

Memes as a Marketing Communication Tool for Companies in the Context of Gen Z Advertising Literacy

Mgr. Denis Javorik

PhD. Student, University of Ss. Cyril and Methodius in Trnava, Slovakia

Abstract:

This study deals with the issue of memes as a communication tool by companies targeting Generation Z. Generation Z, often called the Internet Generation, are highly active on social media and are constantly exposed to different types of content. This study focuses on how well Gen Z members are equipped to deal with advertising messages in the meme format. A quantitative survey was conducted with 399 respondents with the specific goal of determining their ability to distinguish between regular memes and those containing advertising messages. The research also analyzed whether respondents were able to identify the advertiser behind the meme-based ads. The findings provide an insight into advertising literacy of Generation Z and their awareness of branded content in this popular digital format. Results suggest that while memes are a popular and engaging medium, many respondents struggle to recognize hidden promotional messages and often fail to identify the advertiser. These results have implications for marketing communication strategies targeting younger audiences.

Keywords:

Advertising Advertising Literacy. Memes. Native advertising. Social media marketing.