

## **MKT10**

### **Is Generation Z Re-defining the Scope and Length of Skippable Ads?**

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#### **Abstract**

Generation Z makes up some 40 percent of the global population. Unable to reach them via regular ads, advertisers are targeting them with skippable ads. Notably, the cohort's reaction to skippable ads is of great interest to advertisers, creators, and social media platforms alike. However, all three seem to have different criteria and expectations. Our study examines the cohort's format preferences vis-à-vis the differing objectives of advertisers, creators, and media platforms. The cohort's reaction to skippable ads is measured in real time. Their interpretations of the message(s) are analyzed, and the implications of their behavior and preferences assessed.

#### **Conference Track**

Marketing