

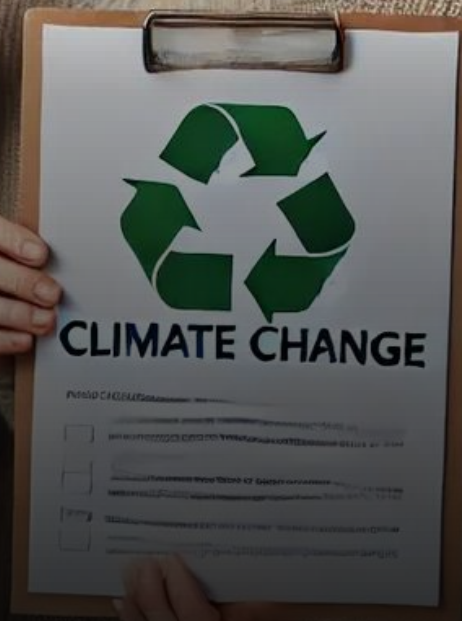


# Climate Change Market Analysis: Generational Insights and Advertising Effectiveness



PersonaPanels

A PersonaPanels Report on Generation Z and Younger Baby Boomers



# Objectives



Uncover attitudes toward climate change for two generations: Generation Z and Younger Baby Boomers



Create and test advertising messages based on uncovered attitudes



Determine which ads have the best overall chance of promoting positive actions toward climate change for each generation



Utilize “Importance Testing” to identifying key elements driving each generation’s interest in top ads



# Process - Part 1

## Synthetic Respondent and Content Selection


 Two Synthetic Respondents Selected:







Generation Z



Younger Baby Boomers

 Respondents curated internet content on climate change using PersonaPanels Monitoring data (July 1 to July 31, 2024)


-  Here's How Your Energy Bill May Be Affected by Extreme Heat  
Time on 06/25/2024  
 Interest Level: 95.72%
-  Dry thunderstorms could spark more wildfires in California  
www.accuweather.com on 06/25/2024  
 Interest Level: 97.47%

## Content Analysis

 Articles analyzed using Claude 3.5 Sonnet

 Prompt used for analysis:

"Imagine you are a qualitative market research company with a panel comprised of people who are Generation Z/Younger Baby Boomers. For the last 30 days, you have asked the panel to keep track of online articles that interest them on the topic of climate change. I am going to provide you with the content of those articles. Please review that content and identify the key motivations for Generation Z/Younger Baby Boomers to engage in climate change activities. Which activities are they most likely to adopt? What benefits do they perceive that make these activities appealing to them? What impediments does each generation see to adopting activities to address climate change? Use only the articles I provide you to formulate your response. Here are the articles ."

 Key insights extracted for each generation based on curated articles\*\*

\*This prompt has been slightly altered for brevity. Exact wording can be found in Appendix A

\*\*See Slides 6 and 7 for key insights

# Process - Part 2

## Ad Creation

10 advertisements\* created for each generation based on insights obtained from PersonaPanels Monitoring using Claude 3.5 Sonnet:

### Generation Z

- Unite for the Planet
- Rewrite the Rules
- Code Green: Hack for the Planet
- Plant-Powered Future
- Eco-Influences
- Fuel a Clean Energy Revolution
- Green Is the New Black
- Climate Justice Warriors
- Tech for Tomorrow
- Your Future, Your Planet

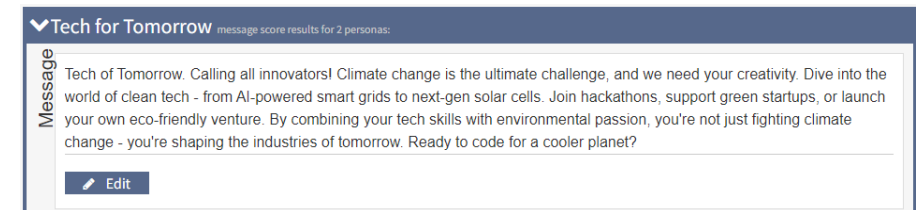
### Younger Baby Boomers

- Leave a Legacy of Green
- Wisdom for a Warming World
- Retrofit for the Future
- Nature's Guardians
- Green Retirement, Golden Future
- Drive Change
- Eco-Wisdom Wanted
- Grow a Greener Community
- Sustainable Savings
- Grandparents for a Greener Tomorrow

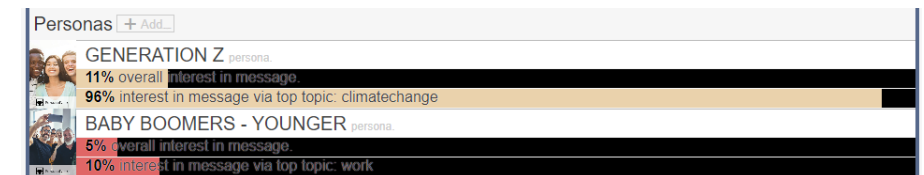
\* Prompt used to generate ads can be found in Appendix A. Complete text for ads can be found in Appendix B

## Ad Testing

- Advertisement text tested using KnowNow Messaging



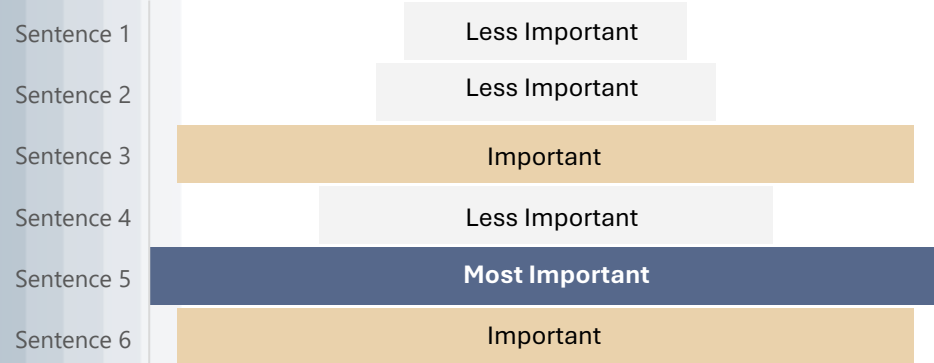
- Interest Scores obtained for each ad across both generations\*



\* All scores available in Appendix C

# Process - Part 3

## Importance Testing\*



- Break down the highest-rated message from each generation into its fundamental component parts
- Assess the significance of each component in contributing to the overall appeal of the message for each generation by dividing the Interest Score of the component part by the Interest Score of the full message

# Results from Content Analysis – Generation Z Insights



## Key Motivations

- Concern for the future
- Desire for environmental justice
- Interest in innovative solutions



## Likely Activities

- Political pressure
- Sustainable lifestyle choices
- Clean energy support
- Climate education engagement



## Perceived Benefits

- Healthier future
- Economic opportunities
- Global cooperation
- Technological advancement



## Perceived Impediments

- Economic constraints
- Political inaction frustration
- Overwhelming global scale
- Misinformation confusion

# Results from Content Analysis –

## Younger Baby Boomer Insights

### ✓ Key Motivations

- Future generations' welfare
- Protect natural landscapes
- Tangible climate impacts
- Generational responsibility

### ✓ Likely Activities

- Renewable energy support
- Energy-efficient home upgrades
- Sustainable transportation choices
- Reduce consumption/waste
- Climate policy advocacy
- Climate education pursuit

### ✓ Perceived Benefits

- Preserve nature/biodiversity
- Energy cost savings
- Improved health
- Purpose/legacy fulfillment
- Problem-solving participation

### ✗ Perceived Impediments

- High upfront costs
- Habit-changing difficulty
- Unclear individual impact
- Efforts seem insignificant
- Information conflicts/  
politicization
- Physical activity limitations

“Plant  
Powered  
Future”



8%\*\*

“Tech for  
Tomorrow”



12%\*\*

“Climate  
Justice  
Warrior”



8%\*\*

Key themes: Lifestyle, Innovation, Activism

## Results from KnowNow Messaging –

### Top Performing Ads\* for Generation Z

\* Full text available in Appendix B

\*\* For an explanation of the scoring system, see Appendix D





“Tech for Tomorrow”



5%\*\*

“Green Retirement, Golden Future”



8%\*\*

“Climate Justice Warrior”



3%\*\*

Key themes: Innovation, Legacy, Activism

## Results from KnowNow Messaging –

### Top Performing Ads\* for Younger Baby Boomers

\* Full text available in Appendix B

\*\* For an explanation of the scoring system, see Appendix D



Message Component*	Importance Score	Importance Level**
Climate challenge	17%	Most Important
Clean tech world	17%	Most Important
Tech for tomorrow	8%	Less Important
Calling innovators	8%	Less Important
Join eco-ventures	8%	Less Important
Tech skills impact	8%	Less Important
Code for planet	8%	Less Important

Legend: ≤ 8% = Less Important, 9%-16% = Important, ≥17% Most Important

\* Complete text of message components available in Appendix E

\*\* For Importance Testing Process, see slide 5

# Importance Testing Results – Top Performing Ad for Gen Z: “Tech for Tomorrow”



Message Component*	Importance Score	Importance Level**
<b>Retirement climate action</b>	<b>38%</b>	<b>Most Important</b>
Green retirement	25%	Important
Eco-friendly communities	25%	Important
Retirement planet impact	25%	Important
Green golden years	13%	Less Important
Sustainable investments	13%	Less Important
Environmental volunteering	13%	Less Important

Legend: ≤ 13% Less Important, 14%-37% Important, ≥38% Most Important

\* Complete text of message component available in Appendix E

\*\* For Importance Testing Process, see slide 5

# Importance Testing Results –

Top Performing Ad for Younger Baby Boomers:  
 “Green Retirement, Golden Future”



# Key Findings

## Generation Z

- Higher overall interest in climate change-related messaging
- Focused on both climate challenges and tech solutions
- Motivated by environmental justice
- Engaged in political pressure
- Interested in economic opportunities in climate action
- Views economic constraints as major obstacle

- Concern for future generations
- Interest in sustainable technologies
- Recognition of global problem scale
- Challenges in navigating climate information
- Some hesitation over the effectiveness of individual actions

## Younger Baby Boomers

- Responds well to retirement-focused and legacy-oriented messaging
- Interest in eco-friendly living arrangements
- Looks for practical actions (e.g. energy-efficient upgrades)
- Sees energy cost savings as a benefit
- High upfront costs viewed as a challenge



# Conclusions and Recommendations



Focus on innovative technologies and environmental benefits in cross-generational marketing



Highlight the potential for positive legacy and impact on future generations as motivators



Address concerns about the effectiveness of individual actions by showcasing collective impact



Tailor some messages specifically to each generation (e.g. tech careers and global activism for Gen Z, sustainable retirement and wisdom-sharing for Baby Boomers)



Consider campaigns to educate about advances in renewable energy and its role in combating climate change



Emphasize the economic opportunities in sustainable industries and green technologies



Develop messaging that connects personal actions to broader systemic change



# Appendices



# Appendix A: Prompts Used in Claude 3.6 Sonnet

Objective	Prompt
Uncover attitudes toward climate change for two generations: Generation Z and Younger Baby Boomers	<p>Imagine you are a qualitative market research company with a panel comprised of people from Generation Z. For the last 30 days, you have asked the panel to keep track of online articles that interest them on the topic of climate change. I am going to provide you with the content of those articles. Please review that content and identify the key motivations for Generation Z to engage in climate change activities. Which activities are they most likely to adopt? What benefits do they perceive that make these activities appealing to them? What impediments do they see to adopting activities to address climate change? Use only the articles I provide you to formulate your response. Here are the articles: (import PersonaPanels CSV download for Generation Z into Claude)</p> <p>(Repeat the same prompt for Younger Baby Boomers and import the PersonaPanels CSV download for Younger Baby Boomers)</p>
Create and test advertising messages based on uncovered attitudes	<p>Imagine you are an advertising executive. You have received analyses of positive and negative attitudes toward climate change held by a panel of people from Generation Z , as well as activities they are most likely to engage in and the benefits the perceive in such engagement. Please create 10 ads aimed at Generation Z based on this analysis. You are to create complete ads, not simply headlines and/or taglines. Here is the analysis: (copy analysis obtain from first prompt)</p> <p>(Repeat prompt and analysis for Younger Baby Boomers)</p>

# Appendix B: Full Text of Tested Ads\*

## Ads Created for Generation Z

### 1. Unite for the Planet

Unite for the Planet. Climate change is a global challenge that requires global cooperation. Connect with young climate activists worldwide. Participate in international climate conferences (even virtually). Learn about climate impacts and solutions in different cultures. By building a diverse, international movement, we can share ideas, amplify our voices, and create change on a global scale. Ready to unite for our shared planet?

### 2. Rewrite the Rules

Rewrite the Rules. The old ways aren't working - it's time for new solutions. Get involved in local politics. Support youth candidates who prioritize climate action. Learn about environmental policy and propose your own innovative ideas. By engaging with the political process, you can help create the ambitious climate policies we need. Your generation has the power to rewrite the rules. Ready to draft a greener future?

### 3. Code Green: Hack for the Planet

Code Green: Hack for the Planet. Attention, digital natives! We need your skills to solve the climate crisis. Join or organize eco-hackathons. Develop apps that help people reduce their carbon footprint. Create platforms that connect climate activists worldwide. By applying your tech savvy to environmental challenges, you can drive innovation and inspire global action. Ready to debug the planet?

## Ads Created for Younger Baby Boomer

### 1. Leave a Legacy of Green

Leave a Legacy of Green. You've witnessed decades of change - now it's time to shape the future. Invest in renewable energy for your home. Support local conservation efforts. Share your environmental concerns with younger family members. By taking action on climate change, you're not just protecting the planet - you're leaving a legacy of stewardship for generations to come. What kind of world do you want to leave behind?

### 2. Wisdom for a Warming World

Wisdom for a Warming World. Your life experience is a powerful tool in the fight against climate change. Mentor young environmental entrepreneurs. Share stories of how landscapes have changed in your lifetime. Advocate for climate-friendly policies in your community. By combining your wisdom with climate action, you can help bridge generational gaps and inspire lasting change. How will you share your hard-earned knowledge?

### 3. Retrofit for the Future

Retrofit for the Future. Your home has been your castle - now make it a fortress against climate change. Upgrade to energy-efficient appliances. Install smart thermostats and LED lighting. Consider solar panels or improved insulation. These changes not only reduce your carbon footprint but can also lead to significant savings on energy bills. Plus, you'll increase your home's value while decreasing its environmental impact. Ready to modernize for a sustainable future?



# Appendix B: Full Text of Tested Ads\*

## Generation Z

### 4. Plant-Powered Future

Plant-Powered Future. Craving a way to fight climate change three times a day? Embrace the power of plants! Explore delicious plant-based recipes. Start a veggie garden (even on your windowsill). Support local, sustainable farmers. By shifting towards a more plant-based diet, you're reducing emissions, saving water, and protecting biodiversity. Plus, you'll discover a world of new flavors. Ready to taste the future?

### 5. Eco-Influencers

Eco-Influencers Wanted. Your voice matters in the fight against climate change. Use your social media skills to spread awareness and inspire action. Share easy eco-tips, spotlight local environmental initiatives, and challenge your followers to join in. Collaborate with like-minded creators to amplify your message. By becoming an eco-influencer, you can turn likes and shares into real-world impact. Ready to make your feed a force for good?

### 6. Fuel a Clean Energy Revolution

Fuel a Clean Energy Revolution. Forget fossil fuels - the future is clean and green. Support local renewable energy projects. Advocate for solar panels in your school or community center. Learn about emerging technologies like green hydrogen. Consider a career in the booming clean energy sector. By championing renewable energy, you're not just fighting climate change - you're powering a more sustainable, innovative future. Ready to energize the revolution?

## Younger Baby Boomer

### 4. Nature's Guardians

Nature's Guardians. Remember the pristine landscapes of your youth? Help preserve them for future generations. Support national parks and local conservation areas. Participate in citizen science projects tracking climate impacts. Create wildlife-friendly spaces in your own backyard. By protecting nature, you're safeguarding the experiences that shaped your life for your children and grandchildren. How will you stand guard for nature?

### 5. Green Retirement, Golden Future

Green Retirement, Golden Future. Make your golden years truly green. Consider eco-friendly retirement communities. Invest in sustainable funds that support clean energy and conservation. Volunteer for environmental organizations, sharing your professional skills. By aligning your retirement with climate action, you can enjoy your later years knowing you're contributing to a better world. How will you make your retirement count for the planet?

### 6. Drive Change

Drive Change. You've seen transportation evolve over decades - be part of its sustainable future. Consider an electric or hybrid vehicle for your next purchase. Support public transit initiatives in your community. Rediscover the joy of cycling or walking for short trips. By changing how we get around, we can significantly reduce emissions while creating cleaner, more livable communities. Ready to drive positive change?

# Appendix B: Full Text of Tested Ads\*

## Generation Z

### 7. Green Is the New Black

Green Is the New Black. Who says saving the planet can't be stylish? Embrace sustainable fashion, from upcycled vintage to innovative eco-fabrics. Support brands that prioritize fair labor and low environmental impact. Host clothing swaps with friends. Learn to mend and customize your wardrobe. By changing how we think about fashion, we can reduce waste, cut emissions, and look good doing it. Ready to make sustainability the hottest trend?

### 8. Climate Justice Warriors

Climate Justice Warriors. Climate change isn't just about melting ice caps - it's about people. Communities around the world are already facing the consequences, and it's time to stand up. Join youth-led climate protests. Amplify marginalized voices in the climate movement. Support initiatives that combine environmental protection with social justice. Your generation has the power to create a fairer, greener world. Are you ready to fight for climate justice?

## Younger Baby Boomer

### 7. Eco-Wisdom Wanted

Eco-Wisdom Wanted. Your life experience is invaluable in the fight against climate change. Join or start a community climate action group. Share energy-saving tips you've learned over the years. Advocate for sustainable practices in your workplace or place of worship. By becoming a local climate leader, you can help your community adapt and thrive in a changing world. How will you share your eco-wisdom?

### 8. Grow a Greener Community

Grow a Greener Community. Transform your gardening hobby into climate action. Start a community garden that brings neighbors together. Plant trees to increase urban canopy. Learn about climate-resilient landscaping. By nurturing your community's green spaces, you're not just beautifying the neighborhood - you're creating natural carbon sinks and cooling urban heat islands. How will your green thumb make a difference?

# Appendix B: Full Text of Tested Ads\*

## Generation Z

### 9. Tech for Tomorrow

Tech of Tomorrow. Calling all innovators! Climate change is the ultimate challenge, and we need your creativity. Dive into the world of clean tech - from AI-powered smart grids to next-gen solar cells. Join hackathons, support green startups, or launch your own eco-friendly venture. By combining your tech skills with environmental passion, you're not just fighting climate change - you're shaping the industries of tomorrow. Ready to code for a cooler planet?

### 10. Your Future, Your Planet

Your Future, Your Planet. Climate change isn't just an environmental issue - it's your future at stake. Join the movement that's reshaping our world. Support renewable energy projects in your community. Advocate for climate education in schools. Make sustainable choices in your daily life. Together, we can create a healthier planet and unlock new opportunities in green tech and sustainable industries. The future is in your hands - what will you build?

## Younger Baby Boomer

### 9. Sustainable Savings

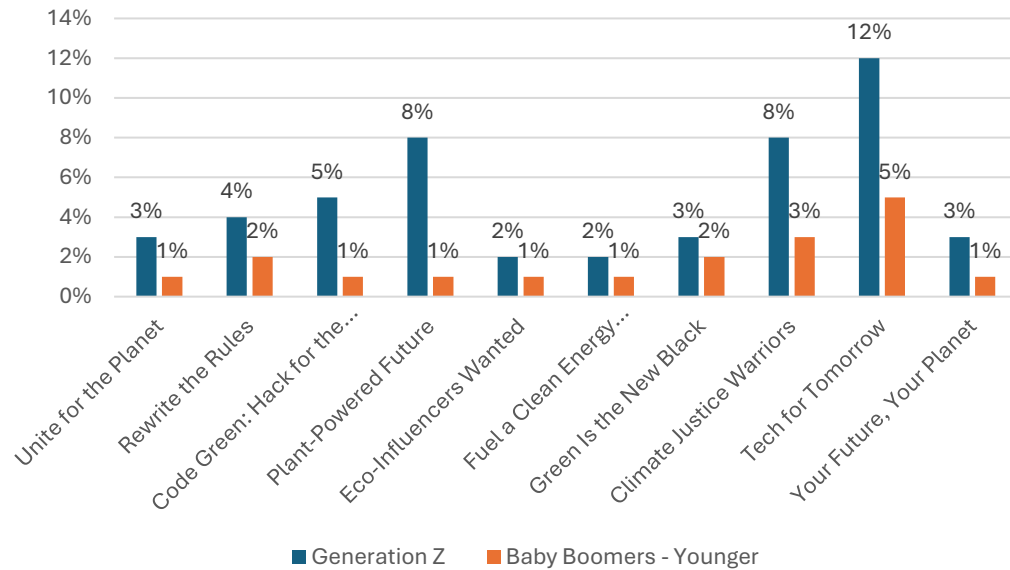
Sustainable Savings. Protect your finances and the planet at the same time. Learn about energy-efficient home upgrades that offer rebates or tax incentives. Explore sustainable investment options that align with your values. Reduce waste to save on household expenses. By making climate-smart financial decisions, you can secure your future while contributing to a more sustainable world. Ready to make your money work for the planet?

### 10. Grandparents for a Greener Tomorrow

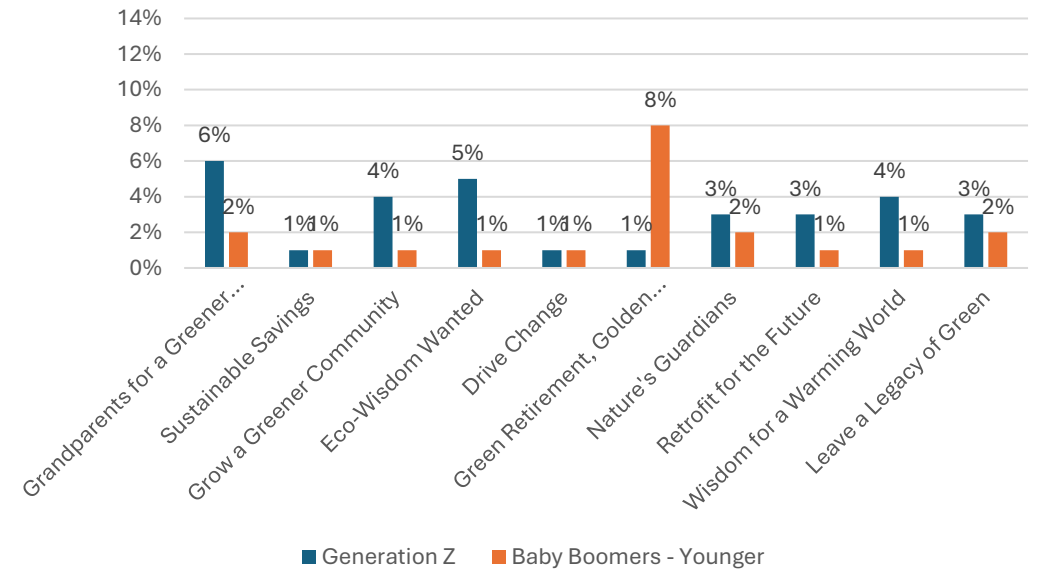
Grandparents for a Greener Tomorrow. Your love for your grandchildren can be a powerful force for change. Learn about climate science together. Support their environmental interests and activities. Advocate for climate education in schools. By engaging with younger generations on climate issues, you're not just strengthening family bonds - you're helping to secure a livable planet for those you love most. How will you inspire the next generation of climate guardians?

# Appendix C: KnowNow Ad Scores\*

Ads created by Claude 3.5 for Generation Z, but tested with both generations



Ads created by Claude 3.5 for Younger Baby Boomers, but tested with both generations



# Appendix D: Explanation of KnowNow Scoring System

A Synthetic Respondent's interest in a message or idea is never isolated; it is influenced by its cumulative experiences and preferences. This means that when a Synthetic Respondent evaluates a marketing campaign, it does so within the context of its broader interests. For instance, when exposed to a climate change campaign, the Synthetic Respondent considers all of its existing interests before determining how much it engages with the specific advertisements. These Interest Scores can change over time as the Synthetic Respondent processes new information and media. The choice of words and verbal imagery in the ads also significantly impacts these scores. In this study, the relatively low Interest Scores for climate change advertisements among both Generation Z and Younger Baby Boomers could suggest that the wording within the ads failed to resonate or that other issues were more pressing for these groups during the summer 2024 testing period.

# Appendix E: Importance Test Message Components for Highest Scoring Message among Gen Z: “Tech for Tomorrow”\*

Component Name	Full Text Tested
Tech for Tomorrow	Tech for Tomorrow.
Calling all Innovators	Calling all innovators!
Climate Challenge	Climate change is the ultimate challenge, and we need your creativity.
Clean Tech World	Dive into the world of clean tech – from AI-powered smart grids to next-gen solar cells.
Join Eco-ventures	Join hackathons, support green startups, or launch your own eco-friendly venture.
Tech Skills Impact	By combining your tech skills with environmental passion, you’re not just fighting climate change – you’re shaping the industries of tomorrow.
Code for Planet	Ready to code for a cooler planet?

\* For Importance scores, see slide 10

# Appendix E: Importance Test Message Components

## “Green Retirement, Golden Future”\*

Component Name	Full Text Tested
Green retirement	Green Retirement, Golden Future.
Green golden years	Make your golden years truly green.
Eco-friendly communities	Consider eco-friendly retirement communities.
Sustainable investments	Invest in sustainable funds that support clean energy and conservation.
Environmental volunteering	Volunteer for environmental organizations, sharing your professional skills.
Retirement climate action	By aligning your retirement with climate action, you can enjoy your later years knowing you’re contributing to a better world.
Retirement planet impact	How will you make your retirement count for the planet?

\* For Importance scores, see slides 11