

THE GEN Z DOSSIER

IF YOU THOUGHT MILLENNIALS WERE A MARKETING CHALLENGE, MEET GEN Z!

GENERATION Z

TIME STAMP

1995-2012

FOOTPRINT

32%

Gen Z represents 32% of the global population (outnumbers Millennials)

ANALOG vs. DIGITAL

DIGITAL

Gen Z is the first generation to come of age in a fully digital world

SEEKING

PERSONAL
VALIDATION

SUPER POWER



Multitasking

KRYPTONITE



Talking on the phone

DNA

“OLD SOULS IN YOUNG BODIES”

“Digital, social, and mobile to the core, their values are more strongly aligned with Baby Boomers than Millennials.”
(Jeff Fromm, FutureCast)

INNER WORKINGS

COMPASSIONATE
SKEPTICAL
PRAGMATIC
INCLUSIVE
PURPOSE DRIVEN
PRIVATE

VALUES

TRANSPARENCY
EXPERIENCE
AUTHENTICITY

MODE



Mobile

ANTIDOTE



Text and in-app messaging

SUBSTANCE151 CAN HELP

Need help evolving your brand for the changing marketplace? Substance151 can help! Contact us to start a conversation www.substance151.com/project-inquiry about how we can put your company ahead of your competitors while they're still struggling to figure out and respond to new realities.