

# Briefing succcet-Award – Generation Z

| <b>Background &amp; Goals</b>   |   |
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| Background<br>(Description of the initial situation)  | Tech-savvy and always online, impatient and demanding, health-conscious and environmentally conscious – these are the characteristics that roughly describe Generation Z, the group of people born since 1995. This target group has been a challenge for market research studies because it is difficult to recruit. On the other hand, they stand out because they seem to be relatively unmotivated and distracted as participants, e.g. in group discussions. |
| Objectives of the study<br>(What specific questions do you want to answer?)   | Ideas will be developed on how to engage and motivate Generation Z for various types of market research. The goal is to provide concrete recommendations on how to better conduct market research studies with the target group.<br><br>In particular, the active participation of the target group in qualitative surveys such as group discussions, forums, diaries or individual interviews will be considered.  |
| Intended use of results<br>(What are the results needed for?<br>What is the purpose of the study?)  | The results will be used to optimize qualitative market research studies with Generation Z.   |
| <b>Target Group(s)</b>  |   |
| Who should be surveyed? (Target group description, use of DWH data, etc.)   | The primary target group is Generation Z, which has a neutral to negative attitude towards market research. Secondary audiences include people involved in organizing and conducting research, such as recruiters and test studios.   |
| <b>Timing &amp; method of results delievery</b>   |   |
| When and in what form (chart report, pers. presentation, etc.) should the results be available?   | The result should be a qualitative report. Ideally, certain solution approaches are also tested directly with the target group in the study, so that as concrete solution proposals and recommendations for action as possible have emerged as a result of the study.<br><br>The results should be available by the end of February 2024.   |
| <b>Method</b>   |   |
| Brief methodological description (sample size, qual/quant...)   | No default. Ideally, methodological approaches that have been developed in the study are also already tested in the study.  |
| Budget  | We assume a maximum budget of € 30,000 for the implementation of the project and are happy if the budget does not have to be completely exhausted.  |
| <b>Scope of supply</b>  |   |
| <p>The Institute's proposal should be sent to <a href="mailto:award@succeet.de">award@succeet.de</a> no later than September 10, 2023. Follow-up questions to the briefing can also be sent to this mail address. The answers will be published successively as FAQ on <a href="https://www.succeet.de/aussteller/succeet23/succeet-award-2023/">https://www.succeet.de/aussteller/succeet23/succeet-award-2023/</a></p> <p>The proposal should be a maximum of ten pages, or even shorter. If the proposal is shortlisted, the institute has to present its proposal at the succcet23 Award in Wiesbaden (duration: 8 minutes plus 4 minutes Q+A).</p> |   |