

THE GEN Z FREQUENCY

A SUMMARY OF KEY IDEAS



THE
GEN Z
FREQUENCY

HOW BRANDS TUNE IN
& BUILD CREDIBILITY

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KEY IDEA 1

- Gen Z is the largest consumer demographic; currently 27% of global population
- Gen Z were born between 1996-2011 and known as “Tweens”, “Teens” and “Young Adults”
- Radically different from other generations, they are the first to have had consistent access to technology – growing up with smart phones and internet access
- They communicate online by sharing content, talking with friends and researching topics of interest



KEY IDEA 2



- Gen Z is a collection of individuals with diverse interests
- When approaching Gen Z one should not treat them as if they are all the same
- “Dialling into Diversity” is a must when working with Gen Z
- Working with traditional research filters will not suffice when working with Gen Z. Correct Customer Segmentation is an important tool used to find a specific type of Gen Z, looking at certain traits can help find the target audience such as;
 1. Age
 2. Gender
 3. Interests
- Youth Culture Alignment Segmentation is a physiographic and situational filter to unearth more intimate details of the target audience
- Identifying the interests and habits of consumers can help find what drives and motivates this generation.

KEY IDEA 3

- Brands must align with issues that matter to Gen Z – they want to be part of a movement
- Gen Z are classified as independent, diverse, intent on privacy and social consciousness. Understanding their lives, priorities, daily habits, cultural touchpoints and digital habits is critical.
- They are becoming increasingly aware of brands' history, how they conduct business and who they conduct business with, and this is informing their brand alliances. If your business does upset them, they are highly likely to take that negative experience to social media.
- Representing diversity in content is a must - Expressing your brand's openness to race, sexual orientation and gender identity will help build loyalty and trust.
- Vocalising support for being LGBTQ+ pro is something that your business must have as it is a staple movement in Gen Z lives



KEY IDEA 4



- Trust is critical in advertising with Gen Z as they want to find a brand that they can rely on and follow
- Creating consistent brand voice can help you gain more loyal Gen Z consumers
- Establish a conversational tone over a dominant one as Gen Z won't cooperate with a brand that tells them what to do, but rather connect with a brand that respects them and is willing to have a conversation with them
- Brands' voices should be unique and easily identifiable, as having a familiar brand voice can easily create brand loyalty and helps create hype around the brand

KEY IDEA 5

- Use Social Media as a way to tune in Gen Z consumers
- Have a strong digital presence and strong social media strategy
- Understanding when to post to find the most active time is vital as you can reach more Gen Z at a higher rate - Find which platforms they use most and when, and devise content to post at a high use times
- Gen Z don't want to be sold to but rather, "invited to" interesting conversations, to be heard and be respected
- Instagram can be the most effective way to communicate with Gen Z as you can show real life experience through Stories and IGTV
- Gen Z admire brands that keep content real, and like seeing real life messiness as they can relate to it





KEY IDEA 6

- To gain attention of Gen Z, create and post memorable and eye catching content – make sure it is relevant and inspirational
- Appeal to Gen Z's sense of FOMO (Fear of missing out) by showing what they are missing out on with your content, to encourage them to want to engage with your brand
- Content doesn't always have to be entertaining but can align with global events in order to be relevant
- Brands should try to add to the global conversation and gain a digital presence.
- Create content around cultural events, but do so mindfully – avoid recycling other brands content

KEY IDEA 7

- Gen Z are skilled multitaskers; therefore brands must make short and visual appealing content to capture the attention of the Gen Z
- Gen Z process content rapidly and can filter out useless information so content must break through the barrier and be memorable to gain the attention of Gen Z consumers - Gifs and Memes are examples of quick consumable content
- Dress content by using digital artifacts, but use them sparingly or brands risk appearing unauthentic



THANK YOU!

