COLLAGE

Top Brands for Gen Z

Insights from CultureRate:**Brand** Database

Summer 2025



Cultural Fluency

is the ability to use **culture** to efficiently & effectively **connect** across segments

Key lessons from Culturally Fluent brands

Culturally Fluent brands:

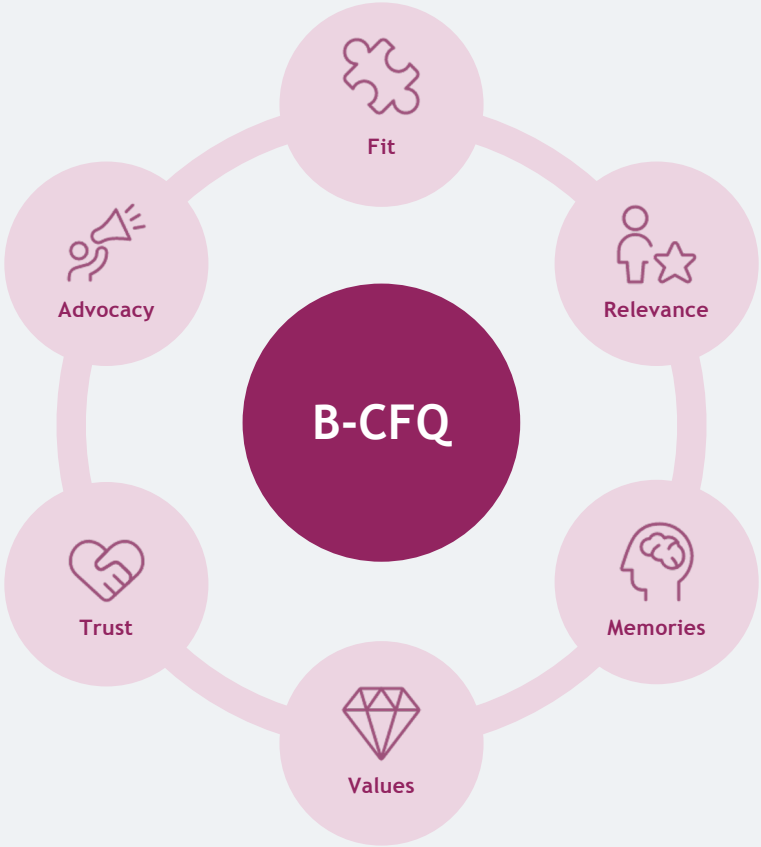
1. **Make culture a core component** of their strategic approach
2. Leverage **data and analytics** to decipher and navigate cultural complexity and nuance
3. Highlight cultural specificity to target specific segments and appeal to broad audiences through **halo effects**

COLLAGE CONFIDENTIAL

Brand Cultural Fluency Quotient (B-CFQ)

Brand Cultural Fluency Quotient (B-CFQ) is a measure of how culturally fluent a brand is.

B-CFQ is a weighted composite score of consumer sentiment about a brand's product **Fit**, **Relevance**, **Memories**, **Values**, **Trust**, and **Advocacy**, ranging from 0–100.



B-CFQ Components

B-CFQ is measured across six dimensions



Fit
Offers a product or service I want



Values
Aligns with my values



Relevance
Intended for people like me



Trust
Seen as trustworthy



Memories
Provided positive past experiences



Advocacy
Worth recommending to others

Source: Collage 2025

COLLAGE CONFIDENTIAL

The Big Picture

Gen Z is primed to embrace brands as they enter new life stages, but have high expectations



Reflect the Generation Back to Them

Gen Z values brands that reflect their multifaceted identities, engage authentically with their cultural moments, and address both the joys and challenges of their generation.

Put Gen Z in Control

Gen Z rewards brands that let them shape culture, not just consume it. Co-creating products, content, and experiences with their voices and values builds authenticity, deeper engagement, and lasting loyalty.



1

Top Brands for Gen Z

High scoring and culturally resonant brands

2

Top Brands Spotlight

Case studies on who’s winning with Gen Z consumers

1

Top Brands for Gen Z

High scoring and culturally resonant brands



Top brands for Gen Z emphasize comfort, convenience, and entertainment

Top 20 brands by average B-CFQ score, out of 1247 brands tested 2024-2025

Brand Rank: Gen Z	Brand
1	OREO
2	YouTube
3	Pringles
4	Tide Free & Gentle
5	DORITOS
6	REESE'S
7	Universal Studios
8	Dove
9	HERSHEY'S KISSES
10	Nike
11	Cartoon Network
12	CVS Health
13	Sour Patch Kids
14	CHEETOS
15	Pixar
16	Netflix
17	Nintendo
18	Lindt
19	KIT KAT
20	LAY'S

Source: Collage, CultureRate:Brand Studies, 2024-2025 (13-79 population)

COLLAGE CONFIDENTIAL

Differentiated brands uniquely appeal to Gen Z

Differentiating brands within top 100 brands for Gen Z by average B-CFQ score

Brand		Rank Difference: Gen Z vs. Non-Gen Z	Brand Rank: Gen Z	Non- Gen Z
NERDS		+673	75	748
Sour Patch Kids		+626	13	639
Spotify		+545	29	574
PlayStation		+454	99	553
Kirkland Signature Golden Margarita*		+435	91	526
Pocky		+419	48	467
Capri-Sun		+408	31	439

Source: Collage, CultureRate:Brand Studies, 2024-2025 (13-79 population)
*Alcoholic beverage brands only shown to 21+

COLLAGE CONFIDENTIAL

Gen Z Group Traits

Group Traits influence how consumers connect with brands

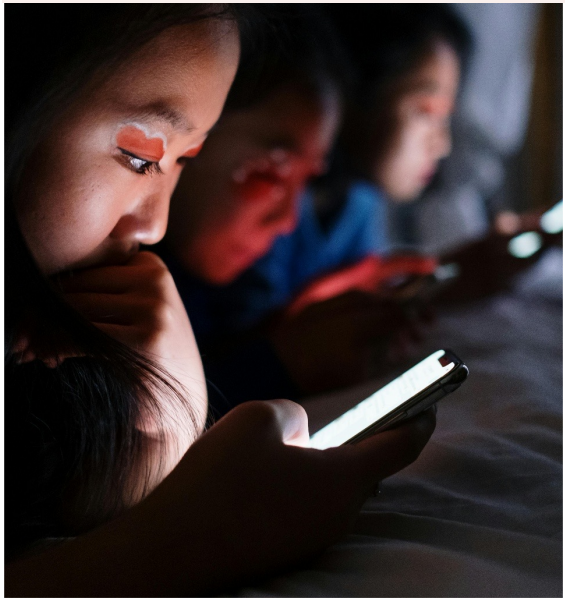
COLLECTIVE INDIVIDUALITY

Gen Z gravitates toward **their own unique qualities and the individuality of others**. Counter-intuitively, this creates a shared bond for the generation.



PRESSURED

Gen Z believes in their **ability to impact the world** and focuses on the future as an antidote to the harsh realities they've come of age in.



GAME-CHANGING

Gen Z has **set a high bar for themselves**, and the scourge of comparison on social media only magnifies this pressure to meet their own ideals.



Top Brands Spotlight

Learn from brands that perform distinctively well with Gen Z









COLLAGE CONFIDENTIAL

2

Top Brands Spotlight

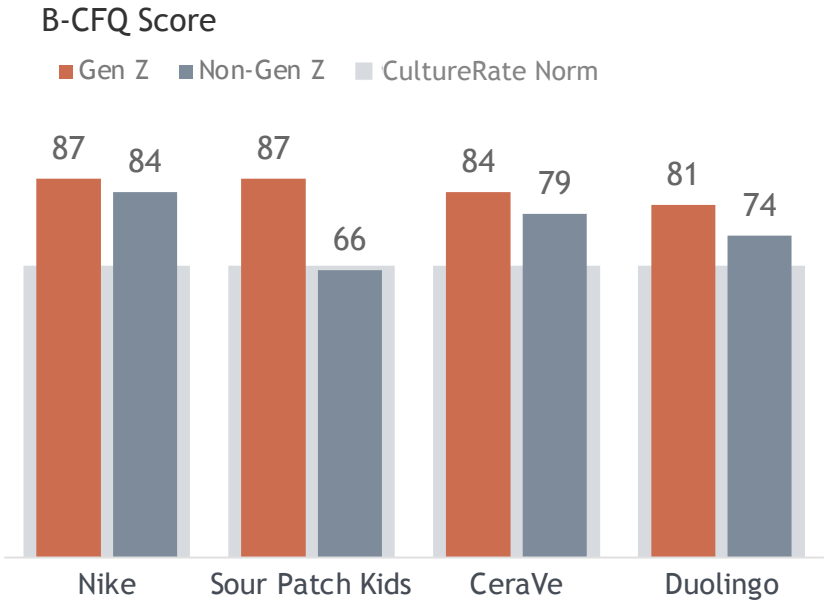
Case studies on winning with Gen Z consumers



Nike, Sour Patch Kids, CeraVe, and Duolingo use segment-specific strategies that resonate deeply with Gen Z

They also appeal more broadly to other consumer groups through Halo Effects

Brands	Gen Z Brand Rank (out of 1247 brands)	Rank diff. (vs. Non-Gen Z)
Nike	#10	+72
Sour Patch Kids	#13	+626
CeraVe	#51	+121
Duolingo	#121	+209



Source: Collage, CultureRate:Brand Studies, 2024-2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

COLLAGE CONFIDENTIAL

Nike fuels Gen Z's individuality, elevates their experiences, and champions their causes



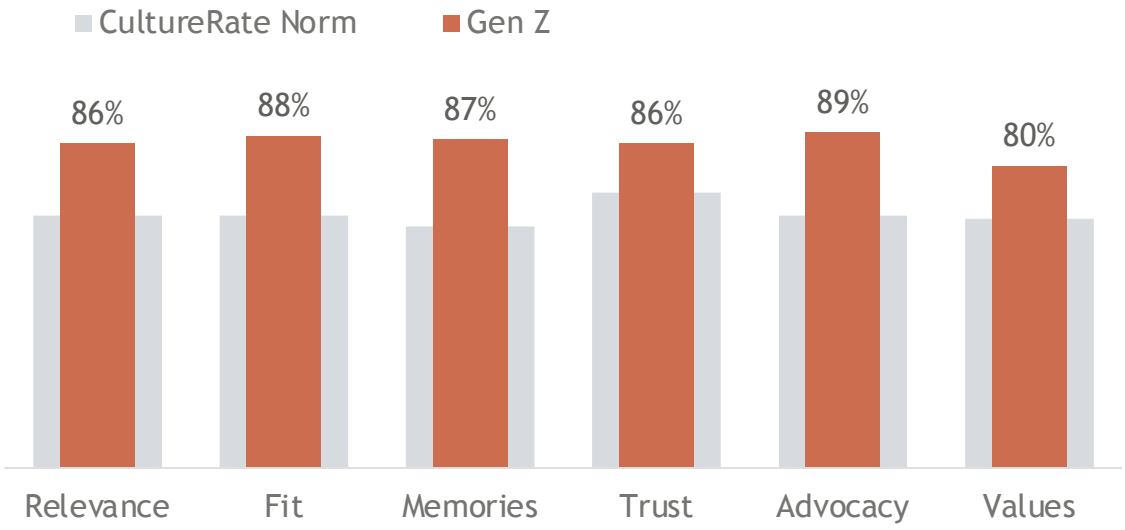
Nike empowers Gen Z to be their best selves:

- **Fit:** Style variety and innovative retail technology drives **Fit** by elevating their individuality through fashion.
- **Relevance:** Celebrating athletes' unique stories and partnerships with micro-influencers drives **Relevance** with Gen Z's Collective Individuality.
- **Memories & Advocacy:** Free fitness resources and community-oriented initiatives build lasting **Memories** and spur **Advocacy**.
- **Values:** Nike demonstrates shared **Values** with Gen Z by taking stands against sexism, championing women athletes, and driving community-focused change.

Source: Collage 2025

The brand earns Fit, Memories, and Advocacy through product innovation and culturally relevant advertising

Percent agreement with each B-CFQ dimension
Gen Z vs. CultureRate Norm



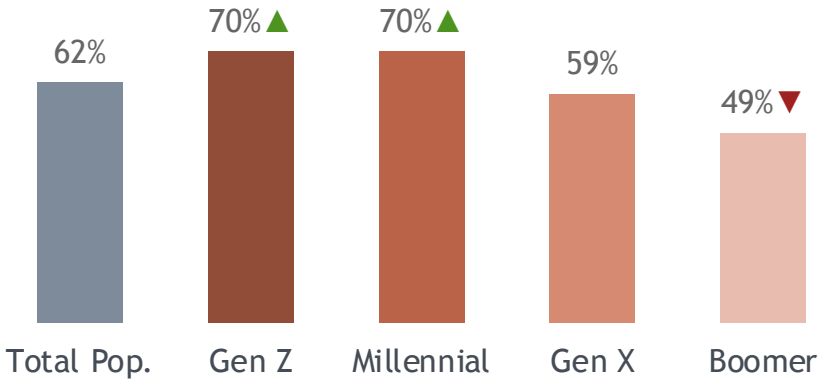
52%

of Gen Z perceive the brand as being **ON THE RISE.**

Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Gen Z strive to stand out while fitting in, crafting a style that is both unique to them and fashionable

Fashion is a form of personal expression for me



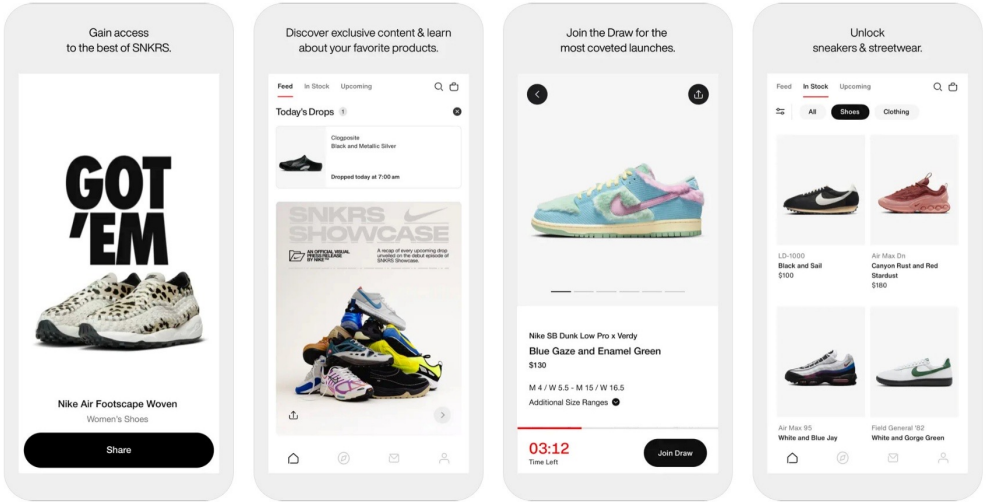


Source: Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data
% agree
▲▼ Significantly over/under Total Population. Confidence level 95%

Nike nails Fit by pairing expansive style options with SNKRS digital retail experience, fueling personal expression and cultural connection

61%▲ of Gen Z consider shoes a key expression of their personal style—
significantly higher than the total population (54%).

- Nike's **SNKRS** app deepens brand connection by offering exclusive drops, behind-the-scenes stories, and early access, turning sneaker culture into a personalized, immersive experience.
- **Nike By You** empowers customers to customize their own apparel and sneakers—from selecting colors and patterns to adding custom text.



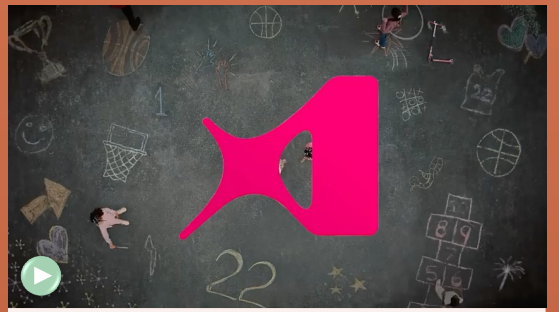
Source: Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data
Multiselect answer option; Q: Are any of the following things important parts of your overall style?
▲▼ Significantly over/under Total Population. Confidence level 95%
Nike By You , SNKRS app

Nike drives Relevance with athletes' multifaceted identities, tapping into Gen Z's Collective Individuality

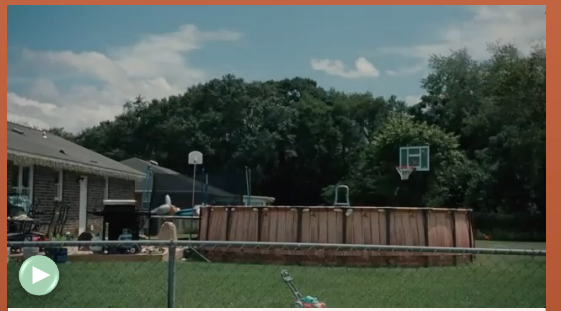
Real-Life Resonance

Nike connects with Gen Z by spotlighting athletes' layered identities—capturing personal journeys, passions, and challenges that mirror relatable, everyday realities. These authentic portrayals go beyond sports, reflecting shared experiences that foster a deeper emotional connection.

	Gen Z	Total
I have a favorite athlete	56% ▲	47%
I follow an athlete's social media account	27% ▲	17%



One of a'kind. | A'ja Wilson



I Get Up | Ja Morant

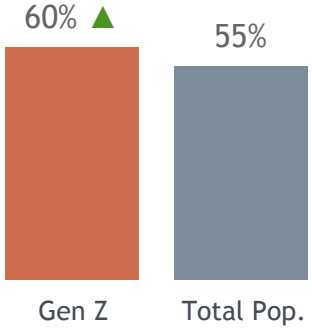
Source: Collage Passion Points Survey, April 2024 (13-78 respondents), weighted data, % agree
▲▼ Significantly over/under Total Population. Confidence level 95%
Youtube, nike.com/stories/athletes
Inclusive Marketing Strategy: Real-Life Resonance

Partnerships with micro-influencers strengthen Relevance within niche Gen Z communities through authentic, insider connection

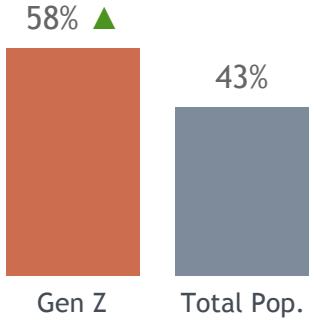
Nike ambassadors showcase products, events, and customization opportunities

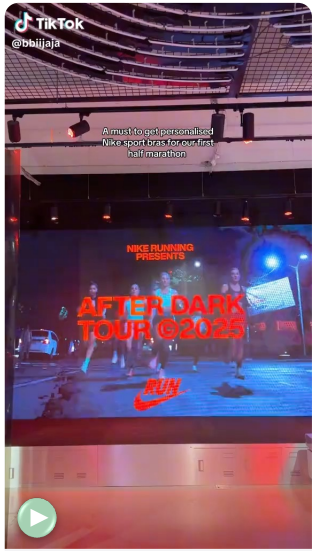
I prefer to follow influencers with a large number of followers.

% Disagree



Social media trends often influence what I consume or buy





TikTok creator @bbiijaja customizes her Nike sports bra at the Nike After Dark tour.

Source: [1] Collage Media Survey 2025, (13-79 respondents), weighted data, [1] % Disagree, [2] % Agree
▲▼ Significantly over/under Total Population. Confidence level 95%
TikTok @bbiijaja

Nike's challenge to sexism resonates with Pressured Gen Z and fuels Advocacy

So Win. centers female athletes' real experiences, flipping hate into power



So Win.

58%▲

of Gen Z think brands should address reducing sexism.

Compared to 52% of Total.

HALO EFFECTS

Nike directly connects with Women through **Struggle Solidarity,** recognizing both their victories and the barriers they've overcome.

Source: Collage America Now Survey, July 2024 (13-78), weighted data, Single select grid, Top 2 box = Brands should speak up
▲▼ Significantly over/under Total Population. Confidence level 95%
Youtube, Gen Z Pressured Group Trait Inclusive Marketing Strategy: Struggle Solidarity

Nike turns its inclusivity messaging into action, driving real, community-focused change and signaling shared Values with Gen Z

41%▲

of Gen Z believes brands should take the lead on issues even if they don't relate to products and services

vs. 33% of Total.



Nike Community Impact Fund invests in local organizations to improve access to youth sports.



After Dark Tour reclaims the nighttime as a space for women to connect and move confidently.



Game on Provides meaningful work experiences for all athletes, including those with disabilities.

Source: Collage America Now Survey, July 2024 (13-78), weighted data, Single select
▲▼ Significantly over/under Total Population. Confidence level 95%
nike-community-impact-fund, about.nike.com, nike-gameon-career-program, afterdarktour.nike.com

Nike Run Club further eases Gen Z's Pressure with tech-forward tools for stress relief and support

The brand supports mental wellness and fosters community both online and in-person

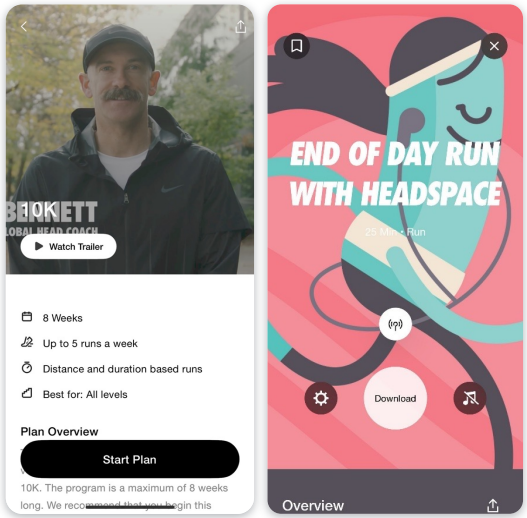
45%▲ of Gen Z use or desire support through technology to improve their health

compared to 37% of Total Pop.

Nike Run Club equips Gen Z with free personalized training resources for every runner, from first-timers to marathoners.

The app fuses expert coaching, community features, and curated playlists to keep motivation high, while smartwatch-ready widgets deliver real-time insights on the go.

The brand even partners with Headspace for mental health-focused guided runs.

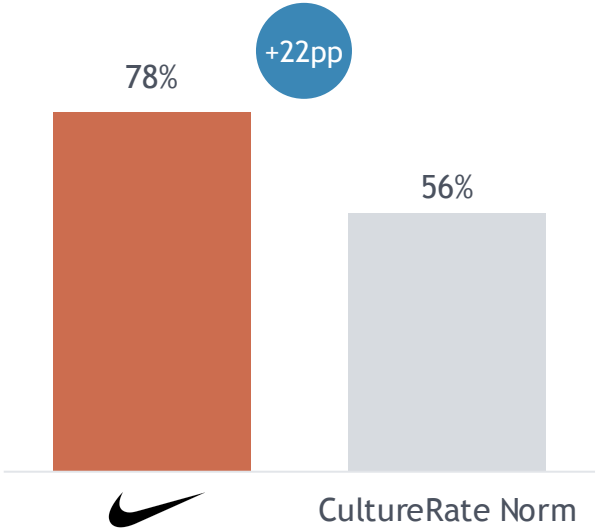


Source: Collage Health & Wellness November 2024 (13-78), weighted data
Multiselect answer option, Q: Which of the following types of support do you use (or would you use) to improve your health?
▲▼ Significantly over/under Total. Confidence level 95%
https://www.nike.com/au/running/guided-runs/mindful

Empowering messaging and resources keeps Gen Z coming back for more

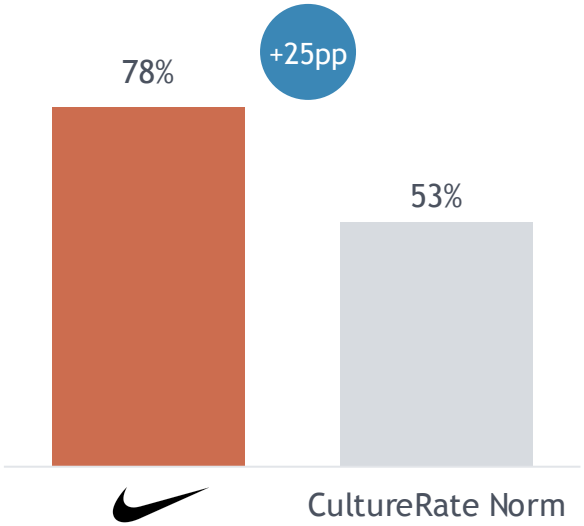
Brand Favorability:

% of **Gen Z** who say
they "like" or "love" the brand



Purchase Intent:

% of **Gen Z** who say they will "probably" or "definitely"
purchase the brand's products or services in the future



Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Sour Patch Kids “grew up” alongside Gen Z, tapping into shared interests and experiences as they do



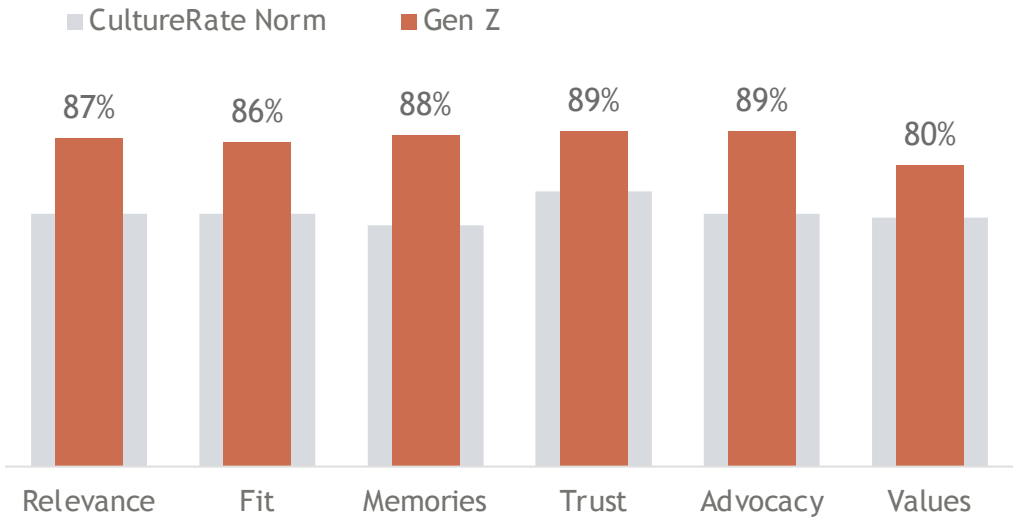
Sour Patch Kids balances yesterday’s nostalgia with today’s culture:

- **Fit:** The candy’s sour, fruity flavors and chewy snack innovations uniquely **Fit** Gen Z’s stand-out preferences.
- **Memories:** The familiarity of “Sour Then Sweet” ads evoke **Memories** and put young people at the center.
- **Values:** Championing students at historically black colleges and universities (HBCUs) connects with Gen Z’s Game-Changing **Values**.
- **Relevance:** The brand’s partnerships and relatable social media presence cultivates **Relevance**.

Source: Collage 2025

Sour Patch Kids wins Relevance and Memories through consistent brand voice

Percent agreement with each B-CFQ dimension
Gen Z vs. CultureRate Norm



↑51%

of Gen Z perceive the brand as being **ON THE RISE.**

Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Sour Patch Kids Fit Gen Z's snack preference for sour, fruity flavor and chewy texture

The brand continuously innovates with new flavors, products, and brand collaborations

Sour Patch Kids taste and textures uniquely appeal to Gen Z:

	Gen Z	vs. Total
Sour	37% ▲	+13pp
Fruity	52% ▲	+9pp
Chewy	58% ▲	+9pp



Source: Collage Flavors & Textures Study, (13-79) weighted data
[1] Multiselect answer option [2] Only respondents that enjoy sweet snacks, multiselect answer option
▲▼ Significantly over/under Total Population. Confidence level 95%

Gen Z has grown up with the familiar “Sour Then Sweet” ads, evoking Memories and a sense of nostalgia



2006 Scissors

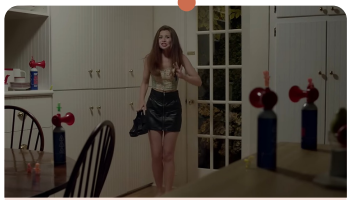


2012 Bicycle



2024 Earbuds

2000 2005 2010 2015 2020 2025



2014 Curfew



2020 Movie Theater

Relevance 87%

Memories 88%

Centering young people and playful Sour Patch Kids pranks fosters ***Relevance*** by tapping into Gen Z’s silly, joyful side and incorporating their interests, like Lil Nas X’s music and gaming. The long-running “Sour then sweet” mantra builds familiarity in ad storylines, evoking warm ***Memories***.

Source: 2006 Scissors , 2012 Bicycle , 2012 Curfew , 2020 Movie Theater , 2022 Stereo , 2024 Earbuds

The Mischief for Change Scholarship taps into Gen Z's Game-Changing Nature



Sour Patch Kids pledged $1M in scholarships over five years for HBCU student changemakers who aim to uplift communities and challenge the norm, partnering with Gen Z content creator DeAndre Brown to promote the program and his HBCU experience on TikTok.



Source: prnewswire.com , tiktok.com/@imdrebrown * Historically black colleges and universities
Gen Z Game-Changing Group Trait

Sour Patch Kids drives Relevance by appealing to Gen Z's passion for interactive gaming livestreams

63% ▲

of Gen Z watches gaming livestreams.

compared to 33% of Total.



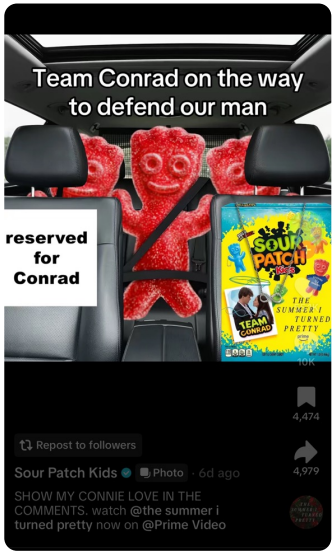
The brand partnered with Twitch gamer Valkyrae for an **interactive livestream** of the Sour Patch Kids Mischief Tycoon Experience on Roblox, tapping into the 34%▲ of Gen Z who value engaging directly with streamers.

Source: Collage Media Study March 2025 (13-79 respondents who watch livestreams) weighted data, Multiselect answer option
▲▼ Significantly over/under Total Population. Confidence level 95%
prnewswire.com/, Instagram, Instagram Reel

The brand’s social media emulates the chaotic energy of their ads

The consistent brand personality taps into Gen Z internet humor





“ I feel like **memes often express how I feel** better than traditional posts ”

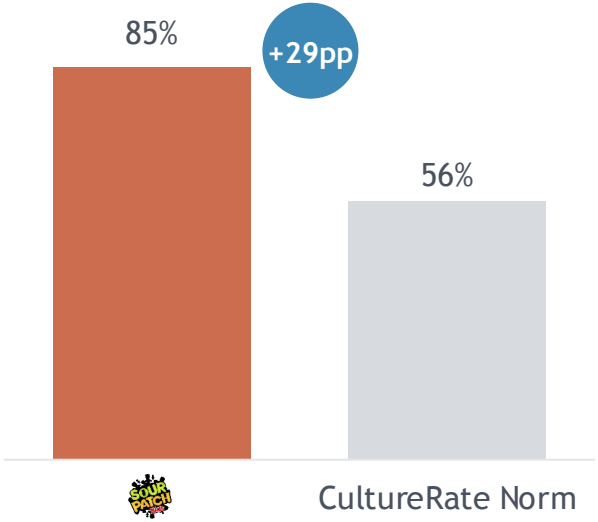
Gen Z	vs. Total
70% ▲	+12pp

Source: Collage Media Study, 2025 (13-78 population), weighted data, % agree
▲▼ Significantly over/under Total Population. Confidence level 95%
.tiktok.com/@therealsourpatchkids

A sense of nostalgia and familiarity keeps Gen Z reaching for Sour Patch Kids

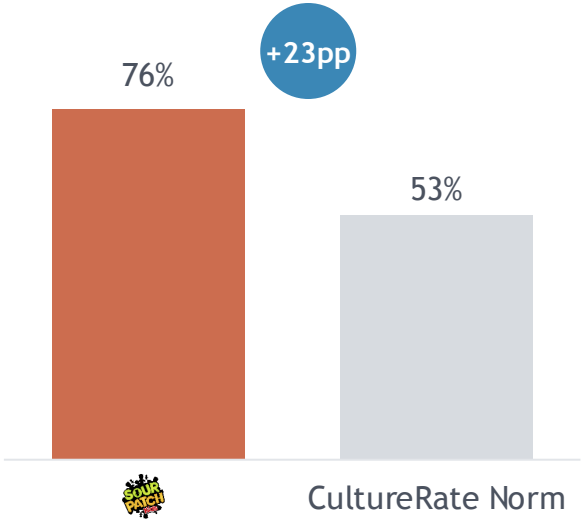
Brand Favorability:

% of Gen Z who say they "like" or "love" the brand



Purchase Intent:

% of Gen Z who say they will "probably" or "definitely" purchase the brand's products or services in the future



Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

CeraVe helps Gen Z towards their skin goals through relevant outreach

CeraVe
DEVELOPED WITH DERMATOLOGISTS

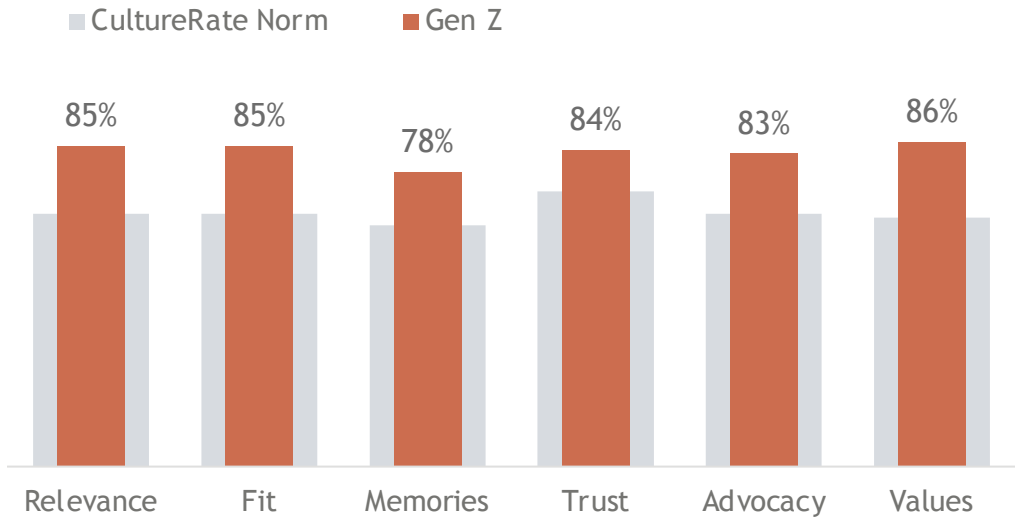
CeraVe is trusted for Gen Z's skincare needs:

- **Fit:** Solution-oriented skincare tools and products ensure **Fit**.
- **Trust:** Developing products and educating with dermatologists earns **Trust**.
- **Relevance:** Culturally attuned brand integration and entertainment-first content drives **Relevance**.
- **Memories & Advocacy:** Positive brand experiences create **Memories** and inspire user-generated content, spurring **Advocacy**.

Source: Collage 2025

CeraVe deepens Trust with skincare-savvy Gen Z through expert-developed products and social media buzz

Percent agreement with each B-CFQ dimension
Gen Z vs. CultureRate Norm



45%

of Gen Z perceive the brand as being **ON THE RISE.**

Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Pressured Gen Z deals with insecurity about their looks and fear of judgement, compounded by the constant comparisons available online

2025 GEN Z GROUP TRAIT:



PRESSURED

Socially-Anxious
"I get nervous talking to people I don't know"
68%▲

Overwhelmed
"I feel like I can't keep up with all that's expected of me"
63%▲

Conflicted
"To succeed in one area in my life I am forced to sacrifice other priorities"
57%▲



Source: Collage Cultural Traits Survey, December 2024 (13-79 population), weighted data
% agree, strongly agree
▲▼ Significantly over/under Non-Gen Z. Confidence level 95%

CeraVe's solution-oriented skincare products and tools boost Fit

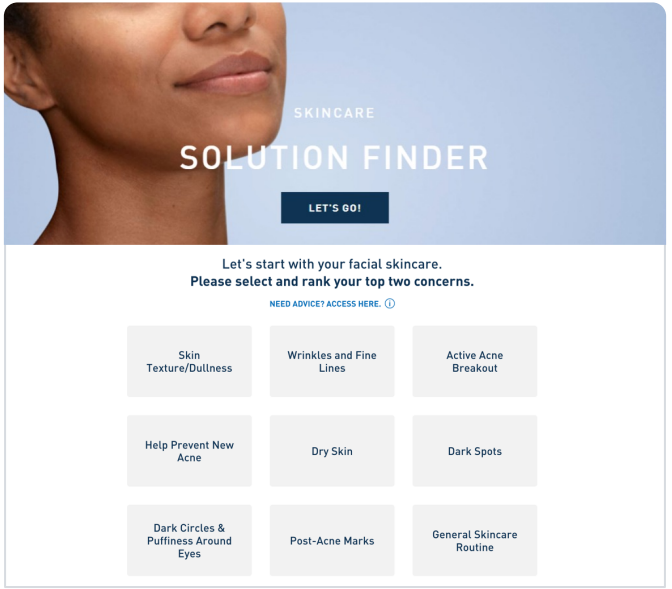
Clear labeling of product ingredients and benefits enables Gen Z self-directed skincare

"I wish I understood more about different types of skin care products"



HALO EFFECTS

CeraVe's work also likely appeals to Asian Americans who similarly value and share a strong interest in skincare.



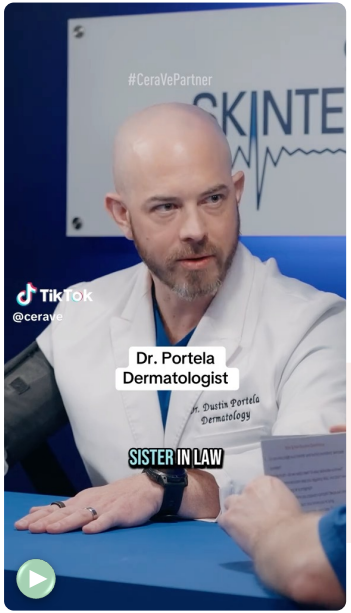
Source: Collage Category Essentials Spring 2024 (18-78), weighted data, % agree, strongly agree
▲▼ Significantly over/under Total Population. Confidence level 95%
CeraVe, CeraVe

CeraVe's emphasis on being dermatologist-developed and partnerships with derms to educate Gen Z online reinforces Trust

53%▲

of Gen Z finds **medical/health professionals on social media to be trustworthy** sources of information

compared to 49% of Total.



Dermatologist Dr. Portela endorses CeraVe's efficacy, noting it's affordability and fragrance free.

Source: Collage Health & Wellness October 2023, 13-77 population, weighted data, % somewhat trustworthy, trustworthy
▲▼ Significantly over/under Total Population. Confidence level 95%
tiktok.com/@cerave/, tiktok.com/@cerave/

CeraVe hooks Gen Z and instills Memories with self-aware humor that feels like entertainment, not advertising

Head of CeraVe...Anthony Davis



The One Under The Sun



46%▲

of Gen Z say they're most likely to watch **comedy videos.**

compared to 40% Total.

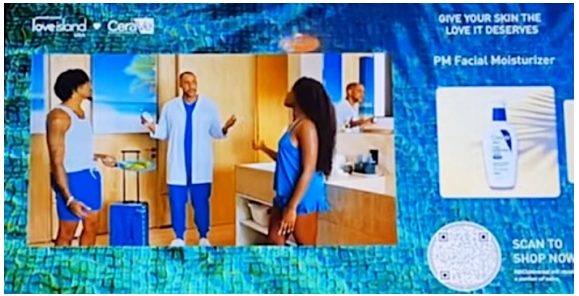
Source: Collage Media Study, 2025 (13-79 population), weighted data, Multiselect answer option
▲▼ Significantly over/under Total Population. Confidence level 95%
Head of CeraVe...Anthony Davis, The One Under The Sun

CeraVe naturally weaves the brand into a shared cultural moment

Its ads starred *Love Island: Beyond the Villa* influencers to drive Relevance mid-episode

CeraVe's *Love Island USA* partnership showed behind-the-scenes ad filming during the episode and the final cut during a commercial break. This exclusive reveal, paired with interactive QR codes, taps into Gen Z's 32%▲ higher likelihood of engaging with ads that don't feel like commercials.

Commercial break



Pause screen



Source: Collage, CultureRate:Brand Studies, 2024 (13-78 population)
▲▼ Significantly over/under Total Population. Confidence level 95%

CeraVe's public brand experiences inspire user-generated content and propel Relevance and Advocacy

The brand's pop-up invited people to learn about skincare and "play" influencer

- **Pop-Up Experiences Across Cities**: Consumers explore CeraVe products and consult dermatologists on their skincare—fostering *Memories* through interactive experiences.
- **Earned Media**: Unique IRL moments inspire guests to "play influencer" and create shareable content, generating user-generated social posts that amplify reach and drive *Advocacy*.
- **Influencer Activation**: Inviting micro-influencers multiplies brand exposure and boosts *Relevance* by authentically connecting with niche Gen Z communities.

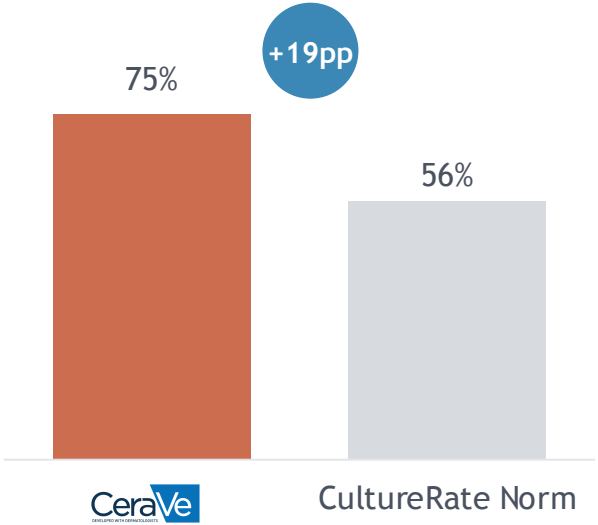


Source: TikTok @cai.eats.chi

CeraVe's trustworthy products and relevant brand interactions inspire lasting Brand Love

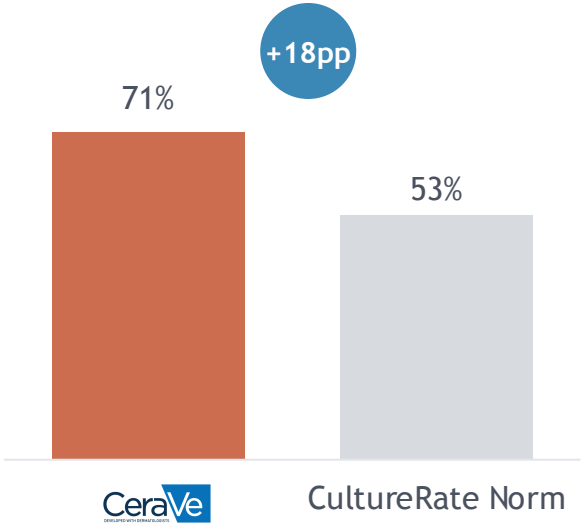
Brand Favorability:

% of Gen Z who say they "like" or "love" the brand



Purchase Intent:

% of Gen Z who say they will "probably" or "definitely" purchase the brand's products or services in the future



Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Duolingo blends fun with learning while navigating Gen Z's AI reluctance



Duolingo' cultural Fluency with Gen Z is rooted in purpose and humor:

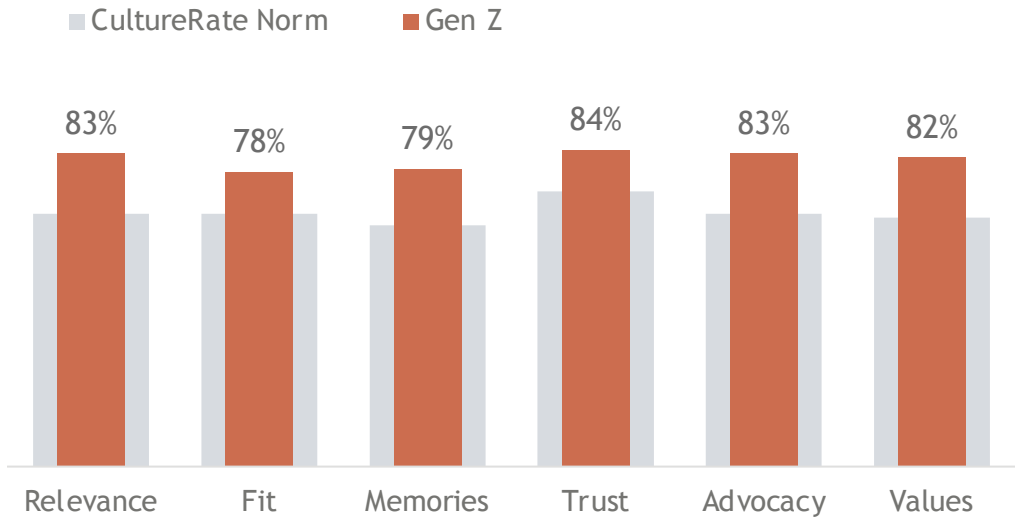
- **Values:** Appreciation for culture and language diversity taps into Gen Z's interest in non-English content and Collective Individuality **Values.**
- **Fit:** The gamification of language-learning appeals to Gen Z's love of video games and drives **Fit.**
  - ❖ **Watchout:** Chatbots boost Fit, but the use of AI may disrupt Trust.
- **Relevance:** The brand's engaging social media personality and fluency in Gen Z internet humor fosters **Relevance.**

Source: Collage 2025

COLLAGE CONFIDENTIAL

Duolingo earns a trifecta of Relevance, Memories, and Values through a loveable brand personality and social media engagement

Percent agreement with each B-CFQ dimension
Gen Z vs. CultureRate Norm



56%

of Gen Z perceive the brand as being **ON THE RISE.**

Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

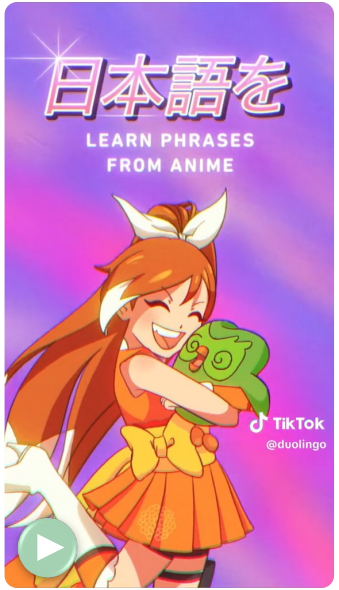
Duolingo connects with Gen Z's interest in other cultures intrinsic to their Collective Individuality Group Trait

The brand appealed to their fondness of anime in partnership with Crunchyroll

38% of Gen Z watches non-English streaming services, and specifically

27% ▲ ↑6 watch Crunchyroll

Compared to 12% of Total Pop.



HALO EFFECTS

The brand's cultural depth also appeals to Millennials' Worldly Group Trait.

Source: Collage Media Survey, March 2025 (13-79 population), weighted data, Multiselect
TikTok @duolingo
▲▼ Significantly over/under Total Population. Confidence level 95%
↑↓ Percentage point change since 2023

The platform's gamification of language-learning taps into Gen Z's love of video games and competitive nature



The app incorporates leaderboards, challenges, streaks, sounds, in-app currency, and more to keep users hooked.

71%▲ of Gen Z is competitive

"When other people achieve success, it motivates me to work even harder"

vs. 61% of Total.

69%▲ of Gen Z is achievement-seeking

"I care a lot about my achievements related to money, job title, or status"

vs. 54% of Total.

Source: Collage Cultural Traits Survey, December 2024 (13-79 population), weighted data
% agree, strongly agree
▲▼ Significantly over/under Total Population. Confidence level 95%

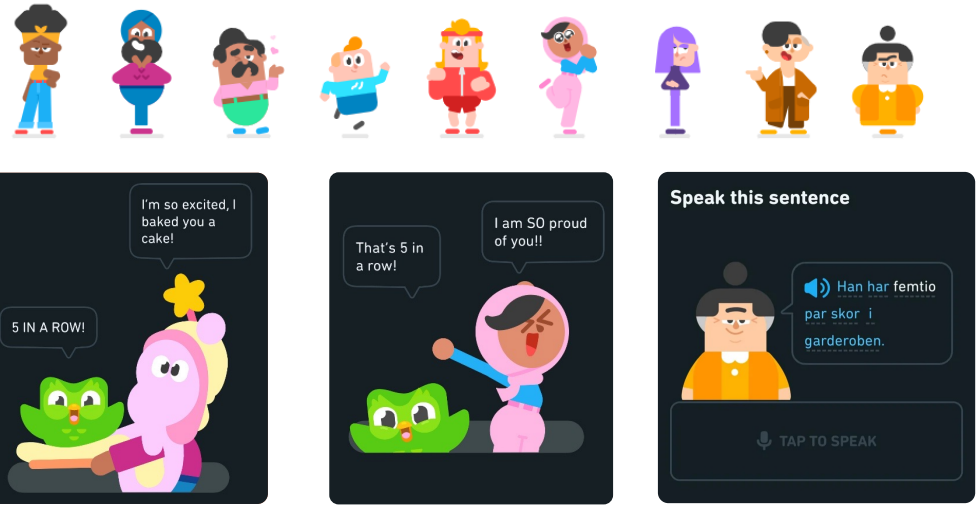
The platform’s cartoon branding and animation appeals to Gen Z

26%▲

of Gen Z says they’re most likely to watch **cartoons and animation** video content.

compared to 11% of Total.

The various animated characters are users’ companions in their language-learning journey, as they model correct pronunciation and cheer users along throughout the game.



Source: Collage Media Survey, March 2025 (13-79 population), weighted data
Multiselect, max. 5
▲▼ Significantly over/under Total Population. Confidence level 95%

Duolingo's AI chatbot offers an interactive learning experience that builds on core service and aligns in branding

AI should sound like your brand—not just a bot



Duolingo's AI Video Call feature lets users practice real life conversations in their new language.



Key takeaway:

AI works when it adds value, fits the brand voice, and respects the user's pace and control.

⚠ **Caution! Embracing AI comes with risks…**

Duolingo faces widespread backlash for choosing to embrace generative AI over human workers.

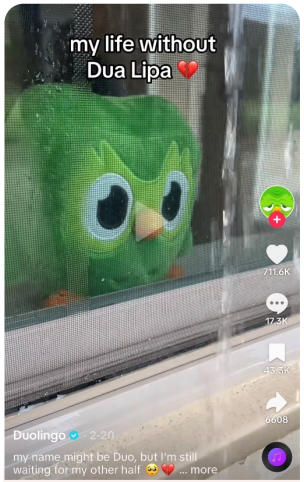
Check out The New AI Playbook for Marketing for more guidance.

Source: Duolingo Video Call

COLLAGE CONFIDENTIAL

Funny, loveable, and relatable characters win Gen Z's adoration

Duolingo maintains a consistent brand voice, with its mascots existing outside of the game itself



Duo is hilariously known for his celebrity crush on Dua Lipa, a regular theme in social media content.

Duolingo built a cartoon universe around its platform.

Characters like Duo, Lily, Zari, and others, each boast unique personalities— quirks, obsessions, and all. Duo, the owl mascot, "runs" the brand TikTok account, infusing it with a silly, clever personality that has earned 16.7M followers and 457.3M likes.



Living with Lily is a sitcom mini series devoted to further developing her character.

Source: TikTok @duolingo @lily
YouTube

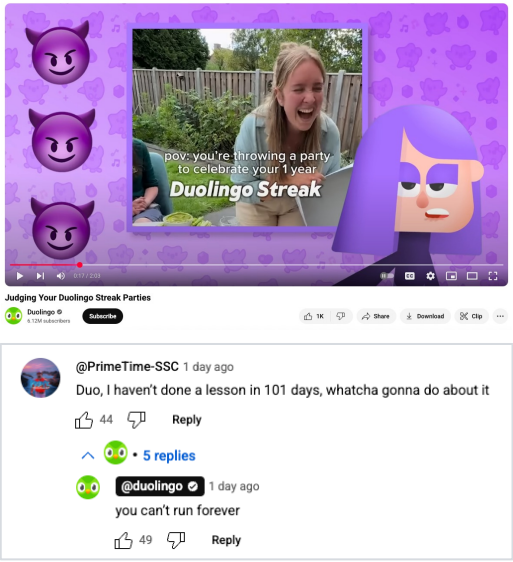
COLLAGE CONFIDENTIAL

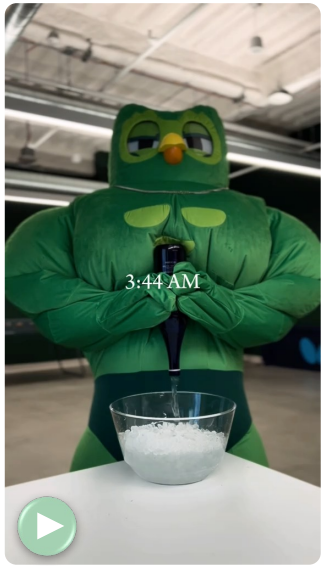
Duolingo’s interactive media presence boosts brand engagement and Relevance

The brand adopts Gen Z’s unabashed approach to social media, using shared language and humor

The brand’s social media excels at Cultural Co-Creation.

Actively participating in trends and responding to user-generated content demonstrates Duolingo’s fluency in Gen Z humor and online discourse. The account playfully trolls their audience, while engaging viewers in the comments with wit and humility. This self-aware, interactive approach taps into Gen Z’s love for authentic self-expression online.





Source: TikTok duolingo, youtube.com
Inclusive Marketing Strategy: Cultural Co-Creation

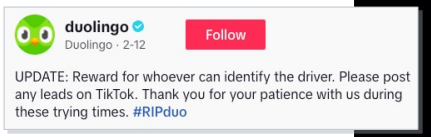
COLLAGE CONFIDENTIAL

Bold, culturally in-tune stunts invite audience participation and turn marketing into a shared experience

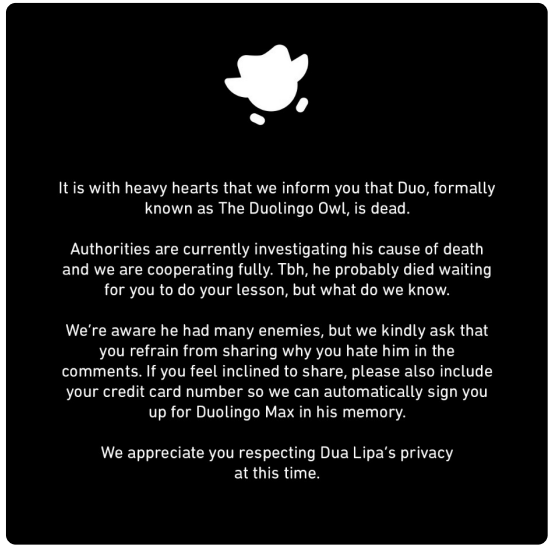
Duolingo staged its mascot Duo's death, sparking a viral gamified comeback challenge

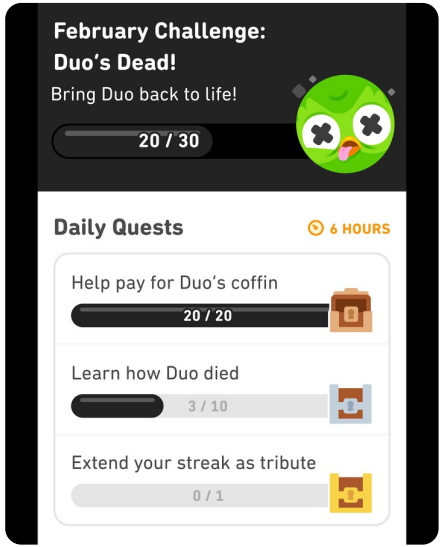
Duolingo implicates users in Duo's death for not keeping up with lessons. The brand begins "investigating," encouraging the community to interact.

Ultimately, the brand calls on users to bring Duo "back to life" with app engagement.









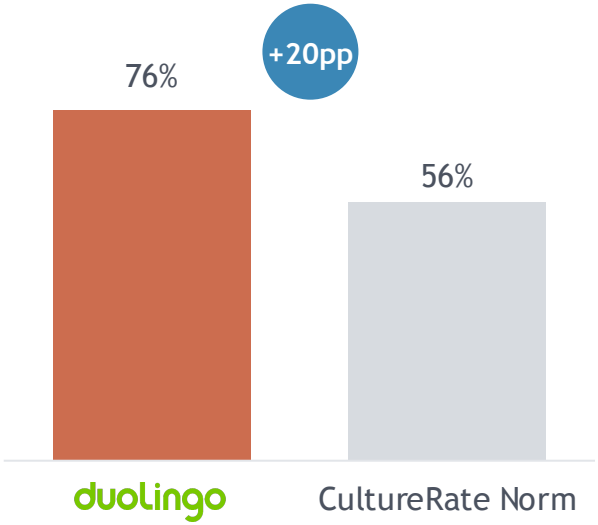
Source: x.com/duolingo/, tiktok.com/@duolingo/

COLLAGE CONFIDENTIAL

Gamification and familiar brand humor keeps Gen Z coming back for more

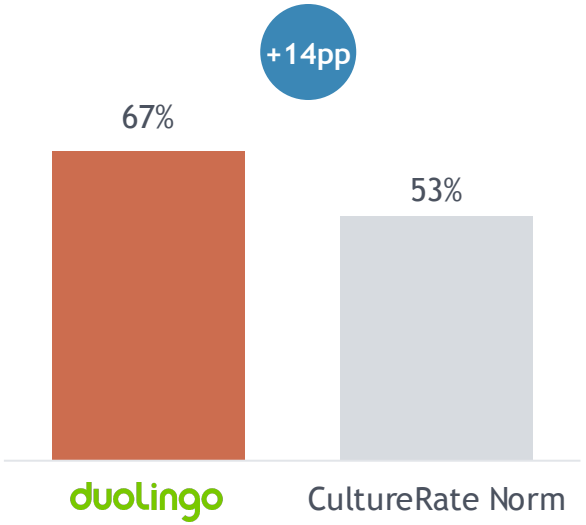
Brand Favorability:

% of Gen Z who say they "like" or "love" the brand



Intent to Choose:

% of Gen Z who say they will "probably" or "definitely" purchase the brand's products or services in the future



Source: Collage, CultureRate:Brand Studies, 2025 (13-79 population)
CultureRate Norm is the average of all brands in the database, according to Gen Z

Next Steps

FIT

Empower Gen Z individuality and creativity through self-expression.

RELEVANCE

Participate in Gen Z online culture and humor in messaging, partnerships, or social initiatives.

MEMORIES

Build a dynamic brand personality that “grows up” alongside Gen Z.

TRUST

Emphasize your brand’s expertise to foster a safe learning environment and lessen the pressure Gen Z feels.

VALUES

Speak to Collective Individuality and Game-Changing Group Traits to signal values alignment.

ADVOCACY

Boost interactivity and customization to inspire shareable moments and drive user-generated content.

To see how your brand performs with Gen Z and other consumer segments, identify opportunities for growth, and compare your brand to key industry competitors, log into **fluen.ci** today.

fluen.ci℠ BY COLLAGE GROUP

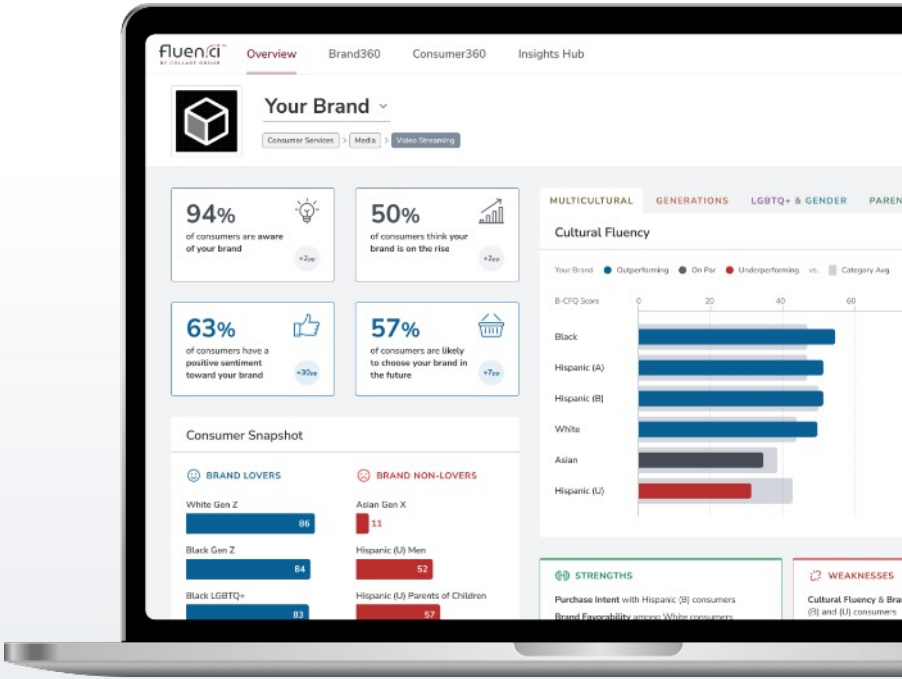
Source: Collage 2025

COLLAGE CONFIDENTIAL

Fluen:ci SM
BY COLLAGE GROUP

Engage your diverse consumers and drive immediate and lasting impact on your brand's favorability, revenue growth, and success.

- Fresh data and faster time to value
- Intersecting cultural, demographic, and brand insights for actionability
- Unrivaled depth of brand-specific cultural insights



COLLAGE

INFO@COLLAGEGROUP.COM

COLLAGEGROUP.COM

(240) 482-8260

© 2025 Collage

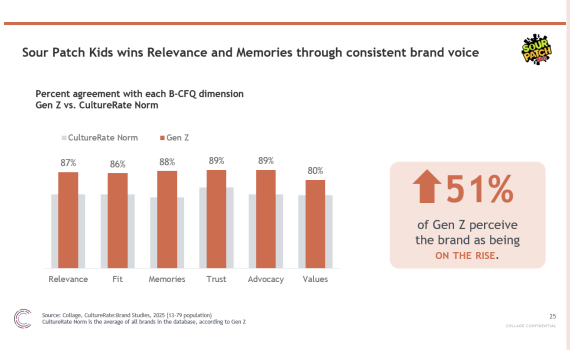
Appendix



Case studies offer key insights on actions brands have taken to resonate with Gen Z

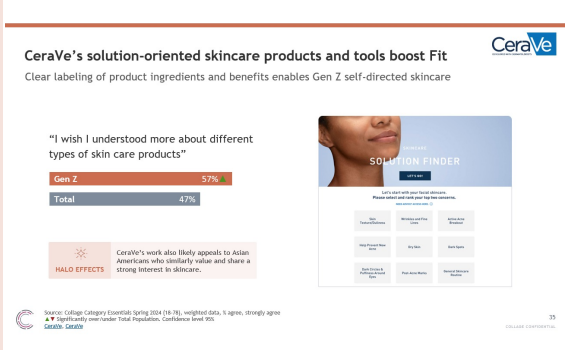
Collage chooses case studies based on three criteria:

B-CFQ Score



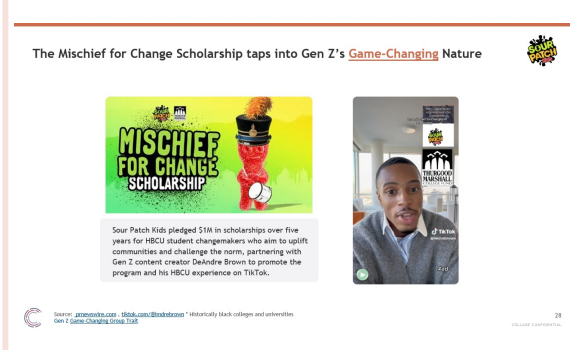
Brands with **above-average brand cultural fluency scores** with Gen Z.

Halo Effects



Brands effectively **leveraging Halo Effects**.

Cultural Fluency



Brands activating on **cultural insights** mapped to our platform.

Source: Collage, CultureRate:Brand Studies, 2024-2025 (13-79 population)