**Reaching Gen Z Requires Nuanced Marketing**

Generation Z is a multifaceted generation, per Horizon Media research, that defies broad-based demographic targeting strategies and no longer aligns itself with pop culture. The research identified five categories and 12 subcultures within Gen Z, and Horizon Media's Maxine Gurevich says, "To drive critical mass and conversion, niche and relevancy at scale will trump traditional reach and frequency tactics."

***Marketing Dive 10/3/22***

[*https://www.marketingdive.com/news/marketing-Gen-Z-subculture-gamer-girls/633090/*](https://www.marketingdive.com/news/marketing-Gen-Z-subculture-gamer-girls/633090/)

*Image credit:*

[*https://resources.stuff.co.nz/content/dam/images/1/h/t/d/p/c/image.related.StuffLandscapeSixteenByNine.1420x800.1ia9h2.png/1491282253204.jpg*](https://resources.stuff.co.nz/content/dam/images/1/h/t/d/p/c/image.related.StuffLandscapeSixteenByNine.1420x800.1ia9h2.png/1491282253204.jpg)