

Passion Points Posts

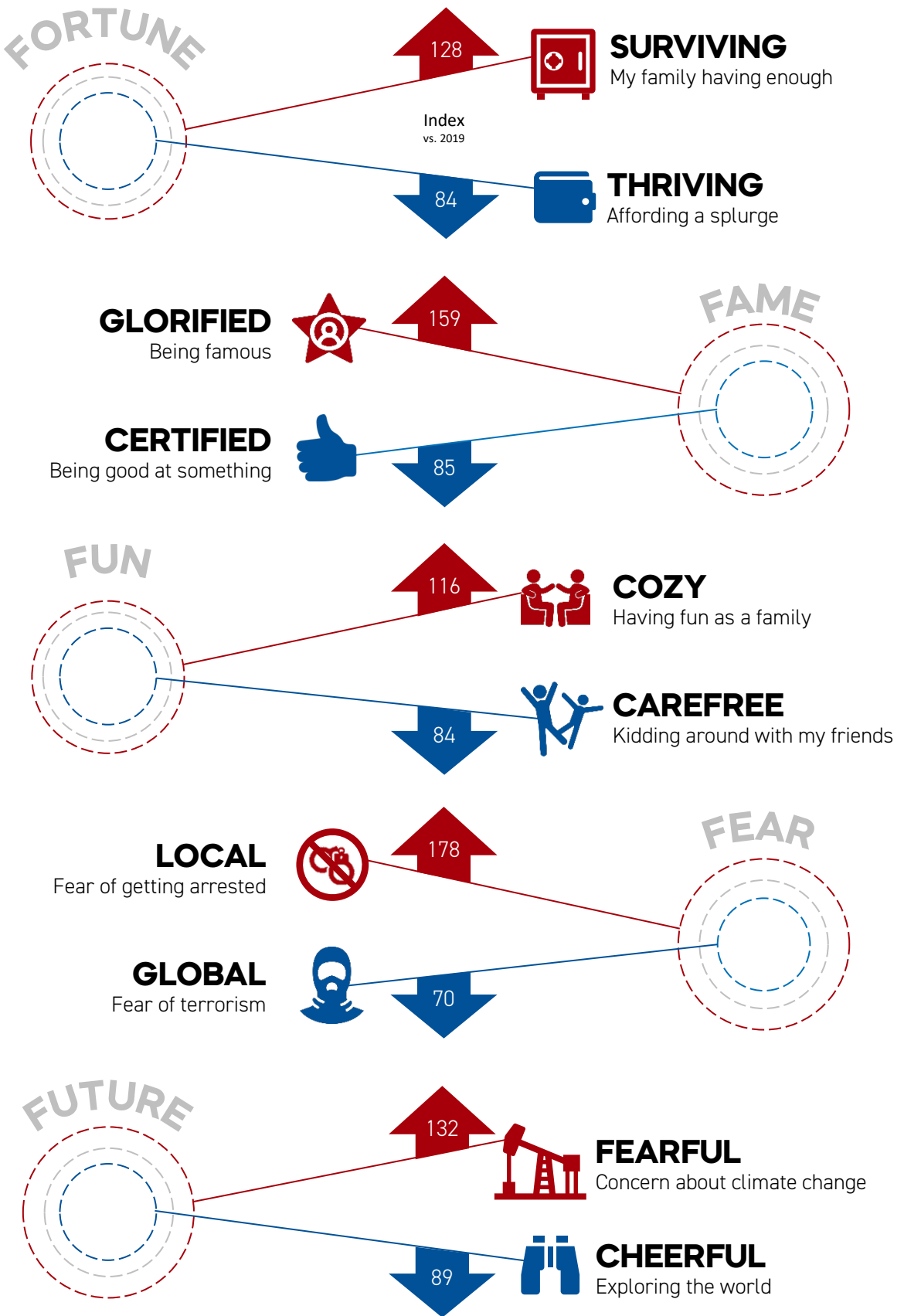
Bite-sized emotional insights for ambitious brands and media properties



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Gen Z in a Post Pandemic World

Passion Points reveal that COVID-19 has triggered massive changes in the emotional priorities of American teens. These shifts will influence the behavior and brand choices of this cohort for years to come.



Are you planning for the Gen Z you knew - or the one your brand is about to encounter?