

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Ad Agency Launches New Program to Promote Gen Z Creators

San Ramon, California – Creative Digital Agency (CDA), a marketing firm whose portfolio includes the Los Angeles Tourism & Convention Board, Merck Pharmaceuticals and Airbnb, today launched inZa Lab. InZa Lab, a program that empowers Gen Z creators to pitch and launch real-world promotional campaigns for brands, while giving brands a pipeline to trendy and authentic voices to reach this valuable consumer segment.

“InZa Lab gives talented Gen Zers a platform to build their brand and receive financial compensation, while also achieving industry recognition for their accomplishments. We will provide brands an authentic understanding of Gen Zers’ voice, preferences, and media habits to better engage and appeal to this trend-setting demographic” says Jin Kim, Founder and CEO of Creative Digital Agency.

InZa Lab was created to ensure legitimate alignment with this massive emerging audience after recognizing that the biggest incoming wave of consumers was bypassing the radar of many major brands. InZa Lab includes 3 components:

- **Scholarship Program:** Gives talented Gen Zers a chance to conceive, create, and launch real-world campaigns for brands.
- **25 under 25 Award Program:** Gives career- building exposure to 25 talented Gen Z creators with universities, brands, and larger agencies to help you build your personal brand.
- **Research Program:** Creates first-hand data to identify key cultural and behavioral trends that impact purchasing decisions and brand affinity in Gen Z. This information will benefit market research and the implementation of future campaigns.

The inZa Lab program isn't just a resume builder, it invites Gen Zers to get hands-on experience in generational marketing. "We let Gen-Zers themselves, and the data they generate, tell their story in an unbiased way. This is why InZa Lab is run by a team of Gen Zers called Insiders Trends Officers (ITO). The program aims to recognize and show the world the talent that Gen Zers have, and also looks to expand their knowledge and creativity. Being part of inZa Lab is being part of a culture that values your insights and way of unique thinking" says Kim.

To learn more about the InZa Lab program please visit www.inzalab.com.

About CDA

Creative Digital Agency, Inc. is a boutique, full-service agency, with a tightly-knit team of strategists, storytellers, and cross-media advertising experts. They specialize in the unique media habits, creative formats, and voice required to reach and engage a modern, digital audience. CDA handles each step of the process; everything from kindling the first spark of an idea, to building the finished product, to planning and executing targeted cross-media ad campaigns.

They are also a 3 time recipient of the Mobile Marketing Association Global Smarties Awards, a recipient of Mobile Marketing Magazine's Effective Mobile Marketing Awards, and are ranked in the top specialist agencies in the world on the Mobile Marketing Association's Global Business Impact Index.

About Jin Kim

Born in Korea but raised in the San Francisco Bay Area, Jin's life and career revolve around his distinctly multicultural perspective on people, brands, and the stories that connect them. In addition to providing international campaign strategy for clients like Universal Pictures, the Los Angeles Tourism & Convention Board, Airbnb, and Merck Pharmaceuticals, Jin has won multiple industry awards for his forward-thinking approach and his expertise with a mobile-first audience.

