

## Marketing to Gen Z in AI era



Gen Z isn't just another demographic: they're rewriting the rules of marketing, and AI is at the centre of it all. In this edition, we explored what it really takes to connect with a generation that's digitally fluent, values-driven, and quick to disengage from brands that don't reflect who they are. From understanding their top AI concerns to why many brands are still holding back, we broke down how to fine-tune AI strategies with intention, authenticity, and long-term impact.

This month also saw the rollout of our webinar and in-person mentoring sessions with founder Vivien Koh, where we worked closely with entrepreneurs and business leaders to grow B2C brands and elevate B2B digital strategies. These sessions focused on building productive, sustainable practices and inspiring the next generation of changemakers. At VK Transformation, we help brands turn strategy into measurable results. Whether you're looking to connect with Gen Z or optimise your digital approach, book your complimentary digital audit today.

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## IN CASE YOU MISSED IT



**LUNCH TIME FREE MENTORING WEBINAR (17TH OR 18TH JULY 2025)**

**GROW YOUR B2B AND B2C BRAND WITH OUR EXPERT DIGITAL MARKETING MENTORSHIP**

Live on  zoom

**Vivien Koh**  
Ex-Google | PMC | Founder of VK Transformation | Educator  
Has Helped 11,000+ SMEs Across Asia



**Complimentary In Person Mentoring Session at O2Work**

**Receive actionable strategies to help strengthen your B2B and B2C marketing channels**

**Mentor's Insights: Growing Your B2C Brand with Vivien Koh:**  
12:00 PM – 12:30 PM

**Mentor's Insights: Elevating B2B Digital Strategy with Vivien Koh:**  
1:00 PM – 1:30 PM

Live In-Person at  
Level 2, O2Work, 77 Robinson Road

**Vivien Koh**  
Ex-Google | PMC | Founder of VK Transformation | Educator  
Has Helped 11,000+ SMEs Across Asia

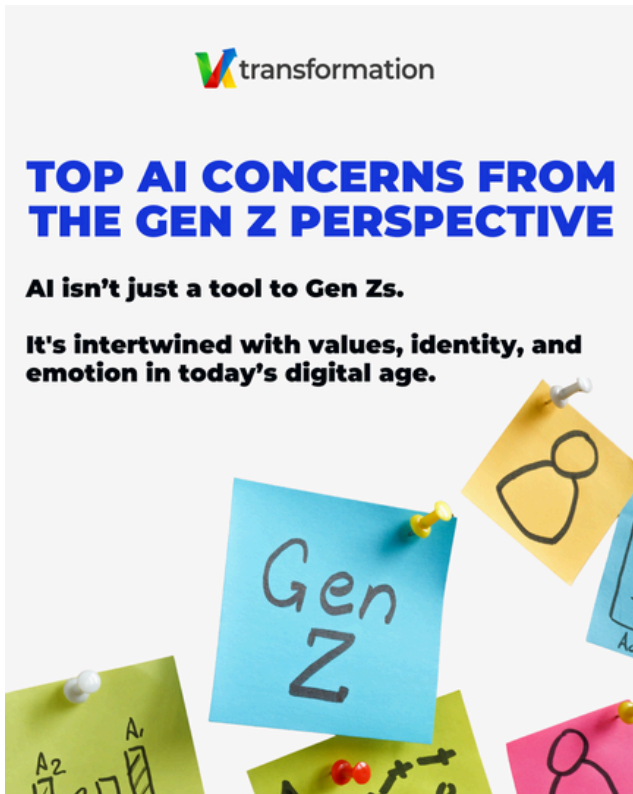
### Free Mentoring Webinar & Live Session At O2 Work

This month, VK Transformation held our inaugural webinar series on growing B2C brands and elevating B2B digital strategies. After an overwhelmingly positive online response, we organised a second live session at O2 Work. Attendees gained actionable insights, real-world tactics, and the opportunity to engage directly with founder Vivien Koh in a live Q&A.

Missed it? Stay tuned for more sessions or book your digital audit to kickstart your transformation.

[Book A Digital Audit Now](#)

## SOCIAL MEDIA POSTS



### Top AI Concerns From The Gen Z Perspective

AI is everywhere now, but that doesn't mean Gen Z automatically trusts it. From concerns about creativity to ethics and authenticity, this generation expects more than just smart tools. They want brands that align with their values.

In this post, we break down what Gen Z is really thinking about AI and what brands need to do to earn their trust. If you want your marketing to actually resonate, this is the place to start.

[Read More](#)

### Why Aren't More Companies Using AI To Strategize For Gen Z?

Gen Z is changing the rules, but many brands are still on the fence about AI. Concerns about authenticity, tone, and backlash are real, but so is the cost of falling behind.

In this post, we unpack why so many brands are slow to adopt AI in their Gen Z strategy and how they can move forward without compromising their voice or values. From low-risk tools to mindset shifts, there's a smarter way to start.

[Read More](#)

## SOCIAL MEDIA POSTS



### Fine-tuning AI For Your Business

AI can generate content in seconds, but Gen Z can tell when it's just filler. This week's post explores how to fine-tune your AI for real impact, from intentional prompting to predictive tools that help you stay ahead of trends.

We dive deeper in our latest blog on how to use AI with intention and make your content feel more human, more strategic, and more Gen Z-ready.

[Blog Post](#)[Social Media](#)

### READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!




### FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

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