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Conversations That Matter:

KEEPING IT REAL WITH GEN Z

The first generation of true social natives.

Ogilvy

Welcome



Dayoán Daumont
Consulting Partner, EMEA
Ogilvy Consulting



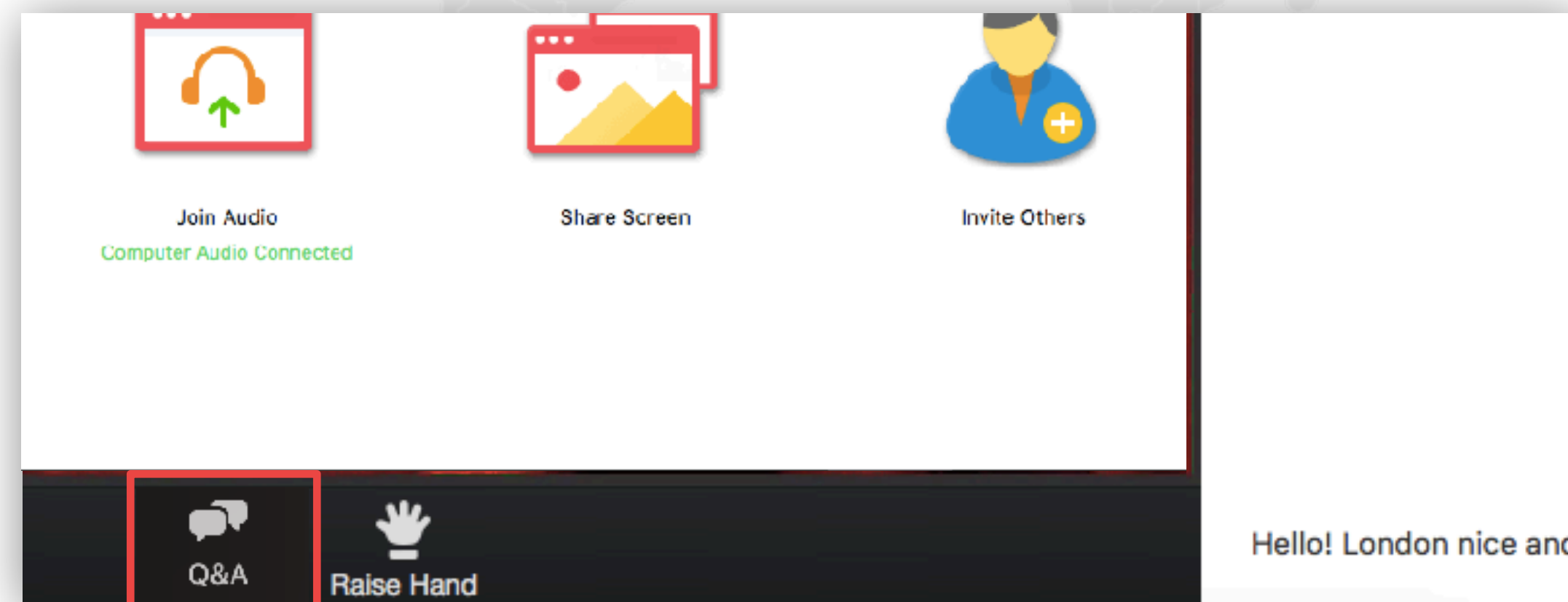
Awie Erasmus
Regional Planning Director,
Ogilvy Social.Lab Brussels



Nurya Doorenbos
Jr. Strategic Planner,
Ogilvy Social.Lab Brussels

**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



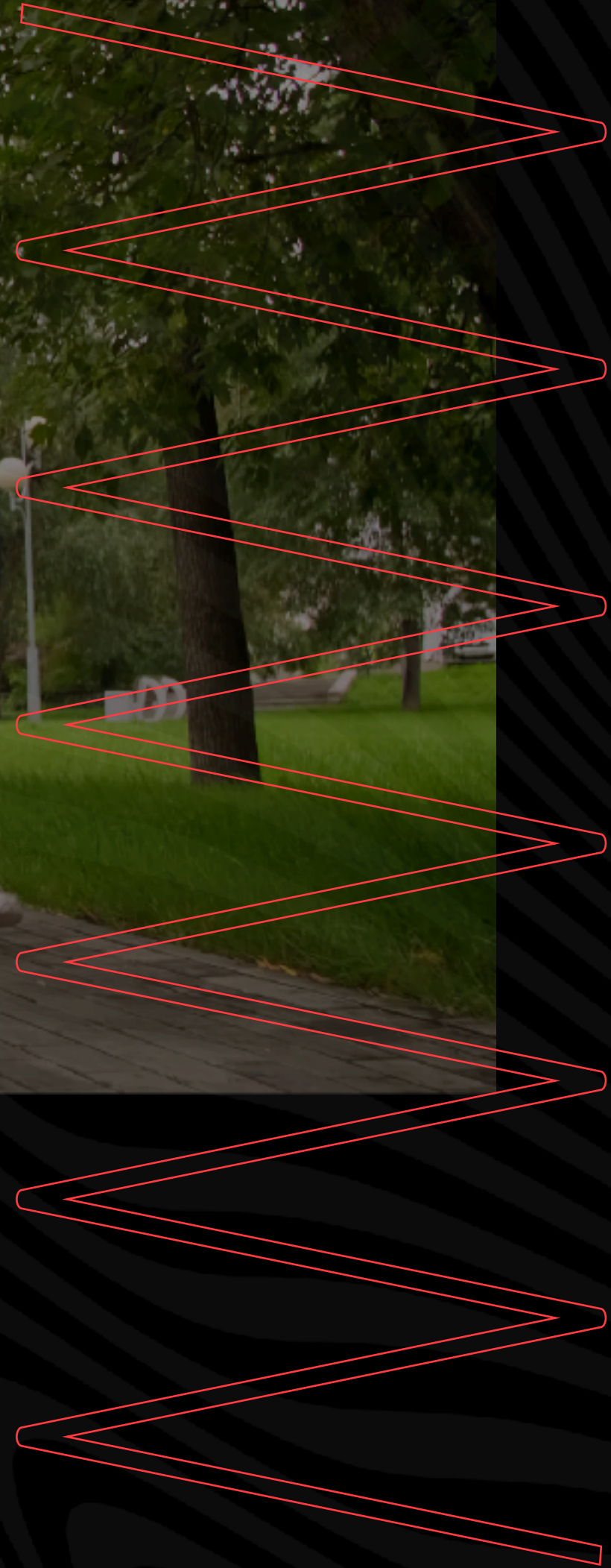
Do you want this deck?

Global Ogilvy Website

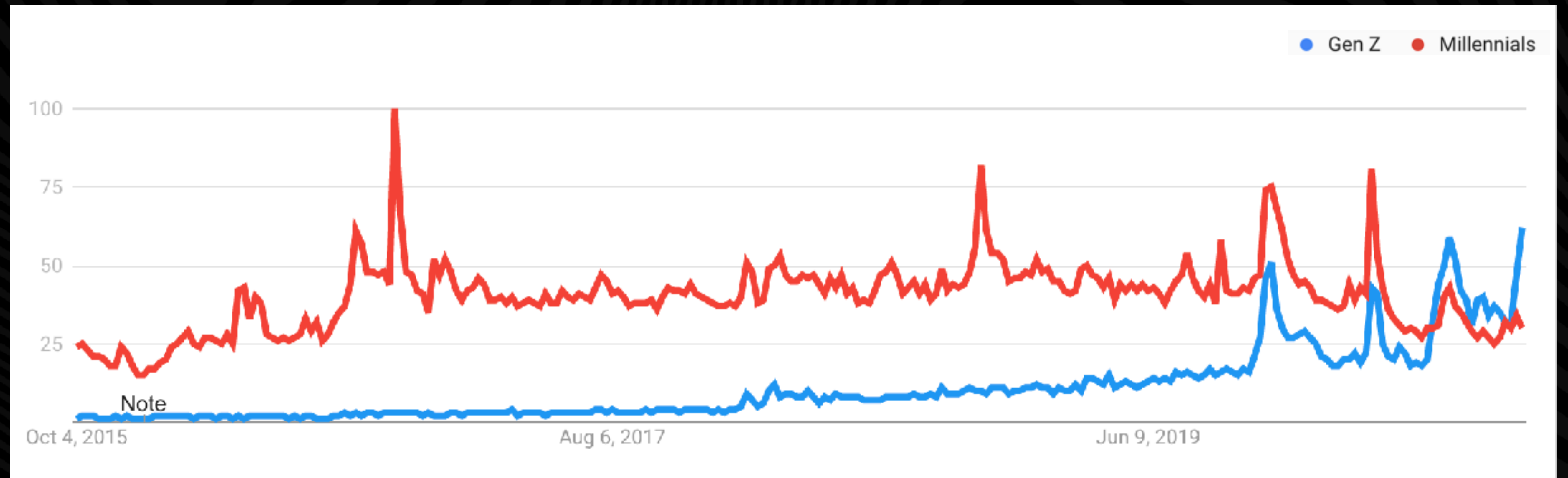
<https://www.ogilvy.com/ideas>



NEXT GEN INCOMING



GEN Z IS COMING OUT OF THE MILLENNIAL SHADOW



Google Trends Search, Worldwide (4/10/2015 - 26/09/2020)

Who are Generation Z? The latest data on today's teens

The New York Times
Generation Z: Who They Are, in Their Own Words

Topshop Topman and Virtue launch 'Date Dash' mini-series for Gen Z shoppers

AdAge
ENGAGING GEN Z: THE MARKETING PLAYBOOK

OPINIE **Generatie Z: "Screenagers" die met hun smartphone het politieke systeem op zijn grondvesten doen daveren**

SPECIAL REPORTS
GEN Z STUDY: WHAT BRANDS NEED TO KNOW

Doritos removes the name from its logo to appeal to Gen Z in 'Another Level' campaign

Move over, millennials — why Gen Z are the new big spenders

ds De Standaard
March 25, 2019 ·
Wie is Gen Z?
De jongeren van vandaag zouden minder uitgaan, minder drinken en braver zijn. Hun gen...

AND TAKING CENTRE STAGE FOR SOCIETY, ADVERTISERS AND BRANDS.

**BUT WHAT DO
WE ACTUALLY
KNOW ABOUT
THIS UP-AND-
COMING
GENERATION?**



WE KNOW GEN Z IS

YOUNG

GEN Z MEMBERS ARE BETWEEN 9 AND 24 YEARS OLD.

NUMEROUS

GEN Z OUTNUMBERS THE MILLENNIALS AND ACCOUNTS FOR 32% OF THE GLOBAL POPULATION.

STUDYING

MORE THAN HALF IS STILL AT SCHOOL.

AT HOME

63% LIVES WITH THEIR PARENTS.

URBANIZED

60% LIVES IN URBAN AREAS.

DIVERSE

HALF IS RACIAL OR ETHNIC MINORITIES, WHICH IS 10% MORE THAN MILLENNIALS.

**BUT ONE SIZE
DOESN'T FIT ALL.
GEN Z COMES
IN ALL SHAPES
AND SIZES.**



ESPECIALLY WITH SUCH A LARGE & DIVERSE AGE SPAN.

9



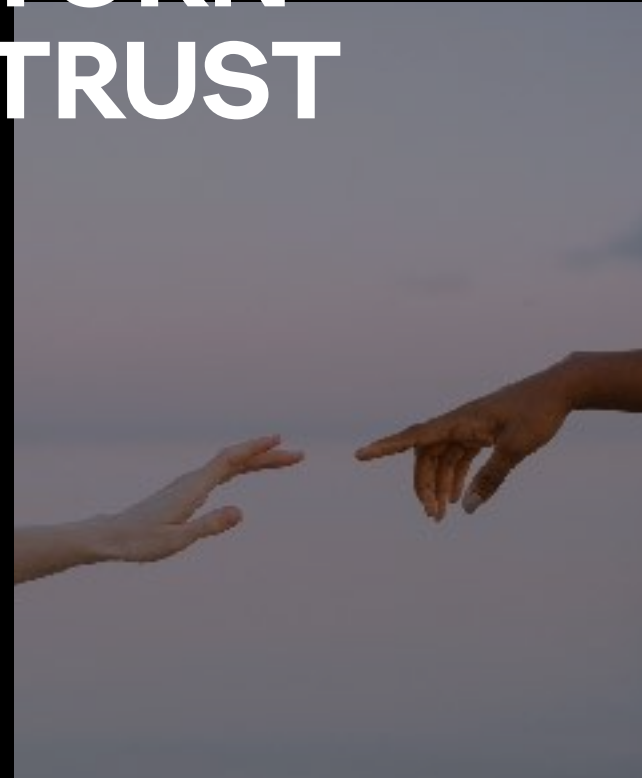
16



24



TORN TRUST



POLARIZED POLITICS



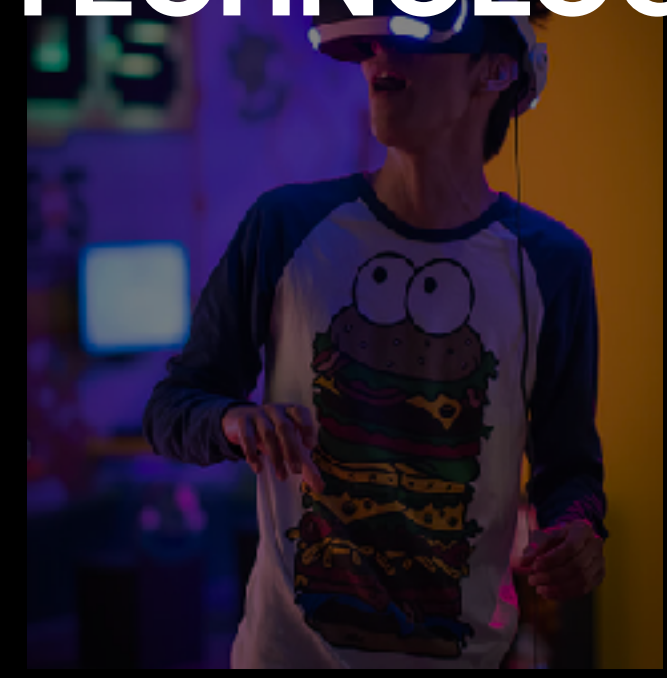
FINANCIAL FEARS



CLIMATE CRISIS



THRIVING TECHNOLOGY



IT ALL STARTS WITH THE CONTEXT SHAPING GEN Z.

GEN Z LEAVES
THEIR ROSE-TINTED
GLASSES AT HOME
AND WANTS
TO KEEP IT REAL.

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4. CREATIVE HACKERS

GEN Z & MEDIA

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2. PRIVATELY CONNECTED
3. (UN)POPULAR SOCIAL MEDIA
4. THE MAGIC CONTENT FORMULA
5. THE INFLUENTIAL INFLUENCER
6. OMNICHANNEL SHOPPERS WHO ♥ SOCIAL

GEN Z & BRANDS

1. BRAND LOYALTY REDEFINED
2. GET REAL ALREADY
3. LESS TALK, MORE ACTION
4. UNIQUELY MADE (TOGETHER)

WRAP-UP



GEN Z & SOCIETY

1



**ESSENCE
SEEKERS**

2



**CHANGE
INITIATORS**

3



**REALITY
SHIFTERS**

4



**CREATIVE
HACKERS**

1



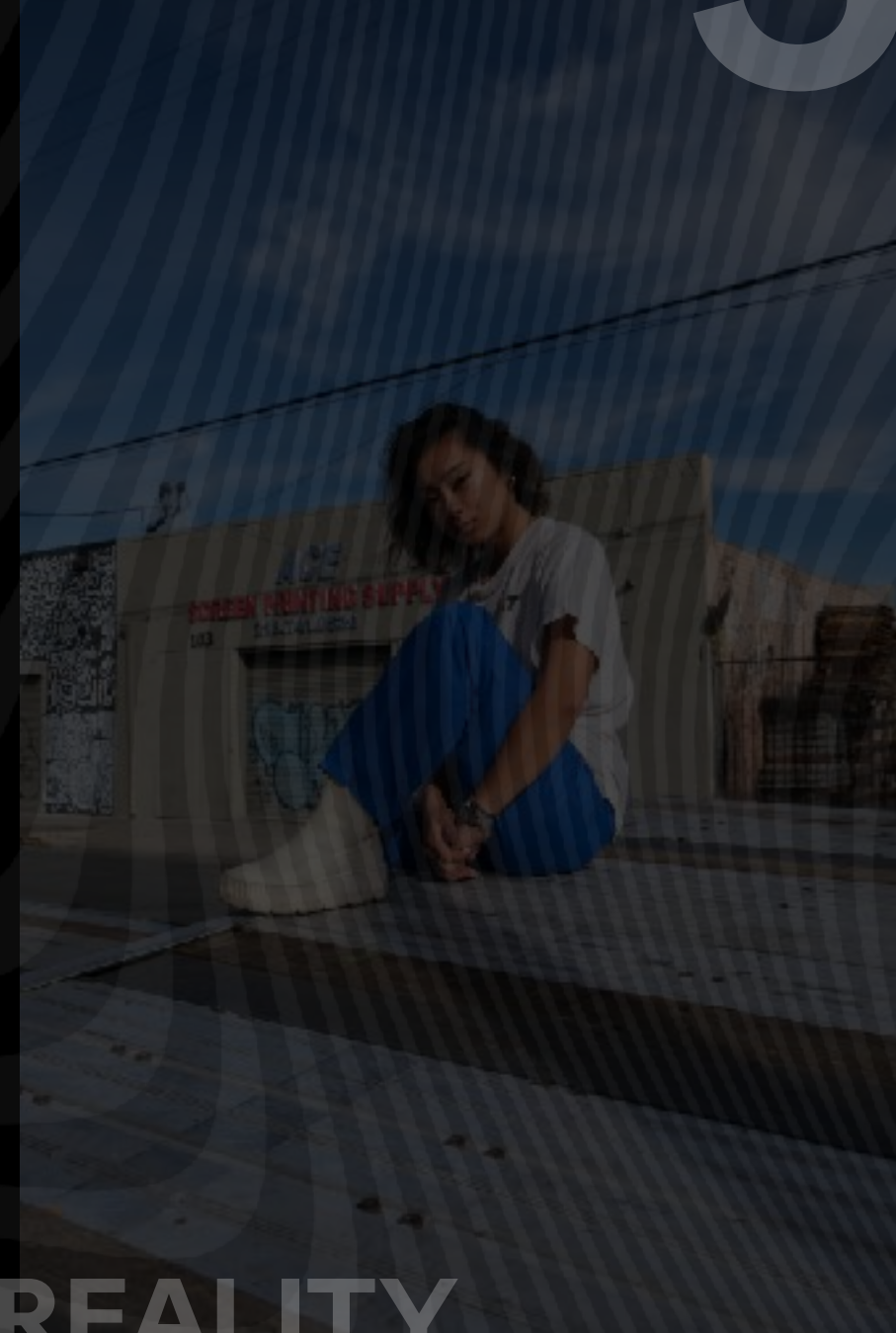
**ESSENCE
SEEKERS**

2



**CHANGE
INITIATORS**

3



**REALITY
SHIFTERS**

4



**CREATIVE
HACKERS**

GEN Z'S RELENTLESS QUEST FOR AUTHENTICITY IMPACTS THEIR LIFE.

PRAGMATIC PRIORITIES

MONEY CONSCIOUS

67%

IS CONCERNED ABOUT NOT HAVING ENOUGH MONEY.

PROGRESSIVE POSITIONING

EQUALITY THRIVERS

74%

WANTS TO THRIVE FOR A MORE INCLUSIVE SOCIETY.

PEER EMPOWERED ACTS

COMMUNAHOLICS

1/3

FEELS A GREATER SENSE OF COMMUNITY AMONG GEN Z DURING THE **CORONA CRISIS**.

PURPOSEFUL CHOICES

IN LIFE

65%

WANTS TO PERSONALLY CREATE SOMETHING WORLD-CHANGING.

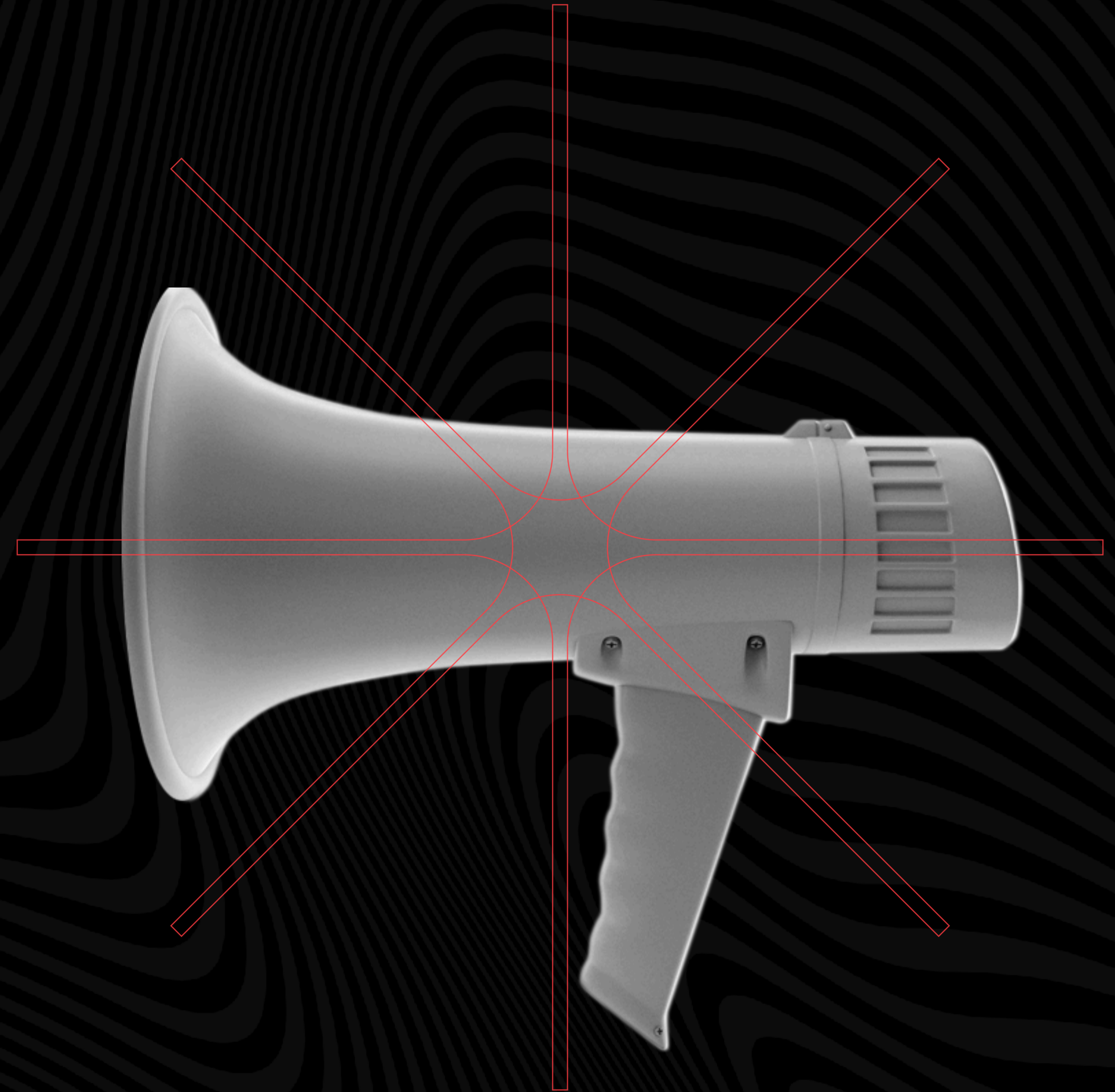
PRESSURED MINDS

FUTURE STRESS

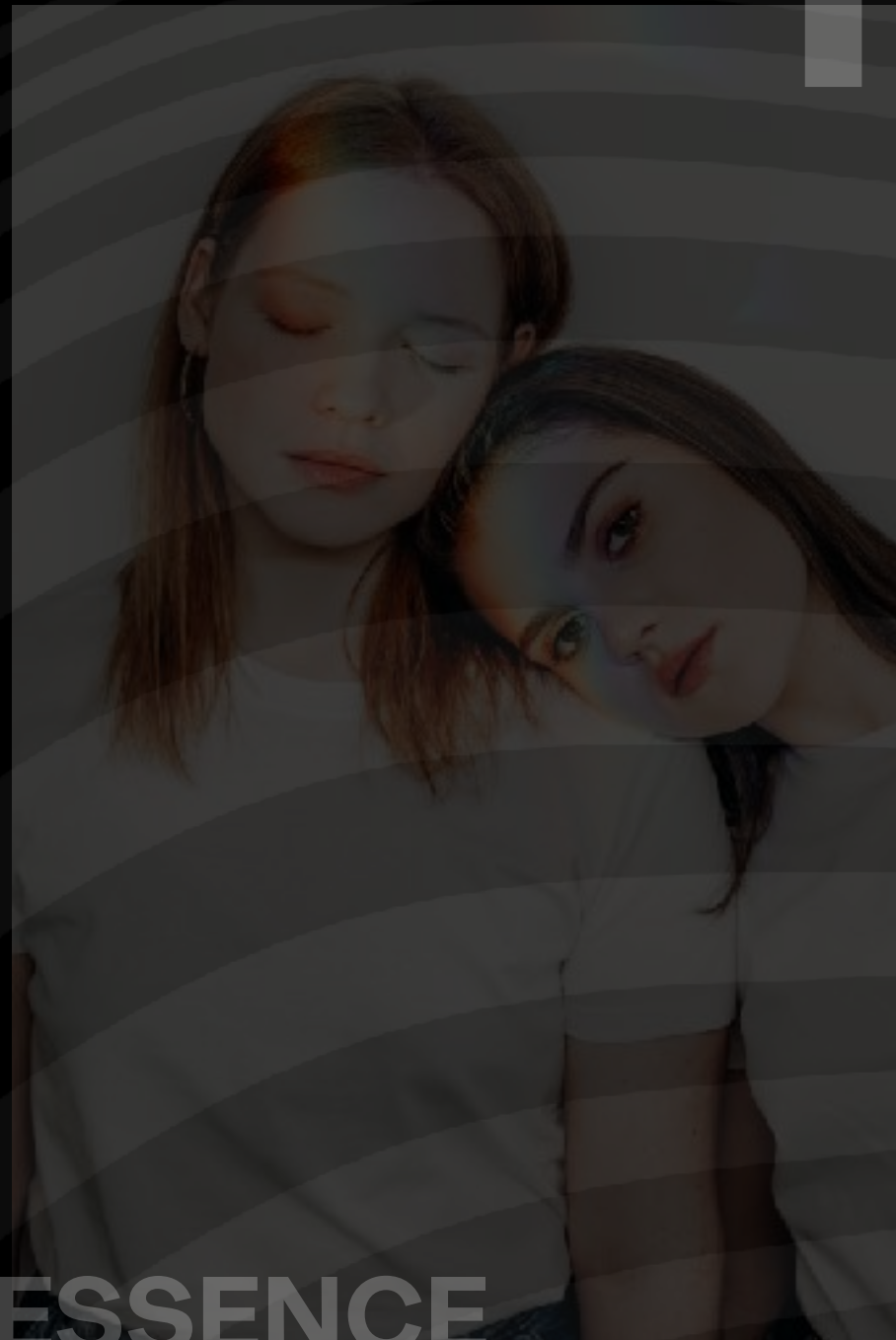
49%

OF OLDER GEN ZERS (US) FINDS THINKING OF THE FUTURE A STRESSFUL SCENARIO.

**BEING PRAGMATIC,
PROGRESSIVE,
PEER-EMPOWERED
AND PURPOSEFUL
IGNITED A GENERATION
OF CHANGE.**



1



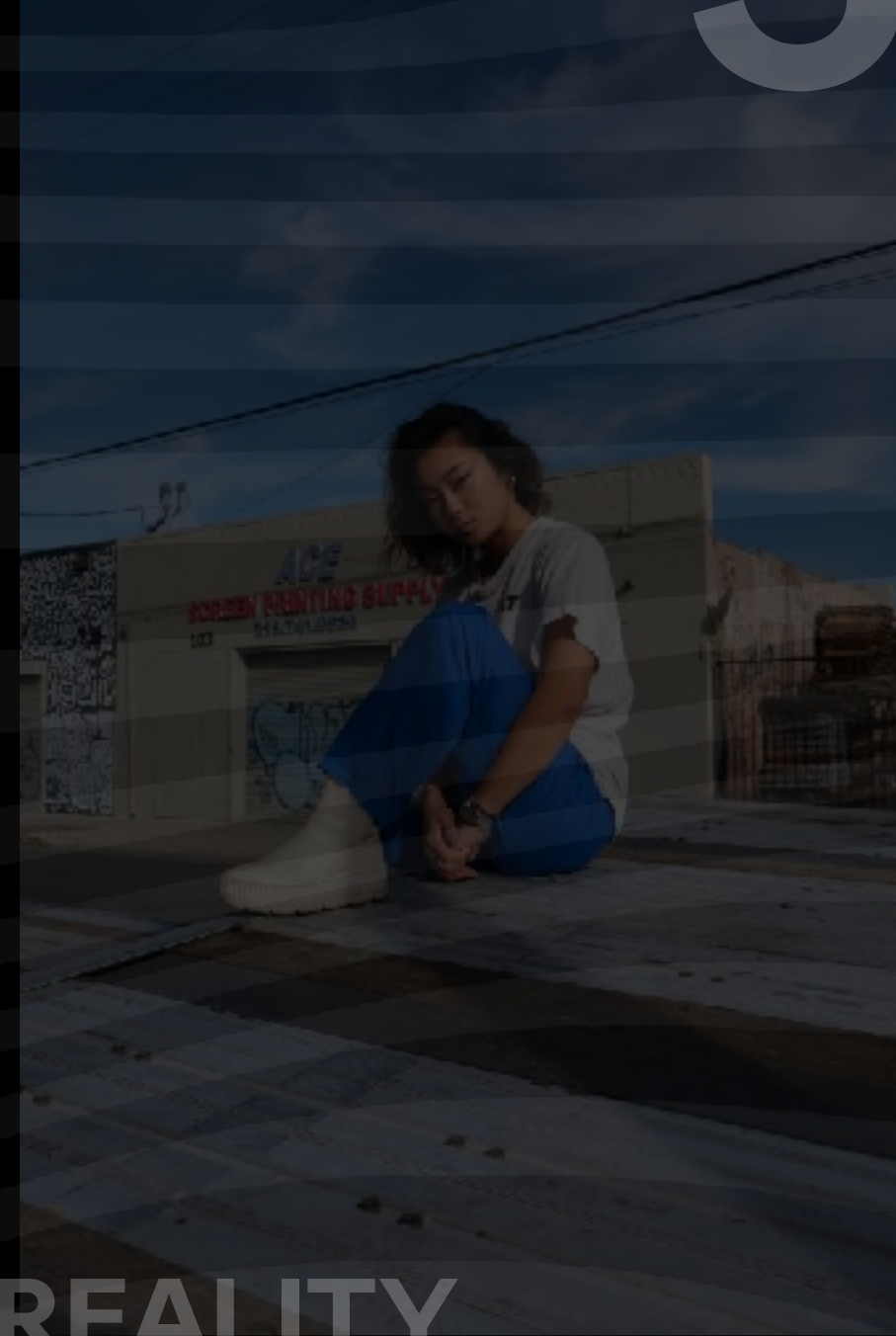
**ESSENCE
SEEKERS**

2



**CHANGE
INITIATORS**

3



**REALITY
SHIFTERS**

4



**CREATIVE
HACKERS**

GEN Z'S DEMAND FOR CHANGE OCCURS ON DIFFERENT LEVELS,

SOCIAL LEVEL

POLITICAL LEVEL

ECONOMICAL LEVEL

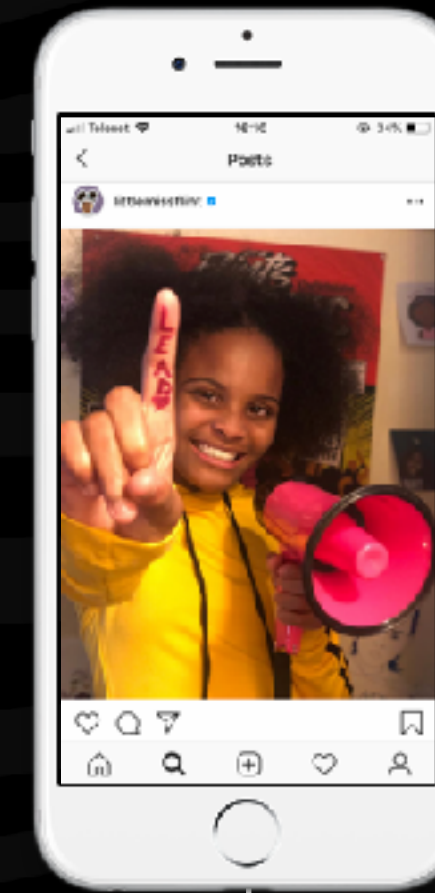
*Bloomberg (March 2019). Corporate America Can't Afford to Ignore Gen Z.



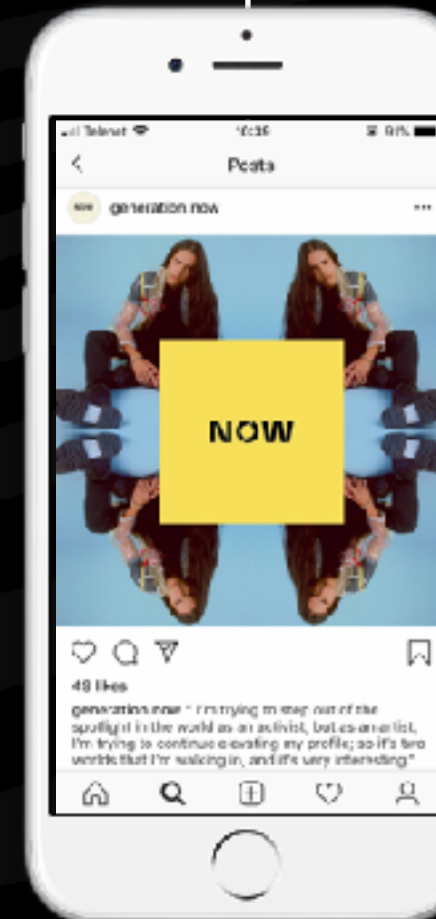
XIUHTEZCATL MARTINEZ IS AN ENVIRONMENTAL ACTIVIST AND DRIVING FORCE BEHIND GENERATION.NOW.

MALALA YOUSAFZAI IS A GIRLS' EDUCATION ADVOCATE AND FOUNDER OF THE MALALA FUND.

WITH SOCIAL OPERATING AS AN EXPRESSIVE OUTLET TO INITIATE CHANGE.



FOR INDIVIDUALS

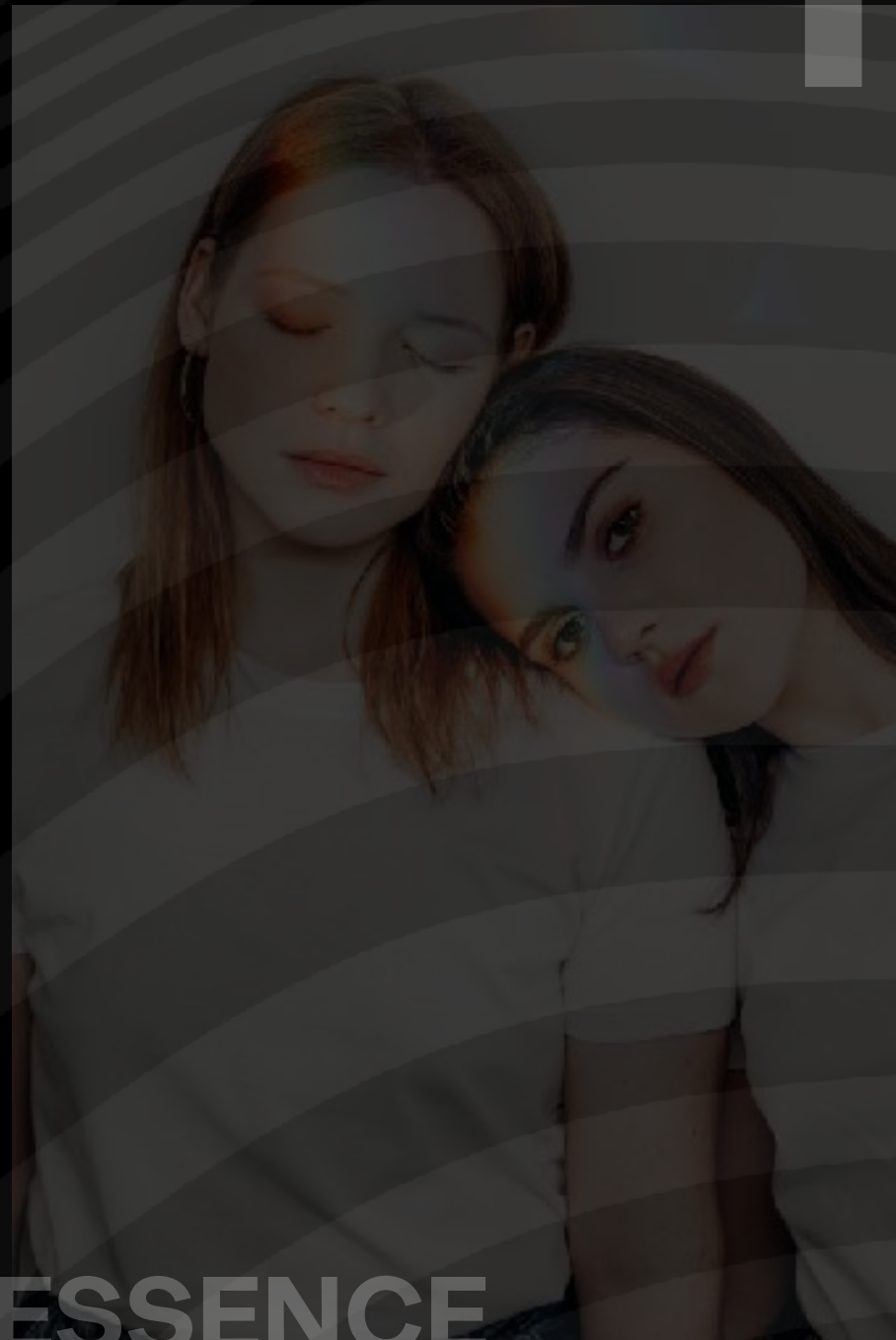


FOR COMMUNITIES

@xiuhtezcatl & @generation.now Instagram account

@Malala & @Malalafund Instagram account

1



**ESSENCE
SEEKERS**

2



**CHANGE
INITIATORS**

3



**REALITY
SHIFTERS**

4



**CREATIVE
HACKERS**

GEN Z
EXPRESSES
FLUIDITY
THROUGH
GENDER,



45%

EXPECT THEIR GENDER
IDENTITY TO CHANGE
TWO OR THREE TIMES.

**BUT ALSO
TO WORK.**



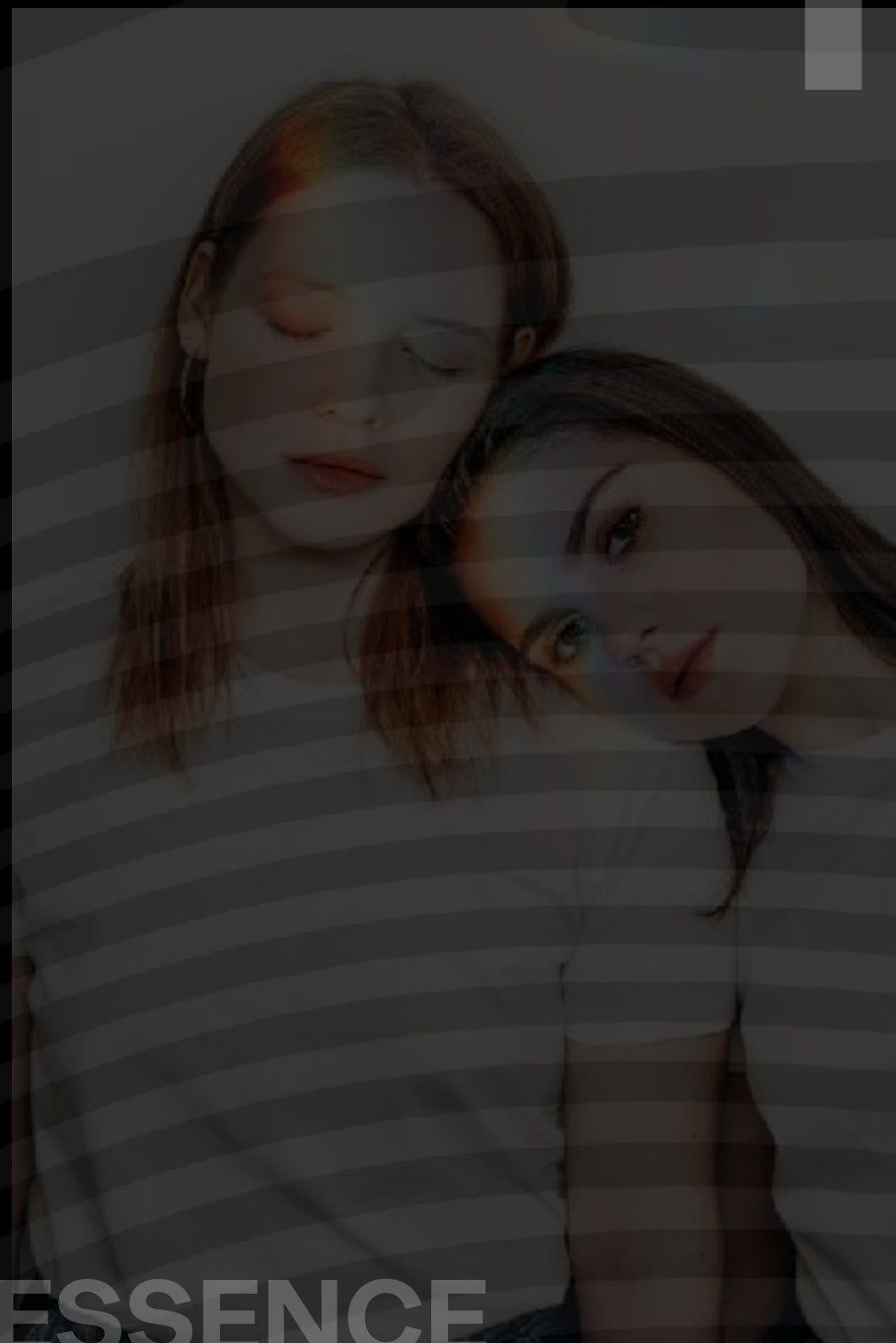
75%

PREFER COMPANIES WITH
FLUID ORGANIZATIONAL
MODELS WHERE THEY CAN
EXPLORE MULTIPLE ROLES.

**SEARCHING
FOR ESSENCE, INITIATING
CHANGE AND SHIFTING
REALITY SPARKED
A HIGHLY CREATIVE
ENERGY IN GEN Z.**



1



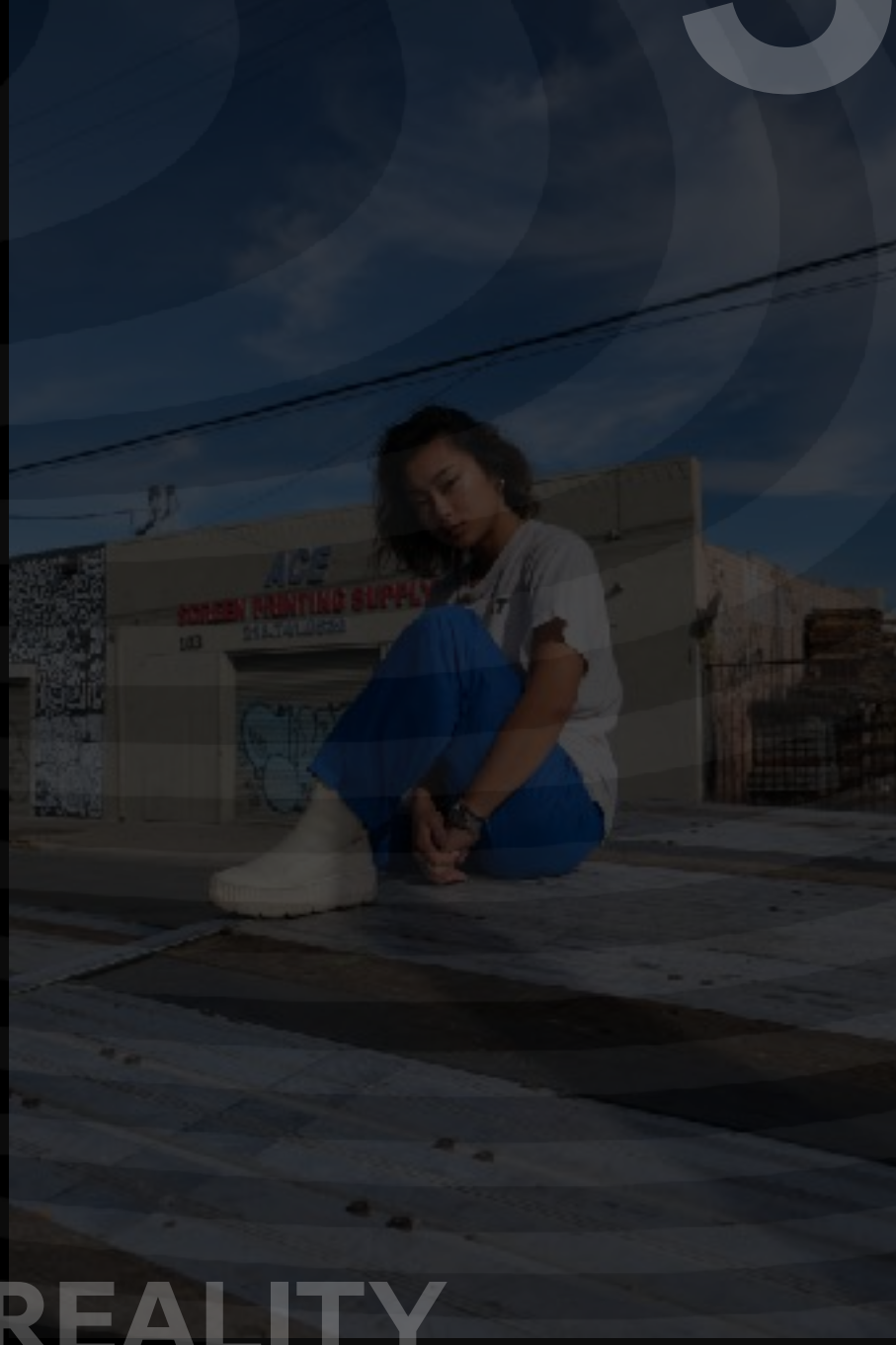
**ESSENCE
SEEKERS**

2



**CHANGE
INITIATORS**

3



**REALITY
SHIFTERS**

4



**CREATIVE
HACKERS**

**THE
CREATIVE
HACKING
MENTALITY
UNFOLDS IN
DIFFERENT
AREAS,**



LANGUAGE

IDENTITY

CULTURE

WITH SOCIAL
OPERATING
AS THE
CREATIVE
PLAYGROUND.



56%

USE SOCIAL APPS TO
EXPRESS THEMSELVES
CREATIVELY.

THE FLIP SIDE?
**70% OF GEN Z IDENTIFIES
ANXIETY AND DEPRESSION
AS THEIR GENERATION'S
BIGGEST CONCERN.**

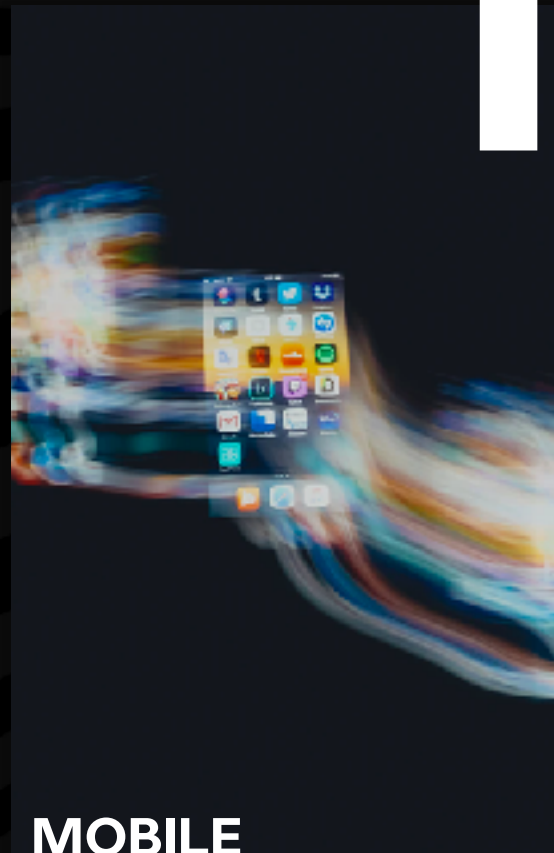


PEW (February 2020). Most U.S. Teens See Anxiety and Depression as a Major Problem Among Their Peers.

GENZ & MEDIA



1



**MOBILE
REIGNS**

2



PRIVATELY CONNECTED

3



**(UN)POPULAR
SOCIAL MEDIA**

4



**THE MAGIC CONTENT
FORMULA**

5



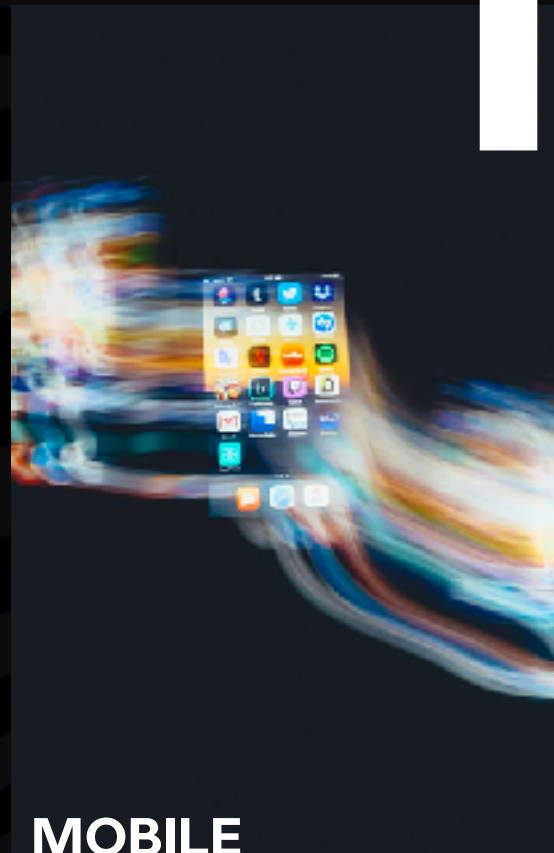
**THE
INFLUENTIAL
INFLUENCER**

6



**OMNICHANNEL
SHOPPERS
WHO ♥ SOCIAL**

1



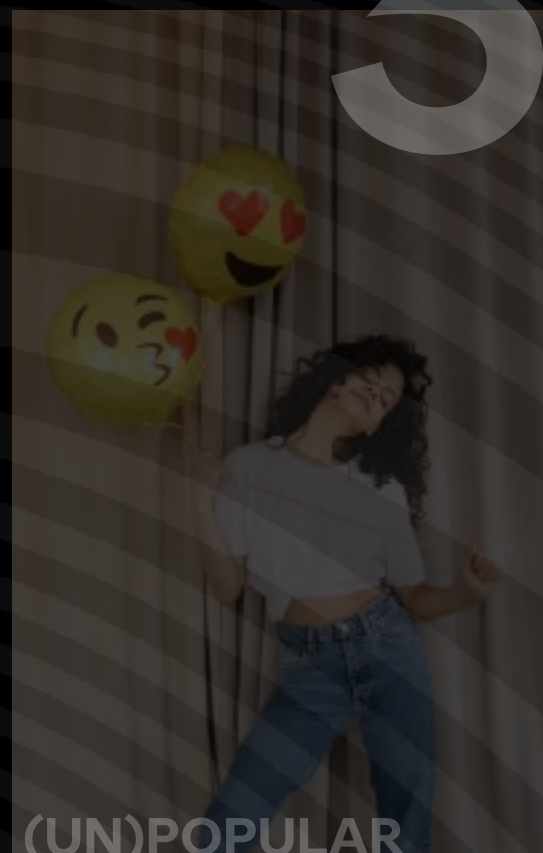
MOBILE REIGNS

2



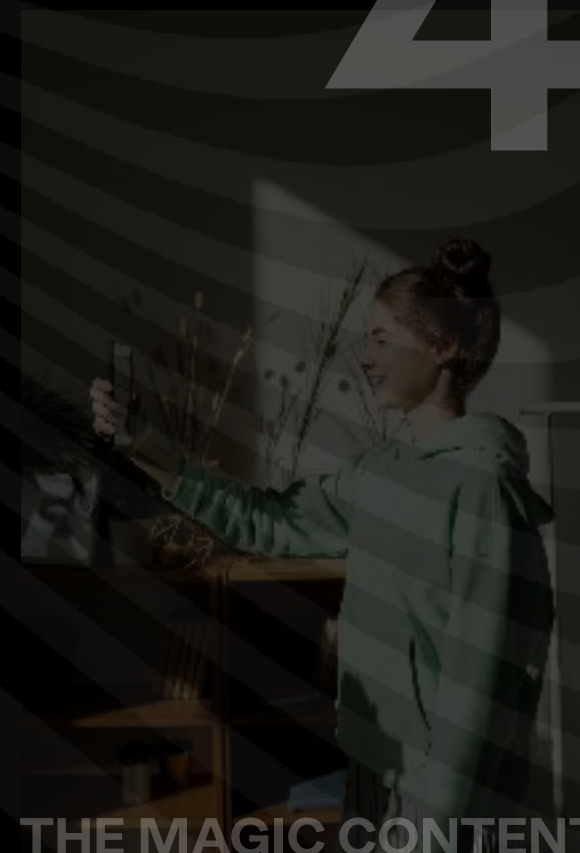
PRIVATELY CONNECTED

3



(UN)POPULAR SOCIAL MEDIA

4



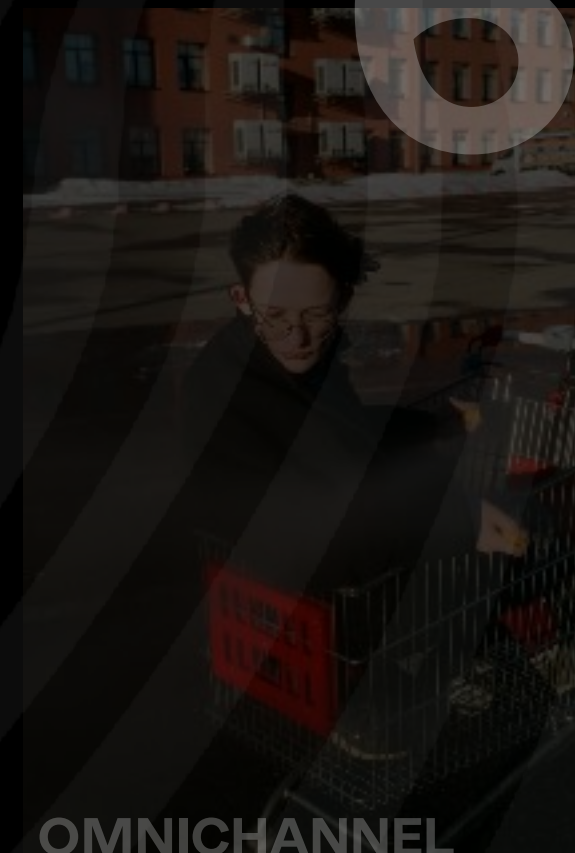
THE MAGIC CONTENT FORMULA

5



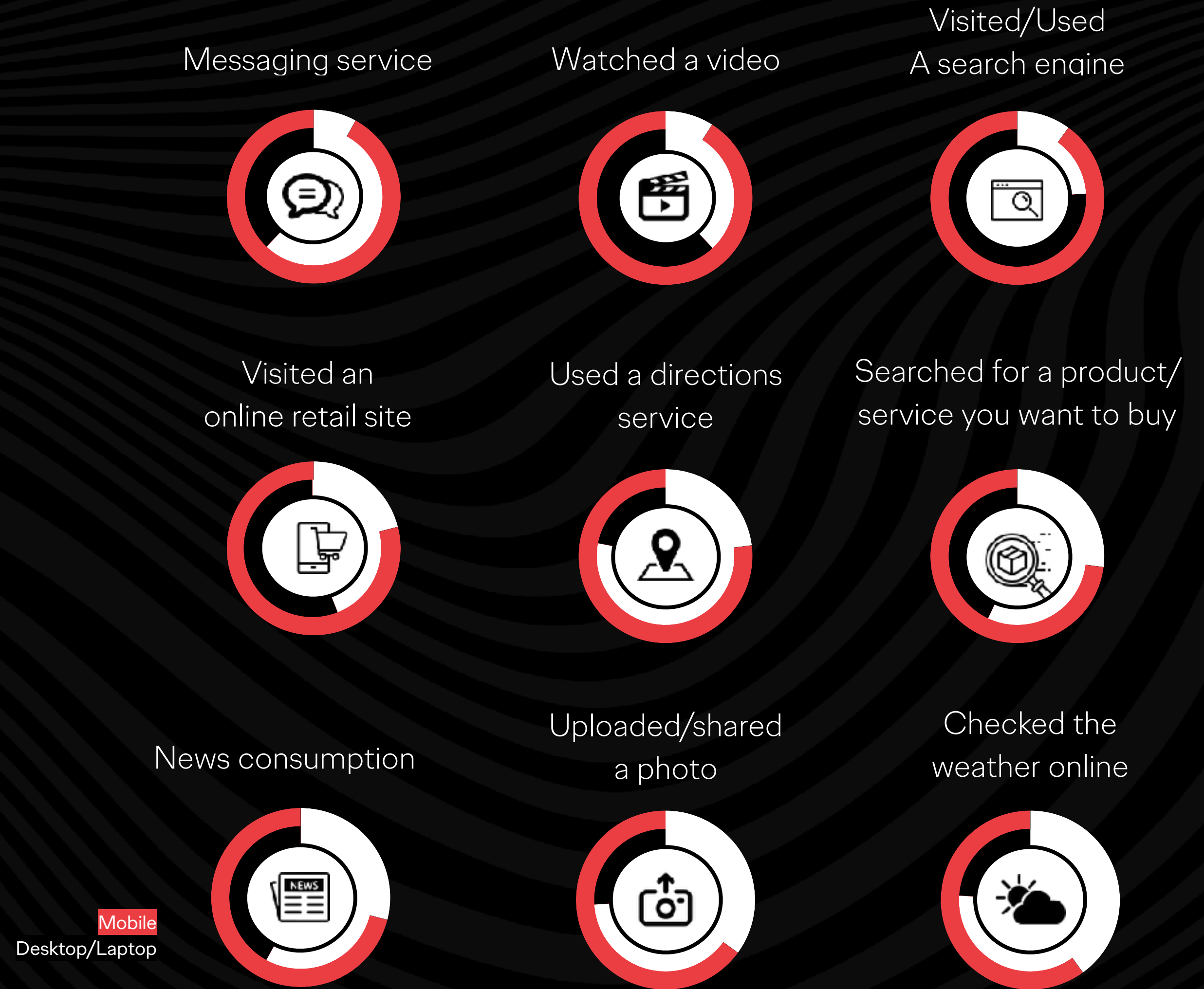
THE INFLUENTIAL INFLUENCER

6

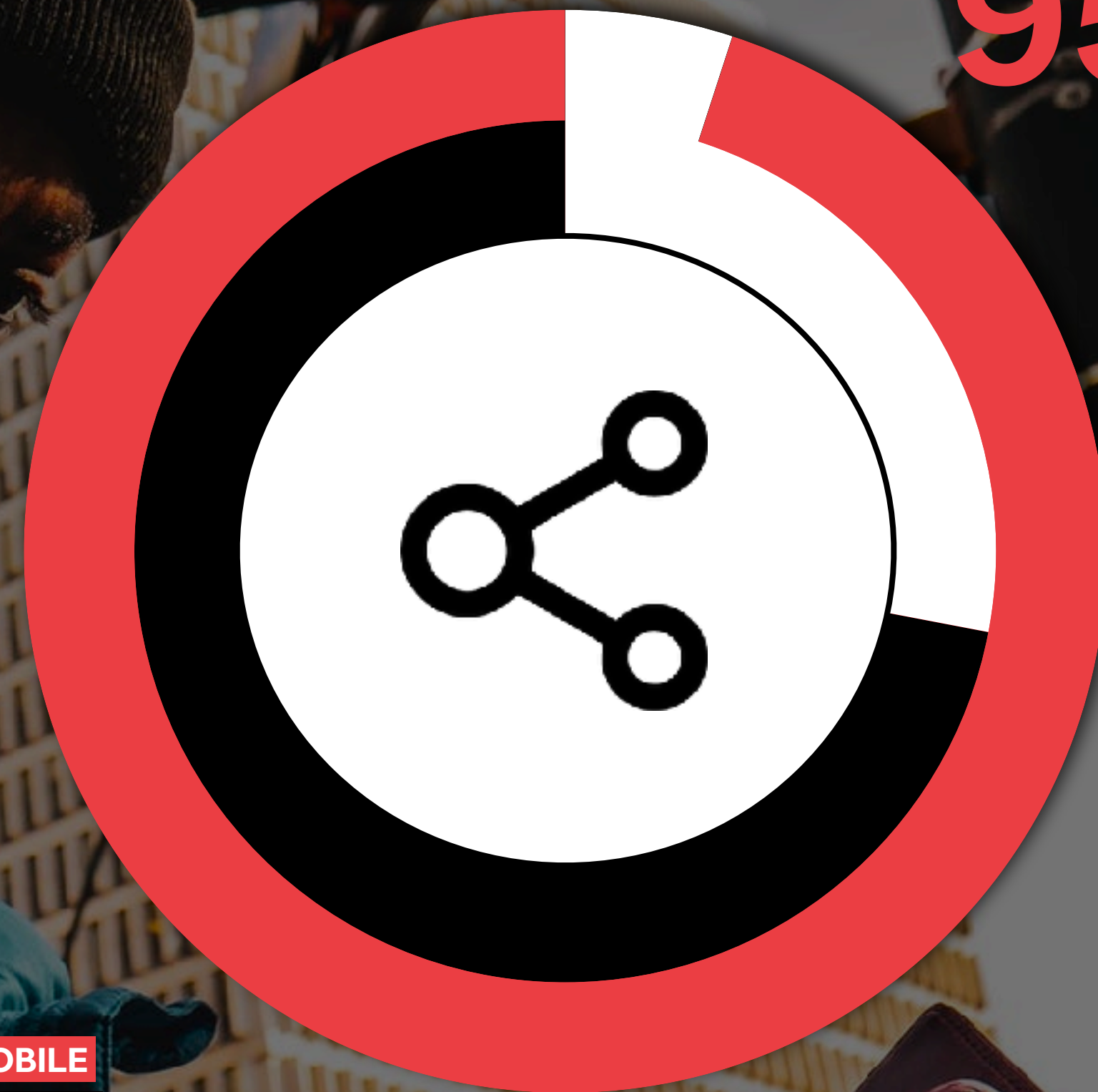


OMNICHANNEL SHOPPERS WHO ♥ SOCIAL

GEN Z TURNS TO MOBILE FOR BASICALLY EVERY ONLINE ACTIVITY



WITH
SOCIAL MEDIA
LEADING
THE WAY.



95%

MOBILE

Desktop/Laptop

THEY DON'T
REJECT
TRADITIONAL
DEVICES, BUT
ENJOY **SECOND-
SCREENING.**



81m

IN 2020, THE DAILY TIME SPENT ON **TELEVISION** AMONGST **GEN Z** BETWEEN 12 AND 17 YEARS OLD IS EXPECTED TO BE 81 MINUTES.

90%

OF **GEN Z** USES MOBILE WHILE WATCHING TV.

**THE MOBILE
MENTALITY HAS
ULTIMATELY
INFLUENCED
GEN Z'S
BEHAVIOUR.**



**CRAVE INSTANT
EXPERIENCES**

SAVVY

CAUTIOUS & ALERT

1



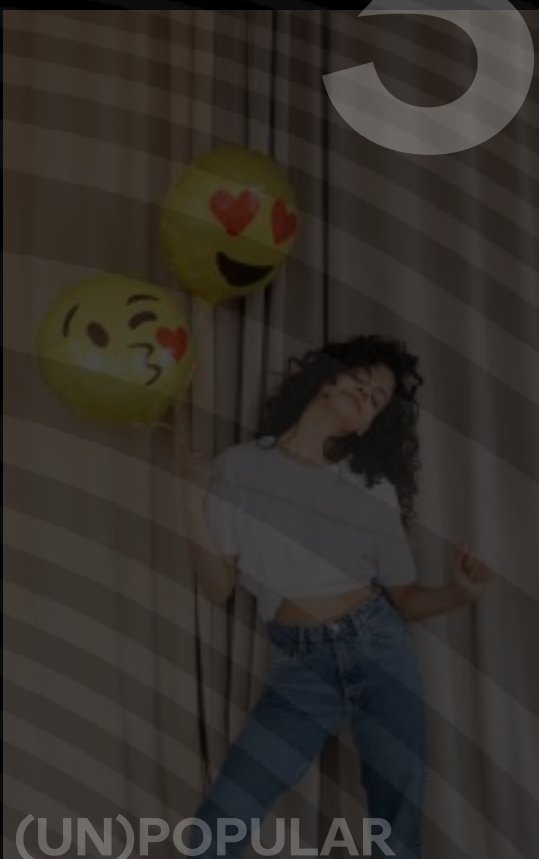
MOBILE REIGNS

2



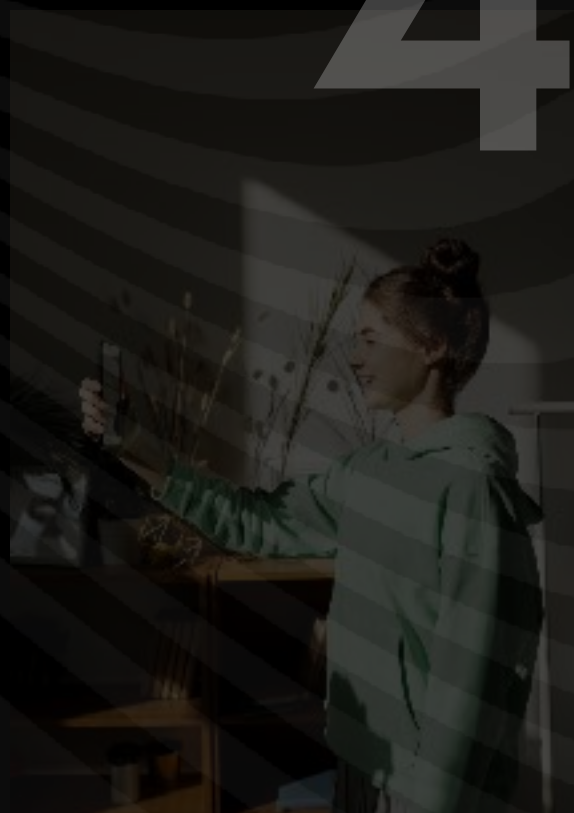
PRIVATELY CONNECTED

3



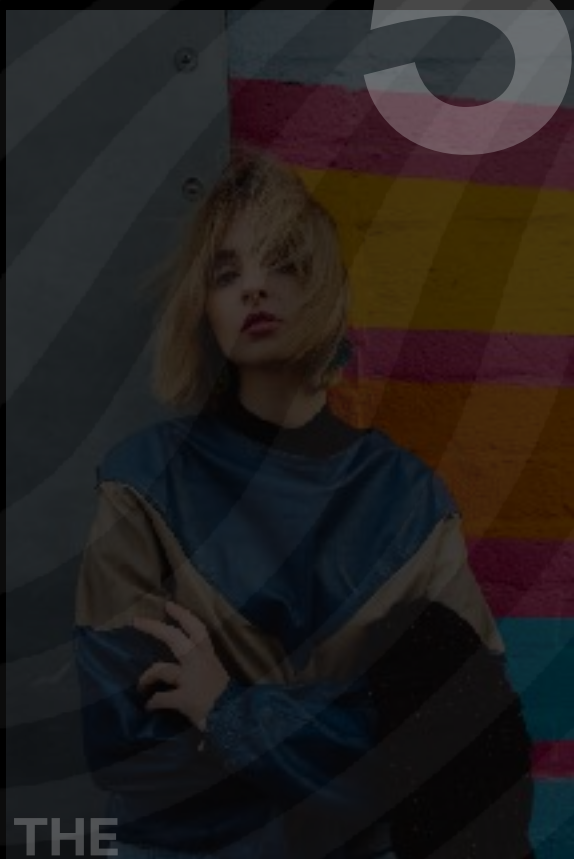
(UN)POPULAR SOCIAL MEDIA

4



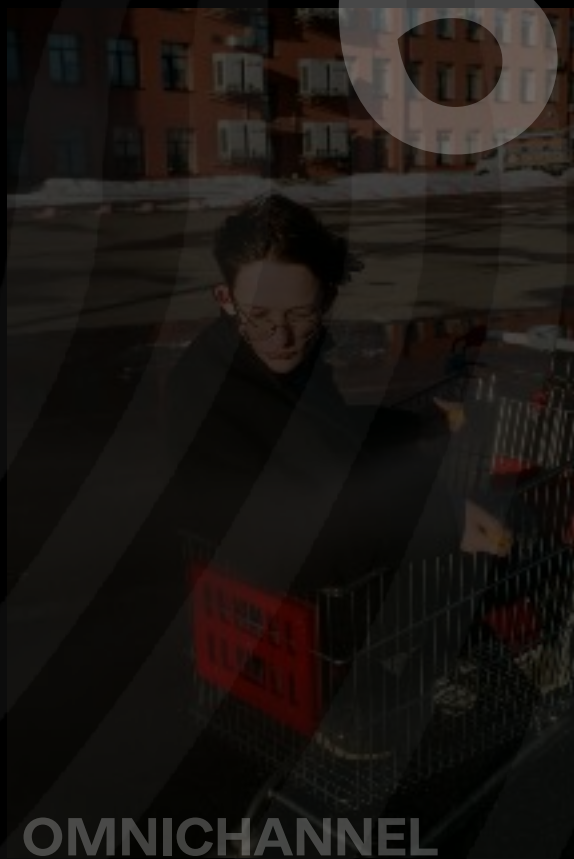
THE MAGIC CONTENT FORMULA

5



THE INFLUENTIAL INFLUENCER

6



OMNICHANNEL SHOPPERS WHO ♥ SOCIAL

NEARLY 60%
REPORTED GREATER
USE OF SOCIAL
MEDIA DURING THE
CORONA CRISIS.

GEN Z LOVES SPENDING TIME ON SOCIAL MEDIA,

2h52

IS GENZ'S TOTAL TIME
SPENT ON SOCIAL ON
A DAILY BASIS.

**BUT WANTS
TO KEEP IT
BALANCED.**



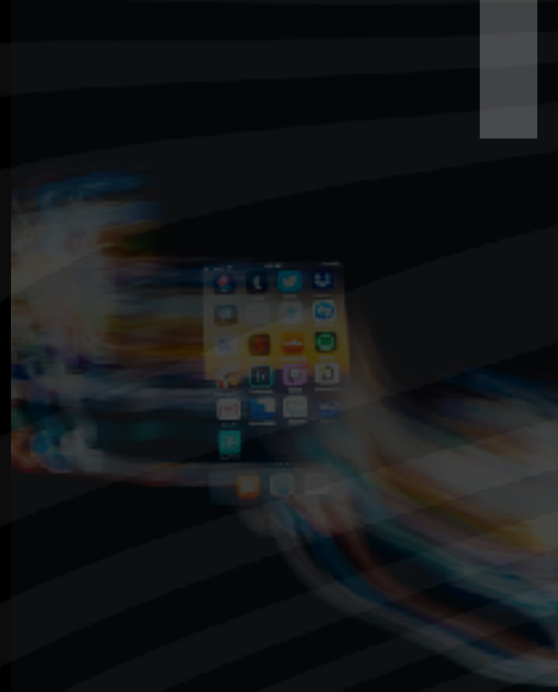
59%
OF GEN ZERS (UK)
FEEL LIKE THEY
SPENT TOO MUCH
TIME ONLINE.

AND MORE
PRIVATE
THEN ONE
MAY THINK.

*“Many young people are turning to the underground trend of **"Finstagram"**, to relieve the pressures of perfection. (...) A Finsta or a Finstagram is a second account users make to show their "real lives" to a small group of followers.”*

BBC, 27/09/2019

1



MOBILE
REIGNS

2



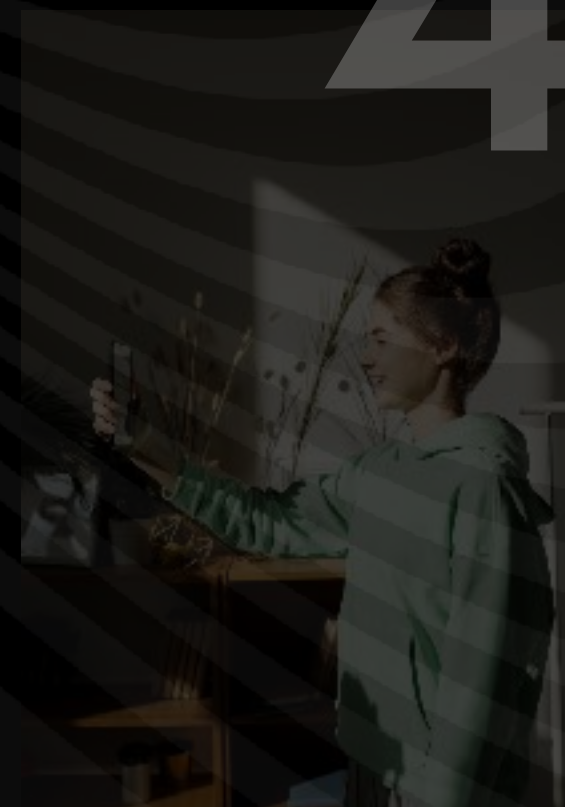
PRIVATELY CONNECTED

3



(UN)POPULAR
SOCIAL MEDIA

4



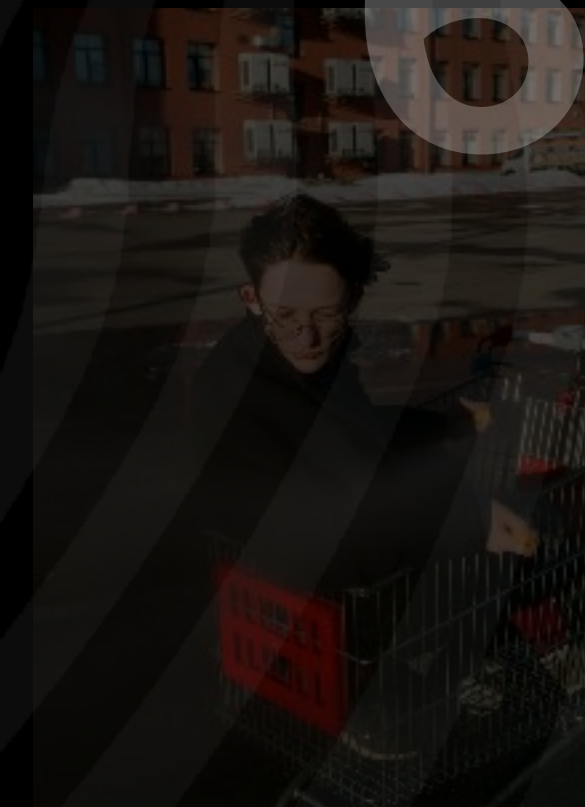
THE MAGIC CONTENT
FORMULA

5



THE
INFLUENTIAL
INFLUENCER

6



OMNICHANNEL
SHOPPERS
WHO ♥ SOCIAL

SOCIAL PLATFORMS THAT SUPPORT AND AMPLIFY GEN Z CULTURE:

SOCIAL MEDIA PLATFORM USAGE AMONG GEN Z WORLDWIDE 16+



% OF TWITCH USERS WHO ARE BETWEEN 16-24 YEAR OLD

Global Web Index (2019), Gen Z: Examining the attitudes and digital behaviors of internet users aged 16-21, Global Web Index (2020), Gen Z 78, 79, data available 10-27 (members, visitors, engagers), Think With Google (August 2018), Understanding Gen Z through the lens of YouTube, Global Web Index (2019), Influencer Marketing Report (UK & US), p. 11, Facebook for Business (October 2019), Gen Z: Getting to Know the 'Me A We' Generation, Snapchat (8/10/2019), Appsphere: How the Apps You Use Impact Your Daily Life and Function.

WITH EACH PLATFORM WITNESSING DIFFERENT BEHAVIOURS.



BEYOND ENTERTAINMENT

TO GAIN KNOWLEDGE
TO FEEL CONNECTED



EXPRESSING INTERESTS & INFLUENCER ENGAGEMENT

TO EXPRESS INTERESTS
TO ENGAGE WITH INFLUENCERS



FRIENDS & CREATIVITY

TO CONNECT WITH FRIENDS
TO EXPLORE CREATIVITY



COMMUNITY & INFLUENCER DREAM

TO CONNECT LIKE-MINDED COMMUNITY
TO MAKE INFLUENCER DREAM COME TRUE

Global Web Index (2019), Gen Z - Examining the attitudes and digital behaviors of internet users aged 18-21. Global Web Index (2020), Gen Z 78: Full data available 18-22 (members, visitors, engagers), Think With Google (August 2018), Understanding Gen Z through the lens of YouTube. Global Web Index (2019), Influencer Marketing Report (UK & US), p. 11. Facebook for Business (October 2019), Gen Z: Getting to Know the 'Me Me' Generation. Snapchat. (8/10/2019), Appsphere: How the Apps You Use Impact Your Daily Life and Function.

GEN Z IS
ALSO ACTIVE
ACROSS A
RANGE OF
NICHE
PLATFORMS

...



1



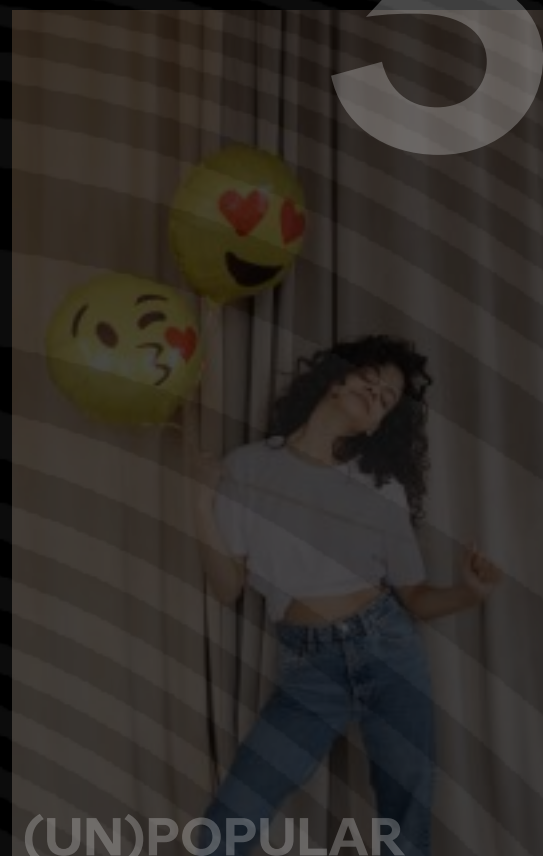
MOBILE
REIGNS

2



PRIVATELY CONNECTED

3



(UN)POPULAR
SOCIAL MEDIA

4



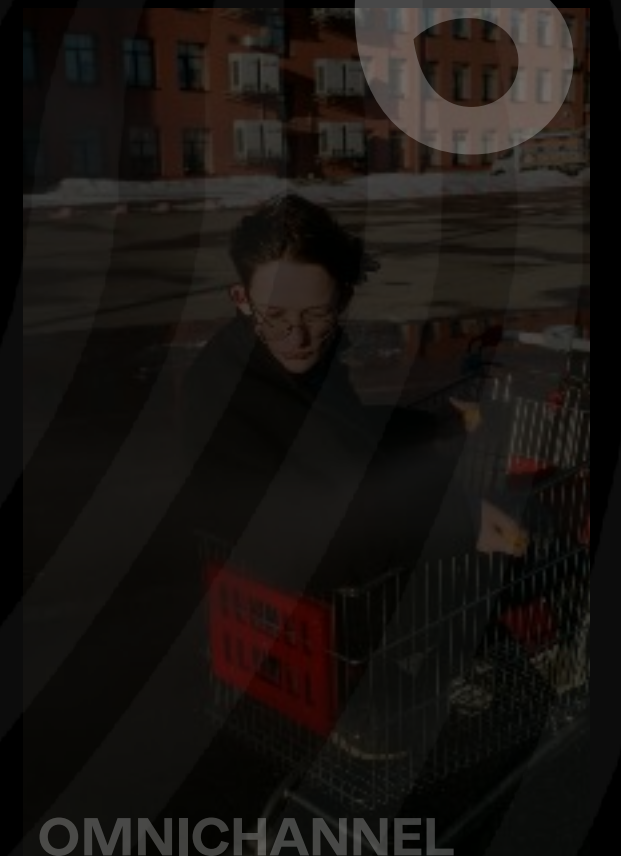
THE MAGIC CONTENT
FORMULA

5



THE
INFLUENTIAL
INFLUENCER

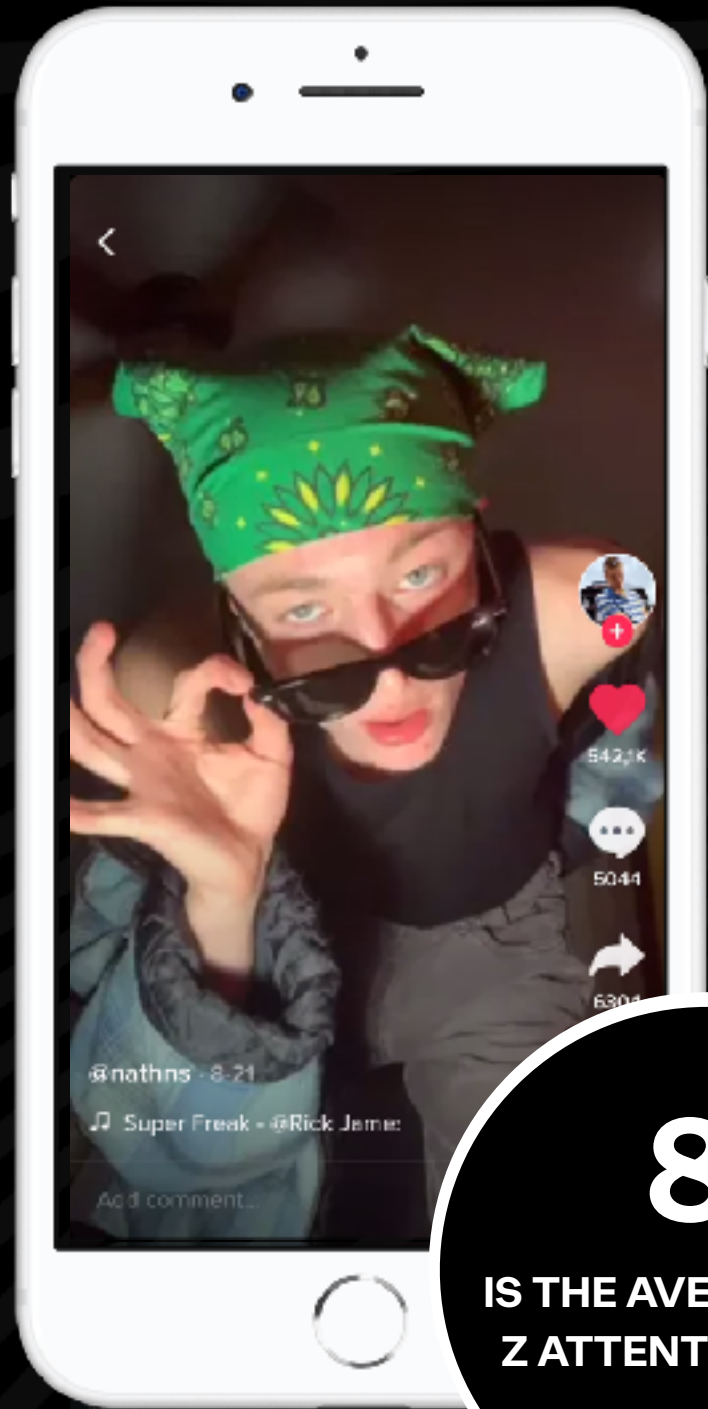
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OMNICHANNEL
SHOPPERS
WHO ♥ SOCIAL

GEN Z'S **MAGIC** CONTENT FORMULA.

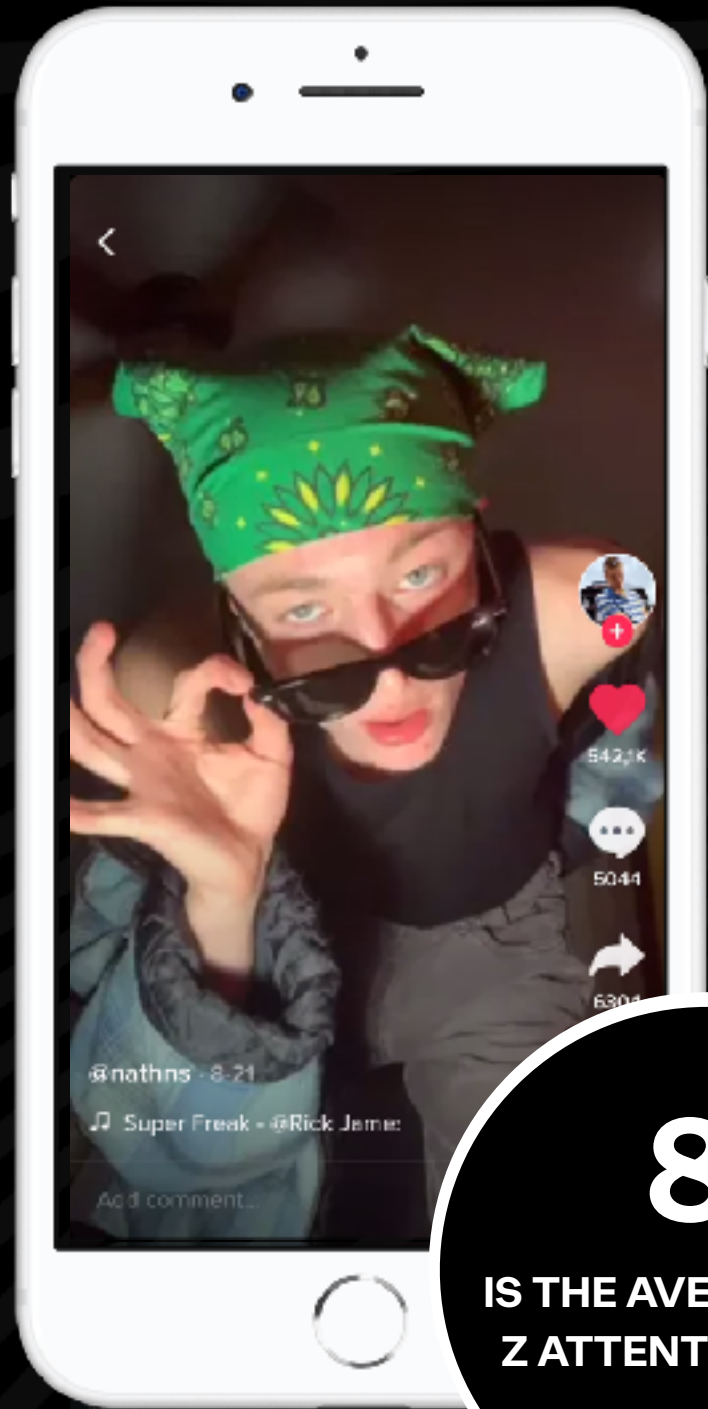
**SNAPPY &
BITE-SIZED**



8'
IS THE AVERAGE GEN
Z ATTENTION SPAN

GEN Z'S **MAGIC** CONTENT FORMULA.

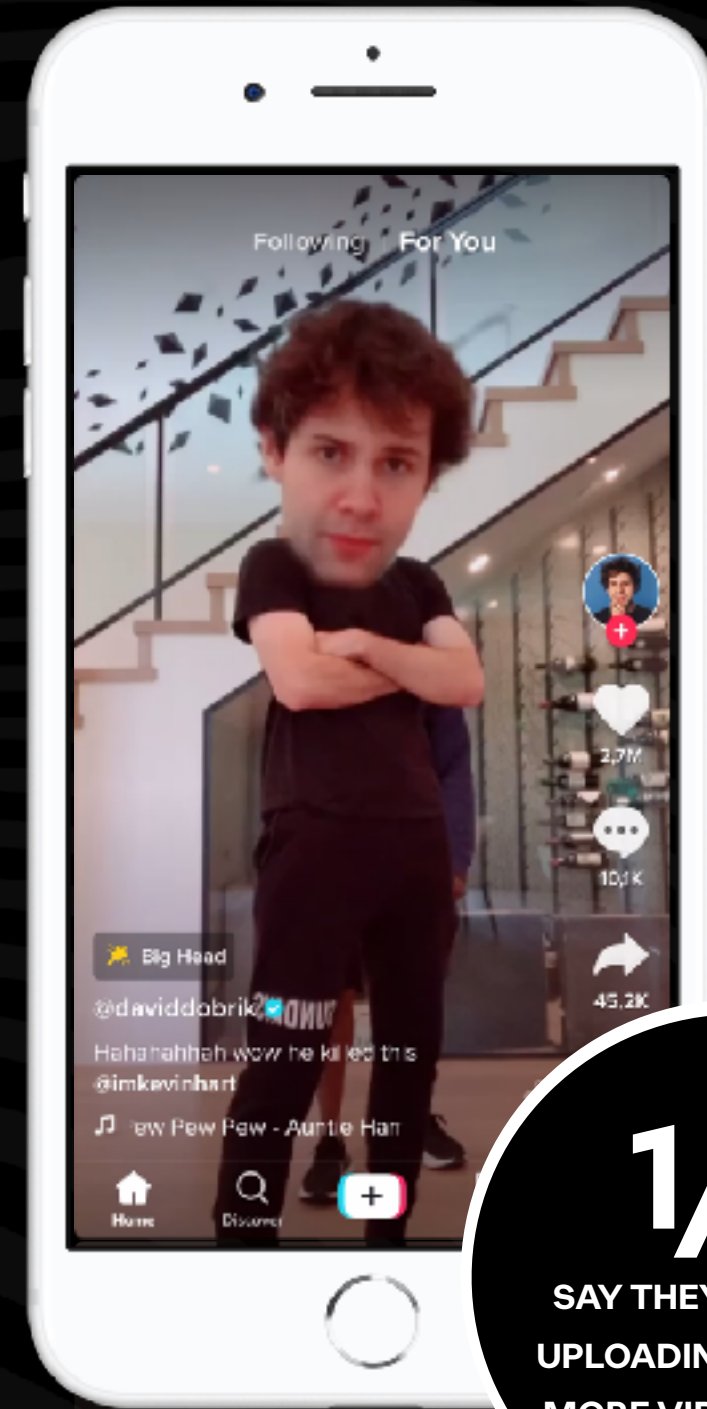
SNAPPY & BITE-SIZED



@nathns TikTok account

8'
IS THE AVERAGE GEN Z ATTENTION SPAN

SHORT-FORMAT VIDEOS

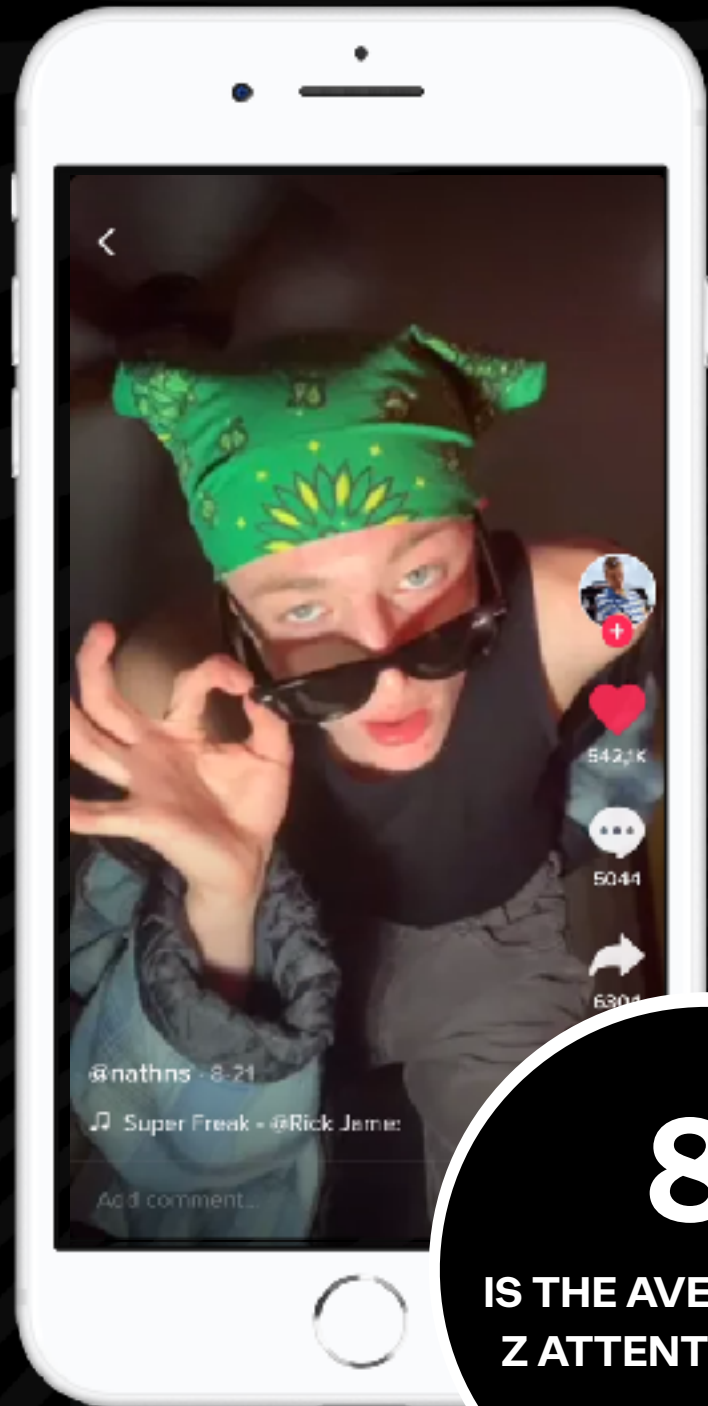


@daviddobrik TikTok account

1/3
SAY THEY HAVE BEEN UPLOADING/CREATING MORE VIDEOS DURING LOCKDOWN.

GEN Z'S **MAGIC** CONTENT FORMULA.

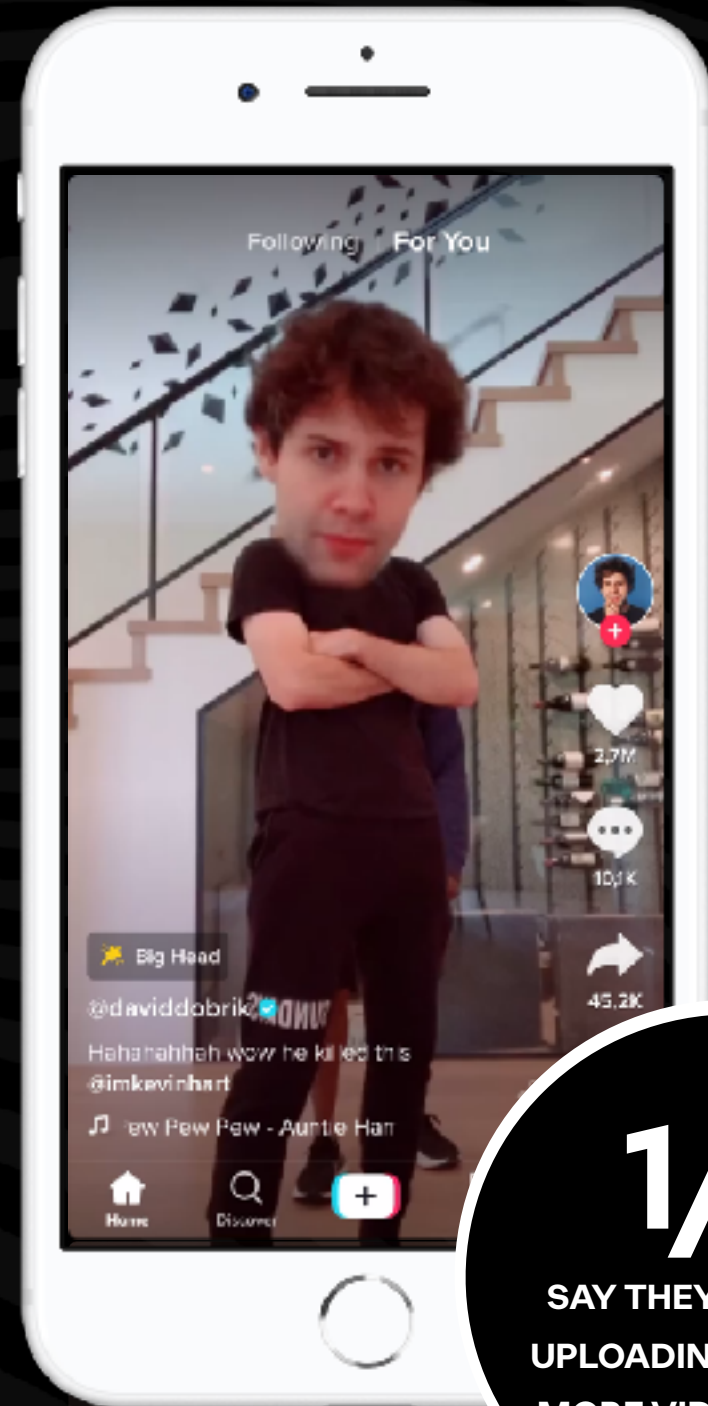
SNAPPY & BITE-SIZED



@nathns TikTok account

8'
IS THE AVERAGE GEN Z ATTENTION SPAN

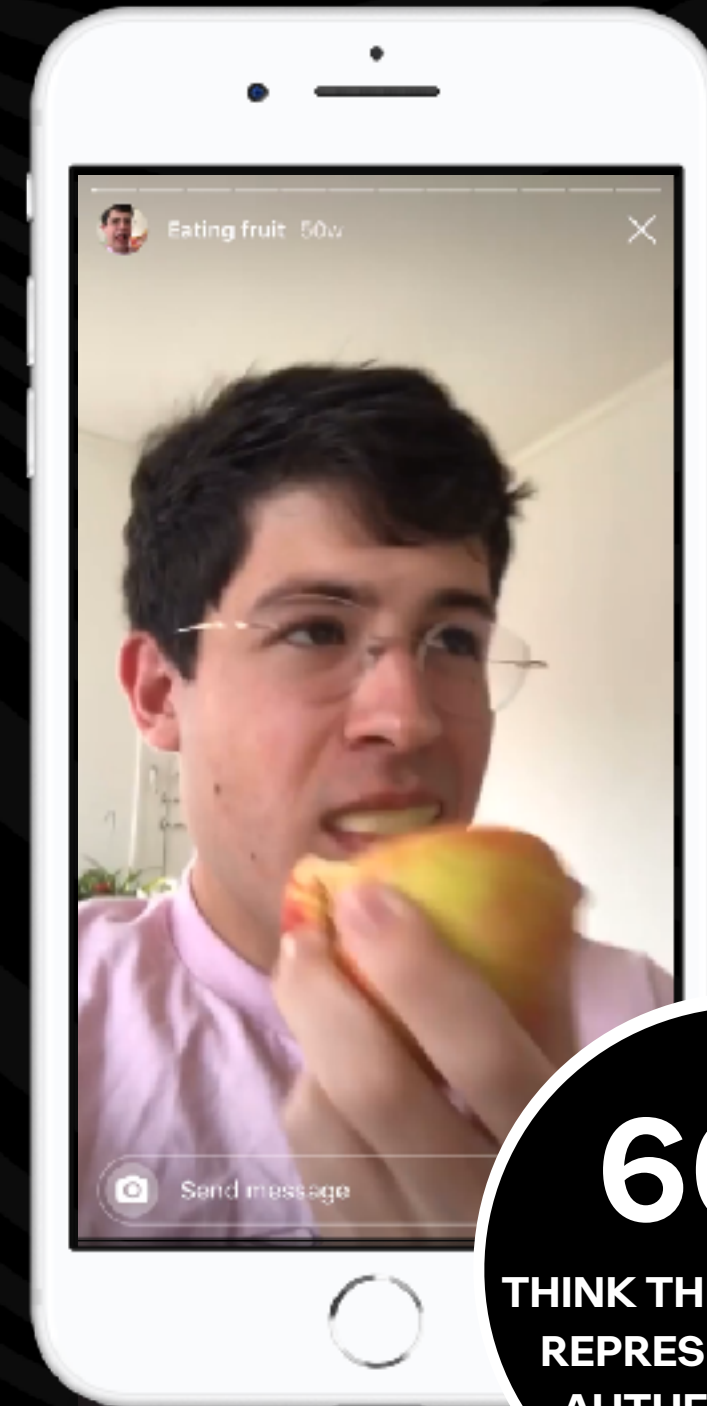
SHORT-FORMAT VIDEOS



@daviddobrik TikTok account

1/3
SAY THEY HAVE BEEN UPLOADING/CREATING MORE VIDEOS DURING LOCKDOWN.

REAL, RAW & RELATABLE

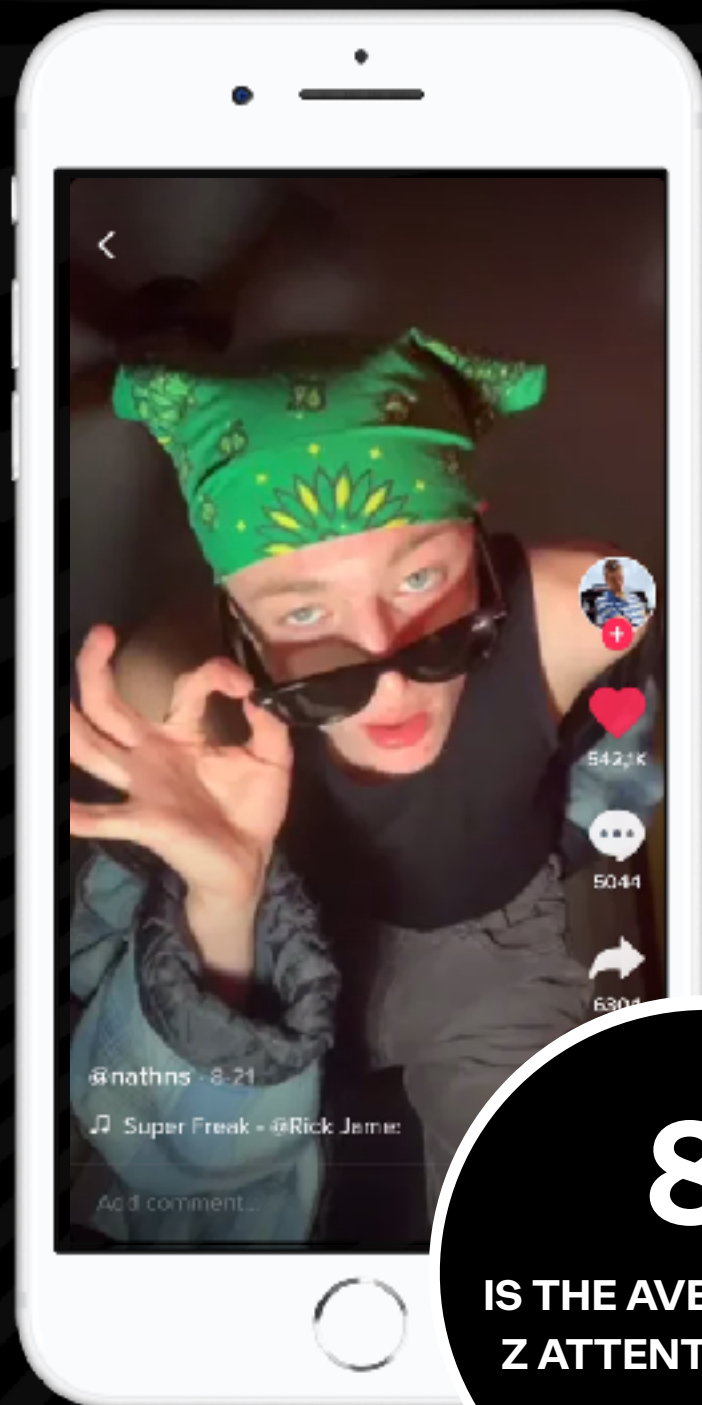


@nathns Instagram account

60%
THINK THEIR CONTENT REPRESENTS THEIR AUTHENTIC SELF.

GEN Z'S **MAGIC** CONTENT FORMULA.

SNAPPY & BITE-SIZED



@nathns TikTok account

8'
IS THE AVERAGE GEN Z ATTENTION SPAN

SHORT-FORMAT VIDEOS



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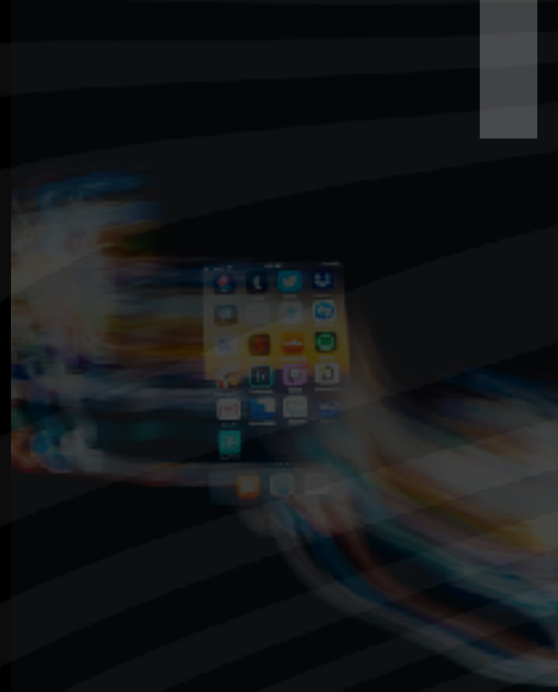
CREATIVELY INSPIRING



@ramenpolanski Instagram account

CREATIVE FEATURES APPEAL TO GEN Z, LIKE AR FILTERS, LENSES, COLOUR FILTERS ETC

1



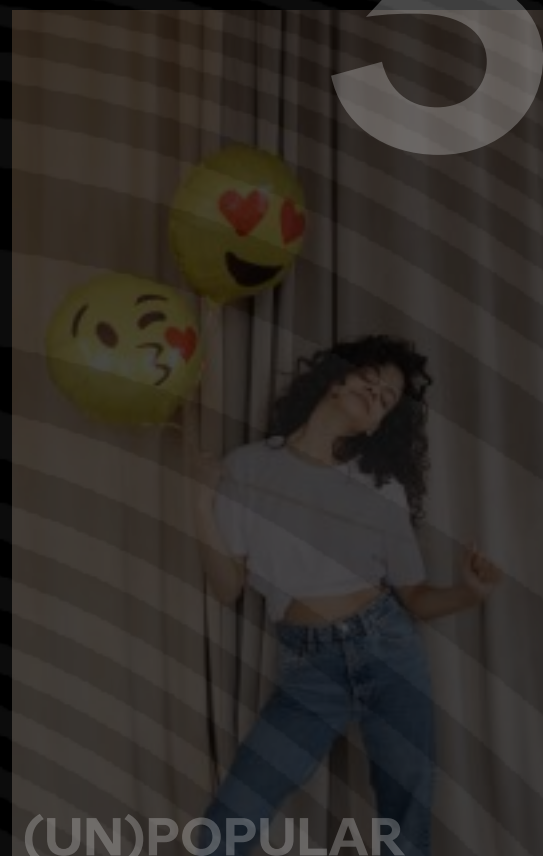
MOBILE REIGNS

2



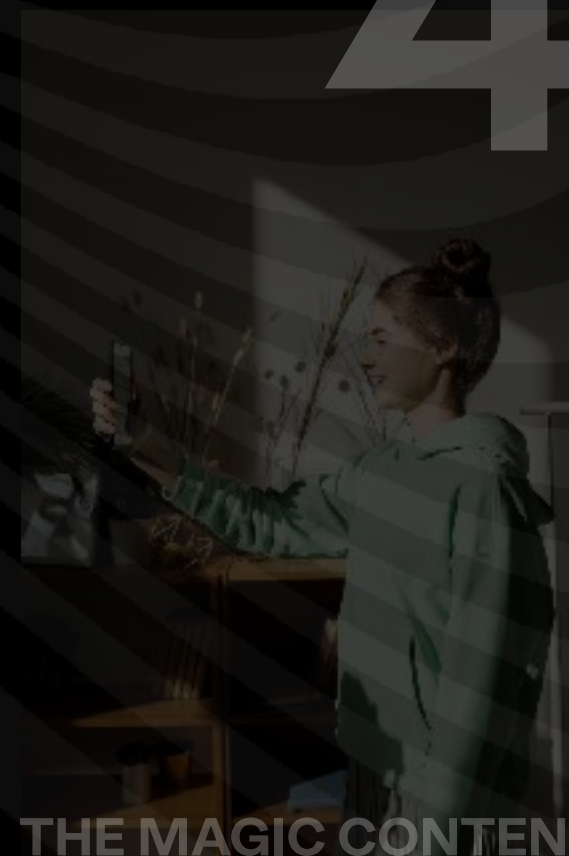
PRIVATELY CONNECTED

3



(UN)POPULAR SOCIAL MEDIA

4



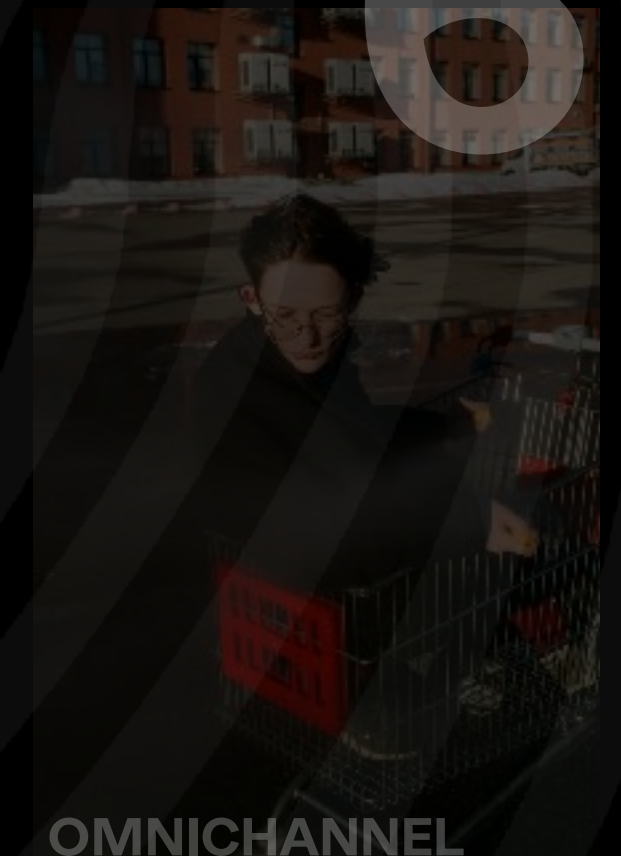
THE MAGIC CONTENT FORMULA

5



THE INFLUENTIAL INFLUENCER

6



OMNICHANNEL SHOPPERS WHO ♥ SOCIAL

GEN Z INFLUENCERS ARE BORN AND RAISED IN A SOCIAL ENVIRONMENT,



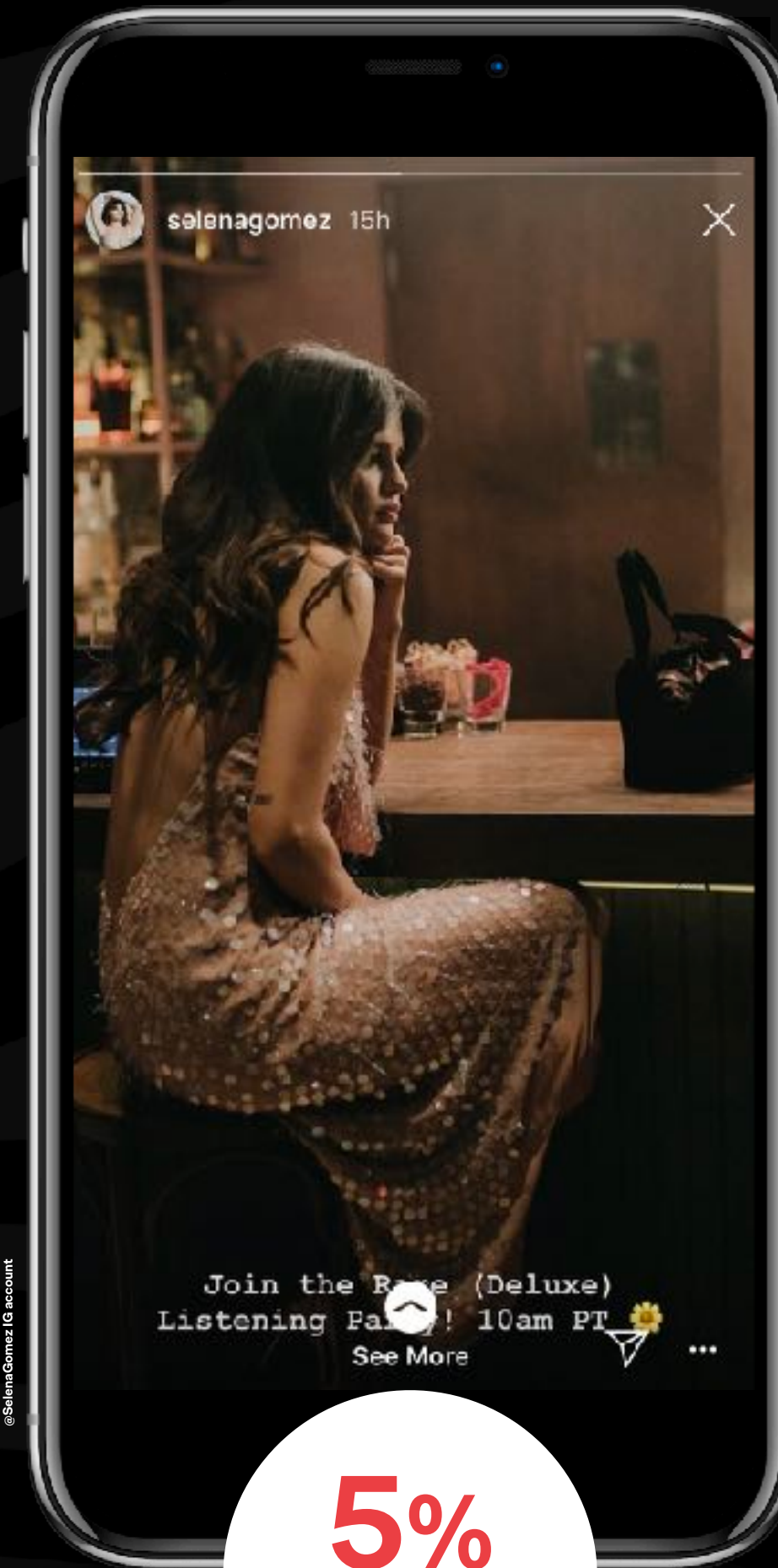
*Unlike prior generations who idolized TV or movie stars, Gen Z fawns over “**digital influencers**” — normal teens who rose to fame through Vine, Snapchat, YouTube, or Musical.ly.*

Medium, 2017

TRADITIONAL CELEB:
SELENA GOMEZ

GEN Z INFLUENCER:
EMMA CHAMBERLAIN

TRADITIONAL
CELEBRITIES
ARE NOT
FORGOTTEN
BUT ENGAGE
LESS.



5%
ENGAGEMENT RATE
ON 5 LAST POSTS



25%
ENGAGEMENT RATE
ON AVERAGE

Forbes (September 2018). Don't sleep on Youtube star Emma Chamberlain.

THE INFLUENTIAL ROLE OF INFLUENCERS IS PRESENT IN GEN Z'S PERSONAL LIFE,



@aaronphilip IG account

“Influencers are the ones who inspire their peers in their pursuit of purpose and truth, while also spreading Generation Z’s message across older generations.”

The Drum, 2020

AS WELL
AS IN THEIR
PURCHASING
DECISIONS.

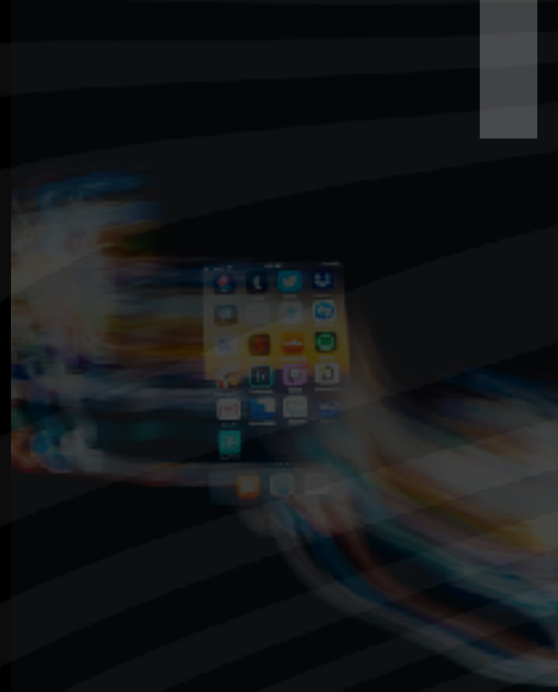


@justmaiko TikTok account

52%

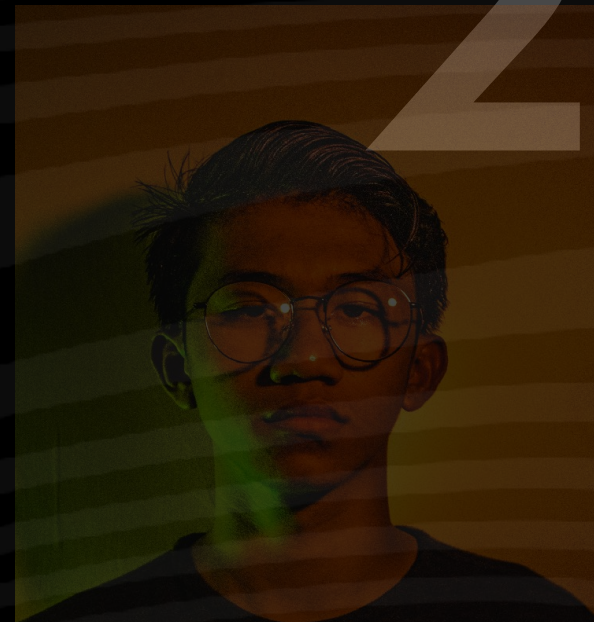
OF GEN Z TRUST INFLUENCERS
THEY FOLLOW TO GIVE GOOD
ADVICE ABOUT PRODUCTS OR
BRANDS.

1



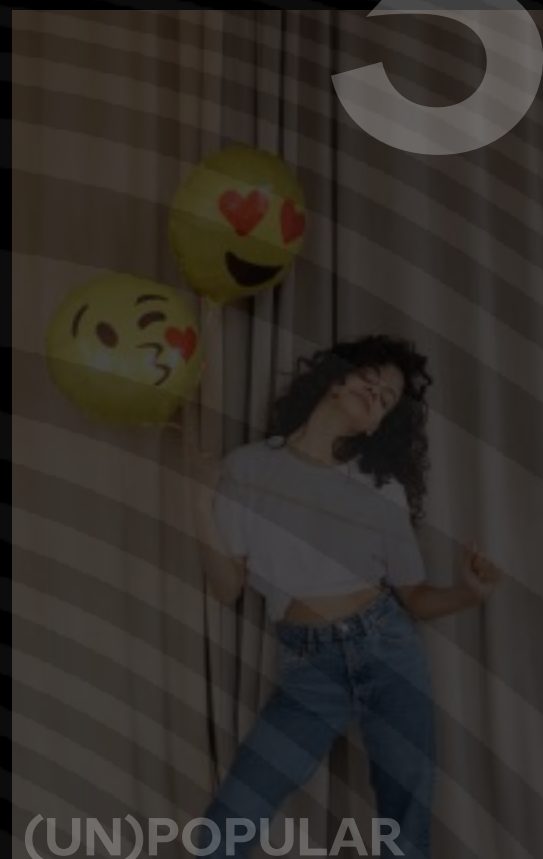
MOBILE REIGNS

2



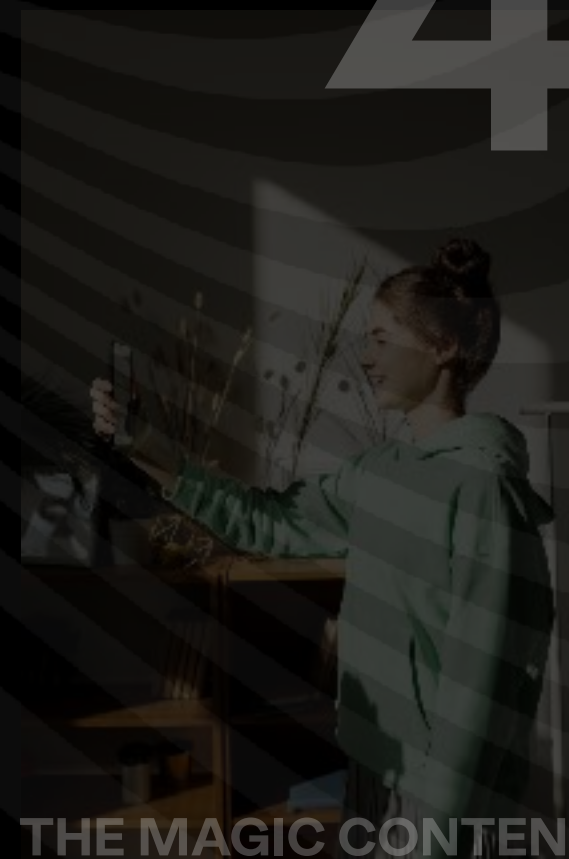
PRIVATELY CONNECTED

3



(UN)POPULAR SOCIAL MEDIA

4



THE MAGIC CONTENT FORMULA

5



THE INFLUENTIAL INFLUENCER

6



OMNICHANNEL SHOPPERS WHO ♥ SOCIAL

**ONLINE SHOPPING
ACCELERATES
BUT DON'T
UNDERESTIMATE
THE VALUE OF
OMNI-CHANNEL
EXPERIENCES TO
GENERATE BUZZ &
TALKABILITY.**



“Gen-Z expects a strong omni-channel experience and to be able to consistently experience the brand both in store and online.”

Forbes, December 2019

SOCIAL MEDIA IS CLOSELY INVOLVED IN GEN Z'S SHOPPING JOURNEY

1/4

INSPIRATION

OF GEN Z SEEKS FOR
INSPIRATION ON SOCIAL
MEDIA.

55%

BRAND DISCOVERY

OF GEN ZERS (US) SAY THAT
THEIR MOST RECENT FASHION
PURCHASE WAS INSPIRED BY
SOCIAL MEDIA BROWSING

Nr. 1

PRODUCT RESEARCH

SOURCE FOR GEN Z TO
RESEARCH PRODUCTS.

**WITH EACH SOCIAL
PLATFORM PLAYING
A DIFFERENT ROLE.**



BRAND DISCOVERY



**PRODUCT/SERVICE
RECOMMENDATIONS**



**DOCUMENTATION
OF PURCHASES**



GEN Z

& BRANDS

1



**BRAND LOYALTY
REDEFINED**

2



**GET REAL
ALREADY**

3



**LESS TALK,
MORE ACTION**

4



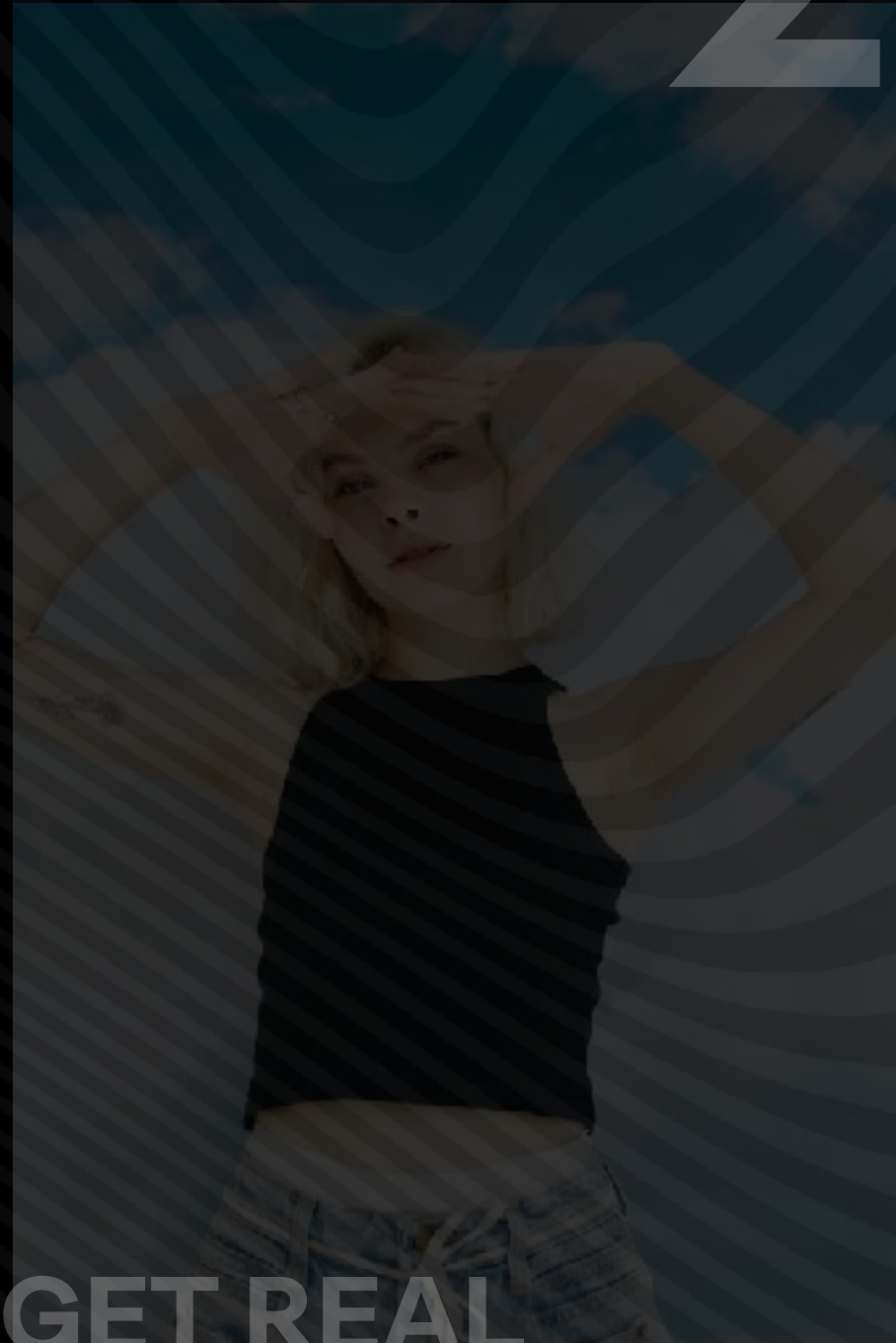
**UNIQUELY MADE
(TOGETHER)**

1



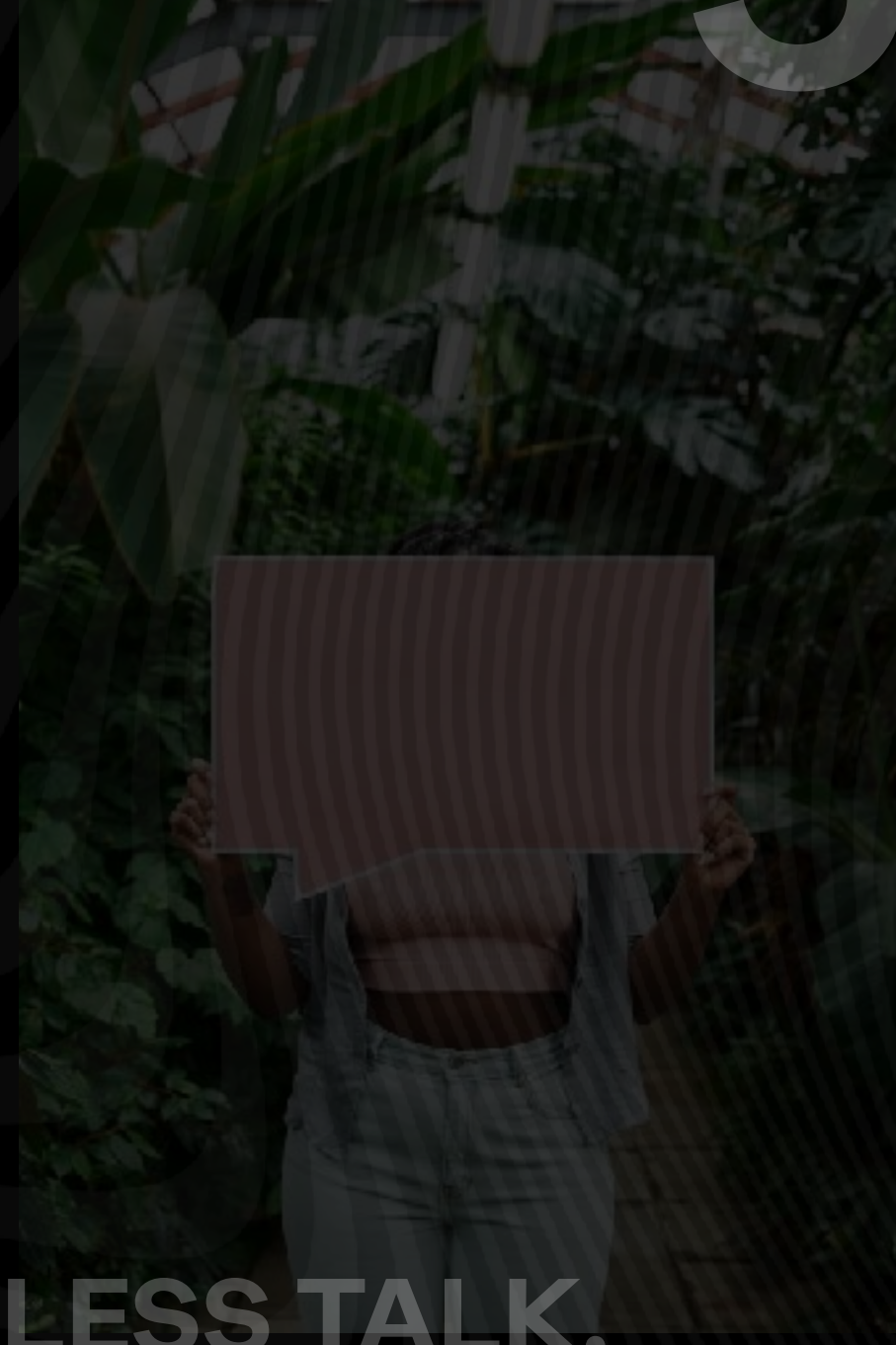
**BRAND LOYALTY
REDEFINED**

2



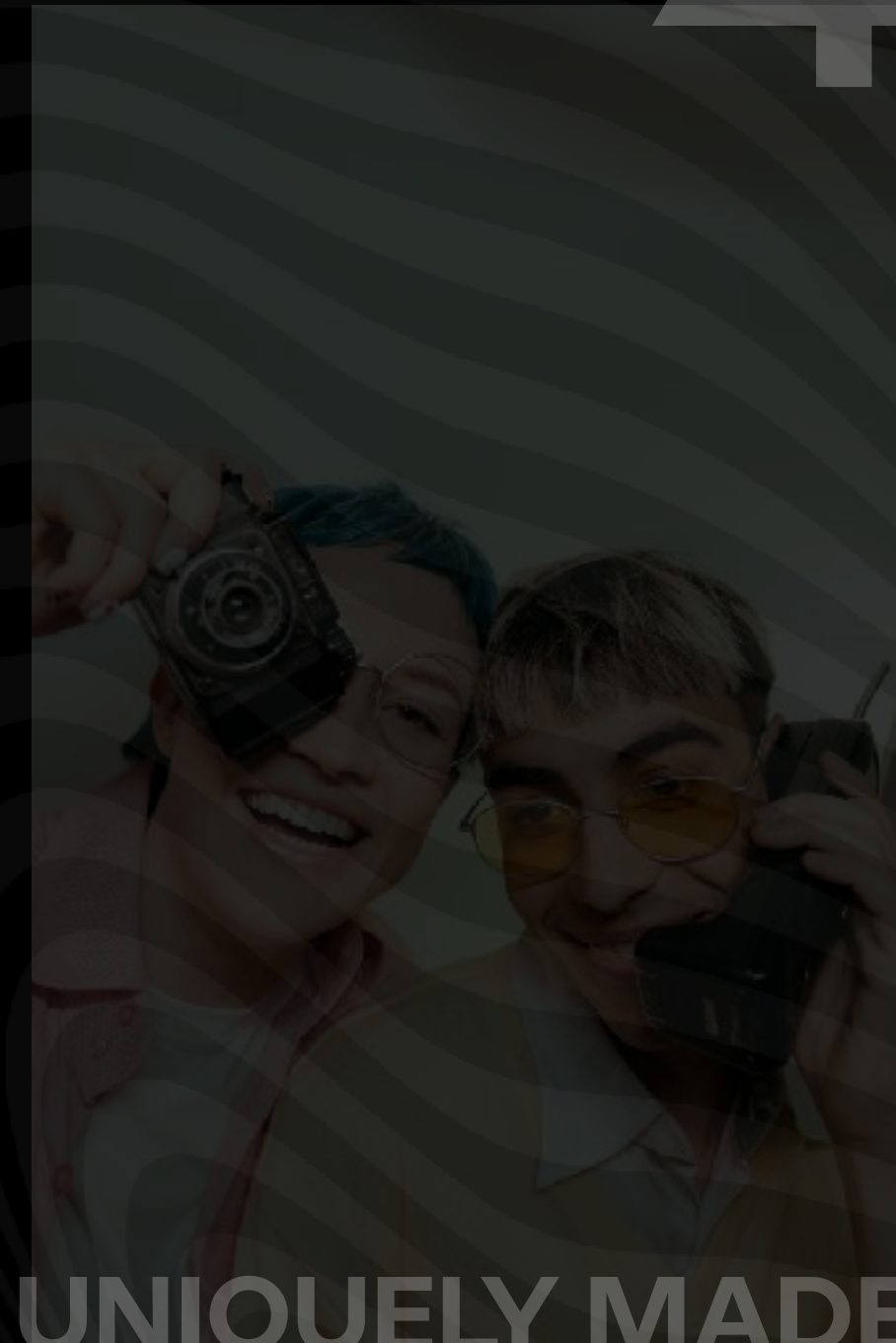
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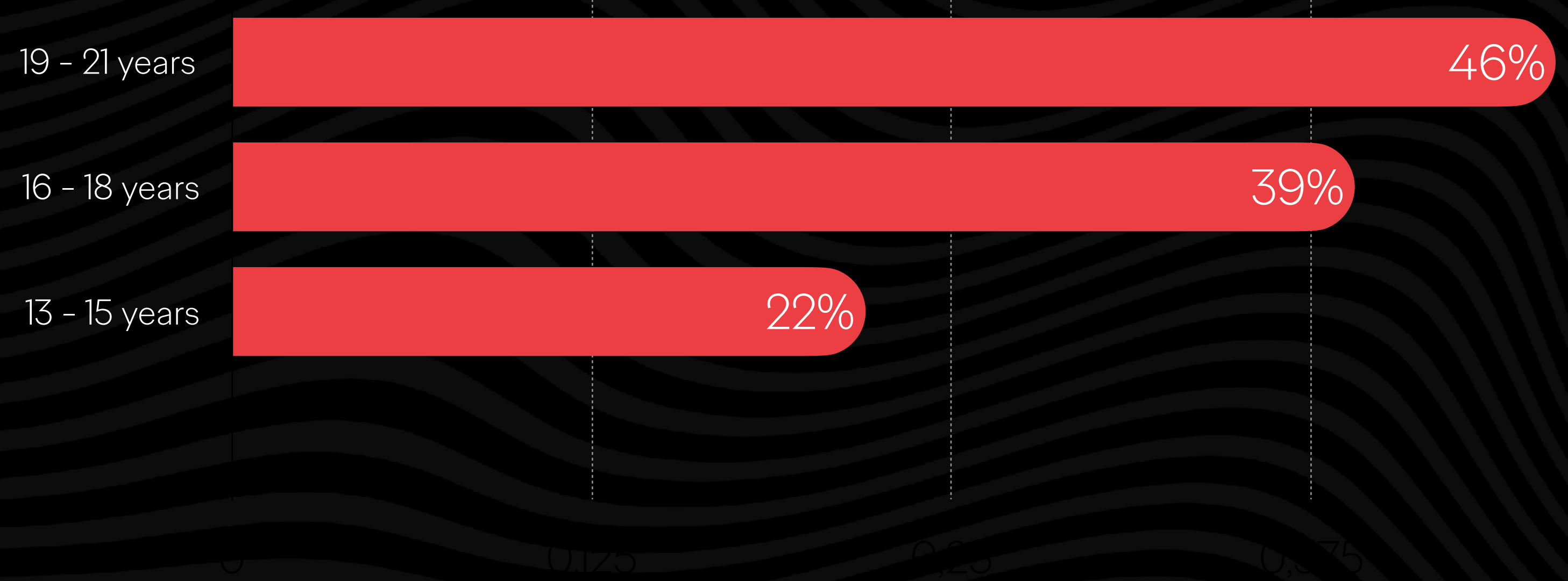


**UNIQUELY MADE
(TOGETHER)**

BUILDING STRONG BRAND CONNECTIONS WITH GEN Z IS NOT EASY.

Brand loyalty among Gen Z

% of Gen Zers that say they have a strong connection or loyalty to any brand



BUILDING BRAND LOYALTY BECOMES TWICE AS MORE DIFFICULT AMONG YOUNGER AGE GROUPS

**THE
DIGITAL
AGE**

**AS DIGITAL AND SOCIAL
NATIVES, GEN Z
HOLDS DIFFERENT
EXPECTATIONS FOR
BRANDS.**

MEET THREE TYPE OF **GEN Z** BRAND LOYALISTS WITH EACH SPECIFIC EXPECTATIONS

BRAND DEVOTEES

Keen to advocate (on social media) if brands proves to be authentic, provides engagement and co-creation opportunities, and continues to refresh the product range.

BRAND CONNECTORS

More tolerant towards authenticity but want their values and expressions to be taken into account individually.

BRAND PRAGMATICS

Care about the basics: quality, value, and availability.

1



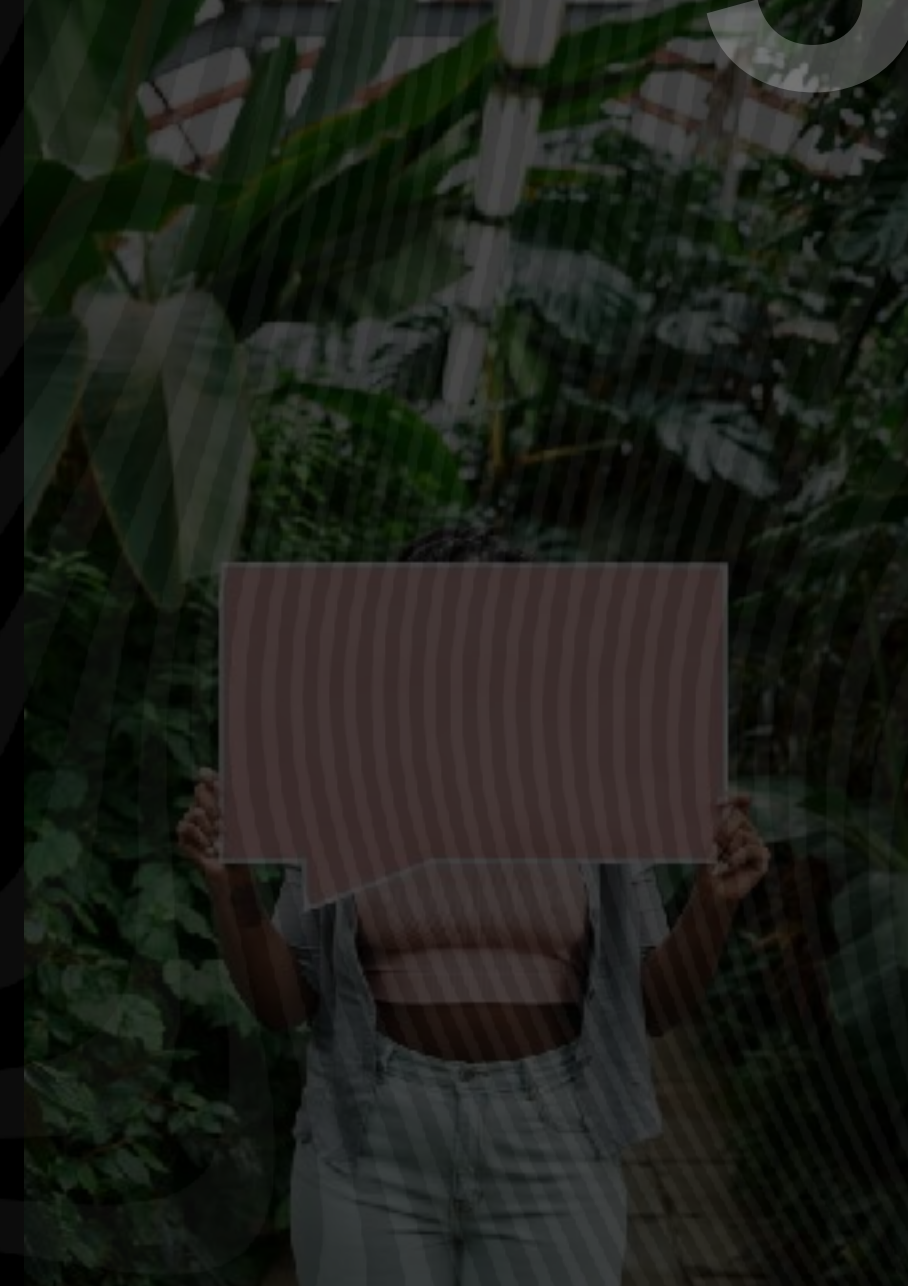
**BRAND LOYALTY
REDEFINED**

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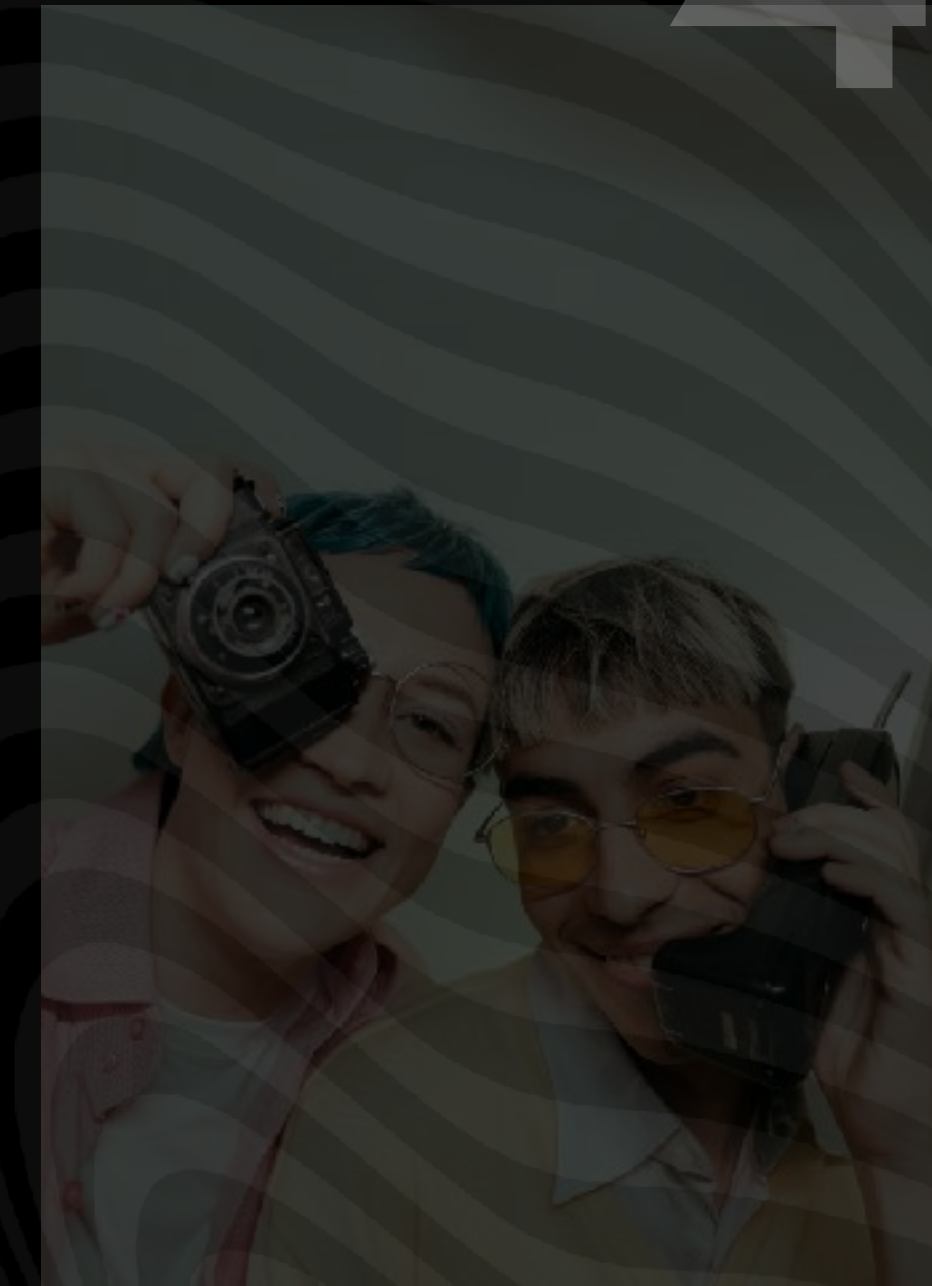
**GET REAL
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**UNIQUELY MADE
(TOGETHER)**

GEN Z'S CRITICAL EYE URGES BRANDS TO GET REAL

“This group senses their own strengths when it comes to building a successful brand and is quick to flag others that aren’t authentic. They can pinpoint derivative or cliched content faster than anyone else.”

AdAge, April 2019

BY DELIVERING QUALITY ON A PRODUCT AND SERVICE LEVEL

65%

QUALITY PRODUCTS/SERVICES

OF GEN Z PREFERS TO BUY HIGH-QUALITY PRODUCTS OVER LOWER QUALITY ONES.

75%

QUALITY PRODUCTION PROCESSES

OF GEN Z IS WILLING TO PAY MORE FOR SUSTAINABLE PRODUCT ITEMS.

82%

QUALITY CUSTOMER FEEDBACK

OF GEN Z ARE MORE LIKELY TO SUPPORT BRANDS WHO MAKE CHANGES BASED ON CUSTOMER FEEDBACK.

BUT ALSO ON A COMMUNICATION LEVEL.

80%

REAL VISUALS

OF GEN Z HAS MORE TRUST IN BRANDS WHEN THEY DO NOT USE PHOTOSHOP.

38%

REAL CONTENT

OF GEN Z CLAIMS TO STOP USING A BRAND WHEN THEIR ADS INCLUDED FALSE CLAIMS.

60%

HONEST DATA USE

OF GEN Z WORRY ABOUT HOW BRANDS USE THEIR PERSONAL DATA.



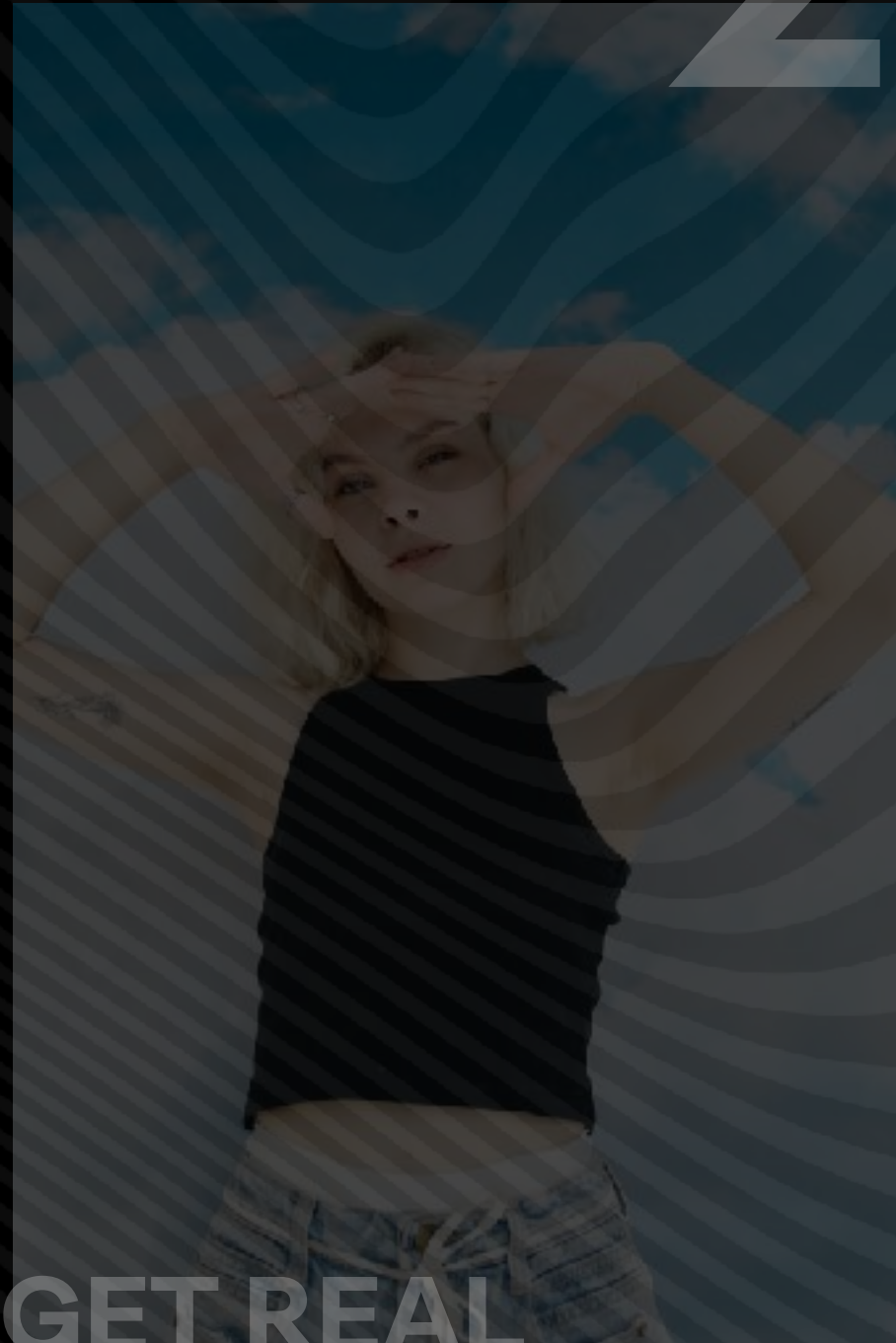
GEN Z TAKES
IT A STEP FURTHER
BY WANTING BRANDS TO
LEAD SOCIETY IN A MORE
AUTHENTIC DIRECTION.

1



**BRAND LOYALTY
REDEFINED**

2



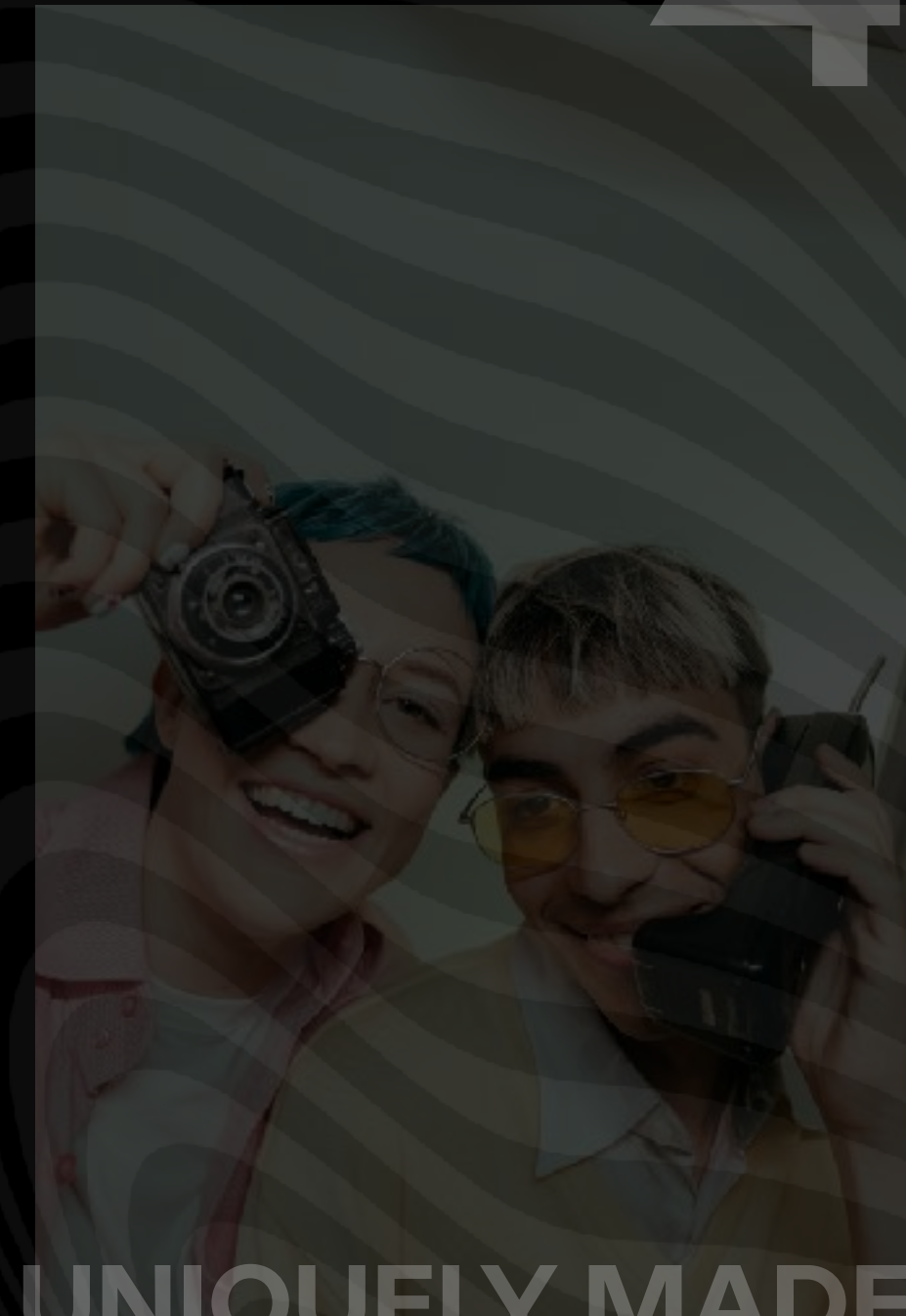
**GET REAL
ALREADY**

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**LESS TALK,
MORE ACTION**

4



**UNIQUELY MADE
(TOGETHER)**

THEY
WANTS
BRANDS
TO SHOW
SOCIETY
A MORE
PURPOSEFUL
WAY



68%

EXPECT BRANDS
TO CONTRIBUTE TO SOCIETY.

BY
PUTTING THEIR
MONEY WHERE
THEIR MOUTH IS,

Forbes (June 2018). Engaging Gen Z In Your Social Impact Efforts.

November 26, 2020



GEN Z & BRANDS | LESS TALK, MORE ACTIONS

76%

SUPPORT

OF GEN Z WOULD PURCHASE FROM A BRAND FOR THE ISSUES THEY SUPPORT.

67%

BOYCOTT

OF GEN Z WOULD STOP PURCHASING FROM A BRAND IF THE VALUES OR ACTIONS DON'T ALIGN WITH THEIR OWN.

Ogilvy | Social.Lab

BY
CHOOSING
WORKPLACES
THAT ALIGN
WITH THEIR
VALUES,



3/4

OF GEN Z FIND BRAND
PURPOSE MORE
IMPORTANT THAN PAY.

AdAge (February 2020). Opinion: why brand purpose is the way to our gen z hearts (and wallets).

AND BY
CONTRIBUTING
TO THE BRAND'S
RELEVANCE.

Facebook for Business (November 2019). Build Better Brand Connections With Gen Zers and Millennials.

November 26, 2020



GEN Z & BRANDS | LESS TALK, MORE ACTIONS

50%

OF GEN Z IS MORE LIKELY
THAN OTHER GENERATIONS
TO ENCOURAGE OTHERS IN
TRYING A BRAND WHEN
VALUES ALIGN.

Ogilvy | Social.Lab

BESIDES
RESONATING WITH
BRANDS TAKING
PURPOSEFUL ACTIONS,
GEN Z CONNECTS WITH
BRANDS WHO VALUE
INDIVIDUAL
EXPRESSION.

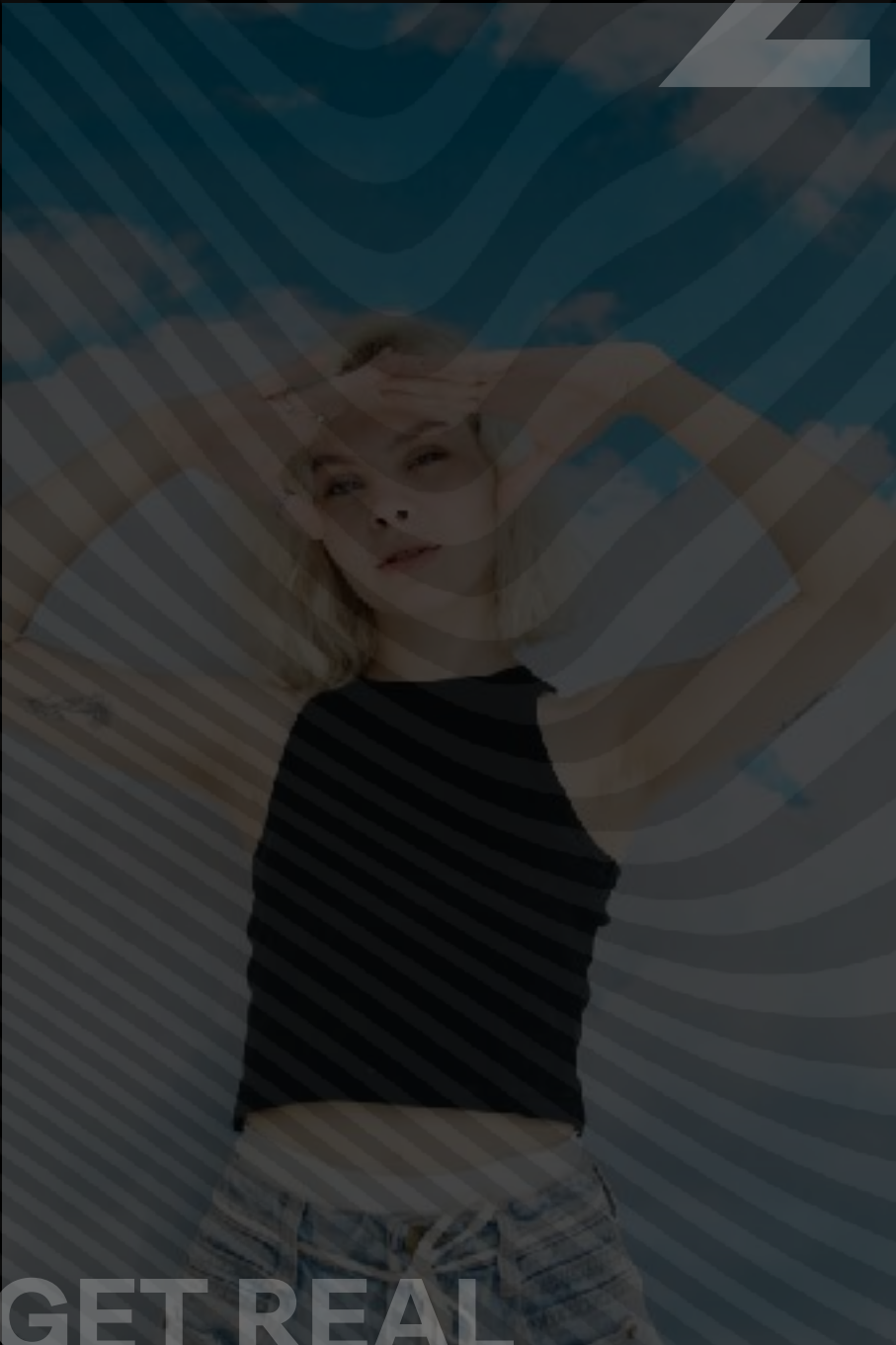


1



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**UNIQUELY MADE
(TOGETHER)**

**GEN Z EXPECTS
TO SEE DIVERSITY
OF INDIVIDUAL
EXPRESSION
REPRESENTED IN
ADVERTISING.**

November 26, 2020



GEN Z & BRANDS | UNIQUELY MADE (TOGETHER)

GEN Z IS THE PROUD HOME OF ETHNIC DIVERSITY, GENDER FLUIDITY, NON-TRADITIONAL RELATIONSHIPS, THE DIFFERENTLY ABLED AND SO MANY MORE.

Ogilvy | Social.Lab

CREATIVE PERSONALISATION

Forbes (June 2018). Engaging Gen Z In Your Social Impact Efforts.

November 26, 2020



GEN Z & BRANDS | UNIQUELY MADE (TOGETHER)

GEN Z IS ACTIVELY LOOKING FOR PERSONALIZED **PRODUCTS AND SERVICES**, AND EXPECTS THE SAME FROM **BRAND COMMUNICATIONS**.

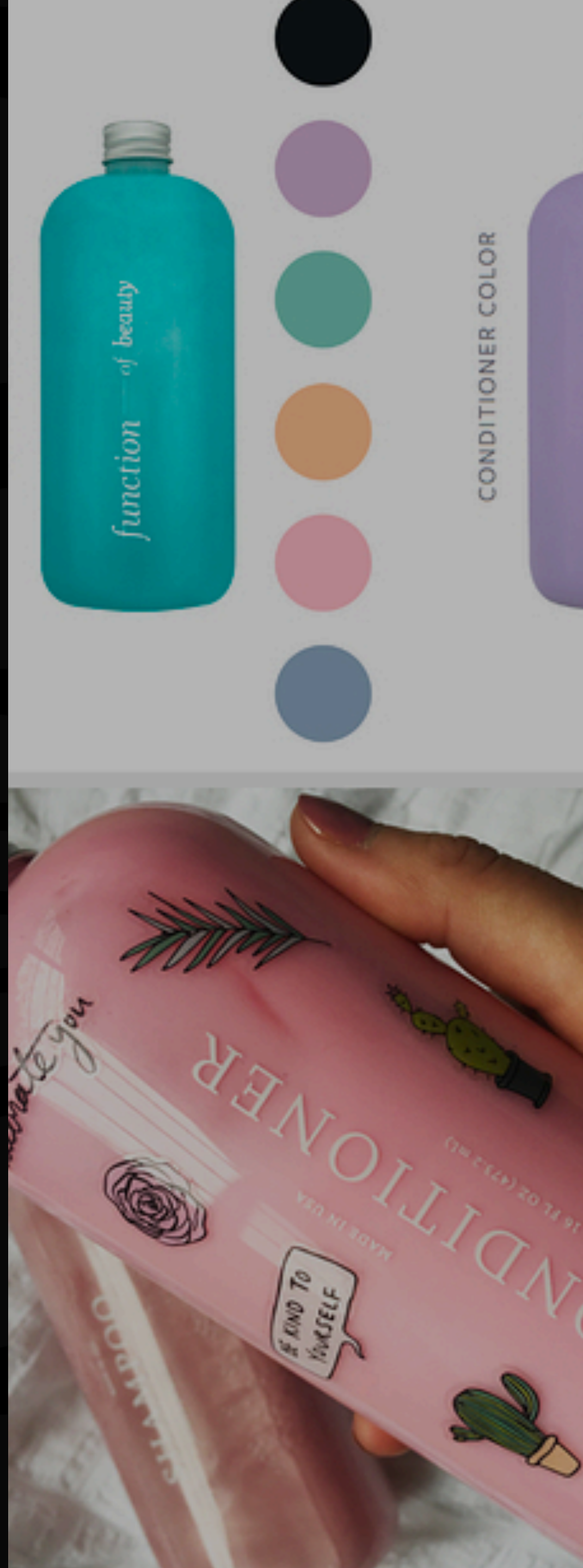
Ogilvy | Social.Lab

OR BY ENABLING
CO-CREATION
OPPORTUNITIES.

IBM (2018). What Do Generation Z Shoppers Really Want?

November 26, 2020

Function of Beauty, brand website



GEN Z & BRANDS | UNIQUELY MADE (TOGETHER)

NEARLY **HALF**

OF GEN Z WOULD SUBMIT
FOR PRODUCT DESIGN.

43%

OF GEN Z WOULD
PARTICIPATE IN
PRODUCT REVIEWS.

Ogilvy | Social.Lab



WRAP -UP

GEN Z IS UNIQUELY CONNECTED WITH SOCIETY.

ESSENCE SEEKERS

CHANGE INITIATORS

REALITY SHIFTERS

CREATIVE HACKERS

GEN Z IS **UNIQUELY** CONNECTED THROUGH MEDIA.

- MOBILE MENTALITY
- PRIVATELY CONNECTED
- IMPORTANT DRIVER OF THE SUCCESS OF SOCIAL MEDIA PLATFORMS
- PREFERS SOCIAL CONTENT THAT IS REAL, RAW, CREATIVE & FUN
- STRONGLY INFLUENCED BY “DIGITAL” INFLUENCERS
- OMNICHANNEL SHOPPING EXPERIENCES, WITH A LOVE FOR SOCIAL MEDIA.

GEN Z IS EAGER TO **UNIQUELY** CONNECT WITH BRANDS WHO GET IT.

BRAND LOYALTY REDEFINED

EARNING BRAND LOYALTY REQUIRES BRANDS TO MEET SPECIFIC DEMANDS AND EXPECTATIONS WITHIN A DIGITAL, MOBILE & SOCIAL ENVIRONMENT.

GET REAL ALREADY

GEN Z KNOWS HOW TO SEPARATE THE TRUTH FROM THE LIES. SO, AIM TO BE THE YOUR MOST AUTHENTIC SELF.

LESS TALK, MORE ACTIONS

THE TIME OF LOFTY PROMISES IS OVER, GEN Z WANTS BRANDS TO TAKE ACTION.

UNIQUELY MADE (TOGETHER)

MEET THE UNIQUE NEEDS OF GEN Z THROUGH PERSONALISATION OR CO-CREATION.



Ready to **connect** with Gen Z?

Please contact us

- Nurya Doorenbos (nurya.doorenbos@ogilvy.com)
- Awie Erasmus (awie.erasmus@ogilvy.com)

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UNSPLASH..

November 26, 2020

Questions?

Ogilvy Consulting

Thank you.

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