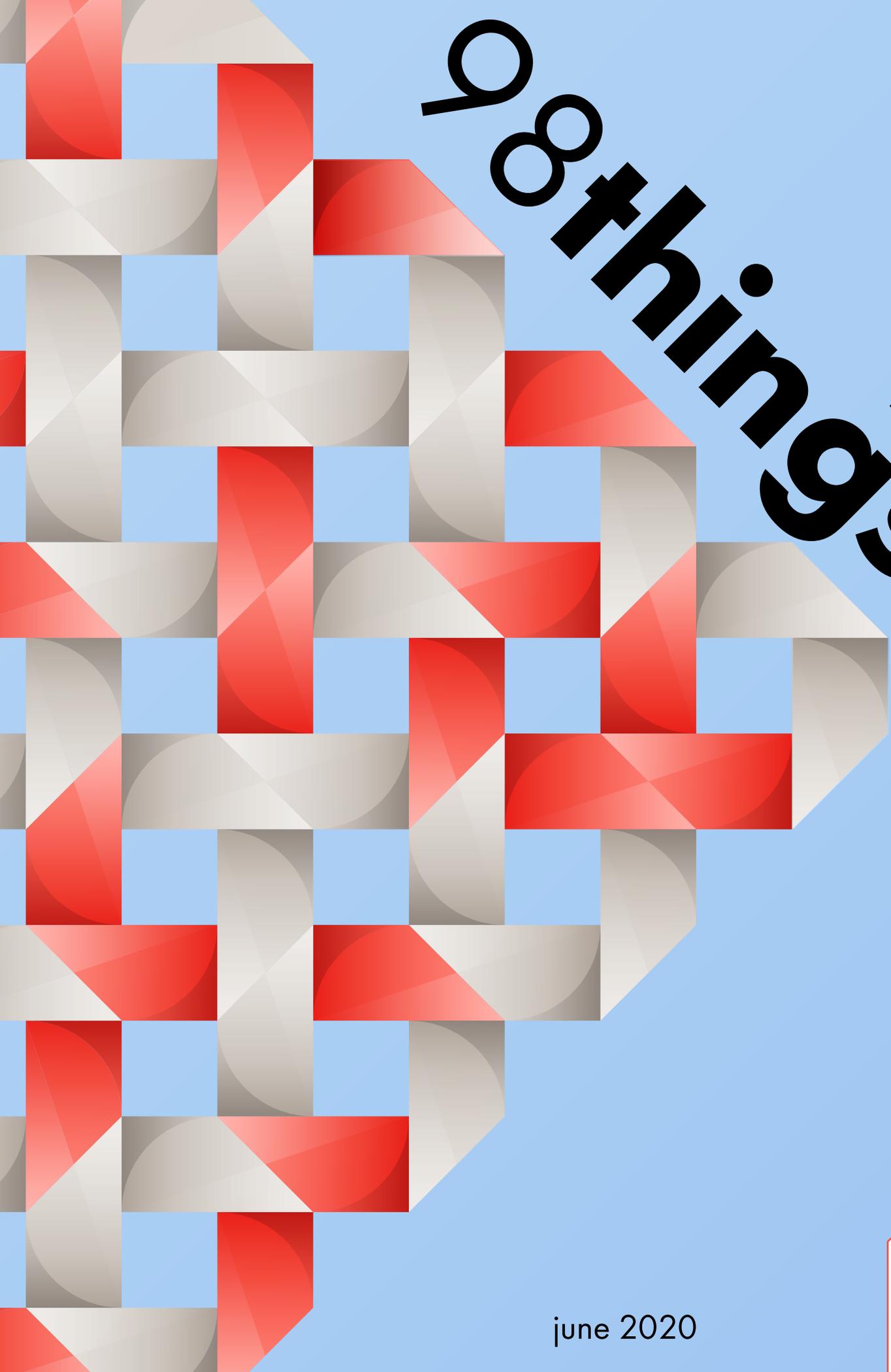


98 things

first edition



june 2020





who are we?

ninetyeight is a creative ad agency dedicated towards empowering, understanding, and connecting the new generation with the world. as the generational divide grows vast, we seek to bridge the gap between brands and gen-zs. our agile and multi-faceted team is focused on brand strategy, content creation, social media management, and search marketing. with ninetyeight, we can help your brand speak to and with gen-z.

what is 98things?

a quarterly amalgamation of 98 topics, fun facts, anecdotes, and even memes that will help you and your brand track the pulse of gen-z culture. gen-z culture is second nature to us because it's our first-hand experience. we've done the hard work so you don't have to -- in fact, our research goes so deep that we live through our findings every day.

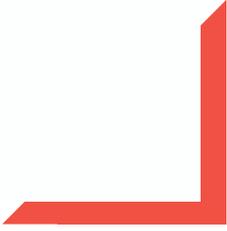
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1 influencers to watch

influencers are among the most important people in gen-z culture. while traditional celebrities make their rise through tv and movies, many of today's influencers started by creating their own original content on social media. regardless of their start in the industry, influencers are looked up to for their hard-working attitudes and authentic online personalities, making them more attractive to gen-z consumers than normal celebrities. our generation believes these gen-z influencers rightfully deserve their platforms because they give a shit about what's going on in the world and aren't afraid to speak their truths.



influencers to watch



source: instagram (@charliedamelio)

1 | charli d'amelio (20.1M instagram)

age: 16

charli d'amelio is the most followed person on tiktok with a whopping 61.4 million followers as of june 2020. she has been called the "reigning queen of tiktok" by the new york times. she's known for her infectious smile and killer dance moves, and has been able to use her platform to create various trends across the app as well as to collaborate with various influencers and celebrities, such as jennifer lopez.¹

2 | zendaya (71.3M instagram)

age: 23

zendaya coleman's rise to fame came from her acting career on the disney channel. she was featured on the television shows "shake it up" and "k.c. undercover." she was then featured in blockbuster movies such as "the greatest showman" and the newest "spiderman" franchise. most recently, she stars in the hit hbo series "euphoria," which is immensely popular among gen-z, and even started new makeup trends and a "euphoria"-inspired aesthetic.²



source: instagram (@jamescharles)

3 | james charles (18.6M instagram)

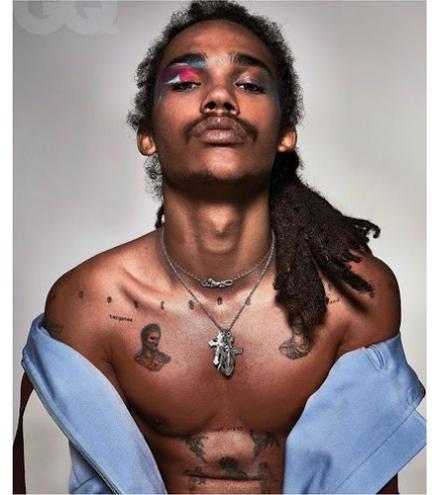
age: 21

james charles is a well-known internet personality, beauty vlogger, and makeup artist. in 2016, james became the first male ambassador for covergirl. he is most known for his youtube channel focusing on makeup, which he launched on december 1, 2015. it currently has 18.4 million subscribers, making him the #1 most subscribed beauty guru.³

4 | kaia gerber (5.6M instagram)

age: 18

daughter of cindy crawford and rande gerber, kaia gerber is an up-and-coming model and actress. she has modeled for magazines such as vogue, teen vogue and pop magazine and has walked runways for fashion houses such as marc jacobs, burberry, alexander wang, coach, prada, chanel, fendi, versace, and more.⁴



source: instagram (@lukasabbat)

5 | luka sabbat (2.2M instagram)

age: 22

luka sabbat is an american model, actor, influencer, stylist, and creative entrepreneur. he has been called "gen-z's it boy" by the cut, best known for collaborating with some of fashion's top brands and designers, as well as curating his own style and eye in the fashion world. one of his endeavours, hot mess, is a creative agency that conceptualizes and executes global campaigns, art exhibitions, and merchandise. sabbat also portrays luca hall on freeform's grown-ish.⁵

6 | mitchell crawford (91.5k instagram)

age: 19

with a staggering 3.3M tiktok followers, mitchell crawford is a force to be reckoned with. mitchell is best known for his short comedic skits and never fails to make his fans crack a smile. recently starting a college career, mitchell is relatable, funny, and just downright entertaining.⁶

influencers to watch cont.

7 | daisy keech (4.6M instagram)

age: 20

daisy keech is a social media influencer and model who is best known for her rise to fame on instagram as a fitness model. daisy's insta bio claims she has the "first certified real booty." plus, she has an entire instagram account dedicated to her butt, @keechpeach. she was a former co-founder of tiktok crew "hype house," but now she is a founder of her newest crew "the clubhouse." boasting 5.6M followers on tiktok and 1.15M youtube subscribers, we are bound to see more from her in the future! ⁷



source: instagram (@barbieferreira)

8 | barbie ferreira (1.9M instagram)

age: 23

barbie ferreira is a brazilian-american plus-size model and actress best known for her role as kat hernandez in the hbo series "euphoria." barbie's career in modeling includes features for brands such as aerie, adidas, asos, forever 21, h&m, missguided, and target. her unretouched aerie photos and video interview for aerie's campaign went viral, and in 2016 time named her among its "30

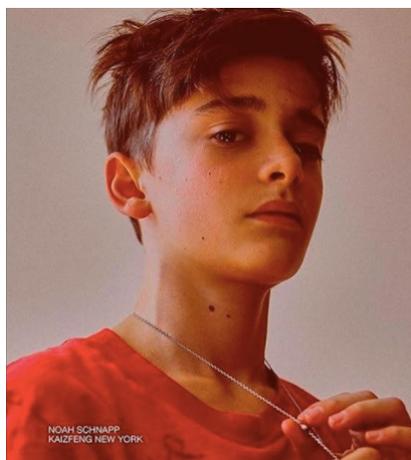
most influential teens." barbie is an avid spokesperson for body positivity and is an inspiration to gen-z fans worldwide. ⁸

9 | david dobrik (13M instagram)

age: 23

david dobrik is a well-known youtube personality. he found early success on the video sharing platform vine, before creating a vlog-oriented youtube channel in late 2014. he is the "leader" of the popular youtube ensemble the vlog squad, and the group partakes in outrageous and hilarious pranks and adventures together. as of June 2020, dobrik's vlog channel had accumulated 17.6 million subscribers and 7.3 billion views. the channel was the fifth-most viewed creator channel on youtube in 2019, with 2.4 billion views that year. ⁹

a drama series. noah's social media has high engagement - his tiktok account has 9.7M followers and his youtube has 3.17M subscribers - and he consistently shows his fans insight into his life as an actor. ¹⁰

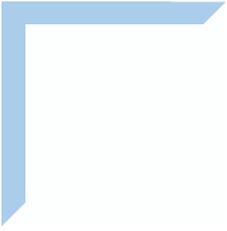


source: instagram (@noahschnapp)

10 | noah schnapp (17.1M instagram)

age: 15

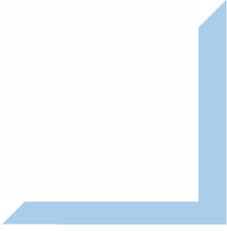
noah schnapp is a young actor best known for his role as will byers in netflix original "stranger things," for which he won a screen actors guild award for outstanding performance by an ensemble in



2

gen-z's favorite brands

gen-z is an opinionated bunch, even when it comes to our consumer choices. we're quick to call out inauthenticity and generally dislike brands that try too hard to be something they're not. we view brands as an extension of ourselves and our personalities -- and become fanatics of those that perfectly align with our values, aesthetics, stories, and lifestyles. here are examples of brands that have perfectly mastered the art of mirroring gen-z.



gen-z's favorite brands

11 | growing up on youtube

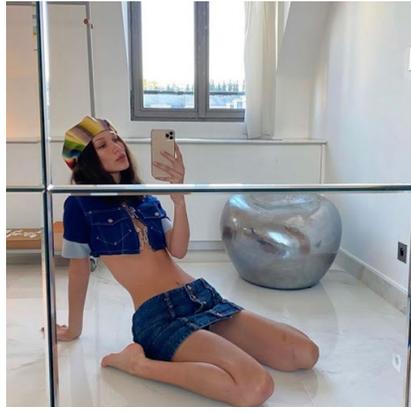
known as the generation that was raised on video sharing platforms, youtube is the top source of media content among gen-z. 76% of gen-z state that they watch youtube on a weekly basis or more. the most popular content on youtube amongst this generation is music (55%), comedy (49%), food/cooking (45%).¹¹



source: fashion network 2018

12 | nike wins the gold medal (again)

nike is voted teens' favorite clothing brand for the 9th year in a row. as a generation that values activism and strong corporate social responsibility, nike's bold stance on social issues including featuring nfl star colin kaepernick in a campaign continues to win the hearts of many gen-zs. a total of 69.3% of gen-zs consider nike a trustworthy brand.¹²



source: instagram (@bellahadid)

13 | the apple tempts gen-zs

in today's world, technology, media and entertainment are deeply intertwined. with its sleek and minimalist designs, high quality advertising, and interconnected product offerings, young people consider apple to be the most innovative company, and has the brightest future within the tech/media space. gen-z's rank apple 2nd in the "will use/buy" after netflix.¹³

14 | live on twitch

with gaming being such an integrated part of gen-z entertainment culture, twitch gained popularity amongst this generation by allowing users to watch famous gamers play live and comment on the action. it's livestreaming capability amplifies engagement behaviour amongst gen-z users and gamers. 41% of gen-z men say they use twitch.¹⁴



source: ypulse 2018

15 | the supreme cult

hypebeast brand supreme has maintained their status as one of the coolest and hottest fashion brands among both female and male young consumers for years. within the fashion and clothing category, 13-19 year olds rank supreme 5th on the "cool" scale, and 2nd on the "hot" thermometer. with an infamous red brick with white typography as its logo, gen-z's state that supreme's logo is something they would be proud to wear.¹⁵

16 | headspace helps gen-z(en)

with an emphasis on self-care, physical & mental health, young people are optimizing their wellness with a variety of self-care apps. as the world gets increasingly more chaotic and fast-paced, 41% of people (< 25 years old) have tried and liked meditation. headspace is the 5th most popular app used by gen-z to track their day-to-day activity.^{16, 17}

17 | major league baseball (mlb) hits a homerun

america's favorite pastime continues to grow its fanbase with gen-z sports fans. the surge in popularity is attributed to mlb's community and digital initiatives such as focusing on youth baseball participation, and bringing technology onto the field to further provide accurate and quality statistics to young fans.¹⁸

gen-z's favorite brands cont.



source: [cnn business](#)

18 | the oatly way

the oat milk industry has skyrocketed - witnessing a 425% increase in sales from 2018 to 2019. without a doubt, oatly's sustainable production model, witty yet powerful "post milk generation" campaigns have contributed towards gen-z's interest in oat milk. 40% of 13-39 year olds have tried non-dairy milk and the trend is just beginning.¹⁹

19 | a gen-z makeover by glossier

transparency - we as gen-zs are known for seeing through the bullshi*t...that is precisely why young consumers love glossier. unofficially regarded as a "no-makeup" make-up brand, glossier invites women to show off their natural features and embrace their individual beauty. glossier has leveraged social media and ecommerce to reach gen-z along with beautifully designed, highly "instagrammable" brick + mortar stores.²⁰



source: [dollskill.com](#)

20 | polaroid is picture perfect

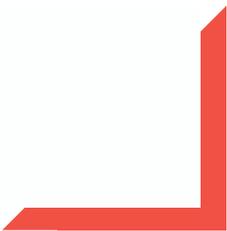
even though gen-zs were "born to be digital", polaroids have made the comeback of the decade. young consumers yearn for retro cameras to get that vintage, old-school look... with instant printing of course. a singular, individualized printed photo from a polaroid camera provides a sense of warmth and nostalgia that gen-zs often miss out on in the oversaturated online/social media platforms. with a little help from technology, polaroid became an analog response to a digital world - making the vintage appear cool again.²¹



3

social causes

get in, loser, we're going protesting! gen-z gives a shit about the world. we want to make a difference in any way that we can, and we're constantly speaking up about social causes that we believe in. this generation is passionate af(as f* ck) - whether it's starting a social media trend, creating an organization, or marching at protests, gen-z wants to be heard. here are some things we give a f* ck about - and you should, too.



social causes



source: vanity fair

21 | black lives matter

at the forefront of current events this month, black lives matter is the social cause gen-z's are rallying behind. as the most diverse generation in america, the effects of systemic racism, police brutality, and injustice are often just one degree of relation away, if not experienced firsthand. with the murders of ahmaud abery, breonna taylor, dave mcatee, and george floyd, and the assault of iyanna dior, more and more gen-z's are taking to social media and the streets to fight for racial equality. this issue is not solely a political movement either: republican gen-zs are more likely to admit black people are treated unfairly than any other generation at 43%. while this statistic may not translate to direct action, more gen-zs recognize the problem with race in america compared to the older generations.²²

22 | mental health

in the digital age, the flow of information has accelerated at an enormous rate. while these technologies have given many benefits, it has come with large side-effects, many of which remain unaddressed. the idea that the world is ok is often sabotaged by the tweets and articles that it is not. gen-z has grown up in a world where every problem in the world has been laid out, and no longer has the privilege to be ignorant of these problems. in fact, gen-z has been subjected to some of these horrific tragedies already, like social shootings and police violence. it comes as no surprise when gen-z is re-

ported to be the generation with the most mental health problems.²³

but the conversation of mental health among gen-z's does not stop there. while it may seem grim that gen-z has the highest rate of reported mental health problems, gen-z also has the highest rate of people who seek out medical attention for their mental health problems. this generation has also changed the way we talk about mental health. the idea of mental health days, self-care, and other practices has become a trend amongst gen-zs. unlike other generations, gen-z has broken the taboo around mental health, openly discussing it among friends, peers, and sometimes family.



source: kid news

23 | climate change & the environment

greta thunberg is the gen-z climate change icon who led the way in student activism for climate change. she started "fridays for future" where millions of students across the globe took time off from class on fridays to demand action for climate change from political leaders. this was the start to an international movement, making our generation known as "the climate change generation." gen-z is the driving force of this movement and in early june, new jersey was the first state to add climate change to its k-12 education standards, proof of the power of activism.²⁴



source: national review

24 | trans & non-binary identities

while the lgbtq+ community has been an important social issue for generations prior, gen-z has directed more attention towards the issues and systemic problems that affect the trans/non-binary community, one that has often been overlooked in the fight for equality. according to the pew research center, 35% of gen-z knows someone who uses gender-neutral pronouns, the highest percent out of all generations. additionally, 59% of gen-z say that forms should include options other than just man/woman, once again leading the generations.²⁵

25 | pink tax

let's talk about periods. gen-z is all about equality, and something that really gets them pissed off is the pink tax. the pink tax is an extra tax placed on items that are branded to be feminine, such as pink razors or tampons. the pink tax unfairly and unnecessarily burdens women, and gen-z brands have begun to combat this. brands such as billie and boxed have eliminated their pink tax, helping pave the way for consumer equality.²⁶

26 | countering slacktivism

slacktivism is defined by the united nations as the idea that people who perform simple actions in support of a cause, such as sharing a post or liking a picture, are not truly engaged in that cause and to making a difference. while slacktivism may have good intentions, it often detracts from the

social causes cont.

original cause, focusing attention on the poster rather than the movement. it turns social movements into empty fads, often dooming them to obscurity once the media cycle finishes. instead of sharing posts and liking photos, gen-z has started hard conversations, made donations, and participated in protests, encouraging each other to take tangible action on the issues they believe in. gen-z has also become critical of companies and brands that engage in slacktivism. brands that look to make a quick buck selling branded merch on the newest social cause are often looked down upon as insincere and unauthentic. likewise, brands that denounce societal problems yet take no steps to resolve them are also criticized for their slacktivism.

27 | healthcare reform

the healthcare industry is changing as younger generations demand a more flexible, efficient and convenient system. for example, 24% of gen-z consumers are unhappy with the "convenience of the location or channel" of their current healthcare provider and seek more online/mobile access to information, products and services related to healthcare. different from previous generations, gen-z seeks a long-standing patient-doctor relationship where the doctor can provide a more holistic diagnosis considering other factors including nutrition, fitness, sleep and stress that may affect the medical condition at hand.²⁷

28 | gun control

a poll by centralsquare found that 46% of gen z-ers and reported worrying about active shooters or armed assailants while out in public. in 2018, thousands of students, educators and faculty across america took part in the #enough national school walkout to honor those killed by school shootings and to advocate for



source: wikipedia

stricter gun control laws. the "march for our lives" movement has succeeded in pioneering change for the gun control movement.²⁸

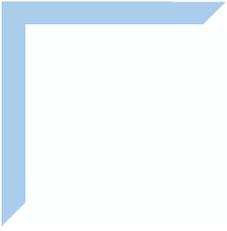
29 | sustainable retail

gen-z = generation green. 73% are willing to pay a premium price for eco-friendly, and ethically sourced products. the fashion industry is notoriously known for being a wasteful industry, however many practices must change in order to gain the support of gen-z consumers. 62% of gen-z who entered the workforce in 2020 prefer to buy from sustainable brands, thus further emphasizing that retailers must invest in sustainable and ethical business models in hopes of reaching and retaining the next generation.²⁹

30 | countering stereotypes of body image, body hair, etc.

to put it simply, gen-z doesn't give a f*ck. we are a generation of self-love, and we are consistently breaking boundaries and social constructs to assert our own self-expression. self-worth isn't found from trying to look like models in magazines or actresses on movie screens any-

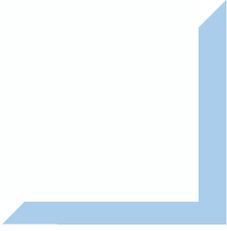
more. we are doing whatever we want to feel good, celebrating our flaws and not caring about what society thinks.³⁰



4

gen-z's spending habits

okay, so gen-z cares about brands that give a shit because gen-zs give a shit. but do we put our money where our mouths (and fingers on the keyboard) are? in this section, we'll be exploring all aspects of gen-z's spending habits, from our ever-growing consumer power to how you can best reach us in retail spaces both on- and offline.



gen-z's spending habits



source: google images

31 | don't sell us your bullshit world

"gen-z is the generation least likely to believe in the american dream." gen-z is not idealistic, and we're aware of -- and will call out -- the injustices that are present in our current capitalistic society.³¹

32 | big buyers

while gen-z may not be old enough to have enough buying power, they significantly influence family spending. with older gen-zs graduating college and entering the workforce, this power will surely increase in the coming years.³²

33 | top 3

the top 3 categories gen-z spends most of their income on: fashion, books, and entertainment. most aren't old enough to buy cars yet, but gen-z puts their money where their passions are -- clearly, those passions lie in cultivating and expressing creativity.³²

34 | gen-z still loves physical stores

although digitally native, gen-z still chooses to shop in stores over other channels. however, that's not to say we're not on other channels; we just like to make the purchase in-store. the perception is that we live, breathe, and shop digitally; however, a tangible buying experience leads to more sales.³²

35 | digital = physical

despite gen-z's love for physical stores, brands must effortlessly create a seamless online and offline experience for their gen-z consumers: any disconnect between these and gen-z will be less likely to buy.³²

36 | fundamentals over literally anything else

gen-zs appreciate quality, accessibility, and product value the most when making purchase decisions. brands that fail to offer a safe, high-quality product for a reasonable price will quickly fall out of favor to brands that do.³²

37 | stranger danger is real

the less info you need, the better. as digital natives, gen-z has grown to be more weary of giving away personal information, especially online. less than 30% of surveyed gen-z feels comfortable sharing anything more sensitive than their contact info. even on social media, gen-z tends to keep a tight circle of friends when sharing personal information rather than broadcasting to the public. if personal information is needed, gen-z expects their data to be protected at the highest level, and for companies to be transparent whenever their data is used.³²

38 | gen-z understands capitalism

given the vast amount of data and information on the internet, gen-z is extremely aware of how many companies and brands exist in this world. this generation also understands that if a brand fails to live up to gen-z's extremely high expectations, then they will simply find one that will. if this unicorn brand doesn't exist, then oftentimes, gen-z will create it themselves. (insight derived from ibm, adage)³¹

39 | digital speed demons

gen-z expects to be met with, at the bare minimum, the same amount of technological knowledge as they have -- a technological golden rule, if you will. online, they expect clear, coherent, and responsive websites and apps. over 60 percent of gen-z consumers will not use an app or website that is slow to load, and a similar percent of consumers will not use an app or website that is confusing to navigate. gen-z has a penchant for speed: any fancy gimmicks that slow down response time will take away from the user experience.³²

40 | consumer experience is key

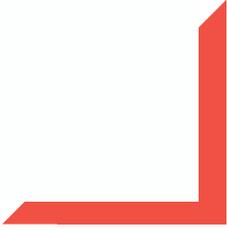
gen-z prefers and remains more loyal to brands that focus greatly on the consumer experience. bold, unique, and independent, the consumer experience is expected to be catered exclusively to each individual. the consumer journey should be a two-way street, with gen-zs having the chance to interact with and customize their brand experience. additionally, any opportunities to leverage gen-z's inherent entrepreneurial spirit and collaboratively generate revenue adds to the consumer experience. conversely, talking down to, underestimating, or ignoring their voice will quickly lead your brand out of favor with gen-z.³²



5

gen-z & music

like every generation, gen-z has a definitive music taste. but with the internet spreading more information than ever before, the music landscape has become so much more diverse. from international tastes to choosing the world's most popular tunes on tiktok, gen-z's power in the music industry is unbelievably strong. here are some music trends to look out for when trying to reach gen-z.



gen-z & music



source: postculture

41 | what's up with kpop?

gen-z are global consumers, and it doesn't just stop with online content. the recent kpop craze has brought artists such as bts and blackpink to the mainstream's attention, fueled by their fanatical gen-z following. the genre has quickly climbed to the top 10 most-streamed genres on spotify worldwide, and the lyrical blend of korean and english lends itself to a more authentic feel.³³

42 | quarantine dreaming

music streaming and production didn't stop with the onset of covid-19 -- in fact, social distancing has led to an onslaught of new quarantine-themed songs and dances that gen-z make and consume, often on tiktok. according to paper magazine, song clips about isolation have become increasingly popular on the app. the #distancedance trend on tiktok, created by the app in partnership with procter & gamble, has also led to people doing dances in their bedrooms. the trend currently has 4.6 billion views on the app.^{34,35}

43 | "bedroom pop" and diy music...

is on the rise with gen-z consumers. personal and vulnerable, the music is often made from the comfort of the artists' own bedrooms, and written about things the artists actually care about: their crushes, their mental health issues, depression, and other angsty topics that gen-z teens

relate to. with tutorials available on youtube for just about everything, teens are learning how to produce the content they want to hear. popular artists from this genre, such as clairo, benee, and mxmtoon, have gained mainstream success and have even landed record deals!³⁶



source: ypulse

44 | concerts in covid

after the cancellation of many festivals and worldwide tours, artists have been satisfying consumers' needs for live music by hosting livestreams on various social platforms, such as instagram live or twitch. popular gen-z artist rex orange county hosted intimate livestreams on instagram where he answered fan questions and performed their favorite songs, while large festivals such as edc hosted online live streams for all of their fans to enjoy from the comfort of their own homes. this adaptability is crucial for keeping good relationships between creators and consumers.³⁷

45 | soundcloud rappers

with half of soundcloud listeners being gen-z, the platform has become another source for newfound fame. artists such as whethan and billie eilish were discovered on the platform, which encourages music discovery and the blending of multiple genres. recently, broadcasting company siriusxm invested \$75 million into the platform, which has quickly become the norm for young music creators and lovers.³⁸



source: griffin roar

46 | independent & small label artists:

while the music industry is still heavily industrialized, many of today's top gen-z artists started out in their bedrooms. since independent and small label artists aren't at the beck and call of large-label industry executives, they are defying and blending genres. for example, 23-year-old dominic fike was signed to a \$4 million record deal after producing and releasing songs while he was on house arrest. now a full-time musician, he masterfully blends parts of the bedroom pop, guitar, and hip-hop genres to create his own soulful tunes.³⁹



source: youtube

47 | megastar collabs

have been on the rise in the hip-hop scene. doja cat and nicki minaj released a remix of doja cat's hit song "say so". beyoncé and megan thee stallion released a remix of meg's song, "savage". both songs gained popularity on the tiktok app, and after achieving mainstream acclaim, gained an extra boost from these collaborations with superstar singers.

gen-z & music cont.

doja & meg are examples of more recent hip-hop artists being supported by larger artists in the industry. these natural, strategic connections felt authentic to gen-z consumers, and were thus widely appreciated -- something to consider when debating brand or artist partnerships for a gen-z focused campaign.⁴⁰



source: *the ucsd guardian*

48 | vibing to lo-fi

have you seen this girl? this anime character is the star of a youtube video called "24/7 lo-fi hip-hop to relax and study to," which livestreams lo-fi music 24/7. the genre is musically characterized by its lower-quality yet rhythmic and "vibey" tunes, with calm beats and looped vocals relaxing the listeners' ear. this is a popular genre amongst gen-zs for sleep, homework time, or working in a café. the video thumbnails are often of 90s anime or cartoon characters, fulfilling gen-z's nostalgic cravings.⁴¹

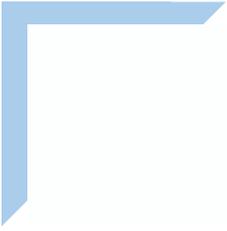
49 | streaming sensations

streaming services and social media have led to an increased accessibility to music-making and listening. the proliferation of online music has made it easier for consumers to discover what they love to make and love to listen to -- breaking down barriers and rejecting traditional music genres. according to an article posted on i-D, "new stars and listeners care less about charts and sales than previous generations because the music they're listening to doesn't fit neatly into categories." the rise of streaming services

such as spotify, apple music, tidal, and soundcloud have led to a new definition of what "good music" is -- and it's completely up to the listener.³⁹

50 | tiktok shapes music trends

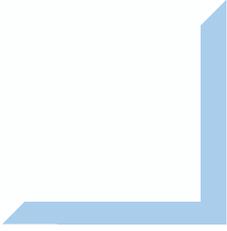
remember "old town road"? the song started as a meme on the app, promoted by influencer nicemichael and planted by the artist himself, lil nas x. tiktok's ability to turn a song into a meme or dance trend participated in by millions has turned it into the new soundcloud -- with independent artists flocking to the site to promote their music in hopes that it will be part of a larger trend. even mainstream artists like justin bieber have turned to promoting themselves by creating tiktok dance challenges, which fans participate in due to the ever-connected community of creation that the app has fostered so well.⁴²



6

gen-z on google & youtube

when it comes to search, gen-z has got all the power. stuck in a political argument at the dinner table at thanksgiving and we need a good fact to drive their point home? boom. we'll google it. want to show our friends a funny video we came across the other day? easy. we'll look on youtube. gen-z has all the answers right at their fingertips, at all times. so aren't you curious about what exactly we're searching for online? we don't blame you.



gen-z on google & youtube



51 | gen-z searches long-tail keywords more frequently than older age groups.⁴³

52 | gen-z often includes “best,” “cheap,” or “how-to” in search queries.⁴³

53 | most gen-z searches occur on mobile devices.⁴³

54 | this age group looks for video over any other content types.⁴³

55 | like millennials, this generation also embraces social media site searches.⁴³



56 | 85% of teens use youtube.³³

57 | 80% of gen-z look to youtube to become more knowledgeable about something.⁴⁵

58 | 8 in 10 gen-z teens proactively share youtube videos with their parents or other adult family members.⁴⁵

59 | gen-zs see YouTube as the No. 1 platform they turn to when they want to relax or cheer up.⁴⁶

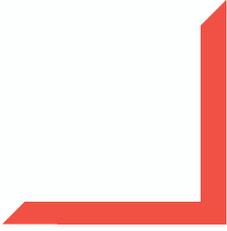
60 | 7 in 10 gen-zs would agree that watching videos with others helps them feel more connected to them.⁴⁵



7

gen-z staying connected

often dubbed the “loneliest” generation because of our love for online communication, gen-z is surprisingly connected despite the stereotype of staying in all the time. with technology changing every day, we are quick to adapt new forms of communication -- and with that, new social media trends and even dating habits.



gen-z staying connected

61 | gen-z are entrepreneurial tech-natives

being the first digital natives, gen-z has grown up with technology and several studies refer that 55% of them would want to have their own business.⁴⁷



source: business insider

62 | gaming as gen-z's favorite social platform

though this generation is more active than any other group on social media platforms like instagram, tiktok, and snapchat, most of them spend their time on gaming platforms like fortnite. almost 90% of gen-zs are gamers and many of them use gaming to hang out with their friends.⁴⁸

63 | you have 8 seconds

gen-z's attention span is no longer than 8 seconds. these digital natives only know a world where everything is instant and are often on multiple devices and platforms at once.⁴⁹

64 | ...but we do like talking IRL

as the first truly all-digital generation, communicating digitally is second nature to gen-zs. however, a full 83% of gen-z employees actually prefer to communicate with their managers in person. growing up with technology has led them to see the importance of human connection and face-to-face interaction.⁵⁰



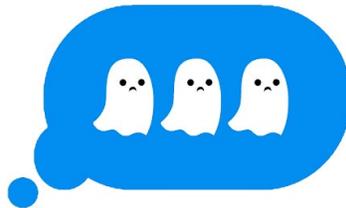
source: the mary sue

65 | tik-tok on the clock

gen-z remains to be the main age demographic on tiktok, making up 60% of the audience. however, the tiktok user base has been gradually aging, with an increase in millennials engaging with the app.⁵¹

66 | why influencers?

69% of gen-zs find online ads disruptive. they are more likely to be skeptical of advertising and prefer organic content. this is why most gen-zs look to influencers for more authentic ways to reach a brand.⁵²



source: the student life

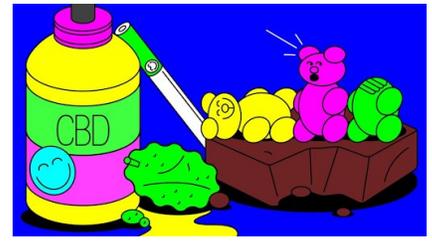
67 | ghosting in the digital age

gen-z has a dating phobia. as a generation, they denounce labels in many aspects of their lives, including dating. these blurred lines aren't made any clearer with technology. with online dating, the options are endless and technology makes it especially easy "ghost" someone.⁵³

68 | look to the stars

gen-zs don't only value personal uniqueness, but expect personalization from

brands as well. they grew up in a technological age of airbnb and uber where services are tailored specifically to them. this personalization has manifested in a rise in astrology. in fact, 43% of gen-zs would make a big life decision based on a horoscope reading.⁵⁴



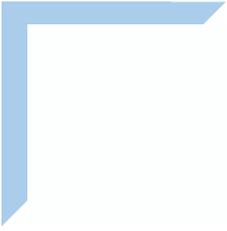
source: bloomberg

69 | cannabiz is booming

naturally curious and experimental, gen-zs are more open than older generations to new technology. the cannabis industry has greatly benefitted from this as cbd innovations continue to rise. gen-zs are 2x as likely to use marijuana as older generations and have embraced cannabis in all its forms. through technological innovation and social media, we continue to see shifts in the perception of these substances.⁵⁵

70 | DIY jobs

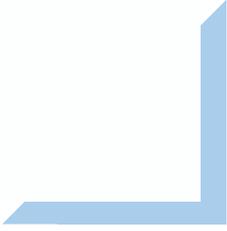
technology has allowed gen-zs to have a plethora of information and resources at their fingertips. as such, they are incredibly multi-talented and well-rounded when it comes to skills and interests. through social media, gen-zs have become "creators" and "entrepreneurs" shifting the norm on what traditional jobs look like.⁵⁶



8

gen-z in quarantine

remember what we said about staying in all the time? gen-z has quickly adapted to the covid-19 world by adopting new ways to hang out and entertain ourselves online. from memes to DIYs, virtual parties, and more -- we've been staying busy and taking care of ourselves. have you?



gen-z in quarantine

71 | productivity vs. self-care

baking banana bread, mastering a new instrument, reading a book a week - there is so much pressure to stay productive during quarantine. while the hustle culture is nothing new to many gen-zs, it is easy to forget that we are trying to navigate our lives through a global pandemic. gen-zs: it's okay to take a break, be bored and do nothing for once in your life. there is no need to feel guilty for taking a day-off.⁵⁷

72 | zoom parties



source: ny times

at a time where social gatherings, music events and nightlife has come to an abrupt halt, gen-z partygoers have turned to "social dis-dance parties" to get their groove on. club quarantine, or club q for short is the hottest zoom club and has roughly 400 attendees on a weekly basis. it has even attracted celebrity guests including, charli xcx, kiko mizuhashi, hunter schaffer and even robyn. nothing stops gen-z from having fun!⁵⁸

When you find out your normal daily lifestyle is called "quarantine"



source: film daily

73 | memes, memes, and more memes

it's clear that uncertainty, fear, and anxiety are the recurring themes of 2020. a vice media survey found that 72% of gen-zs say that memes and other humorous content are helping them cope with the pandemic. whether it be on tiktok, instagram, or twitter, gen-zs use memes as their form of escapism in this crazy time.⁵⁹

74 | career paths

for the older members of gen-z, they are currently faced with early career changes in light of covid-19. a recent report by gusto found that workers below 25 years old experience a 93% higher rate of layoffs during the pandemic than those over 35 years old. they are forced to adapt by rethinking their career paths, finding part-time jobs, or even moving home.⁶⁰

75 | connecting online

how is gen-z staying connected? they are ditching in-person for virtual hangouts, and they are beginning to reach out to others more than usual: 81% have stopped attending public events or visiting places such as restaurants, movie theaters or concert venues; 68% have stopped meeting with close friends in person; and 37% have reached out to a friend or family member they haven't talked to in a while.⁶¹



source: nylon

76 | fashion & covid

34% of gen-z consumers surveyed believed that wearing face masks in public would continue to be a normal trend post-coronavirus. vogue business also predicts that the overall theme of "protection" will be a major theme in fashion trends due to the pandemic. since face coverings are so common and required in many places, brands such as the nfl, universal music group, and fashion companies like madewell, alice & olivia, and banana republic are creating fun, personalized and branded face masks to reach consumers.⁶²

gen-z in quarantine cont.

77 | quarantine olympics

not too long ago, the world was anxiously awaiting for tokyo 2020, gearing for a chance to root for their countries. while for the first time in history, the olympics have been postponed, the games still continued for the presley family. shared on tiktok, the presley family competed against one another in silly challenges ranging from toilet paper bowling, straw races, the roomba challenge and more. this viral quarantine challenge not only revived the competitive spirit of the olympics, but also brought families closer together.⁶³



source: dribbble

78 | hobbies are the ultimate humblebrag

yes, it's totally okay to take a day off during quarantine (in fact, it's highly encouraged), but that hasn't stopped gen-z from eagerly taking up new hobbies. hobbies have been a great way for young people to connect with parts of themselves that they don't normally get to explore in work/school life. many have felt an increase in creativity, motivation for healthy habits, and general curiosity to discover any hidden talents. top 3 hobbies gen-zs have engaged in during quarantine are gaming (67%), cooking & baking (63%) and arts & crafts (30%).^{64,65}

79 | tiktok surges in quarantine

no one really predicted this, but tiktok is helping gen-z cope with the pandemic. in march alone, tiktok gained an additional 12 million users and u.s. app users averaged roughly 858 minutes of tiktok consumption. functions including duets and sound-sharing allow tiktok users to stay connected and engaged with each other during the most isolating time.⁶⁶

80 | surviving covid - what comes next?

though originally criticized for not taking social distancing seriously, many young people are seeing covid as a long-term crisis. the main concern for gen-zs returning to "normal life" is its longstanding effect on their mental health. 41% have said that their mental health has been impacted negatively from coronavirus and feelings of anxiety and sadness have been increasing. nonetheless, even though many gen-zs are currently budgeting, many are looking to treat themselves when the economy opens up such as dining out (41%), clothing (30%), and travel (30%).⁶⁷




class of 2020 highlights

graduating in the covid-19 atmosphere was weird, to say the least -- and that's from our personal experience. however, the class of 2020 arguably had the biggest graduation party to date, and that's due to all of the wonderful people who kept us in mind. from our alma mater to obama and beyond, the celebratory graduation fireworks were heard all around the world. congratulations to the class of 2020, whether you're graduating college, high school, middle school, or even kindergarten -- here's to our next steps!



class of 2020 highlights



source: lmu

81 | from our alma mater

Loyola Marymount University postponed the class of 2020's in-person commencement celebration to a time where the entire community can gather and honor its graduates. In a message by university president, Timothy Law Snyder, he said, "class of 2020, your LMU education has helped form not only the person you are today, but the person you will continue to become and the impact you will have in creating the world we want to live in. Together we will honor the class of 2020's enduring zeal and distinction and our community's collective strength and love". Go Lions! ⁶⁸



source: spacex [\[link to website\]](#)

82 | one giant leap for the class of 2020

In efforts to celebrate the class of 2020, SpaceX and NASA invited students from around the world to submit their photo to fly on America's first human spaceflight in nearly a decade. The photo mosaic flew on Crew Dragon spacecraft for the Crew Demo-2 mission on May 27. Class of 2020 continues to soar beyond the skies. ⁶⁹

83 | thanks, obama

"America changed and has always changed because young people dared to hope." - Barack Obama



source: ny times

84 | fauxmencements

All around the world, people held fake graduations aka "fauxmencements" at home, through Zoom, or even drive-through ceremonies. Though it may not have been the closure class of 2020 expected, we look to the future with courage and hope. ⁷⁰

85 | i'm still graduating!

Media company HerCampus, which is an online magazine targeted at the female high school and college student demographic, celebrated class of 2020 in their own unique way. Through the event #ImStillGraduating, HerCampus put the spotlight on class of 2020 and gave them the celebration they deserved. On their website, they had options for graduates to create a virtual announcement, send a video message, and join a virtual yearbook. Their virtual event supported active minds, the leading nonprofit organization impacting young adult mental health. ⁷¹



source: teen vogue

86 | online prom can't go wrong

VirtualProm.Live was a website created for high school students whose prom was cancelled due to coronavirus. There were prom dates for each region, and students could join to virtually interact with their friends, to listen to top DJs, and to enter a contest and win prizes. Sponsors such as Charlotte's Closet and The Black Tux rented out gowns and gave discounts to students in need. All donations from the event went to No Kid Hungry. ⁷²

87 | some good news

Some Good News (SGN) a hit web series hosted by former Office star, John Krasinski held a virtual graduation for the class of 2020. Instead of a traditional commencement speech, the episode was a full-blown commencement conversation featuring some of the most influential people such as Steven Spielberg, Oprah Winfrey, Malala Yousafzai, and Jon Stewart. Spielberg left the class of 2020 with a heartfelt message: "It will be imagination and innovation that gets us all to the other side. I know this is a time of huge loss, but it's also a chance to dream big about our futures together, and your generation has something important to say". - After all, Gen-Z, your voice matters. ⁷³

class of 2020 highlights cont.

88 | new ways to graduate

school administrators around the nation are getting creative with their 2020 graduation ceremony plans. a high-school in pennsylvania hosted its ceremony at the garden drive-in theatre where families could watch the ceremony take place on a theatre screen from their cars. another high-school in indiana gave out their diplomas at the infamous indianapolis motor speedway's "yard of bricks" finish line. in ohio, a director of a high-school went to each graduating senior's home and hand-delivered diplomas (that's dedication!). with all these ways to graduate, future traditional ceremonies might be too vanilla.⁷⁴

90 | preach sis

"congratulations to the class of 2020. you have arrived, here in the middle of a global crisis, racial pandemic, and worldwide expression of outrage at the senseless killing of yet another unarmed black human being. and you still made it. We are so proud of you." - beyoncé

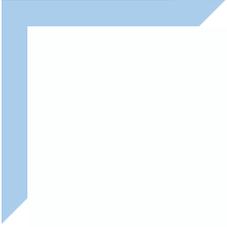


“
Do not let these
circumstances dictate your
worth.
”

source: google images

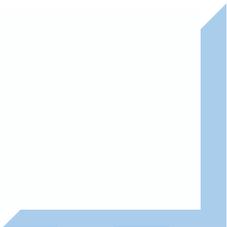
89 | class of 2008 offer sympathy and advice

the 2008 recession left many college graduates jobless and anxious about their financial stability. flashforward to 2020, a study of 800 college students found that about three quarters had their jobs cancelled, turned remote or delayed. it is without doubt that college seniors face an extra dimension of anxiety due to the pandemic and its economic upheaval. nonetheless, class of 2008 offer sound advice reassuring the class of 2020 that "your goals might be delayed, but not denied" - IB ⁷⁵


10

gen-z creatives & entrepreneurs

in every issue of 98things, the final 8 will be used to highlight gen-z creatives and entrepreneurs that we believe deserve your attention. we aim to diversify our (and your) knowledge with a plethora of different cultural backgrounds -- however, in light of the recent black lives matter movement, we decided to exclusively highlight black gen-z creatives and entrepreneurs for this first issue. the black lives matter movement is something that our agency fully supports, and with that, we stand with black creators and call for more diversity and POC representation in the advertising industry.



gen-z creatives & entrepreneurs



source: instagram (@leahabbot)

91 | leah abbott (@leahabbott_)

22 year old leah abbott is best known for her stylist work with jorja smith. over the past two years, abbott's creative direction has situated smith as one of the music industry's best-dressed women.

92 | charlotte nebres

widely known as an elite, white-dominated art form, ballet has seen gradual shifts in racial representation over the past three years. at a tender age of 11, charlotte nebres made her debut as the first black dancer to dance the coveted role of marie in new york city ballet's "the nutcracker". in her own words, "if i'm going to be doing this role, and i'm the first person, then i want to make it count".⁷⁶

93 | marley dias (@iammarleydias)

a student-activist and author, marley is changing the face of children's literature. in november 2015, she launched a campaign called #1000blackgirlbooks with a goal of collecting and donating 1,000 books that feature black girls as the protagonist. since her launch, she has distributed more than 11,000 books to libraries, schools and community organizations around the world as well as published her own book, marley dias gets it done: and so can you.

94 | gabrielle richardson (@fridacashflow)

24 year old gabrielle is one of the co-founders of the art hoe collective, a digital platform that showcases the art of underrepresented creators of color and the lgbtq+ communities. she is a painter, sculptor, model, and activist who is passionate about race and gender rights. at a young age, she has already made a tremendous impact in the art community.⁷⁷



source: instagram (@mindofkye)

95 | mikaila ulmer (@mikaila.ulmer)

mikaila is a 15 year old entrepreneur (aka. girl boss) based in austin, texas. she founded me & the bees lemonade business when she was just four years old and today, her products can be found across 1,000 stores in the united states. in 2015, mikaila scored a \$60,000 investment from daymond john on the popular series, shark tank. as if her business wasn't already impressive enough, mikaila launched her own non-profit - the healthy hive foundation to conduct research, education and protection for honey bees. she is truly an unbelieveable role-model!⁷⁸

96 | jahkil jackson (@officialprojectiam)

11 year old jahkil jackson is the creator of project i am, an organization geared to build awareness of homelessness and inspire youth to get involved within their communities. jahkil has already impacted over 20,000 homeless individuals throughout the world with blessing bags he has created and distributed himself.

97 | kyemah mcentyre (@mindofkye)

22 year old kyemah mcentyre is an artist and fashion designer. she first hit the world by storm through her custom-designed prom dress which she created as a response to bullying and racism. since going viral, she has designed clothing for fashion shows and started her own line called mind of kye. this brand is where art and fashion meet, combining color and line theory to influence social change.⁷⁹

98 | charlize glass (@charlizeglass)

18 year old charlize glass has been dancing her entire life. at the age of 6, she was in america's got talent and the bet awards. she was also a finalist on the voice and runner up on mtv's america's best dance crew. she has appeared in numerous other shows like the super bowl and world of dance. with 738k followers on instagram, charlize is making moves in the dance industry.

work with us!



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 [@ninetyeightla](https://www.tiktok.com/@ninetyeightla)

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Next Big Fashion Trends.

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