

tranZition

evolving your Millennial marketing strategy to engage Gen Z



break **through**

Pragmatic yet entrepreneurial, conservative yet optimistic, Gen Z is determined to right the generational wrongs of their Gen Y and Gen X predecessors. But while Gen Z has a unique outlook on the world, they are still driving on the road of the Millennial trailblazers before them. They may be forging shortcuts and building new side-roads, but the transition from Millennial to Gen Z is just that – a transition or evolution of Millennial philosophy. So, instead of tossing your Millennial marketing plan out the window, look at how Gen Z is redefining and repaving the behaviors and attitudes they inherited from their Y counterparts.

In the simplest of terms,

Make their goal your goal. It must be shared to succeed.

Ketchum offers some “rules of the road” in transitioning your Millennial plan to Gen Z.

1. Adapt a post-generation mindset

As change is now happening faster than ever before, demographic generations are becoming extinct. Micro-generations are beginning to emerge. Technology is changing so rapidly that kids only a few years apart struggle to have the same frame of reference. While Millennials taught us to look at both cohort and lifecycle, Gen Z is teaching us that mindset—a new set of beliefs, behaviors and attitudes about how the world works—will transcend generations. Adopting a Gen Z mindset means eliminating the boundaries in which we grew up.

2. Take small bets on innovation

As data-driven natives, Gen Z is used to living in a constantly-evolving digital world. They expect constant invention and innovation. But they don't expect perfection every time. In fact, while previous generations have feared and avoided failure, Gen Z is more grounded enough to embrace it. Invite your young consumers in on small risks your brand is taking. Let them be part of the process. They want to be part of your brand's small triumphs as well as the honest yet brave failures.

3. Empower them to build THEIR personal brand

The ubiquity of social media allowed anyone to broadcast their voice or share an opinion—and be heard. We see from the rise of social media celebrities—kids and young adults who are daredevils, comedians or makeup artists—that their influence outweighs their affluence by far. For Gen Z, influence is earned rather than purchased. And influence is the centerpiece of their personal brand—whether they are connecting with a small peer group or two million subscribers. Brands have a tremendous opportunity to help their voices get heard, to instigate change, to rally movements, and to change their world for the better.

4. TAP (transparency + authenticity + privacy)

From food to entertainment to finance, Gen Z consumers are savvy, discerning and pragmatic. They know when they are being marketed to and being sold. And they can sniff out a disingenuous marketing attempt for their attention from a mile away. But, if your brand can embody the golden trifecta of Gen Z values, you have a chance of winning over this elusive consumer. Be transparent and honest. "You do you" and stay true to your brand. Respect their real desire to have privacy.

5. You can be "the man," but you don't want to be "THE MAN"

With an overwhelming distrust and distaste for traditional institutions like government, banks, religion and education—youth today have more faith that power is in the everyday people. They believe that the brands they champion—and more so, the people behind those brands—have the real influence and power to create meaningful change.

6. Keep. It. Short.

With only an eight-second filter and an ability to choose what they pay attention to and when—brevity is best. Period.

Let's Take a Selfie: Who is Gen Z?



Today's teenagers (born after 1998)

Strength in numbers: 2 billion members globally and 1/4 of the North America population

Data-natives born alongside a ubiquitous, hi-speed Internet

Global and borderless

Most ethnically diverse generation in history

Spending Power: \$44 billion in the U.S. and influencing \$600 billion in family spending



Angela Fernandez

Vice President, Strategic & Creative Planning, Lead, Engaging Gen Z
angela.fernandez@ketchum.com | +1 310 437 2508 | @ferangela