This is a living report that will be updated on a regular cadence so make sure you’re subscribed to our website to get the updates.
Zebra is a platform empowering every creator to build a business around your community.

For early access as a creator, visit zebraiq.com/creators

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Select Zebra Creators

24kGoldn
#49 biggest artist

Ndamukong Suh
Professional NFL player

JustMaiko + Shluv
#7 biggest TikTok star (40M+)

Alan Chikin Chow
Official TikTok Ambassador

For early access as a fan, visit zebraiq.com

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GET IT ON Google Play

This is @24kgoldn’s community
Before continuing, it is important to note that Black creators are the epicenter of culture.

Throughout this report, we do our best to call out the ways in which Gen Z culture has been directly influenced by Black culture.

At Zebra, we strive to recognize and amplify the voices of Black creatives.
Who is Gen Z?

- Born between **1995** and **2010**
- **3 billion** of them worldwide
- **35%** of the global population
- **$143 billion** in spending power
- **The mobile-first generation**
Who is Gen Z?

Word Cloud

Audio
- Independent
- Dancers
- Self-deprecating
- Ironic

Creative
- Podcast
- TikTok
- Activism
- Community

Justice
- Entertainment
- Platform
- Authentic
- Comfort

Responsible
- Self-aware
- Subculture
- Virtual

Memes
- Entrepreneurs
- Sarcastic
- Value-driven

Creator
- Gaming
- Accelerated
## Content Breakdown

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1 Communication
A *video-first* generation

65% of Gen Z prefers **FaceTime** to keep in touch with friends

Video chatting while multitasking is **easy for Gen Z**, scary to others

**Mobile video** is how Gen Z keeps up with self-education & news
Ironic, emoji-driven messaging

Before jumping into a trend or replying to Gen Z, ask yourself — are they being serious?

If you know, you know!

Latest trend on TikTok: mean fairy comments

What is a mean fairy comment?
Bittersweet comments that turn real sour in the 2nd half

Example below:

CEO of Gen Z @ceogenz · May 6
they say never give up on your dreams 😊 but in this case you should 😞 😞
Emoji dictionary

Culture has given harmless emojis different meanings.

- Looks like a **literal cowboy** often means fake happiness covering up sadness, anger.
- Looks like **sneezing** often means an indicator of doubt or frustration.
- Looks like just a **happy face** taken as an extremely passive-aggressive smile.
- Looks like a **face** used to mean surprise, anger, or **disgust** used when someone posts questionable content.
Talking the talk

Think mobile-first — use short-form video and get to the point quickly

Understand trending emojis and memes

Look into all possible interpretations of your creatives

If you’re trending, buy into the meme and ride the wave!
Take @njgov for example 🙏

New Jersey 🔄 @NJGov · 10h
well, would you look at the time...

New Jersey 🔄 @NJGov · May 26
I just took a DNA test turns out I'm 100% that JERZ

New Jersey 🔄 @NJGov · May 27
beaches will OPEN 5/22 for MDW with social distancing guidelines in place:

New Jersey 🔄 @NJGov · May 15
*****Social distancing guidelines*****

New Jersey 🔄 @NJGov · Jun 10
***New Jersey has entered the chat***

New Jersey 🔄 @NJGov · May 22
COVID-19
6 ft
PA Drivers
1000 ft
2 New Spaces
Gen Z’s **third places**

Where you can find Gen Z...

- **Hanging out** with old friends
- Making **new friends**
- Sharing **memes** and trending content
- Taking part in **exclusive experiences**
Fortnite is building immersive experiences

Travis Scott 🎵
An in-game concert on April 23rd brought in 27.7m unique views and 45.8m total views

Last year...

- Marshmello 🐿️
- Jordan 🆕
Instagram Live + Friends!

Lil Yachty Talent Show
Challenges included **shaving your eyebrows off** for $200. It saw over **25k live viewers** at one time.
Young people will spend significantly more time hanging out in “third places”. The convergence of gaming and social is already present (Discord, Houseparty, Zoom). I think it’s probable that **the next massive social media product will be, whether directly or indirectly, a game**

@jacksondahl

Founding Member, 100 Thieves
Gen Z will continue to control their various online personas through multiple profiles/platforms. They have multiple Instagram accounts, private Snapchat stories, etc. **Gen Z values their privacy and wants to be able to make the call on who sees their content, even on a person-by-person basis**

@thatswatettsup
Former Product + Community Lead, MSCHF
Gen Z will continue their pursuit in finding safe havens of the internet — places where they can be authentic, real, and expressive from the soul. We are at the brink of being immersed into the first Ready Player One environment and I’ll bet you my life Gen Z will be the first movers in bringing the rest of humanity there

@akashrnigam
Cofounder and CEO, Genies
Gen Z continue to lead the way in **blurring digital and physical identities.** Gen Z popularizes and normalizes friendship formation that happens online anchored **around shared live experiences**, versus traditionally this would happen offline. Millennials will continue to love Gen Z and take cues from their values they champion

@ntdillon
VC, Maveron
3 Content Creation
People of color create popular trends

Renegade 🚀
Dance by Jalaiah Harmon, to the song Lottery by K Camp, which would peak at #15 on charts, and get certified Gold by RIAA

In My Feelings
Dance by comedian Shiggy, to In My Feelings by Drake, which hit #1 on Billboard for 10 weeks
Be proactive in working with diverse creators
Win social media with user-generated content

Winning brands are creating viral, product-focused content

Being first to trends authentically can help you win over Gen Z’s wallet
Take **Martinelli’s** for example!

**Bite into the bottle 🍎**

Martinelli **went viral** on TikTok after someone discovered biting into the juice bottle **sounds like biting into a real apple**. It seemed fake, so people went out to try for themselves...
Creation is **intentionally messy**

- **Raw, blurry, moving photos** included in social feeds
- **Unflattering photo angles** are more “real”
- Go out of their way to make photos **look worse**
Takeaways: Meme-ability

- Design every product, content put out there to be **shareable and meme-able**
- Capitalize on the **viral moments!**
- Try out **new platforms**
Gen Z has been driving a shift in the 1/9/90 calculus (1% of your users create content, 9% engage, 90% view). Thanks to an openness to create, meme & remix features, and platforms investing in ways to narrowcast, we’re seeing more creating and engaging with content. The lines between creator and consumer continue to blur.

@duboff

Head of Creator Product Marketing, Spotify
The attributes of platforms and the content that goes viral is very much in line with Gen Z’s beliefs. TikTok is all about positivity, relatable voices, being your authentic self, and creativity. It’s also inclusive — Gen Z encourage their parents, coaches, and teachers to try TikTok dances and trends.

@overtimezack
Cofounder and President, Overtime
COVID-19 has accelerated many trends — we’re going through “experience compression”. Since things have moved online, those in power who previously ignored Gen Z now have no choice to pay attention to a global creator base that can quickly create cultural zeitgeist moments and paradigm shifts in perspectives

@lhzhong
Strategy & Business Lead, Medium
What’s old is new again

Thrifting is back via P2P social shopping apps! Popular products include...

1990 – 2000s styled

Artist / influencer merch

Environmentally friendly apparel

Exclusive drops and collabs
Today’s fashion is extremely expressive

Putting fits together

Blend of skate and streetwear, vintage fashion, logo / iconic pieces in ways that just seem to work

What’s hot in current fashion is very deeply rooted in Black culture — bucket hats, logomania, sneaker culture, etc.
Style subgroups and **-cores**

- Often nostalgic of times **before them**, emulated using **Huji**
- Want to **belong to a subculture**

Some examples...

- **Vaporwave**
- **Dark Academia**
- **Egirl/boy**
5 TikTok
TikTok stars are real celebrities

Charli D’Amelio➡️
A 16-year old started posting videos last summer. She is now the most followed account on TikTok, with over 86 million fans.

Wisdom Kaye
19-year old who started a TikTok account to show off his range of male fashion. Built brand of ~4M fans, then signed to IMG Models.

Charli at the NBA All-Star Game this year.

Charli, in a Superbowl ad for Sabra hummus.
TikTok drives viral sounds & songs

Here’s what happens...

**Tiny Meat Gang**
177k videos created using “Walk Man” → racks up 35m streams on Spotify → duo goes on tour

**Arizona Zervas**
2.5m videos created using “Roxanne” → 780m streams on Spotify → signed to Columbia Records

**24kGoldn**
872k videos created using “Valentino” → 177m streams on Spotify → signed to Columbia Records
TikTok cements hits as quickly as it makes new ones

**Say So**  Doja Cat, Nicki Minaj

*20.5M videos* on TikTok, *27 weeks* on *Billboard*

**Rags2Riches**  Rod Wave, ATR Son Son

Released April, picked up by Charli, *+32 spots on Billboard* in second week

Today’s powerful influencers wouldn’t achieve any fame without Black culture. TikTok dances repeatedly come from the work of Cardi B, DaBaby, Roddy Ricch, etc.
TikTok has **collab houses**

Creators are moving in together to make exclusive content

- **Hype House**
- **Drip Crib**
- **Sway House**
- **Clubhouse**
- **Shluv House**
- **Vibe House**
- **Click House**
- and more...
Some brands are great at TikTok

Not many get it right! Some good examples...

**Create UGC challenges** – #EmoteRoyaleContest to put an emote in Fortnite

**Partner directly** – NFL and TikTok 2-year deal

**Create trends** – Elf Cosmetics’ TikTok-specific sound generated 1.8M videos
Example: David Dobrik teams up with Chipotle

Go to #ChipotleSponsorMe to watch entries to win 1 of 5 Celeb Cards for unlimited free Chipotle

👏 Long-term partnership with creator

👀 2 billion views on the challenge to date

#ChipotleSponsorMe

2.1B views

What do free delivery, free queso, and a Chipotle sponsorship have in common? You could get them all on Cinco de Mayo. We’re teaming up with David Dobrik to give away 5 Chipotle Celeb Cards. To enter, follow @Chipotle, post your most creative Chipotle TikTok video, and use the hashtags #ChipotleSponsorMe and #contest. Then get free queso + free delivery online and in-app on Tuesday, 5/15. Use code QUESO55 at checkout.

Free deliv 4/30-5/10/20 $10min/$200max excl tax; free queso 5/15 only w/entrée purch, use code QUESO55. See add’l terms below.
Takeaways: TikTok

- Make a brand account and **start experimenting!**
- **Start challenges**, make your own sound
- Leverage opportunities for **UGC**
- Bet on **up and coming influencers**
Influencers want merchandise

Core revenue stream for creators

Creators are launching companies

What should you do?

Collaborate with a major creator on a product line where they get the majority of creative control
Virtual influencers are making very real waves

Lil Miquela ⬅️
Digital artist-influencer who remixed a Lauv song → 2.5M on Instagram

Fnmeka
AI-powered Soundcloud rapper → 2.9M on TikTok

Companies making moves...

Genies 🧙

Nintendo 👤
Influencers and **accountability**

Brands have to research who NOT to bet on; Gen Z does not blindly follow influencers

**Shane Dawson**

YouTuber since 2008, dropped by major brands for history of **blackface, pedophilia, racism**

**Jeffree Star**

Dropped by *Morphe* for **predatoriel, manipulative behavior** with intent to ruin YouTuber’s career

Value awareness is much more important in a brand than being versed in pop culture
Cultivate **creation**!

- Launch *unconventional partnerships*
- Make *remixes and UGC opportunities* easy
- Take (researched) **big bets** on rising creators
- **Trust creators** with the creative process, don’t rely on strict instructions
Gen Z now looks at influencers as the people they get their news, information, motivation, and entertainment from. People are following more people on all platforms as that’s where their information comes from — that will only expand too. I think LinkedIn will get a lot younger in the next 12 – 24 months

@busterscher
Founder, Hoops Nation
7 COVID-19
Social shifts in shelter

Gen Z are using **FaceTime (65%)** and quick **Zooms (9%)** to keep in touch.

Screentime is **up** — 21% feel they spend too much time on **TikTok, 19% on Facebook, 16% on Instagram, 10% on YouTube**.
On remote learning

Gen Z is the first generation to really stress test remote learning, though not by choice. Some quotes...

“I hate it but my grades increased tremendously”

“Not good. Feel like it’s very, very hard on students”

“Complete waste of money”

“Some teachers aren’t suited for online learning”
Other statistics

- 50% feel like they’re spending more on food
- 35% feel like their mental health has worsened
- 29% feel like maintaining relationships has been the hardest part of isolation
- Despite current situations, 71% are optimistic about next few months
COVID–19 has accelerated Gen Z to adopt the Internet as a place for genuine community and activism instead of just entertainment, breeding perhaps even stronger comfort and closeness. Animal Crossing became the new meeting place, graduation stage, etc. You might see more of that than you think in a post-COVID world

@omgchomp
Director of Social & Audience Development, Crypt TV
Education is being democratized and universities are no longer the gatekeepers. I think we'll see more and more Gen Z opt for online education and ditch student loans. It will also be difficult to unravel remote work as it'll be all Gen Z know in their professional career. Employers thus must offer flexibility for it in a post-COVID world

@9th
Cofounder, Unfold
Money & Work
“I want it → I got it”

Gen Z is the **side-hustle** generation

- Will **find a way to make money** to buy the limited edition streetwear, skincare products they really want
- **52% of people on Zebra** said they earn via side-hustles
The generation that grew up online

Gen Z is making money...

Freelancing
Graphic Design, Fiverr, Virtual Assistants

Strategic Investments
Building meme pages, flipping streetwear

Creating Content
on Twitch, TikTok, YouTube, Instagram
Gen Z shops selectively

- Roll out price-relevant products
- Build avenues to be rewarded through referral programs
- Open up channels for Gen Z to create secondary markets to use in free time

Sneaker reselling or “flipping” is very popular within Gen Z!
Very value-driven

Gen Z is very perceptive of the brands they buy from and the places they want to work at.

Some strong values

- Human rights
- Environmental aid
- Political reform
- Education for all
Hire Gen Z Social Media Experts

How do you select them?

Use success with viral memes and pages as a selection factor — this answers if they can make something trend!

Gen Z expects **autonomy, flexibility, and trust**

**Social Media** and **Community** are more important than ever
9 Activism
Vocality is the norm

“OK Boomer” as retaliation to common critiques

Low threshold for racism, sexism, genderism, harassment

gen z will overcome years of anxiety to scream at the police without hesitation but also cry themselves to sleep every other night because their crush left them on read

Gen Z will drink one medium caramel latte, not eat a single thing till 4 pm, verbally abuse a racist, crack a joke about their mental health and pick up a tear gas canister with their bare hands, but get nervous when they have to call to make a doctors appointment.
Gen Z tries to stay **politically aware**

- 24% of Gen Z is **very political**, 50% is **in between**, 26% is **not political** at all

- 27% of Gen Z’s family and friends are **very political**, 50% are **in between**, 23% are **not political** at all

- 62% of Gen Z’s political news comes from **social media**
The next 4 years

72% of Gen Z are planning on voting in this upcoming election. Of those who said no...

“I don’t involve myself with politics. The higher ups choose who they want in office..."

“I feel that both candidates have values and opinions I don’t feel comfortable with..."

“The government has not been for us. They do what they want..."

“I’ve seen too many families break apart because of politics to participate..."
On celebrities running for office

“

I still like Kanye, but America would be a clown nation to elect him President

Honestly [Kanye] might be better than Trump

Celebrities should just keep the careers they have and not mess with politics

If they have a real desire to lead this country, then why not? We live in a democratic society

”
Black Lives Matter

- TikTok trends to support Black creators
- Dedicated pages calling out racists
- 17-year old built the most widely-spread page for Black Lives Matter resources
- BTS fans raised $1M in 24 hours and shut down police tip app with fancams
90% of Gen Z support Black Lives Matter
Gen Z is pushing for **change nationwide**

Among many others...

**The West Orange Youth Caucus**

A young group of activists in the NJ area who arranged 3,000-people peaceful protests through Instagram

**Nupol Kiazolu**

Became **President of Black Lives Matter of Greater New York** when she was 18

**Winter BreeAnne**

Founder of @blkislit, organizer of the **largest student walkout** to protest gun violence
Actions speak louder than performative gestures

- Stand for reform of systemic biases
- Internally foster cultures for social contribution
The Black Lives Matter movement’s huge traction proved how cultural, language, and geographic borders don’t matter to Gen Z when it comes to rallying around their passion for justice. Gen Z could be using social apps as entertainment only but more often use the platforms as a place for activism and sharing larger messages.

@omgchomp
Director of Social & Audience Development, Crypt TV
I know that Gen Z will continue to stay true to themselves and be vocal about their feelings. Between the pandemic, social injustice, upcoming election, I believe Gen Z will be more outspoken than ever and will push everyone in their lives - friends, family, influencers, brands - to do the same

@overtimezack
Cofounder and President, Overtime
Gen Z is now an undeniable force in leading the charge on social justice awareness and action. The creators in this generation are using their platforms for good and I expect their influence to continue to grow as they lead the way tackling hard issues head on

@dlach5
Cofounder, Brat
Typically as a youth, you’re on auto pilot. As the previous generation experienced “mindless eating” with fast food, Gen Z has been closing in on a similar moment with “mindless scrolling”. Over the last year, though, Gen Z has accrued unprecedented self-awareness, resulting in social media detoxes on a frequent basis.

@akashrnigam
Cofounder and CEO, Genies
Gen Z is over the drama. They’re looking for ways to bring peace, solidarity and positivity back to the forefront. They care about the well-being of each other and the planet and continue to find creative ways to harness their power to impose change on the world at large. Lots of their behavior are being adopted by older generations.

Lauryl Schraedly
Global Head of Consumer Insights, Snap
Gen Z will not sit back and observe. They will continue to take an active stance on issues that matter to them. **They are creating an entirely new playbook for how to leverage technology for this activism and expression.** Brands, executives, and politicians will want to take note and to listen and learn from Gen Z.

@joeldflory
Founder and CEO, VSCO
Select key players in Gen Z sports

Coverage & Social Presence
- Overtime
- Mars Reel
- Baller Visions
- Bleacher Report
- Barstool

Merch
- Overtime
- Mars Reel
- Gymshark

Influencers
- Flight Reacts
- Tristan Jass
- CashNasty
- Dude Perfect
Everything down to bite-size content

Off Season
Highlights, clips, and montages

On Season
Twitch, YouTube, and Instagram

Follow notable high school players

Capitalize on viral material ASAP — think in memes and clips!

Raw content > Pro production quality
The new **sports media playbook**

Conceptually shared between *all* successful sports media companies today (whether in eSports, traditional sports, etc) is...

- **Short**, **hype highlights** that can be shared easily
- **Exclusive** tournaments, merchandise, content
Exclusive Content: Untraditional Competitions

Tiger + Peyton v. Mickelson + Brady

*The Match II* brought golf and football veterans on the green. It raised **$20M** for COVID-19 relief and comparable coverage.
Exclusive Content: Influencer Boxing

Logan Paul v. KSI II

The nationally-aired rematch brought on 2.25M live viewers, with an additional 24M views of post-match coverage. The match even outperformed pay-per-view numbers for an actual world title bout (Joshua-Ruiz Jr)
Esports

A peek into the 3rd biggest sport in the nation...

Revenue is larger than the **music and films industries’ combined**

League of Legends World Championships brought over **3.9M live viewers**

Opportunities

- **Sponsor players, tournaments**
- **Gaming houses, merch**
Example: Overtime

- Started as a social media presence in 2016
- Built viewership in 2017 covering top high school talent like Zion Williamson (2019 #1 draft pick)
- Built a reputation for uncovering high school prospects nationwide on all socials
- Merch line becomes iconic across creators
- Expanding into esports and gaming
Example: **JellyFam**

A huge missed opportunity for sports media...

**What was it?**

A movement that put tri-state basketball on the map — **had players across the world saying “Jelly”**. Local event **beat attendance for Kevin Durant** at Rucker Park

😊 NO sponsored events, merch, or social media push **besides from new age sports media**

🍇 **Backlash on Nike** for plagiarizing Jelly brand
Exclusivity + Community goes a long way

Things to think about

The influencer community and the viewers they’re bringing in — where could you bring Internet celebs? How could you incorporate them into events?

Know and **value your top fans**

Build a **2-way relationship** with fans

Start **“Overtime for X”** (nicher groups)

Give access to **exclusive content and merch**
Takeaways: **Community**

- Do **untraditional collaborations** with athletes, brands not in your vertical
- Partner with Internet creators on **creating products, content, and events together**
- Drop **limited edition products**
11 Up & Coming
Up and Coming: Social+
Genies

What is it?
The largest avatar company, pioneers in the creation of digital identities

- **Celeb avatars** used by JLo, Justin Bieber, Rihanna, Russell Westbrook, and more

- Partnerships with **Gucci, New Balance, NBPA, CDCF, Frito-Lay, more**

- Launching upcoming **consumer SDK**
Bunch

What is it?
Mobile-first layer on top of games that links players together, recently raised $3.9M

- Makes mobile gaming **more social**
- Supports titles like *Minecraft*, *Fortnite*, *Brawl Stars*, *Flappy Bird*
Unfold

What is it?
Mobile app to create stunning social media stories, recently acquired by Squarespace

 популяр in an era where social media stories are becoming more and more polished

Over 1B stories made by users
Lomotif

What is it?
Social video remixing app with 150M+ downloads. 50M+ worldwide users, 70% are active users

More and more popular as social media videos become preferred consumption

Alicia Keys, Miguel, Luh Kel have run campaigns on the platform
Triller

What is it?

Social video and entertainment platform with 250M+ downloads, 65M active users

One of many companies rivaling TikTok

Hired TikTok star Josh Richards as Chief Strategy Officer, Griffin Johnson and Noah Beck join as advisors
An obvious prediction is the growth of audio-focused products. We’ll see more traditional entertainment pull on stories and IP that come out of podcasts, social audio experiments, and **hopefully see innovation in how we collectively participate in audio storytelling**

[@jacksondahl](https://twitter.com/jacksondahl)

Founding Member, 100 Thieves
Gen Z is seeking out erotic content from the people they find hot. I believe the future of sex content is creator driven audio. **Visual sex content presents challenges (both ethically and technically)** — audio is easy, discreet to make, and wildly pleasurable to consume.

@carospiegel
Founder and CEO, Quinn
With the ubiquity of smart speakers and earbuds — and an increase in screen fatigue — the pieces are in place for significant innovation in social audio. We haven't improved much beyond the phone call yet and Gen Z is already leading the way on reimagining what forms a podcast can take — expect social audio next.

@duboff
Head of Creator Product Marketing, Spotify
Up and Coming: **Culture**

- 100T
- ！！！
- invisible NARRATIVES
- Brat
100 Thieves

What is it?
New age lifestyle brand and gaming organization

Building **content empire of streamers** across different games

Streetwear merch **constantly sells out**
GOAT

What is it?

Marketplace connecting streetwear buyers and sellers, recently valued at $500M

- Authentication **minimizes fake apparel** circulating
- Uses **YouTube influencer marketing** to increase brand awareness
**MSCHF**

**What is it?**

Social experiment company that drops viral products 2x a month, recently raised $11.5M

Creators of Mr Beast’s *Finger on the App, Severed Spots, Scream Club*

*Consistent feature in press* for viral stunts
Overtime

What is it?

New age media company focused on young sports athletes, particularly high schoolers with 5M+ followers

First to feature many notable names

Expanding into esports, other niche groups
Invisible Narratives

What is it?

Digital production studio founded by prominent Hollywood execs

Songbird is a pandemic thriller produced by Michael Bay, featuring KJ Apa and Sofia Carson

Bridging the gap between YouTube content creators & traditional filmmakers

Partnership with FaZe Clan on multiple feature films
Brat

What is it?

Gen Z media & entertainment company producing original shows on YouTube

Stars **social media figures** like Dixie D’Amelio, Griffin Johnson, Annie LeBlanc

Cost-effective production setup compared to Netflix & Quibi
Creator Brands
Creators are the new brands

- Tap into existing fanbase for **free distribution**
- **Work with audience** to fine-tune products
- Creators know how to **authentically promote products**

Michelle Phan and EM Cosmetics

David Dobrik and Clickbait
Creator to Brand: David Dobrik

Releases a few videos every month with friend group — **millions of views**

Known to **never change content style for brand partnerships**

*David's Disposable* app has >1M downloads, raised VC financing

*Clickbait merchandise is iconic*, always sells out

**Takeaway**

Trust great creators — they know their audience thoroughly
Creator to Brand: **Emma Chamberlain**

Built brand off **quirky, random, relatable content**

**Chamberlain Coffee** started from personal brand

**Sells personal items** she knows her fans will buy — scrunchies, coffee bags, paper planners, etc

**Takeaway**

Fans will pay a premium for a share in their favorite creators
Creator to Brand: Michelle Phan

- Posted makeup tutorials on YouTube, became biggest beauty star at 1B+ views
- EM Cosmetics was started out of love for makeup, audience loves products
- Founded Ipsy, which raised $100M and is now valued at $800M+

**Takeaway**

Creators can build long-term, sustainable brands and not just seasonal, one-product stores
Creator to Brand: **Nadeshot**

- Started career as a *competitive gamer* before moving over into content creation
- **100 Thieves** was born out of personal brand
- Capitalized on multiple avenues of gaming — *streetwear line consistently sells out*

**Takeaway**

Being unconventional pays off in the long run!
Creator to Brand: **Dolan Twins**

- Hopped across social media — developed from Vine stars to YouTube stars (50M+ across socials)
- Founded **Wakeheart**, a fragrance brand for Gen Z and Millennials with gender-neutral scents
- Expanded into **podcasting**, among other channels

**Takeaway**

Consider entire fanbase when deciding what to sell!
Made with love by @ZebralIQ

Tiffany Zhong @tzhonggg
Nikhil Srinivasan @nvs
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