

# GROUNDING WITH DATA

## GENERATION Z

### WHO ARE THEY?

Generation Z (Gen Z) is currently the youngest, most ethnically diverse, and largest generation in American history, growing up with technology as an integral part of their lives. Gen Z has immediate access to worldwide events and matters of interest, allowing them to actively engage in various causes and concerns beyond their localities.



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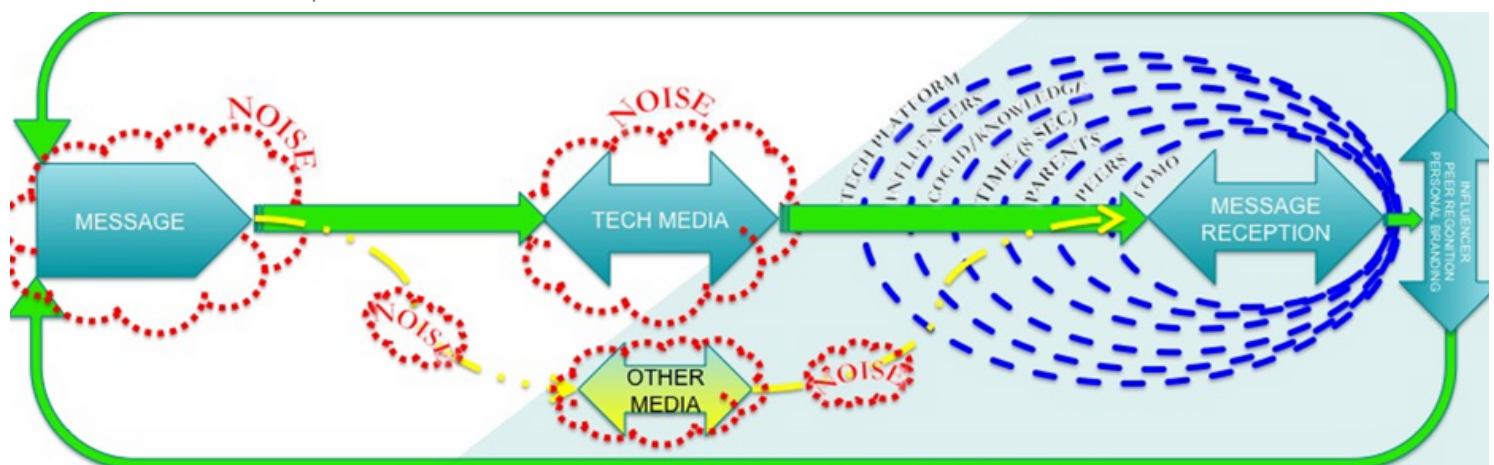
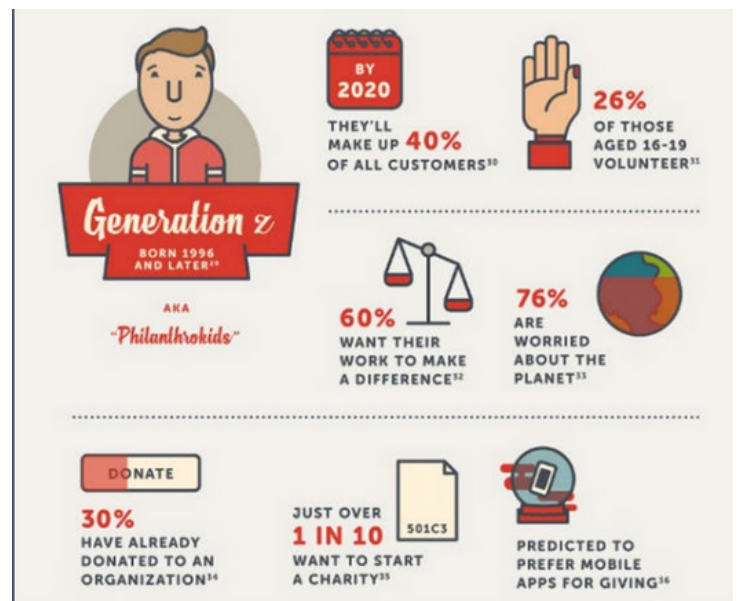
### WHAT IS IMPORTANT TO THEM?

Understanding the importance and strong affinity for personal branding and social media is critical for reaching Gen Z.

### COMMUNICATION & MESSAGING

Creating highly targeted and genuine, personalized content on mobile applications and online media platforms is vitally important. If the message cannot break through to Gen Z, no action will be taken.

Consider creating 3-D virtual experiences, augmented reality, and video clips tailoring the message by incorporating more activities with a more significant and more robust social media presence.



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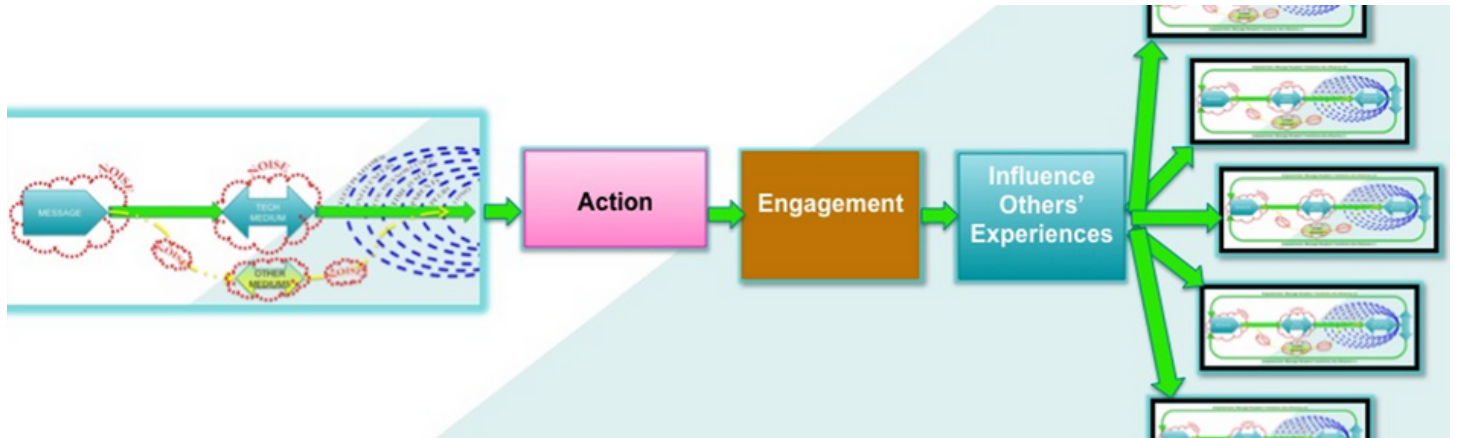
Interested in how Grounded with Data can do research for you? Please email [patti@groundedwithdata.com](mailto:patti@groundedwithdata.com) to learn more!

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### ACTION

If a message is received, the Gen Z-er will take action, including visiting a website or downloading an app. But receiving a message and being engaged with the actual end content are two separate steps.



### ENGAGEMENT, INFLUENCING OTHERS' EXPERIENCES

Once the action is taken, if the Gen Z-er feels it is valuable, they will spend more time engaging with the product.

When a Gen Z-er dedicates time to an activity, their compelling need to share that activity becomes the beginning of the Communication & Messaging Transformation for other individuals. They begin to assist in penetrating the defensive filters of others.

WHAT DO WE KNOW ABOUT GENERATION Z, SO THAT WE CAN GET THEM TO BUY STUFF?

SO FAR, ALL WE KNOW IS THAT THEY HATE BRANDS THAT TRY TO GET THEM TO BUY STUFF



#### CUSTOMER FEEDBACK

"Your amazing reports are making our team feel creatively "supercharged"

**Carolyn Capern**  
Partner, CTS Agency  
Marketing AOR for CFSAC

### RECOMMENDATION'S

- Tech, tech, tech... Use Gen Z's preferred media and adapt to evolving preferences!
- Target 8 seconds!
- Make the messaging experience-based.
- Personalize the messaging accounting for age, gender/gender ID, race/ethnicity, and culture.
- Play to Gen Z's desire to be influenced by trusted sources and need to become an influencer.
- Set a message to optimize positive peer recognition and personal branding.
- Tap into Gen Z's need for FOMO in the messaging.
- Enable sharing of experience to others through social media.
- Message platforms: "be concise, visual, make interaction easy and friendly.
- Take note of social media preferences that vary by age.