



Understanding The Gen Z Audience
For Cotton Launch

What Does Gen Z Want to See From Brands?

Authenticity

Gen Z have been raised in a culture of influencers, advertising and heavy curation. So, they're naturally skeptical when brands are too put together and aren't 'messy' or 'real'.

E.g. Meredith Hayden (Wishbone Kitchen) buying our Bitossi glassware and not knowing if we were a 'legit' brand or not because of how we presented online in the US.

Awareness

Both social and environmental awareness are equally important to Gen Z audiences, particularly if a brand takes action with their values, rather than being all talk. Brands need to show they are sourcing ethically and investing in sustainability.

72% of Gen Z will not support a brand that they feel is unethical, according to a 2025 Deloitte Youth Report.

Community

Gen Z grew up forming parasocial relationships with creators, so now their core values are to trust brands—and the people behind them—long term before buying into a clever ad on their feed.

E.g. Reviving our TikTok account would be most helpful here.

- *Lean on user-generated content*
- *Leave funny comments on trending videos that could relate to us (e.g. Scrub Daddy, Ryan Air, etc.)*
- *Ask for opinions on designs or colours to try and show interest in their opinions — create an Instagram broadcast channel for this?*

Value-Driven Spending

"[Gen Z] is a group largely driven by the dollar sign, so it's important that social media and PR activities lean into any cost-saving or value-driving elements of a product or service to win out against competitors," as per *Forbes*. According to a recent *Prosper Insights & Analytics* survey, 62% of this generation prefer to buy clothes when they are on sale.

E.g. We could work with Afterpay or Klarna to demonstrate how we understand the cost of choosing quality — helping to incentivise a 'Shop Less, Shop Better' mentality.

Strategies for Gen Z-focused Advertising

‘What’s On My Shopping List?’ Series

Work with Gen Z influencers to create a series focused on their BT shopping picks, similar to Wally Parton’s concept. Or ask Wally Parton if she’ll do a BT-specific version of her ‘What’s In My Cart?’ series.

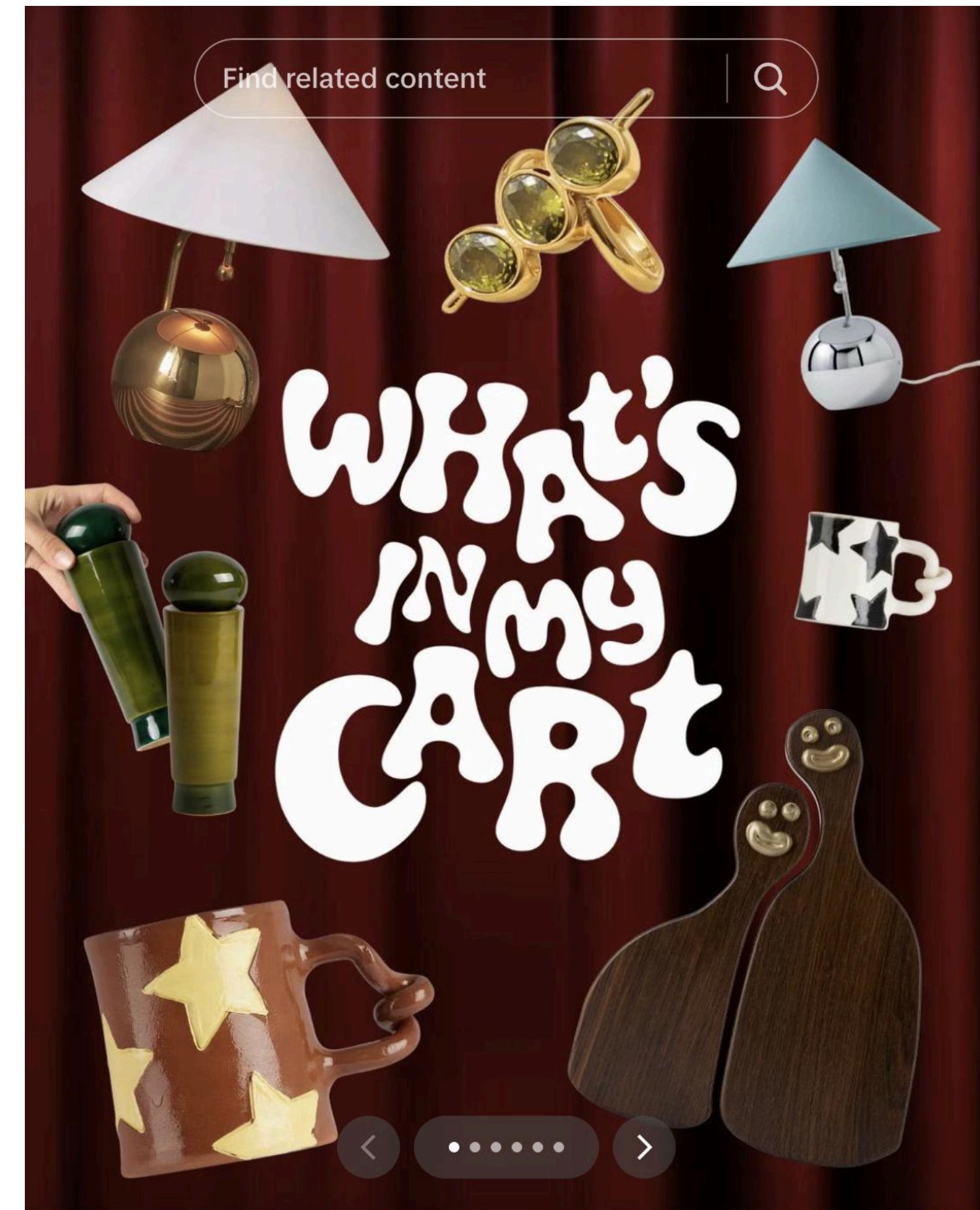
Could include talent such as Paige Wassel, Alyssa Anselmo, Eric Wang, Katelyn Sailor, etc.

Unboxings

Hauls and unboxing videos are still going strong with the Gen Z audience, since many like to live vicariously through influencers that have gifting privileges and larger budgets. We could gift a couple of items to interior influencers with large audiences and ask them to film an unboxing.

Transparency Post

Create a TikTok carousel post (and pin it to show commitment), where we explain our sustainability focus (Our Clean Sleep Promise, Carbon Neutral + OEKO-TEX Certified), and acknowledge that while our products might not have the lowest price tag, they are an investment in your sleep health and to build out your dream home.



Wally Parton (TikTok Carousel)

Strategies for Gen Z-focused Advertising

Community Engagement

Have more of a presence on TikTok as a brand by commenting on viral videos, where appropriate. This move could help Gen Z connect with our brand on their level, increase brand visibility and pique the Gen Z market’s interests in what we have to offer. Also, could help the U.S. to see us as a legitimate business, referring back to previous point with Wishbone Kitchen.

User-Generated Content

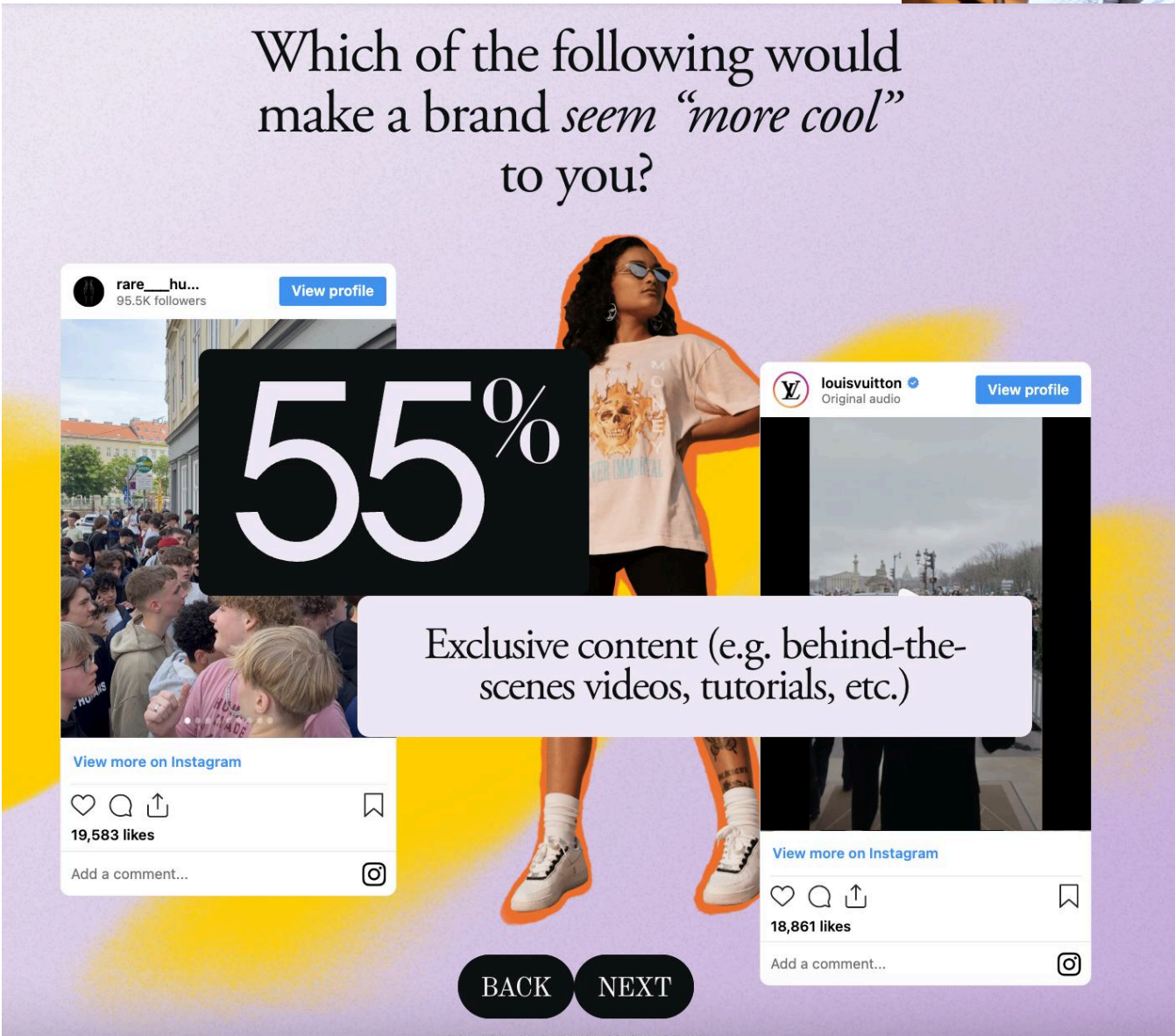
A huge winner for the younger market, perhaps we reach out to Gen Z content creators for UGC and include smaller, more affordable BT items to use in their home to appeal to the different budget brackets. Also, YouTube is the most popular platform with Gen Z, with vlogs being one of their top forms of content consumed. *Brooklinen often sponsors vlogs with US creators, they’ll have their own segment of the creator speaking about the product with a promo link below. Example*

Join the Money Saving Conversation

We could work with influencers whose content focuses on saving money or investing in quality. E.g. Two Broke Chicks do a sales roundup of popular Aussie brands that people save/engage with constantly, so they’re always popping up in other’s algorithms. Could we do paid advertising with them through their podcast?



Paige Wassel (YouTube)



Vogue Business

The Makers Talent

Could reach out to a pool of our previous *Makers* talent that fit the Gen Z style.



Flex Mami



Jessica Marak



Maxine Wylde



Puno Dostres



Rowi Singh

Content Ideas for Shoot Days

A Colour Combo A Day

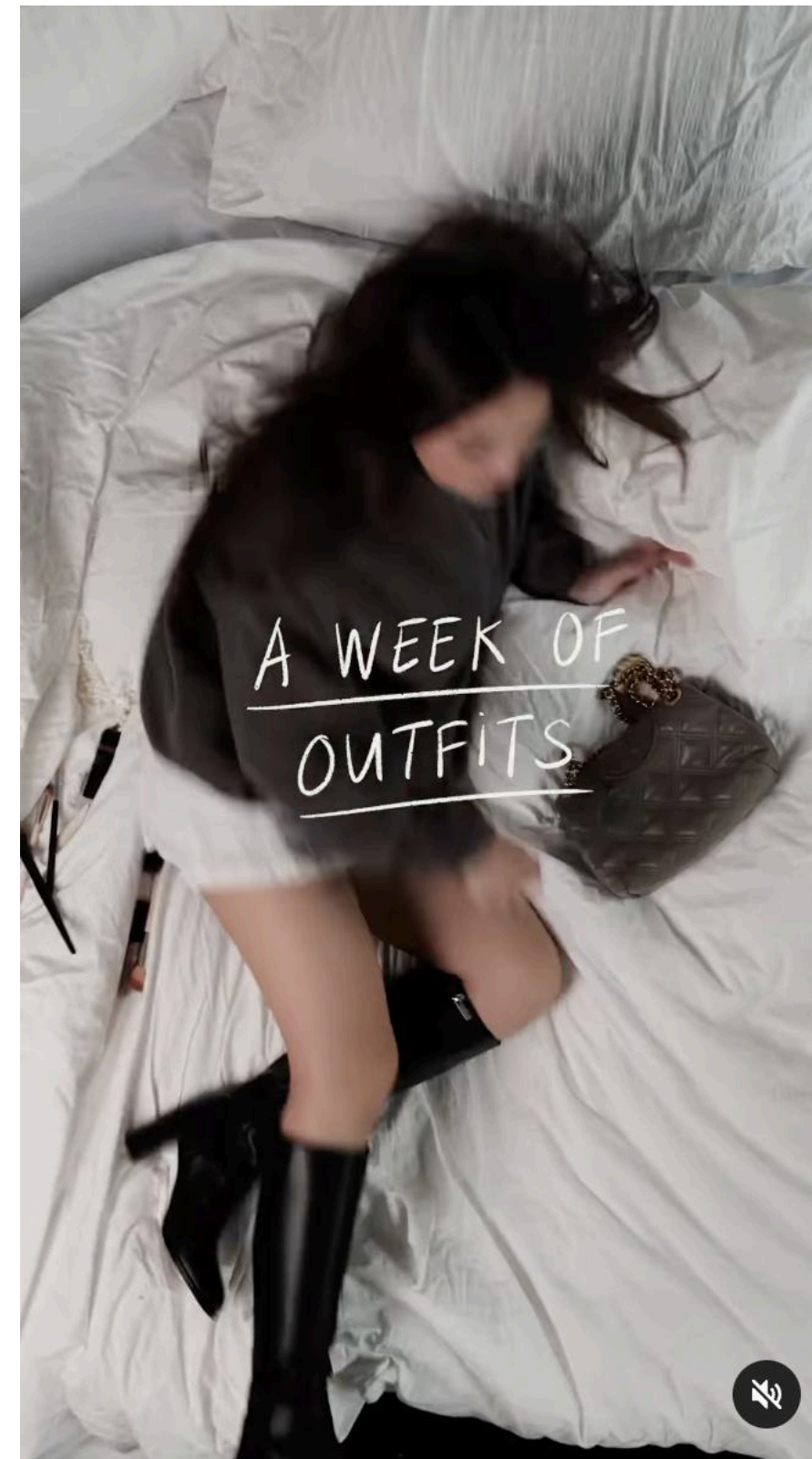
Inspired by [Paire's Instagram post](#), we could film each combination before swapping to the new colour combo. Have model fall/crawl back onto the bed, different scenarios and bits and bobs on the bed to represent different days or weeks.

The Mood. The Result.

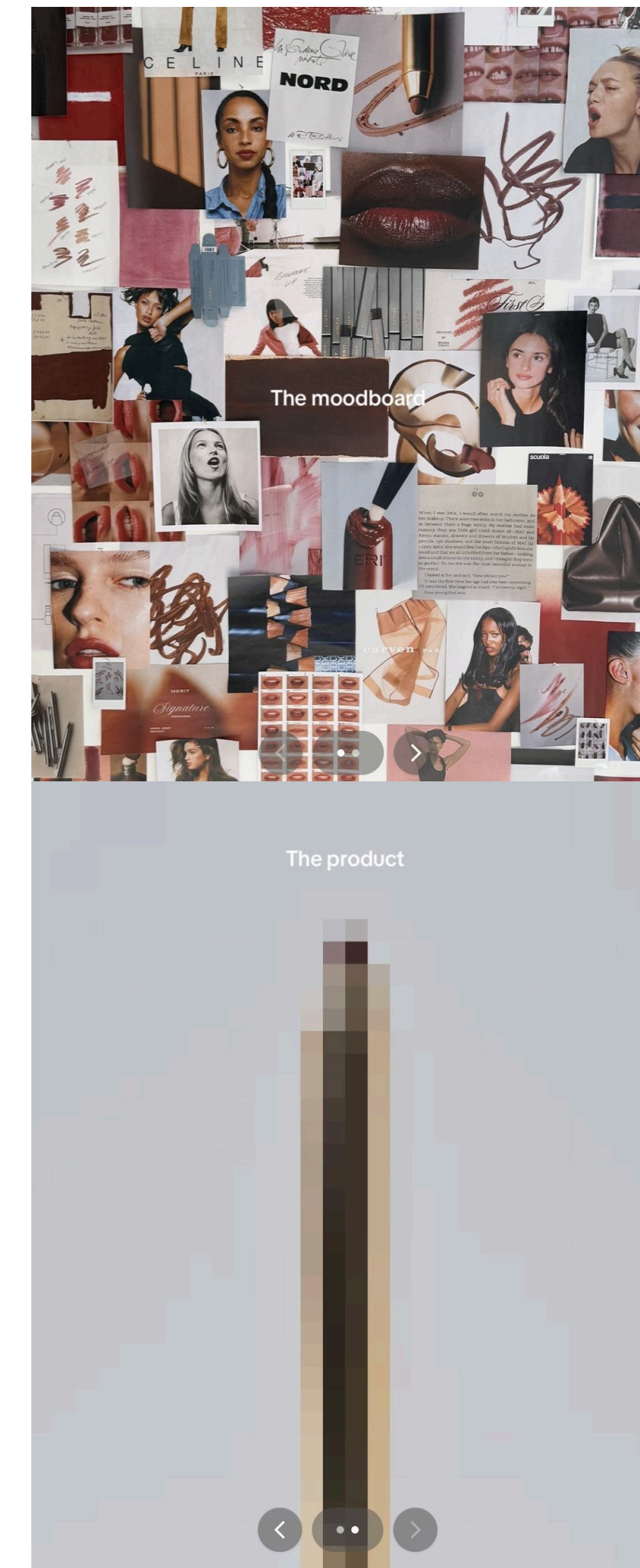
A two-image carousel that shows the first stage of moodboards and concepting. Followed by either a sneak peek or a BTS shot of a Cotton campaign image at the shoot.

Behind-the-Scenes on a Shoot Day

Gen Z prefer authenticity in the content that they consume. Show BTS clips of the shots all set-up, the result on screen mixed with some fun BTS content → this would be great for a IG-specific videographer (like [Aniella](#)) to shoot for us.



A Colour Combo A Day [Source](#)



The Mood. The Result. [Source](#)



BTS of our Shoot [Source](#)