

SPRING 2018

THE
ABC'S
OF
GEN Z

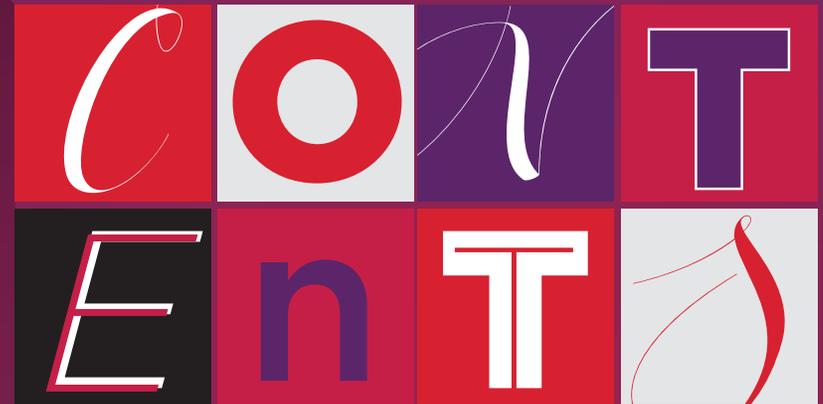
PRESENTED BY



Generation Z are the first true digital natives, born between 1997 and 2003, for whom the ins and outs of tech and social media are second nature. They're progressive and globally-aware. They're self-starters. They value control and security in an increasingly chaotic world.

And, as the next generation of consumers, they're a 70+ million-strong demographic that's already shaping the world economy.

So, as experiential marketers, we'd better get to know them.



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Generation Z are complex, sensitive people with unique needs and preferences.

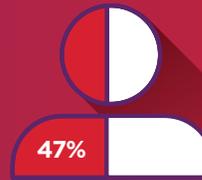
Here's what you
need to know about
them to get started.



Gen Zers were
born after 1995.



They're already over 25%
of the U.S. population.



Zers are the most
ethnically diverse generation
of Americans to date with
47% being minorities.



Gen Z already has over
\$44 billion in spending
power each year.



Their attention is fleeting
with an attention span of
only 8 seconds—4
less than that of Millennials.



They embrace sexual
fluidity, with only 48%
of them considering
themselves completely
heterosexual.

Sources:

- https://www.slideshare.net/sparksandhoney/generation-z-final-june-17/2-2Meet_Generation_Z_Americans_born
- <https://www.forbes.com/sites/rachelarthur/2016/03/16/generation-z/#66df9ffd2909>
- https://broadly.vice.com/en_us/article/kb4dvz/teens-these-days-are-queer-af-new-study-says

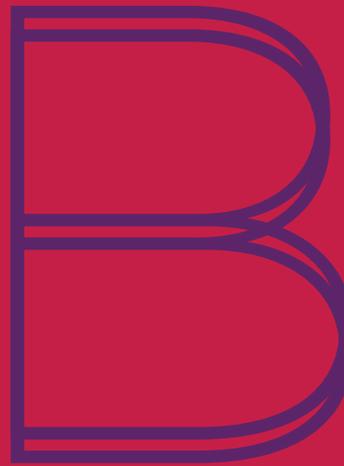


A

A is for **aspirational browsing**.

Gen Z is the first generation to show a significant time lapse between their browsing period and the moment of purchase.

Appealing to Zers in this crucial moment—**which FITCH refers to as the “aspirational browsing” period**—is an incredible opportunity to “get in good” with these skeptical shoppers and begin a loyal relationship.



B

B is for **brick-and-mortar** (still).

Despite being a notoriously digital generation, Gen Z **still values in-store shopping**.

Casual browsing happens online, but Zers want to enter retail stores to experience brands in real life and to interact with the products in a tactile way.

C is for **Circle of Trust (COT)**.

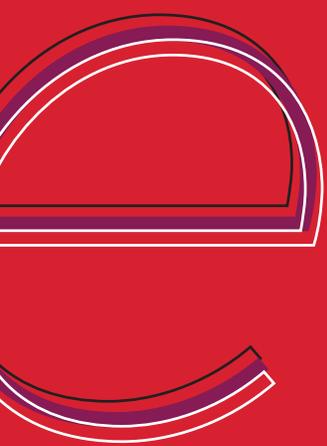
Gen Z **can't be swayed by influencers or celebrity endorsements**, but they do rely on authentic recommendations before making a purchase.

Publicis Experiences refers to Gen Z's friends, family, peers and “real people” personalities – like YouTube influencers – as their **Circle of Trust**: people they lean on for purchasing advice.



D is for **doers**.

Unlike their millennial predecessors, who have the reputation of expecting success to come to them, **Gen Z is industrious and actively seeks out opportunities** to improve their lives, their futures and the world around them.



E is for **entrepreneurship.**

Gen Z is a **generation of self-starters** who want to see their own visions come to life rather than become an employee.

72% of high school students want to start a business someday.

F is for **FOMO.**

Gen Zers are **drawn to exclusivity**—be it in a disappearing Snapchat, a limited-edition clothing item or a secret concert. They love to induce **Fear of Missing Out** in others while enjoying as many unique experiences as they can.



G is for **global.**

Gen Z is **deeply concerned with their impact on others**—and they value brands who are conscious about their influence on the world.

Brands that practice sustainability and fair trade are valued over those with less socially conscious practices. Brands that promote or provide charity are held in high regard.



H is for **high expectations.**

Gen Z expects a lot from customer service. **They want fast, thoughtful responses**, and will easily dismiss (or even get angry with) brands that can't keep up in an efficient and genuine way.

They have an eight-second attention span. Don't lose them.



I is for **images**.

Between the use of emojis, memes, stickers and Snapchat filters, **Gen Z relies just as heavily on images, ideagrams and pictographs as they do on words**—especially in casual digital conversation.



J is for **jaded**.

Gen Z is a group of extremely skeptical customers. Being Internet-immersed since day one has given them ever-present access to customer reviews, making them cautious and thoughtful shoppers.

Prove yourself as an authentic, genuine brand and Gen Z is much more likely to take notice.



K is for **knowledge**.

Gen Z thinks it's cool to be smart.

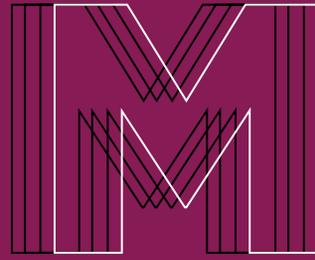
Their industriousness and propensity for DIY means that they're constantly on the **hunt for knowledge**, be it via a YouTube tutorial or a good old-fashioned book.



L is for **loyalty**.

Because Gen Z is so selective with their purchases, **rewarding their loyalty is important.**

Seamless, digital rewards programs keep skeptical Gen Zers loyal (just don't come across as needy).



M is for **multitasking**

Gen Z's default mode is using multiple devices at once, multiple times a day.

The average Gen Zer is working across five devices each day—from tablets to gaming consoles.



N is for **Netflix**.

Next to YouTube, **Netflix is a favorite form of entertainment for Gen Z because it checks all of their boxes**—it's mobile, it's video, it's affordable and it's instant.



O is for **oblivious.**

Gen Z's digital-native status makes them **technically skilled but socially awkward.**

Their constant attention to multiple devices has inhibited their interpersonal skills and pushed them **further into digital interactions over face-to-face social experiences.**



P is for **praise.**

Gen Z's experience with a **brand doesn't end with the purchase.**

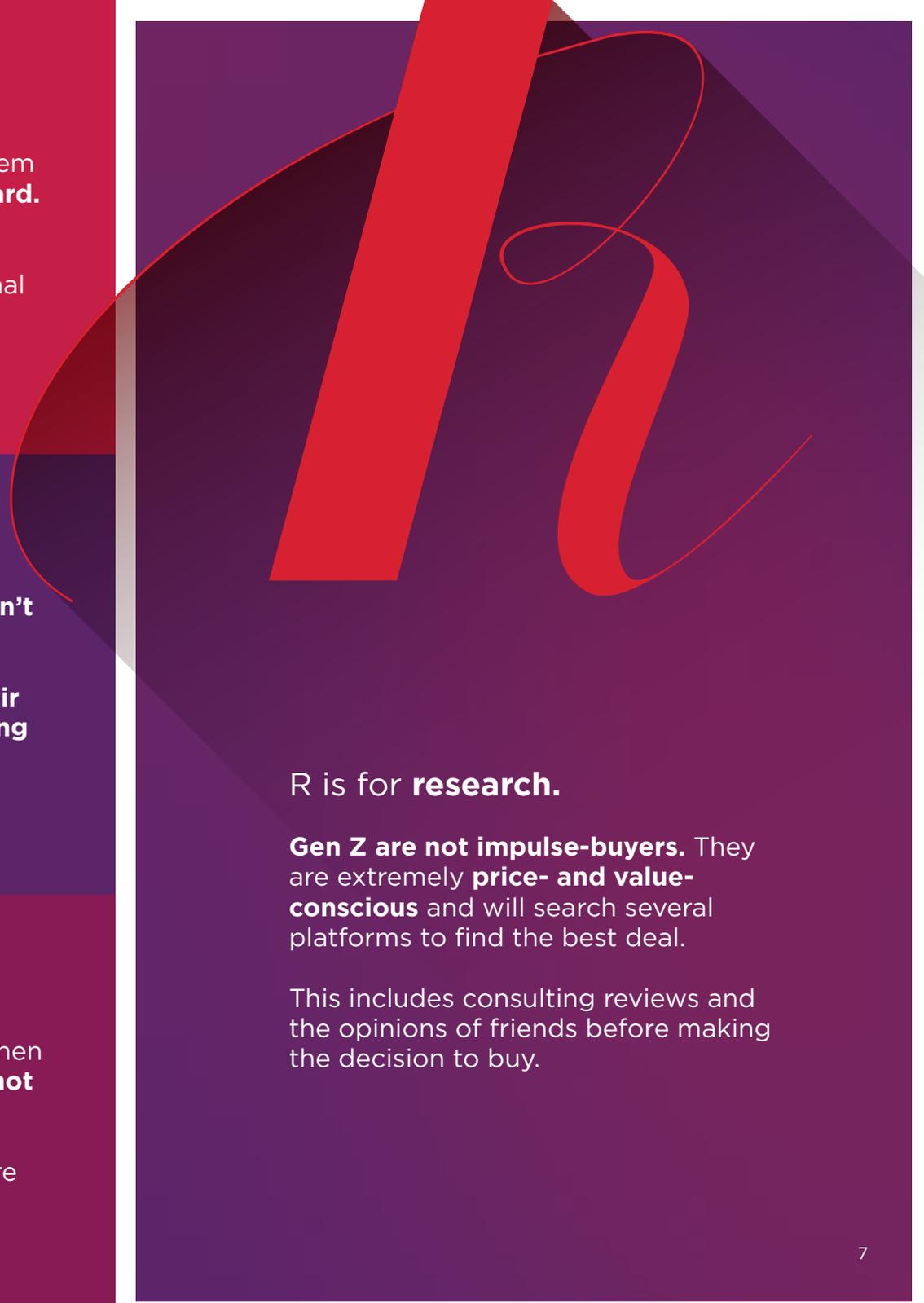
These social natives enjoy **sharing their new stuff online just as much as buying it**, whether it be on social media or in YouTube "haul" or "unboxing" videos.



Q is for **quality.**

Cost is absolutely a deciding factor when it comes to Gen Z purchases, but it's **not the bottom line.**

Gen Z wants to invest in things that are **affordable but also made to last.**



R is for **research.**

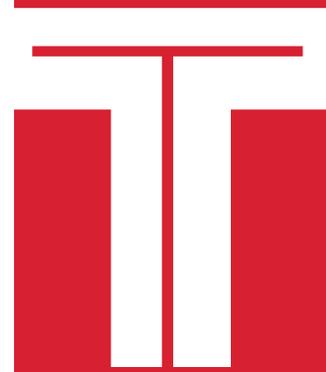
Gen Z are not impulse-buyers. They are extremely **price- and value-conscious** and will search several platforms to find the best deal.

This includes consulting reviews and the opinions of friends before making the decision to buy.



S is for **spacial processing.**

Because Gen Z grew up with swiping, filtering, 360-photo taking and stereo sound, their minds are adept at processing abstract 4-D space.



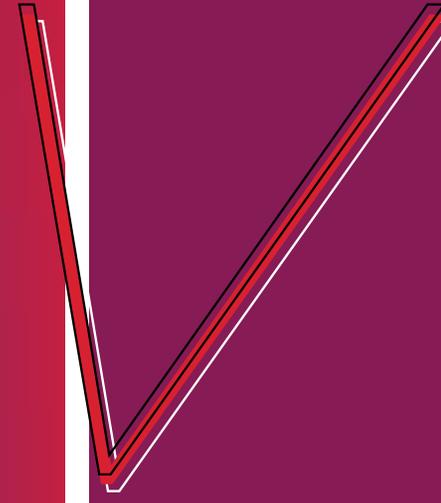
T is for **The Daily Three.**

The average Gen Zer spends **three hours or more each day watching videos** on their phones. **This is more time than they spend doing any other activity.** If you're looking to engage them, **aim for video content to become a part of their Daily Three.**

U is for **unconventional.**

Gen Z was born into a unique and often uncertain global environment. **They don't have the same career or life goals as their predecessors, and don't approach brands in a traditional way either.**

Gen Z is **drawn to brands that support their aspirations,** as long as they're realistic. They want to be valued as individuals, entrepreneurs and free thinkers.



V is for **vanity.**

Growing up immersed in technology has made appearance incredibly important to Gen Z. Not only are they **competing head-to-head with the filtered, curated lives of their peers,** but social media has also given them constant access to the lifestyles of wealthy and connected celebrities.

The need to look and be cool is a **24/7 pursuit** for this generation.

W is for **woke**.

Gen Z grew up during a **time of great change**—they saw the two-time election of the first African American president, the legalization of gay marriage, the wearing-away of traditional gender norms and the empowerment of women's rights.

Gen Z values social awareness and social justice in a quickly changing world.



X is for **xenial**.

Gen Z is the most diverse generation yet.

Because of their inherent multiculturalism, as well as growing up in a time of increasing social tolerance, **Zers are incredibly accepting and supportive of people of backgrounds and behaviors other than their own.**



Y is for **YouTube**.

Gen Z spends a lot of time **researching products, learning new skills and seeking out entertainment**—all on YouTube.

Their desire for authenticity works hand-in-hand with YouTube's DIY nature, and reviews and “haul” videos give them an honest peek into brands, products and experiences.



Z is for **zillionaires**.

Okay, not quite. But even in their youth, **Gen Z has \$44 billion in purchasing power.**

Their social and economic **influence will only increase** as they become more seasoned and savvy consumers.

Now is the time to engage, connect and become part of their daily lives.



C A E
S t U D
i e S !





Bill & Melinda Gates 2016 Annual Letter Launch

Bill and Melinda Gates' annual letter delves into topics they hold to be most urgent for humanity. In 2016, the letter was personal in nature and written to a highly specific audience: **Generation Z**.

The goal was to inspire a **global** conversation with teenagers about what it means to have a #SuperpowerForGood, and engage broad consumer media outlets as a way to drive incremental coverage and appeal to Gen Z's ongoing quest for **knowledge** that can make the world a better place.

The result was a dynamic in-person experience at YouTube Studios, moderated by author John Green, where teens from many countries participated in a live-streamed conversation with Bill and Melinda. The topic: what kind of world do we want to live in, and why are energy and time, as they relate to poverty and gender inclusion, so critical to realizing a better future?

The event's format invited teens to ask questions and engage in conversation while remote viewers were able to submit questions via YouTube and Twitter, capitalizing on **Gen Z's Daily Three**.





Cat & Jack Pop-Up Playground

Cat & Jack, a whimsical clothing line for kids and babies exclusive to Target, celebrated its launch with a playground activation inspired by kids.

Runway models were kid co-creators of the line itself, lending authenticity and intrigue to the brand by leveraging the target's **Circle of Trust**. Branded nail art, sunglasses, temporary tattoos, and socially-targeted photo booths gave Gen Zers the ability to enjoy

the experience on-site and show off to their friends too—appealing to, let's just be upfront about it, their collective sense of **vanity**.

The giant slide, games, and branded prizes from a two-story gumball machine created a vibe that made the shopping experience—not just the product—feel covetable and relevant, satisfying Gen Z's **high expectations** for brand experiences.

GoGo Squeez “Pass the Play” Mobile Tour

GoGo Squeez—applesauce-style snack pouches with built-in straw—created a #PassThePlay mobile tour that traveled across the country to align their brand with active, outdoor activities for Zers to enjoy and create **FOMO** among their friends.

Before the tour, GoGo Squeez sent branded kickballs to kids in target markets, tying the brand directly to getting active. A call-to-action encouraged them to pass the ball to

someone who'd benefit from a little fun activity.

Each pass of the ball was tracked with #passtheplay, and each use of the hashtag generated a \$1 donation to the Fresh Air Fund to appeal to **globally-conscious** Gen Zers.

A giant digital vending machine dispensed GoGo Squeez packets—delivered by parachute—tying surprise and delight in with Gen Z's appreciation for the **unconventional**.





Samsung AEG Partnership

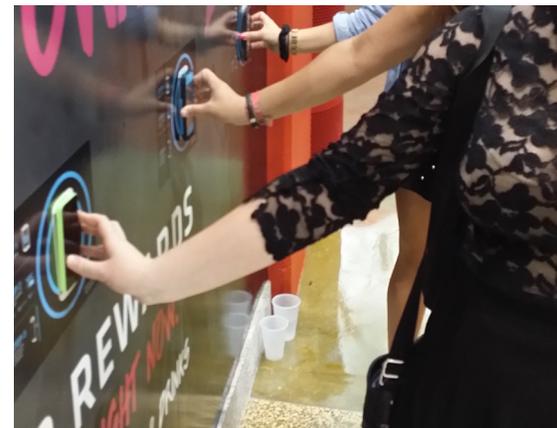
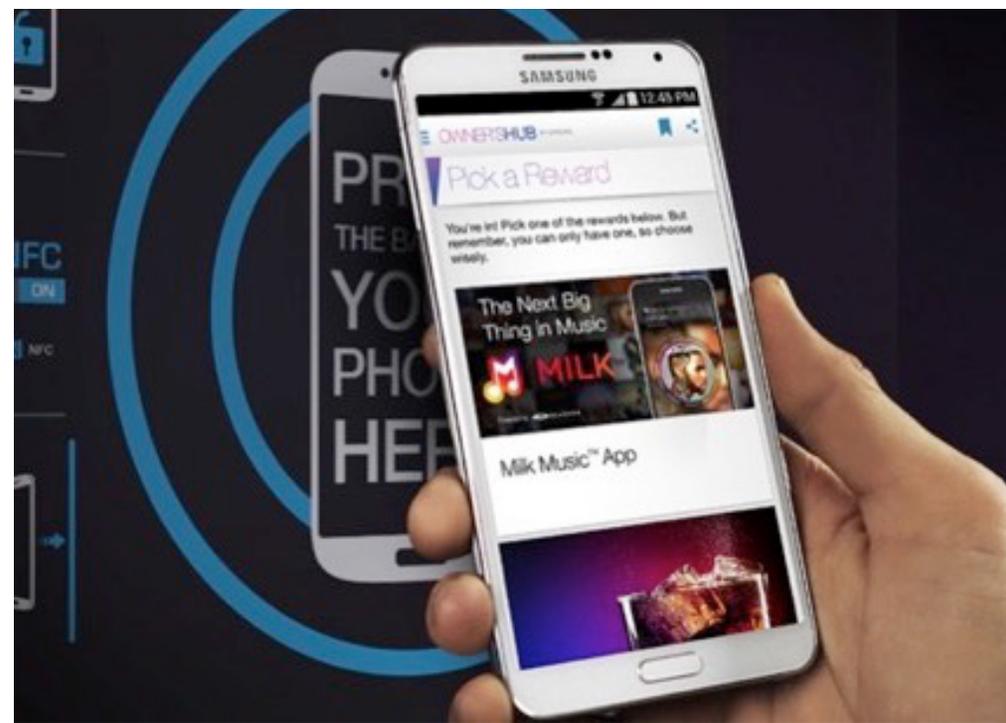
Mobile giant Samsung wanted a way to create **FOMO-inducing exclusivity** around their devices, while driving downloads of Owners Hub, the brand's portal for getting the most from the Galaxy experience.

Samsung made it happen by partnering with AEG to establish a presence at 41 venues nationwide.

TecTiles and NFC technology offered seamless, exclusive **loyalty-based rewards** to Galaxy

owners when they tapped their phones on signs, earning prizes from instant seat upgrades to free food and drink or music downloads. The instant gratification appealed to Gen Z's high expectations and made them confident about the high performance capacity of Samsung tech.

By encouraging Galaxy owners to explore all of the features their phones have to offer while showing off those perks to friends, Samsung successfully rewarded Gen Z's desire to experiment and **research**.



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