

KS&R's DIGITAL DISPATCH

- 99% of Gen Z are on social media and 40% can't live without social video.
- Snap launches Arcadia to help brands create AR experiences.
- The NBA partners with Google to help fans get closer to the game.
- Change is afoot in the chip manufacturing industry.



Digital As A Way Of Life For Generation Z

Gen Z has a high level of digital connection to society & gravitates to platforms they associate with “community”.

[Learn more](#)



Snap Is Launching A Global Studio To Develop Branded AR Experiences

Snap announced on Tuesday that it's launching a global creative studio to help brands develop augmented reality (AR) advertising and experiences.

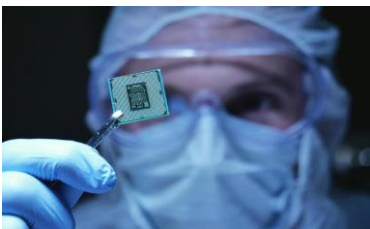
[Learn more](#)



NBA Develops 'Initiative Experiences' For Fans With Google

The National Basketball Association (NBA) has announced a marketing and technology partnership with Google as Google Pixel becomes the official fan phone of the NBA, G League and 2K League.

[Learn more](#)



How The Semiconductor Industry Is Transforming In The Face Of Disruption And Shortages

A study from Deloitte on business transformation in the semiconductor industry finds that there are big changes happening in the chip manufacturing world, and not all of them are due to pandemic-related supply chain interruptions.

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A MESSAGE FROM KS&R

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