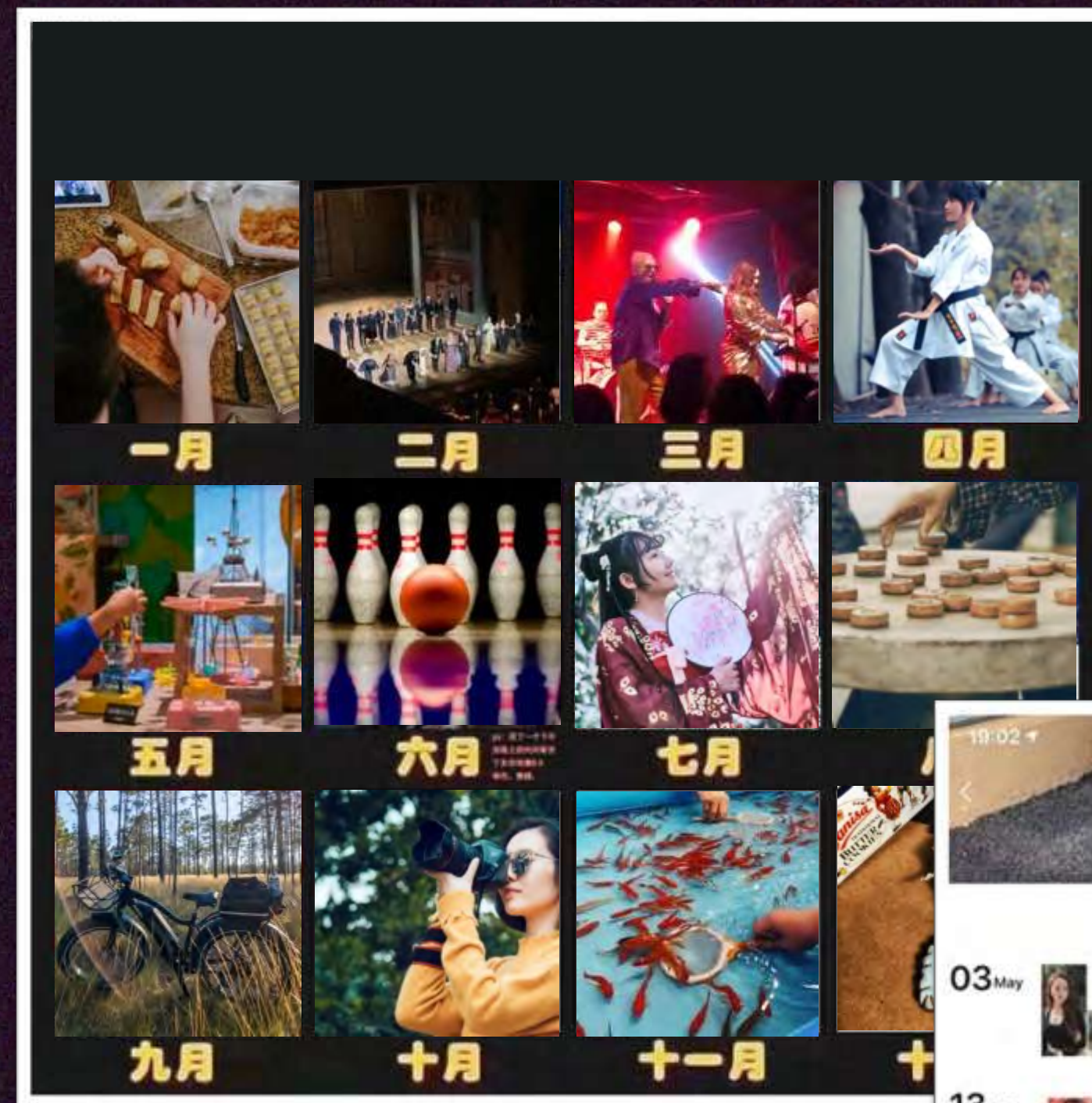
“三秒钟热度”
“3-second Passion”

及时 “世上无难事，
放弃 只要肯放弃”

Prompt Give-up

即兴的背后是时刻都在
自我更新的身份认知

**Self-renewing identity
every few seconds**



“Love fades”

“上一秒的我并不能代表现在的我”

“I am not the person I was one second ago”



Delete WeChat moments

当下的“感受”比什么都重要

The “feeling” of NOW weighs more than anything

冲冲冲



Burn out ! ! ! ! ! ! ! ! ! ! ! !

不冲不是人

燃起来了！！！！！！！！！！！！！！！！！！

冲冲冲冲冲冲冲冲冲冲冲冲冲冲冲冲冲冲

燃文化

“Hype” culture

2 个月 2 months

走过 5 个城市 going through 5 cities

只为看 6 场 live Just to see 6 live shows

现场体验

Live experience

GEN Z被普遍认为是
最专业、最理性的一代消费者

**GEN Z is generally considered to be
the most proficient and rational
generation of consumers**

**真的吗？
Is that true?**

For them, making a purchase feels like “doing homework”

a gigantic research project to be done

好想买个电视啊！要怎么选呢？

Really need a new TV!!
How can I choose a perfect one?



让我打开各种APP看看大家怎么说！

Let me take a look at the online reviews via every application I can find.



接收的各路消息也太多了，警报警报！我的CPU已经超载！！！！

I got too much information!
⚠️⚠️⚠️ **warning!!!**



84%

of GEN Z believes that the goods recommended by KOLs and influencers are not trustworthy



想买个充电宝，有没有推荐的品牌！我怎么看小红书都像是软广...

Red is full of "soft ads"...I no longer from there!



Uu们，有没有推荐的雅思老师鸭！不要软广那种！！！！

Hey! Can anyone recommend an IELTS teacher to me? BTW, I don't like the "celebrity".



我摸鱼时候最大的快乐就是来自于那些人造的“沙雕”新闻，因为我总能猜对这是哪家互联网的软广。

My daily fun is to read all kinds of funny news and debate which brands' sponsored ads with my coworkers .



They can accurately detect sponsored ads, and stay immune to brands' marketing

However...

//

买个水乳看攻略看了半天整得我头都昏了，购物车加了一堆东西，最后什么也没买把淘宝关了。过了一个礼拜看心情随便下单了一个。”

——Kiki, 21

//

Spent a whole day reading all these comments and reviews trying to find a lotion, but end up with buying nothing. One week after, I just randomly picked one up that I felt like at that moment. ”



A person is shown from the chest down, sitting at a desk. They are using a silver laptop with their left hand on the keyboard. Their right hand is holding a silver credit card. The card has a signature strip with the name 'M. Hufschmidt' and the website 'www.comdirect.de'. It also displays the company name 'comdirect bank AG', the address '25449 Quickenburg, Germany', and the BIC 'COBA3333'. The background is a blurred office setting. The entire image is framed by a decorative border with pink and orange wavy patterns.

In the end,
the decision is
still made by
momentary emotions

What motivate them to act is a HOOK –
A tagline, a picture, a scene, an action...

所有女生注意了！买它！
Attention! Buy it now!

这是史上最低价了！
The Best! The cheapest!

过了这村可就没这店了！
You were meant to be with it!

直播玩的就是互动
直播要的就是冲动

Interactive Communication



场景化产品是Gen Z的日常
Emotional Benefits



买的就开箱那一刻的快感
Surprise Unveiling

IMPLICATIONS FOR BRANDS

Reach your audience at the right moment emotionally through:

- **Identify emotional stimuli**
- **Embed into the content/consumer journey**
- **Digital mechanism optimization**

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亲密关系困局
THE CONNECTION
PARADOX

TA们享受独立，但也渴望联结 不断创造GEN Z特色的联结方式

**They enjoy independence, but also desire connection.
With the rise of new technology, GEN Z's today have
discovered new ways for them to connect with each other.**

“只要你喜欢XXX，我们就是好朋友！”

“As long as you like XXX too, our friendship is true!”

基于相同的兴趣和心态建立联结

Connections are made based on interests and mindset



“网抑云”

“NotEase” Music App



“小破站”

(° - °)つ口乾杯~



*表情包来源于网络

粉丝经济

Fan Economy

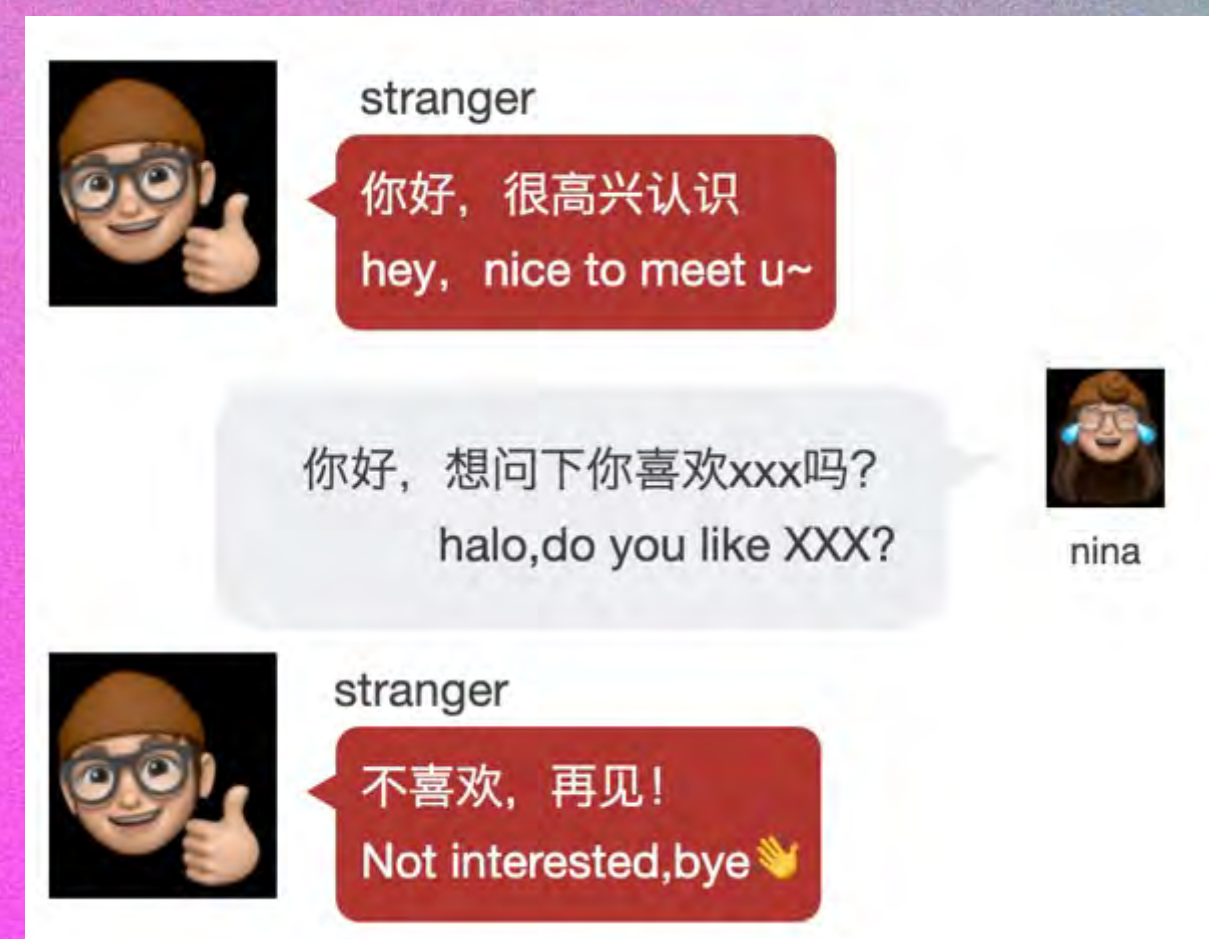
* 表情包来源于网络

“拜拜就拜拜，下一个更乖”

“Farewell to the heartbreaker, the next one's much better”

直接迅速，快速迭代

Connections are also communicated and conversed in breakneck speed



快速匹配，快速筛选

Relationship algorithm:
Fast matching, fast filtering

AWSL

YYDS

YYGQ

KSWL

KY

YJJC

沟通上，能打缩写绝不打字

Communicate with acronym
but never characters



*表情包来源于网络

能用表情包绝不废话

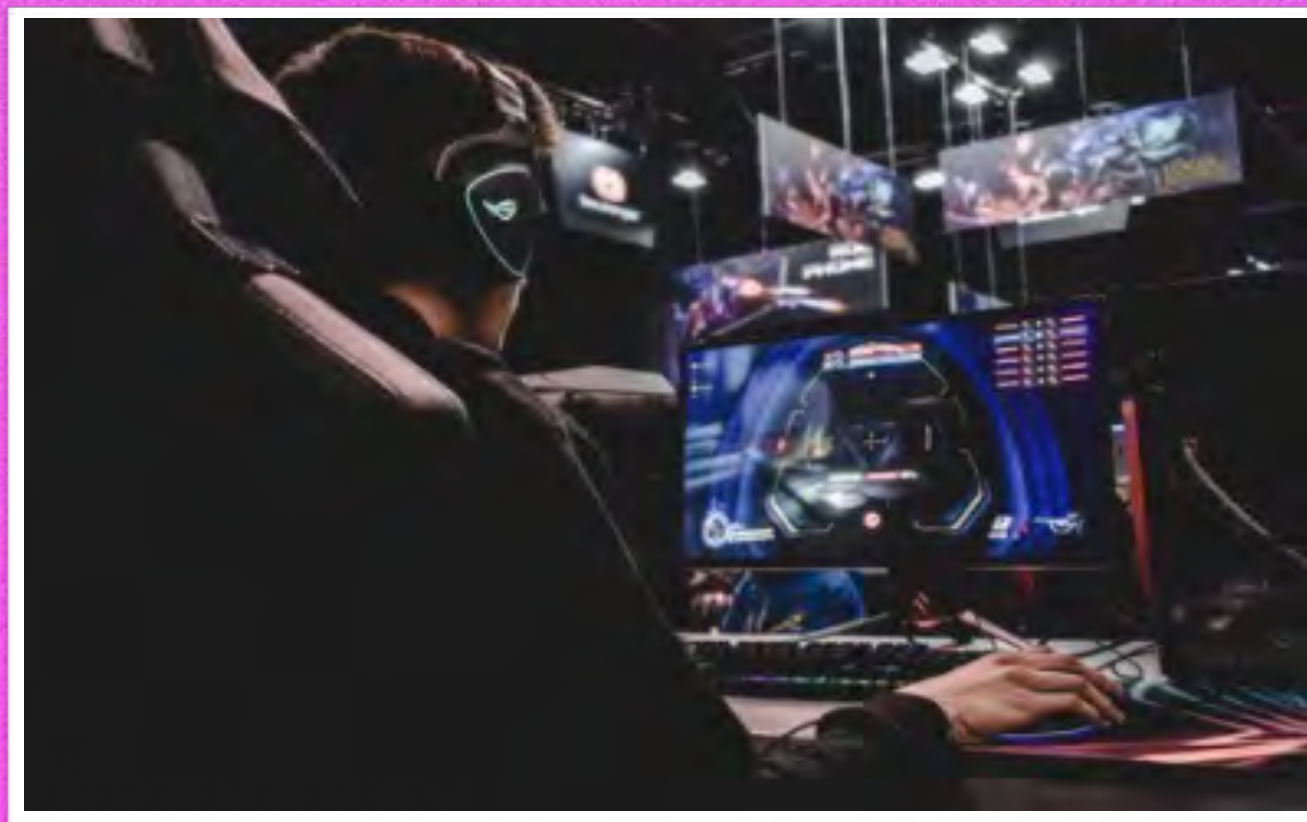
1 meme speaks louder
than 1000 words

“随时随地，和20万人一起写作业”

"Do your homework with 200,000 people, anytime, anywhere"

“召之即来挥之即去”的日常生活伙伴

Your daily “call-and-go” buddy



游戏陪玩
Game Escort



直播写作业
Livestreaming study



吃播
Mukbang

“和狗子过日子，和纸片人谈恋爱”

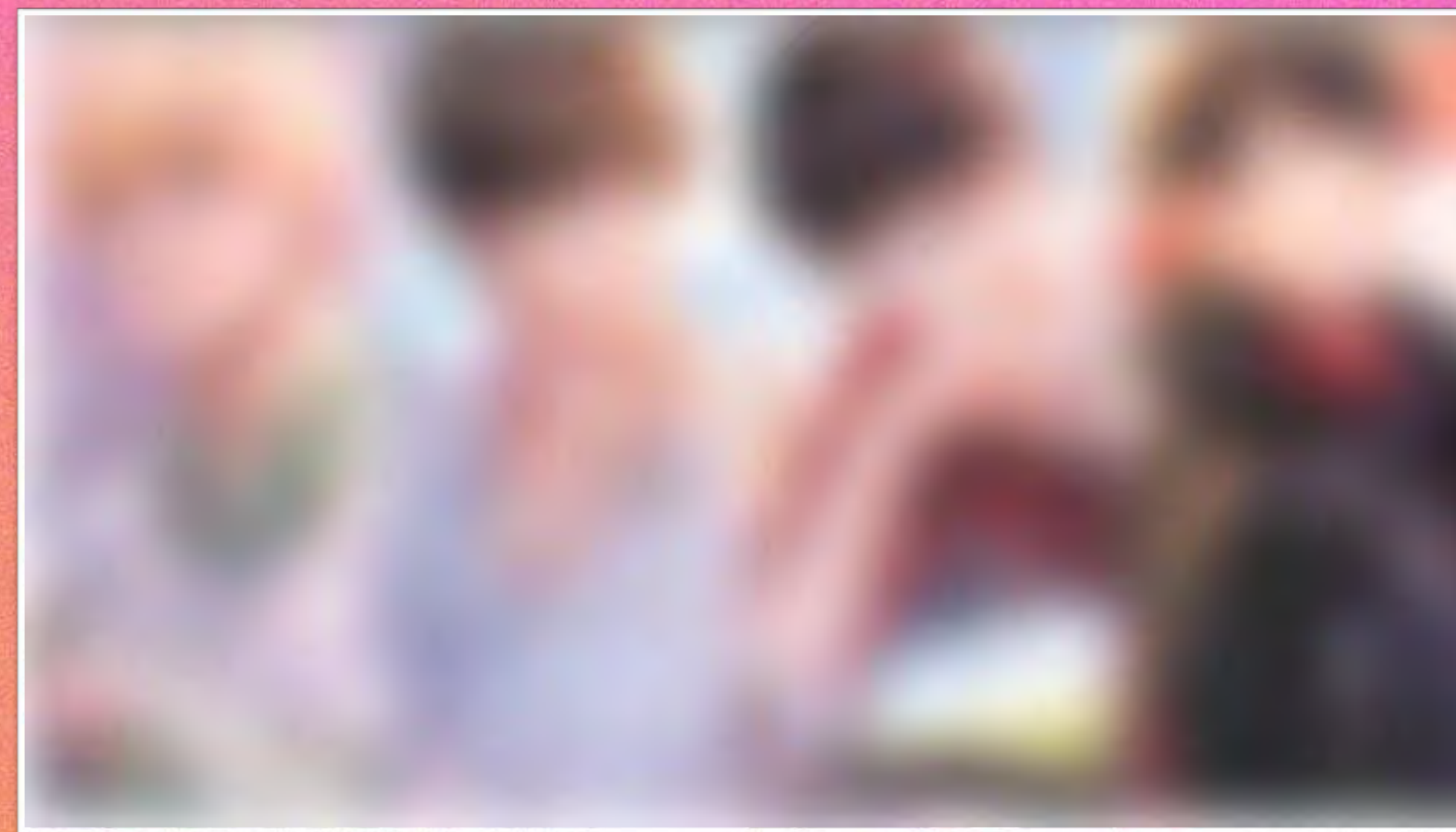
“ I live with my doggo and date with my hazubendo ”

陪伴我的伙伴何必是人

Connections can also be found in non-humans and inanimate objects



天大地大，我的猫永远在家等我
East or west, cat's the best



和纸片人谈恋爱，永远不会失恋
My hazubendo never disappoints me

GEN Z们乐于接受这种“优化”过的联结

While GEN Z is pleased with this “Optimized” Connection

随时随地有人陪 “朋友” 满天下

Be around of “Friends” anytime

不需要努力维持一段关系

No effort needed to maintain a relationship

有效时间最大化

Maximize the use of time

都有自己的 “小圈子”

Everyone has their “circle”

.....

但我们想要追问更多——
这样的联结真的足够满足TA们了吗？

**But if we dig deeper ——
Is this kind of connection really enough for them?**

的确，这些习惯深入他们的日常生活
Yet, these habits are embedded into their everyday life.

68%



**of Chinese GEN Z
prefer to socialize via
messaging apps on their
phones than in person**

China All: 62%

61%



**of GEN Z in China try
to avoid answering
phone calls**

China All: 47%

66%



**of Chinese GEN Z
prefer to play video games
with their friends as opposed
to meeting up in person**

China All: 54%

——但感情上，GEN Z却仍不满足

63% 

of GEN Z in China *feel lonely*
despite being surrounded
by family and friends

China All: 53%

孤独感来源于 深度亲密关系的缺乏

**Loneliness comes from
a lack of deep intimacy**

GEN Z “优化” 过的联结
却也让他们错过了建立深度亲密关系的
机会和过程

深度不足的联结让内心的孤独始终存在

GEN Z "optimized" the connection, but missed out on the opportunity and process of building deep intimacy, and the lack of deep connection generates the loneliness inside

GEN Z是深度亲密关系的

For GEN Z, a deep intimacy is ...

渴求者
Desirable

“有的时候还挺羡慕爸妈都有各自的兄弟姐妹，可惜没有机会体验了”

“sometimes I wish to have siblings like my parents do, what a pity that I can't”

“论朋友我倒是有不少，但铁哥们儿好像没几个，我也想有个出生入死的兄弟”

“I do have lots of bros, yet not a sidekick”

GEN Z是深度亲密关系的

For GEN Z, a deep intimacy is ...

渴求者
Desirable

与
Yet

弱能者
Unreachable

“有的时候还挺羡慕爸妈都有各自的兄弟姐妹，可惜没有机会体验了”

“sometimes I wish to have siblings like my parents do, what a pity that I can't”

“论朋友我倒是有不少，但铁哥们儿好像没几个，我也想有个出生入死的兄弟”

“I do have lots of bros, yet not a sidekick”

“好想出去玩，但是好纠结主动开口会不会被拒绝呀”

“Really wanna go out, but it's hard to ask first. Will I get refused?”

“和喜欢的女生在线上聊天没问题，可是恋爱到底应该怎么谈，我不会”

“I'm fine online, but what should I talk about with the girl I like offline? Really wonder how others handle this”

IMPLICATIONS FOR BRANDS



面对原子化社会中的孤独 GEN Z ,
品牌有机会成为一种介质 ,
为消费者之间创造深度对话机制和情感锚点 ,
帮助他们建立深度亲密关系

**When facing the lonely GEN Z in this ‘atomized’ society,
brands have the opportunity to become a medium
that helps create dialogues and emotional anchors
between consumers, and further facilitate the
establishment of deep intimacy.**

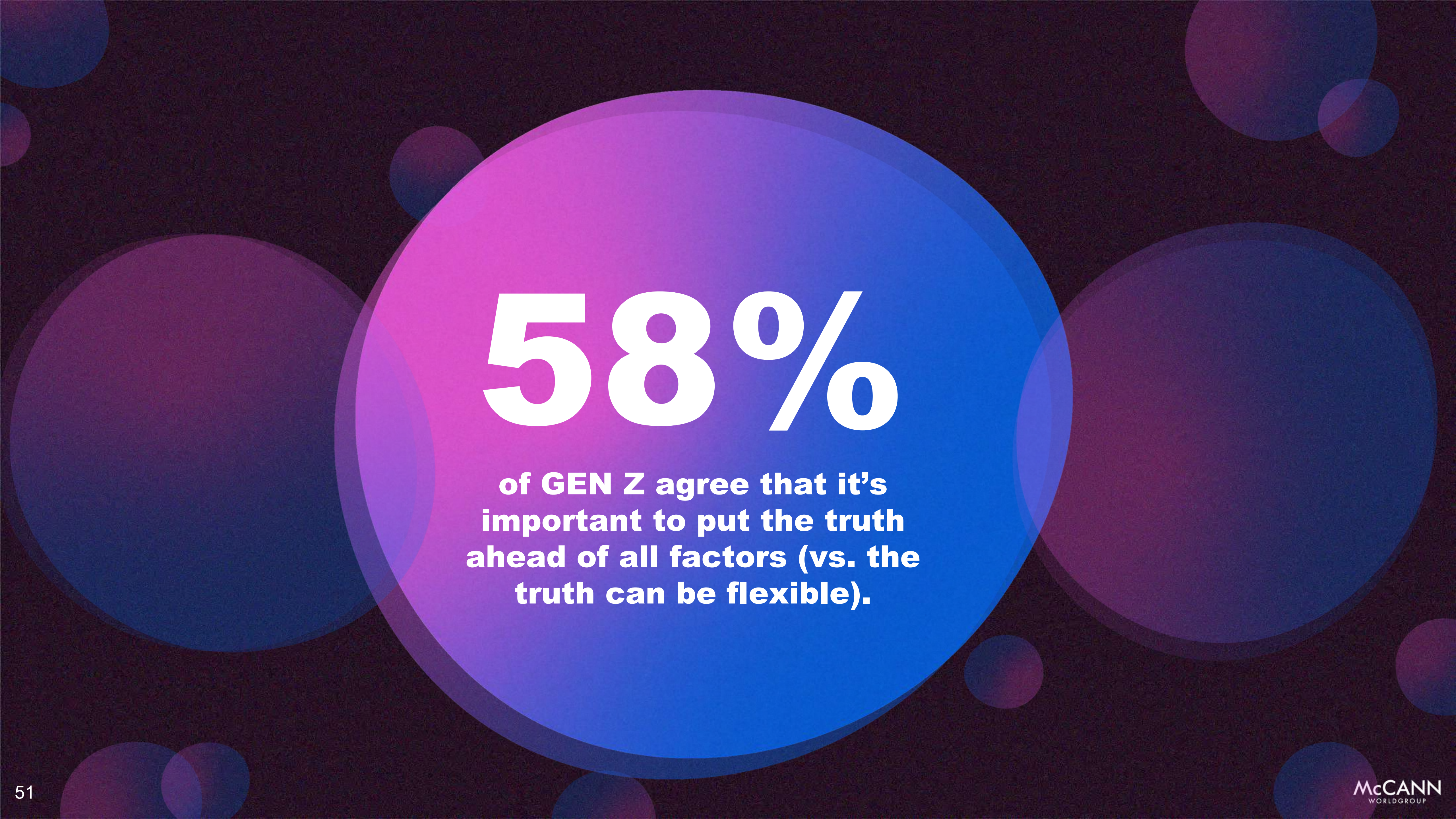
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“真实为王”

**CRAVING TRUE
AUTHENTICITY**



58%

**of GEN Z agree that it's
important to put the truth
ahead of all factors (vs. the
truth can be flexible).**

野生美学

Authentic Aesthetic



自黑人生

Self-mocking



瑕疵人设

Defective Persona

浑身漏洞的偶像
“Unpolished” idols

不造神，都是人
He's only
human.

有一类偶像不再是那个只会笑的木偶人，他也会犯错，他也会有自己独特的性格，有时敢于在社交网络上对自己不喜欢的事情表态。

There is a kind of idol who is no longer the puppet who only laughs. He also makes mistakes and has his own unique personality. Sometimes he dares to express his dislike on social networks.

说人话的专业学者
Down-to-earth scholars

不说教，都是料
No preach,
gain knowledge

专业学者不再仅仅是印象里严肃的远不可及的老学究，他们出现在各种视频网站里，讲着段子，聊着最新的社会热点。在插科打诨的愉悦氛围里，消磨了时间，还收获了知识。

Academics are no longer just the serious, far-off peds of the past. They appear on various video sites, telling jokes. We can also gain knowledge.

“恶女”当道
Powerful “Evil women”

不傻甜，别乱惹
Not silly not sweet,
don't screw around

观众苦傻白甜女主久矣，他们更想看到一个智慧的有自己性格的甚至可以说“恶毒”也不为过女性形象。又帅又飒，才有看头。

Audiences no longer like the silly girl image, they want to see an intelligent female image with her own ideas, even "malicious" is not an exaggeration. Handsome and cool, that's what counts.

耿直叙事

Real & Direct Narrate

“凡学”与反“凡学”

Humblebrag & Anti-humblebrag

凡尔赛文学

是指欲扬先抑、明贬实褒、看似抱怨实则炫耀的文字，通过委婉表达抱怨或不满的方式，来向外界不经意地透露出自己的绝命不凡。

例句：

- 1, 老公又送了我一辆兰博基尼，可是粉色真的好丑，直男审美都这样吗？
- 2, 好羡慕你们吃一顿宵夜第二天就能长两斤肉肉的人，我胡吃海喝了一个月结果还只有89斤，太不公平了 ㅠㅠ

阿布笛时光机

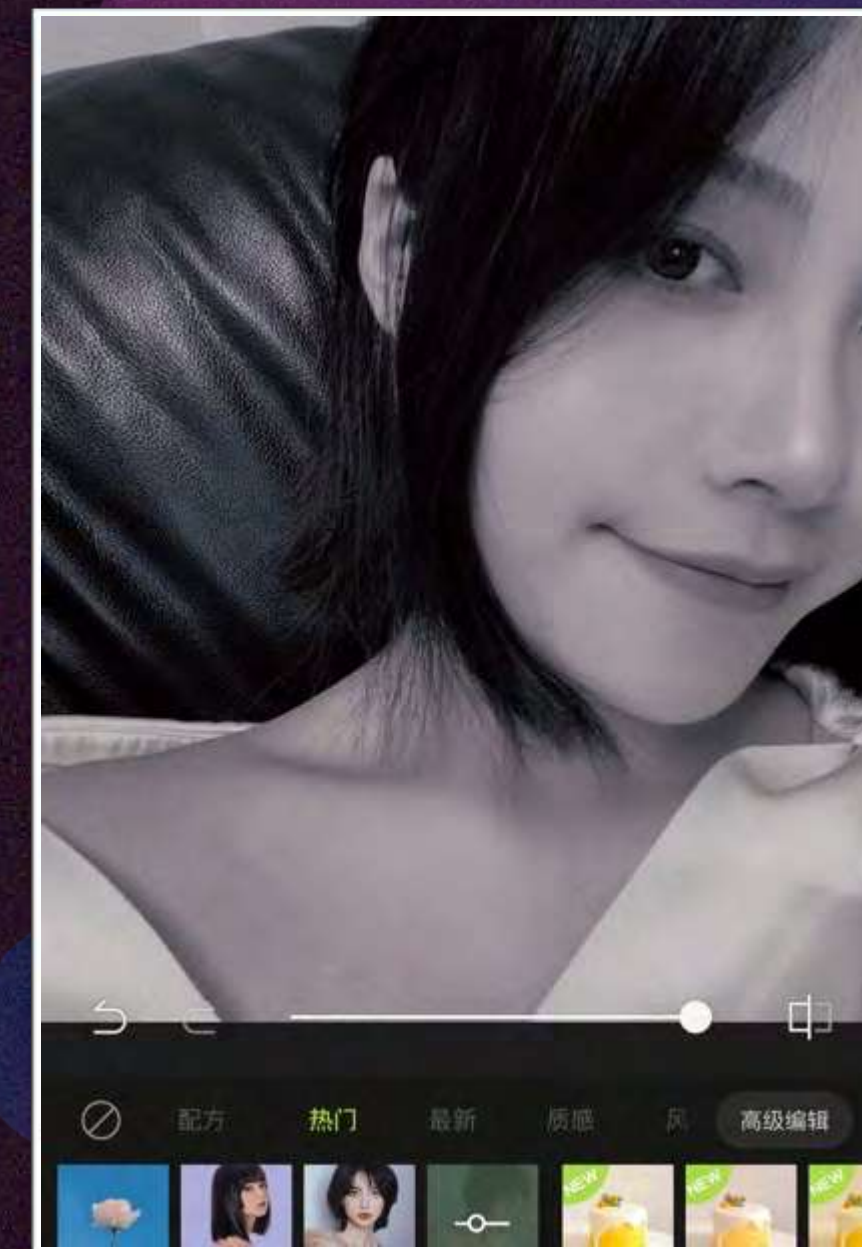
发广告就说发广告

Unconcealed attitude towards advertising posts



P了图就说P过图

Unconcealed attitude towards retouched photos



SO, WHAT DOES THIS MEAN FOR BRANDS?

现象背后也是品牌VS消费者的话语权翻转

Behind the phenomenon is a flip in the discourse of brands vs. consumers

品牌角色
Brand Role

理想生活定义者
生活方式引领者

**Definer of Ideal life,
Guider of lifestyle**

给出定义

Give definitions



理想生活参与者
生活方式好伙伴

**Participant of Ideal life,
Partner of lifestyle**

给出选项

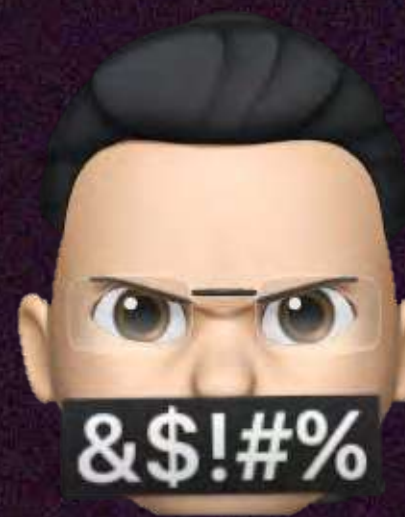
Give options

是的，品牌意图为消费者
创造美好幻象
但这份幻象够真吗？

Yes, brands intend to create
wonderful aspirations for consumers,
but are they real/relatable enough?

标准已被GEN Z更新

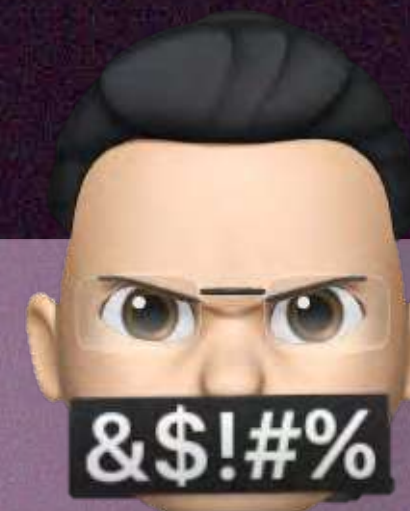
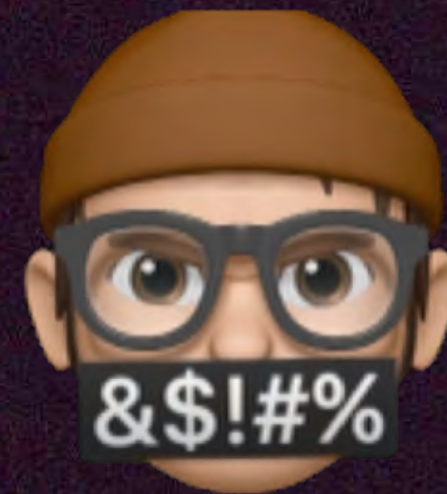
Re-establish standards by GEN Z



国内知名年轻文化社区和视频平台在五四青年节
发布演讲视频，展示对年轻人的赞许和期待

真的吗？我不信
Really?

“尬，那是有钱有闲的年轻，现在的年轻人压力都非常大吧，这样的鸡汤真不想再喝了。”
“We don't need your soul soother any more.”



某品牌携百位女性反对年龄焦虑品牌活动，鼓励女性享受不同年龄的魅力，忠于本心和自我，但邀请一干“冻龄”女星为主角

真的吗？我不信
Really?

“我认同这个slogan，但这个执行毫无信服力。感觉品牌只是嘴上喊喊口号而已。”

“I agree with this slogan, but this implementation is not convincing. I think the brand is just shouting slogans.”





**“倒不会觉得虚伪有多严重，
只是觉得无聊而已。”**

**Ads being hypocritical is not a
serious concern to me, yet I
feel bored with them.**

—— YILIN, 22

IMPLICATIONS FOR BRANDS

**GEN Z期待品牌以更高标准的真实姿态正视并回应他们的需求，
如呈现更反模板化形象的瑕疵人设，
用耿直甚至自黑的方式沟通，
和消费者相互搀扶成长而非教他们做人等。**

**More than ever,
Chinese GEN Z expect brands to represent their lives in a more authentic manner;
Portraying the real challenges they face in life accurately;
And potentially stepping up to alleviate these issues with their voice.**

**For example:
Presenting a more anti-template image of a flawed persona;
Communicating in a straightforward or even self-mocking way;
And growing up with consumers instead of teaching them how to behave.**

the truth about
GEN Z

McCANN
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“万物皆可打投”
VOTING WITH WALLETS

93%



**of GEN Z in China agreed that they
have the power to influence a
global brand's actions and
behaviors for the better**

Global GEN Z: 74%

用消费表达立场的一代

A generation that takes a stand with their wallets

选秀打投

Voting with money for talent shows

选秀综艺爆火大热，
粉丝打榜投票送练习生
“C位出道”
为爱发电证明偶像人气
Fans pay to
"reward and vote"
for their favorite idols

明星带货

Purchasing to support a celebrity

带货能力哪家强？
明星同款、明星周边
粉丝掏钱买单为爱豆铺设“花路”
Fans pay for idol-related products
to prove their commercial value

整个商业市场

Support any thing they like by spending money

有盗版又怎样？
氪金注册会员
支持正版 助力原创
Express support for
original content by paying

消费者权杖-热衷反馈

They enjoy giving feedbacks

中国的95后热衷于反馈和分享他们的想法。72%的受访者表示，他们经常或频繁提供反馈，而全球这一比例只有40%。

与此同时，和80、90后喜欢在零售商网站上留言不同的是，95后中有接近半数会专门到生产商的网站上留言。

72% of GEN Z respondents said that they always share their thoughts and provide feedback, whereas this ratio is only 40% globally.

Meanwhile, over half of the GEN Z will leave comments on brands' websites. Instead of just share reviews on retailers' websites like what the previous generations always do.



产品测评

消费者权杖-共创

And welcome brands who they can co-create with.

巧克力夹心饼干的共创
Campaign
粉丝参与口味创造的新体验

顶流明星化身计划发起人
Celebrities As Promoters

社交媒体引爆刷屏
Become a hot topic

粉丝参与共创新口味
Participate In Creating New Tastes

亲朋好友集赞打榜
Ask For Support

Pick高票口味“出道”生产
The 1st Goes Into Production

87%



**of GEN Z in China
said they would spend more
on a brand that supports an
issue they care about**

Global GEN Z: 68%

品牌表态不再局限于slogan， 任何一种行为，都会被消费者视为一种表态

A brand's statement is no longer limited to slogans,
any behavior will be perceived as declaring a position by consumers

代言人

Endorsement

某知名笔记本电脑品牌
邀请因
讨论两性话题而引发争议的
女脱口秀演员代言，
引发消费者不满。
品牌最终不得不
撤下其代言。

A well-known laptop brand invited
a Chinese talk show actor to endorse
But the brand had to withdraw its
endorsement because it was thought to
have caused controversy by provoking the
topic of confrontation between the sexes

内容细节

Financial Advertising

某知名互联网大厂
旗下个人金融业务品牌
在短视频平台投放的广告
被消费者发现
剧情十分毁三观
引发舆论恶评，
最后不得不致歉。

A well-known Chinese personal financial
business brand apologized
for the serious value problems of financial
advertising on short video platforms

平台责任

Sensitive topics

某GenZ高度聚集的
视频平台
因弹窗广告涉及
不尊重女性内容
被用户发现后直冲热搜，
之后，多个品牌宣布
终止与其合作。

A Genz highly aggregated video
platform causes disputes because its
pop-up ads involve content that does
not respect women.
After that, several brands announced
the termination of their cooperation.

IMPLICATIONS FOR BRANDS

“被社会舆论监督”是品牌做大后的必然结果，后续好感度来源于品牌是否承担更多的社会价值，并做到“言之有物”和“言行合一”

Incumbent brands are bound to live under the supervision from society and general public. Whether or not a brand can sustain its affinity and preference in the long run rests on how the brand performs in undertaking more social responsibilities and implementing initiatives to match its rhetoric that is more than peddling.

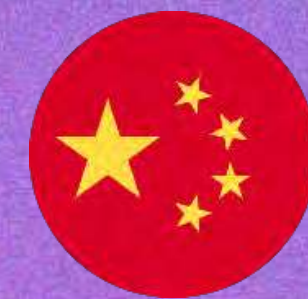
the truth about
GEN Z

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6

“爱国新青年”
THE MODERN PATRIOT

9.38/10



**GEN Z 的民族自豪感打分为9.38分（满分10分）
比其他年龄段更高**

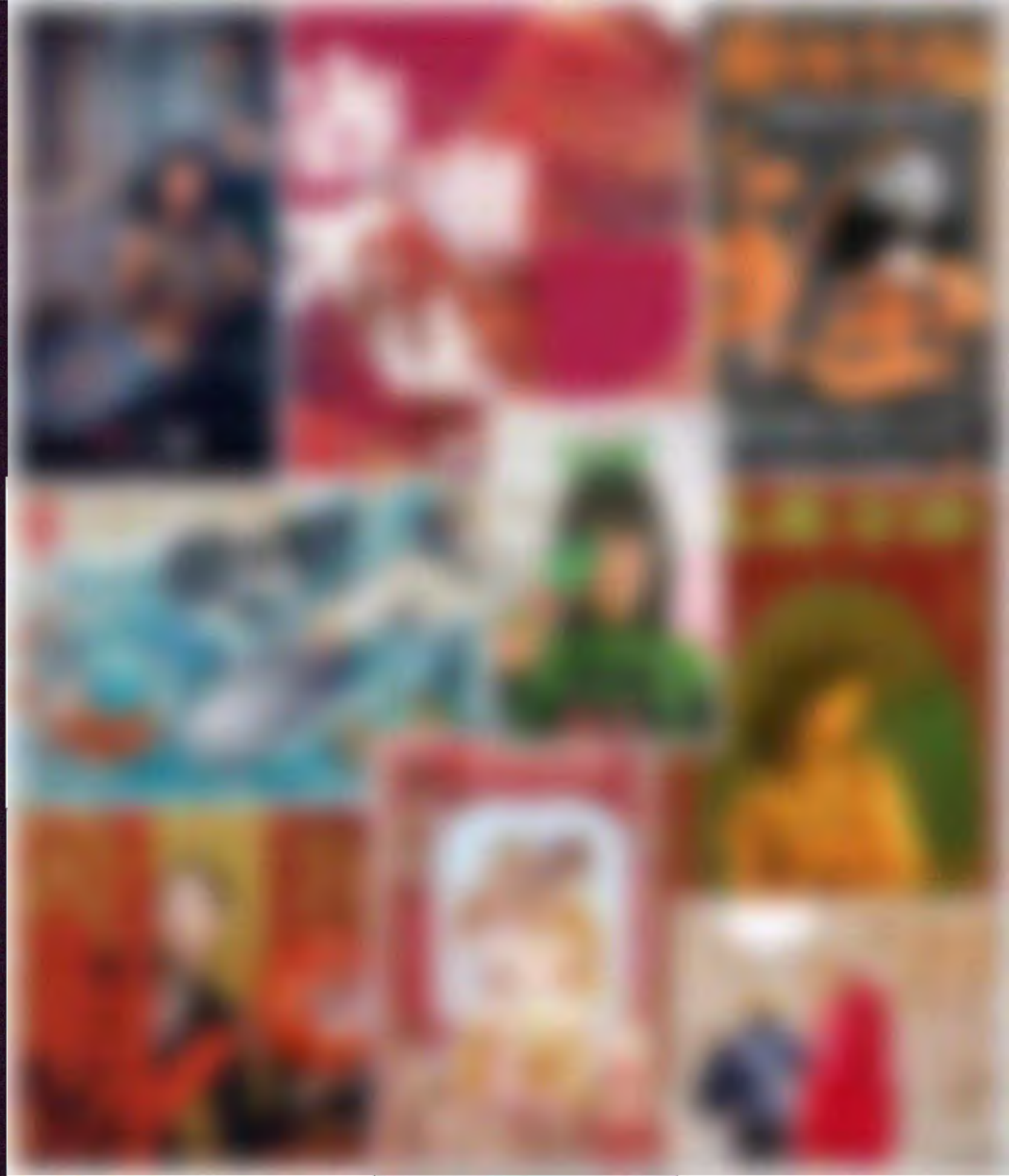
**GEN Z rate their national sense of pride as 9.38/10
points, higher than other age groups**

当GEN Z在爱国的时候 他们在爱些什么？

**What GEN Z exactly passionate about when
they hold the patriotic attitude?**

国潮现状1：国潮/爱国 = 爱 视觉元素的拼接？

**The current situation of Guo Chao
#1: Guo Chao/Patriotism
= Love the stitching of the visual
elements in Chinese style?**



真相1：不陷于视觉元素的拿来主义 而是从深处对中国文化的尊重和洞察

**Truth #1: Don't get stuck in the "borrowlism" of visual elements,
but to respect and to insight from the depths of Chinese culture**

谐音梗还能这么玩？

Have fun with homophony

某知名体育运动品牌以著名球星
对中文外号“泡椒”的喜爱为灵感，
通过谐音的方式将汉字与英文相结合。
泡椒味道的“辣”联系球星所在球队，
“辣”字又极具中国美食特色。

Inspired by the famous star's love of
the Chinese nickname "Pickled Pepper",
the world-renowned sports brand combines
Chinese characters with English through homophony.

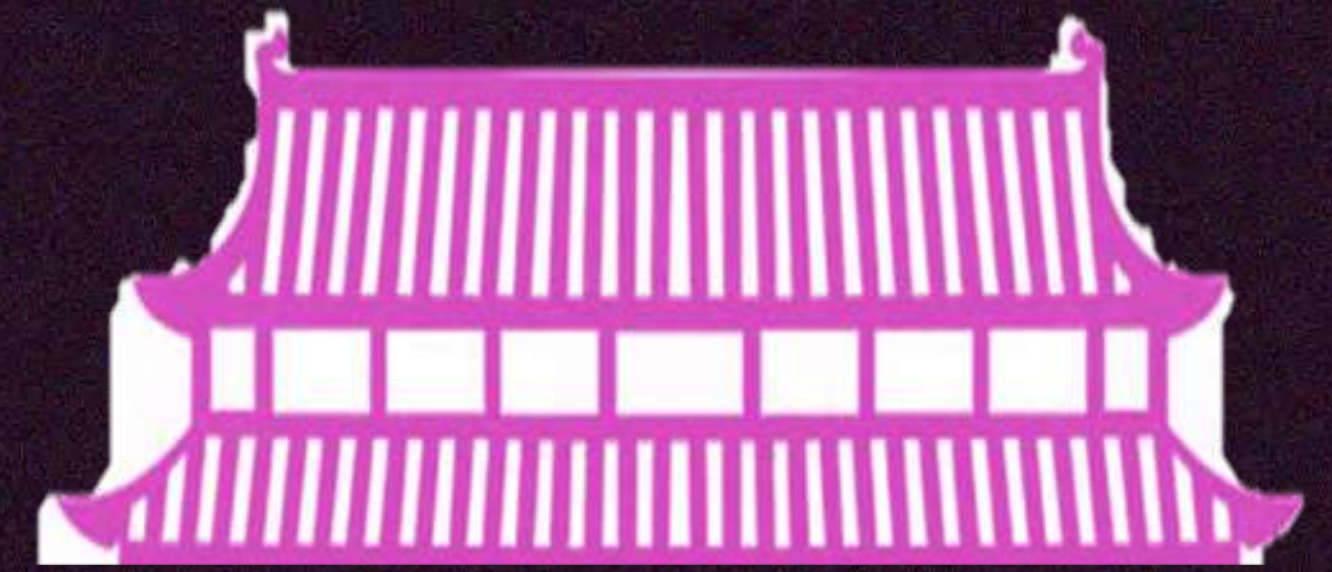
The "spicy" taste of pickled peppers is linked to the star's team,
and the word "spicy" is also very characteristic of Chinese cuisine.



国潮现状2：国潮/爱国

= 爱 传统文化？

**The current situation of Guo Chao #2:
Guo Chao/Patriotism
= Love Chinese traditional culture?**



故宫
Forbidden City



齐天大圣孙悟空
Monkey King

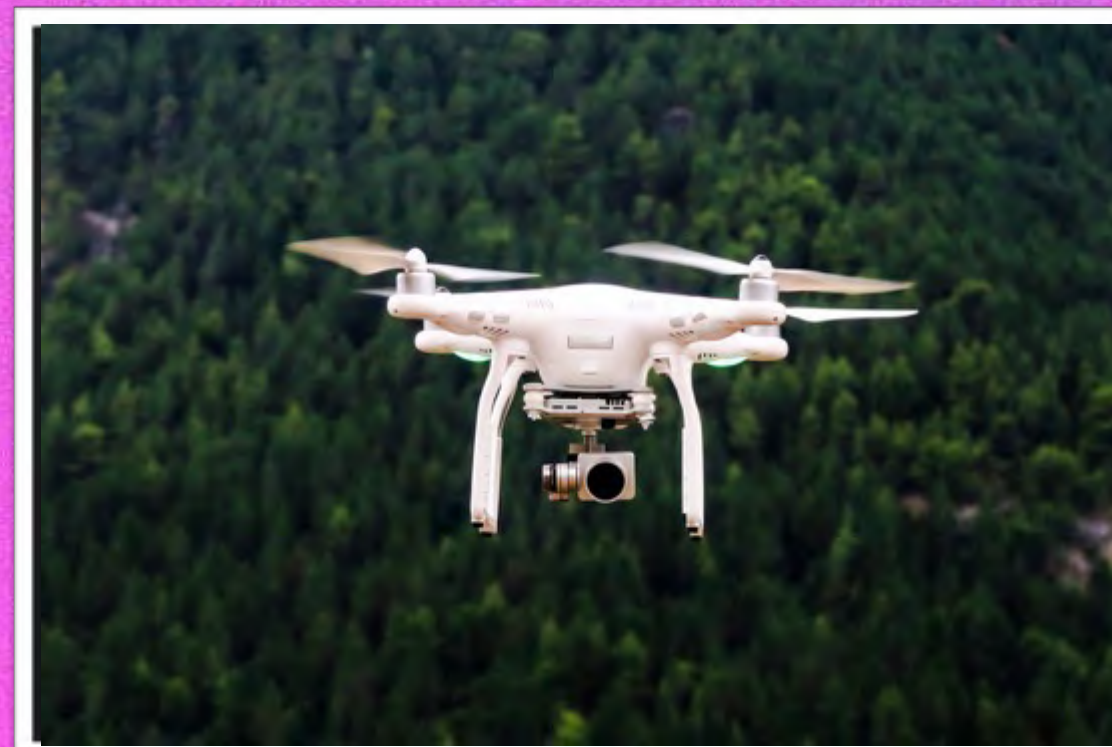
真相2：不陷于传统/吃老本 而期待现代文明的先锋代表

**Truth #2: Do not stick to the tradition, but looking forward
to the representative pioneer of modern civilization**



国漫

Chinese comic & animation



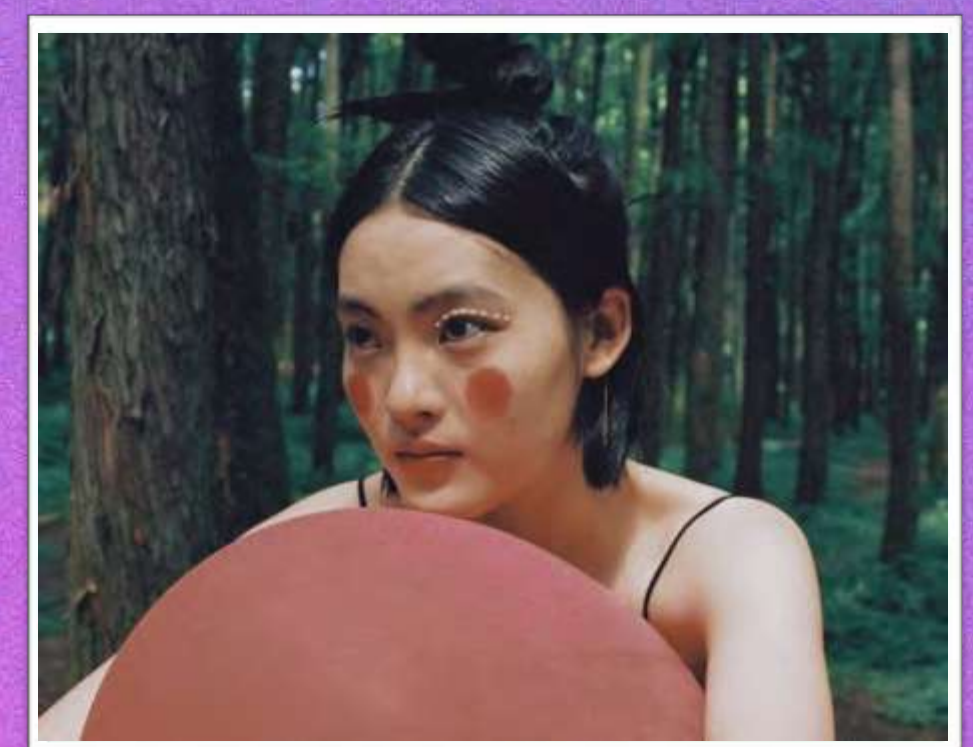
科技

Leading technology



流行美食

Popular food



新中式美学

New Chinese style

我爱中国 我穿××
I love China, I wear ××

是中国人就买××！
Chinese must buy××

国潮现状3：国潮/爱国

=爱 煽情颂歌的宏大叙事？

**The current situation of Guo Chao #3:
Guo Chao/Patriotism
= Love grand narrative with sensational
speech and praise?**

不抛弃，不放弃
种花家由我来守护！
Do not abandon, do not give up
I will guard our country!

国潮来袭，势不可挡！
GUOCHAO IS COMING!

真相3：不陷于煽情颂歌的宏大叙事 而期待理性、中立、轻松的日常叙事

Truth #3: Do not stick to the sensational speech and praise, but expecting daily stories with a rational, neutral and light-hearted narrative

城市宣传片也能诙谐幽默？
Can city ads be funny?

换个角度，
从日本友人的视角看成都
影片用日式无厘头的方式
淋漓尽致地展现了
安逸与时髦兼具的
成都形象

Look at it differently,
Chengdu from the perspective of a
Japanese friend
In a Japanese way
It's on display
At ease and in style
Chengdu image

专题片将烧烤与人情连结？
linking BBQ to human?

寻味30个城市
500多家烧烤摊
用烤串这一日常市井小食
串联起整个中国
展现各地特色烧烤文化
走进寻常百姓家

30 cities to explore
More than 500 barbecue stalls
Use kebabs as a daily snack
Connecting the whole of China
Show the local barbecue culture
Go into the homes of ordinary people

“我和那种网络上的小粉红
不一样，我的爱国还是挺理
性的。”

I'm different from those hot-
blooded patriotic netizens.
I'm quite rational.

——Le, 24



IMPLICATIONS FOR BRANDS

“潮”本身即是动态的，品牌应该顺应中国文化的新进程，积极探索新的文化元素，转化为品牌创造力；同时，“国潮”不止于“潮”，品牌需要对深厚的中华文化有敬畏感，在“年轻化表达”和“诠释传统文化”的碰撞中找到平衡点。

“Chao” is dynamic by nature. Brands should evolve in sync with the new tides in Chinese culture, and actively explore new cultural elements to incorporate into their own creativity. In the meantime, “Guo Chao” has more substance than just trends, brands need to have more reverence for Chinese culture, making their efforts in having a young and vibrant tone-of-voice and giving unique touches to traditional culture to be in harmony with each other.

6 TRUTHS ABOUT GEN Z IN CHINA

普通人生哲学

THE EXTRAORDINARY
“ORDINARY PEOPLE”

即兴一代

UNSCRIPTED GENERATION

亲密关系困局

THE CONNECTION
PARADOX

真实为王

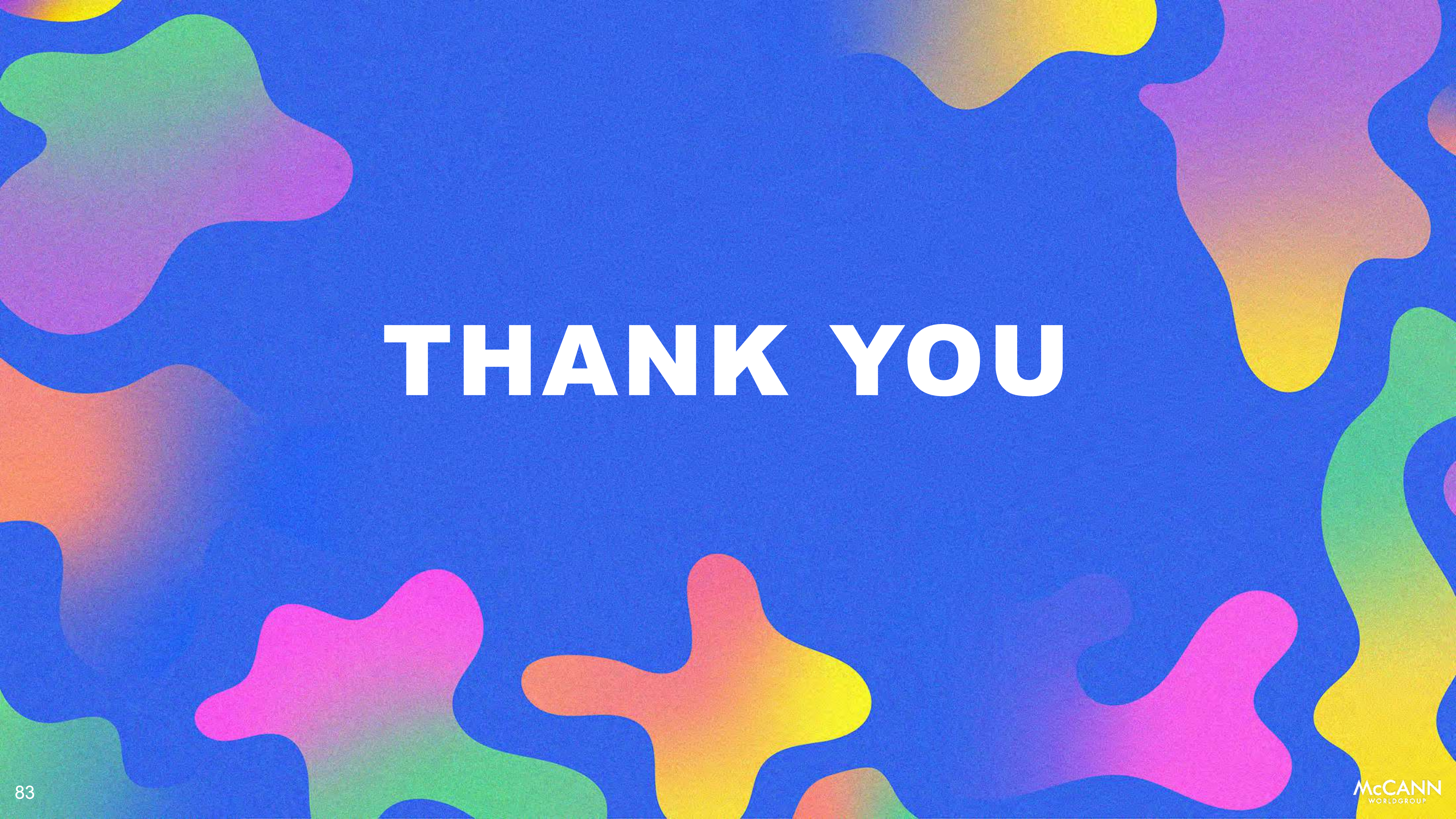
CRAVING TRUE
AUTHENTICITY

万物皆可打投

VOTING WITH
WALLETS

爱国新青年

THE MODERN PATRIOT

The background is a solid blue color with several large, organic, wavy shapes in various colors (green, purple, yellow, orange, pink) scattered around the edges. The shapes have a soft, painterly quality.

THANK YOU