

BeReal.

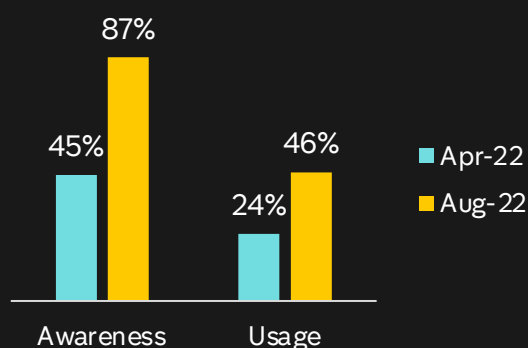
The Rise of BeReal.

4YOUTH
COMMUNITY

! 4Youth on the newest Gen Z app !

While BeReal continues to sweep over the nation as the new *it* social media, we investigated how (and if) 4Youth members are using it, and how they feel about it

BeReal brand awareness and usage:



BEREAL HAS SEEN **EXPONENTIAL GROWTH** AMONGST 4YOUTH, WITH AN INCREASE OF ALMOST **100%** SINCE APRIL



At **Number 1 for social networking** on the Apple app store, BeReal's overall downloads have increased by **1000%** in a year¹

7 in 10 4YOUTH like BeReal a lot



BEREAL FEELS LIKE THE **ANTIDOTE TO TRADITIONAL SOCIAL MEDIA...**

80%

see BeReal as different from other platforms

70%

see BeReal as very unique

Why 4Youth love it...

FUN CONNECTION: Having the ability to see glimpses into what friends are doing day-to-day makes 4Youth feel especially connected to them, particularly those they don't get to see often

UNIQUENESS: BeReal feels like a break from traditional, filtered social media, encouraging people to present a more genuine and honest version of themselves

TIME: Only posting once a day reduces doom scrolling, and means you can't spend too much time on the app

FUNCTIONALITY: The use of front and back camera feels exciting, and the lack of ads is appreciated

...BUT SOMETHING ISN'T **QUITE RIGHT FOR ALL**

68%

see BeReal as a trend that will phase out

45%

ignore the notification until doing something they want to post

Where BeReal is struggling...

IS IT AUTHENTIC? 16-24 year olds admit that they wait to post until they are doing something that makes their life look fun which begins to defeat the authentic purpose of the platform²

SINGLE-USE: Although the time specific posting was fun at first, 4Youth note that it can lose its excitement and can start to feel slightly rigid and repetitive

OTHER TEMPTATION: As much as BeReal feels exciting and new, 4Youth admit to still valuing other platforms' offerings like the pristine feed on Instagram and quick connection on Snapchat

BeReal.

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⚠️ 4Youth on the newest Gen Z app ⚠️

4YOUTH ADDRESS BEREAL DIRECTLY: LOVE // BREAKUP LETTERS

TIME SENSITIVE now
BeReal ⚠️ Time to BeReal. ⚠️
2 min left to capture a BeReal and see what your friends are up to!

Boo,

I want you to know how much you mean to me. You've changed my life. For the first time I feel like I can be my true self.

You're so genuine; you make everyone else look superficial. I love how you address the highs and lows of life in real time, as they're happening. Your **authenticity** brings it out in other people. I **don't feel judged around you**; I feel encouraged to be honest about how I'm feeling, whatever the situation. You're having that effect on my friends too. They like being around you, and that you're not vain or arrogant like other people I've been with. I think we're a bit addicted to you. You keep us on our toes. You're **spontaneous, witty**, and provide us with these **short bursts of fun**. I don't think I could really get bored of you... I don't want to, and my friends don't either. Thanks for reuniting us. I hope we can continue to bring friends and families together, no matter where they are, no matter what they're doing. Please never change. Thanks for being you.

Your A xxx

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Hiya BeReal.

We need to talk.

When you think about it, we've had a **whirlwind relationship** and it has been really interesting at times... but I don't think I can do this anymore. Don't get me wrong, you have been great. You're **funny, honest, and down to earth** and you have enhanced my life in so many ways. I've become closer to my friends because of you and participated in some fun trends but it's just not enough. Unfortunately, sometimes I find you a little bit annoying and your **2-minute warnings have really been grinding me down**. I feel this is the best for us both. We've both felt happiness and love together but I think I'm **still into Instagram**... I know, it's a shock and I'm sorry but I can't stop thinking about the reels or my precious grid aesthetic. That's just not something you can give me at this stage in your life. I've also been side-eyeing TikTok while we've been on this journey - which is why I know you're not the one for me. We share the same **authenticity and honest values** but I think you're just a little bit **too immature** and I'm in a different place. One day, we might find ourselves connecting again but for now, I have to say goodbye.