

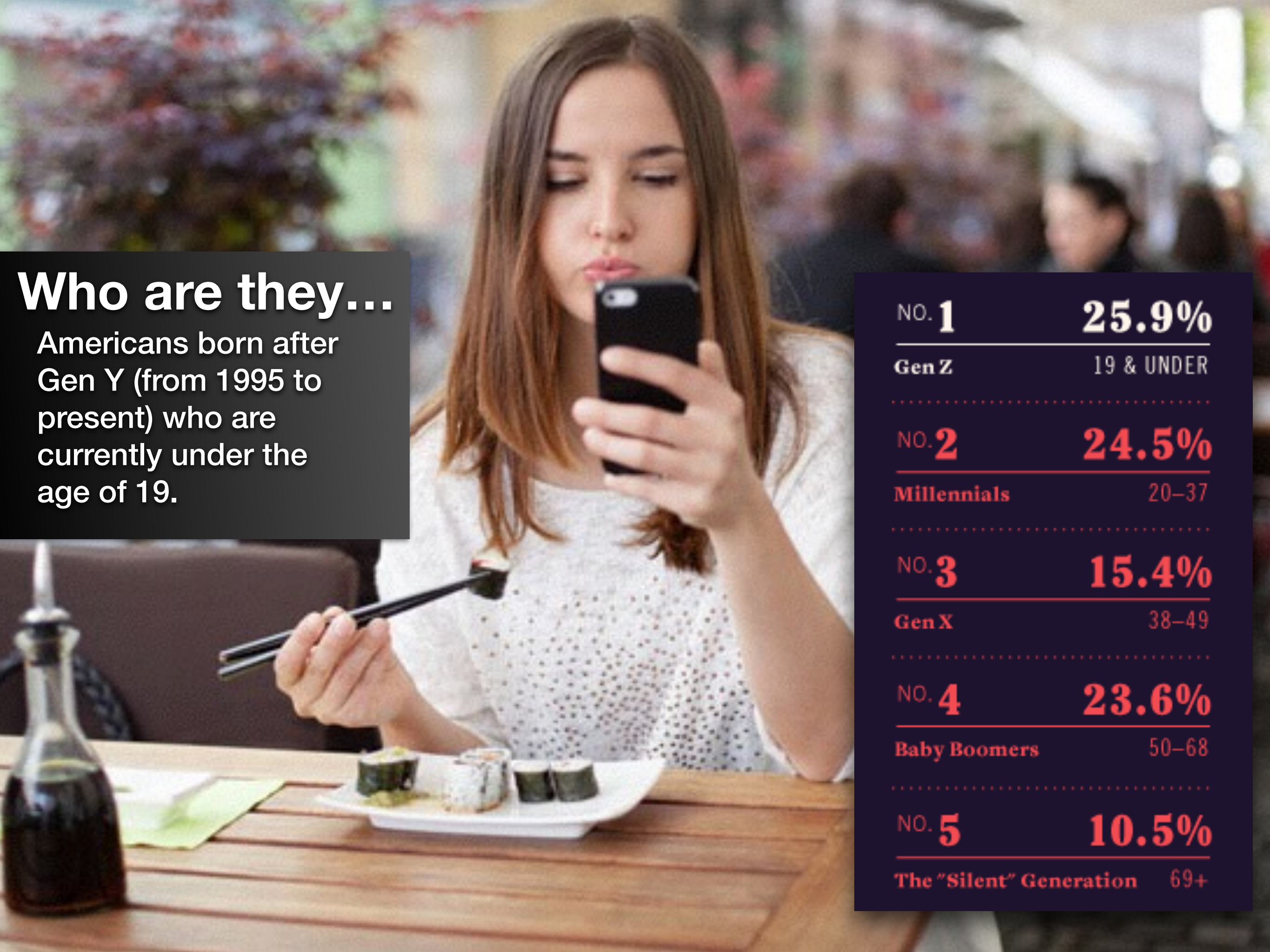


Meet Generation Z

Forget Everything You Learned About Millennials



Meet “Generation Z”



Who are they...

Americans born after Gen Y (from 1995 to present) who are currently under the age of 19.

NO. 1	25.9%
Gen Z	19 & UNDER
.....	
NO. 2	24.5%
Millennials	20–37
.....	
NO. 3	15.4%
Gen X	38–49
.....	
NO. 4	23.6%
Baby Boomers	50–68
.....	
NO. 5	10.5%
The "Silent" Generation	69+

Why are they different from Millennials?



Growing up in a post 9/11 world during a recession

A background image of Jennifer Lawrence in a post-apocalyptic setting, wearing a dark jacket and having a bloodied neck, with a large metal rebar visible in the background.

73%

of Americans were personally affected by the Great Recession

Gen Z had a unique childhood...

They 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.

They learned that traditional choices don't guarantee success



They witnessed the struggles of Millennials (think: older siblings, many still living at home), and have resolved to do things differently.

They live in multi-generational households



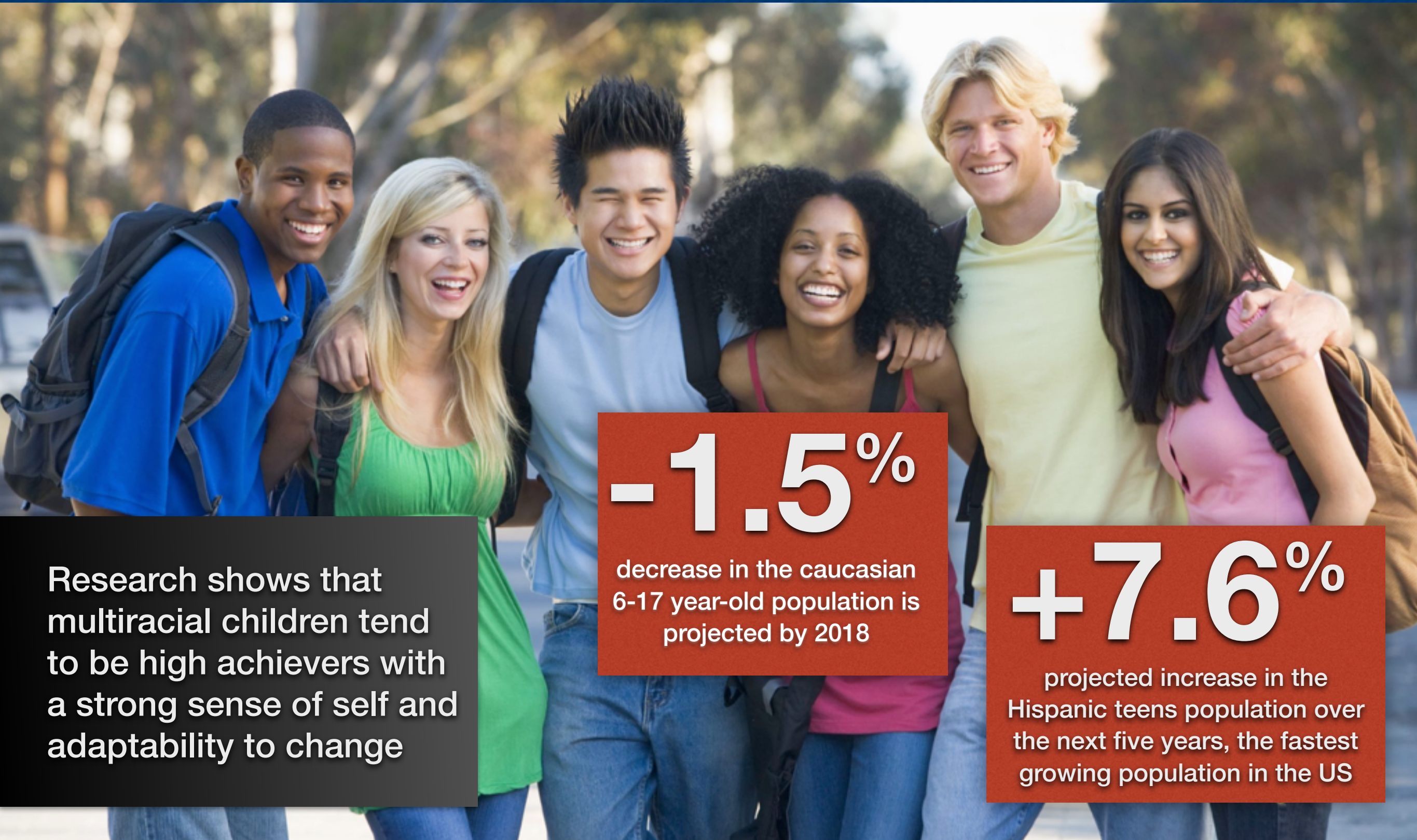
Gen Z have been raised in larger, extended households as retired grandparents have moved in and Millennial siblings (Boomerang Kids) have moved back home. As a result, they are sharers and have greater affinity and respect for the elderly. Gen Z share many of the same values as the Great Generation.

Parenting styles have shifted

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.



There is much greater diversity amongst teens



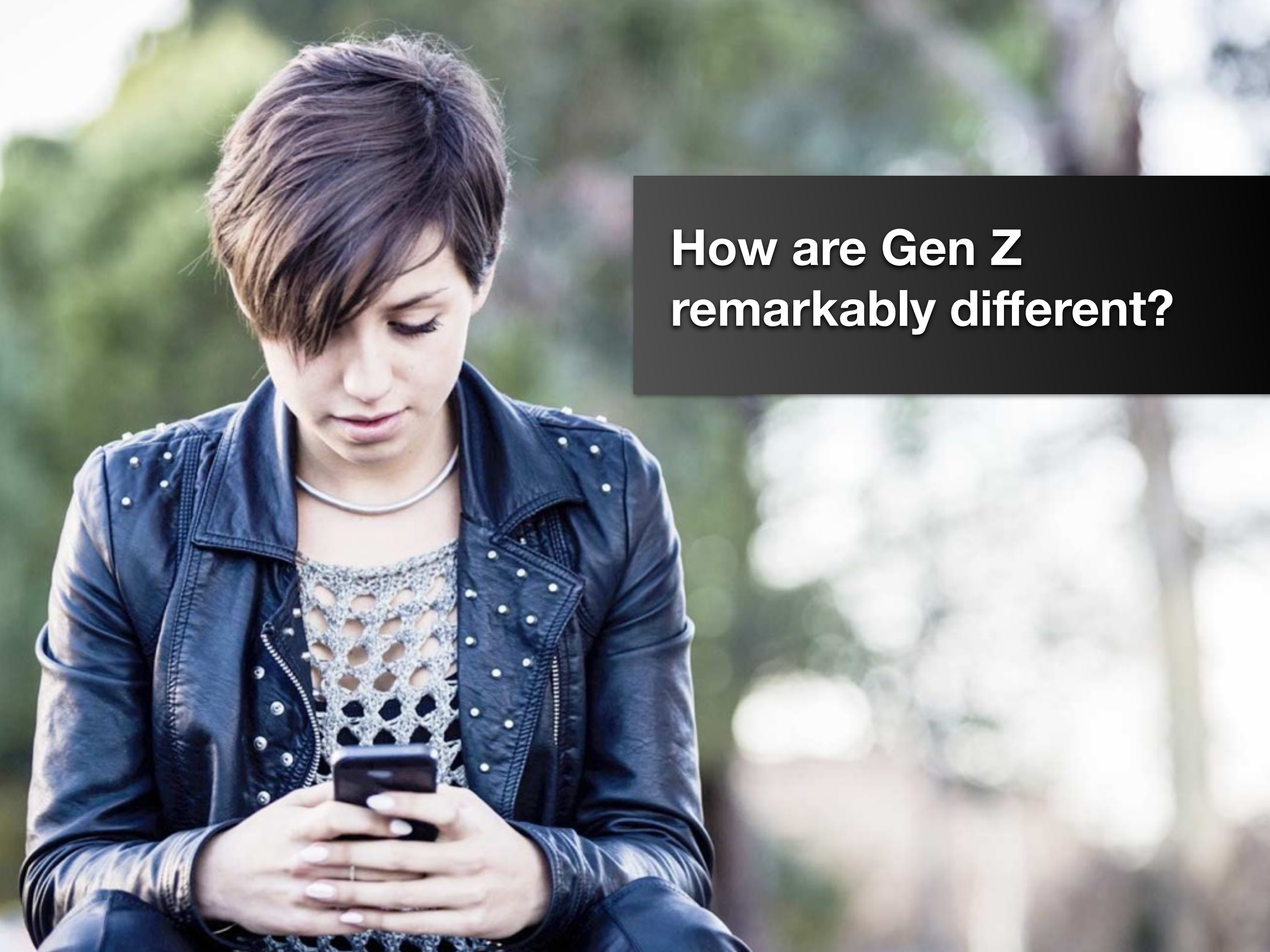
Research shows that multiracial children tend to be high achievers with a strong sense of self and adaptability to change

-1.5%

decrease in the caucasian 6-17 year-old population is projected by 2018

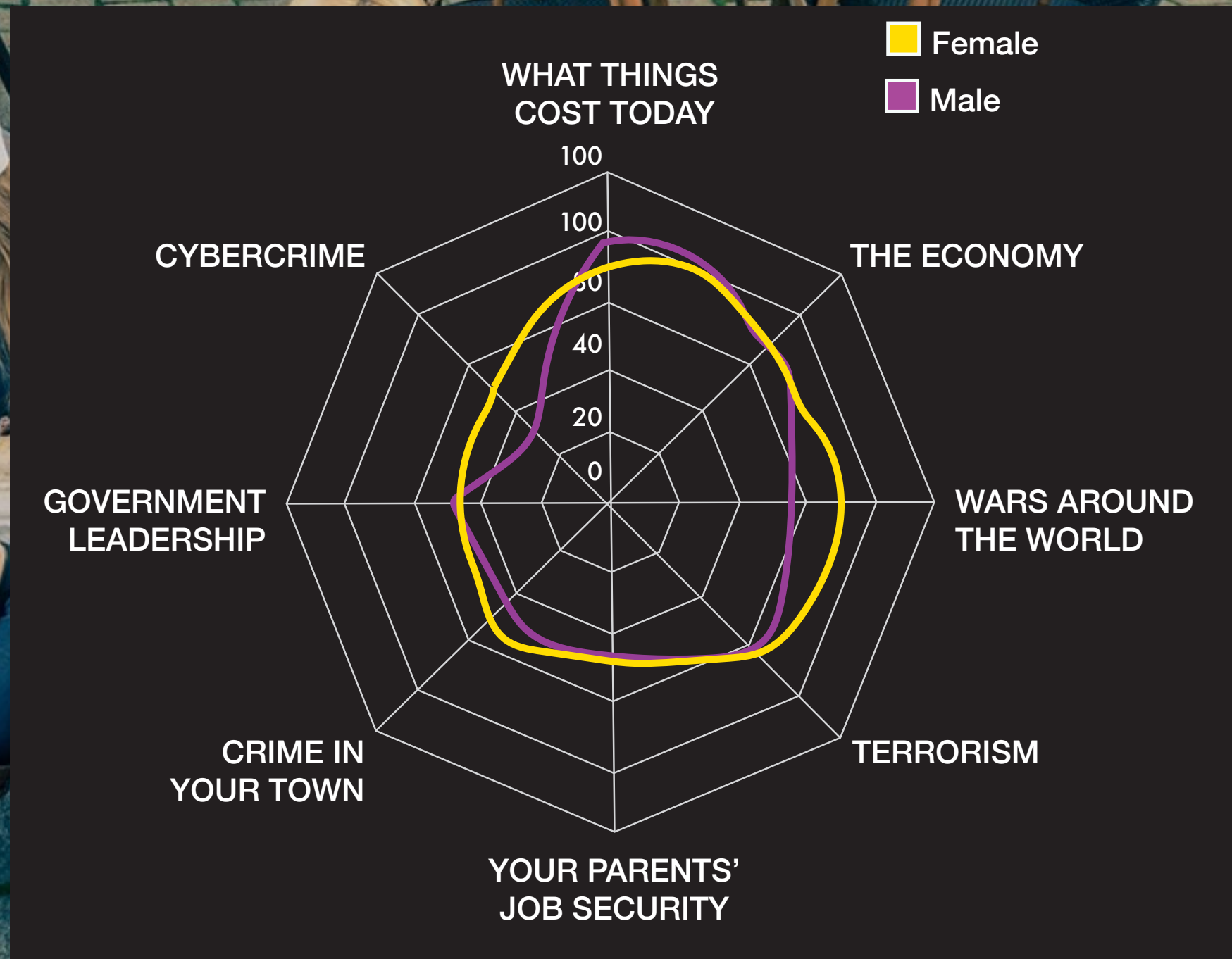
+7.6%

projected increase in the Hispanic teens population over the next five years, the fastest growing population in the US



**How are Gen Z
remarkably different?**

They worry about the economy



Entrepreneurship is in their DNA

Surrounded by DIY education and crowdsourcing, these teens dream of self employment.

61%

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

72%

of high school students want to start a business someday (compared to 64% of college students)

They intend to change the world

26%

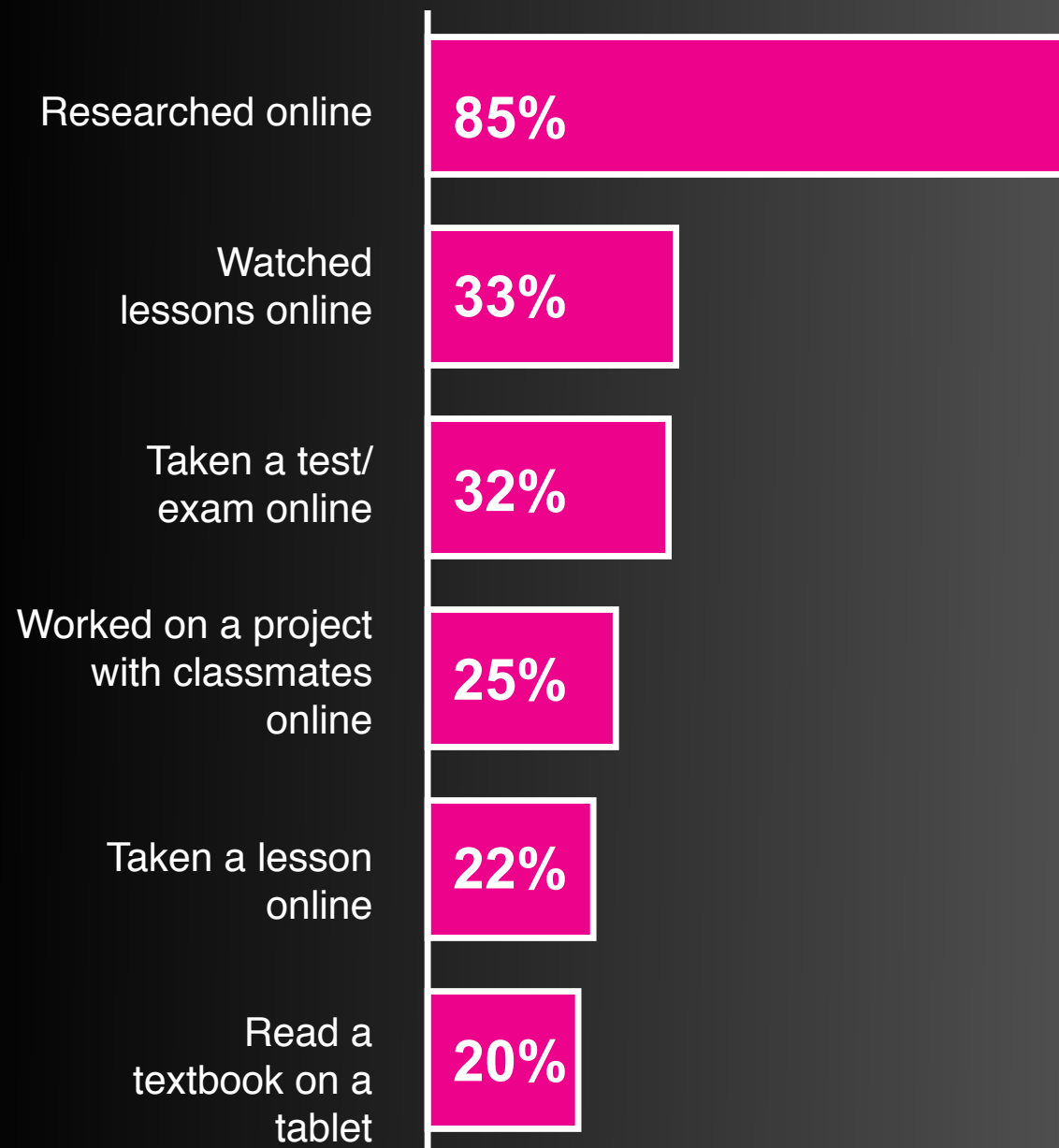
of 16-to-19 year-olds are
currently volunteering

Social listening reveals that Gen Z are determined to “make a difference” and “make an impact.” Social entrepreneurship is one of the most popular career choices.



They seek education and knowledge

Percentage who have:



1 in 2

Gen Zers will be university educated (compared with 1 in 3 for Millennials and 1 in 4 for Gen X)

They multi-task across 5 screens

5

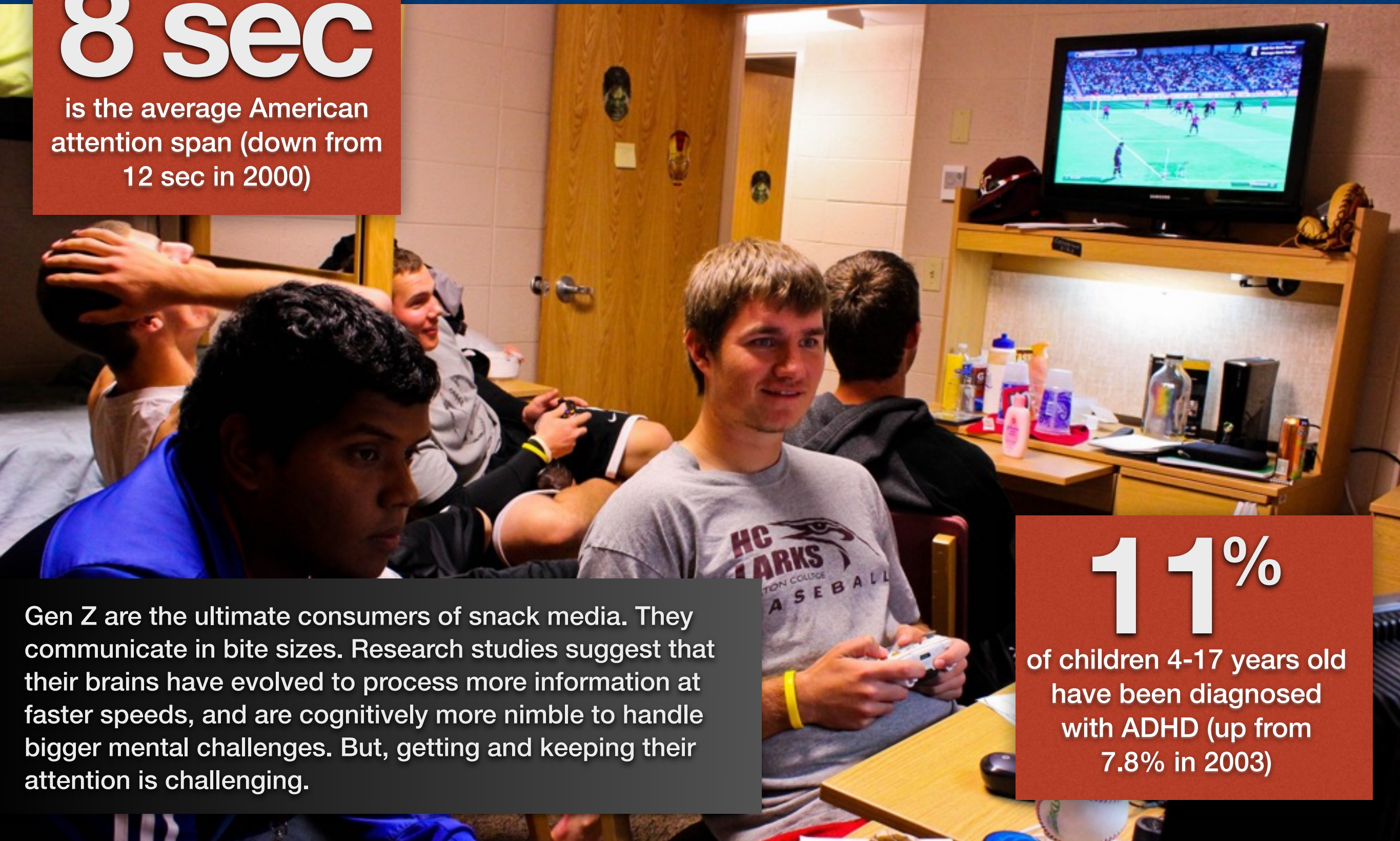
Preferred number of screens for multitasking (TV, Phone, Laptop, Desktop, IPOD, or other portable music player)

Ask a Gen Zer how the homework is going. In one hand she holds a smart phone on which she is managing multiple Facebook conversations. It also buzzes quietly when a text or Snapchat message comes through. She is viewing a YouTube video on her tablet. And a sitcom is playing on a laptop. "It's going great," she says. You wonder how anyone can get anything done with all this multitasking.

Their attention spans are getting shorter

8 sec

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



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.

11%

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

They lack situational awareness

Teachers say that Gen Z lack situational awareness, oblivious to their surroundings and unable to give directions. Some speculate that Gen Z have become overly reliant on their devices.



They communicate with images & Video

WHERE IS GEN Z ON SOCIAL MEDIA?

FACEBOOK

FALL 2012 42%

SPRING 2013 33%

FALL 2013 23%

INSTAGRAM

FALL 2012 12%

SPRING 2013 17%

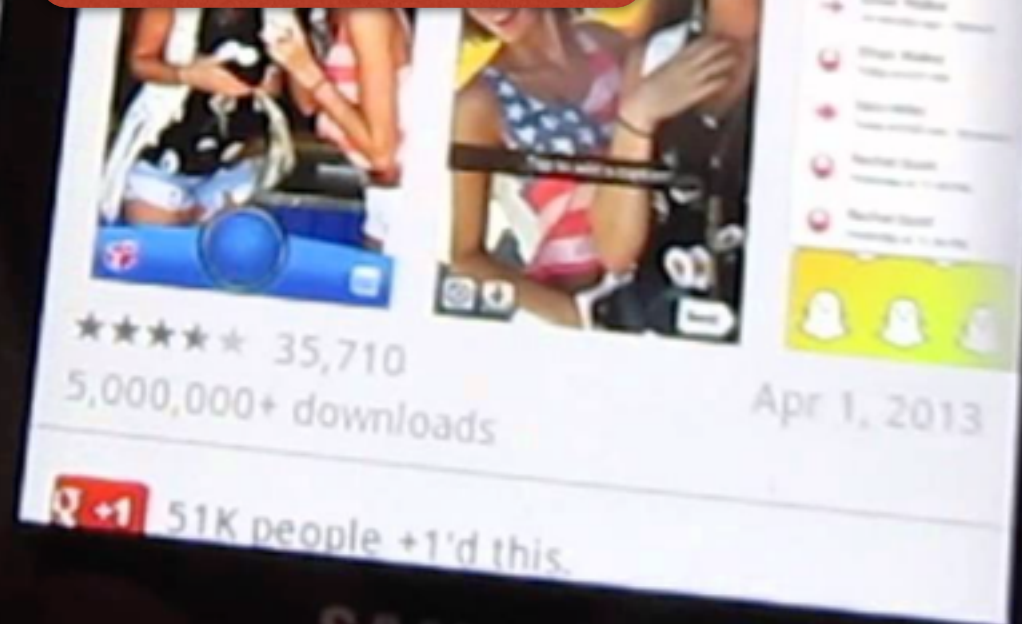
FALL 2013 23%

Privacy, Please.

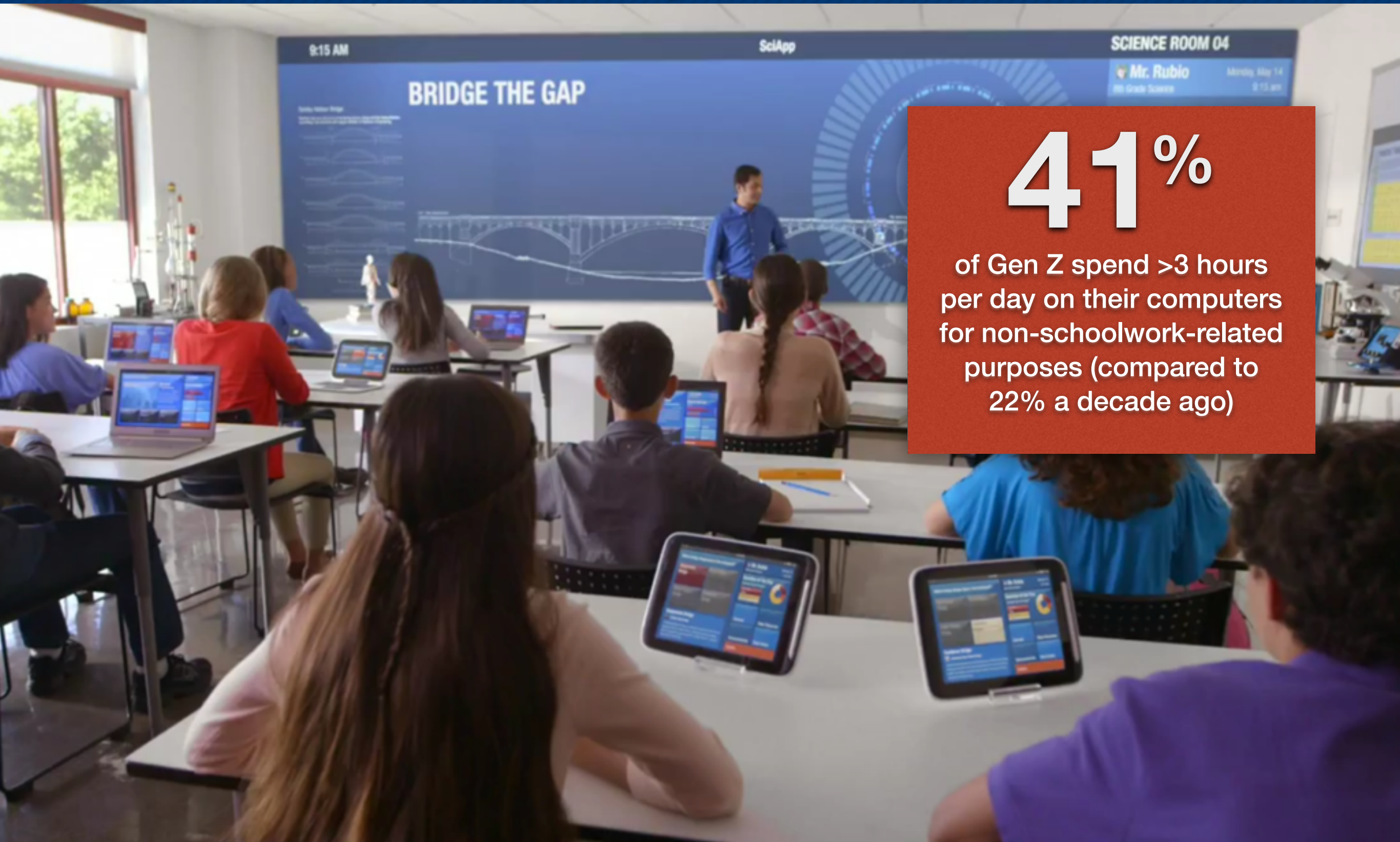
Gen Z prefers Snapchat.

25%

of 13-17-year olds
left Facebook in
2014.



They spend more time with computers



41%

of Gen Z spend >3 hours per day on their computers for non-schoolwork-related purposes (compared to 22% a decade ago)

They are less active

51%

of teen boys list
gaming as their main
source of
entertainment

66%

6-11 year olds 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.

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%)

How to connect with Gen Z?



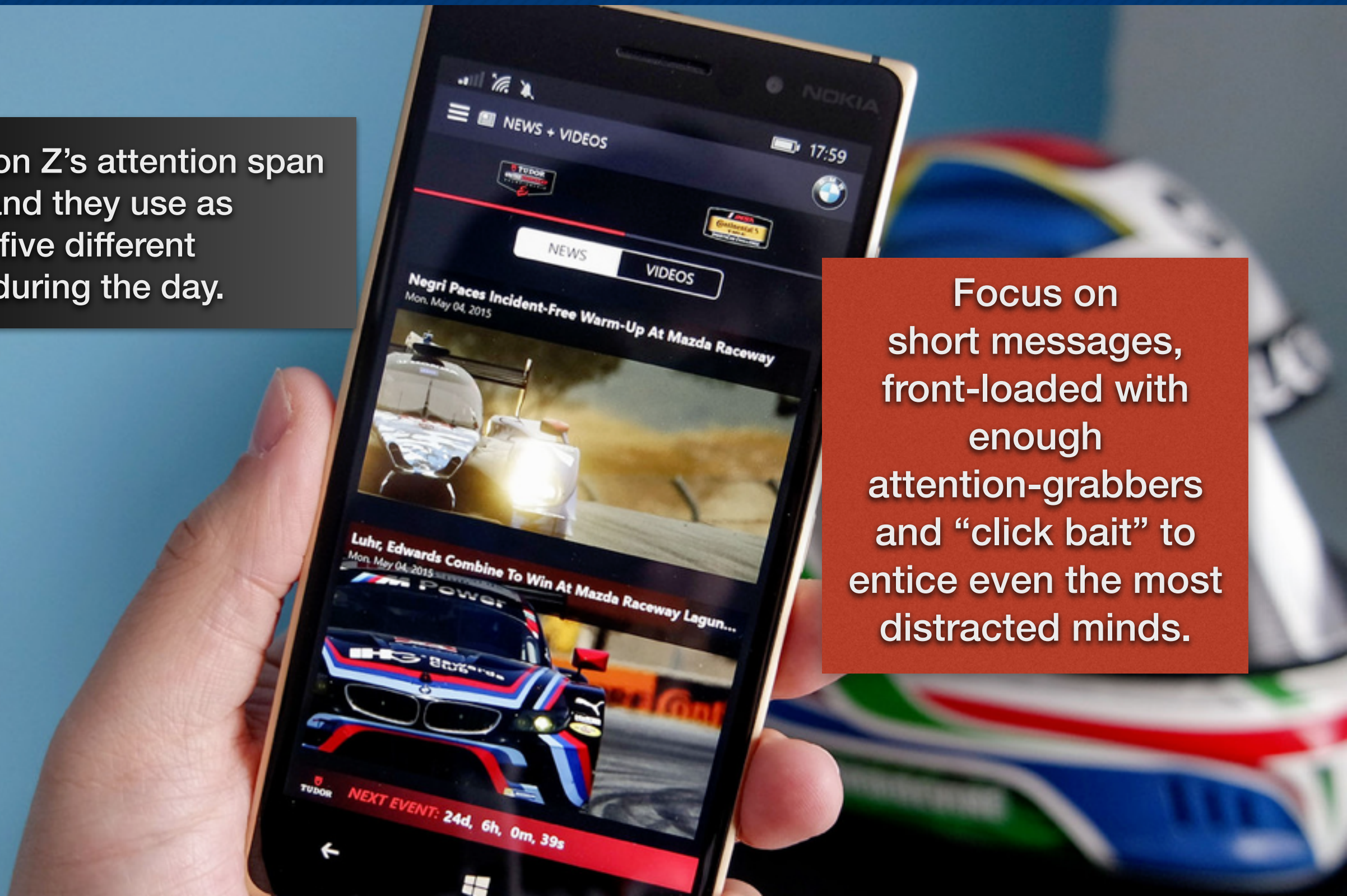
Don't treat them like Millennials

Gen Z	Millennials
Tech Innate: 5 Screens	Tech Savvy: 2 Screens
Share cautiously	Share All
Active Volunteers	Armchair Activist
Togetherness	Multi-cultural Tolerance
Mature	Immature
Communicate with Images/video	Communicate with Text
Make Stuff	Share Stuff
Have Humility	Have Low Confidence
Future Focused	Now Focused
Realists	Optimists
Want to Work for Success	Want to be Discovered
Collective Conscious	Team Orientation

“Snackable content”... Keep it short.

Generation Z’s attention span is short and they use as many as five different screens during the day.

Focus on short messages, front-loaded with enough attention-grabbers and “click bait” to entice even the most distracted minds.




Be quick.



Previous generations had a much more relaxed attitude towards timeliness. Generation Z, not so much. Maybe it's because of increased Internet speeds, but Gen Z wants to have **THEIR PROBLEM SOLVED BEFORE THEY KNOW THEY HAVE ONE.** And they want that information/video/photo to be delivered—to their phones—before they even realize they want it. Get it done! Now!

Remember, you're talking to individuals.



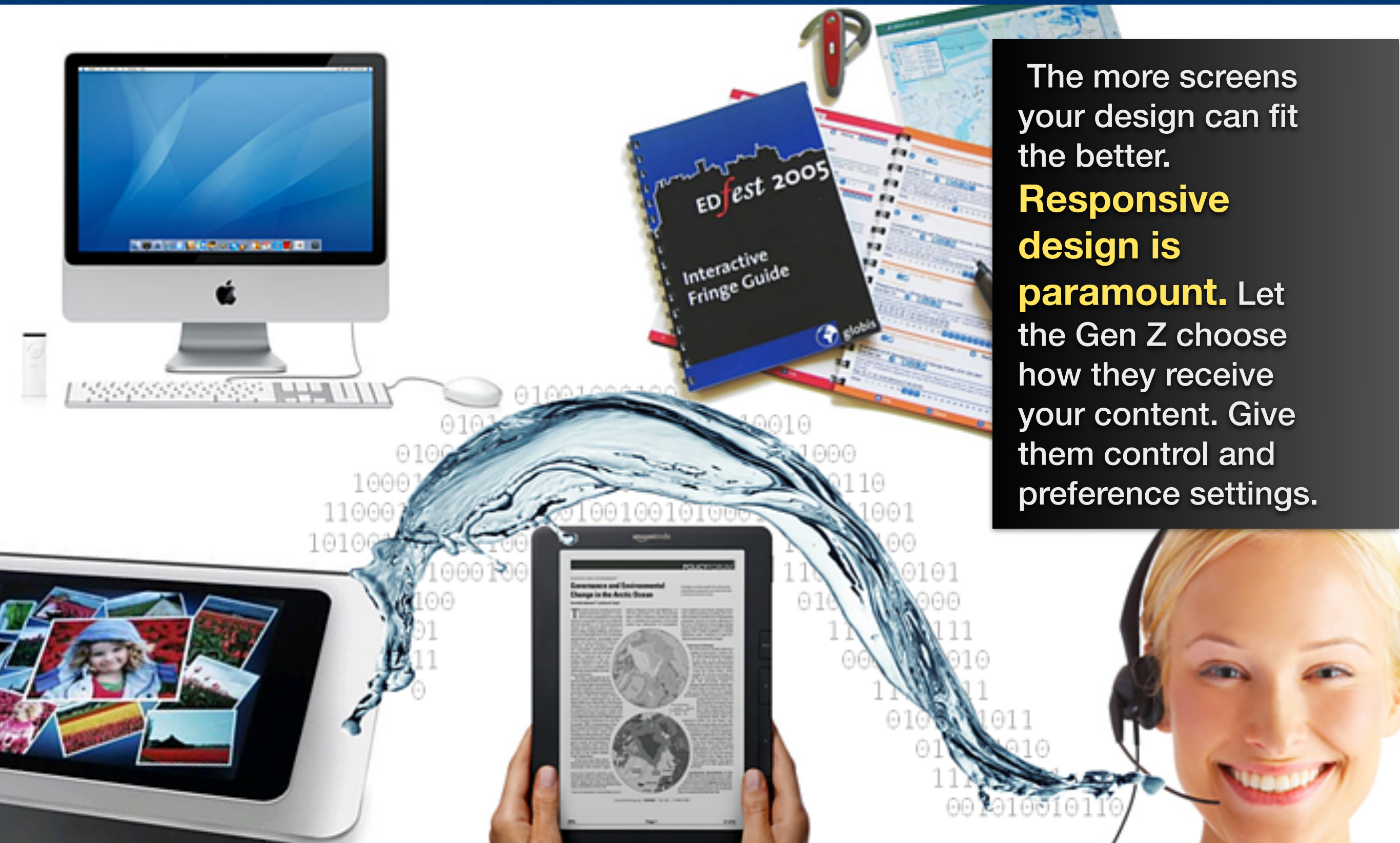
Generation Z is the most socially and economically diverse generation in history, and they want to be addressed as individuals, not “teenagers” or “girls,” etc. The good news: **THEY WELCOME PERSONALIZED MARKETING.**

Don't talk down, treat them as adults.



Inspire your audience with social causes to rally behind and fight for. Assume they have opinions and are vocal, even influencing family decisions.

Communicate across multiple platforms.



The more screens your design can fit the better.

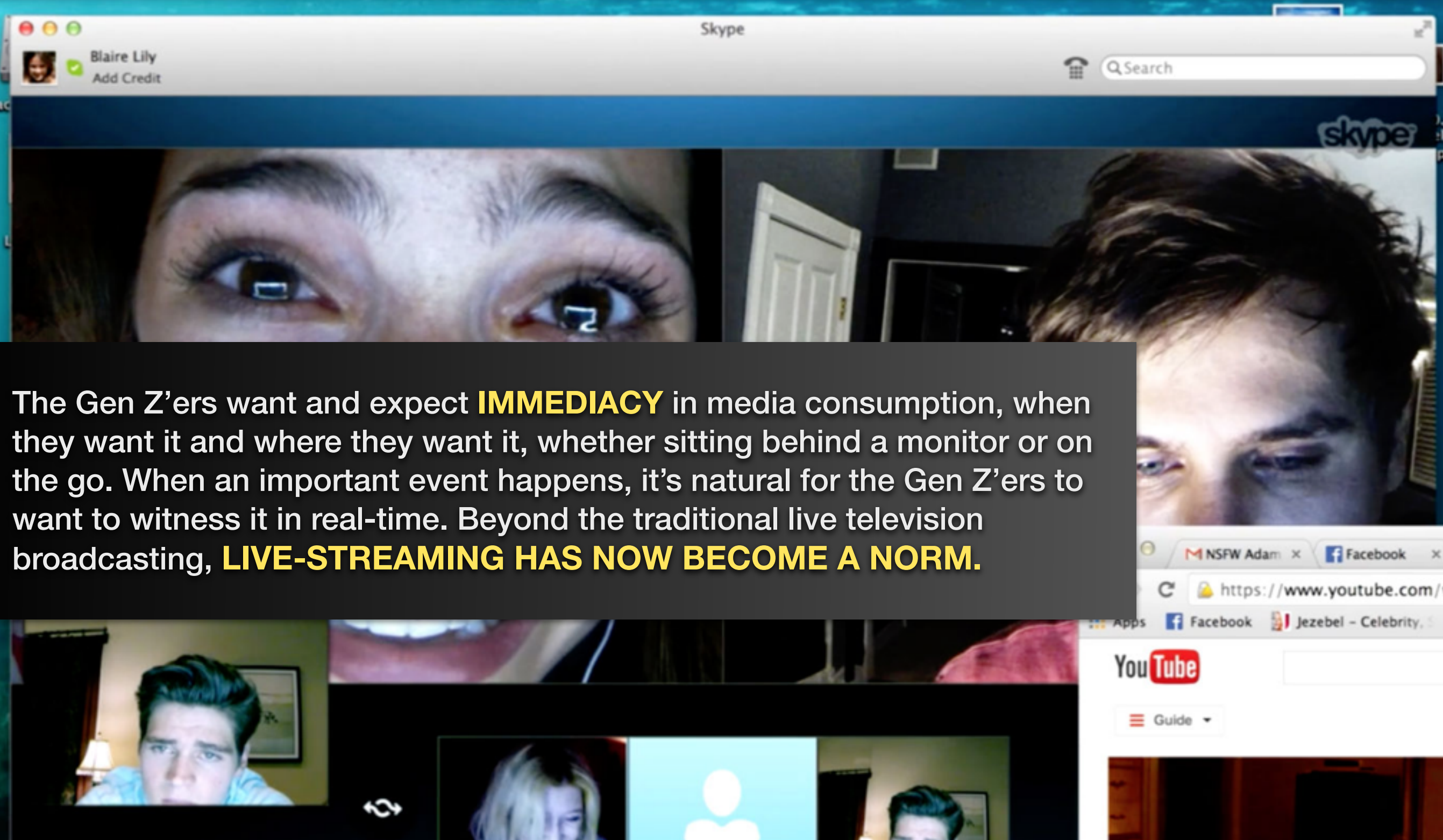
Responsive design is paramount. Let the Gen Z choose how they receive your content. Give them control and preference settings.

Feed Gen Z's curiosity.



Tap into the entrepreneurial spirit. Make stuff and help Gen Z make stuff. Collaborate with them and help them collaborate with others.

Connect with collaboration and live-streaming technology



The Gen Z'ers want and expect **IMMEDIACY** in media consumption, when they want it and where they want it, whether sitting behind a monitor or on the go. When an important event happens, it's natural for the Gen Z'ers to want to witness it in real-time. Beyond the traditional live television broadcasting, **LIVE-STREAMING HAS NOW BECOME A NORM.**

Feed curiosity. Tap into an entrepreneurial spirit.



“ I got a postcard from West Point in the mail, instead of saying “**Kelly, we look forward to hearing from you**” it asked “**Are you ready?**” This made the impression of a school with high standards and top-notch programs without the need to make generic claims about them. Although I don’t think West Point will be the college for me, its search for a dedicated, skilled student seemed to express those desirable attributes in the school itself and set it apart from the mainstream.”

Kelly Waters



Questions

Source: sparks & honey