

Introduction

[Technology](#), [Mobile Phone](#)



Introduction Generation Z is a young but mighty group of consumers under the age of 18. Their personal disposable income is higher than previous generations. However, the bigger point for marketers is this group's influence. By the time they reach college, they have accumulated 300 or more friends on Facebook and hold significant sway with the purseholders (aka parents). In addition, they are the most technologically advanced generation in history. Who is Generation Z? * Teens, tweens and children born between 1995 and 2010 (ages 2-17) * 4 Defining Traits & Behaviors * 1) Competing for Attention Growing up with Internet, cell phones, laptops and other devices creates a challenge for parents / companies to get Gen Z's attention * More than half of kids age 8-18 own a cell phone (US) * Kids spend average of 1.6 hrs online a day (Norton) * Avg Gen Z has 3+ windows open at any time | 2) Design Matters As adept media multitaskers, Gen Z has a desire for multifunctional devices with simple & interactive designs * Interactive, stimulating activities are favored in contrast to TV * | 3) Constant Connection Gen Z prefers communicating through social networks & instant messaging (Texts). Email is considered so "yesterday" | 4) Social Responsibility Access to large online information pool has made Gen Z acutely aware of modern day challenges * 74% of teenagers globally consider climate change to be a greater threat than drugs, violence or war | Best Practice Examples Shazam | Apple iOS | #Bullymovie | Tom's Shoes | What: Why it works: | What: Why it works: | What: Twitter campaign to change Bully movie from R to PG-13 Why it works: | What: Shoe company that donates 1 pair of shoes for every purchase Why it works: | Gen Z Misses & Watch outs Recommendations * Be ready to Compete for Attention *

Message should come across quickly and succinctly, not a 3-minute infomercial * Allow them to be Constantly Connected to your product * Develop constant feedback loops that influence product design so users have a sense of ownership * Keep in mind that Design Matters * Tap in to what Gen Z already values — multifunctionality, a link between friends, entertainment without boundaries * Make Social Responsibility a cornerstone of your mission * Make your product be part of a better world and show how Gen Z can be involved * Understand the Importance of Customer Service to avoid Epic Fails * Readily acknowledge mistakes and work to correct them transparently