

New Generation, New Era!

GENERATION Z



**Today starts at 15:30
and ends..... in 10 years**



Generation Z is the next generation of market growth

Millennials

- **Born between
1980 - 1996**
- **Age 21-37**
- **1.95 Billion – 26.3%
of world population**

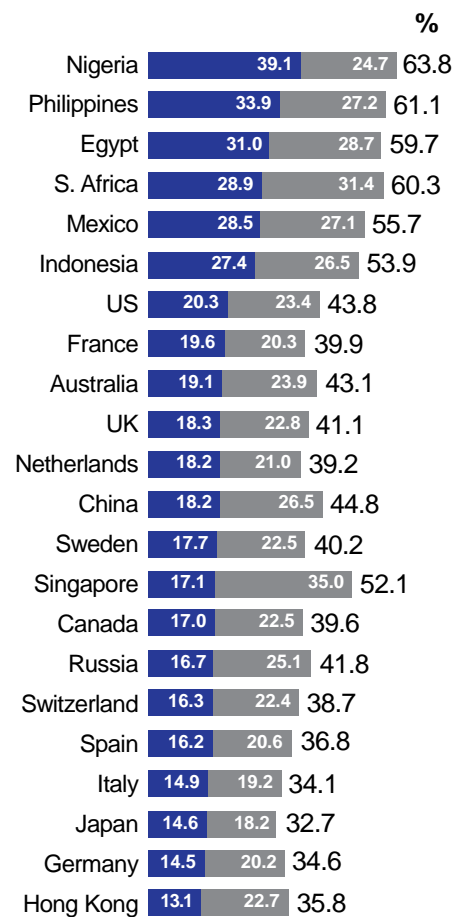
Gen Z

- **Born between
1997-2011**
- **Age 5-20**
- **1.94 Billion – 26.1%
of world population**

By 2020, Gen Z will be the largest group of consumers worldwide

In 2020, Gen Z will make up 40% of the US, Europe and BRIC countries, and 10% in the rest of the world.

Gen Z vs. Millennials as % of National pop. by market
(sorted highest to lowest based on % Gen Z)



■ % Gen Z ■ % Millennial





Unlike Millennials, Gen Zs were born into a digital world and assume it has always existed

They are a generation of extremes – more mature, precocious and more worldly than their predecessors, but they also more fickle and flighty.

Brought up with device in hand, Gen Z is fluent in social media from childhood

They spend **2.68 hours/day** with social media, higher than all other age groups, including Millennials (2.54 hours/day).





Gen Z differs from the Millennial mindset of broadcasting widely on social platforms

Gen Z has a more complex and multilayered approach to create their micro-stories on social media.

Gen Z shares specific stories to specific people on specific social channels.

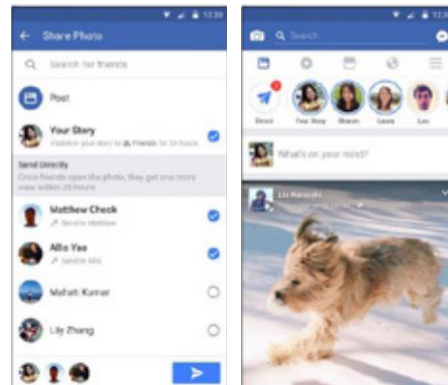
It is less about which platform they use, but about how the platforms string together.

The art is knowing how to make it all work – for themselves and for their friends



Passive, Information Hub

Created by and for Millennials, Facebook has become a mass platform, and the core users are getting older. Due to the presence of their parents and even grandparents, Gen Zs are less likely to use it as a place to share content.



I only use Facebook because I need access to certain groups, for school and other organizations I'm involved in. I haven't posted a photo on it in years.

– Jessica, 20 US



Inspiration and Curation

Instagram serves as a space for careful curation for public consumption. Gen Z is conscious about their presence on the platform and their activity. Instagram is meant for only the select, highest quality special moments. It is not uncommon for teens to delete photos which are not accumulating enough “likes.”

While these accounts are meant for a larger, public audience, they often create secondary accounts, which are reserved for a more select audience to ensure privacy for more authentic moments.

Social is their playground

While Gen Z has adopted mass platforms like Facebook, Instagram, and Twitter, there are other platforms that they inspired the creation of and have made their social playground.



In the Moment

Unlike Instagram, posts on Snapchat are not meant to be picture perfect.

Gen Zs gravitate to the platform because it allows them to share spontaneous life moments through visuals and augmented reality. Snapchat tends to be home base for Gen Z.

% of users under 24 years old (select markets)

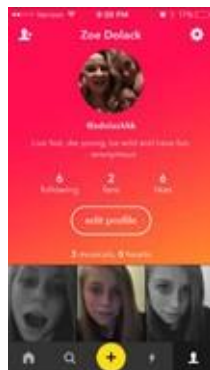
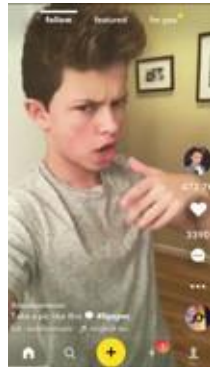
- Germany **82%**
- Singapore **80%**
- Brazil **77%**
- UK **63%**
- US **58%**





Content Creation

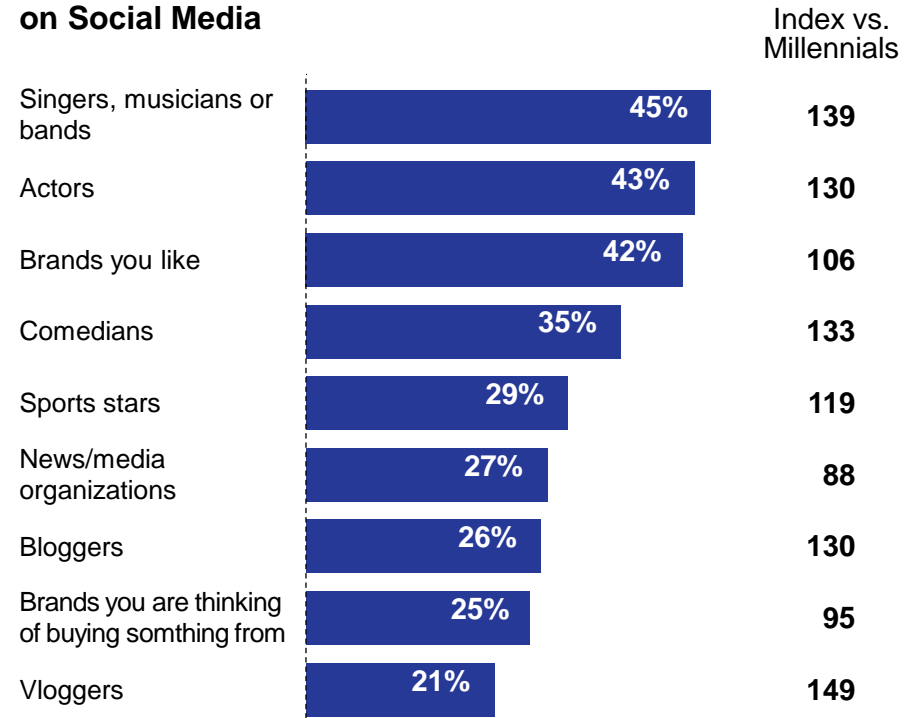
Makers at heart, Musical.ly has become the social video app of choice for Gen Z. With over **40 million** active users strong, mostly teens, the platform is used to create short music videos, easily shared through social with their friends.



Social “celebrities” have tremendous influence on Gen Z, more so than they do on Millennials

- Gen Z are **49%** more likely to follow vloggers than Millennials are
- They are **17%** more likely to use social media to follow celebrities
- And are **58%** more likely to watch a video posted by a celebrity or a vlogger on YouTube in the last month

Top People/Organizations Followed on Social Media



Having always been there, brands are a natural part of Gen Z's social space

**This dynamic
redefines
searchability,
happening anytime
and anywhere.**

Social platforms, vlogs/
blogs, video sites and mobile
apps are the environments
that Gen Zs spend the most
time on and naturally gravitate
towards when actively seeking
brand information.

Online sources used when actively looking for more
information about brands, products, or services

	Gen X	Millennial	Gen Z	Gen X	Millennial	Gen Z
	% Reach			Index		
Vlogs	5	11	13	58	125	148
Micro-blogs (e.g. Twitter)	8	16	18	64	124	139
Video sites	13	21	22	75	119	128
Mobile Apps	16	26	27	74	120	125
Social Networks	31	39	40	88	112	115
Online Pinboards (e.g. Pinterest)	7	10	9	79	117	112
Question & Answer sites	15	19	19	89	108	110
Messaging/Live Chat services	11	15	14	85	116	109
Blogs on products/brands	14	18	16	89	114	102
Forums/Message Boards	15	19	16	90	114	96
Discount Voucher/Coupon sites	18	19	16	97	107	90
Consumer Reviews	40	36	32	109	97	88
Search Engines	58	50	45	111	94	86
Product/Brand sites	37	32	29	111	95	86
Specialist/Independent Review sites	17	17	13	105	103	80
Price Comparison sites	34	27	21	116	94	73

Brands Beware: Gen Zs are different from Millennials in how they engage with brands on social

They are more likely than Millennials to...



YouTube

	Gen Z	Millennial	Index vs. Millennials
Watch a consumer review of a product	22%	18%	136
Watch a video by a brand	24%	18%	137
Watch a video by a vlogger or celeb	29%	18%	158



Instagram

	Gen Z	Millennial	Index vs. Millennials
Follow a brand	18%	13%	141
Visit brand Instagram page	17%	11%	153
Comment on brand/photo video	12%	9%	134
Click through on sponsored post	9%	7%	139



Snapchat

	Gen Z	Millennial	Index vs. Millennials
Follow a celeb or famous person	13%	7%	189
Read an article/post via Discover	7%	4%	182
Start following a brand	5%	4%	154

Gen Zs have no qualms with unfollowing brands that fail to meet their expectations



Facebook

- 42% more likely to “un-like” a product or brand/stop following



Say Goodbye

Gen Z is more than **2X** as likely to stop using a brand because of poor features or responsiveness on social media.



Social + mobile has started them early in the world of commerce

Buy

72% buy something online each month

6 in 10 buy on their mobiles

Growth in shopping app

- 2015: **22%**
- 2017: **51%**

Growth in Amazon App Use

- 2015: **11%**
- 2017: **22%**

Sell

Over 1/3 have sold something online in the last month

Sublime Slime

Across the globe, teens have embraced the homemade slime trend and have found it to be an easy way to turn a DIY project into a side business.

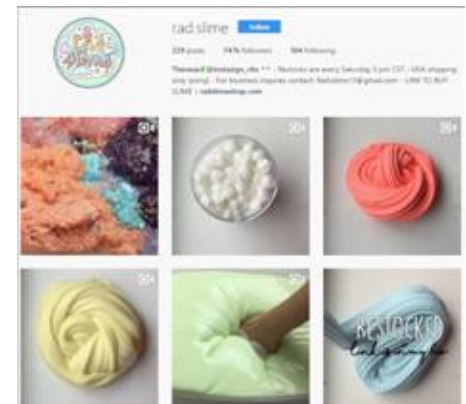
Social media has become a key channel for running their business, bypassing rules created by schools and allowing for scale.

- **3.5 million #Slime** posts on Instagram



It's fun. I'm saving up for college or something towards the future.

– Theresa (age 13), who runs the account @Rad.Slime



They don't see lines between online and offline

While visiting physical spaces provides the independence they crave, many retail environments fail to impress, leaving them uninspired.

- **98%** of Gen Zs shop in physical stores.
- **80%** of Gen Zs feel it's important for brands to have a physical store (vs. 69% GenX)

The personalized, interactive experience social and digital affords is expected.

In their world, they move fluidly between physical and digital spaces, and expect no different from retail.

They welcome opportunities to make their shopping experience more seamless, aligning with their existing behavior on social channels.



Key Takeaways

Expressions

Gen Z has a more complex and multilayered approach to how they create their micro-stories on social media than Millennials.

Influencers

The authenticity of social “celebrities” attracts a loyal following and has tremendous influence on Gen Z.

Discovery

GenZs are different from Millennials in how they engage with brands on social and won’t hesitate to abandon them if they don’t meet expectations.

Commerce

They move fluidly between physical and digital spaces, and expect no different from the commerce experience.

