

The Scoop On

GEN Z

How to Reach | How to Market | How to Persuade

RTA
INFLUENCE

Introducing Gen Z



**Currently 5-25 Years Old
(1995-2015)**



\$143 Billion in Buying Power



26% of all US Consumers



8 second Attention Span
(However, could be as low as 2.8
seconds--according to some studies)



Averaging 4.5 hours/day on mobile
(Including Web, Apps, and Social)



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What Matters to Gen Z'ers



Transparency

Clear communication, accessible information, and honesty is key to earning trust and grow the bottom line with Gen Z'ers.



Authenticity

Is your brand faithful towards itself, true to its consumers, and motivated by responsibility and impact--Gen Z'ers care.



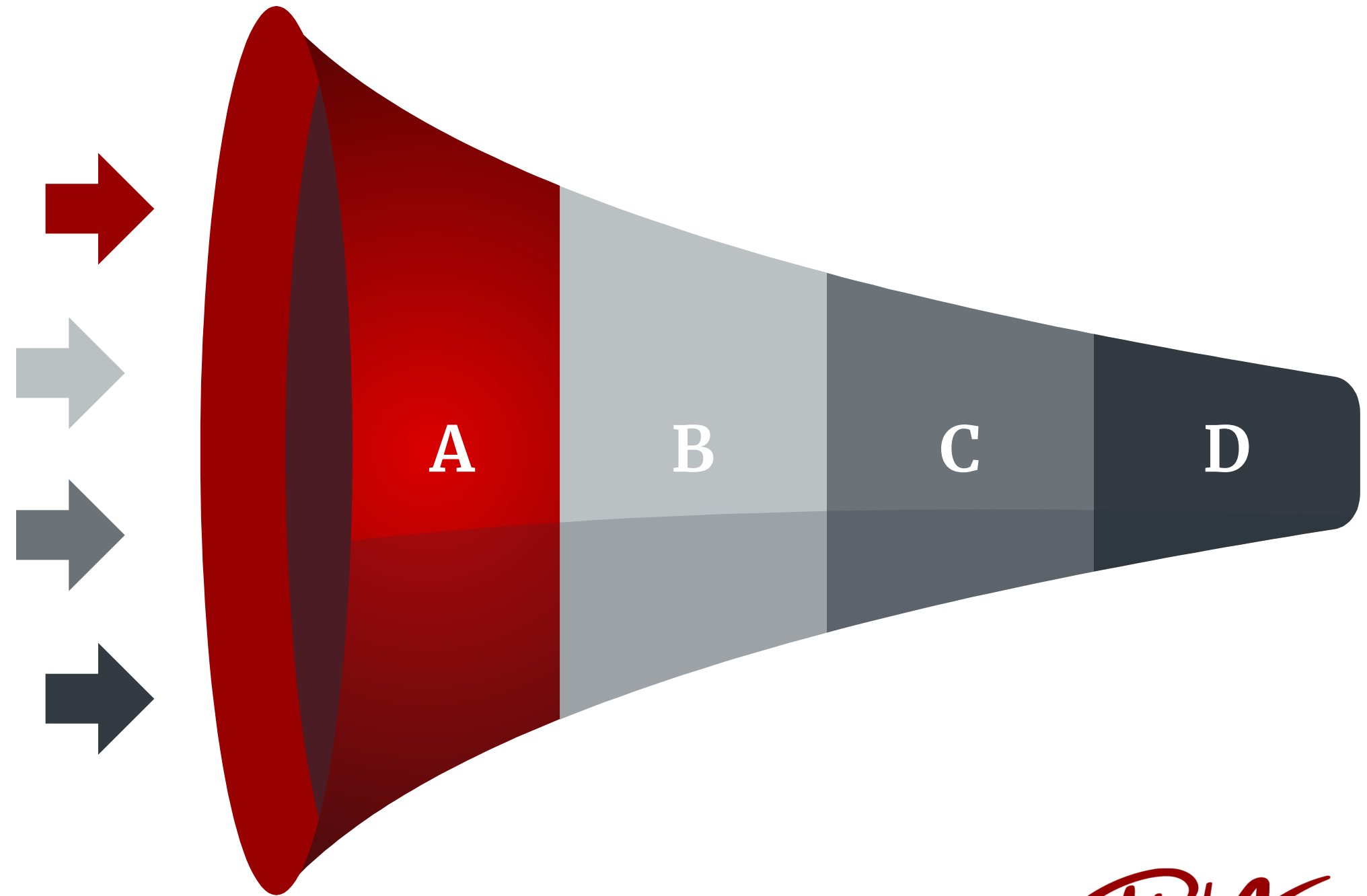
Impact

Gen Z'ers gravitate towards brands that reflect their purpose-driven values: environmentalism, diversity, community, activism, & sustainability.



Communication

Real people, great products/services, educational ads, and entertaining storytelling is the bare minimum for Gen Z.



How Gen Z'ers Think



Entrepreneurial & Crave Change

The buzz word of this generation: entrepreneur! Motivated self-starters that want to make a difference in the world and are willing to push for creative growth to merge digital and the physical worlds.



Empowered & Connected

Optimistic and empowered about the outlook of their futures. Connected enough to believe in their ability to solve the world's current and future problems.



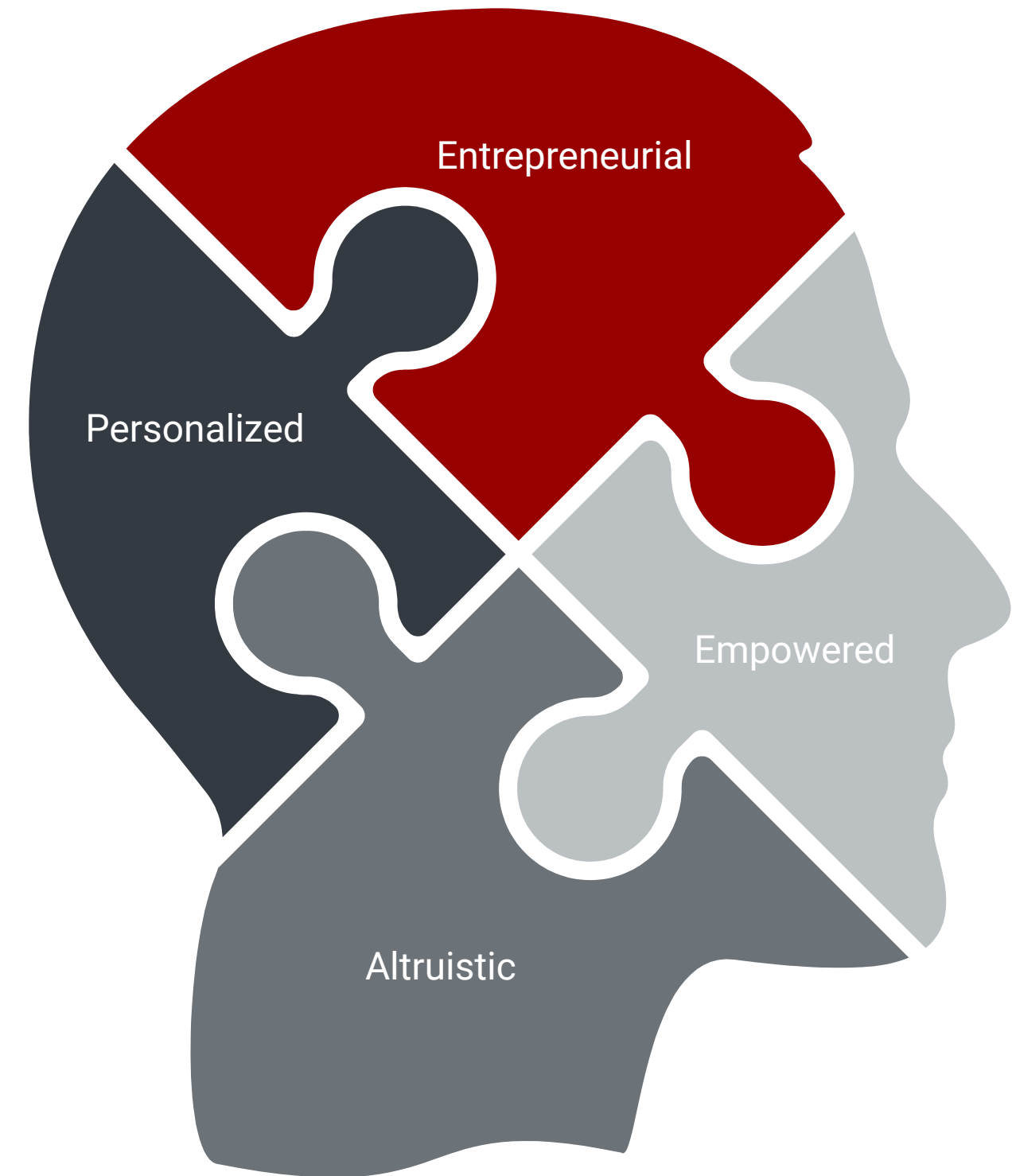
Self-motivated & Altruistic

63% of Gen Z are more likely to buy from a company that contributes to social causes, while 27% have stopped buying from a company that contributes to a social cause they disagree with.



Trade Data for Personalized Experiences

Gen Zers are more likely to provide their personal data in exchange for a more personalised experience--with 36% of Gen Z'ers stating that they would stop actively visiting a website if it didn't anticipate what they needed, liked or wanted.



A survey showed "36% [of Gen Z] expect the Internet to predict what they need and alert them before they need it within the next five years."

Business Insider Australia

How to Reach Gen Z



**Sell Experiences,
not Products**



**Video, Video,
Seriously Video**



**Social Media and
Influencer
Campaigns**



**Engage Gen Z
(with actual people,
not robots)**

How to Persuade Gen Z



Be Authentic

Gen Z responds to brand authenticity! They smell inauthentic and one-size-fits-all marketing campaigns from across the room. Gen Z'ers crave genuine experiences.



Use each Social Media Platform Differently

Failure to create platform specific content is the best way to show Gen Z you are just trying to sell them something, without even putting in the effort first.



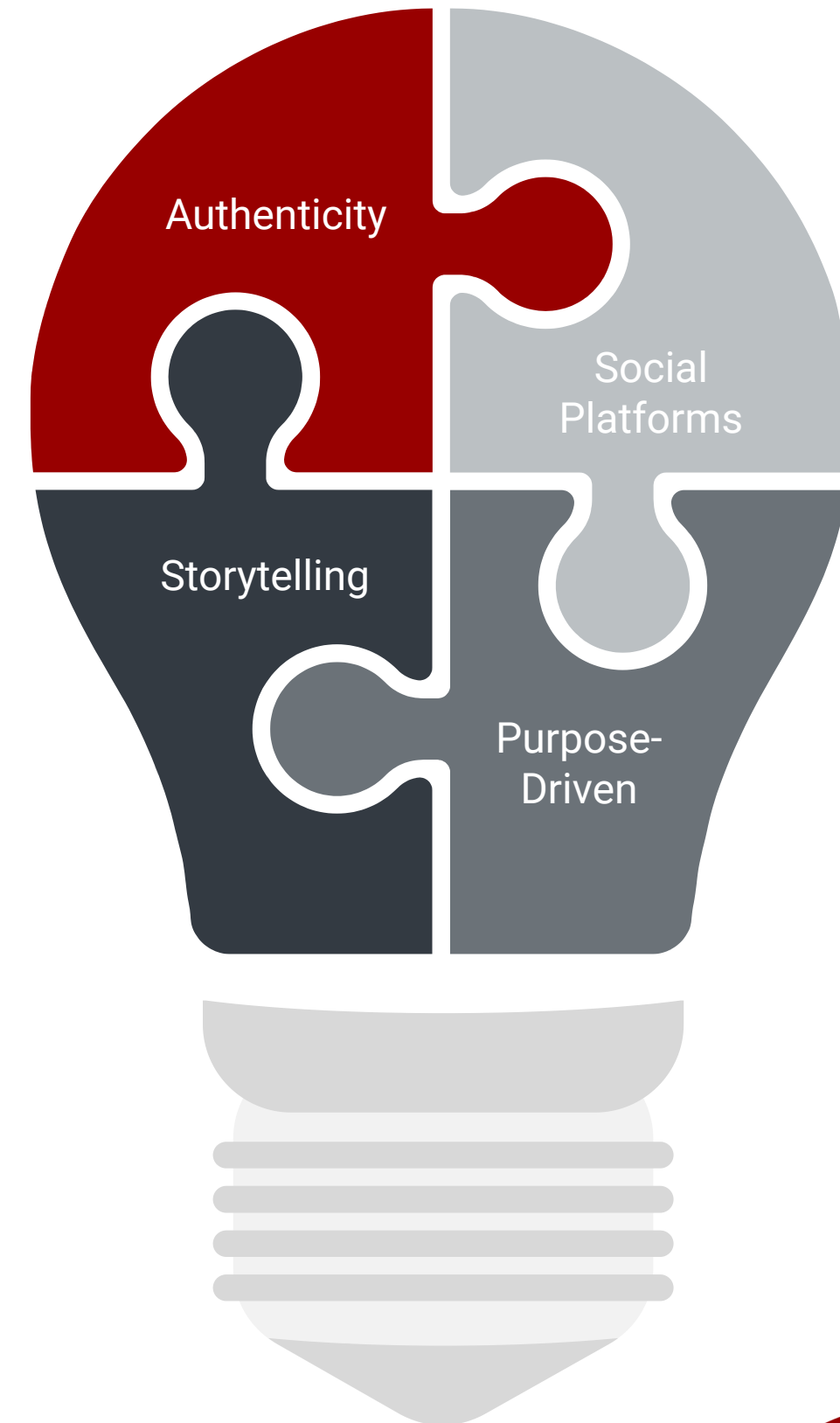
Adopt a Storytelling Approach

With Gen Z'ers only having an 8 second attention span, being able to tell effective stories (quickly & consciously) on Instagram, TikTok, & Snapchat is the difference between good and great!

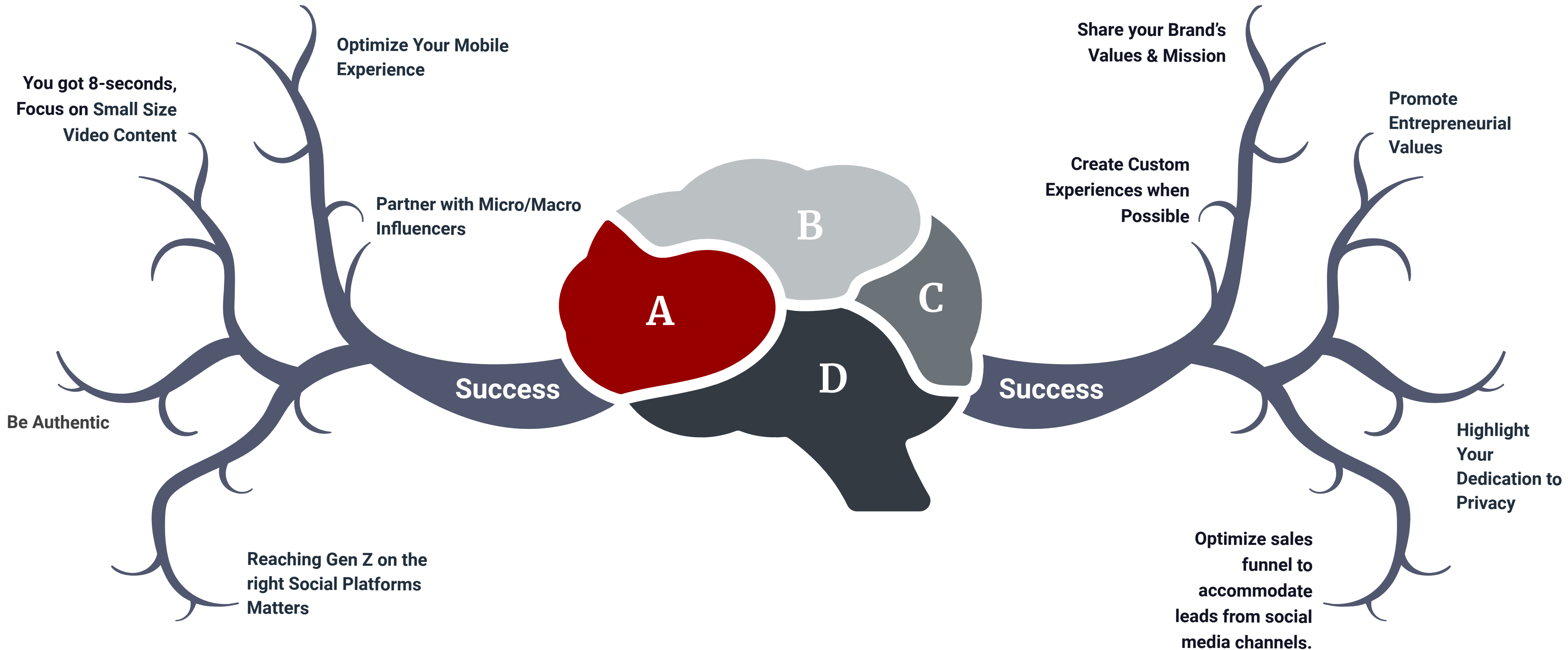


Purpose-Driven & Impact

Your brand must display a sense of contribution and caring in order to have massive success with Gen Z.



How To Market to Gen Z



Why Phame Influence?

★ Investing in a better way to reach Gen Z

We are an agency overflowing with Gen Z'ers, technologist, and future proofers that are passionate about bridging the gap between brands to reach the next generations.

★ Relentless Impact

We are obsessed with helping our clients achieve relentless impact through preparing for the now, while adjusting, designing, and planning for the future.

★ Influencers & Reach

With 100's of influencers and millions reached each month, partnering with Phame is the best way to future proof your brand.



ALL WE DO IS HELP BRANDS REACH GEN Z!

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