

Make Room for Gen Z

Born between the mid-1990s to the mid-2000s, this group is young but mighty. Here's what you need to know to market to them.

2.56 billion

That's the population Generation Z is expected to reach globally by 2020. There are expected to be 84.7 million in the United States by 2020, which would make it 24.7 percent of the American population.

Source: Mediakix, www.mediakix.com

\$829.5 billion

The amount U.S. consumers spent on Generation Zers in 2015. Most of it was spent on essential categories, such as housing and food, but \$66 billion was spent on discretionary categories.

Source: Fung Global Retail and Technology www.fbicgroup.com



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Learn their lingo

Gen Z communicates in symbols. They use emoticons and emojis to provide context to their digital conversations.

Source: Sparks & Honey, www.sparksandhoney.com

privacy please

These consumers prefer incognito social networks like **Snapchat**, **Secret** and **Whisper**. In fact, 25 percent of 13-to-17-year-olds left Facebook in 2014.

Source: Sparks & Honey, www.sparksandhoney.com

Three keys to know

Fung Global Retail and Technology, www.fbicgroup.com, has identified three defining attributes of this generation:



Photo by freepik.com

1. LOOKS MATTER

"Gen Zers tend to attach great importance to personal appearance, in large part because they are the first generation to grow up 'in public' online, i.e., documenting their lives on social media."

2. IS IT INSTAGRAM-WORTHY?

"The pressures presented by social media are encouraging Gen Zers to spend on leisure services, such as vacations, dining out and going out. This is what we call 'the Instagram effect.'"

3. THEY WANT IT NOW

"The on-demand economy, ranging from video-on-demand services such as **Netflix** to dine-on-demand apps such as **UberEATS**, is making Gen Z the most demanding, least patient generation ever."

8 seconds

That's the extent of their attention span, studies show. This generation has grown up multitasking, so to market to them, you'll need compelling visuals and messaging.

Source: Fast Company, www.fastcompany.com

always connected

This generation uses, on average, five devices: a smartphone, TV, laptop, desktop and iPod/iPad. In addition, 41 percent spend more than three hours a day on a computer.

Source: Sparks & Honey, www.sparksandhoney.com

10 ways to market to gen z

Here's a checklist for ways to connect with this up-and-coming demographic:

1. Depict them as diverse.
2. Talk in images (emojis, pictures, videos, etc.).
3. Communicate frequently, in short bursts.
4. Talk to them as adults.
5. Remember that they have opinions and are vocal, and they influence family decisions.
6. Tell your story across multiple screens.
7. They do a lot of research on the internet, so optimize your search results.
8. They care about the cost of things, so talk about your product's value.
9. Let them know about your sustainability efforts.
10. Include a social cause they can rally behind. sf

Source: Sparks & Honey, www.sparksandhoney.com