



QINDLE

How to talk Gen Z

How to approach the new generation of consumers -

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How to talk to Gen Z?

Generation Z, born from mid-90's through the early 2010s is a hot topic of the past couple of years. This year, they represent over a third of the population - that's more than Gen Y - and since their eldest is entering the working world, this means a fresh new batch of opportunities and spending power for companies. It is said that in the US, "their purchasing power is \$44 billion and expands to \$600 billion when considering the influence they have on their parents' spending"¹.

Z is quite a new group type as they were born in the digital age, where internet has always been fast and wireless, and where phones have always been smart. These youngsters are a passionate and driven bunch. As they are reshaping the marketing game, it is crucial to understand who they are and how they differ from previous generations to successfully market them.

Is your audience Gen Z? Then read ahead to find out about the 3 approaches to support your strategy.



#1 Market with them

(not for them)

Activists: Inclusivity has never been more important. Rights for LGBT individuals, all races, immigrants, women are just non-negotiable. Gen Z identifies with causes and will show cooperation and loyalty to organisations that embrace them. In fact, according to a recent survey, more than half of Gen Zers say that knowing a brand is socially conscious influences their purchasing decision². Zers also do more volunteering than other Gens, as they strive to make a positive global impact.

Go-getters & Co-creators: Zs are demanding, and in a good way. They like things to be done their way and in a good way. Zs want to be part of the creation process and participate in the product's concoction as they value uniqueness, authenticity, creativity and recognition. What changed here is their relationship with culture. There is a real cult of the [good] self which emerged from a need of self-expression in an always more competitive world. They are big dreamers and entrepreneurial, which is something they want to find in brands too: brands need to be progressive and edgy, but not trashy. Ideally companies can use their influence to make the world a better place.



#2 Be real

Purpose & Authenticity: They want to be taken seriously. 60% of Zers think it is important for companies to value their opinion³. Besides, Gen Z will quickly scan if content is insincere or even fake. We often mention that they have an 8-second attention span (vs. Gen Y's 12 seconds), but it is also an 8 seconds legit-filter. It is therefore crucial for companies to engage immediately with beneficial experiences.

Self-study & autonomy: Zs are a DIY generation. Thanks to the mass of information they have access to, they have learned to be very independent. They enjoy using the internet (especially YouTube) to learn new skills or polish their

existing set. They surf the web to get inspired, but they are eager to start their own trend as well (63% think of themselves as influencers, 31% as brands⁴). They like to do their own research and make their own opinion before getting a product. This comes from a general mistrust in brands. 93% actually prefer to shop without the help of a sales associate⁵. To tackle that, brands need to focus on highlighting user generated content such as comments, ratings, reviews and testimonials to earn the trust of this young generation.

Individuality: Gen Z doesn't look at models in magazines and will follow and listen to

more relatable influencers instead (if not their family & peers). For them, "simplicity is akin to transparency, unique items represent individuality, and un-gendered apparel invites inclusion"⁶. In the same way, they aren't seduced by luxury brands as they value personal style and self-expression much more than labels. In fact, they are not only eager for more personalised products or services, they are also willing to pay a premium for it. This is valid both on- and offline. Brands must treat Gen Zers individually. Interestingly, 48% value brands that don't classify them as male or female⁷.



#3 Keep up

Mobile marketing: Gen Z uses smartphones more than any other Gen. “Their cell phone is a basic human right”⁸. A recent survey shows that 55% spend 5 or more hours/day on their phone and 12% spend 15 hours or more on it!⁹ 68% of Z members make purchases online and 53% of those purchases are through smartphones. With that in mind, it is clear that not only campaigns, but design generally speaking needs to be produced with a mobile first philosophy.

Shopping experience: Zers say they would shop more if their preferred shopping experience was implemented¹⁰. They would like more “walk out” stores or showrooms and even AR. Although digital natives, their preference still goes to in-store shopping, as it can be more convenient, but it is also about the social experience. Internet – social media, notably: Snapchat, Instagram,

YouTube – will be used for browsing and checking reviews. Thus, Retailers will have to nail their omni-channel strategy. A good practice is to stay close to these consumers, no matter the channel. Quite specific to Gen Z: 46% are using chat apps to communicate with brands¹¹. Likewise, transitioning from mere shop to place to hangout in by adding new services (coffee shop, product test-rental...) will place retailers on top of the game.

Access: Consumption has taken a new meaning: it is all about having access to products or services, not owning them. The raise of subscriptions and on-demand apps (think Uber/UberEats, Spotify, Netflix) creates an unlimited access to products which adds a huge value to them. This “gig-economy” where people collaborate and share is very representative of this generation.

Visual tactics: Zs watch a lot of videos: in average, 68 a day¹²! But brands will

need more than just presence, they will need proper content with a clear brand voice, and they will need to be entertaining. It is not about the product, rather what it will provide and what they can make of it to create their own persona. Gen Z likes storytelling and will appreciate visual depth. Finally, a well spotted music choice will be a strong bonus to catch their attention, as music is their #1 hobby.

Wellness: Well, sometimes it actually is about the product... Zs are much more health-conscious as wellness has been introduced to them at an early stage at school. They have more sophisticated choices and pay close attention to ingredients and nutrients. Words such as “natural” “organic” “sustainable” “fresh” resonate strongly. They also drink less, go out less and take less drugs, for instance. FYI: food is the category where GenZ spends most of its money vs. fashion for Gen Y!



How to talk to Gen Z?

Analysing generations is an opportunity to get valuable insights about consumers according to their life cycle (childhood, teenage-hood, adulthood, etc.) and the way they engage with their surrounding environment. Learning about how they deal with it and why is a powerful tool to understand how to best shape your offer, from strategic goals to product design and innovation.

As we thought we finally made sense of Millennials (Gen Y), here comes a brand new wave of consumers. Contrary to believes, Gen Zers are no self-centered digital slaves without ambition. As they managed to use technology to their advantage, it is very much the opposite. All eyes on this new, sophisticated, opinionated, accepting and motivated consumer!

Through our guide, we have seen that talking to Generation Z is not so much about speaking their language, but rather about connecting with them on a value level. Gen Z is absolutely pushing brands to give their best, which is great to see.

Are you ready for the challenge?



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Make it Real.



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Thank you!

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