

# Redefining success

A comparative study of the shifting definitions of success for Millennials and Gen Z, and how brands can help them thrive



# Hello from ISG!

ISG is a **research-driven strategy firm, fusing social science approaches with marketing expertise** to develop actionable insights that grow brands

## We are Gen Z and Millennial experts...

We talked to **over 3000 Gen Zers and Millennials across studies in 2013 and 2019** to learn how their general attitudes and outlooks on success have changed over the past 6 years...



**Ruth Ingram**  
SVP Research & Strategy

# What's keeping Gen Zers and Millennials up at night?

#1



Having enough money  
to live the lifestyle  
they want to live

#2



Staying healthy as  
they get older

#3



Finding a job they  
actually like

#4



Maintaining a  
work/life balance

#5



Feeling helpless  
about what's going  
on in the world



# These shifts are creating *self-recognized* disconnects between generations

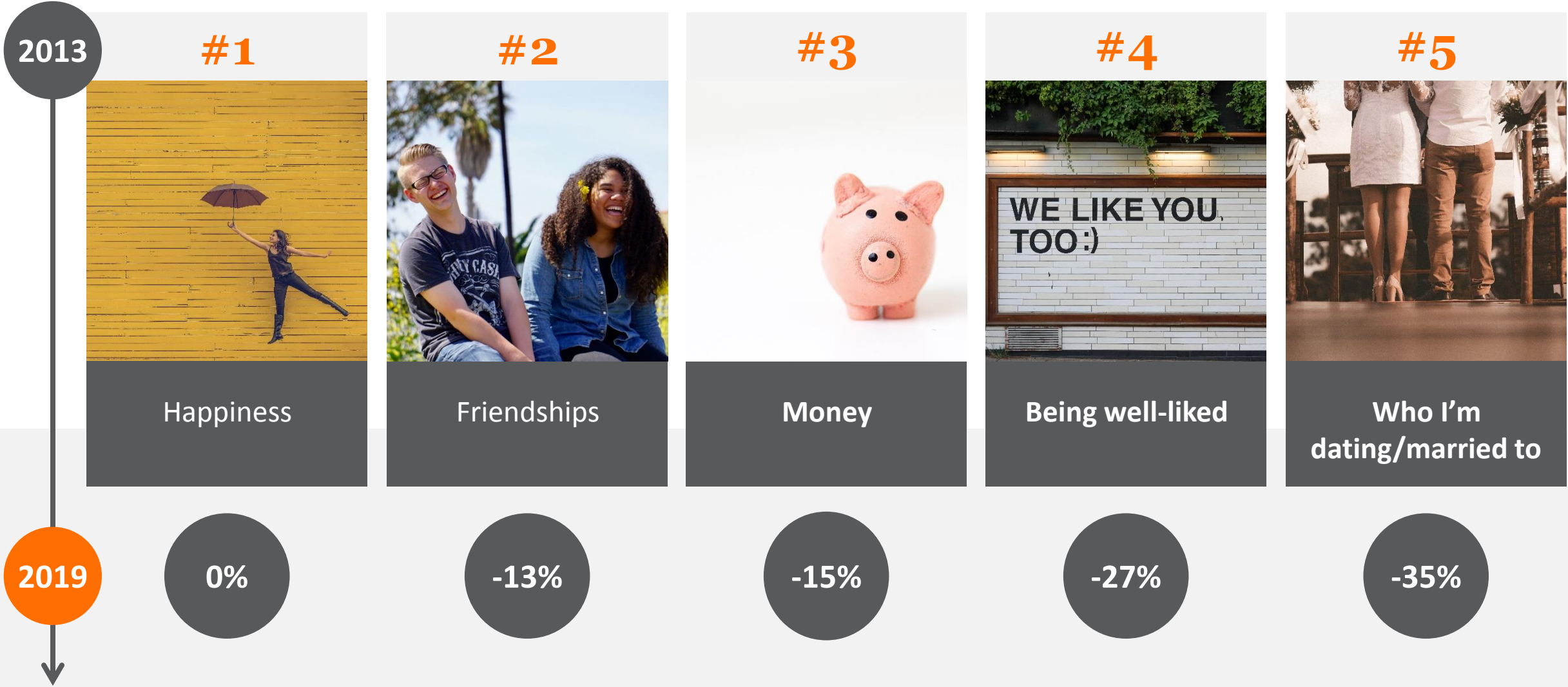


Half of Millennials and Gen Zers believe that **achieving success now looks different** than it did for generations past

Up 31% from 2013



# From 2013 to 2019, what people value has changed...





# Success has been redefined

## FROM WINNING

Friendships

Money

Being well-liked

Who I'm dating/married to

Fame

## TO THRIVING

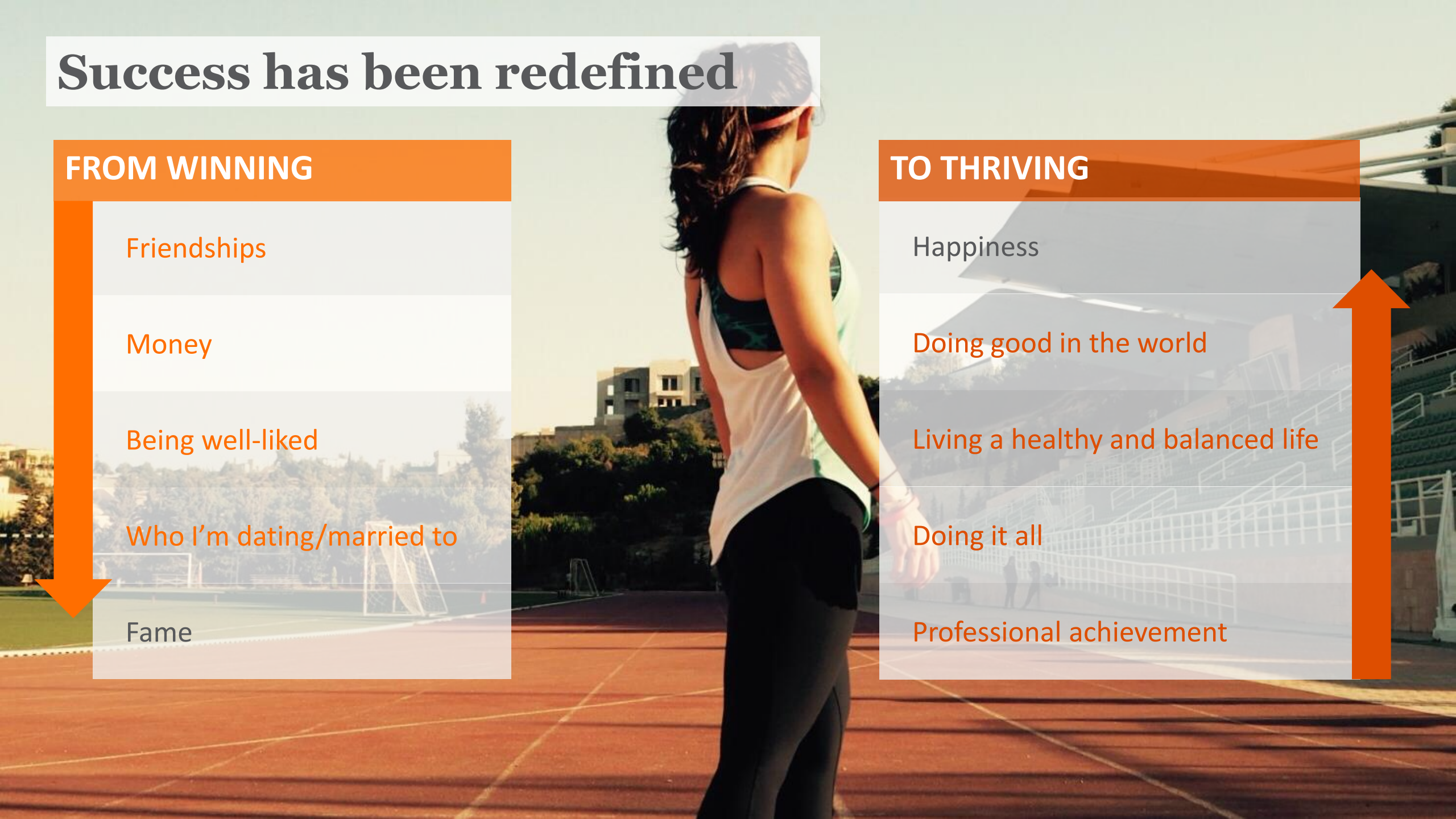
Happiness

Doing good in the world

Living a healthy and balanced life

Doing it all

Professional achievement



# For Millennials and Gen Zers now, success is measured by...



**87%**

Doing good in the world



**82%**

Living a healthy and balanced lifestyle



**75%**

Doing it all





# Brands are more important than ever...

**54%**

say they care  
about brands

+26%  
from 2013

**83%**

say they are loyal to  
their favorite brands





# ...and brands that win enable today's definition of success



Doing good in the world



STAND FOR  
SOMETHING



Living a healthy and  
balanced lifestyle



EMPOWER  
SUSTAINABLE HABITS



Doing it all



EMBRACE  
CONVENIENCE

# Thank you!



**Ruth Ingram**

SVP Research & Strategy

212.584.2311 (direct)

[Ruth.Ingram@insightstrategygroup.com](mailto:Ruth.Ingram@insightstrategygroup.com)

Our 2019 study also explored Gen Z and Millennials' attitudes and behaviors in the following verticals:



Lifestyle & News



Food & Beverage (incl. alcohol)



Health & Wellness



Finance