



DoSomething **Strategic**

A SOCIAL IMPACT CONSULTANCY



THE PURPOSE LEVEL UP

HOW BRANDS WIN WITH GEN Z

DO
SOMETHING
.ORG



The largest tech platform focused *exclusively* on **young people + social change** (for over 25 years!).

DoSomething's Mission

**WE'RE CREATING THE
MOST SOCIALLY CONSCIOUS
GENERATION EVER.**



300+ CAMPAIGNS





DoSomething

Strategic

We help
future-thinking
brands and
organizations
engage young
people for good.

GEN Z

BORN 1997 - 2012

A photograph of four diverse young women laughing and posing together against a plain white background. From left to right: a woman with long blonde hair in a black t-shirt and grey skirt; a woman with long dark hair in a white t-shirt with her right arm raised; a woman with curly brown hair in a patterned shirt; and a woman with short dark hair in a white button-down shirt and black pants. A blue circle with the number '1' is overlaid on the image.

1

THE MOST DIVERSE

GENERATION



48%

Identify as a race/ethnicity
other than white

Source: Pew Research Center, 6- to 21-year-olds; 2018

A large, vibrant rainbow flag is being held up by a crowd of people at a Pride event. The flag is the central focus, with its colors (red, orange, yellow, green, blue, purple) clearly visible. The people holding the flag are diverse in age and appearance, and the atmosphere appears festive and celebratory. The background shows a street with other people and buildings, suggesting an outdoor urban setting.

1 IN 6

Gen Z adults identify as LGBTQ

Source: Gallup Poll; the 18 to 23-year-olds in 2020; February 2021

35%

know someone who prefers a
gender-neutral pronoun

59%

believe forms should include
options beyond “man” / “woman”

A close-up photograph of a person's arms and hands in a huddle. The person is wearing a white t-shirt and has a tattoo on their left forearm. A blue circle with the number 2 is overlaid on the center of the image.

2

THE MOST STRESSED

GENERATION

70%

say they are moderately or extremely stressed, up from 60% in October 2020



kamm 🧑

@kamarienyausha



these online classes are emotionally and mentally draining. i dont feel im learning, nothing is sticking. im so unmotivated and yet i know quitting isnt an option. im stuck and im sick of this.

4:51 PM · Apr 16, 2020 · [Twitter for iPhone](#)

48.2K Retweets **162.8K** Likes



63%

of 18-24 year olds report experiencing
anxiety and depression

65%

say their mental health has been
negatively impacted in the past year



3

THE MOST OUTRAGED

GENERATION



“This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean, yet you all come to us young people for hope. How dare you.”

***-Greta Thunberg,
September 2019***

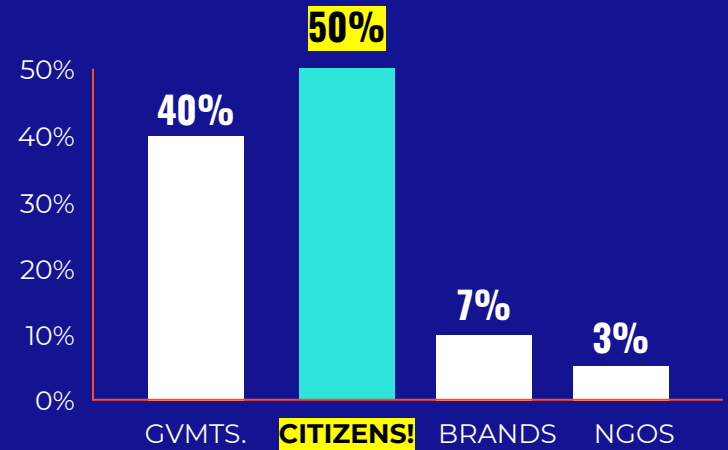


***“They say tougher
gun laws do not
decrease gun
violence. We call BS.”***

***-Emma Gonzalez,
February 2018***



*“Who do you believe should be **most responsible** to make changes to address the problems that exist in society?”*



Source: DoSomething.org, May 2020 Member Survey (N=1848)

20%: I'm
already
involved!

4%: No

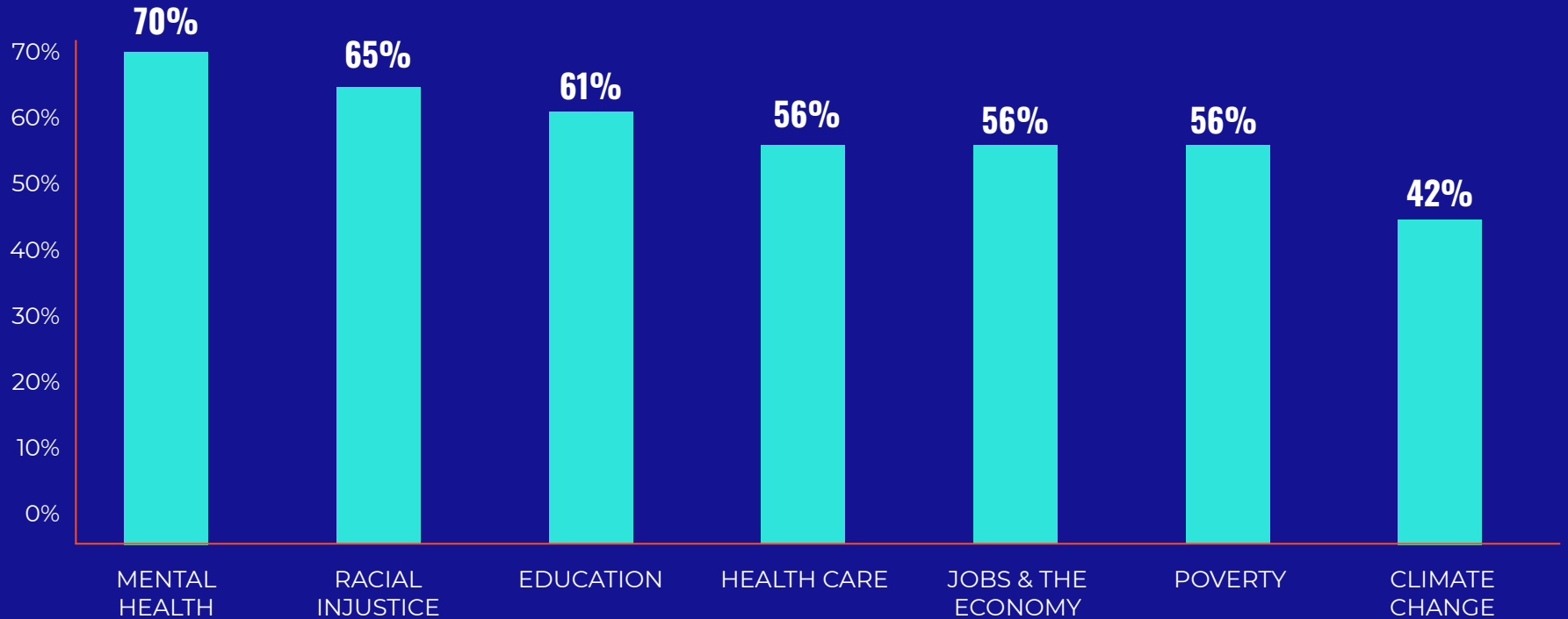
76%

Are looking for more ways
to get involved to make a
difference on the causes
they care about

 @DS_Strategic

Source: DoSomething Member Survey,
February 24 - 26, 2021, N = 3220

COVID-19 IS MAKING KEY ISSUES **MORE IMPORTANT** TO YOUNG PEOPLE



GEN Z VOTES WITH THEIR WALLET

A close-up, black and white photograph of a hand holding a US dollar bill. The bill is partially visible, showing the number '100' and the words 'ONE HUNDRED DOLLARS'. The hand is positioned in the lower left corner, with the fingers gripping the edge of the bill. The background is blurred, suggesting an outdoor setting.

**59% OF GEN Z HAVE
MADE A PURCHASE
FROM A BRAND BASED
ON THEIR VALUES**

A black and white photograph of a handprint on a sign. The handprint is a reddish-brown color and is positioned in the center of the sign. The sign is a rectangular, dark-colored panel with a textured surface. The background is blurred, showing what appears to be a street scene with buildings and a sign that says 'EXIT'.

**62% OF GEN Z HAVE
BOYCOTTED A BRAND
BASED ON THEIR
VALUES**

**ENTER,
CAUSE MARKETING**

**NOW
IS THE TIME
TO TAKE
ACTION.**



IN 2019,

66%

of Gen Z said a brand's association or support for a social cause had a **positive impact on their overall impression** of that brand

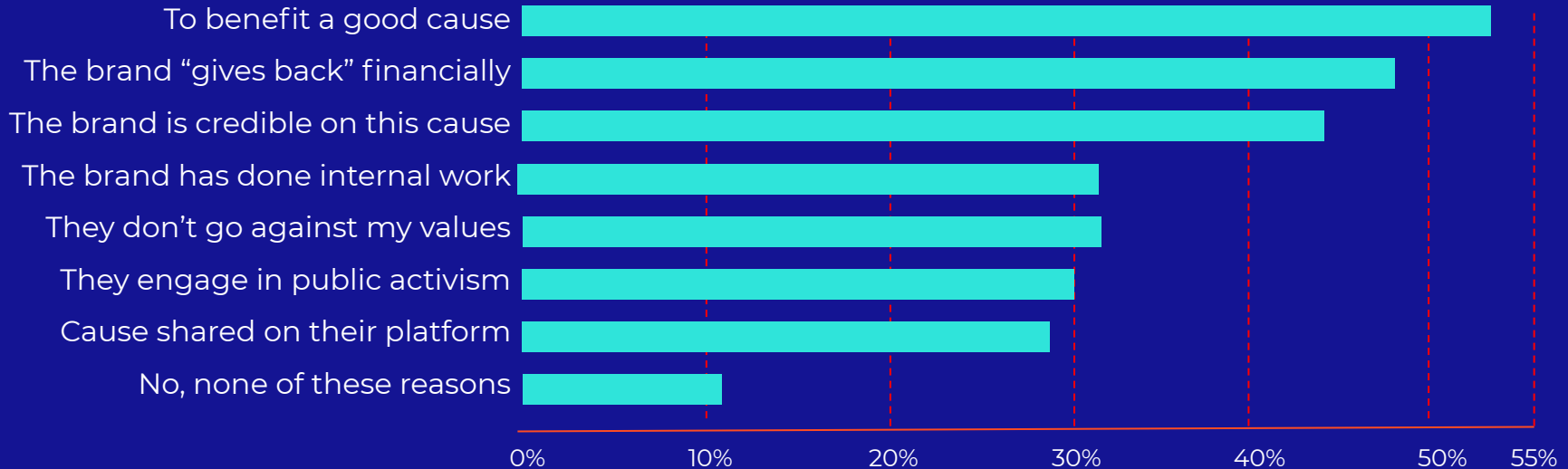
IN 2021,

85%

of Gen Z said a brand's association or support for a social cause had a **positive impact on their overall impression** of that brand

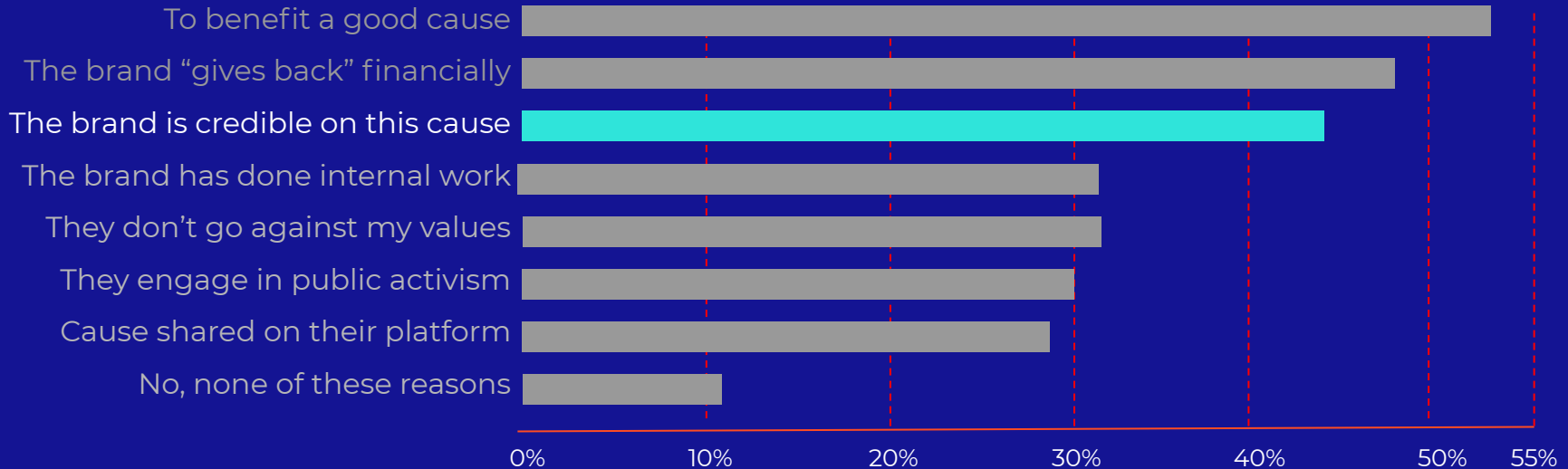
WHY THEY BUY

Have you bought from a brand specifically because of any of the following reasons?



WHY THEY BUY

Have you bought from a brand specifically because of any of the following reasons?



HALF

say they are likely to believe brands are getting involved with a cause because they want to make a positive impact or truly care about that issue

51%: Likely

23%: Not Likely

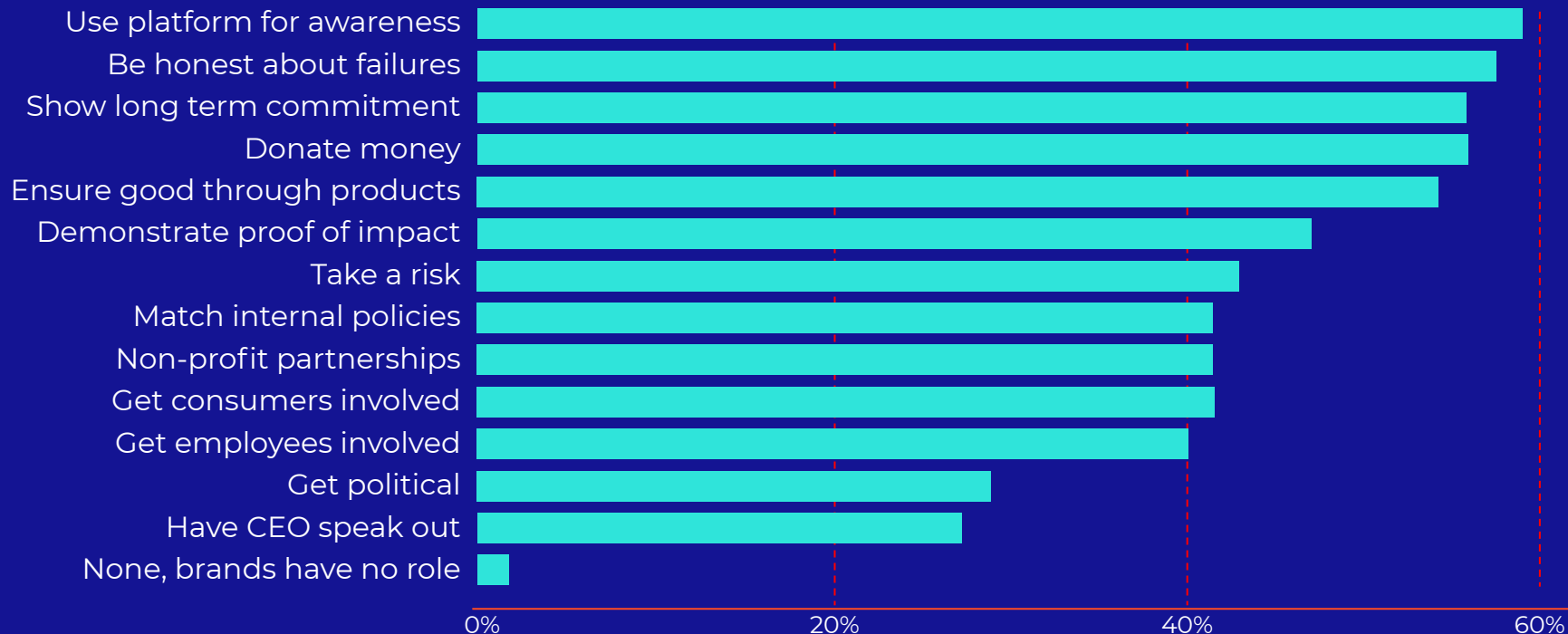
27%: Neutral

 @DS_Strategic

Source: DoSomething.org. Member Survey
January 13 - 16, 2021; N=1073 [See link](#)

GEN Z EXPECTS ACTION

How do you want brands to take action on the causes or issues you care about?



88%

Of Gen Z say it is **important to them**
for brands to take these actions.

NO MORE SITTING ON THE SIDELINES



ONLY 3% OF GEN Z DO NOT EXPECT BRANDS TO PLAY A ROLE TO ADDRESS RACISM IN AMERICA.

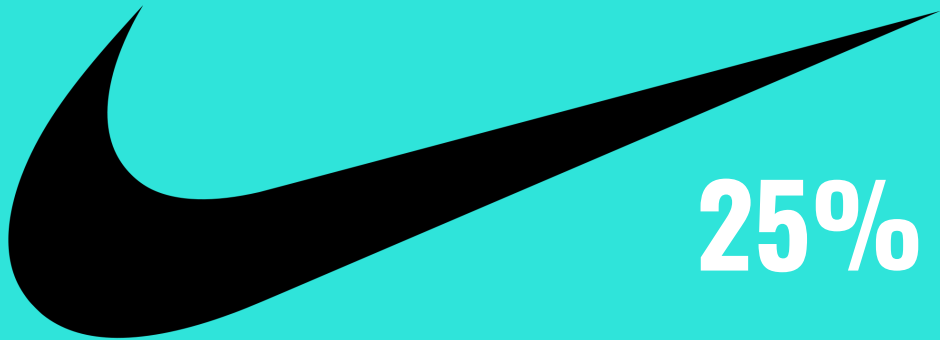


ONLY 1 IN 5 BELIEVE BRANDS SHOULD NOT GET POLITICAL

**ONLY 1 IN 4 GEN Z BELIEVE
BRANDS ARE DOING ENOUGH
TO BACK UP STATEMENTS
WITH ACTION**

“ Which brands do you remember for their public statements in support of a cause you care about? ”

54% of those who said they noticed brand statements could name one top of mind.



25% SAID NIKE


BEN & JERRY'S  **TARGET**



NETFLIX



aerie



Don't change for the rules.
Change the rules.

“To be a large Fortune 500 company and **to risk losing customers** to speak up is incredible to me.” —19-year-old, Virginia

“Nike is **the first** to come out with an active wear hijab and I found it empowering...”
—21-year-old, Texas

**WE MUST
DISMANTLE
WHITE
SUPREMACY**

“Ben & Jerry's not only gave a platform for the issues, but they also had the proceeds go to charity for these causes.” —18-year-old, Ohio

“Ben & Jerry's posts regularly on their social media about racial equality and other important issues.” —18-year-old, Arizona

“

It's important to speak out, and I appreciate brands that choose to bring light to such topics. Even if the brands are just looking to pull in more customers by speaking up about something, I think it reaches people, which makes them think about what's going on regardless.

—20-year-old, Ohio

”

WE HAVE...



RULES?

memegenerator.net

**3 RULES TO
GETTING
PURPOSE
RIGHT WITH
GEN Z**

RULE #1:
START
WITHIN



LOOK INSIDE YOURSELF,
YOU MUST

“What do you believe is the role of brands in light of COVID-19?”

The background of the entire image is a stylized illustration of a diverse group of people. The figures are rendered in various colors (blue, orange, brown, pink) and are all wearing white face masks. The style is flat and modern, with a focus on human diversity and safety.


**75% OF GEN Z
SAID ENSURE
EMPLOYEE AND
CONSUMER SAFETY**

**73% SAID PROTECT
EMPLOYEES
FINANCIALLY, INCL.
PAID SICK LEAVE**

You're not alone.

Beginning October 1, we're increasing our mental health benefits to \$5,000 per year for psychology and social worker services.

Benefits eligible and need to enroll?
Call Manulife at (866) 821-7913
before October 31, 2016 at 8 p.m. EST



Starbucks also provides all partners and their families with free, 24/7 access to a wide range of counselling and services in areas such as mental health.

Contact our Employee Assistance Plan (EAP) at myresilience.com or (866) 644-8221

“Starbucks extended it’s mental health benefits. The fact that they are taking part to help the community really shows something.”

— 14-year-old, California



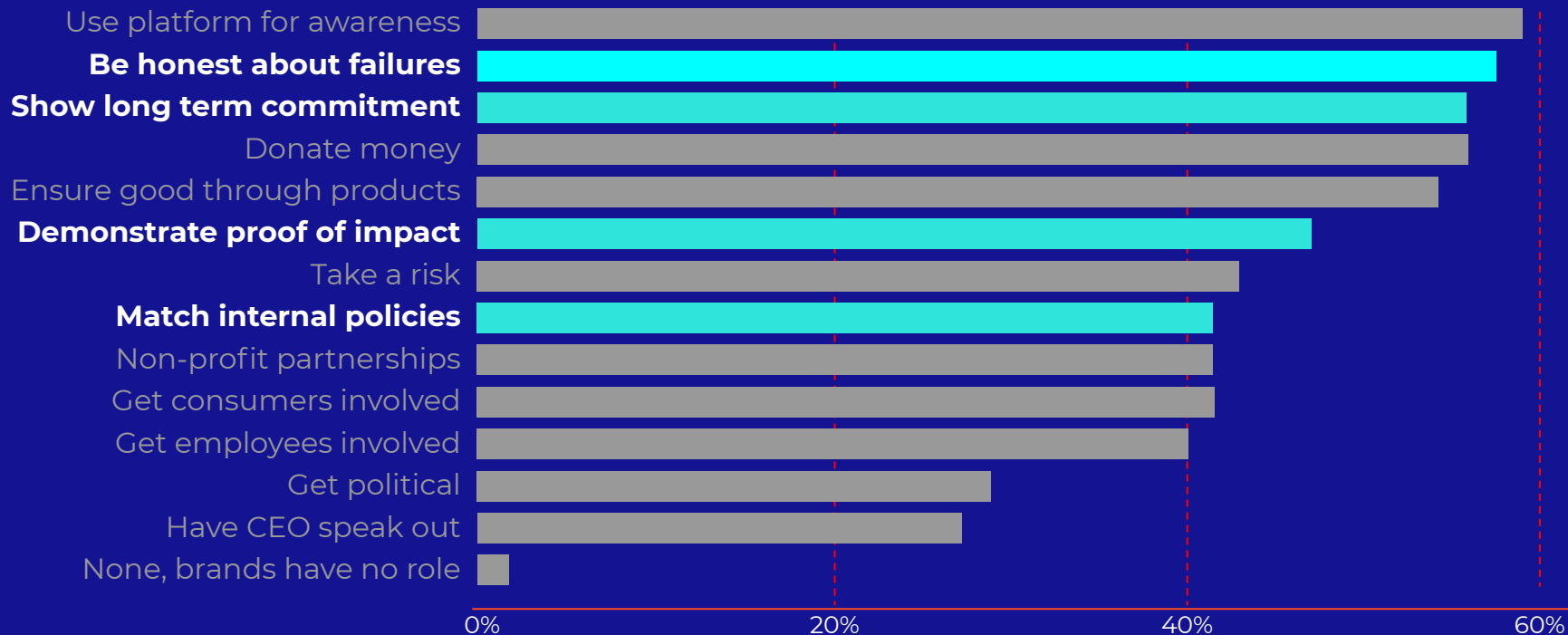
I stopped buying from Whole Foods when they cut health care coverage for part time workers. It's absolutely unacceptable that thousands of workers will have their health benefits eliminated when they are the ones in most need of the financial help.

-18-year-old, New Jersey



GEN Z EXPECTS ACTION

How do you want brands to take action on the causes or issues you care about?





Our Action Plan

A 90-day mission

Lush's Action Plan: 60-day Update

An update on the progress of our 90-day action to improve diversity and inclusion at Lush.

SEPHORA

As of December 2020, our workforce is made up of:

63%
people of color

14%
Black or African

82%
female identifying

While we are proud of the diversity of our workforce, our aspiration is to ensure our leadership is reflective of our broader population. Within leadership of our US stores, distribution centers, and corporate offices, we are:

41%
people of color

7%
Black or African
American

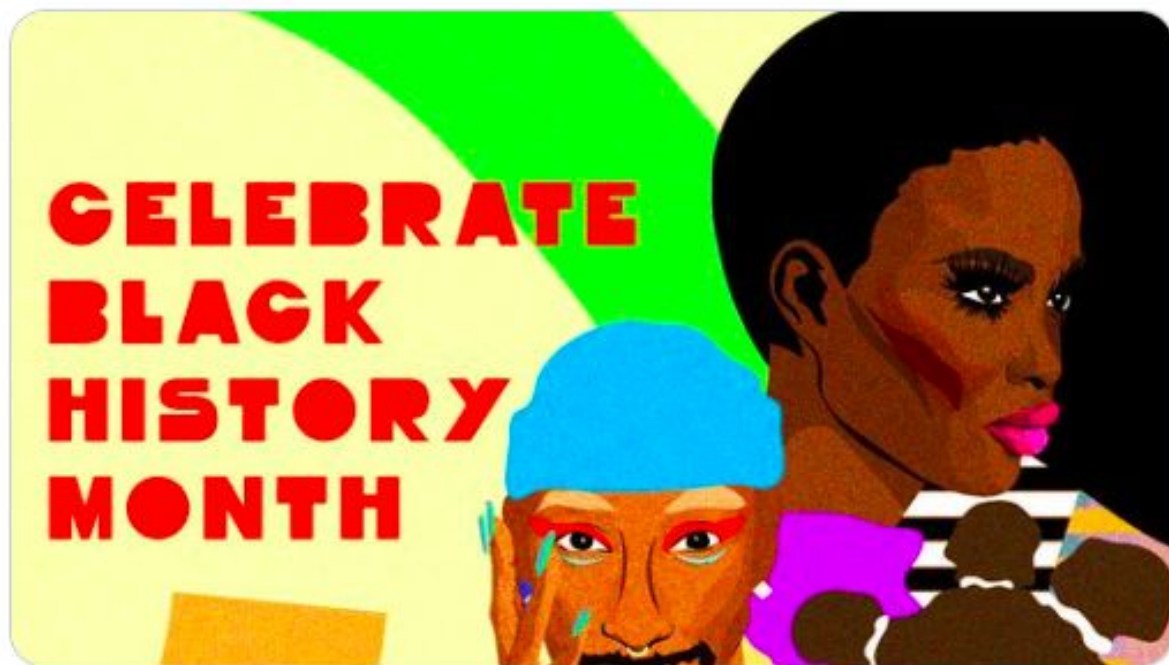
75%
female identifying

These figures will be updated biannually.



Sephora  @Sephora · Feb 2 ...

It's Black History Month! 🤝🤝🤝 We are so excited to use our platform to amplify Black voices and highlight Black-owned brands all month long. Drop a ❤️ if you're ready to celebrate with us! Illustrated by [@monicaahanonu](#)



 56

 55

 448





NETFLIX

**INTERNATIONAL
WOMEN'S DAY**



Sowing the seeds

INCLUSION
TAKES ROOT
AT NETFLIX

RULE #2:

**MEET THEM
WHERE
THEY ARE**

Come to me my little angel muffin.



AMONG US



LOCAL ONLINE

HOW TO PLAY



Exit

65%

Say their mental health has been negatively impacted in the past year

PINK WITH PURPOSE



I AM
ENOUGH



0:02 / 4:10





and I am en

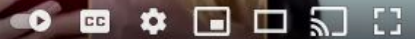
▶ ⏪ 🔊 0:10 / 0:14

#IAMENOUGH
I Am Enough | Morgan Simianer 15s
3,407,338 views • Sep 17, 2020



We asked 7 young women across America to share their story.

▶ ⏪ 🔊 0:29 / 2:32



Every Name's a Story

#whatsyourname






A woman with dark hair, wearing a bright red dress, is shown from the chest up. She has her mouth wide open in a shout or cheer, and her arms are raised high in the air. She is holding a dark microphone in her right hand. The background is a blurred indoor setting with warm lighting.

YOU BELONG, AND YOU BELONG,

RULE #3:

CULTIVATE COMMUNITY

AND YOU BELONG

A photograph of Chip Bergh, CEO of Levi Strauss, speaking at an outdoor event. He is wearing a light blue baseball cap, glasses, a blue denim jacket over a red t-shirt, and a blue smartwatch. He is holding a microphone in his right hand and a piece of paper in his left. In the background, a large sign reads "USE YOUR VOICE!".

“The brands that are going to win are going to be the ones that have deep connections’ with consumers.”

—Chip Bergh, Levi Strauss CEO, April 7, 2020

AMERICAN EAGLE PRESENTS...

AT
HOME
WITH
AE

COME
TOGETHER

SUPPORT
THE
FIGHT
AGAINST
COVID-19

A LIVESTREAM CONCERT SERIES

FEAT.

SOME OF YOUR FAVORITE ARTISTS

**AE WILL MATCH EVERY DONATION TO
AMERICA'S FOOD FUND UP TO \$100,000**



one future | CK One | Calvin Klein



Watch later



Share

Calvin Klein Highlights Powerful Young Voices in CK One Campaign

Calvin Klein

Watch on 0:00 / 1:36




YouTube



41%

of Gen Z wants brands to provide opportunities for consumers to **participate** in their social impact



Facing extinction

I strike for
climate action


Greta Thunberg
16, Future Leader

Tell Congress
there is no room
in government for
climate deniers

Text CLIMATE to 71333

Answer with Action

patagonia

A person is seen from the side, looking out of a window. The view outside the window shows a landscape with trees and a body of water under a clear sky. The person's face is partially visible on the right side of the frame, looking towards the window.

How to Be an Indoor Activist

Fight the climate crisis from your living room

3 ways to ACT after Black History Month



TikTok
@taylorcassidy

#BLACKVOICESCREATE
MOVEMENTS

FRUIT
Gushers



TikTok
@therealgushers

ALL matter and are
worth sharing.



TikTok
@jailynisfeliz



tl;dr: HOW BRANDS WIN WITH GEN Z

#1: START WITHIN

#2: MEET THEM WHERE THEY ARE

#3: CULTIVATE COMMUNITY



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DOSOMETHINGSTRATEGIC.ORG