

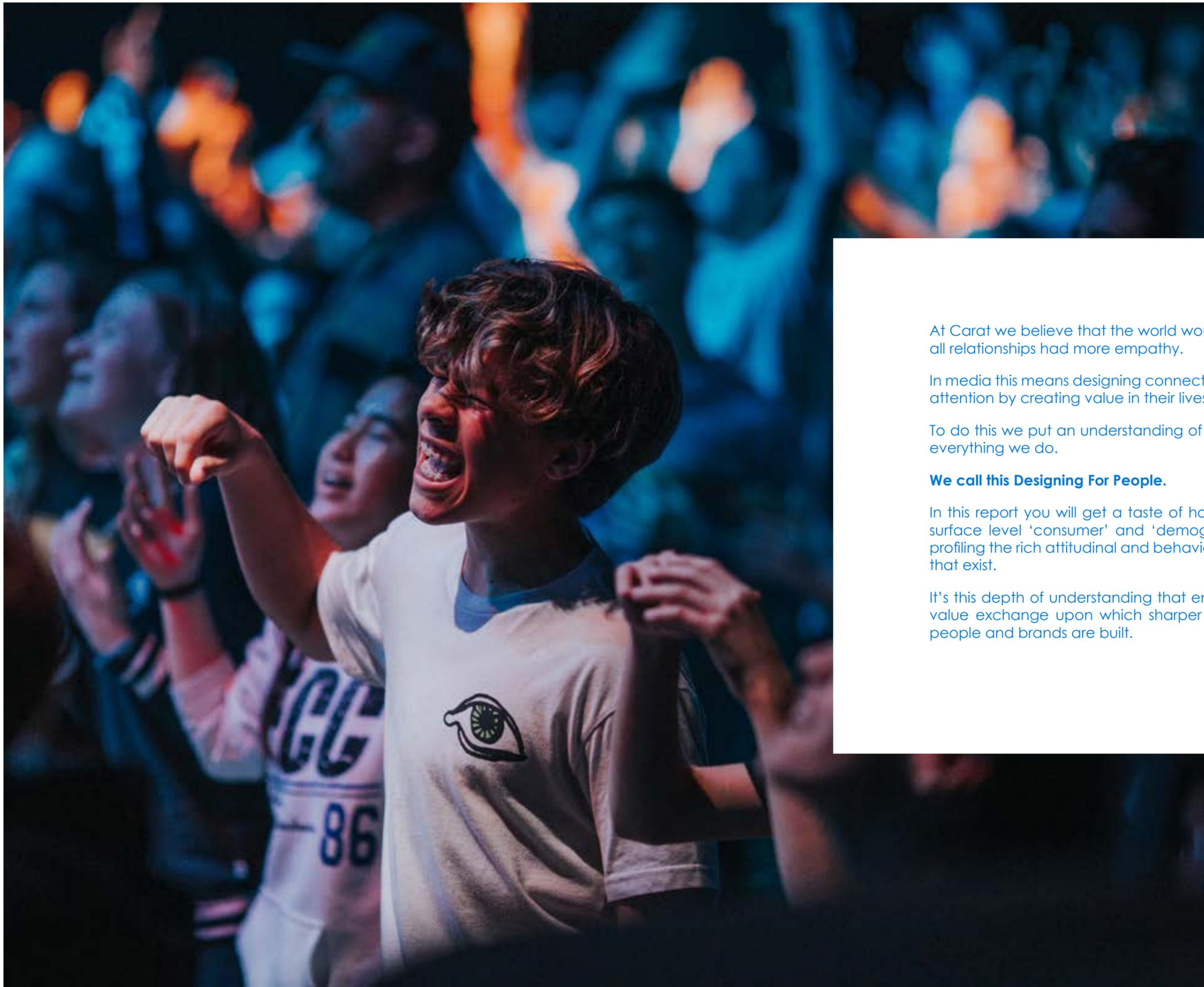
CARAT

Designing for People

Gen Z in view

a **dentsu** company





At Carat we believe that the world would be a better place if all relationships had more empathy.

In media this means designing connections that earn people's attention by creating value in their lives.

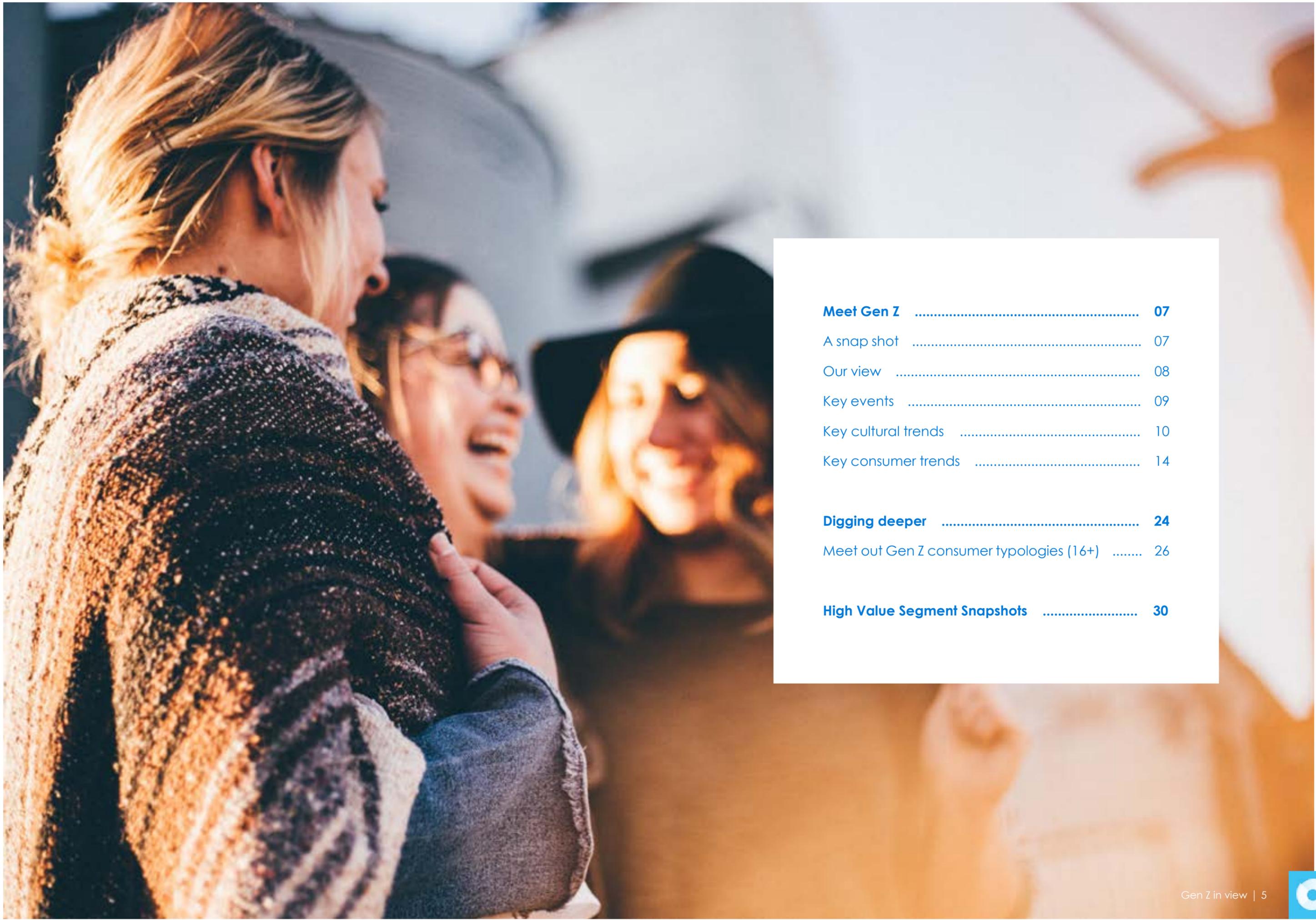
To do this we put an understanding of people at the heart of everything we do.

We call this Designing For People.

In this report you will get a taste of how Carat goes beyond surface level 'consumer' and 'demographic' traits and into profiling the rich attitudinal and behavioural cohorts of people that exist.

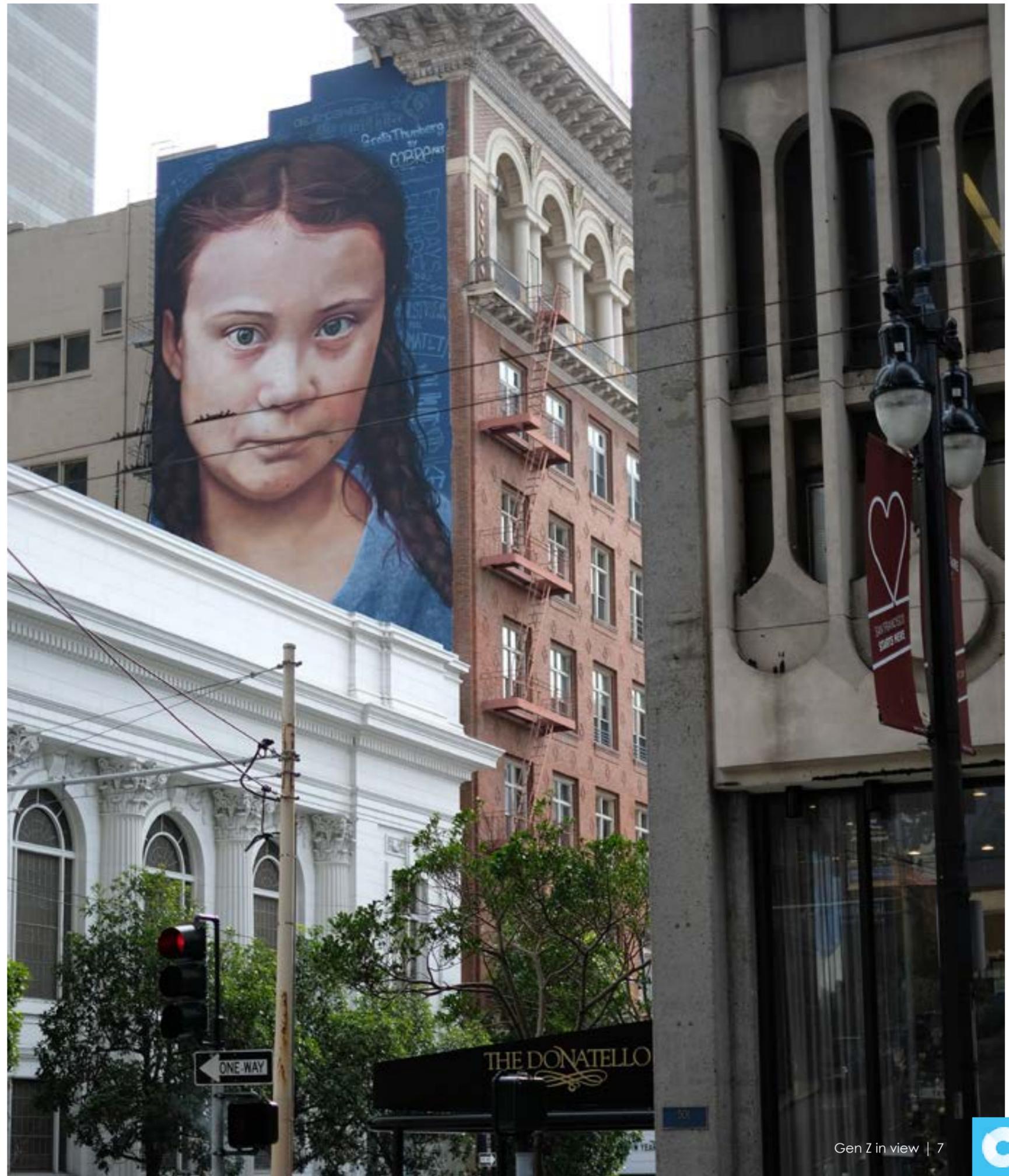
It's this depth of understanding that enables us to unlock the value exchange upon which sharper connections between people and brands are built.





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Meet Gen Z

Born between 1997 and 2012, Gen Z is a young generation already defined by greatness.

A generation set to make history, from the activism of Greta Thunberg, to the athleticism of Naomi Osaka.

They are a generation that boasts the youngest ever Nobel Peace Prize winner: Malala Yousafzai

And the youngest ever billionaire: Kylie Jenner.

This is a generation defined by firsts, and by extremes.

Not only are Gen Z the most digitally connected and most ethnically diverse generation in history, but they are also set to become the most valuable generation we've ever seen.

According to McKinsey, Gen Z already make up 40% of global consumers and have an estimated spending power of \$150 billion in the US alone.

Gen Z are young, but they are powerful. And with the oldest of the cohort aged only 23, they are just getting started.



Framing Our View on Gen Z

Like every generation, Gen Z encapsulates a broad and diverse group of individuals.

Spanning those aged 8-23 years old, Gen Z captures everyone from young children to young adults.

In this report, our aim was to take a deeper look at this complex generation to better understand them on a human level, and better understand how we, and you, can market to them with impact.

For the purpose of this task, and with the nuances of this generation in mind, we have taken a dual approach to our view of Gen Z.

Firstly, we looked at Culture from a macro perspective, examining the broader cultural context for the entire Gen Z cohort.

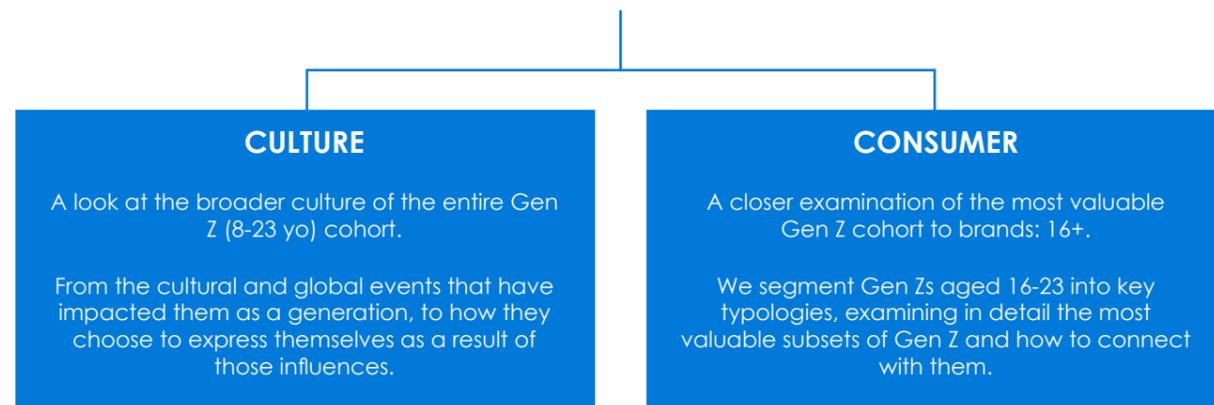
We examined everything from the cultural and global events that impacted them as a generation, to the

impact of these cultural influences on how they choose to express themselves and live their lives.

Then, we focused in on the most valuable consumer for brands within the Gen Z cohort: those aged 16+.

To closely examine our most valuable consumer, we leveraged our owned consumer connections system, or CCS. CCS is the world's largest single source consumer survey, available in 65 countries including Australia. We were the first agency group globally to invest in this type of panel data and we've been investing annually every year for over 20 years. This custom database provides us at dentsu with unique consumer insights and the ability to perform in depth consumer segmentation.

Using CCS, we were able to segment Gen Zs aged 16-23 into four key typologies, uncovering and examining in detail the most valuable subsets of Gen Z and how we as marketers can connect with them.



Keys events that have shaped this generation

Truly understanding a generation means understanding the events, both global and local, that have shaped the world they've grown (and are growing up) in.

While for Gen Z, progressive politics have punctuated this period with some positivity on a local level – including The Apology, the election of our first female Prime Minister, and the legalisation of same sex marriage – their formative years have been defined by upheaval and instability.

The defining trends?

- Threats of terrorism: from the 'War on Terror' to the Lindt café siege
- Natural disaster: from tsunamis across Asia to bushfires in our own backyard
- Divisive politics: from the rise (and fall) of Donald Trump to the rise of the far right across the globe.

Beyond the political, a rapidly evolving and increasingly digital media ecosystem has also made a huge impact on Gen Z. The oldest of this cohort were only 7 years old when Facebook launched in 2004, and across the next 13 years, social media in the form of YouTube, Twitter, Instagram, Snapchat and most recently TikTok, have come to dominate our lives online.

The influence of smart phones (particularly the release of the first iPhone in 2007) and streaming services (particularly in the global expansion of

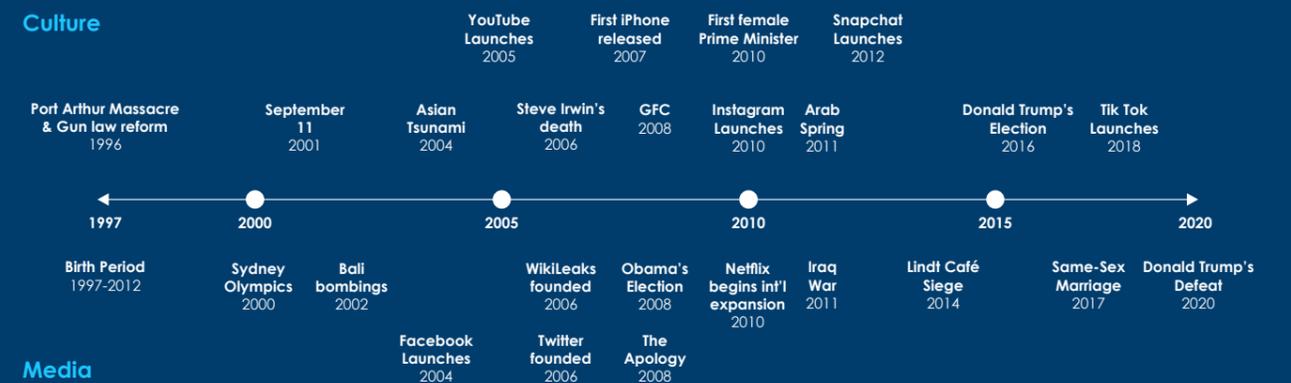
Netflix from 2010) cannot be underestimated in terms of their impact on how Gen Z navigate not only the media, but their world.

Growing up Gen Z is totally different to the experience of the generation before – Millennials who grew up on dial-up internet and floppy discs – and this has had profound impact on the individuals they are today.

Gen Z name the ten most significant historic events of their lifetime

	Event	%
1	Same-sex Marriage	41
2	September 11	28
3	The Apology	27
4	Lindt Café Siege	18
5	First female PM	15
6	2000 Sydney Olympics	14
7	Gun law reform	12
8	Steve Irwin's death	10
9	Iraq War	9
10	Bali Bombings	9
11	Donald Trump's election	9

Timeline of events shaping Gen Z



Sources: Social Research Centre: ANU "The Life in Australia Historic Events Survey" 2017 | McCrindle Generations Defined Sociologically



Key Trends: A new youth culture

Born out of this cultural context, there are three key aspects that define this new generation of youth.

Firstly, they are digitally native.

The 'World Wide Web' became publicly available in 1991, a whole 6 years before the oldest Gen Z were born, meaning they have never known a world without the internet.

Secondly, they embrace uniqueness.

As the most ethnically diverse generation in history, Gen Z see difference as something to celebrate not eradicate.

And thirdly, they are in no rush to grow up.

From learning to drive, to adopting alcoholic drinks, Gen Z are taking the traditional road to adulthood a whole lot slower.

In the next section of this report, we'll go through each of these key aspects of Gen Z culture in greater detail.

01. Digitally Native

Digital natives from birth, Gen Z have never known the world without the internet

02. Embracing Uniqueness

The most ethnically diverse generation in history, Gen Z embraces differences

03. Growing Slowly

From learning to drive to drinking, Gen Z are taking the road to 'adulthood' slower

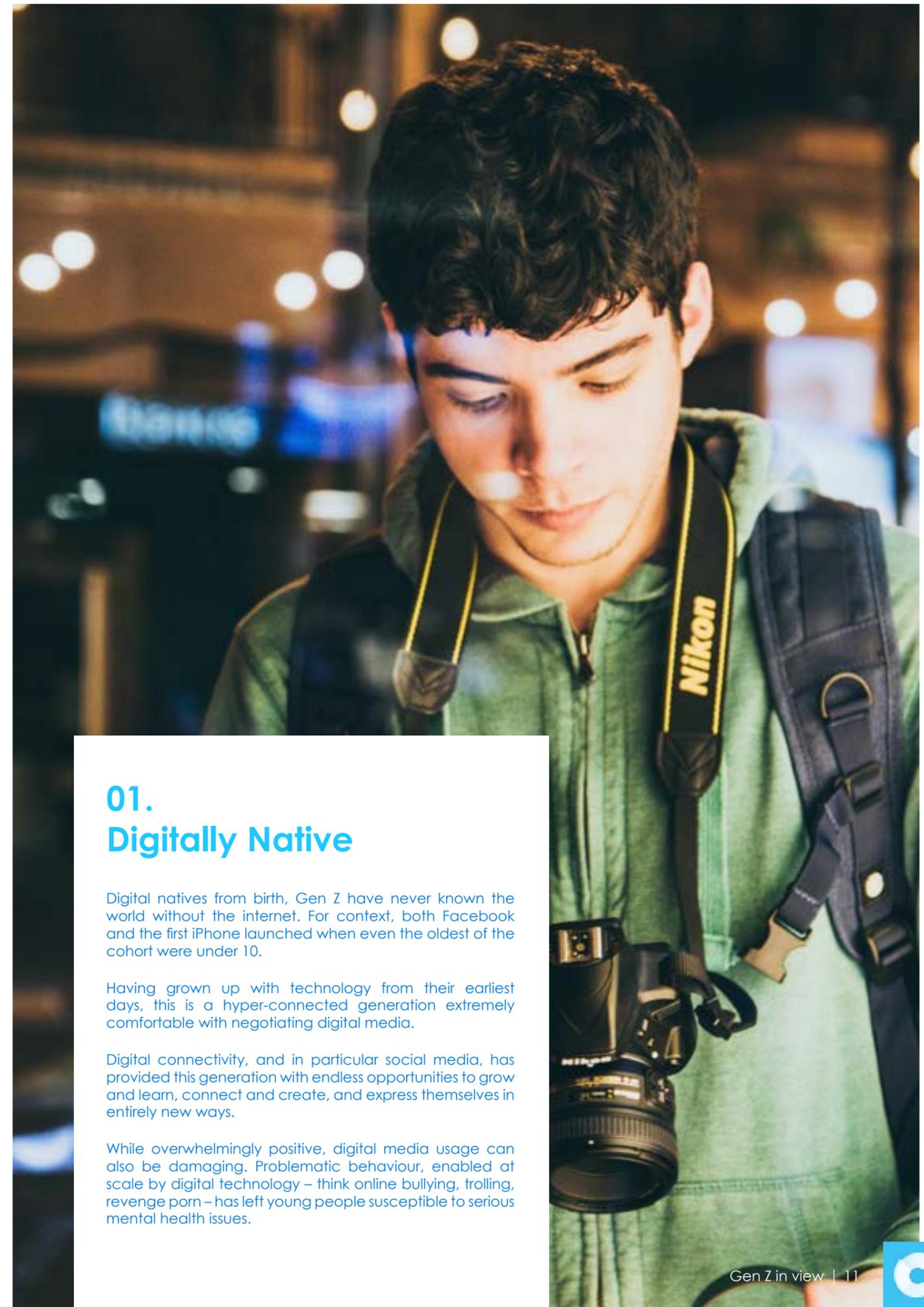
01. Digitally Native

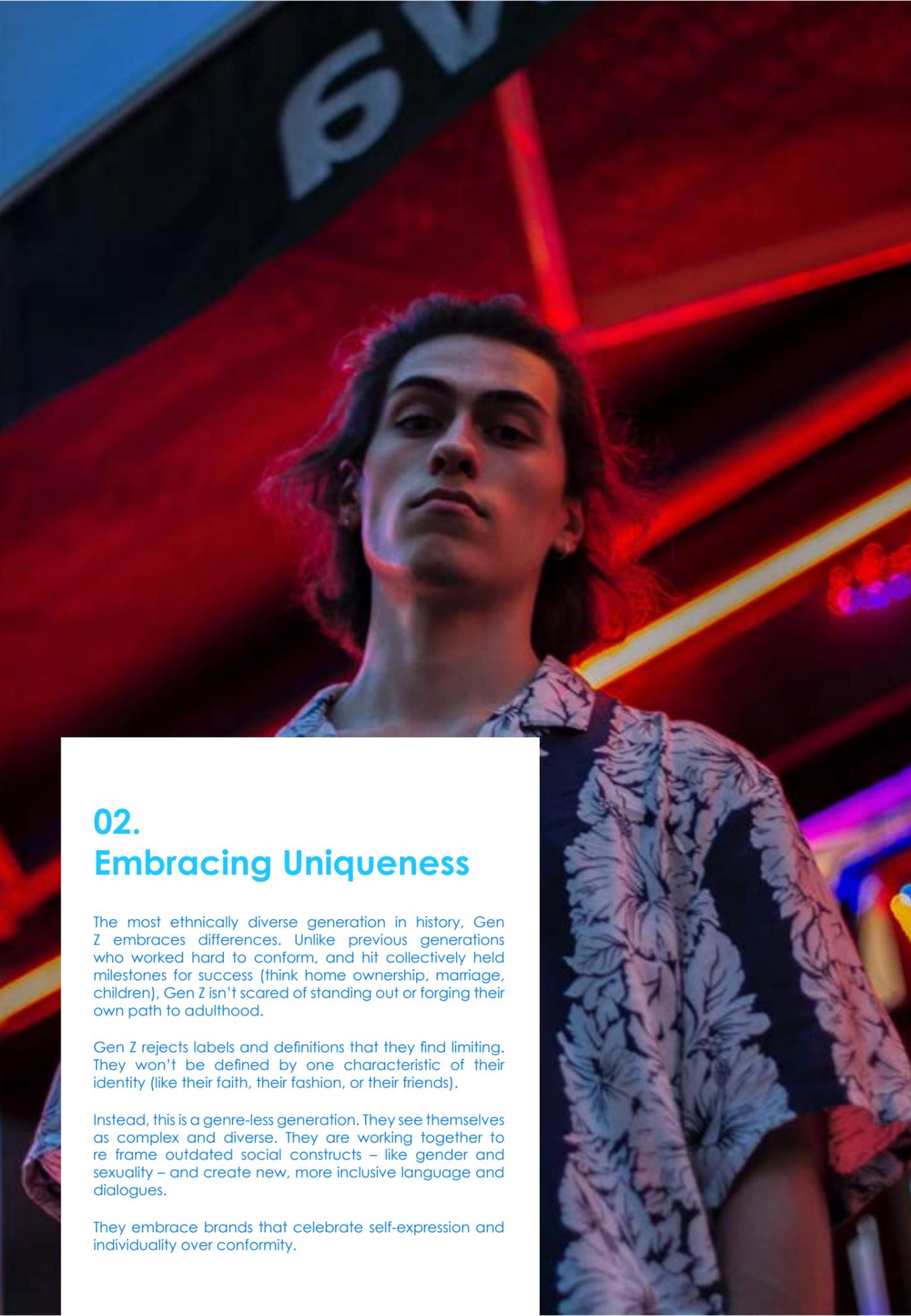
Digital natives from birth, Gen Z have never known the world without the internet. For context, both Facebook and the first iPhone launched when even the oldest of the cohort were under 10.

Having grown up with technology from their earliest days, this is a hyper-connected generation extremely comfortable with negotiating digital media.

Digital connectivity, and in particular social media, has provided this generation with endless opportunities to grow and learn, connect and create, and express themselves in entirely new ways.

While overwhelmingly positive, digital media usage can also be damaging. Problematic behaviour, enabled at scale by digital technology – think online bullying, trolling, revenge porn – has left young people susceptible to serious mental health issues.





02. Embracing Uniqueness

The most ethnically diverse generation in history, Gen Z embraces differences. Unlike previous generations who worked hard to conform, and hit collectively held milestones for success (think home ownership, marriage, children), Gen Z isn't scared of standing out or forging their own path to adulthood.

Gen Z rejects labels and definitions that they find limiting. They won't be defined by one characteristic of their identity (like their faith, their fashion, or their friends).

Instead, this is a genre-less generation. They see themselves as complex and diverse. They are working together to re frame outdated social constructs – like gender and sexuality – and create new, more inclusive language and dialogues.

They embrace brands that celebrate self-expression and individuality over conformity.



03. Growing Slowly

Despite growing up in the information age, Gen Z are hitting the traditional milestones of adulthood slower than previous generations.

They are learning to drive, drinking alcohol, and having sex at lower rates and at older ages compared to the generations that came before them.

Why? Better public transport, the introduction of Uber, greater focus on health, the proliferation of smart phones creating increased risk of behaviour being captured and shared online, and lower rates of relationships among young people have all been suggested to explain the phenomenon.

But who says you need to drive or drink to be an adult? Are Gen Z really falling behind, or are they just forging their own path to adulthood?



Key Trends: A new young consumer

Clearly, Gen Z are different from other generations in terms of who they are and how they identify.

They are also different in terms of how they consume, from products to media.

In the next section of this report, we will look at Gen Z as consumers, covering:

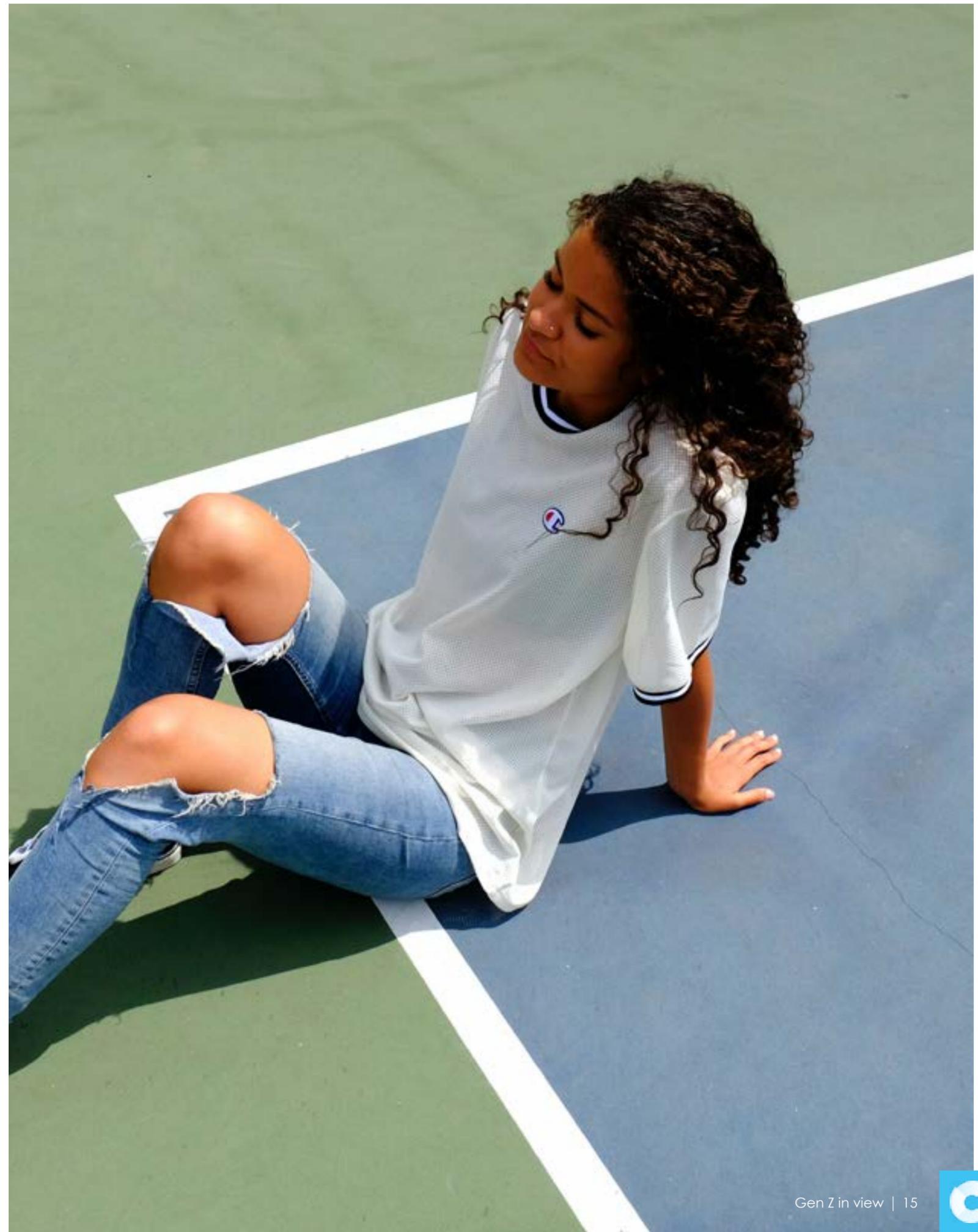
- Their relationship to money,
- Their experience of COVID-19,
- Their attitudes to advertising
- And finally, how we as marketers can best engage with this valuable generation of consumers.

01. Money matters

02. The covid context

03. Advertising attitudes

04. Rules of engagement





01. Money Matters

Financially Savvy

When it comes to money, Gen Z have learned the lessons of generations past.

They were most likely young children when the Global Recession hit in 2008. Growing up with a global outlook of economic uncertainty, Gen Z are actively engaged in their finances. And, unsurprisingly, they are debt averse, showing strong scepticism of traditional financial services providers and products, like credit cards.

This scepticism has given rise to a new cohort of financial institutions: buy now pay later (BNPL) providers like Afterpay and Zip who offer more transparent fee and payment structures that appeal to this generation.

Generational Wealth

The largest intergenerational wealth transfer in history is rapidly approaching, with Australians set to inherit an estimated \$3.5 trillion over the next 20 years. Experts predict this inheritance to skip Baby Boomers and instead be directed to younger generations, including Gen X but particularly Gen Z and younger millennials.

This influx of wealth will give Gen Z considerable spending power, making it even more essential for brands, particularly those in financial services of whom Gen Z are sceptical, to break down the barriers and find a way to connect with this younger cohort.



02. COVID Context

Hard hit: Big impacts to work and mental health

The COVID pandemic has disproportionately impacted the work and mental health of Gen Z.

Employment

Between March and April, figures from the ABS show that almost one in three (28%) workers 18-24 lost their job, much higher than the figure of approx. 3% for the wider workforce.

Why were Gen Z so heavily impacted? Well, they were more likely to work in industries that were temporarily closed or unable to operate under COVID restrictions (think: hospitality, retail, culture and leisure). And, they were more likely to be employed as casuals. In fact, 50% of 18-24 year olds were on casual contracts, a figure that rose to 70% for industries most effected.

Mental Health

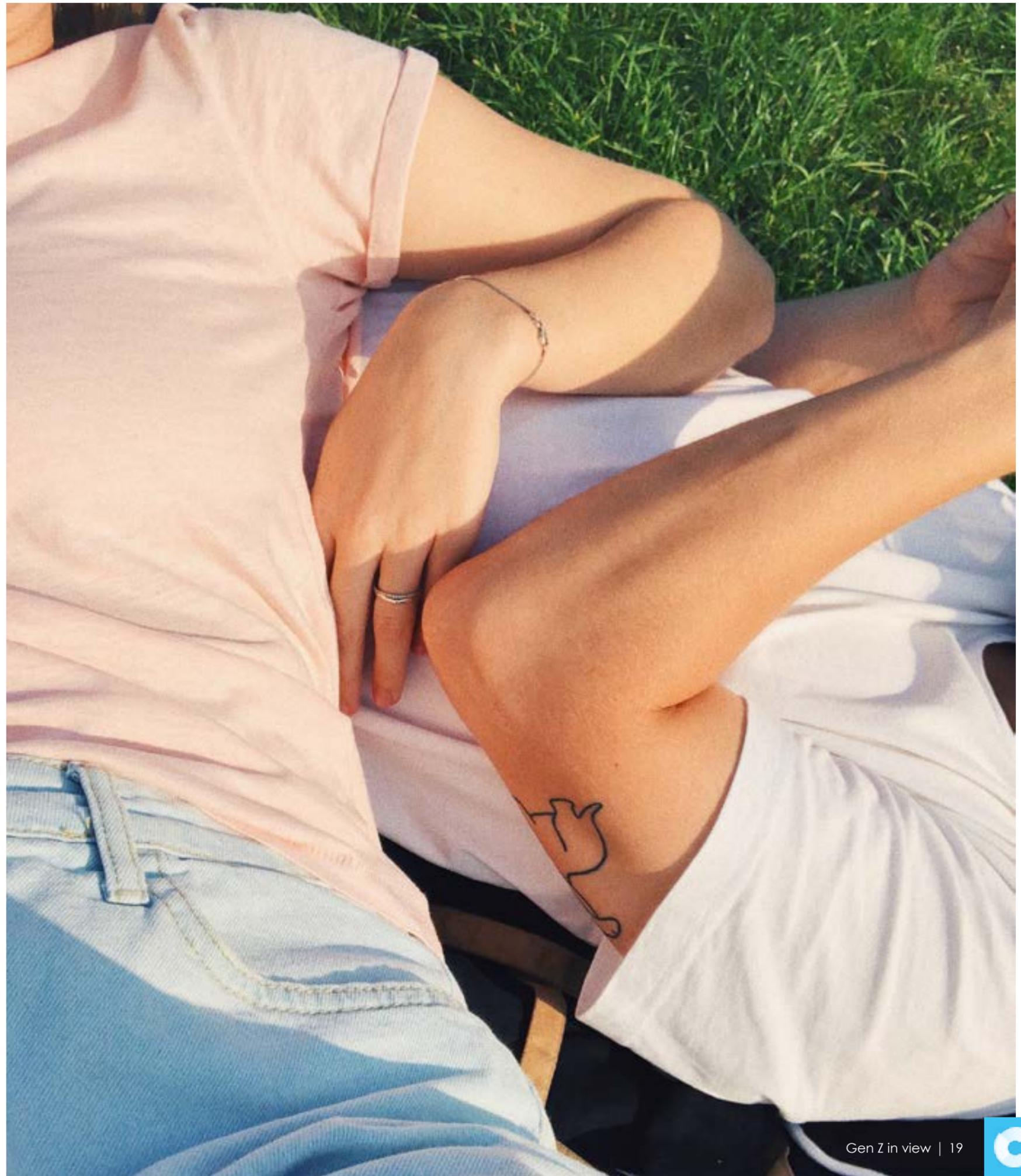
Youth mental health has been significantly impacted throughout the pandemic. Dentsu Intelligence's COVID Sentiment Tracker quantifies this impact, showing that mental health is rating as a top concern for 20% of Gen Z. Levels of mental distress are particularly high, affecting almost a quarter of those aged 18-24 in 2020, compared to just 9% in 2017.

But optimistic: Looking to rebuild, better

Despite being particularly hard hit, Gen Z have generally been cautiously optimistic about their future outlook.

Gen Z are more optimistic than the general population that life will get back to normal quicker (6 vs 10 months for the general population), and more likely to believe there won't be another wave of outbreaks as summer commences.

In the wake of a year of unprecedented global upheaval, Gen Z are ready to start building a better world. Research shows that 62% are ready to rebuild society from the ground up post-COVID.





03. Advertising Attitudes

Preference for traditional formats

Gen Z are broadly less positive towards all advertising formats compared to other generations. However, while it might feel counterintuitive for a digital generation, research has shown that the formats with the highest positive receptiveness are all traditional media (OOH, Cinema, Print and TV).

Why? Well, when digital savvy Gen Z are targeted digitally, the experience can often feel invasive. Only a third actually like online ads. And most actively avoid them, with 70% skipping pre-roll video ads, and 52% using ad blockers.

The lesson? Don't rule out traditional media for this generation. And if you are advertising online be immersive not invasive.

Sceptical and overwhelmed

While Gen Z do show positive receptivity to traditional ad formats, overall they feel overwhelmed with the level of advertising they're exposed to. Their negative perception of advertising stems from feeling bombarded by the industry.

How do advertisers make it a positive experience? Gen Z express real positivity when they are given control over whether to play an ad or not, and when there is a value exchange (i.e. a reward) for viewing advertiser content, with research showing that 41% have a positive reaction to mobile ads that offer rewards.

04.

Rules of Engagement

Gen Z have money, they are optimistic despite being hardest hit by COVID, but they are a sceptical when it comes to advertising. So, how can we engage them?

Add value, don't interrupt

Don't just add to the noise, add value.

Give them control: avoid non-skippable pre-rolls and invasive pop-ups.

Feed their curiosity: invest some of your budget in custom content that speaks to their unique needs.

Enhance their favourite new spaces: Think sponsored lenses or Tik Tok challenges, that authentically engage.

Don't waste their time: Gen Z are particularly likely to want their ads short – ideally less than 10 seconds. Distil your ads into bite-sized messages with impact.

Treat them as collaborators, not consumers

Gen Z want more from brands than mere impressions or even products. In fact, research shows that 60% of Gen Z want brands to value their opinions, not just their dollars.

As a generation, they are more likely to demand opportunities to interact with ads. They want to feel like they are a part of a campaign. They want the ability to make collaborative decisions, like voting for something to happen and changing the trajectory of the story.

Invite them to collaborate and you'll forge a lasting, and valuable, connection.





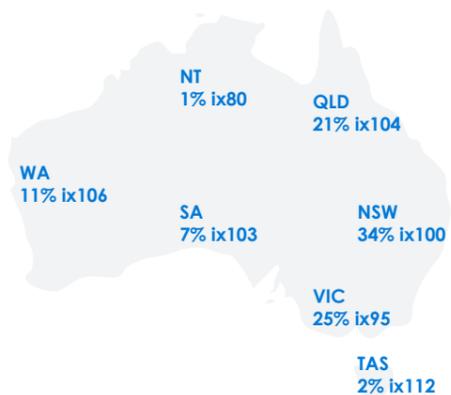
Digging Deeper

Meet our Gen Z consumer typologies (16+)

Now that we've got a firm grasp of macro trends, it's time to dig deeper into the most valuable consumers for brands within this cohort: Gen Z 16+.

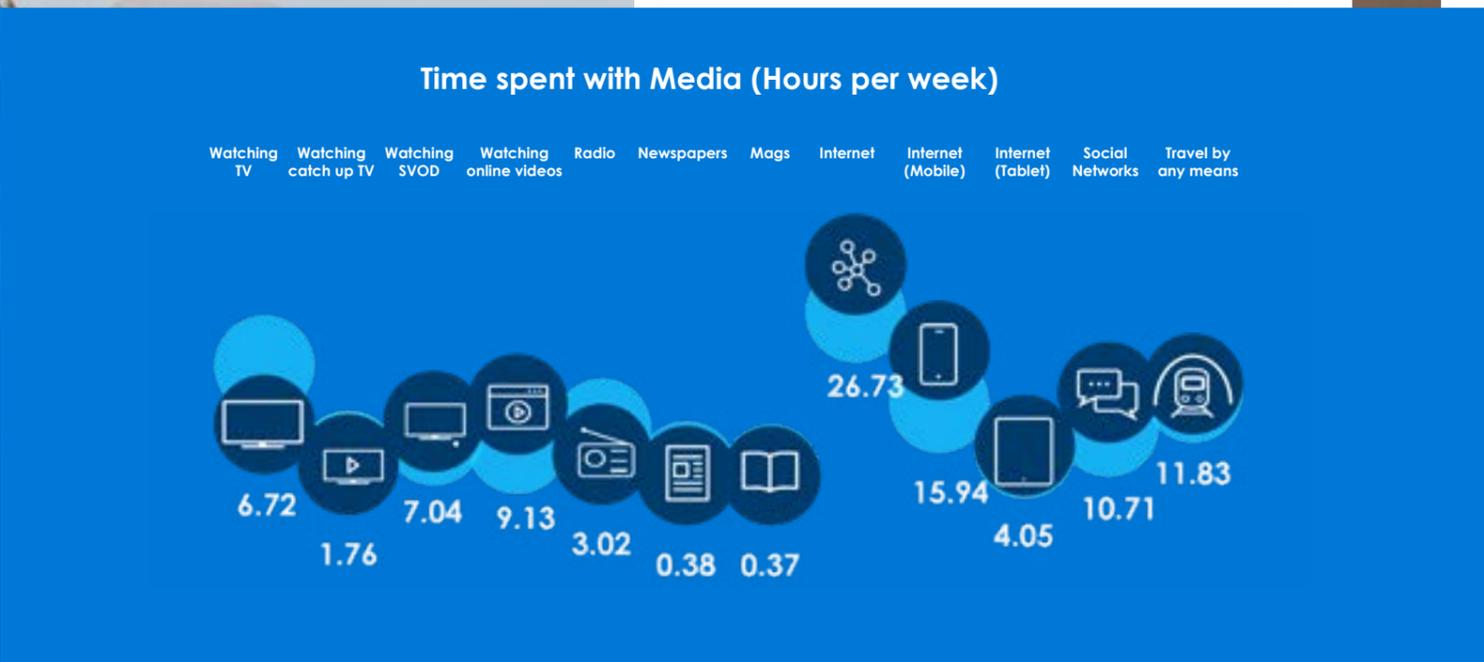
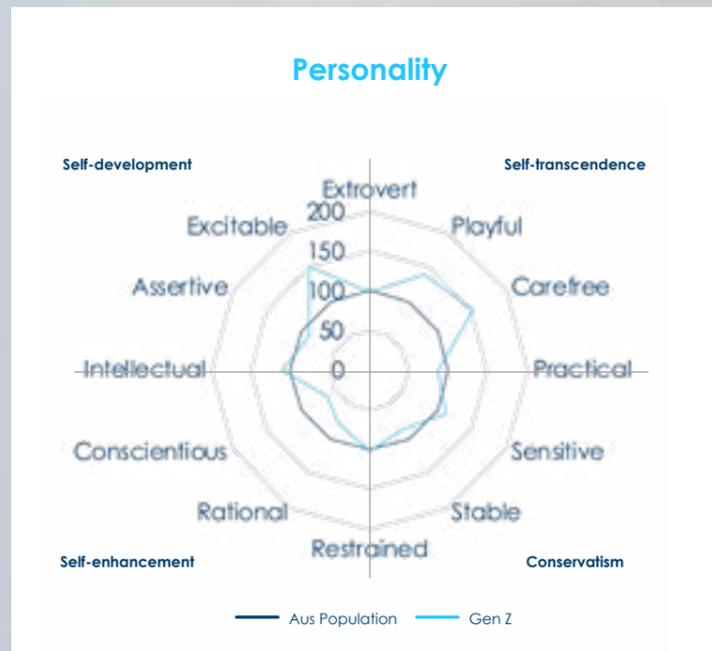
The Basics

-  **Male**
50% ix103
-  **Single**
92% ix326
-  **Queer: Gay/lesbian**
ix200 + bisexual ix192
-  **Live with parents**
77% ix536
-  **Employed Part-Time**
37% ix163
-  **Metro: Regional**
67% ix101: 33% ix97
-  **University Educated**
27% ix249
-  **Speak language other than English**
30% ix126



Attitudes & Interests

- Eco-conscious:** 'I like to buy products from brands which have a social and environmental commitment' 48% ix110
- Social:** Passion time – friends/going out 69% ix140
- Self-confident:** 'I have more ability than most people' 44% ix112
- Ambitious:** 'Success is important to me' 78% ix138
- Optimistic:** 'I'm better off than this time last year' 47% ix143
- Stylish:** Interested in: fashion/clothing 53% ix135



ICCS June 2019 | Gen Z 16+ (born 1996-2004) compared to general population



Meet Carat's Gen Z Typologies

Within Gen Z, we have identified 4 distinct Gen Z typologies.

Using our proprietary consumer connections system (CCS) we have uncovered four distinct people-based segments within Gen Z. CCS is a panel of 10,000 adult Australians that we survey each year to understand peoples thoughts, feelings and behaviours from a claimed standpoint. The data points we collect are fused with the Roy Morgan platinum data base which provides an unweighted sample of 45k people which we then weight to represent the entire adult population.



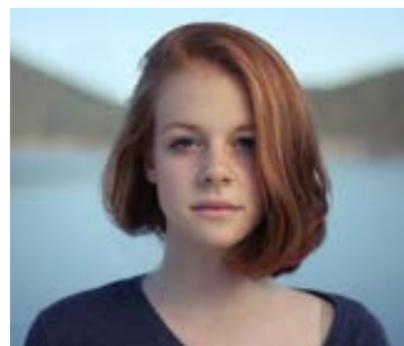
Status Seekers
470,000
Stylish | Social | Trend Setters

Value 🏠 🏠 🏠
Influence 😎 😎 😎



Double Taps
468,000
Mainstream | Image Conscious | Trend Followers

Value 🏠 🏠
Influence 😎 😎



Purposeful Progressives
512,000
Purposeful | Political | Progressives

Value 🏠 🏠 🏠
Influence 😎 😎 😎



Swipe Rights
662,000
Head Strong | Individualistic | Brand Rejectors

Value 🏠
Influence 😎

Source: June iCCS 2019

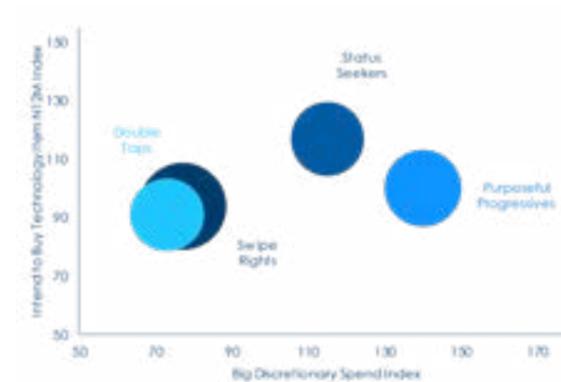
Two typologies represent standout value potential for brands

To understand which of these typologies presents the most valuable opportunity in market, we analysed how each segment indexed against various levels of discretionary spend.

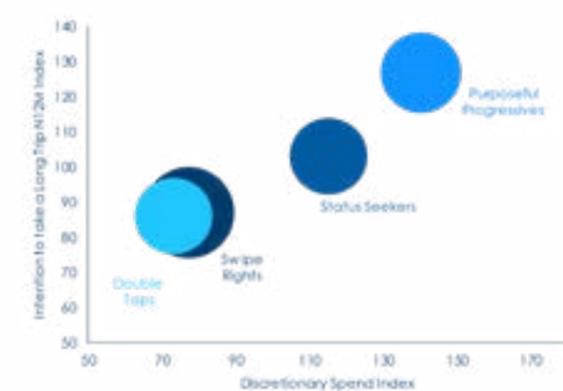
Then, we mapped this data against their intent to purchase within four key categories: travel, automotive, personal services, and technology.

And, across the board, Status Seekers and Purposeful Progressives presented the biggest opportunity for brands, with both the highest value and greatest propensity to convert.

Technology Category Value

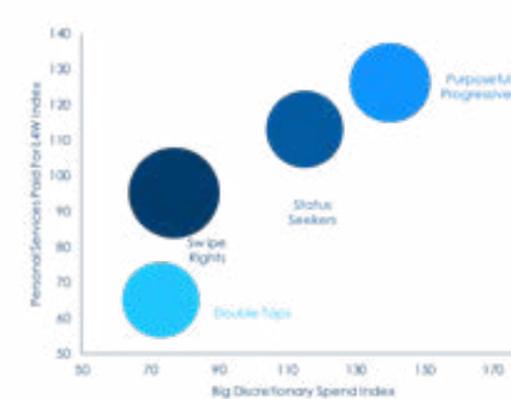


Travel Category Value

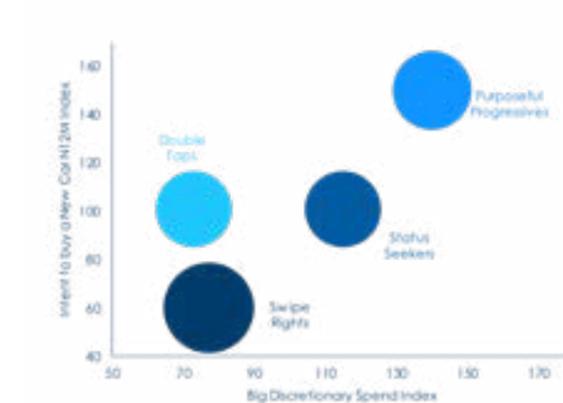


Purposeful Progressives and Status Seekers present the biggest value opportunity across the board

Personal Services Category Value



Car Category Value



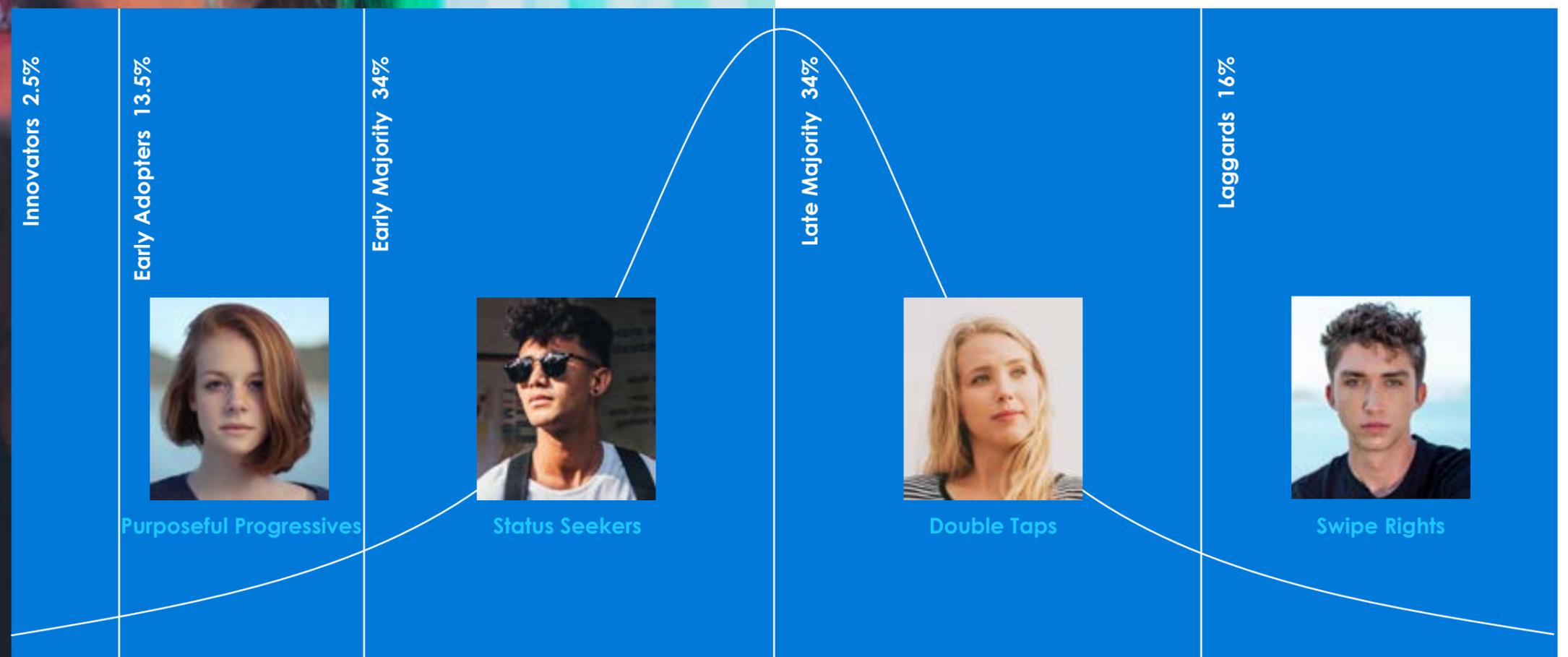
Source: iCCS June 2019 | Gen Z 16+ (born 1996-2004) Filter



They lead the pack not only in terms of spend, but also in their adoption rate of trends

Our data also demonstrated that these segments led the pack not only in terms of spend, but also in their adoption rates of trends.

Purposeful Progressives proved to be early adopters of emerging trends, with Status Seekers following closely behind in the early majority of adoption.



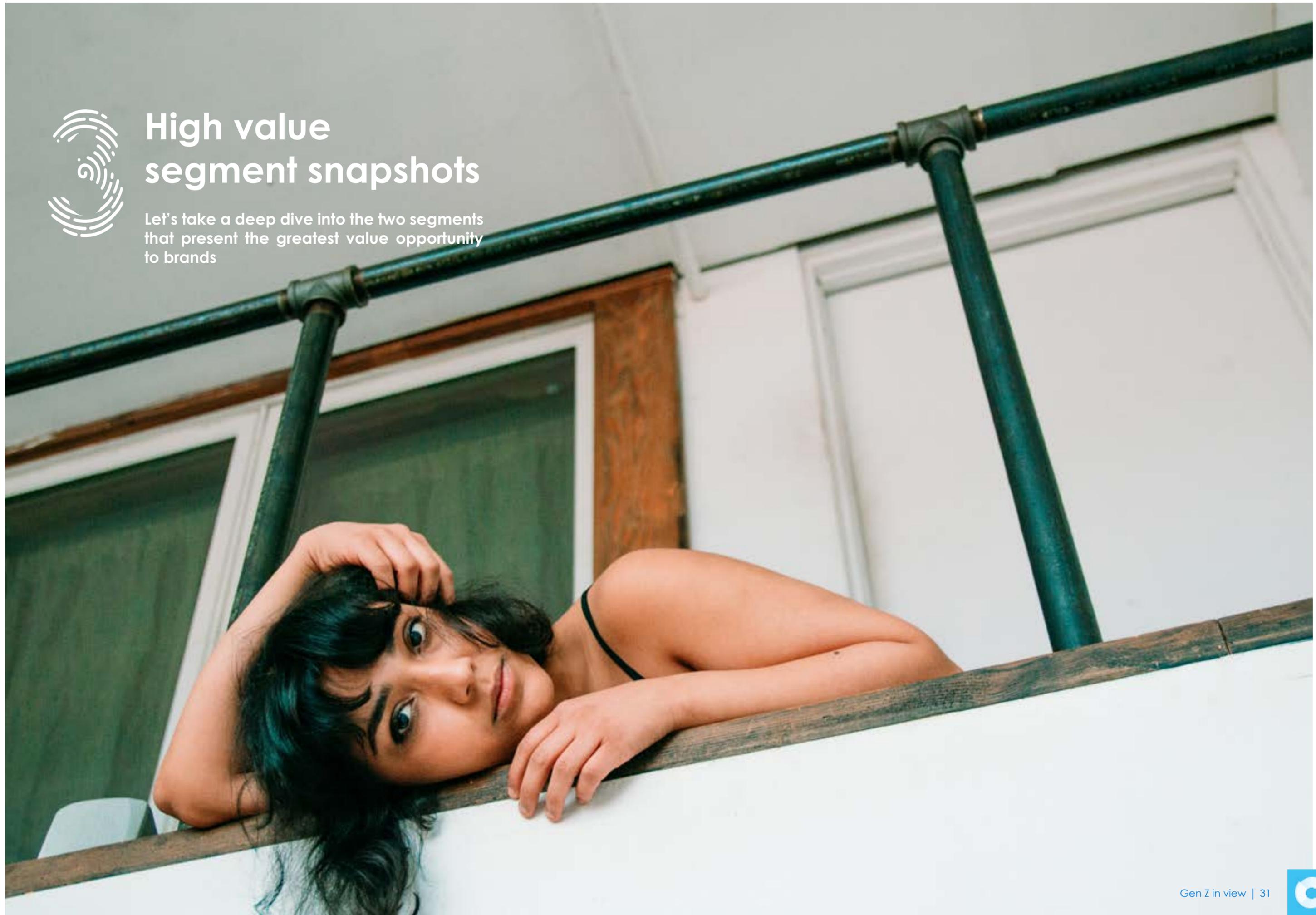
Source: iCCS June 2019 | Gen Z 16+ (born 1996-2004) Filter





High value segment snapshots

Let's take a deep dive into the two segments
that present the greatest value opportunity
to brands



The two most valuable typologies



Status Seekers
470,000
Stylish | Social | Trend Setters

Value 

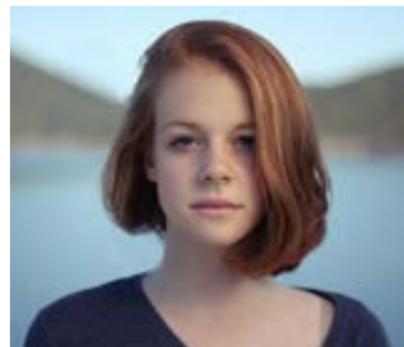
Influence 



Double Taps
468,000
Mainstream | Image Conscious | Trend Followers

Value 

Influence 



Purposeful Progressives
512,000
Purposeful | Political | Progressives

Value 

Influence 



Swipe Rights
662,000
Head Strong | Individualistic | Brand Rejectors

Value 

Influence 

Source: June ICCS 2019

These two segments encapsulate the two extremes of Gen Z

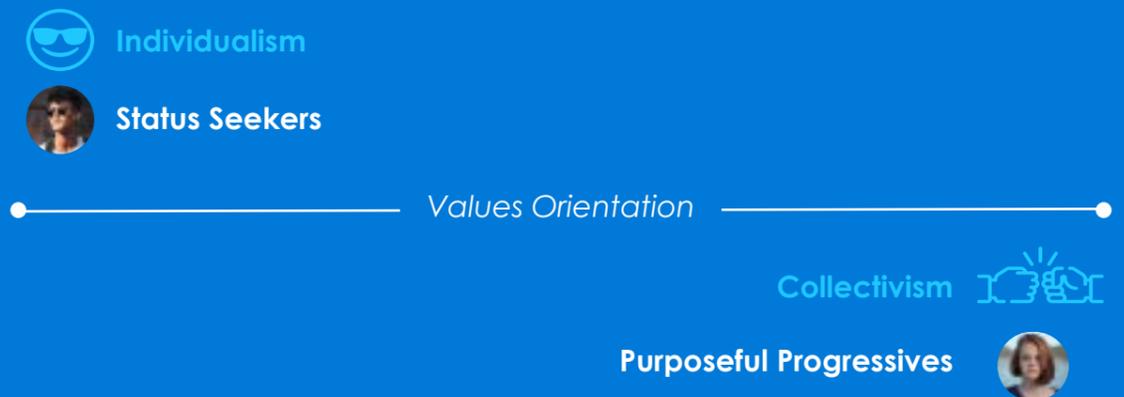
While aligned by similar concerns and impacted by similar influences, Gen Z can be broadly categorised into two sides of a value spectrum, as can our two key typologies.

Status Seekers encapsulate the individualism we often see in Gen Z – the Kylie Jenner end of the Gen Z spectrum driven by style, success, and self-fulfilment.

While Purposeful Progressive neatly encapsulate the Collectivism we often see at the opposite end of the Gen Z spectrum – think Greta Thunberg or Malala Yousafzai driven by progress, collaboration and peer empowerment.

Status Seekers Individualists	Purposeful Collectivists
Competition	Collaboration
Style Driven	Belief Driven
Success	Progress
Filtered	Unfiltered
Perfection	Reality
Reaction	Action
Self-Fulfilment	Peer Empowerment
FOMO/Follower focused	Feeling focused
#ootd	#blacklivesmatter

Source: WGSN: 'The Gen Z Equation'





Let's examine the individualists first

Status Seekers

470,000

Stylish | Social | Trend Setters

Value    Influence   

Who they are

Style-, status- and trend-driven, Status Seekers are all about the aesthetic.

They have a closet full of the latest looks, and a camera feed full of selfies, #ootd and perfectly filtered lifestyle snaps.

For status seekers, their personal brand is everything. And they are putting in the work to cultivate it, amplify it, and, if they can, capitalize on it to get rich quick.



Source: WGSN: 'The Gen Z Equation

Who they follow

There are many famous Gen Z's who both are Status Seekers, and are followed by many Status Seekers. They cultivate their personal brand through their social platforms, projecting an expertly managed and highly filtered identity to their millions of followers.

Kylie Jenner, 23
Celebrity & Makeup Entrepreneur

200 Million Instagram Followers

James Charles, 21
Makeup Artist & Entrepreneur

24 Million Instagram Followers

BTS, 23+
K-Pop Stars

33 Million Instagram Followers

Jaden Smith, 22
Actor & Musician

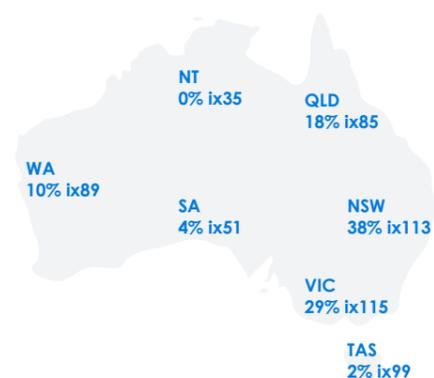
19 Million Instagram Followers



The hard data

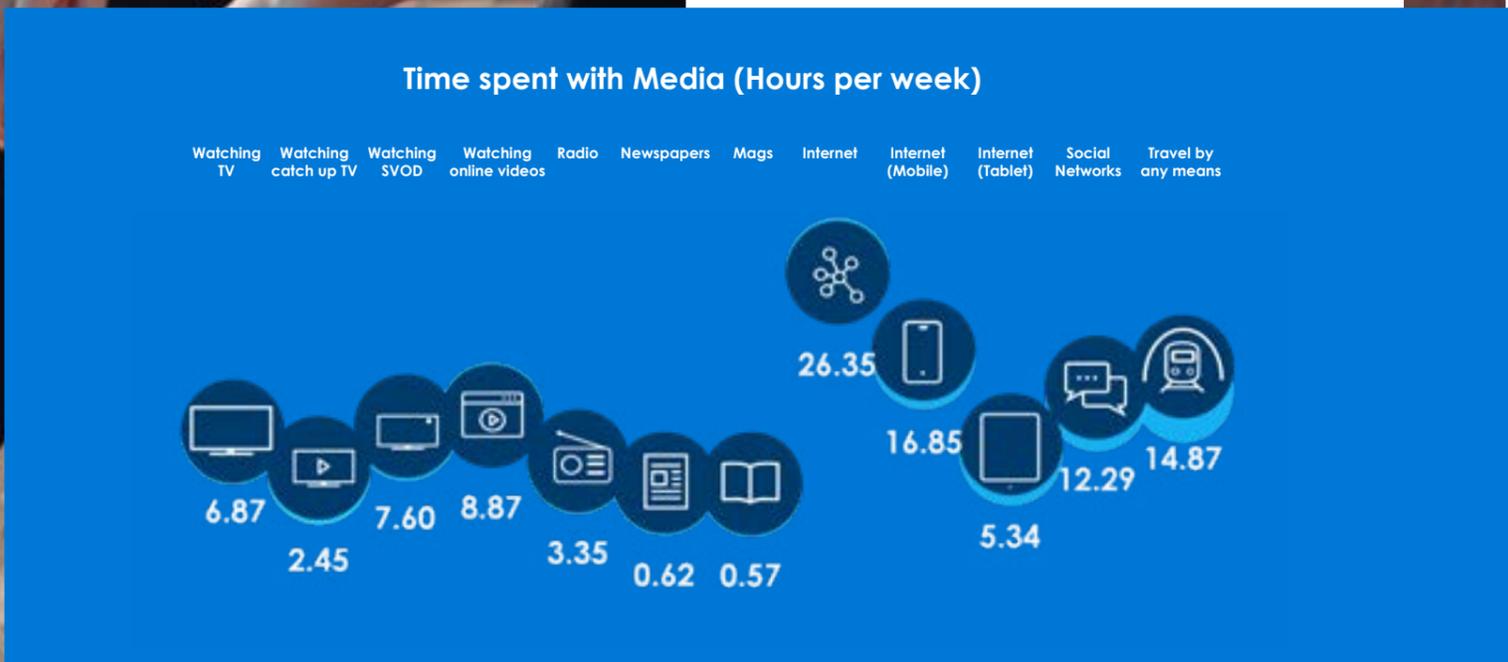
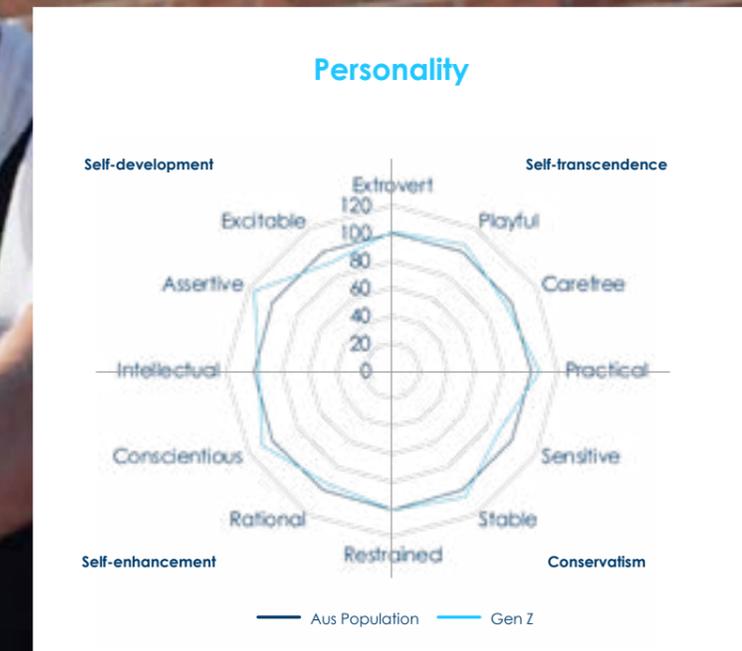
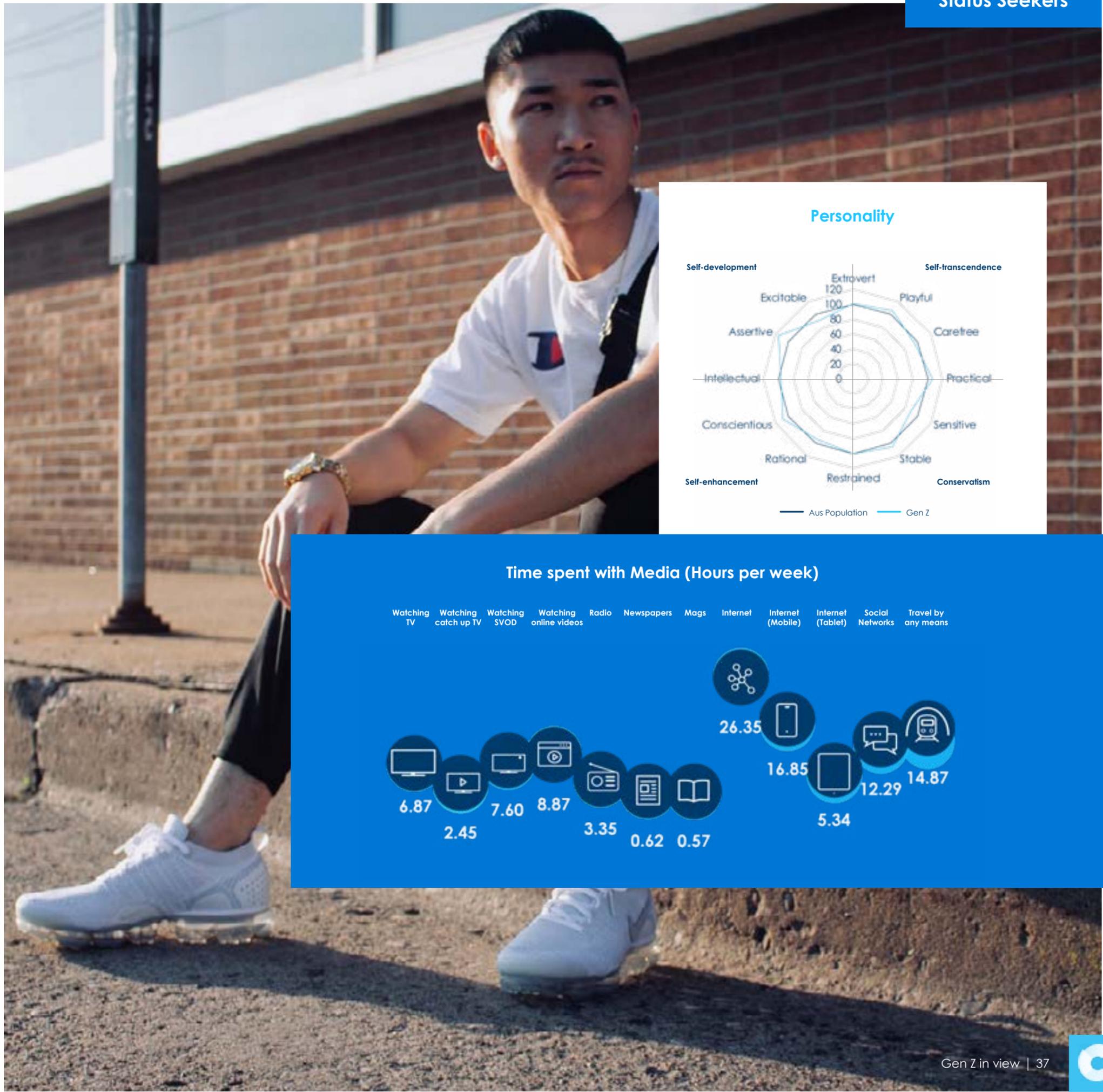
The Basics

- Male** 53% ix106
- Employed Full-Time** 14% ix131
- Single** 93% ix101
- Metro: Regional** 70% ix105: 30% ix89
- Queer: Gay/lesbian** ix132
- University educated** 30% ix109
- Live with parents** 78% ix101
- Speak language other than English** 30% ix102



Attitudes & Interests

- Ambitious:** 'I am very ambitious' 82% ix 138
- Social:** 'I probably have more friends than most people' 60% ix 242
- Stylish:** 'I consider myself a very stylish person' 72% ix 187
- Spiritual:** 'The spiritual side of life is important to me' 75% ix 199
- Brand driven:** 'I only buy well known brands' 71% ix 189
- Family values:** 'I believe in traditional family roles' 78% ix 205



Source: iCCS June 2019 | Status Seekers compared to Gen Z 16+ (born 1996-2004)



How to engage them

01. Make them feel valued = win their loyalty

This cohort loves to shop. From personal care to tech, fitness to fashion, they are big spenders and they are open to trying new products.

One key tactic to capture their consumer spend is to make them feel valued. Bring them into the brand through free samples, giveaways etc. and keep them with your brand through loyalty programs and rewards. A brand doing this well? Mecca.

02. Win one Status Seeker and win their friends too

This is an incredibly social cohort. Friends are really important to them, as are their friends' opinions. They are heavily influenced by other people's opinions on products, and look to their friends and peers for inspiration in terms of what to try and buy. They in turn become influential in their circles when they put their voice, and social feed, behind a brand.

Tap into peer circles of influence to drive trial and adoption.

03. Build your brand status

Brand is incredibly important to this cohort. Feeling and being perceived as attractive, stylish and trendy are key drivers for purchases. It's not enough for them to know it's cool, their purchases must signal these key messages to their peers too.

Carefully consider all your brand alignments, from ambassadors and sponsorships, to media placements. You must have status among their peers to appeal to this cohort.

04. IRL experiences are as important as URL

IRL experiences across the board are big for this cohort. They pack their social schedules with dinners, live theatre, museum trips, cocktail bars and shopping sprees. For a digitally raised generation, this cohort truly values the IRL brand experience. In fact, they even prefer to shop in store.

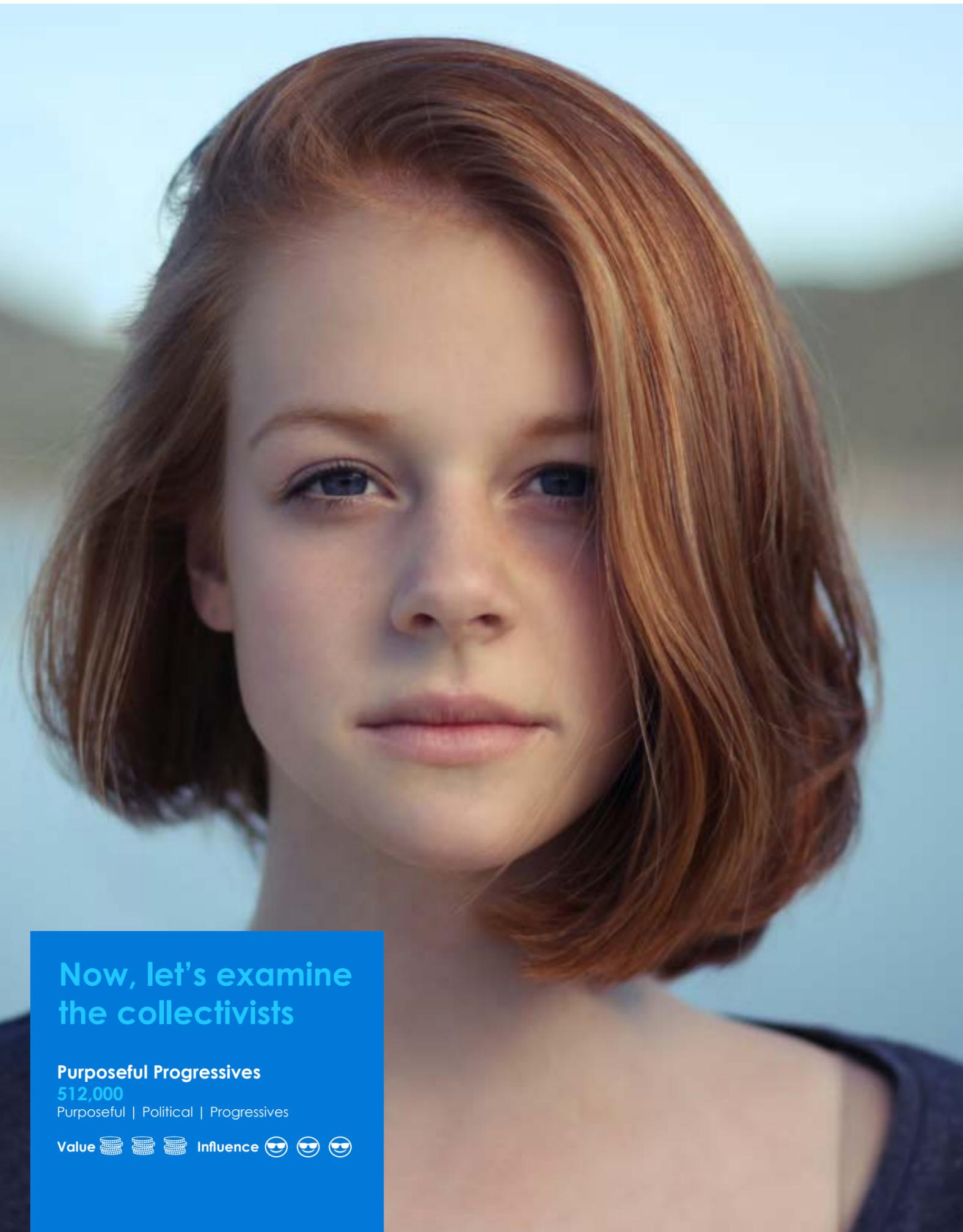
To attract this cohort, your IRL experience must be as enticing (and Instagrammable) as your digital experience.

05. Exclusivity is key

While this cohort are big spenders, that spending is carefully considered. They invest in quality over quantity, higher end experiences, and products that have a sense of luxury and status.

Cultivating a sense of exclusivity is important. Tactics like releasing limited edition products or small run collections appeal to this audience. Take cues from brands like Yeezy and Supreme.

Source: ICCS June 2019 | Status Seekers compared to Gen Z 16+ (born 1996-2004)



Now, let's examine the collectivists

Purposeful Progressives

512,000

Purposeful | Political | Progressives

Value    Influence   

Who they are

Purposeful Progressives are inherently political. They are activists and advocates, driven by their passionate beliefs on issues such as climate change and gender equality.

They are by nature deeply compassionate. They believe in progress over perfection. They are optimistic that if we work together, we can drive change.

But do not mistake kindness for weakness, this cohort is here to hold us to account.



Source: WGSN: 'The Gen Z Equation

Who they follow

From names known around the globe, to small voices championing big change, Purposeful Progressives seek out and support individuals who are passionate about and advocate for the causes they themselves believe in.

Greta Thunberg, 17
Climate Justice Activist

10 Million Instagram Followers

Malala Yousafzai, 23
Gender Equality Activist & Nobel Prize Winner

1.6 Million Instagram Followers

Emma Gonzalez, 21
Gun Reform Activist

1.5 Million Twitter Followers

Amika George, 21
Activist & Founder @Freeperiods

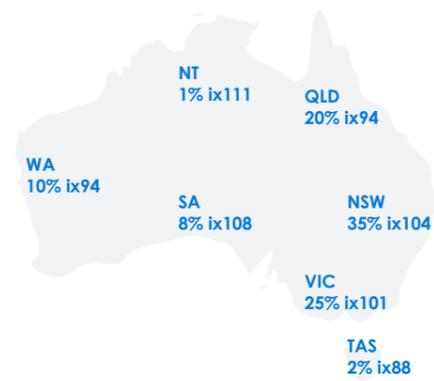
14 Thousand Instagram Followers



The hard data

The Basics

- Female** 62% ix124
- Employed Part-Time** 41% ix111
- Single** 91% ix99
- Metro: Regional** 70% ix105; 30% ix91
- Queer: Bisexual** 24% ix152
- University educated** 53%
- Live with parents** 75% ix97
- Speak language other than English** 34% ix114



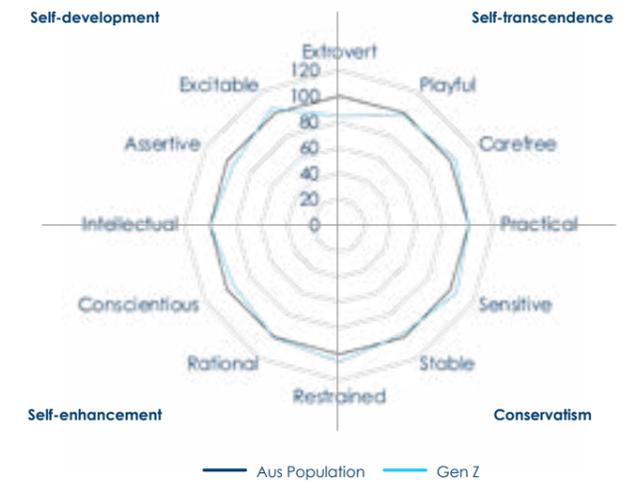
Attitudes & Interests

- Altruistic:** 'I like to buy products from brands which have a social and environmental commitment' 84% ix 174
- Value community & connection:** 'I am very proud of my family' 87% ix 111
- Eco-warrior:** 'Companies should do more to prevent climate change' 87% ix 123
- Driven:** 'I am very ambitious' 83% ix 139
- Politically engaged:** 'The fundamental values of our society are under serious threat' 50% ix 110

Source: iCCS June 2019 | Purposeful Progressives compared to Gen Z 16+ (born 1996-2004)



Personality



Time spent with Media (Hours per week)





How to engage them

01. Communicate quality to these considered consumers

This cohort has spending power but they carefully weigh up what they invest in. They will shop around, compare prices, compare brands. The key element they are looking for: value for money, not just affordability but also quality. They want to minimise the waste they create, and therefore choose carefully.

Your ability to prove value and quality credentials to this audience are key, above and beyond your brand name. Free samples and discounts can convince this critical consumer, allowing them to test quality for themselves before they invest.

02. Prove your brand is a brand they can believe in

Where products come from is incredibly important to this audience. They value transparency. From local sources, to natural ingredients, to ethical practices.

This cohort wants to invest their dollars in brands that stand for something. If you have compelling credentials, use media to amplify that message.

But ensure you are living by that message at all levels of your business (from management to marketing), because this cohort will look below the surface.

03. Ensure you are eco-friendly, at every level

No other generation feels the impacts of climate change more acutely than Gen Z, and this particular cohort is the most activist when it comes to the environment.

They will invest their time, dollars, voice behind brands with compelling environmental/eco-friendly credentials. But they don't take your word on face

value. You must live and breathe these credentials because this cohort are as critical of commercial claims as they are passionate about the environment. And if they catch you out, expect social media backlash.

04. Align with their progressive passions, authentically

This cohort looks to support brands that protect not only the planet but also its people. They look favourably on brands that support social causes and that are involved in charities.

They expect brands to play an active role in social issues that are relevant to them. Brands that authentically align with progressive politics – like marriage equality – will find advocates.

But to succeed you must treat this alignment as a long term investment, rather than a marketing stunt.

05. Be purpose driven, not preachy

While this cohort is politically active and progressive, and demands the brands they buy align with their values, they are also social, positive, optimistic, fun.

After all, this is the generation tackling issues around health, sexuality, politics, gender, race via the medium of dance on platforms like Tik Tok.

Don't mistake their serious interests with a need to adopt a serious attitude in comms. Be progressive, be purposeful, but don't be preachy.

Source: iCCS June 2019 | Purposeful Progressives compared to Gen Z 16+ (born 1996-2004)

Where to from here?

Across Carat and dentsu, we have many products and services that can help your brand overcome the barriers to effective communications with this cohort.

dentsu

Data Consciousness Project

Understand how this audience feels about sharing their data.



Understand how you can build trust with this audience.

dentsu intelligence

Identify who the most valuable Boomers are for your brand.

CARAT strategy

Design experiences that earn their attention and deliver results.

the story lab

Amplify your brand story by connecting with media partners and influential voices in culture.

dentsu programmatic

Identify how you can reach this audience with precision.

Chat to us

For further information please contact:

Linda Fagerlund
Chief Strategy Officer
Linda.Fagerlund@carat.com

Danni Wright
Head of Strategy & Connections Planning
Danni.Wright@carat.com

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