

# CULTURE WAVES SNAPSHOT: GENERATION Z

Generation Z, born after 1996, is the next major demographic group growing up behind Millennials. Rather than being told “the world is their oyster,” Generation Z is being raised with a more realistic mindset of the world and how they fit into it.

## WHAT MAKES GEN Z UNIQUE:



They are disconnected from traditional advertising, thanks, in part, to streaming services such as Netflix and software such as Adblocker.



They are experiencing nostalgia tailored to every generation except them—and are being taught by older generations the importance and power of legacy.



Generation Zers are growing up parallel to rapidly evolving technology, and, therefore, are able to envision new career paths created as they grow up.



Their parents experiment in the kitchen with plant-based proteins, unique ingredients, and global flavors—and Generation Z is along for the ride.



Generation Z is growing up with an internet designed for them instead of having to learn how to adapt to the internet.



As a post-mobile generation, there is no “disconnect,” and access is the same thing as convenience to Generation Z.



Generation Z views success as a form of entertainment, and tend to be entrepreneurial-minded at a young age.

## BRANDING & GENERATION Z



Generation Z views ownership differently than other generations, because they have access to services that stream entertainment, share rides, and even homes. They don't need to own something if they have access to it.



Generation Z looks for brands with messages to which they can personally relate.



They pick and choose brand personalities that match their mood—they aren't brand agnostic, but also are only brand loyal when they feel like it.



Generation Z leverages handmade and DIY as an outlet to get what they need—if a brand cannot deliver it.

## NEW NORMALS: WHAT GENERATION Z EXPECTS

Everything has to be an experience.

More about heritage, tradition, and culture.

1

Entertainment that is connected to a bigger picture.

2

Technology changing traditional categories.

3

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