

BlueCurrent and FleishmanHillard TRUE Global Intelligence Release Study on Gen Z Media Habits, Attitudes and Expectations for the 2022 Beijing Olympic Games

HONG KONG, January 31, 2022 – [BlueCurrent](#) today unveiled new insights into Gen Z, including how this generation consumes content and what that might mean for their expectations of this year’s pandemic-plagued Olympic Games.

The COVID-19 pandemic has expedited all generations’ ongoing journey into the digital world to work, connect, socialize and be entertained. Members of Generation Z have lived their entire lives in the digital world, but as they are coming of age, they’re cementing their status as purveyors of culture and drivers of consumer growth, while redefining the media landscape. Their lives are lived through mobile devices and social media, their lifestyles are defined by the content they consume, and they are shaping moments like the Olympics through their values.

This is no more apparent than in sports, lifestyle and fashion. As the world prepares for the 2022 Beijing Winter Olympic Games during a global rise in Omicron variant COVID-19 cases, engaging Gen Z audiences across digital platforms will showcase how well the world has transitioned to a digital-first model to allow for engagement with cultural moments.

The new report, “Gen Z’s Evolving Social Media and Sports Preferences: Trends in China, Japan and the UK Headed into the 2022 Beijing Olympic Games,” provides details on:

- Gen Z and shifting media habits
 - More content and snackable views
 - The explosion of TikTok/Douyin
 - The role of broadcast and TV today
- Gen Z attitudes in China, Japan and the UK
 - How the new generation defines China’s evolving sports tastes
 - How the UK market is poised for change
 - A balance of demands for the traditional and the personalization in Japan
- Looking forward to the 2022 Beijing Olympic and Paralympic Games
 - Expectations from athletes and brands, and how values and sports are intertwined

“We’ve seen that the younger generation is leading the way in this ever-changing landscape of culture, sports and social media. They are the standard bearers for the current digital-led cultural wave of globalization,” said Suki Zhao, head of BlueCurrent China. “The rapid development of technology has been forcing young people to think about their future and proactively take actions to seek positive changes for the world. BlueCurrent hopes to be a force for good – encouraging and promoting the understanding of the younger generation and leading the narrative of youth culture in China and key markets where we operate. China will soon host the world’s biggest sporting event in Beijing, and this will be a stage for athletes from the world to connect and engage with global sporting fans and young audiences in a new way.”

BlueCurrent commissioned [FleishmanHillard’s TRUE Global Intelligence](#) research practice to conduct the global study of Gen Z in the key markets of China, Japan and the UK in Q4 2021 to understand how the

generation plans to engage in this moment. The study of 3,000 16–24-year-olds showcases that Gen Z is poised to shift the way cultural moments are made.

Neither BlueCurrent Hong Kong, a division of Omnicom Asia Pacific Limited, nor Fleishman-Hillard Inc. (FleishmanHillard), are affiliated with the International Olympic Committee (IOC) or the Olympics.

About BlueCurrent

BlueCurrent is an award-winning marketing and communications agency that specialises in building brands and managing reputations by 'Creating to Connect'. We are a member agency of the Omnicom Group, one of the world's largest communications agency groups, and a sister agency of FleishmanHillard. With offices in China, Germany, Hong Kong, Japan, Middle East and the UK our multi-talented team brings to clients a unique blend of creative thinking, communications experience and digital expertise along with design and branding capabilities.

About FleishmanHillard

[FleishmanHillard](#) specializes in public relations, reputation management, public affairs, brand marketing, digital strategy, social engagement and content strategy. FleishmanHillard was named 2021 PRovoke Global Agency of the Year and Asia Pacific Network of the Year, 2020 Campaign Global PR Agency of the Year, 2019 PRWeek U.S. Outstanding Large Agency; ICCO Network of the Year – Americas 2017-2020; PRovoke Media Greater China Consultancy of the Year 2020; PRWeek UK Large Consultancy of the Year 2021; Human Rights Campaign Best Places to Work for LGBTQ Equality 2018-2020; and to Seramount's (formerly Working Mother Media) "Top Companies for Executive Women" list 2010-2021. The firm's award-winning work is widely heralded, including at the Cannes International Festival of Creativity. is part of Omnicom Public Relations Group, and has 80 offices in more than 30 countries, plus affiliates in 50 countries.

About Omnicom Public Relations Group

[Omnicom Public Relations Group](#) is a global collective of three of the top global public relations agencies worldwide and specialist agencies in areas including public affairs, language strategy, global health strategy and change management. As the largest group of communications professionals in the world, our employees provide expertise to companies, government agencies, NGOs and nonprofits across a wide range of industries. Omnicom Public Relations Group delivers for clients through a relentless focus on talent, continuous pursuit of innovation and a culture steeped in collaboration. Omnicom Public Relations Group is part of the Communications Consultancy Network, a division of Omnicom Group Inc. (NYSE: OMC).

About Communications Consultancy Network

Communications Consultancy Network (CCN) is a global collective of the top global public relations, strategy, branding, and research agencies. Award-winning brands include FleishmanHillard, Ketchum, Porter Novelli, Marina Maher Communications, Interbrand, C Space, Wolff Olins, Sterling, Siegel & Gale and Hall & Partners. We are home to a group of highly talented and specialized consultants across industries and marketing disciplines, delivering strategic thinking and market-leading innovation to clients. CCN is a division of Omnicom Group Inc. (NYSE: [OMC](#)).

About Omnicom Group Inc.

Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and

promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 70 countries. Follow us on [Twitter](#) for the latest news.