



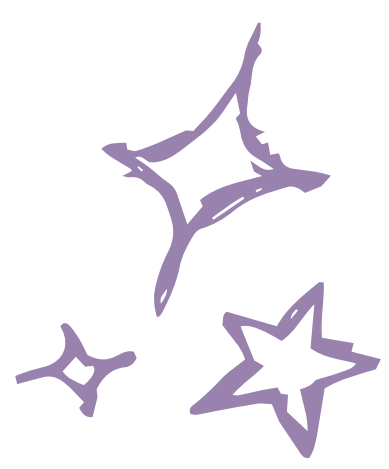
GENERATION

**A Look Into the Next  
Influential Demographic.**

**E|C**  
ENVISION CREATIVE



# THIS IS THE TABLE OF CONTENTS



CLICK ON THE SECTION  
YOU WANT TO EXPLORE.  
GO ON, CLICK IT! OR  
JUST KEEP SCROLLING  
AND BE A SHEEP...

WORLD DOMINATION

44 BILLION REASONS

A CAUTIONARY TALE

HOW THIS BOOK CAN HELP

WHO IS GEN Z

SOCIALIZING

CHANGING THE GAME

COLOR WARS

GLOSSARY

CONCLUSION







# WORLD DOMINATION HERE THEY COME.

They're screenagers - armed with smartphones, raised by tablets, and puzzled by the idea of a world without the Internet. In fact, it wouldn't be surprising if you confused Gen Z for a group of cyborgs.



# 44 BILLION REASONS

Gen Z spends \$44 billion a year on themselves and influence another \$600 billion in spending by others

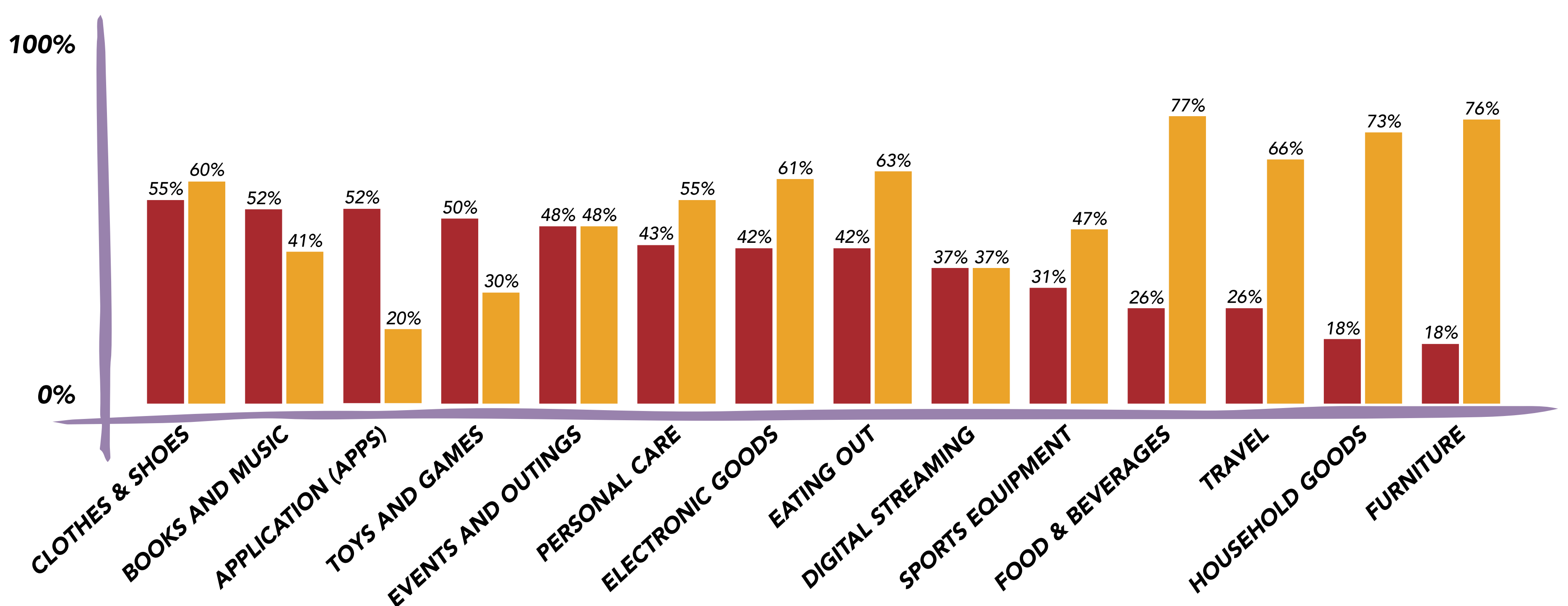
Generation Z, the world's youngest identified cohort, may only be between the ages of 8 and 22 but they're certainly primed for global domination with their ambitious mindset and the \$44 billion dollars they spend annually.

Yes, you read that correctly.

**"Gen Z spends \$44 billion a year on themselves and influence another \$600 billion in spending by others."**

*(Source: Millennial Marketing: The Power of Gen Z Influence).*

And while it may be tempting to play by an outdated marketing rulebook for your business... don't. Just don't. There are at least 44 billion reasons for your business to get to know this youth group for exactly the unique beings they are.



GEN Z SPENDS WITH THEIR OWN MONEY

INFLUENCE FAMILY SPENDING

**They've got power.** Gen Z not only controls \$44 Billion of their own spending but influences \$600 billion of the spending of others *(Source: Criteo Shopper Story).*



## MILLENNIAL MURDERERS:

# A CAUTIONARY TALE

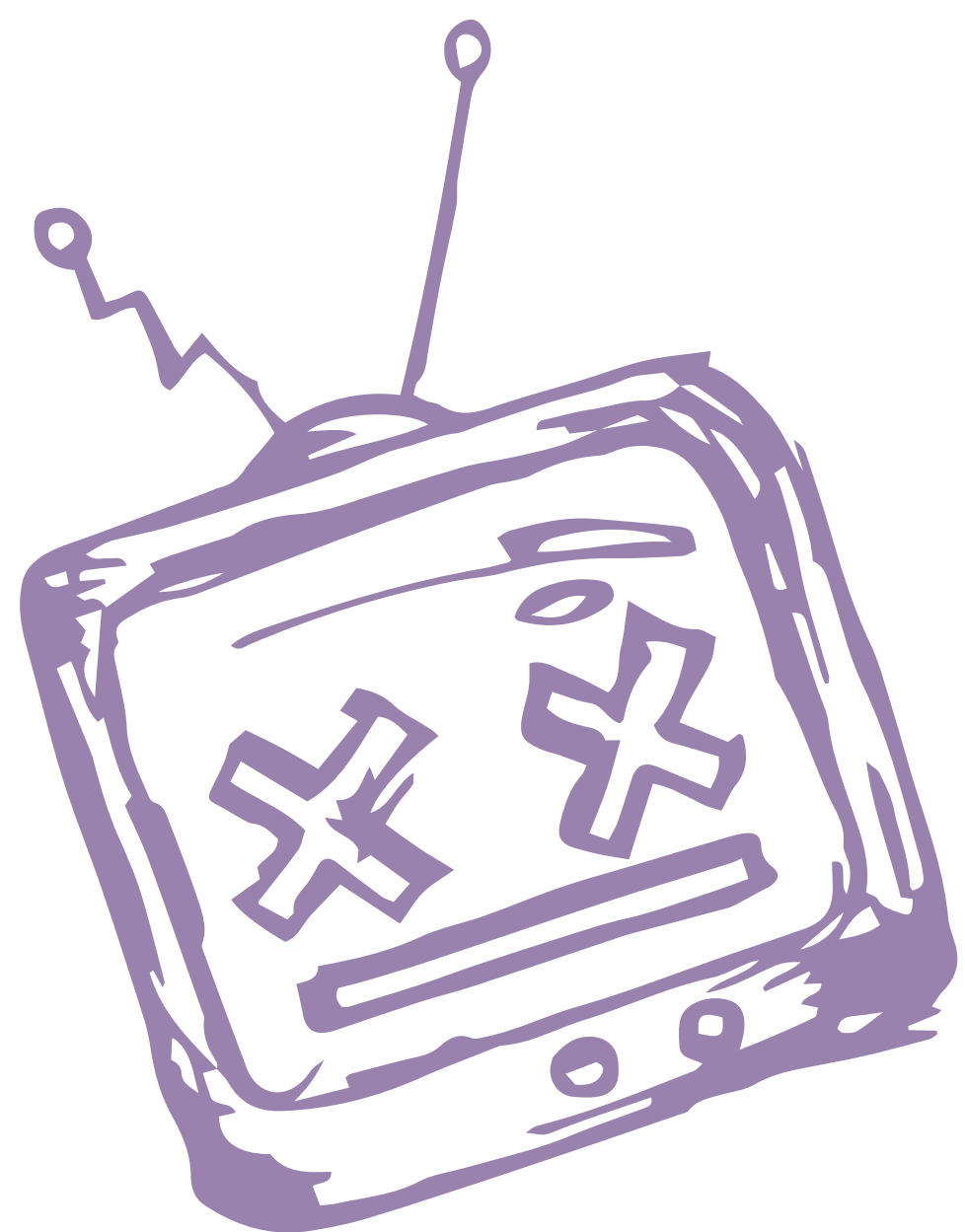
There are some common assumptions that older generations tend to make about younger ones. In the case of Millennials, these generalizations led to article after article of opinion-driven essays about youngins' being lazy, entitled, and selfish.

What was the Millennial response to the slander about their selfie-driven vanity and basement-dwelling lack of ambition?

## COLD-BLOODED MURDER

They silently and efficiently "killed" industries that didn't develop the empathy to understand and adapt to their desires and needs. Millennials have been blamed for mass-murdering numerous industries from "starter homes" to Cable TV. But here's their defense: These industries would be alive if the businesses behind them developed the flexibility and marketing acumen to *speak to them*.

Many people, even in our beloved marketing industry, are repeating this mistake with the latest youth cohort - Gen Z.



Here are a few thoughts many business people have about Gen Z:

Gen Z is simply a group of screen-addicted kids with shorter attention spans than goldfish.

Gen Z isn't a priority for our business.

We can use the same marketing tactics we've used with Millennials on Gen Z.

These assumptions are not only wrong, they're costing you money. According to MNI Targeted Media, those 'screen-addicted kids' will be **40% of U.S. consumers by 2020.**

**LET'S REPEAT THAT: GEN Z WILL BE 40% OF U.S. CONSUMERS BY 2020.**

**Need to hear that again?**

**Gen Z will be 40% of U.S. Consumers in just one short year!**





## HOW THIS BOOK CAN HELP

So, it's probably time to brush up on some of your marketing strategies. If you are aiming to expand your brand awareness and increase sales with this powerful demographic, this is the book for you. This book will empower you to communicate with them through deepened empathy and effective marketing strategies.

### WHAT THIS BOOK WILL DO

This book will provide you statistics and strategies for fantastic marketing to Gen Z. As Gen Z rises in age, wealth and power, this wealth of information will prepare you to engage early with Generation Z, unlike your competitors who are probably still focused on the uphill work of regaining the respect of Millennials.

### WHAT THIS BOOK WILL NOT DO

This book will not provide you a shallow and quickly out-dated cheat-sheet to Gen Z memes or terminology. Instead, you'll be learning about who they are and their experiences so your business is best prepared to serve their needs.





THE FUTURE  
ISN'T COMING —  
IT'S ALREADY  
HERE AND IT'S  
BEING SHAPED  
BY THE  
**SCREENAGERS**  
MOST INDUSTRIES  
ARE ACTIVELY  
IGNORING.





## COMMON MISCONCEPTIONS

# WHO IS GEN Z?

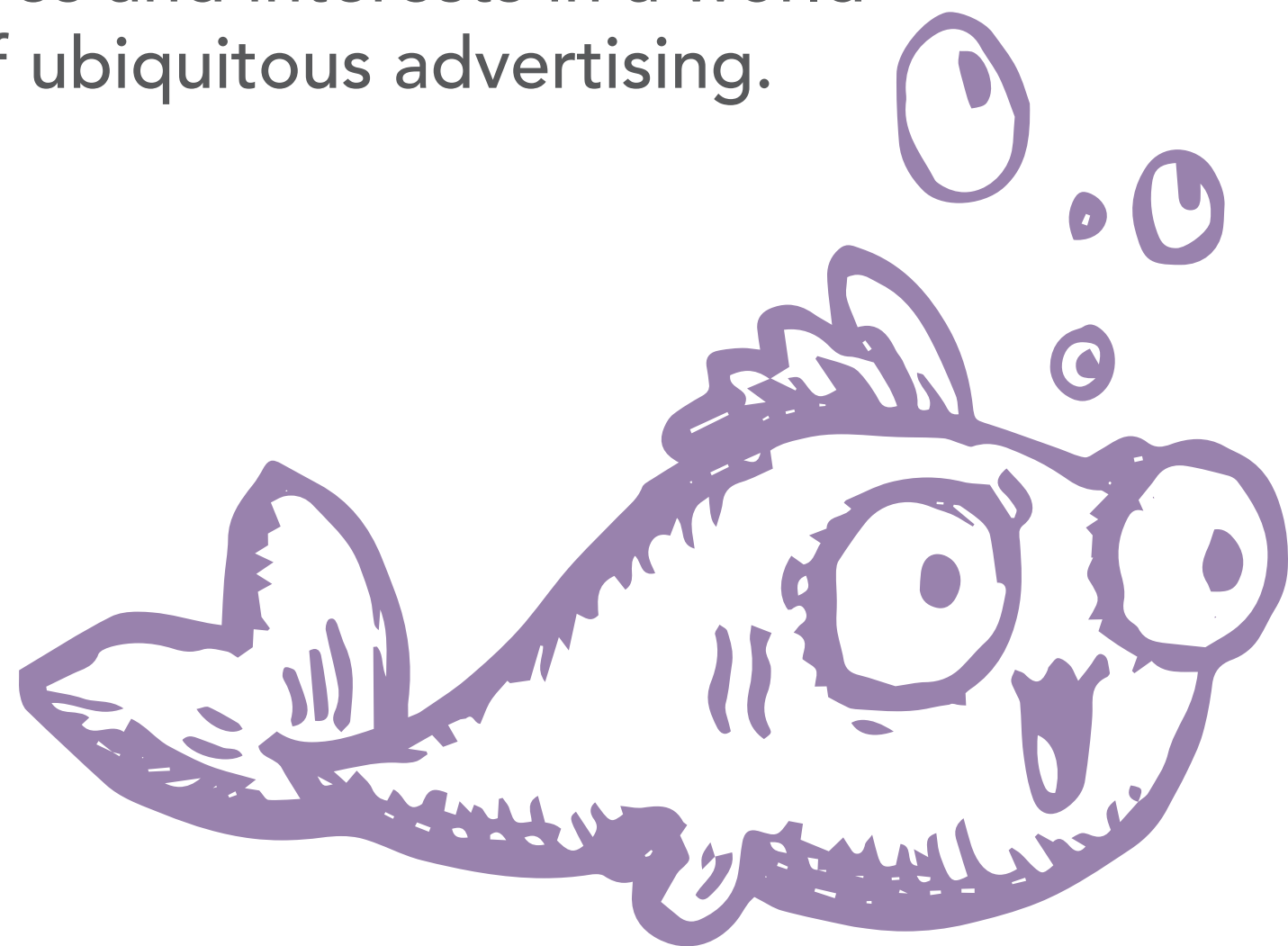
## TOO LONG; DIDN'T READ

One of the biggest misconceptions about Gen Z centers on their infamously short attention span.

**It's 8 seconds** (*Source: Sparks and Honey*).

That means that the 'Too Long; Didn't Read' Generation has an attention span about as long as a goldfish.

It's important, however, not to view Gen Z's short attention span as a reflection on their cognitive ability. Instead, think of their short attention span as an 8-second filter through which they instantly judge the value of a message, product or brand and its direct relevance to their lives and interests in a world of ubiquitous advertising.



**The oldest of millennials are well into their adulthood, turning 38 years old in 2019.**

## THE TAKEAWAY

**Feed the goldfish. Give them fun, snack-sized content in your marketing campaigns. Don't force feed them your positioning all at once. Entertaining, visually-focused content will entice them to come back for more, but this time, more invested!**

## THE KIDS MILLENNIALS HAVE GROWN UP

Another big misconception about Gen Z is that they are simply "Millennials on Steroids." Gen Z is as different as Millennial Pink is from Gen Z's Yellow. The differences between the two groups go beyond superficial things like color preferences and attention spans. One of their biggest differences centers not just on their ages but the differences in the state of their lives. Many marketers still think of Millennials as the pimply face teenagers taking selfies for Instagram. Newsflash... the oldest of Millennials are well into their adulthood, turning 38 years old in 2019. Meanwhile, the oldest of Gen Z are still in their early 20s and only beginning to enter the workplace.



# GEN Z VS MILLENNIALS

They're true Digital Natives; they've never known a world without the tiny computers we call smartphones.

The election of America's first black president, Barack Obama, isn't a big deal to them. Seeing minorities as fully-integrated members of society and as leaders is non-negotiable for many of them.



Their heroes are influencers (popular content creators and bloggers). Unlike Millennials, who grew up admiring mega-celebrities like Kanye West, Gen Z has redefined fame and celebrity through their focus on content creators and social media stars who have strong personal brands.



Growing up during the Great Recession has had a big impact on them. They're cautious with their money and pragmatic with their goals.



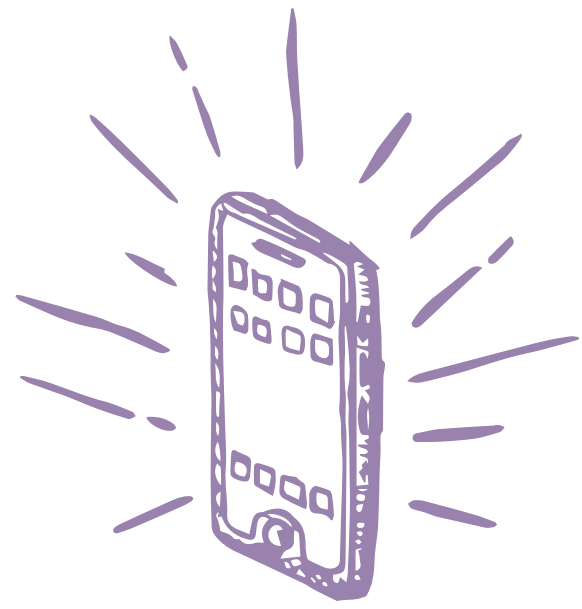
September 11<sup>th</sup> is simply history to Gen Z, unlike Millennials who were around to remember it.



# IF GEN Z ISN'T JUST A GROUP OF SCREEN-ADDICTED KIDS WITH MICROSCOPIC ATTENTION SPANS, THEN **WHAT ARE THEY?**

**1996  
2010**

Born between  
1996-2010  
(ages 8-22)



True  
'Digital Natives'

**72.8**  
MILLION

A population size  
of approximately  
72.8 million people  
in the U.S. alone

**26%**

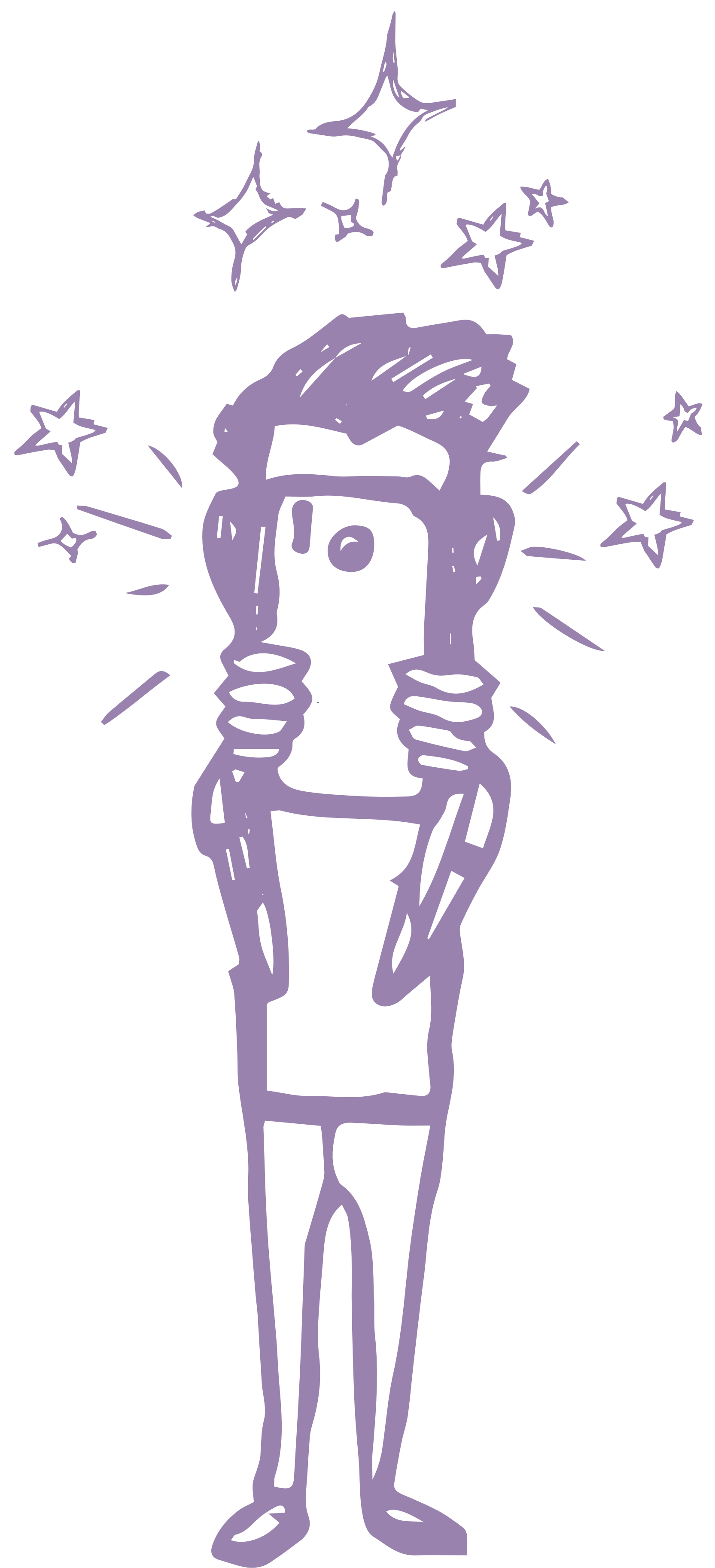
The largest age demographic  
at 26% of the total U.S.  
Population (*Source: Nielsen  
Total Audience Report*).

## GET TO KNOW GEN Z

Gen Z is not screen-addicted per se but... they are mobile-focused. Part of this is due to how useful smartphones are for connecting them to helpful tools and fun social apps. Smartphone ownership is nearly universal among teens of different genders, races, ethnicities, and socioeconomic backgrounds (*Source: Pew Internet*).

In fact, 65% of Gen Zers say if you don't have a smartphone, it will significantly hurt your social life (*Source: Gen Z Awesomeness TV*).

According to Pew Research Center, "Some 95% of teens now say they own or have access to a smartphone, which represents a 22-percentage-point increase from the 73% of teens who said this in 2014-2015."



## THE TAKEAWAY

All of this means that you **HAVE** to make sure your website and general marketing materials are always optimized for mobile and quick to load for their on-the-go lifestyle.



## DIVERSE

In addition to becoming America's largest generational demographic by 2019, Gen Z is our most diverse demographic. For the first time in the country's history, almost half of the generation belongs to a minority group. This fact gives Gen Z remarkable perspective on issues surrounding race, ethnicity, and equality.

### THE TAKEAWAY

Your campaigns, advertisements, and messaging need to not only include diverse populations but actually have them in mind from start-to-finish. Gen Z is looking for diversity that reflects their reality.

## PRIVATE

Despite being social media enthusiasts, Gen Z is notoriously private. They value being empowered with ownership of the information they share. IBM has found that "less than 30% of surveyed Gen Zers are willing to share health and wellness, location, personal life or payment information (Source: IBM)."

### THE TAKEAWAY

Show them that they're safe. Make sure you're being responsible with their data through your privacy policy and countering potential data breaches.

LESS  
THAN  
30% OF  
SURVEYED  
GEN ZERS  
ARE WILLING  
TO SHARE  
HEALTH AND  
WELLNESS,  
LOCATION,  
PERSONAL  
LIFE, OR  
PAYMENT  
INFORMATION.



## FLUID

You might find this surprising but Gen Z is even more sexually 'fluid' (or, ambiguous) than even the notoriously untraditional Millennials. In 2016, **48% of Gen Z identified as exclusively heterosexual as compared to 65% Millennials.** They are also 10% more willing to buy clothing not designed for their gender than Millennials (*Source: JWT Intelligence*). This means that your company needs to be open to rethinking some of the gender/sexual stereotypes you use in your messaging. You simply have to look to the makeup guru section of YouTube to find popular male beauty gurus like James Charles to see Gen Z fluidity in action.

### THE TAKEAWAY

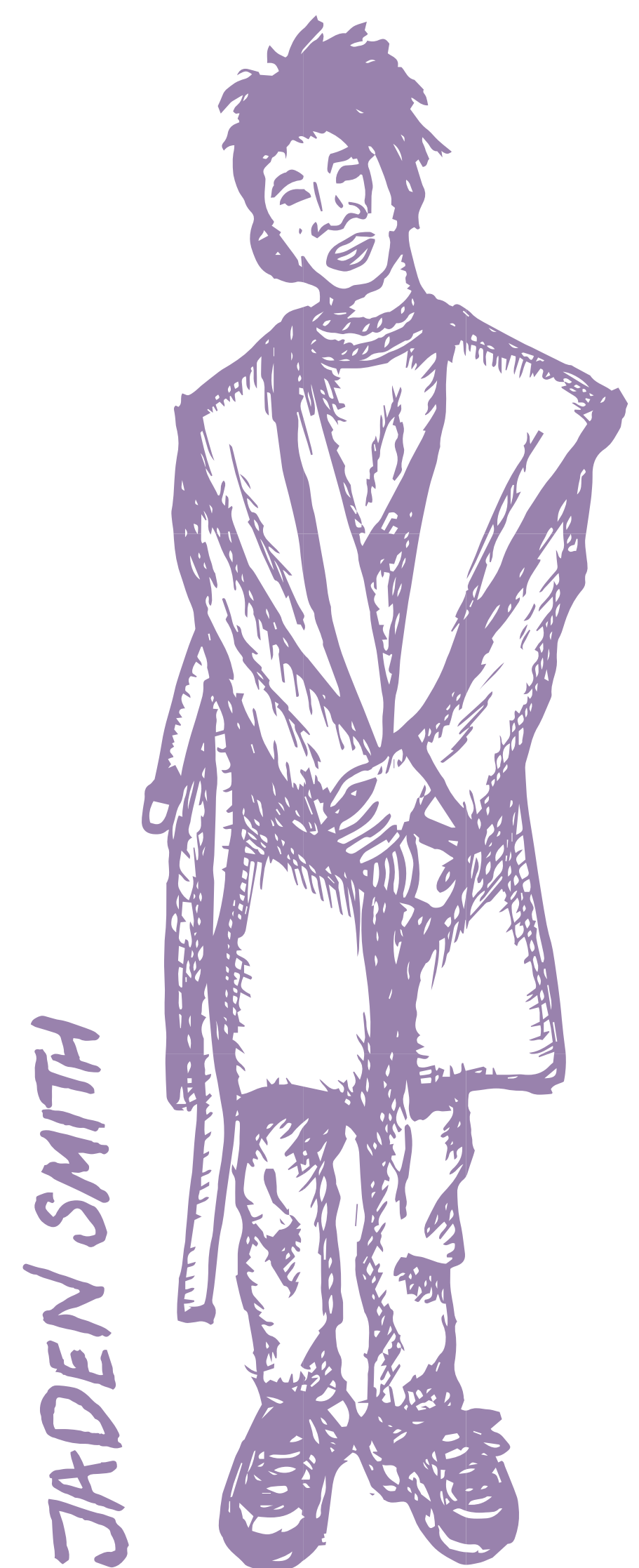
Make being accepting of varying gender and sexual representations a core part of your company culture and values.

## RESPONSIBLE

Although it's reductive to make sweeping personality generalizations, we can see that certain landmarks can shape the personality of a peer group. Having grown up during the Great Recession, Generation Z is known to be much more responsible and money focused than older cohorts. 80% of Gen Zers prefer a job that offers the stability over a "dream job" (*Source: 2017 National Study on Generation Z*).

### THE TAKEAWAY

Don't sell pipe dreams. Make sure your value proposition is clear and realistic. Gen Z wants to know how your products and services actually help their lives.



THEY ARE  
ALSO 10%  
MORE  
WILLING  
TO BUY  
CLOTHING  
NOT  
DESIGNED FOR  
THEIR  
GENDER  
THAN  
MILLENNIALS.



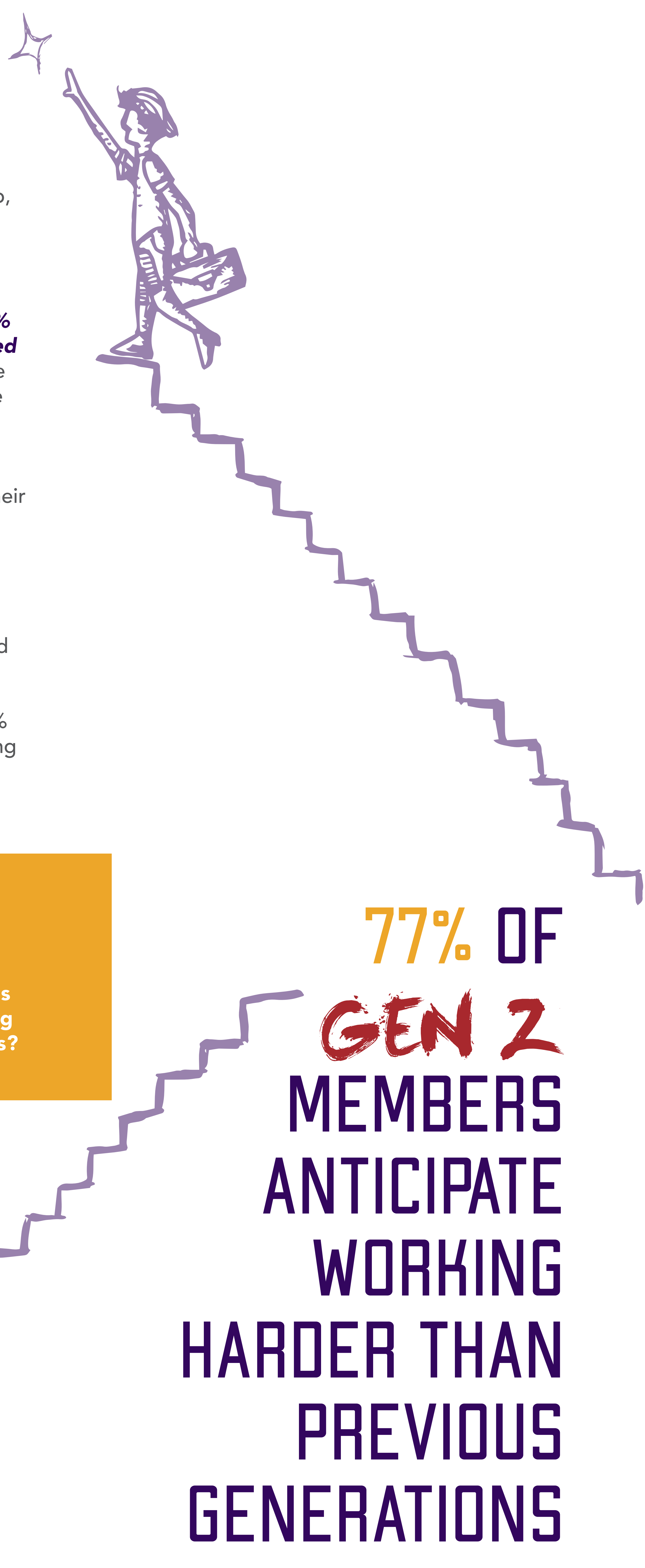
## AMBITIOUS

Gen Z has a marked independent streak that, combined with their ambitious nature, makes them very entrepreneurial. According to Gallup, **80% of Gen Zers want to be their own boss** while 40% actually want to own their own businesses. Not only do they want to be their own bosses, they're already doing it. **70% of teens are currently self-employed** via tutoring, selling clothes on online shops, or hosting their own YouTube channels. Many hope to continue to be their own bosses into adulthood (*Source: Emotive Brand*) This makes sense, of course, considering that their business stars are tech founders like Mark Zuckerberg, and Jeff Bezos.

This ambition and drive comes at a price, of course. Of the thousand Gen Zers Google surveyed, 84% said they feel overwhelmed by the work and activities they have to do (*Source: Think with Google*) and 77% of Gen Z members anticipate working harder than previous generations (*Source: Robert Half*).

## THE TAKEAWAY

Super-charge them. If Gen Z are cyborgs, think of your products as enhancements. How are you going to allow them to reach their goals?



77% OF  
**GEN Z**  
MEMBERS  
ANTICIPATE  
WORKING  
HARDER THAN  
PREVIOUS  
GENERATIONS



## APPEARANCE CONSCIOUS

Technology has placed a literal world of information at their fingertips. However, obsessing over a screen full of beautiful people can highlight the importance of one's own personal appearance in unhealthy ways. In fact, recently, **58% of teenage girls and 55% of teenage boys** reported that their appearance is a "somewhat or very significant" source of their stress ([\*Source: Fung Global Retail Research\*](#)).

### THE TAKEAWAY

Understand their preoccupation with appearances isn't pure vanity. It's the result of our culture at large - so pay attention to your businesses' own appearance and find ways to allow them to shine.

## SOCIALLY CONSCIOUS

Growing up during the age of terrorism, school shootings, and natural disasters and our digital reactions, today's teens are aware that there are big problems in the world. Because they're constantly being streamed and discussed, it's almost impossible for them to unplug from these concerns and 'just be kids.' Thankfully, many of them have the optimistic drive to become change makers and this perspective spills over into their purchasing choices. Over 50% state that knowing a brand is socially conscious influences purchase decisions ([\*Source: MNI Target Media\*](#)).

Need an example of a socially conscious branding? Look no further than Axe's recent rebranding through their [\*Toxic Masculinity Campaign\*](#) or [\*Teen Vogue's\*](#) new embrace of politics.

If you're a business owner looking to improve your employer brand with Gen Z, note that 60% want a job that they believe will make an impact on the world ([\*Source: Forbes\*](#)).



### THE TAKEAWAY

Make sure your brand stands for something. Your brand needs to have a voice and take actions that resonate with this socially-conscious crowd to be even slightly impressive.



## PRICE CONSCIOUS

Last but not least, Gen Z has already established themselves as price-conscious pragmatists. Accustomed to Amazon's industry-shaking practices, 80% of teens say free shipping and delivery is important to them ([\*Source: Retail Touch Points\*](#)). 77% also want special sales or discounts ([\*Source: Retail Touch Points\*](#)).

## THE TAKEAWAY

Be aware of your prices and your competitors. Prepare yourself for their reflexive on-the-go price-checks and position yourself as a tremendous value by offering discounts, coupons and rewards programs.

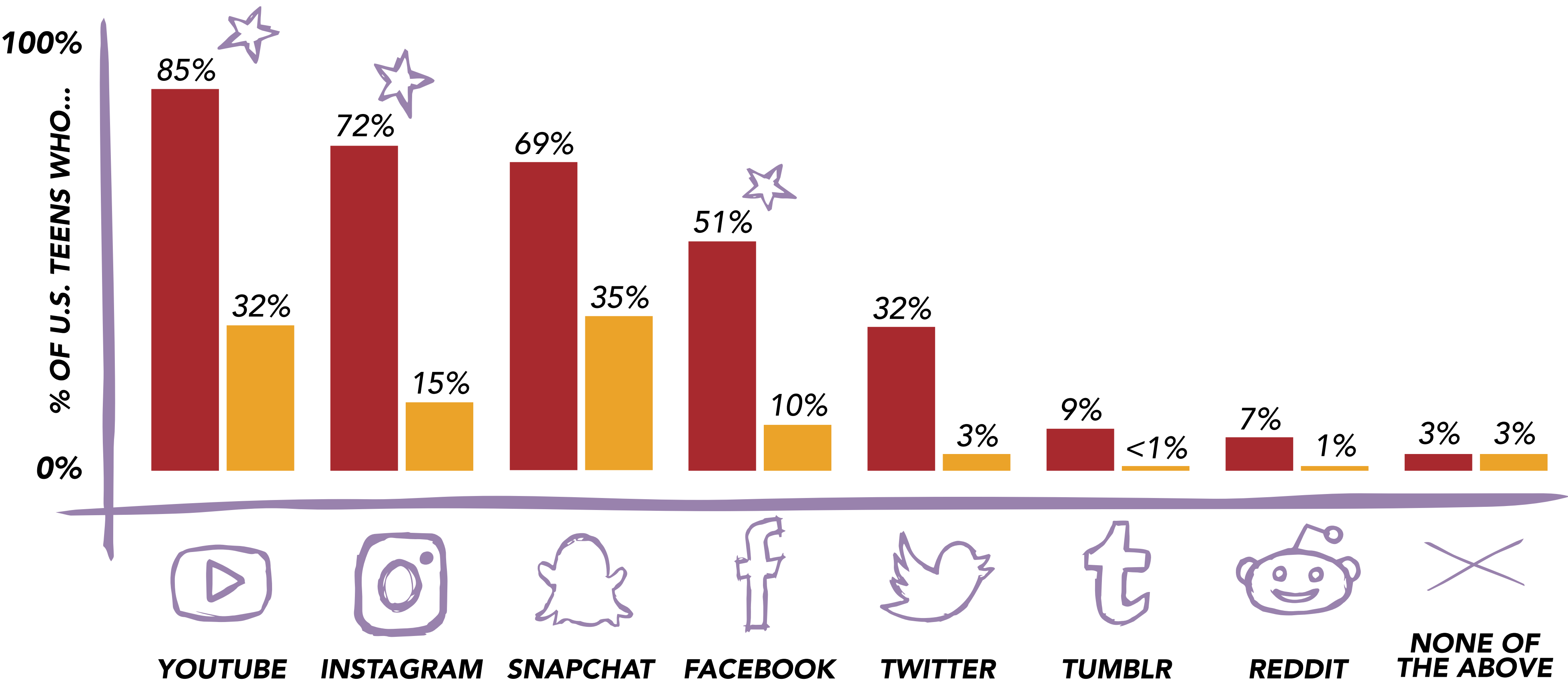


**80% OF  
TEENS  
SAY FREE  
SHIPPING AND  
DELIVERY IS  
IMPORTANT  
TO THEM.  
77% ALSO  
WANT  
SPECIAL  
SALES OR  
DISCOUNTS.**



GEN Z AND THEIR FAVORITE SOCIAL PLATFORMS

SOCIALIZING



SAY THEY USE

SAY THEY USE  
MOST OFTEN

Note: Figures in first column add to more than 100% because multiple responses were allowed. Questions about most-used sites were asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown. *Source: Survey conducted March 7-April 10, 2018. "Teens, Social Media & Technology 2018"*

YOUTUBE



If Gen Zers are Digital Natives... then YouTube is their favorite part of their homeland. The most popular online platforms for teens are YouTube (85%), Instagram (72%), Snapchat (69%), and Facebook (51%) *(Source: PEW Internet).*

YouTube's champion status with Gen Z is a big change considering this is the first time Facebook hasn't been the dominant online platform for teens since its creation *(Source: PEW Internet).*

According to AwesomenessTV, members of Gen Z watch an average of **68 videos each day** across five different platforms *(Source: Geo Marketing).*

68?!

Yes. Gen Z watches an average of 68 videos **A DAY**, meaning an average of 476

videos a week, 2,040 a month and 24,820 videos a year!

Why does Gen Z watch so many videos?

For Gen Z, Youtube has numerous selling points:

Knowledge

Ipsos has found that 80% of Gen Z teens say YouTube has helped them become more knowledgeable. 68% say YouTube has helped them improve or gain skills that will help them prepare for the future *(Source: Think with Google).*

Entertainment

Gen Z is known for their offbeat sense of humor. They love absurdest memes that might come off as quirky to older people. Marketing Land found that 72% of Gen Zers are more positive to ads if they are humorous and 56% are more open if it tells an interesting story *(Source: Marketing Land).*



## YOUTUBE CONTINUED

### Human Connection

70% of Gen Zers report watching videos to help them feel connected (*Source: Think with Google*). A perfect example of this can be found in *"Explaining My Depression to My Mother."* Another example of this is in the growing popularity of 'Study With Me' videos with Gen Z. When Gen Z students watch others study silently, it allows them to fulfill their need to be social during focus times.

### Stress Relief

Stress seems like an inevitable part of reaching for the huge goals Gen Zers have. When *Google* asked Gen Zers which platforms they turn to when they want to relax or cheer up, their top response was YouTube. Although their memes and binge-watching might seem strange, know that they watch videos that are fun and allow them to take a break from the stresses of growing up.



## THE TAKEAWAY

Businesses that know how to use Youtube to teach, entertain, connect and calm Gen Z will make tremendous strides with their marketing campaigns. If you're an insurance company, for example, use Youtube to create compelling, humorous clips that inform them on policies or how to get great deals.

476  
VIDEOS  
A WEEK,  
2,040  
VIDEOS  
A MONTH,  
AND  
24,840  
VIDEOS  
A YEAR!

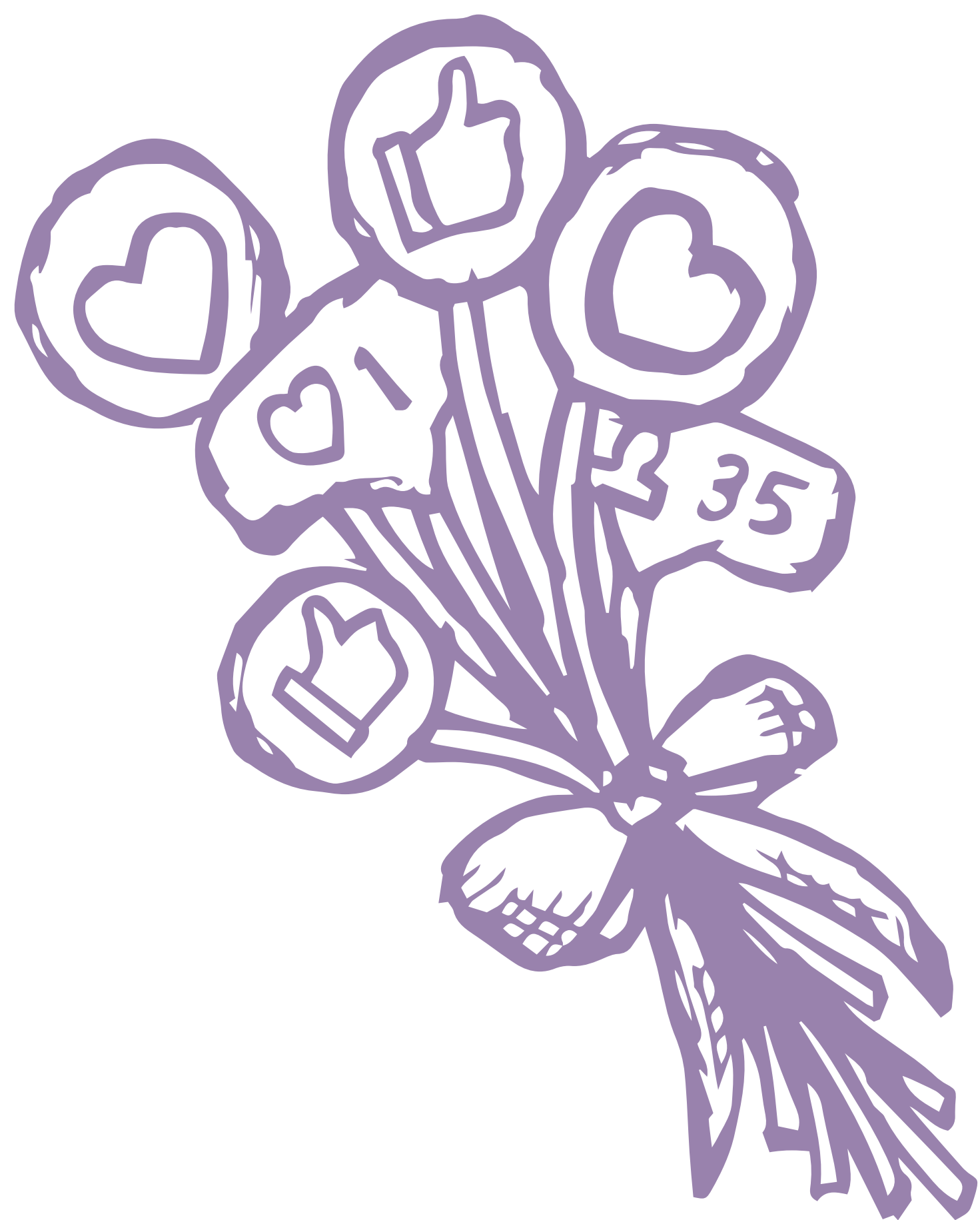


## INSTAGRAM

### Visual Appeal, Entertainment, Human Connection

As the second most popular social media platform for Gen Z, Instagram plays a big role in their digital lives. In fact, when asked to identify two primary sources of news, the majority of Gen Zers said Instagram. Instagram plays an important role because it allows them to freely consume visual content from their friends and people they admire.

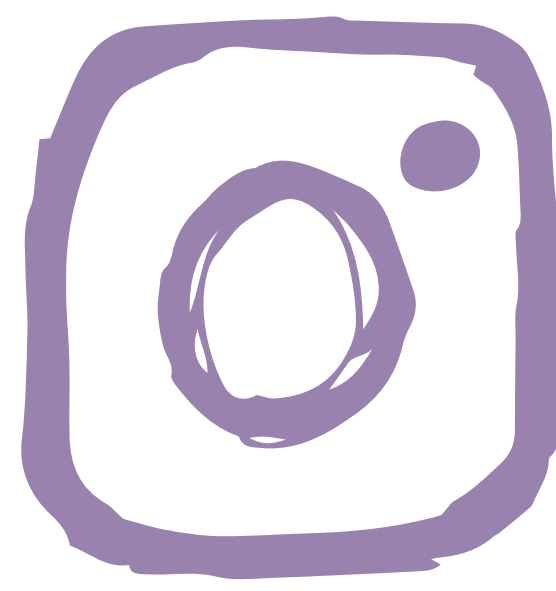
One phenomenon that is pretty unique to Gen Z is their predilection for creating Finstas, or fake Instagram accounts. These secondary accounts allow Gen Z to connect with the closest of their peers with deeper, more honest and authentic representations of their life over the regimented picture-perfect way Instagram has been traditionally been used.



## SNAPCHAT

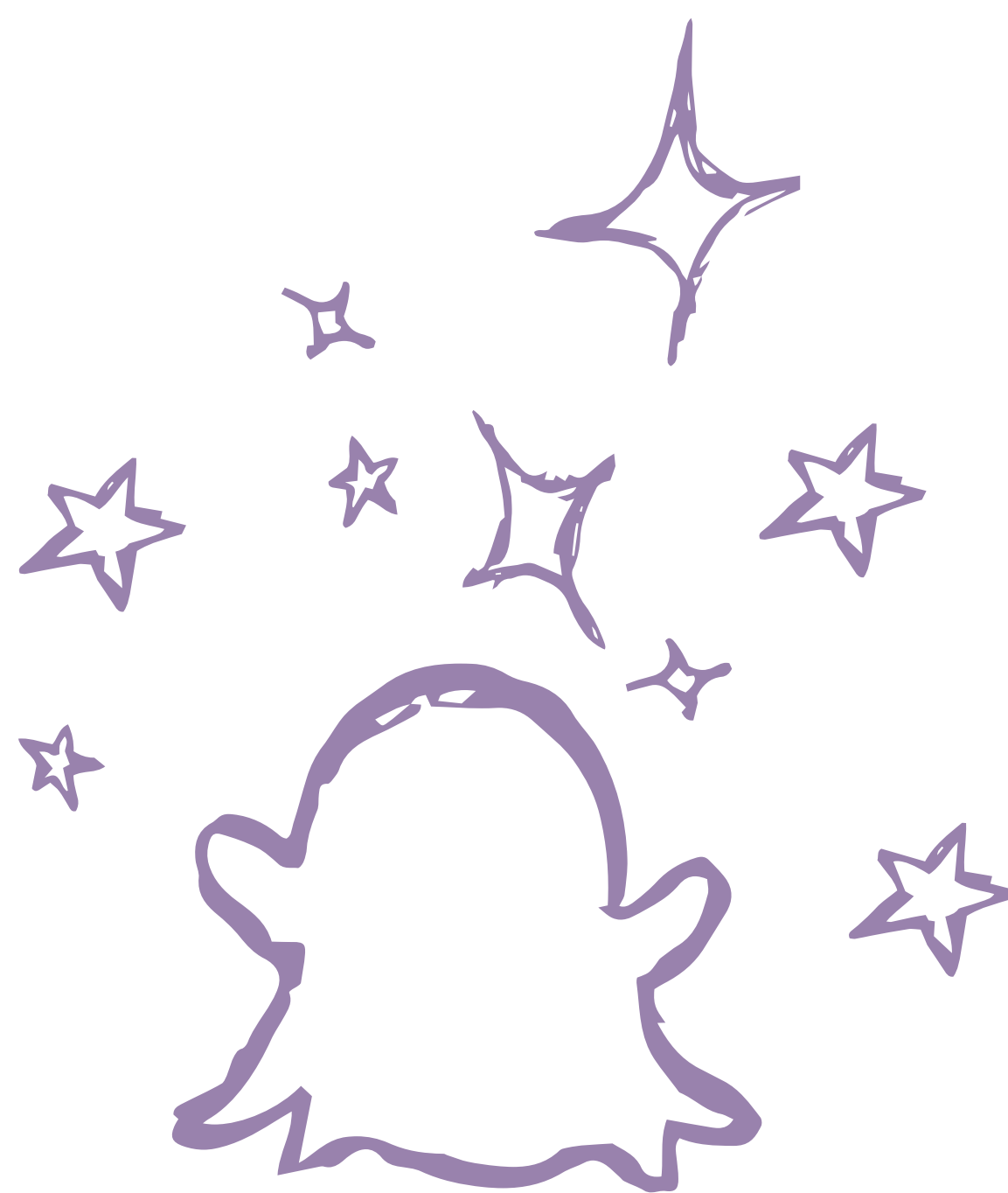
### Impermanence, Authenticity, Entertainment, Human Connection, and Stress Relief

Although Gen Z prefers YouTube as a place to watch long-form content (defined as videos longer than 10 minutes), 75% of Gen Zers think Snapchat is the best platform for staying connected and informed (*Source: Gen Z Awesomeness TV*).



### THE TAKEAWAY

The businesses that know how to use Instagram best are the ones that are constantly creating and curating content that is visually beautiful and attention-grabbing, all while keeping a strong hold on their brand's humanity. One example of this is Anastasia Beverly Hills, one of Instagram's most popular beauty brands. Anastasia Soare, the owner of the brand, was an early adopter of using Instagram to promote her products and services. Her work on Instagram quadrupled her sales through her adept use of the platform.



### THE TAKEAWAY

The key to using SnapChat is to embrace its ephemeral nature. It allows you to bring your fans behind the scenes of your company, answer questions, and really engage in-the-moment with your growing fan base.



# CHANGING THE GAME

## MILLENNIAL MURDERERS:

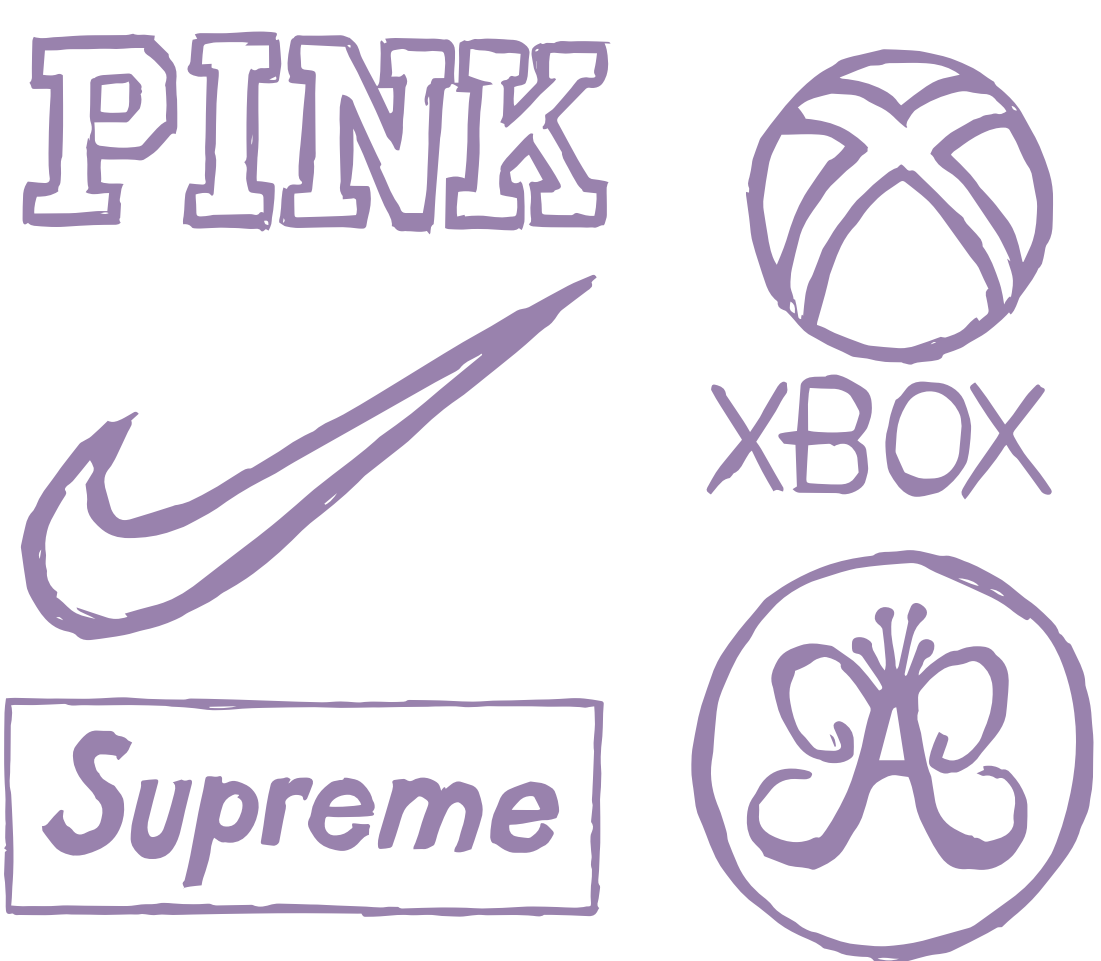
According to *Think With Google's* comprehensive Gen Z research, "Teens feel something is cool if it's unique, impressive, interesting, amazing or awesome. Something becomes 'cool' when it brings joy or happiness or is unique enough to stand out from everything."

Although Gen Z is far more "fluid" than previous generations, Google found distinct differences between Gen Z boys and girls.

According to Google, Gen Z females define something as "cool" based on how it makes them feel. Gen Z males, however, are more likely to think something is cool when it comes to them via fads/friends.

The coolest industries, overall, for females tend to be clothes/fashion/beauty, music, and technology. The coolest industries for males are video games, technology, and sports/outdoor activities.

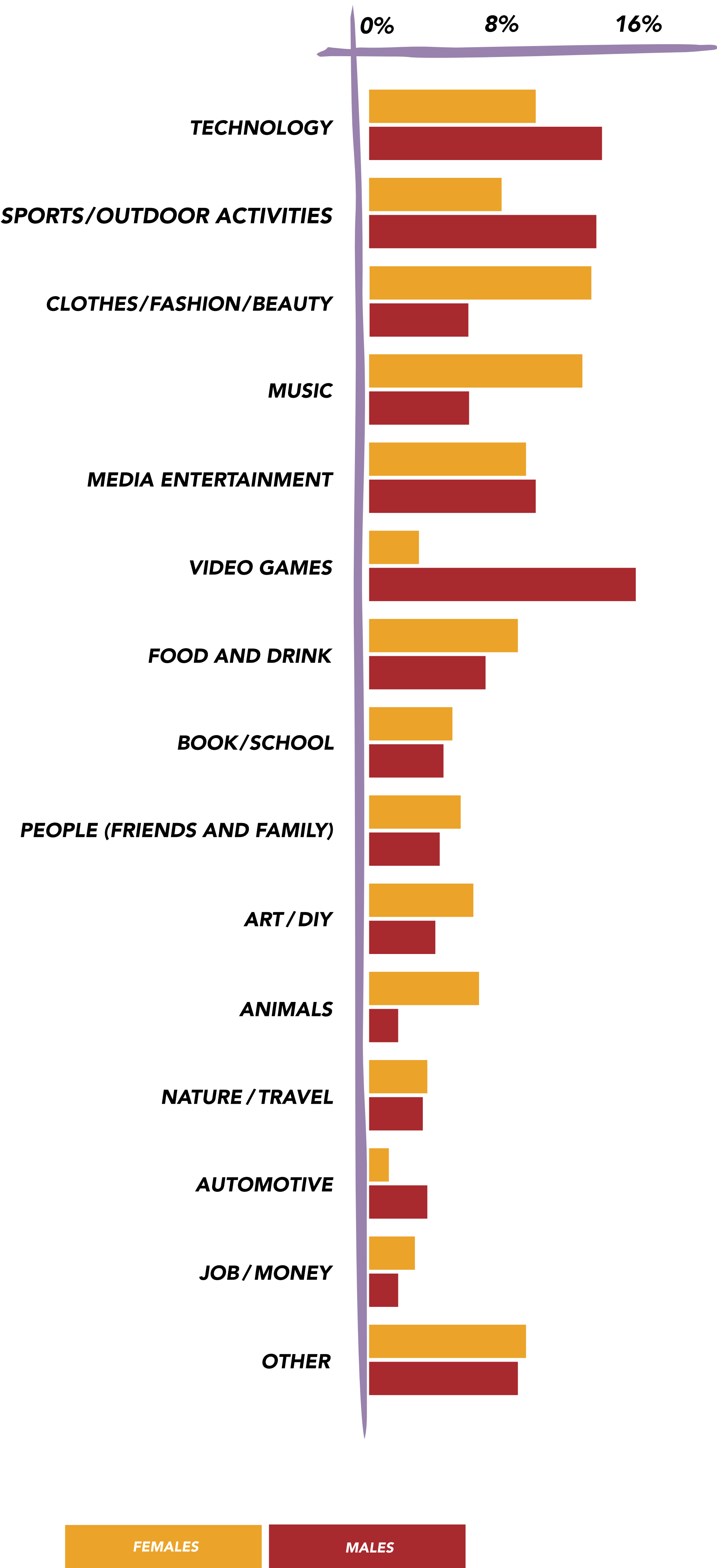
As far as brand coolness goes, the coolest of brands unsurprisingly is YouTube considering Gen Z's non-stop use of the platform. Other cool brands you need to keep your eye on include Nike, Xbox, PINK, Supreme, and Anastasia Beverly Hills. They might provide you great inspiration for things to do with your own brand.



All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

## WHAT'S COOL?

ACCORDING TO 400  
13-TO-17 YEAR OLDS



Source: *Google It's Lit*



# WHAT DOES THAT MEAN FOR MY BRAND?

Now that you’ve been introduced to the real Gen Z and toured their playground, you must be wondering how do you communicate with them on behalf of your business.

Well, now that you know this information, you can use it when creating your brand pillars, voice, and marketing strategies.

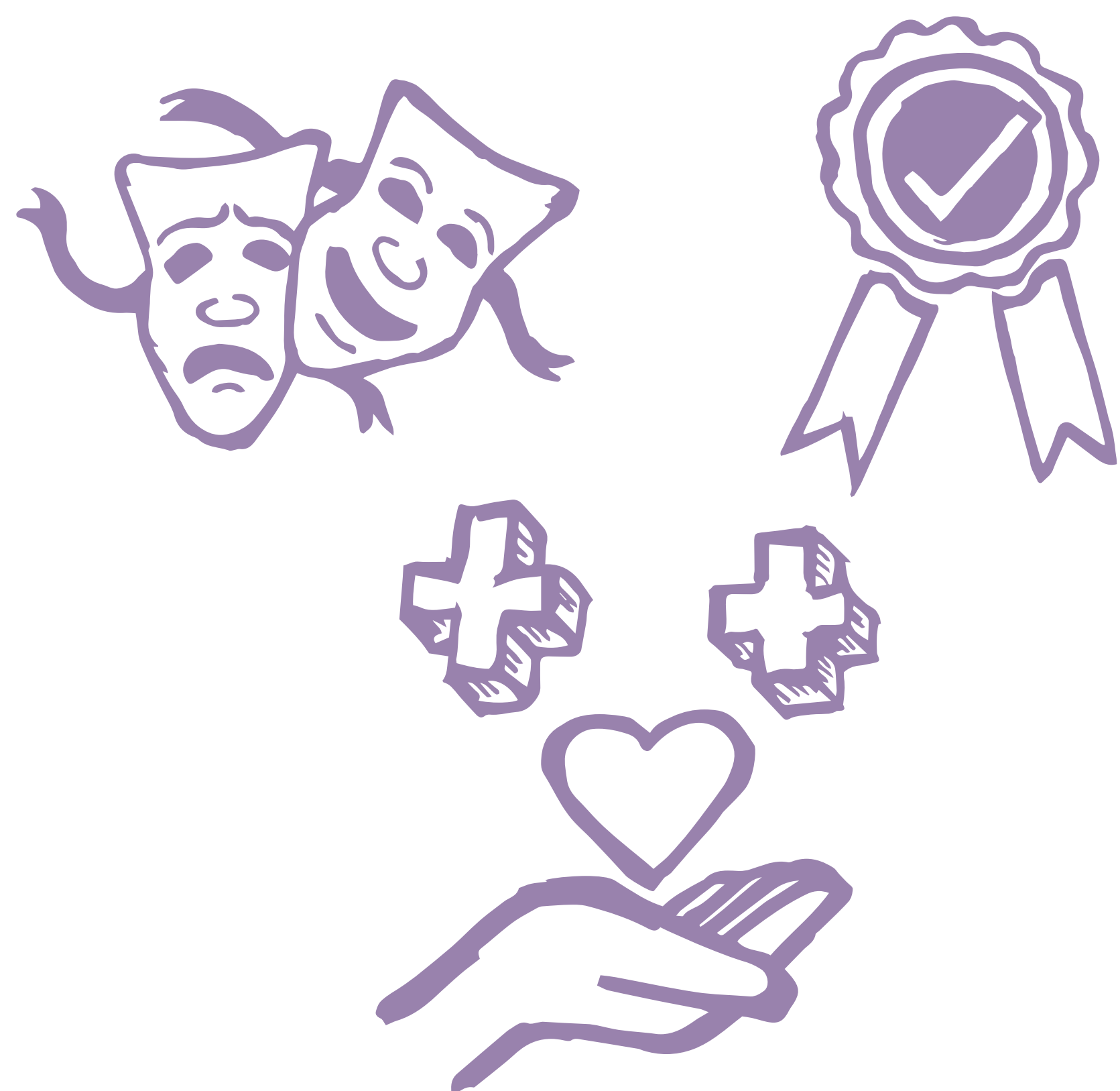
When communicating with Gen Z, be sure to reflect their values by being philanthropic, funny, and authentic.

## PHILANTHROPIC

If you can show Gen Z how your brand positively impacts the world, you’re more likely to gain a fan for life. Growing in the hectic economic and political setting they did, they can appreciate individual and corporate brands that commit to authentically helping the world around them.

### THE TAKEAWAY

Make sure your brand’s values, website, and social media presence clearly convey what you do to give back to the community.



## FUNNY

Knowing that Gen Z is most open to messaging that is funny, embrace your company’s own offbeat sense of humor. Create content that makes it clear that although you take the quality of your work seriously, your team doesn’t treat life so gravely. However, treat even humor with caution. Gen Z is known for their quirky sense of humor so there is no need to desperately make reaches for humor or Gen Z slang if it doesn’t truly fit your brand.

### THE TAKEAWAY

Keep your finger on the pulse, but use humor cautiously.

## CREDIBLE

Nowadays the understanding of the word authentic is so overused, it needs redefining. When being authentic with Gen Z, cut down the hype. Know that Gen Z is practical enough to prioritize quality and values over pure trendiness. In order to prove your credibility with Gen Z, be sure to have a history of integrity, actions, and symbolism that reflect your deeply woven values.

Lastly, speak straight with them. Recent studies show that 67% of Gen Z prefer a casual, more human voice over a formal one (Source: IBM).

### THE TAKEAWAY

Be sure to use relevant, real people through influencer marketing instead of traditional advertising’s typical use of celebrities.



## BUYING HABITS AND CREATING RELATIONSHIPS WITH GEN Z

Although they omnishop in all modes regularly, they are more likely to regularly Scan and Scram, and less likely to Click and Collect. They are also the most prepared shoppers by generation. They are more likely to research online but buy in store.



**34%**  
**WEBROOMING**

Research online,  
buy in-store



**27%**  
**SCAN AND SCRAM**

See in-store,  
buy in-store from  
another retailer online



**18%**  
**SHOWROOMING**

See in-store,  
buy it online



**17%**  
**CLICK AND COLLECT**

Buy online,  
pick up at a store  
or kiosk



**15%**  
**CLICK AND SHIP**

See in-store,  
buy in-store on retailer's  
mobile site/app

Surprisingly, although Gen Zers are digital natives **98% of Gen Zers still like to shop in the store** (*Source: Envision Creative*). Because they're smart spenders, Gen Zers tend to research prices online and come in-store to handle the product and confirm its value.

Know that Gen Z shopping habits vary. As both price-conscious and experience-conscious shoppers,

they're looking to engage with products before investing. According to the 2017 *Criteo* Shopper Study, 67% of Gen Zers use their phones in-store to research purchases before buying, while 65% don't like buying new things without being able to touch them.



# 5 TIPS TO DELIVER AMAZING SHOPPING EXPERIENCES FOR GEN Z

## 1 BE COOL ONLINE AND IN REAL LIFE

Even if they like shopping in-store, Gen Z spends more time online than any other generation. It's essential that your brand combine great digital marketing and online shopping experiences with amazing in-store shopping experiences.

- Develop strategies that provide them a seamless offline and online experience.
- Invest in good-looking, tech-driven stores that fit your brand digitally.
- Follow up with website visitors through remarketing.
- Utilize chat-bots to quickly deliver information for them on their timeline.

## 2 CREATE INNOVATIVE, UNIQUE PRODUCTS

- Tap into Gen Z's desire for novelty and innovation by showing calculated risk-taking in your product design and development.
- Ask for feedback! Show that you value their opinions and entrepreneurial spirits by asking them for help. Tap into their entrepreneurial spirit and give them the opportunity to provide feedback on your business from product development to product packaging. 44% of Gen Zers said if given the opportunity, they would like to submit ideas for product design ([\*Source: IBM\*](#)).

## 3 OFFER PERSONALIZED EXPERIENCES

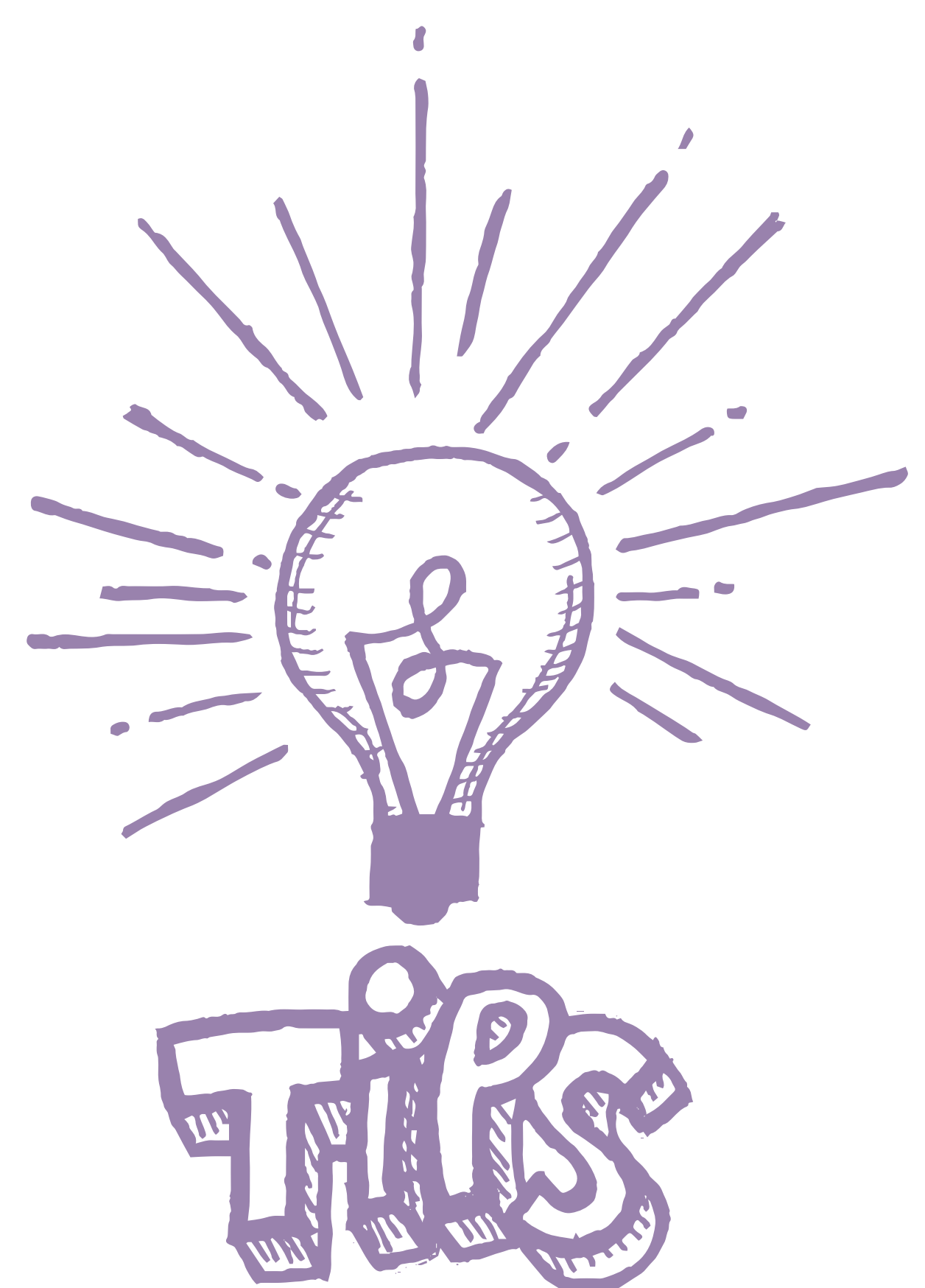
- Deliver personalized content offerings for your target demographic.
- Follow up with website visitors through remarketing.
- Make sure you're giving your potential Gen Z customer the right offer at the right time.

## 4 MAKE SURE THE PRICE IS RIGHT

- Know that Gen Z is on the hunt for value and are more likely to comparison shop than any other demographic. 30% of Gen Zers regularly visit multiple websites before buying anything online.
- 34% of Gen Zers research products online and then buy in-store. This means they're more likely to go with the best price no matter the buying method ([\*Source: Criteo\*](#)).

## 5 TESTIMONIALS

- Engage in influencer marketing with content creators that are closely aligned with your industry and brand values. Because Gen Zers live on social media, they find influencers more compelling than traditional celebrities. If you can strategically foster great relationships with digital stars you have the opportunity to more organically land on their social feeds and in their shopping carts. Of course, like with traditional brand partnerships, working with influencers also comes with risks. For every [\*Danielle Bernstein\*](#) or [\*Kylie Jenner\*](#), there is a [\*PewDiePie\*](#) or [\*Logan Paul\*](#).





# COLOR WARS

## COLOR TRENDINESS TO A WHOLE NEW LEVEL

You might not have heard of “Millennial Pink” or “Gen Z Yellow” but you’ve certainly seen them. Whether it’s the bright pink phone case on a hipster’s phone or a retro mustard blouse haunting you online, Millennials and Gen Z have taken color trendiness to a whole new level.

Millennial’s unique shade of pink became a thing after the release of the first rose-gold iPhones in 2015 and Pantone’s election of “rose-quartz” as the color of 2016.

Suddenly, pink was everywhere from the heads of celebrities like *Lady Gaga* to every ‘cool’ brand’s packaging and marketing campaigns (look no further than Glossier or Acne).

In truth, Millennial pink is not one shade. It’s a wide range of soft, calm pinks. Cultural critics have noted that the pink’s trendiness is a kind of ironic cultural statement in itself. What was previously infantilized and considered too “girly” shade has become eagerly reclaimed and celebrated by a new wave of young feminists, fashionistas and #girlbosses. Beyond that, Millennial Pink has challenged gender norms by being accepted into the menswear industry.

But time passes, and one color can dominate our feeds for only so long. So what’s next?

Naturally, Gen Z’s own eponymous shade... Gen Z Yellow.



## THE TAKEAWAY

Gen Z has answered peaches and salmons with mustards and buttercream. In their own unique way, Gen Z has taken gender rebellion to another level. Unlike Millennial Pink which flips and subdues cultural baggage, Gen Z Yellow forbids gendering altogether. It reflects this new generations sunnily optimistic, quirky—even ironic— disposition. Gen Z Yellow is cool because it is attention-grabbing, flashy and sometimes even ugly. The color has already shown up in packaging, on celebrities like Rihanna, in music videos, and lots, and lots of Instagram photos.



# GLOSSARY

Note that this glossary is **NOT** a collection of Gen Z slang. Urban Dictionary is always there for that. In fact, we strongly advise you against indiscriminately using Gen Z language in your professional campaigns (and in your personal life). Instead, consider this a list of relevant terms when marketing to Gen Z.

## DIGITAL NATIVE

Another way of saying Gen Zer. Gen Z is known as “Digital Natives” because they were born essentially using technology.

## FINSTA

Short for “Fake Instagram” a secondary, private Instagram account Gen Z keeps exclusive to close friends. This is where Gen Zers go to show a more complete version of their lives instead of the picture perfect face of their real Instagram accounts. Most brands and adults are not allowed within this space.

## FLUID

To be gender neutral. To “blur” the line of sexual preference or gender performance.

## GIF

A type of file that is used for sending moving images. GIFs are used to soundlessly express sentiments through texts and social media platforms.

## MEME

A humorous static image that is popular within internet culture.

## CHATBOT

Computer programs designed to simulate conversation and provide help. This feature has a growing popularity on Facebook and on company websites.

## INFLUENCER

An influential person. Typically a content creator with a large social following within a certain demographic or industry. Because of their status as authentic micro-celebrities, influencers combine star-power with believability.

## INSTAGRAM STORIES

An Instagram feature (copied from SnapChat) that allows users to post photos and videos that vanish after 24 hours if they aren’t saved to a profile.

## MICROBLOGGING

The act of broadcasting short-form content to other subscribers of a social media website like Twitter or Tumblr.

## FACEBOOK

The largest social media network with over 2 billion monthly users. It is focused on allowing users to network with features like Facebook Messenger.

## LINKEDIN

A professional social platform that focuses on the B2B market.

## VIRAL

This is content that organically grows through frequent sharing.



# GLOSSARY

## INSTAGRAM

A social media platform focused on images and videos. Has 1 billion monthly active users.

## TWITTER

A microblogging social platform with a 140 character limit where users can write short messages.

## PINTEREST

A social media platform where you have a “pinboard” that allows you to post ideas that you want to remember and then share them with your friends. It has 250 million monthly active users.

## SNAPCHAT

A newer platform that allows users to send and receive “self-destructing” photos and videos. It has 301 million monthly active users.

## YOUTUBE

A social media platform for video content with almost 2 billion monthly active users.

## TIKTOK

This is a social media app that allows users to watch and share music clips, lip-sync and edit their short form videos with built-in after effects, filters and stickers.

## TAG / “AT MENTION” (@)

This is to link to another profile in a social media post.

## TUMBLR

A microblogging and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users’ blogs. Bloggers can also make their blogs private. There are 345 million registered accounts.

## REDDIT

A social media website and forum where content is socially curated and promoted by site members through voting. It has about 330 million monthly active users.

## LIVE STREAMING

It is the act of delivering video content over social media in real-time.

## HASHTAG (#)

Hashtags are used on social media sites like Twitter and Instagram to identify that a particular post is relevant to a certain subject matter. Note that certain hashtags can “trend” based on popularity and hashtags have limited functionality on Facebook.

## LURKER

This is someone who consumes content or discussion on social media without interacting via comment, responses or likes.

## USER-GENERATED CONTENT

This is content that is produced by fans or users of a brand. Marketers aim to get as much positive user-generated content as possible in order to have social proof of the value of their brand.



# YOU ARE NOW A GEN Z EXPERT

So there you have it! Everything you need to know about Generation Z to inform your business objectives for reaching out to Gen Z.

Gen Z is a multifaceted, exciting consumer group. Like cyborgs, Gen Z lives in a world where the lines between the real world and technology are blurred. This makes their approach to spending as exciting and disruptive as the other impacts they'll make on our culture. Because they're practical, skeptical, and on-the-go, you'll have to fight hard for their attention. And let's be honest, that work can be challenging in their ever-changing digital landscape. But, remember, two things: we have your back at Envision Creative and the rewards of doing that work well are high. Gen Z is at a crucial window in their life and ready to develop lifelong brand loyalties from initial brand enthusiasm. In fact, 59% of Gen Zers said they trust brands they have grown up with.

The key to success with Gen Z, like any other consumer group, is getting to know them and making sure your brand is always in line with their core values.



We come up with the strategies that brands use to connect with demographics of all kinds.

Follow us on Social Media for more thoughts on Marketing!

**E | C**  
ENVISION CREATIVE







# E | C

***sales@envision-creative.com | 512-292-1049***