WHO IS GENERATION Z?

- Born between 1995 – 2013 (Ages 3-18)
- Grew up in post 9/11 and amid the 2007 economic recession
- Most diverse and multicultural of any generation seen in the U.S.
- Greater desire for equality in social aspects
- Drive to help the world
Growing up in a post 9/11 world during a recession

1 in 4
American children are living in poverty

73%
of Americans were personally affected by the Great Recession

Gen Z were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity. Blockbusters like The Hunger Games and Divergent depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Source: Rutgers 2013, Annie E. Casey Foundation 2013
With studies showing the adverse effects of helicopter parenting, parents of Gen Z have been discouraged from mollycoddling. As a result, Gen Z have been given more space than Millennials, accessing answers and inspiration on the Internet, and are more self-directed.

Source: Census: “The two or more races population: 2010 Census Brief”
They are mature and in control

Use of Illicit Substances
(Among high school seniors)

- Alcohol
- Marijuana
- Cigarettes
- Cocaine

25% of Gen Z teens say they were in a physical fight in the past year (down from 42% surveyed in 1991)

Teen Birth Rate
(per 1,000 women age 15-19)

10% of Gen Z teens say they tried an e-cigarette in 2012 (a doubling in one year)

Source: Centers for Disease Control and Prevention via vox.com: WebMD (CDC Survey 2014)
They worry about the economy

Source: JWT Intelligence, 2012
They are eager to start working

55% of high school students feel pressured by their parents to gain early professional experience

4 in 5 high school students believe they are more driven than their peers

Parents of Gen Z encourage their children to find jobs early and independently without their help.

Source: Study called “High School Careers” by Millennial Branding and Internships.com via entrepreneur.com
72% of high school students want to start a business someday (compared to 64% of college students)

Entrepreneurship is in their DNA

61% of high school students want to be an entrepreneur rather than an employee (compared to 43% of college students)

Surrounded by DIY education and crowdsourcing, these teens dream of self employment. They feel pressured to gain professional experience at a very early age. Low wage entry level Gen Z jobs lead to competition with struggling Millennials, fueling competitiveness.

Personal, Professional, Social

They want to feel like they are working with you on a topic as Co-Creators – *Customer-ization*

They have to manage their lives socially and professionally as separate entities.

They want to change the world for the good and do it from the ground floor.

*They want to make a difference in the world.*

60% want their jobs to impact the world; 26% regularly volunteer in some capacity.
...this is how Gen Z took over...

Name: Adora Svitak
Fame Age: 16
Profession: Activist, author and advocate for education

Her 2010 TED talk, “What Adults Can Learn From Kids,” has received over 3 million views.

Source: Adorasvitak.com
...and this is the new norm for Gen Z

Name: Logan Laplante  
Fame Age: 13 
Profession: Advocate for DIY education 

His 2013 TED talk, “Hackschooling Makes Me Happy,” has received over 5 million views.
2005 is the year that Google Maps launched with its satellite and zooming functions.

Gen Z have always known how to zoom, pinch and swipe. They have grown up with hi-def, surround-sound, 3D and now 4D — 360 degree photography and film is their normal. Ultra slow motion and high-speed video is their standard.


Characteristics

- Only know a Digital World
- Education is Key
- Rely on the experiences of family, peers and reviews.
- Experience First, Purchase Afterwards
- Require Speed in all things

Understanding Generation Z

![Image of Generation Z characteristics]

- **Generally defined as those aged 3 - 18.**
- **They are the most connected and shaped by their peers.**
- **Generation Z is the most materially endowed, technologically saturated, formally educated generation our world has ever seen.**
- **Self-esteem as well as decisions are highly influenced by their core group of 3 - 8 friends.**

**KEY CHARACTERISTICS**

- **Globally Aware:** Celebrities, fashions, foods, online entertainment, nothing escapes Generation Next.
- **Digital Natives:** Grows on iPads, Facebook, Smartphones, YouTube, etc.
- **Speed Demons:** Lives for speed and in a world of instant gratification.
- **Entertainment Addicts:** Seek out captivating campaigns and entertainment.
- **Collaborative Partners:** Want their voice to be heard and be involved in your brand through user-generated/collaborative campaigns.
- **Micro Miners:** Every information has to be broken into bite-size, manageable pieces.

Sources: McCrindle Research, Sparxoo and GROUP MAD.
Why does Generation Z matter?

- **Global Generation**
  - 2,000,000,000
  - 2 Billion Gen Zs
  - Countries with largest numbers:
    1. India
    2. China
    3. USA

- **Population Tsunami Approaching**
  - 361,000
    - Approximate number of babies born in the world each day.
  - More than a quarter of America's population belongs to Gen Z, and with each birth, the segment is growing.

Source: U.S. Census Bureau, 2012; (via Mintz, 2014)
Technology Innate

- Only have a limited amount of time to look at information.
- Access to unlimited amounts of information
- The 8 Second Barrier – catching attention, keeping that attention and staying relevant.
What’s In… What’s Out?

- Instagram is in
- Twitter is in
- Snapchat is #1
- Facebook is OUT!
- Social groups on the Internet

IN FACT, 2/3 WOULD RATHER TEXT THAN SPEAK TO SOMEONE ON THE PHONE.
### Gen Z vs. Millennials

<table>
<thead>
<tr>
<th>Gen Z</th>
<th>Millennials</th>
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<td>Tech Innate: 5 Screens</td>
<td>Tech Savvy: 2 Screens</td>
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<td>Think in 4D</td>
<td>Think in 3D</td>
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<td>Judiciously Share (GeoLoco Off)</td>
<td>Radical Transparency: Share All</td>
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<td>Active Volunteers</td>
<td>Slacktivists</td>
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<td>Blended (race &amp; gender)</td>
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<td>Togetherness</td>
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<td>Mature</td>
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<td>Communicate with Images</td>
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<td>Make Stuff</td>
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<td>Have Humility</td>
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<td>Future Focused</td>
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<td>Realists</td>
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<td>Want to Work for Success</td>
<td>Want to be Discovered</td>
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<td>Collective Conscious</td>
<td>Team Orientation</td>
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Their social circles are global

81% of online teens use some kind of Social Media

26% of Gen Z would need to fly to visit most of their social network friends

Source: JWT Intelligence and Pew Research center
Marketing to Generation Z

Natives of the Digital Age – information must be easily accessible and multi-platform

The 5-Device Generation – TV, Cellphone, Laptop, Desktop, I-pad

Information that matters – fluff is an immediate turn off, only give what is necessary and attractive
Their attention spans are getting shorter

8 sec is the average American attention span (down from 12 sec in 2000)

11% of children 4-17 years old have been diagnosed with ADHD (up from 7.8% in 2003)

Gen Z are the ultimate consumers of snack media. They communicate in bite sizes. Research studies suggest that their brains have evolved to process more information at faster speeds, and are cognitively more nimble to handle bigger mental challenges. But, getting and keeping their attention is challenging.

BREAKING THE 8 SECOND BARRIER
SHORT AND SWEET
They use social media as a research tool

52% of teens use YouTube or other Social Media sites for a typical research assignment in school

They are less active

66% of 6-11 year olds list gaming as their main source of entertainment

51% of teen boys list gaming as their main source of entertainment

This generation is much less active than previous generations. In some cases, sport is viewed as a tool for health instead of play and gaming may have replaced outdoor activities.

Source: Mintel, Activities of Teens and Kids 2013, Entertainment software association 2013
They are the *biggest* foodies

Their interest in cooking is expected to increase over the next five years.

% change projected annual eatings F2018 vs. 2013

Source: NPD Group’s “Future of Eating,” 2014
Unfortunately, they’re also obese

Teen obesity has nearly tripled from 1971-2010, now stabilized at around 18.4%.

Teenage boys are more likely than girls to be obese (18.6% vs. 15%).

Source: Centers For Disease Control And Prevention, 2013 (via Mintel 2014). Percentage of obesity among high school students, by state, for selected year 2003 and 2011.
HIEROGLYPHICS ARE BACK IN STYLE!
ONE EMOJI, ONE ORDER PLEASE
ANYONE CAN EMOJI

NAME THIS MOVIE

Psycho!
CAN YOU GUESS THIS ONE TOO?

The 4 Great Artists! - Teenage Mutant Ninja Turtles
Gen Z topics & interests: what we’re tracking...

NEWS
- Gaga in Space 2015
- Total Solar Eclipse March 2015
- Malala
- Elon Musk
- Tuna the Dog
- Brazil & The World Cup
- Back to School

ISSUES
- Global Warming
- Cost of Education
- Loneliness
- Gender Equality & LGBT Rights
- Common Core Education Nationwide
- Texting While Driving

MEDIA & CULTURE
- Avatar 2 2016
- Hunger Games Mockingjay 11/21
- Star Wars Episode VII 2015
- Earth to Echo August
- Teenage Mutant Ninja Turtles 8/8
- MTV VMAs 8/24
- 22 Jump Street June
- Kids Choice Awards 7/17
- Teen Choice Awards 8/10

TECHNOLOGY
- Whisper
- Net Neutrality
- iPhone 6
- Mixed Reality
- Oculus Rift
- Autonomous Cars
- 3D Printing & Doodling
- Drones

sparks & honey
How to connect with Gen Z?
“Being human totally sucks most of the time. Videogames are the only thing that make life bearable.”

“Playing old videogames never failed to clear my mind and set me at ease. If I was feeling depressed or frustrated about my lot in life, all I had to do was tap the Player One button, and my worries would instantly slip away as my mind focused itself on the relentless pixelated onslaught on the screen in front of me. There, inside the game’s two-dimensional universe, life was simple: It’s just you against the machine. Move with you left hand, shoot with your right, and try to stay alive as long as possible.”
YOUR PRODUCT, THEIR WAY
HOW ARE THEY DIFFERENT CONSUMERS?

► They find you!
► They want to have input on your product to fit them as individuals.
► They value transparency, and will give complete loyalty if they feel your company is transparent.
IS THERE AN APP FOR THAT?

- Customization and accountability
- Stream-line your customer service
- They want to experience your product their way
CONTINUOUS RELATIONSHIP

- Keep the lines open
- Need to be relevant, how do we ensure a return customer?
- Evolve over time
- You must be accessible to them on all social media fronts.
They love to shop, especially online

Percentage of Gen Z who prefer shopping online vs. offline

- Clothes: 49% Offline, 58% Online
- Toys: 46% Offline, 54% Online
- Online games: 53% Online
- Offline games: 44% Offline, 56% Online
- Books: 47% Offline, 53% Online
- Electronics: 47% Offline, 53% Online
- Music: 50% Online
- Fashion accessories: 43% Offline, 57% Online
- Shoes: 45% Offline, 55% Online
- Movies: 47% Online
- Sports equipment: 40% Offline, 60% Online
- Beauty products: 49% Offline, 51% Online

Source: JWT Intelligence 2012
Escape the Realities of the world outside
Make your virtual self without all of your imperfections
GENERATION Z

Identifying And Creatively Marketing To Tomorrow's Consumer