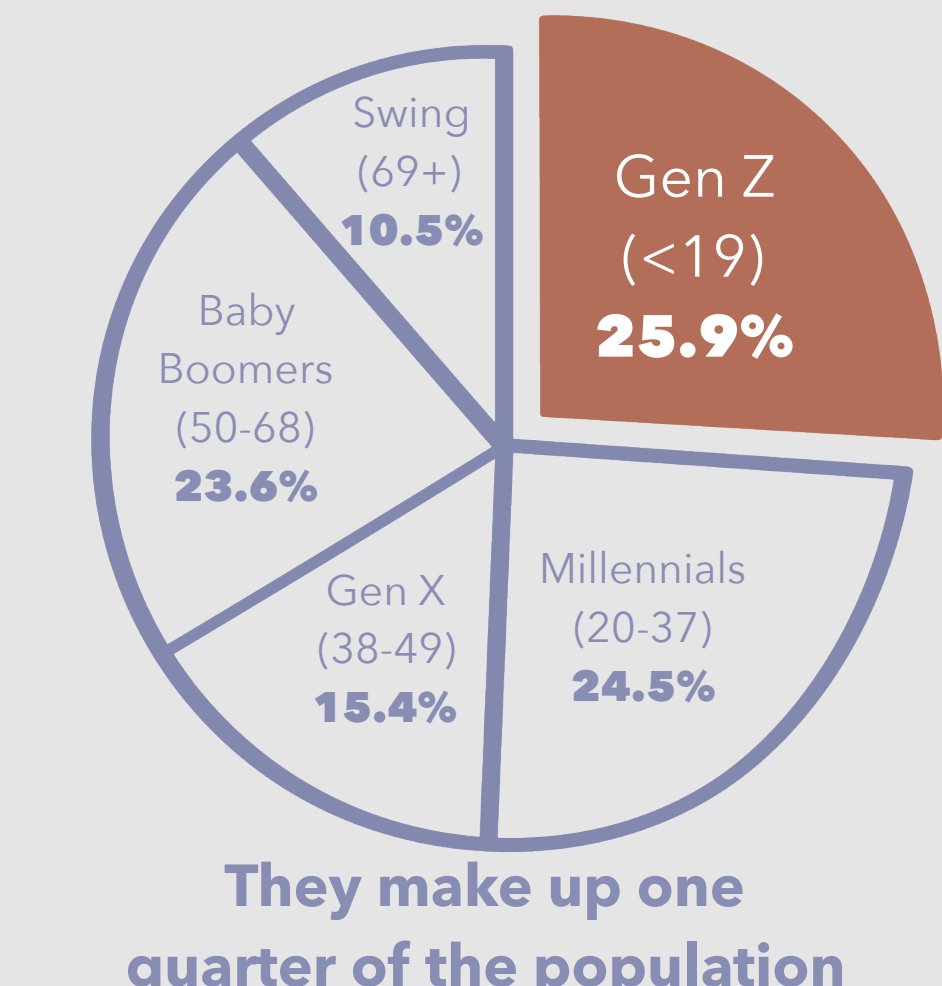


GENERATION Z

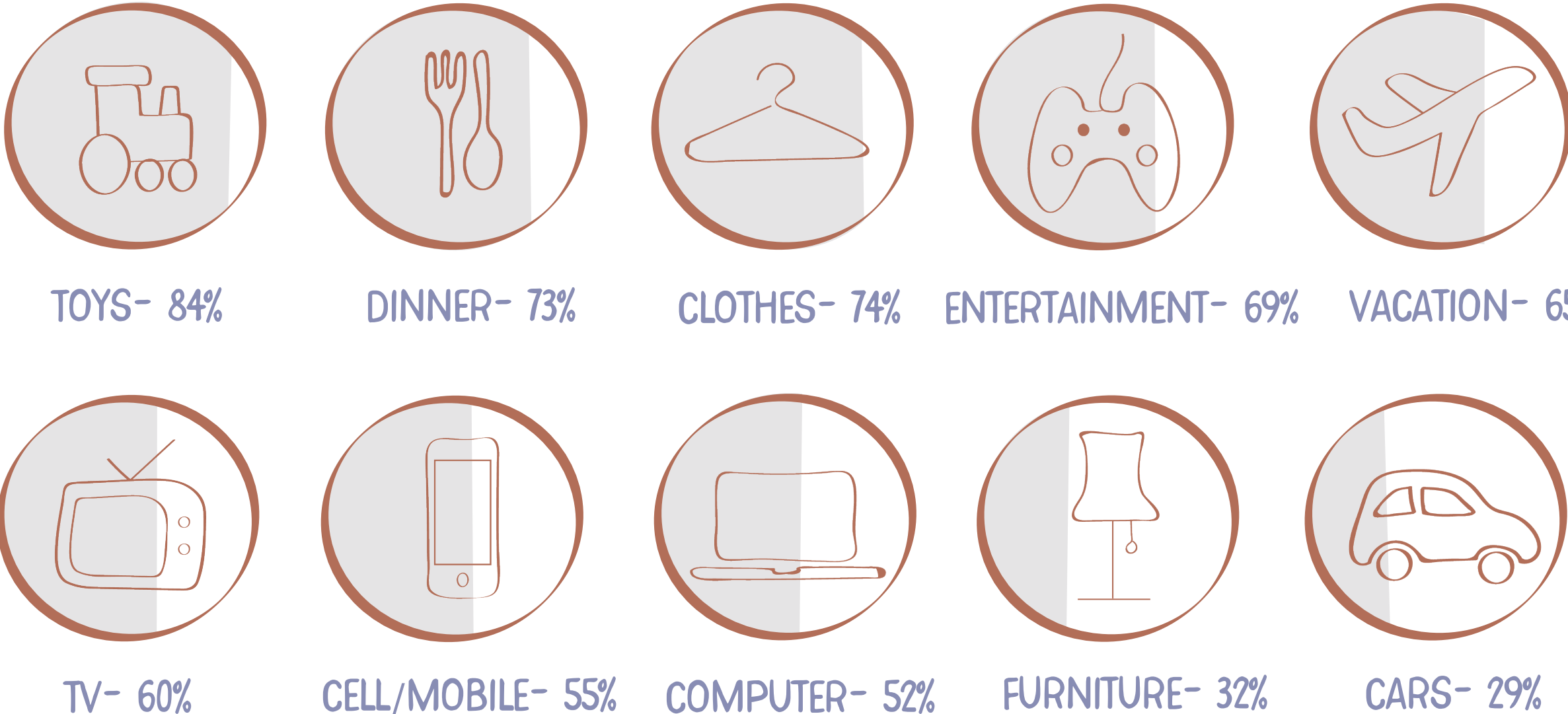
CONNECTED, DRIVEN, INSPIRED TO CHANGE THE WORLD



A LOT OF BUYING POWER

INFLUENCE WITHIN THEIR HOUSEHOLDS

% of moms who feel their Gen Z child is influential when making a purchase decision about...



INDEPENDENTLY

UP TO \$143 BILLION ANNUALLY

\$16.90/WEEK
Average allowance of a Gen Z kid

ONLINE

GEN Z IS ACTIVELY DISRUPTING THE WAY WE USE SOCIAL MEDIA

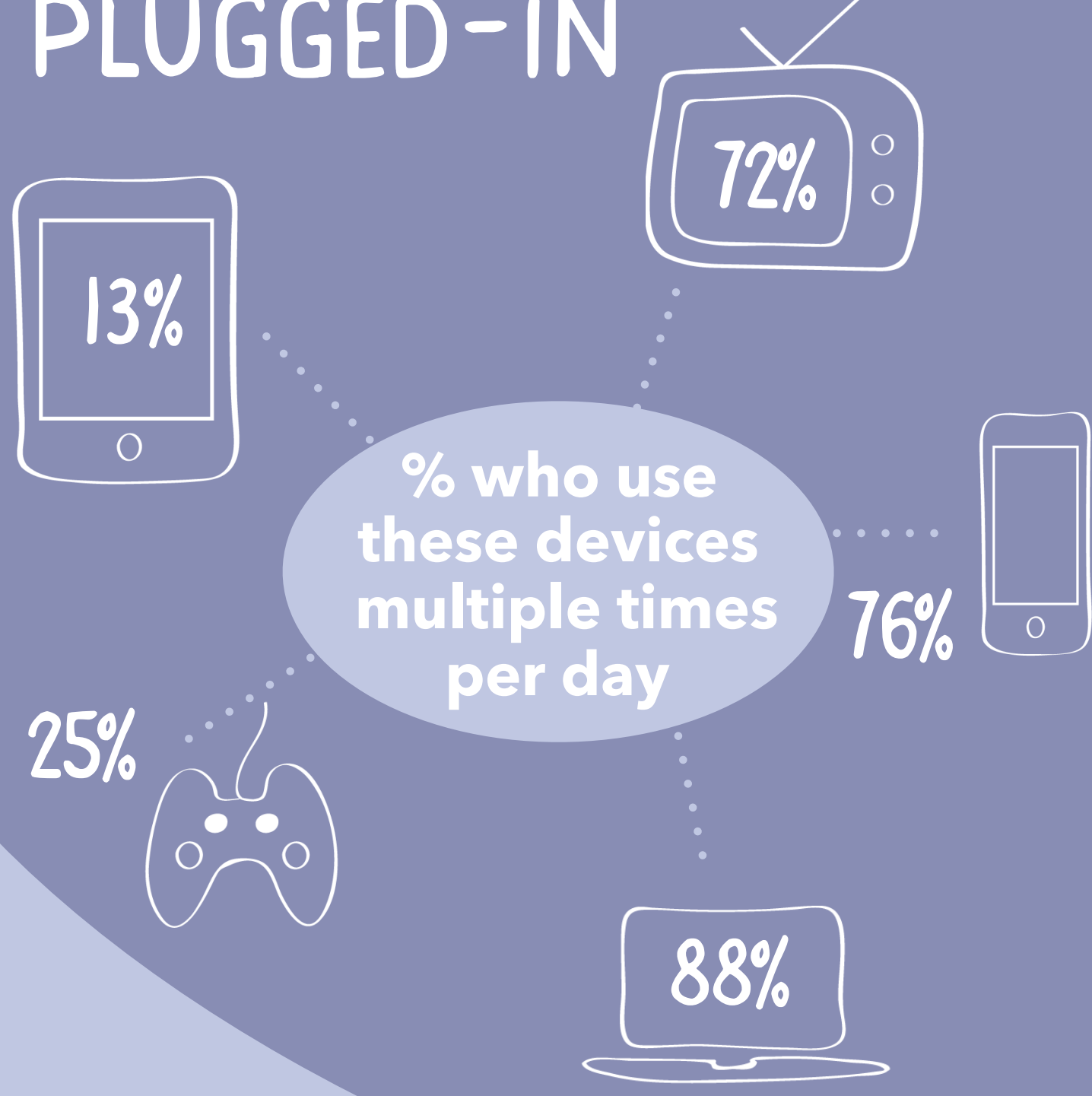
FOR WORK AND PLAY

52%
Use social media as a research tool for school projects

"I get invited to parties on Snapchat"
-8th grader, Charlottesville, VA

THEY'RE MULTITASKING...
Across 5 screens, on average

AND ALWAYS PLUGGED-IN



BUT THEIR ATTENTION SPANS ARE SHORT



THEY COMMUNICATE IN BITE SIZES + SYMBOLS

Studies show their brains have evolved to be cognitively nimble

And, this digital-forward evolution may be negatively impacting their

NON-DIGITAL COMMUNICATION SKILLS

"Some lack situational awareness and are oblivious to their surroundings."
-Teacher, Pew Research Survey

OUTSIDE OF THEIR DIGITAL HABITS, WHAT MAKES GEN Z

UNIQUE?

DRIVEN

4 of 5 high schoolers believe they're more driven than their peers

61% of high schoolers want to be an entrepreneur

DIY/CROWDSOURCED/YOUTUBE CULTURE UNDERPIN THESE ATTITUDES

DIVERSE

+50% Increase in multiracial youth population since 2000

60M Americans living in multigenerational households

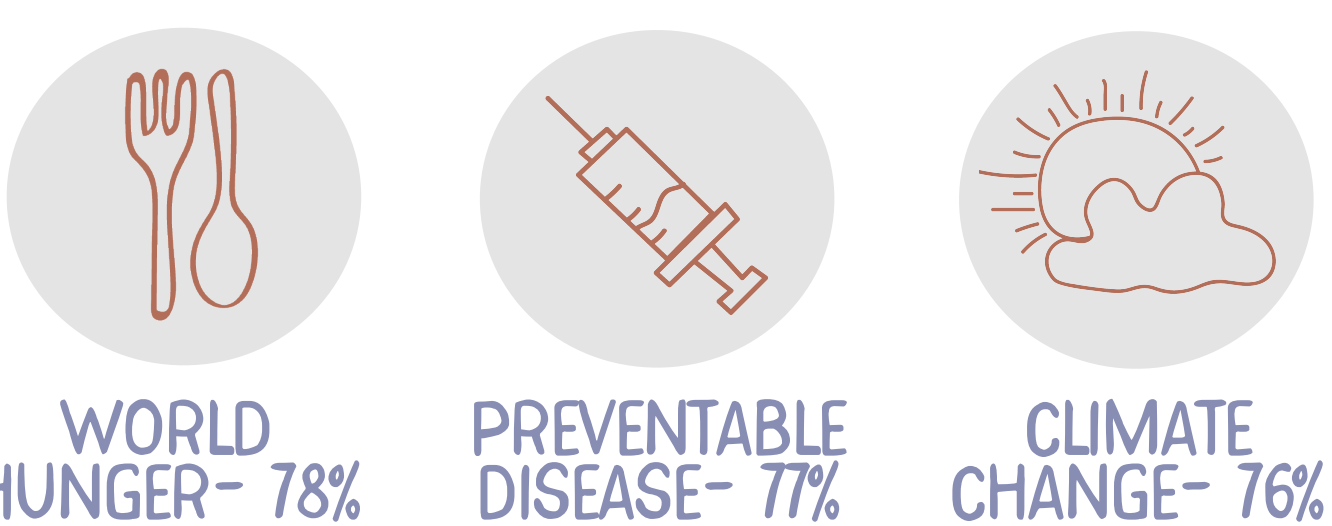
56% Know someone who uses gender-neutral pronouns

DIVERSITY + NON-NORMATIVITY INTEGRAL TO THEIR CULTURAL AND PERSONAL EXPERIENCES

ALTRUISTIC

ISSUES THEY WANT TO SOLVE

26% 16-19 year-olds regularly volunteer



GEN Z INTENDS TO CHANGE THE WORLD

HOW CAN BRANDS SPEAK TO THIS DIVERSE GROUP OF DRIVEN, ALTRUISTIC DIGITAL NATIVES WITH SHORT ATTENTION SPANS?

1 CELEBRATE DIVERSITY

Depict and support them as ethically, sexually, and fashionably diverse, and speak to them as if they are mature adults, active in making diverse choices for themselves. They are smart, inclusive, and capable - and they know it.

2 CULTIVATE BREVITY

Video is king for these digital natives and they won't pay attention for long. Focus your content strategy on bite-sized, consumer-first content with a clear call to action.

3 SHOW, DON'T TELL

This generation is entrepreneurial - they love making and learning. Show them how to interact with your brand. Consider tutorials or DIY experiences to pique and keep their interest.