

Gen Z

use online but prefer OOH



Gen Z like online but **dislike online ads**

To reach Gen Z brands **must respect their space**

75%



Spend more than an hour per day online

32%



Feel positive about online advertising

52%



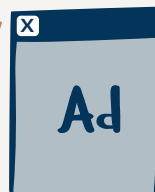
Use ad blockers

Ad Perception

Ads **annoy** me

54% on desktop

46% on mobile



Gen Z would not skip OOH

“ Ads outdoors are **well designed and attractive.**

It's a relaxing moment to see these ads while waiting for [a] bus or someone.

China respondent



Gen Z prefer OOH to online ads

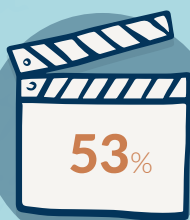
(% positive receptivity)

55%



Outdoor

53%



Cinema

51%



Magazines

32%



Desktop display

32%



Online search

30%



Mobile Display