

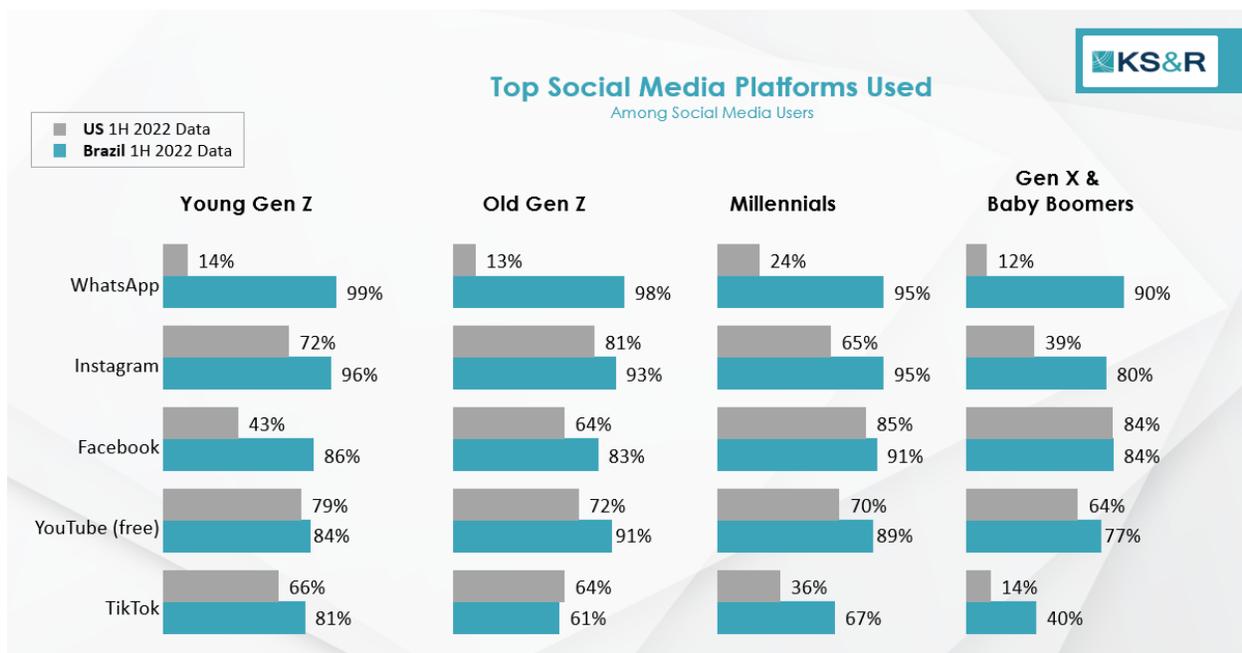


What's up with WhatsApp?

By **Mike Bard**, VP & Principal

In the first half of 2022, we took [KS&R's Entercom Landscape Tracker](#) to Brazil and conducted our historically US-based survey with a few tweaks for cultural/environmental differences with over 1,100 Brazilian social media users, ages 13-65. Most of our entertainment and telecom partners are global, with Latin America being an important region for them, so we wanted to better educate ourselves on any differences between the youth in the US and Brazil.

Overall, the generational differences in Brazil are similar to what we see in the US and the youth in particular are very much alike, with the exception of one key difference across generations: WhatsApp.



WhatsApp is the top social media platform used across all generations in Brazil, compared to being ranked 10th in the US. Instagram, Facebook, and YouTube (free) round out the top tier of social media platforms being used in Brazil, while those three are the top tier in the US.

Although Gen Z and Millennials are using WhatsApp the most, Instagram is their favorite social media platform by a very wide margin. The variety and customization of Instagram's content tops the reasons behind its popularity among the younger generations. Think utility (WhatsApp) versus entertainment (Instagram).

It's not surprising that WhatsApp is more popular in Brazil compared to the US. In fact, messaging and calling apps in general are more popular outside the US due to the fee structure, or previous fee structures, around SMS messaging and even long distance calling through carriers within many countries. The bigger learning is the similarities amongst the Gen Z and even Millennial cohorts between the US and LATAM. This knowledge can help organizations market more broadly, utilize similar messages and even channels in many cases - especially with Gen Z and Millennials.

Not familiar with WhatsApp? In *KS&R's Entercom Landscape Tracker*, we group it into the social media app bucket, but it's a little different and describes itself as a communication platform/app that features secure messaging and free calling. And easy and free means to keep in touch with friends and family across the globe.



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