

#YouthMonth: How brands can win with Generation Z

By [Beverley Klein](#)

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Millennials are no longer considered youth, with Generation Z overtaking the title and gaining the attention of brands. This group of youngsters are also called the "Pluralist Generation" because they are so diverse in race, religion and politics, and believe people can coexist happily, having a more optimistic view of the future.

Although they have a sense of community, they are strongly connected to electronic devices having grown up with technology. Brands will soon need to rethink their advertising strategies with the new generation becoming the main consumers in just a few short years.



#YOUTHMONTH: UNDERSTANDING GEN Z & HOW BRANDS CAN WIN

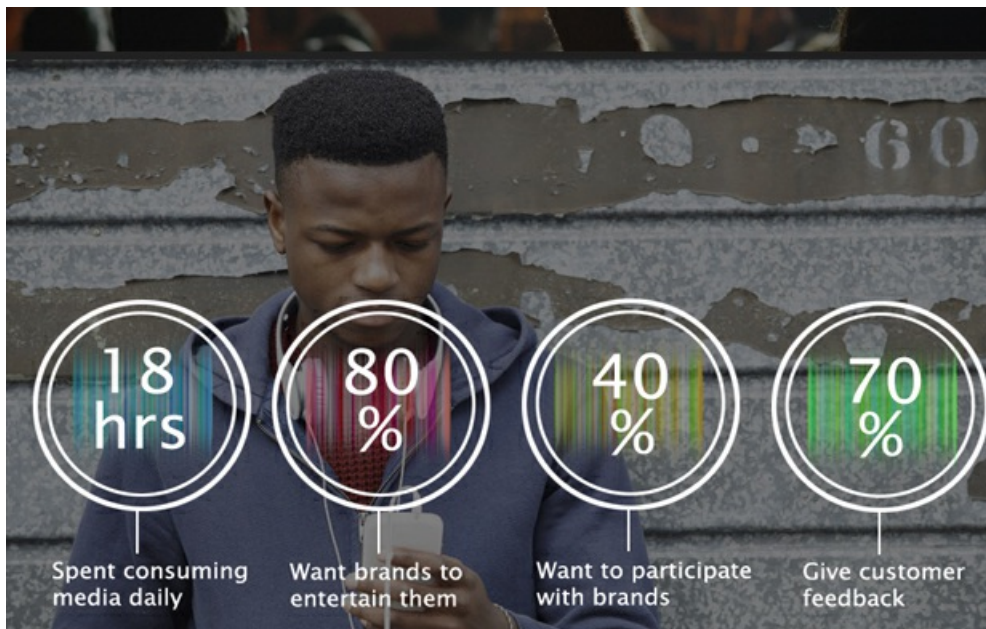
WHO ARE THE YOUTH?

-MILLENNIALS? NOT ANYMORE...

- Generation Z are now classified as the youth - people born between 1995-2010
- They seek experiences over material items
- Express themselves through emojis
- They are distracted, over-stimulated and have been over-indulged by the media
- Social activists: Think Green, passionate, want to create change
- Tend to educate themselves online using video, research papers
- Digital natives

WHAT DO THE YOUTH LIKE?

- SNACKABLE CONTENT
- VISUAL CONTENT
- HONESTY
- ENTREPRENEURSHIP
- SENSE OF COMMUNITY



HOW BRANDS CAN WIN...

NEED TO BREAK THROUGH DIGITAL CLUTTER

DON'T BE AFRAID TO SOCIALISE ON SOCIAL MEDIA

CREATE "REAL" CONTENT

SHOW THEM YOUR BRAND'S TRUE PERSONALITY

GENERATION Z FACTS

- Also known as the "Pluralist Generation" as they believe people can coexist happily
- More likely to use apps such as SnapChat, Vine and YouTube over Facebook & Twitter
- 40% of consumers will be Gen Z in 2020
- On average, 55% would rather shop online for clothes & products
- They are more likely to open a chat message than an email
- Average attention span of 8 seconds

Sources:

Bizcommunity - <http://bit.ly/1RmkGct>
- <http://bit.ly/1t1azG7>
AdWeek - <http://bit.ly/1AhnOVM>
CMO.com - <http://cmo.cm/1Xnjt90>
Forbes - <http://onforb.es/1ZiHYpL>

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ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of

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■ #Newsmaker: Amy Meyer from CBR Marketing - 6 Feb 2017

■ #Newsmaker: Siya Metane - MD at SlikourOnLife - 30 Jan 2017

■ #Newsmaker: Craig Munitz - MD of CBR Marketing - 24 Jan 2017

■ #Newsmaker: Tamsyn Friedman from CBR Marketing - 16 Jan 2017

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