

WITH AN AVERAGE OF 90K POSTS AND 120M COMMENTS EVERY YEAR ON OUR SOCIAL CHANNELS, LADBIBLE GROUP ARE UNIQUELY POSITIONED TO HELP CLIENTS TAP INTO GEN Z AND UNDERSTAND THIS GENERATION. USE OUR INSIGHTS & COMMUNITY TO UNLOCK YOUR UNDERSTANDING OF YOUTH AUDIENCES.

THE CHALLENGE FOR BRANDS / AGENCIES

The Social Generation yield influence and brands continuously need to understand how to maintain relevancy and reach in today's economy.

We worked with our clients to identify three key objectives. We wanted to create a solution that delivered:

- Deep insights about Gen Z via a range of solutions
- Fast-turnaround insights
- Actionable and targetable target groups off the back of research and insights solutions

LADbible Group crafted a solution that allows us to understand consumer behaviour at **Speed** and **Depth**.

HOW IS LADNATION DIFFERENT?

Our relationship with our audience.

We've created a true community and our people connect with us to be heard, provide feedback, and influence the future.

Given our unique two-way engagement with our audience, brands can now get:

- Real time, detailed understanding of audiences
- Test sentiment around various messaging types
- Assess consumer appetite for future products, and more

LADnation has the ability to answer your research questions.

Simply put, this is soon to be the most engaged youth marketing dataset in the UK.

WHAT IS LADNATION?

LADnation is a research community from LADbible Group. Coupling LADbible Group's behavioural and content data with our newest offering, LADnation provides a way for brands and agencies to decode the motivations of the social generation.

LADnation has a national representative sample with a specialism in the elusive, hard to reach Generation Z cohort.

HOW DO WE UNLOCK INSIGHTS?

Working with each brand partner, we establish the critical insights they are looking to discover.

We identify prizes, exclusive content, and community participation incentives that can activate our massive audience. We tailor questions to motivate participation, signing up qualified panellists via our dedicated (and secure) survey hub and consumers know their personal data will be protected.

LADNATION'S BESPOKE SOLUTIONS

LADnation offers five bespoke solutions for clients and agencies:

- Audience Insights – add depth to insights using deep dive survey or cameos. **Pricing from £8k**
- Creative Testing – pre-test your strapline or creative before going live. **Pricing from £7k.**
- Brand Tracking – track your brand or a trend. **Pricing from £12k**
- Effectiveness – measure the effectiveness of your campaign with us. **Pricing from £8k**
- Targeting and modelling - activate detailed audience segments with tailored messaging. **Pricing from £1.25 CPM**

COMMUNITY DEMOGRAPHICS

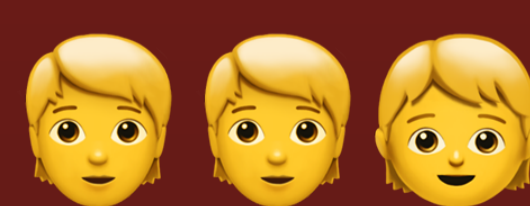
48% MALE



50% FEMALE

2% ALL OTHER

56% 16-24



34% 25-34

10% 35+

38% NORTH



26% MIDLANDS

36% SOUTH

UNLOCK ACCESS TO THE UK'S MOST POWERFUL YOUTH AUDIENCE. PLEASE CONTACT LADNATION@LADBIBLEGROUP.COM TO FIND OUT MORE.