

GENERATION Z

A COMPENDIUM
OF REPORTS
AND VIEWS



Qny

GENERATION Z

16 KEY LEARNINGS

Consumer Profile

19% of Gen Z is 19 & under

50% Identify as multi-racial

70% desire to start their own business.

5 - Number of devices used in multitasking TV, phone, laptop, desktop, portable music player.

27 - Times an hour they switch between devices and platforms

25% - left Facebook in 2014!

\$16.90 - Average US Weekly allowance collectively amounts to \$44B A year.

Self Educate

33% watch lessons online

52% use social media for Home Work assignments

20% read textbooks on tablets

32% collaborate with friends on school work daily.

GENERATION Z

16 KEY LEARNINGS

Consumer Profile

Gen Z is racially diverse, multilingual, and has fluid gender roles.

Visuals to text - Accustomed to autocorrect and emoji as a means of communicating.

Incognito Media - Snapchat, Secret, Whisper

Phygital - blending of the physical and the digital worlds. Assumption that technology can do everything!

Hyperscustom - living in the age of personalization, they expect a hyper level of customization to their individual likes.

GENERATION Z

Digital Natives



8 Key Differences between Gen Z and Millennials

Huffingtonpost

1. Less Focused

Today relevant is constantly being refined and Gen Z lives in a world of continuous updates. Gen Z processes information faster than other generations thanks to apps like Snapchat and Vine. Thus their attention spans might be significantly lower than Millennials.

2. Better Multi-Taskers

Though Gen Z can be less focused than their Millennial counterparts, in school, they will create a document on their school computer, do research on their phone or tablet, while taking notes on a notepad, then finish in front of the TV with a laptop, while face-timing a friend. You get the picture. Gen Z can quickly and efficiently shift between work and play, with multiple distractions going on in the background...working on multiple tasks at once.

Talk about multi-multi-tasking. Just think about how this kind of flow might reshape the office. Millennials grew up alongside the Internet. Generation Z is immersed in social media, relying on it for socializing and also for school, with 52 percent using social media for typical research assignments, and around one-third working with classmates and watching lessons online.

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3. Bargains

Millennials care more about prices than Gen Z. This is arguably because they came of age during the recession. 67% percent of millennials surveyed said that they would go to the website to get a coupon, whereas only 46% of Gen Z polled said they would do the same. Millennials also tend to click on more ads; 71% of Millennials in a recent poll said they followed an advertisement online before making a purchase, however only 59% of Gen Z'ers said the same.

4. Gen Z is Full of Early Starters

Many employers are predicting that more teens, between the ages of 16 and 18 will go straight into the workforce, opting out of the traditional route of higher education, and instead finishing school online, if at all. Would you make a major investment, possibly leading to years of debt to come—knowing there are new, more affordable (not to mention more convenient) online alternatives coming up every day?

Gen Z knows the true value of independence, and knowledge is no exception here. If a Gen Z'er knows they are capable of learning something themselves, or through a more efficient, non-traditional route, you can bet they'll take the opportunity. They are the Youtube generation of DIY.

8 Key Differences between Gen Z and Millennials

Huffingtonpost

5. Gen Z Is More Entrepreneurial

According to Gen Z marketing strategist Deep Patel, “the newly developing high tech and highly networked world has resulted in an entire generation thinking and acting more entrepreneurially.”

Generation Z desires more independent work environments. As a matter of fact, 72% of teens say they want to start a business someday.

One apparent recurring factor you might notice throughout this post,

is that many Gen Z identifying factors can be traced back to the recession in 2008, from their frugality, to their value of experiences, and increased likelihood to become entrepreneurs. This is an interesting note to take down.

6. Gen Z Has Higher Expectations Than Millennials

Millennials remember playing solitaire, coming home to dial-up internet and using AOL. Generation Z was born into a world overrun with technology.

What was taken as amazing and inspiring inventions, are now taken as a given for teens.

“When it doesn’t get there that fast they think something’s wrong,” said Marcie Merriman, executive director of growth strategy at Ernst & Young.

“They expect businesses, brands and retailers to be loyal to them. If they don’t feel appreciated, they’re going to move on. It’s not about them being loyal to the business.”

8 Key Differences between Gen Z and Millennials

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7. Gen Z Is Big On Individuality

Gen Z'ers were born social. In fact, nearly 92% of Gen Z has a digital footprint. Arguably as a result of the celebrities and media they follow, Gen Z seeks uniqueness in all walks of life primarily through the brands they do business with, future employers, etc.

8. Gen Z Is More Global

Millennials were considered the first “global” generation with the development of the internet, but as more of the world comes online — Generation Z will become more global in their thinking, interactions, and relatability. 58% of adults worldwide ages 35+ agree that “kids today have more in common with their global peers than they do with adults in their own country.” Diversity will be an expectation of Generation Z.

8 Key Differences between Gen Z and Millennials

Huffingtonpost

DIGITAL ADDICTS

After asking people “Would you call yourself addicted to your digital devices? (computer, smartphone, etc.),” we found Gen Z’ers are 25% more likely than Millennials to say they are addicted to their digital devices. A full 40% of Gen Z are self-identified digital device addicts.

This generation grew up with technology, and for them, it’s probably hard to go without their devices. If this younger generation is constantly on their phones or devices and not watching as much live TV, we may experience a massive shift in advertising methods and marketing messages.

Those who are 19 and younger prefer social networks like Snapchat, Secret and Whisper, as a quarter of 13- to 17-year-olds have left Facebook this year.

Fake Instagrams and Crying Selfies

MANREPELLER - Gen Z interview

Apparently teens have fake Instagrams. Why is this a thing?

Teens create fake Instagrams for their close group of friends to follow. **Finstas**, may include crying posts (after taking a Calculus test), outfit posts when I need advice is needed while thrifting, or more serious posts about mental states and how they are doing on rough school days. Finstas are full of screenshots of funny family group texts, reactions to celebrity news and memes but they are always private and do not include brands. That is saved for their public persona.

What's the point? Why can't you just combine the two?

I look at my normal Instagram as a professional setting that anyone can see; my finsta is for my *angsty* teen feelings and ugly selfies that I snap in my pjs with my cat. I don't want the whole world to be able to see pictures of me with my retainer in, but I like posting funny things for my friends.

Fake Instagrams and Crying Selfies

MANREPELLER - Gen Z interview

Can you explain Teen Instagram etiquette to me? Comments, liking — are those activities mandatory? What if you miss something?

There's a strong pressure to comment and like everyone's posts. Birthday posts are another mandatory concept. You aren't considered a "good friend" if you don't give someone a birthday shout-out on your Twitter or Instagram. Teens get mad at their friends if they don't get an Instagram post on their birthday. Twitter shout-outs are given more generously because they don't require a good picture of you with your friend. But the unspoken feeling about Twitter shout-outs is that you just weren't cool enough to make it on their Instagram profile. At least, that's what the rules seem to be at schools.

I don't think people notice if you miss their posts, since most teenagers have at least 300 followers to keep up with. However, I still waste a significant amount of time trying to get to the bottom of all of my social media feeds. I stay up at night to get through everyone's posts. Otherwise, I get paranoid and can't fall asleep.

GENERATION Z

Engaging on their turf



5 Effective Ways Brands Can Market To Gen Z

Forbes

1. Quick, Relatable Messaging

Eight seconds, or about how long it will take you to read this sentence, is the average attention span for gen Z, down from 12 seconds in 2000. This is a group that communicates via emojis and has grown up being constantly served enormous amounts of information. They are accustomed to quickly filtering through everything and determining what is relevant to them.

To grab their attention, brands must find ways to communicate and engage with compelling, “snackable” content. If gen Z finds you appealing, they will take the time to investigate further. The lesson here is you either capture their attention quickly or risk being scrolled over.

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2. Authentic Two-Way Conversations

Gen Z isn't anti-corporate or anti-brand, but they can smell BS from a mile away. This is why traditional ads do nothing for them—gen Z sees them as bogus. When they can, they turn them off on social media. To really reach gen Z, you have to build a relationship with them.

This demographic expects brands to hang out in the same places they do: online, and especially on social media. They want to be able to engage with the brands in much the same way as they engage with their friends, by chatting and communicating online.

Initiate two-way conversations, and create a social presence with which gen Zers can engage. They value the opinions of their peers, which makes social influencers a very powerful tool, but all promotions must appear genuine in order to be effective.

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3. Marketing That's Personalized To Them

Gen Z has been shaped by the personalization of a digital world. Online searches and website filters direct them to exactly the information or item they want. They can stream any song, watch any episode or order any item whenever they wish. And they have grown accustomed to having products and fashion personalized to their taste.

This amount of personalization may seem like a tall order for brands to accomplish. But you'd better believe that they expect to be treated like individuals, not just numbers waiting in line. Brands must market to gen Zers with an understanding that they'll want personalized products and individual service.

Bottomline: Help them express their uniqueness and they will love you for it.

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4. Put A Face On Your Brand

Just as gen Zers want you to treat them as individuals, they also expect their brands to feel familiar and personal. In order to make your brand stand out, work at showcasing your brand's personality, building an engaging narrative and backstory and being accessible, interesting and relatable. Simply put, a faceless company will get lost in a crowded marketplace.

In fact, one survey shows that 63 of gen Z prefers to see real people in their ads, while just 37 favor celebrities.

Influencer marketing is ideal for this group because it directly connects gen Z to the people they most look up to.

Gen Zers are mass YouTube followers. They idolize bloggers and vloggers for being real and giving honest opinions. A YouTube star or social media personality will go a long way in helping you humanize your brand and giving your company a relatable and approachable identity.

5 Effective Ways Brands Can Market To Gen Z

Forbes

5. Consumerism With A Cause

Generation Z believes in giving back and making the world a better place. They are do-gooders who want to feel part of a bigger purpose. According to a Mashable survey, 26% of 16- to 19-year-olds volunteer on a regular basis, 60% want their jobs to impact the world and 76% are concerned about humanity's impact on the planet. It makes sense that this idealistic generation would put a high value on brand integrity.

Marketers trying to connect with gen Zers should project their philanthropic side and show that they are also committed to a cause. This is a great opportunity for brands to find ways of contributing toward a greater goal that aligns with the company's ideals and values.

The Rise and (Maybe) Fall of Influencers

The New York Times

Influencer Equity - Trending Topic

Influencers involved are perceived as having a personal — not merely professional — relationship with the thing they are selling. Which in turn means they bear some responsibility for it. There is a downside to the upside of being an influencer. Which raises the possibility that we are on the verge of a new (hopefully more considered) age in the evolution of Influencer culture.

Being an Influencer means you are often thought of as a “friend” by your followers. That comes with a host of expectations that may not attach to a more traditional kind of talent. Youth culture can see through anything they think is inauthentic. And because followers have what at least

seems to be direct access to their “friend” on Twitter or Instagram, they can respond directly.

Since being what used to be called a “tastemaker” became a job, and word-of-mouth tips became known as “influencer marketing,” attention has been focused largely on the risks to brands in linking up with individuals.

Th disconnect - It is increasingly clear that a disconnect exists between the imperative to make as much money as possible out of your influence as fast as possible, and the need to be highly selective about how you wield your influence in order to preserve its equity.

The right ROI -

Return on interaction, rather than investment.
You have to talk with them, not at them. Through meaningful interactions, you find connection points between your brand and the consumer.

Authenticity -

Strategically selects brand ambassadors who fit their DNA. They may not be the most popular influencers, but they have personalities that “fit” the brand. Connect with viewers with live-streaming and collaborative content.

Snackable Content -

Brands need to get to the point quickly, think of concise tweets and punchy, to-the-point videos you only get 5 seconds.

Listen -

no amount of research or data that can replace being a member of the audience you’re targeting. Hire team members that represent your target audience. We’ve found that guerrilla tactics and genuinely being a part of the communities we serve have been the most successful marketing campaigns. Optimizing for word of mouth is always the most effective and cheapest form of marketing.

Niche is key-

Gen Z, by 2020, they'll account for 40 percent of all consumers. Many companies spread themselves thin, trying to speak too many languages to too many types of consumers. We often worry that by focusing on one audience we'll lose others.

Instant gratification -

Social media interactions (like receiving a Snap or an Instagram like) releases a chemical called "dopamine" in our brains. This chemical brings pleasure; it feels good. Dopamine is the exact same chemical that makes us feel good when we smoke, when we drink, and when we gamble. In other words, it's highly, highly addictive. The addiction is a real problem it has a truly negative effect on our ability to interact with other humans and form meaningful relationships.

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