



EPIC DIGITAIS

THE EVOLUTION OF CREATIVITY FOR THE **GEN Z** WORLD

Creating real connections between
brands and Generation Z





**IS YOUR BRAND LOOKING
TO CONNECT WITH **GEN Z**,
BUT REALIZING THEY REACT
DIFFERENTLY TO EVERYTHING
THAT USED TO WORK BEFORE?**

This audience demands innovative approaches, relevant experiences, and authentic communication – challenges many companies still don't know how to overcome. Attracting and engaging young talent with a new vision of career and purpose has become a complex and urgent mission.

PÚBLICO GENZ

 **WORLD 2024:** 
YOUNG PEOPLE AGED 15–25
1.2 BILLION

[16% of world population] UN

 **USA 2025:** 
YOUNG PEOPLE AGED 15–25
39.6 MILLION

[12% of USA population] FRED

In 2023, the creative economy represented US\$1,17 trillion of U.S GDP [4.2%].

BEA

51% of YouTube users say the platform is **very important for learning new skills.**

57% of Gen Z in the U.S. would like to become social media influencers if given the chance.

Morning Consult

86% of young Americans were open to **trying to be influencers.**

Morning Consult



WHO ARE WE?

WE ARE A CREATIVE TECH

The strategic fusion between creativity and technology to craft unique and transformative solutions. At EPIC Digitais, this means using innovation to capture and keep the attention of new generations, creating digital experiences that entertain, educate, and inspire. We lead the creative economy market, with proven expertise in engaging Generations Y, Z, and Alpha. We don't just understand this audience: we live at the same pace, turning trends into real impact and authentic connections between brands and people.



LEADERSHIP DATA

DATA THAT PROVE OUR LEADERSHIP IN THE **GEN Z** **UNIVERSE**

7 MILLION

active followers
across our networks

+700

projects delivered
focused on Gen Z

+120

gamified platforms
developed

10 YEARS

creating experiences
with real impact

HOW DO WE CREATE IMPACT?

**DISCOVER
OUR WAY OF
DOING THINGS
DIFFERENTLY**

IN-PERSON ACTIVATIONS

ONLINE ACTIVATIONS

2D & 3D METAVERSE

VIDEOS & PODCASTS

MULTI-PLATFORM APPS

TRUE GAMIFICATION

E-LEARNING

AI APPLICATIONS

EVENTS & EXPERIENCES

ENGAGEMENT CAMPAIGNS

OUR ECOSYSTEM



Educational managers:

Modernize learning, increase student retention.



Educational managers: Adopt more dynamic teaching formats connected to youth culture.



Marketing: Increase reach and real engagement.

EDTECH

Gamified platform that transforms knowledge into experience, training and engaging teams and young talent.

AFTERISCHOOL

Creative economy school that prepares young people and teams for the future with innovative methodologies and gamification.

CREATORS

Network of creators, influencers, and storytellers that delivers brand messages to Gen Z in an authentic and relevant way.



HR: Train and engage teams.



HR: Develop soft skills and future competencies.



HR: Strengthen employer branding with communication aligned to youth culture.

A HUB OF CREATIVE AND COMPLETE SOLUTIONS

From strategy to experience, at **EPIC Digitais** we create impact with the power of an ecosystem that unites creativity, technology, and hands-on experience to generate real results between your brand and Generation Z!

WHO HAS ALREADY CHOSEN TO CREATE AND MAKE AN IMPACT WITH US



TIME TO SHIP | COIN MARKET CAP | BINANCE
Metaverse development for the world's largest cryptocurrency event.

- +7 sponsor groups
- 104 simultaneous servers
- 52k people impacted in online event

[Learn more here](#)



GEEK AND GAME RIO FESTIVAL |
SECOND LARGEST GEEK EVENT IN BRAZIL
Co-production with Fagga. Stages, guests, activations, events, booths, creators lab, stores.

[Learn more here](#)



Workshops for creators, international premiere coverage, stage hosting at CCXP, social media content (Arcane).



Largest content curation ever carried out by EPIC.

[Learn more here](#)



CREATORS BY HUSKY NA BGS
Strategic planning, booth setup, and activations production.

[Learn more here](#)



Development of gamified digital learning environment and custom courses for the brand's clients.



Development of gamified digital learning environment and proprietary courses for clients.



Development of gamified digital learning environment and exclusive courses for students.

AND MANY MORE!

CENTAURO

Coca-Cola

MAGIC THE GATHERING
ARENA

LEAGUE of
LEGENDS
WARRIORS

GAMELOFT

MONDIAL
ELETRONDOMESTICOS

OBOTICÁRIO



logitech

wondershare



QUINTO ANDAR

NVIDIA



UBISOFT

CASA & VIDEO

Gympass



Adobe

CAMBLY

KONICA MINOLTA

Instagram



SONY



NETFLIX



Trigg

trybe

Submarino

promobit

Lenovo

Localiza

Escola
BRITÂNICA
de artes criativas
& tecnologia

buscapê

kaspersky



TELE
CINE



alura



FOX

MESSE
CHAMYTO



sesc

Husky
by Normad





**YOUR BRAND
READY TO CONQUER
GENERATION Z.
SHALL WE START?**

[Book a chat](#)

