

Marketing to Gen Z



MARKETING TO GEN Z

Watch out, marketers. While talk of Millennials has dominated the conversation for years, Generation Z is right behind them (Gen Z includes everyone born in the mid-90s until 2010). The truest digital natives with an ability to multitask with any device, this cohort absorbs information at a startling pace. They know exactly what they want and are shopping-savvy.

This report focuses on adult Generation Z consumers, which includes everyone who is currently 18-24 years old. As this generation graduates from school and enters the workforce, they are an increasingly influential force in driving a new wave of products and services.

Savvy brands who understand the nuances of this generation will be able to benefit from the rapidly changing interests of Generation Z.

WHAT THEY CARE ABOUT

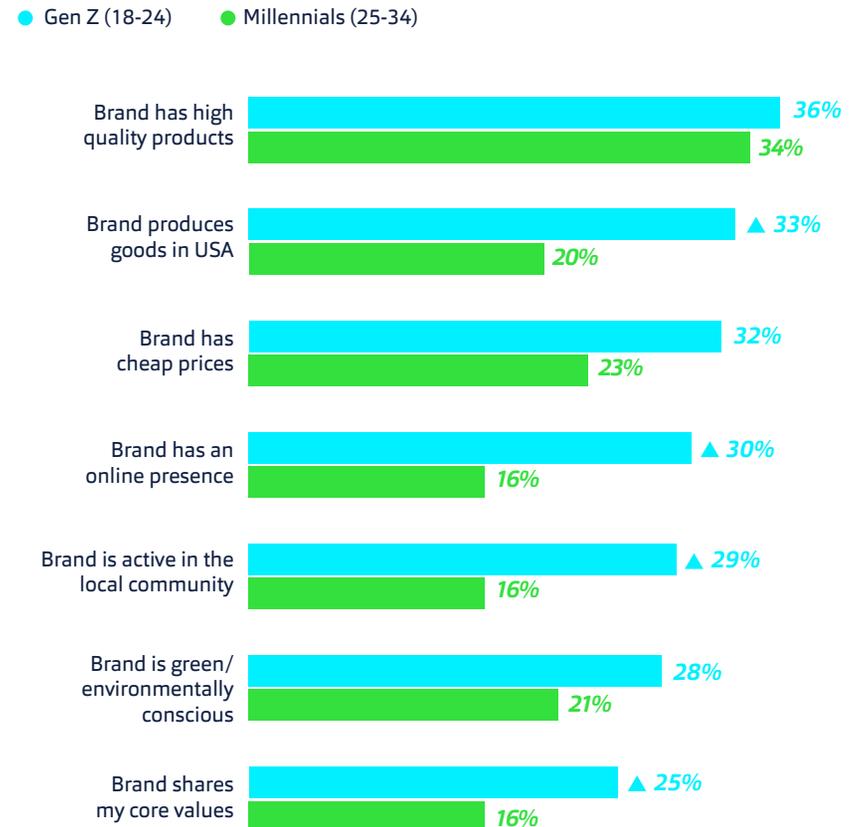
While the main values of Gen Z consumers do not differ drastically from those of Millennials, this cohort cares more about brands sharing their core values; 25% say that this is extremely important to them. Self-sufficiency and cultural diversity are paramount, while religion doesn't make the top 3 list.

Top 3 Values (Extremely/Very important)



Perhaps because of recent political pushes to have products “Made in the USA,” we found that Gen Z is significantly more patriotic than their older counterparts. When deciding where to shop, they also care more about brand contributions to the local community and shared core values. It is imperative for these adults that a brand has an online presence, since this generation lives and breathes on their smartphones. To connect with this audience, highlight local production, community involvement, and make sure your website is optimized for mobile.

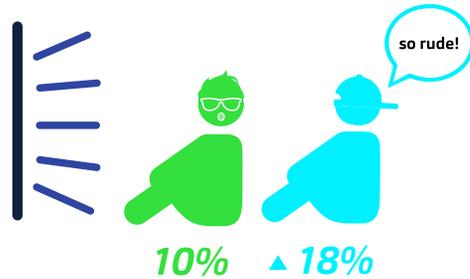
Importance of brand attributes when making purchasing decisions (Extremely important)



Take caution, advertisers, don't offend Gen Zers with a snafu like Pepsi! As Gen Z consumers take brands sharing their core values seriously, nearly two in ten have stopped purchasing from a brand because they saw an offensive ad from that brand. Even if the marketing messages do not all directly align with Gen Z values, it is important to take care that ads do not offend young consumers.

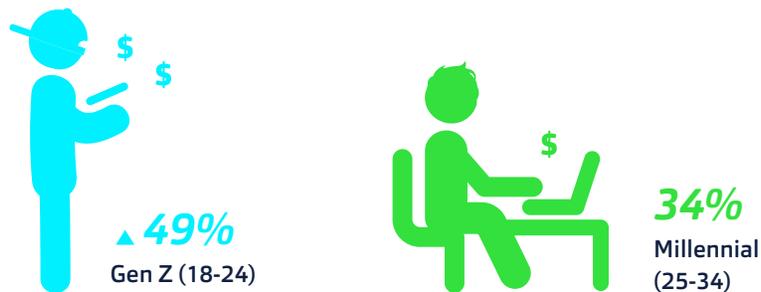
Stopped purchasing from a brand due to an offensive ad from them.*

- Gen Z (18-24)
- Millennials (25-34)



Convenience is so important to this generation, the argument could be made that Generation Zers are lazier than Millennials, having adjusted to having household items delivered and ride sharing services appearing at their doorsteps. These young adults are much more likely to be students or just starting out in their careers and make less money on average; however, they will pay more for convenience on a regular basis. Making products and services easy to obtain will register a win with this audience.

Pay More for Convenience All the Time/Most Times*



*Source: [Marketing to the Heartland](#)

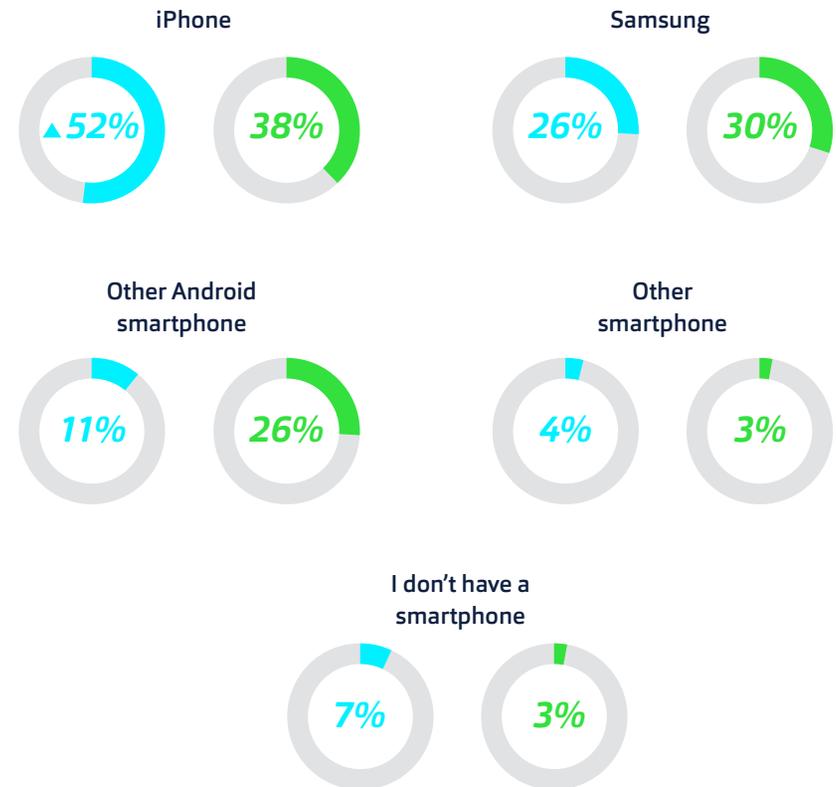
WHAT TECHNOLOGY THEY USE

Source: [Facing the Music: The Takeover of Streaming Services](#)

While Millennials grew up with iPods plugged into their ears, Generation Z consumers' first device were iPhones. Our recent [study](#) found that consumers who own an iPhone are extremely likely to remain within the Apple ecosystem. The brand has found a generation of loyal consumers in Gen Z.

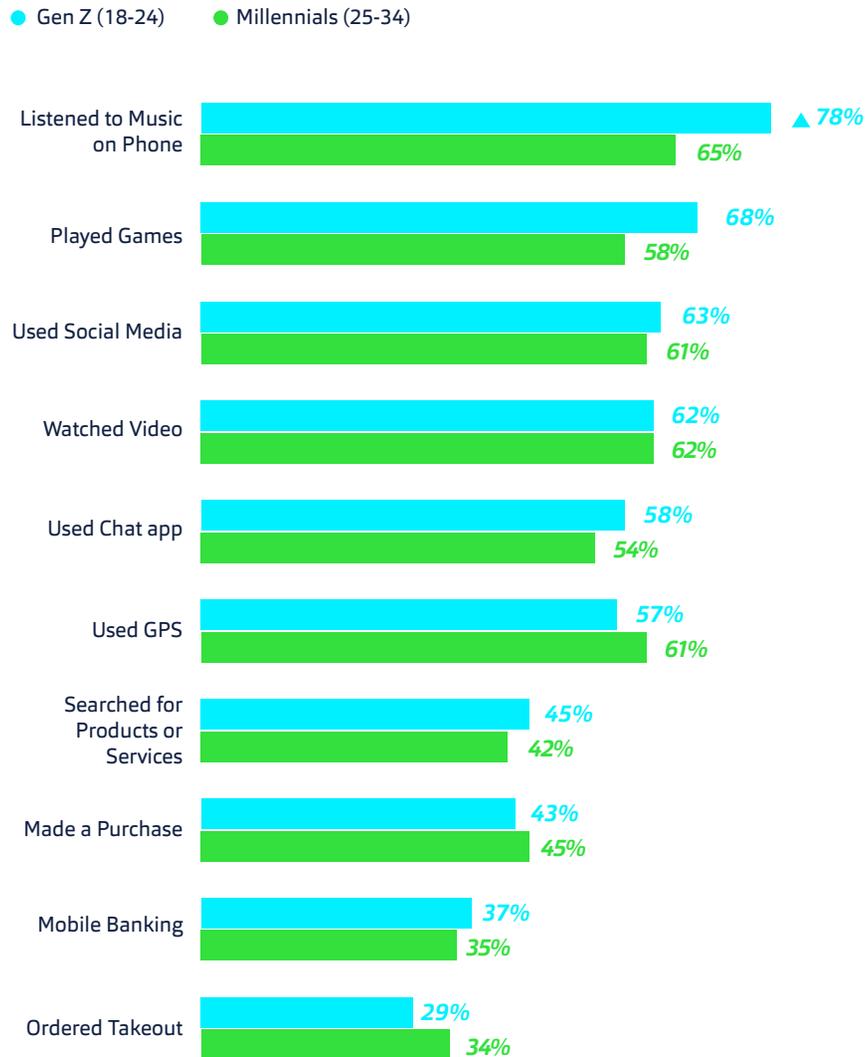
What type of smartphone do you primarily use?

- Gen Z (18-24)
- Millennials (25-34)

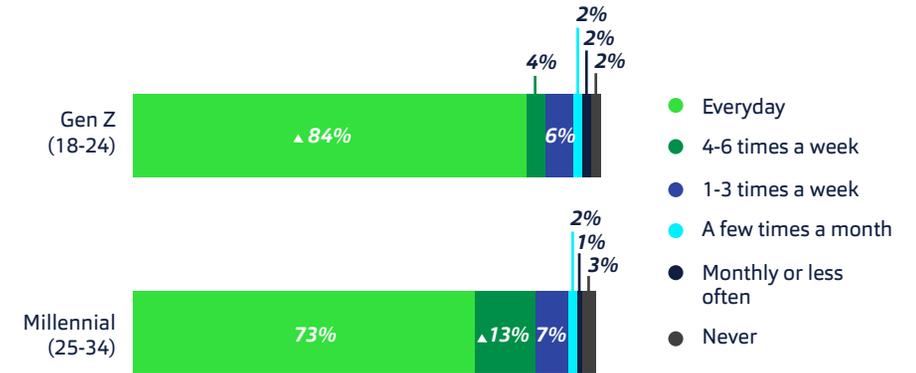


Generation Z also has a special relationship with music. They listen on their phones, every day and everywhere. Generation Z consumers are much more likely to listen to music at the gym than Millennials.

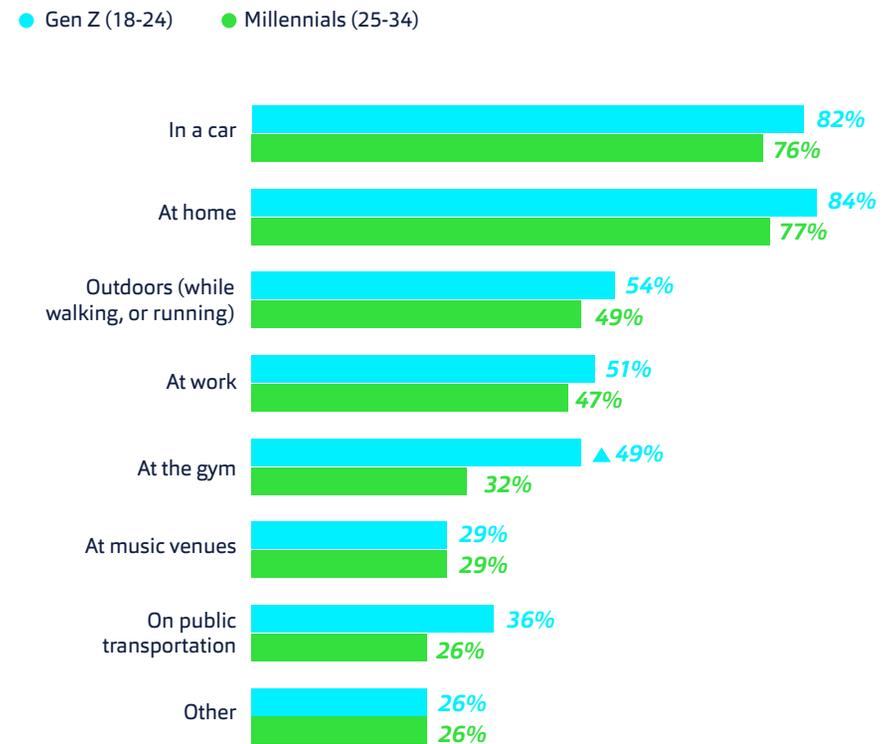
Which of the following actions have you taken on your smartphone in the past month? (Among smartphone holders)



How often do you listen to music?



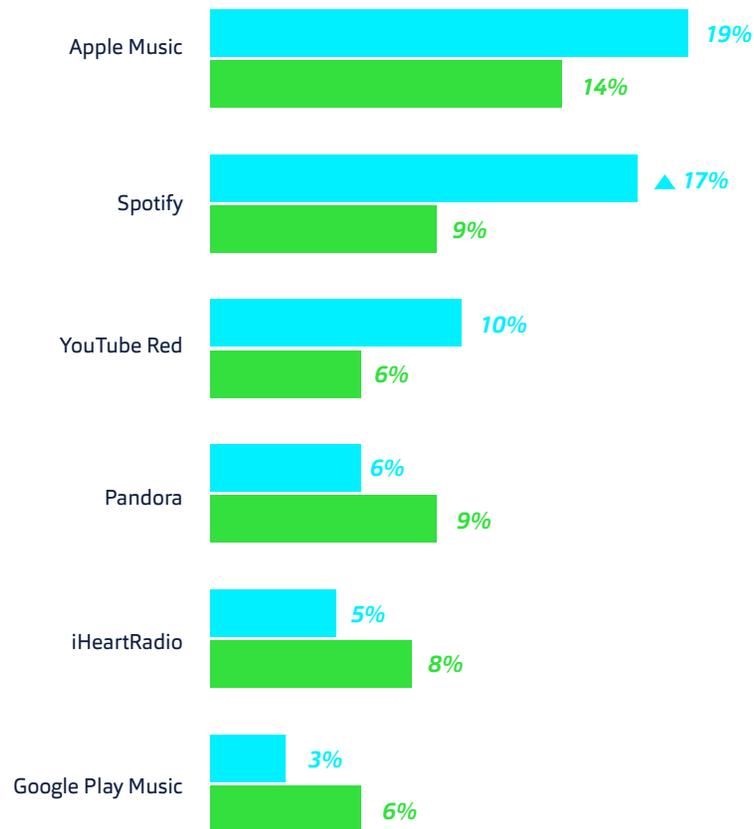
Where do you listen to music? Please select all that apply



Considering a large swath of this cohort listens to music on their smartphones, more than half own iPhones, and they are addicted to convenience, it is no shock that nearly 2 in 10 Gen Z consumers are paying for Apple Music or that they are more likely to pay for Spotify. Though this cohort doesn't make as much money as older counterparts, music streaming subscriptions check their brand-needs and convenience boxes.

Paid Audio Subscription Services

● Gen Z (18-24) ● Millennials (25-34)



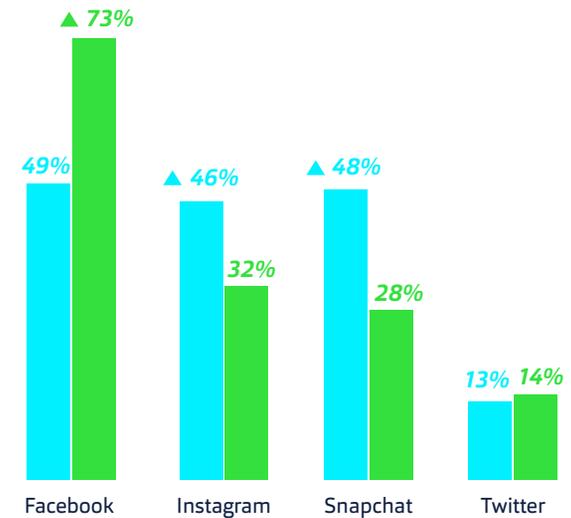
SOCIAL MEDIA USAGE

Source: [Snapchat Study](#)

There are striking differences in social media usage between adult Gen Z consumers and Millennials. 73% of Millennials say they have used Facebook in the past month, while only half of Gen Zers say the same. Also, we found that Gen Zers use Instagram and Snapchat in equal numbers to Facebook, compared to fewer than a third of Millennials who regularly use those services. The only similarity? Twitter is just as niche with Gen Z as it is with Millennials, with only 13% saying they have used it in the past month.

Which of the following social media sites have you used in the past month?

● Gen Z (18-24) ● Millennials (25-34)

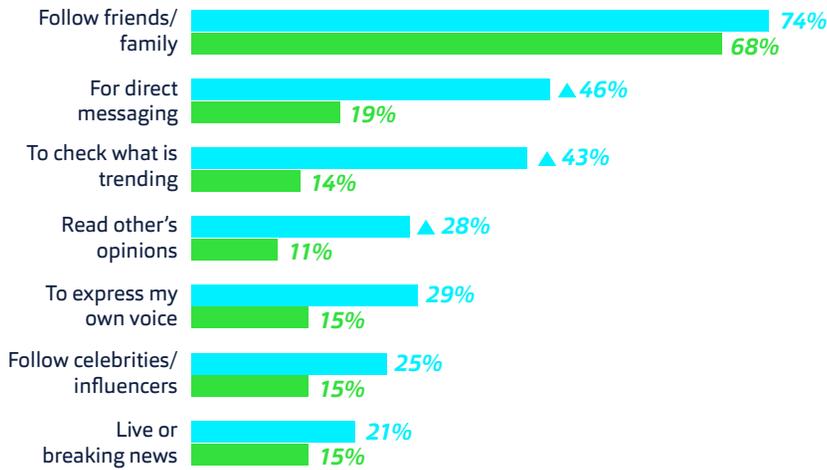


The way Generation Zers utilize social media platforms differs as well. Adult Generation Z consumers are more likely to use Snapchat and other social platforms for direct messaging, checking trends, and reading others' opinions.



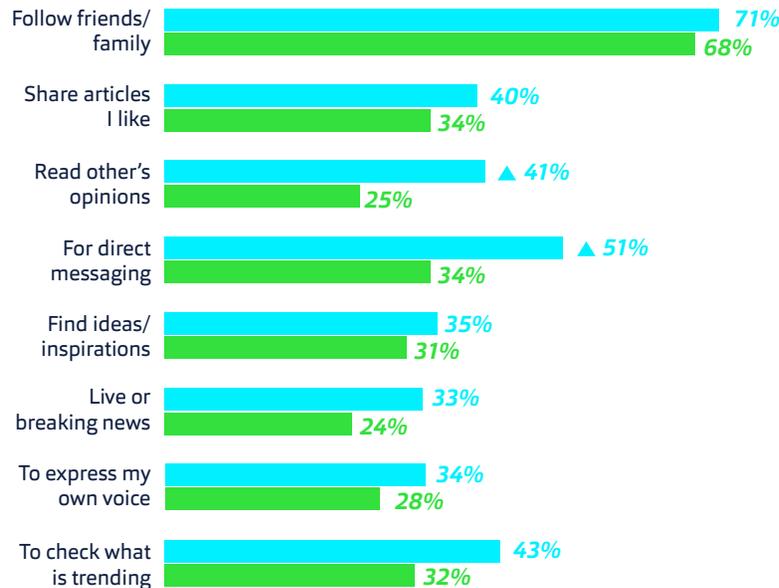
Main Reasons for Using Snapchat (Among Snapchat Users)

● Gen Z (18-24) ● Millennials (25-34)



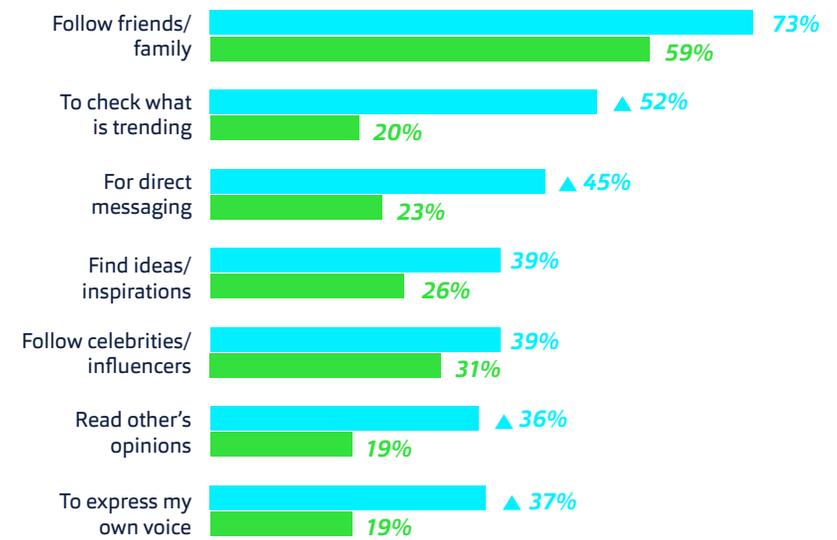
Main Reasons for Using Facebook (Among Facebook Users)

● Gen Z (18-24) ● Millennials (25-34)



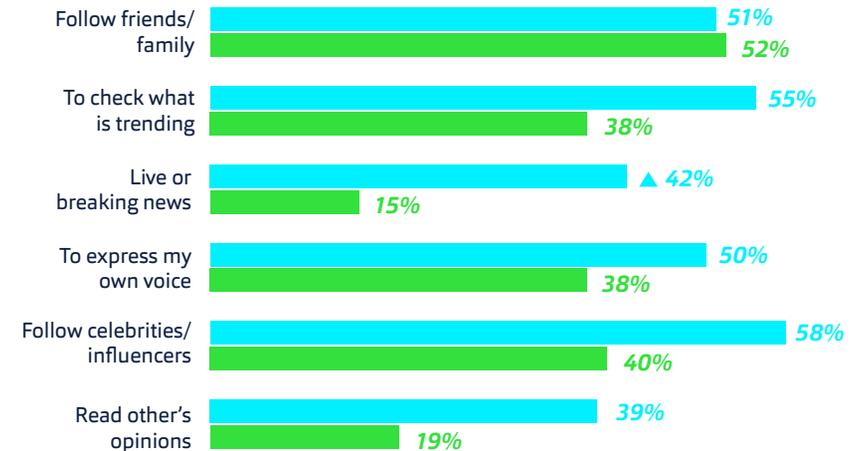
Main Reasons for Using Instagram (Among Instagram users)

● Gen Z (18-24) ● Millennials (25-34)



Main Reasons for Using Twitter (Among Twitter users)

● Gen Z (18-24) ● Millennials (25-34)



Generation Z is plugged in through mobile and social media, and more conscious of brand values than Millennials. When considering how to market to this small, young group, be wary of making any kind of offensive statements, advertising over-seas production or unfair market practices, and stay on top of your online presence. The impact of this generation will continue to grow as the younger Gen Zers come of age, enter the work force, and influence our sales and marketing strategies just as Millennials have as of late.

METHODOLOGY:

Fluent is a data-driven marketing company. The surveys were conducted online within the United States by Fluent, LLC among adults (aged 18 and up for both waves). Due to rounding, percentages may not always add up to 100%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study. Respondents were randomly selected and data was weighted to US Census 2010 population distribution.
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Dates and base sizes for studies cited in this report are as follows:

1. Snapchat study: April 26, 2017 among 1,885 US consumers and on May 3rd among 2,020 consumers.
2. Fluent's "Marketing to the Heartland" study was conducted online within the United States by Fluent, LLC on March 20, 2017 among 1,865 US consumers (aged 18 and up).
3. The Fluent Audio Subscriptions survey was conducted online within the United States on August 22nd, 2017 among 1,900 adults (aged 18 and up).

ABOUT FLUENT

Fluent, LLC, a cogint company (Nasdaq: COGT), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City.

fluentco.com | sales@fluentco.com | 646.669.7272