



Haynes MarComs

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## Generation Z

The up-and-coming business  
buying researcher...understand  
the next b2b audience



# What is Generation Z?

Loosely, people born from 1995 to 2010. They are the demographic coming of age now: true digital natives and more socially aware than ever.



## Characteristics of Gen Z:

- ★ Digitally aware
- ★ Accepting
- ★ Value privacy
- ★ Future freelancers
- ★ Motivated by change
- ★ Cynical

(Sun Solutions, 2018)

“By 2020, it’s predicted that this group will make up more than 25 per cent of the workforce and will see huge a surge in spending power” (Sun Solutions, 2018)

# Behaviour Traits

The first true digital natives, Gen-Zers have never seen the world without the internet, and have an affinity for using online platforms for communications, sometimes even over face-to-face communication.

- Ofcom (2018) stated that 95% of 16-24-year olds they interviewed had a social media profile or used apps like Instagram, Snapchat and Facebook.
- Gen Z have a shorter attention span than millennials, however they have more of an ability to seek out relevant content faster and more precisely than any generation before them.
- Gen Z are more interested in learning and achieving with personal growth in mind, with **Youtube** and **Instagram** being key learning tools.
- As more of Generation Z enter the workforce, salary is their priority with 65% of Gen Z employees thinking that salary is important.



Purchasing Habits

# Social Media



★ **73%** of Gen Z are actively connected within an hour of waking up.

★ **42%** of Gen Z said that social media has a direct impact on them, especially with how they feel about themselves.

★ **60%** said they have bought something spontaneously because they felt like it or because they saw it on social media.

*As a consumer they are willing to influence and be influenced.*

# Brand Experiences

A photograph of a person standing on a terraced rice field in a mountainous area. The terraces are filled with green rice plants, and the background shows a hazy, green mountain range. A large blue arrow graphic points from the left side of the image towards the text on the right.

Generation Z value brand experiences, as they value physical things they can touch, keep and surround themselves with. They have framed photos, concert tickets and diaries.

Eventbrite found that **78%** of millennials choose experiences over “stuff”.

Gen Z are more likely to share a picture of an experience they’re having rather than something they’ve purchased by **85%**.

**77%** of Generation Z are open to destination inspiration, with **84%** being influenced by social media (Expedia 2019).

Generation Z are always looking for fun, with **26%** booking special events such as festivals or sporting events when they travel.





# Travel Spending Allocation

<b>HOTEL</b>	<b>22.5%</b>
<b>FLIGHT</b>	<b>20.2%</b>
<b>FOOD</b>	<b>16.4%</b>
<b>TRANSPORTATION</b>	<b>11.4%</b>
<b>SHOPPING</b>	<b>11.1%</b>
<b>ATTRACTIONS</b>	<b>11.0%</b>

([Expedia 2019](#))





# More Socially Responsible

**77%** said equality was either quite or very important to them , with **60%** of Generation Z supporting brands that take a stand on issues regarding equal rights, sexual orientation, and race.

Gen Z is twice as likely as the rest of society to care about issues of diversity, inclusion and tolerance. With five times more Gen Z youngsters thinking businesses do not act in the interests of society than those who do, and around a quarter can't name a single brand they think acts responsibly.

Generation Z are also more open to free movement, with a significant amount saying there should be no control on the free movement of people between different European countries (10% vs 7% Generation Y, 5% Generation X and 4% Baby Boomers).

## More useful stats



- ★ There has been a **20%** decline in cash payments from Gen Z, however there is still demand for traditional checkouts and self-scan.
- ★ In the US, Gen Z currently have \$200 billion in direct buying power but \$1 trillion in indirect spending power by influencing household spending
- ★ Almost **one in four** Gen Zs aged 13-21 already earn money online.
- ★ Nearly **64.5%** of internet users get their breaking news from social media.

# How can B2B marketers target Gen Z?

B2B marketers need to show authenticity, and show CSR initiatives as many of the Gen Z population care more about social issues (Moi 2018).

- ★ If you're looking to engage with Gen Z don't be afraid to have an opinion, but you have to prepare yourself for a two-way exchange.
- ★ **78%** of Gen Z are more inclined to become part of a brand if they interact with it, therefore social engagement can help when targeting Gen Z.
- ★ Gen Z know how to research, so B2B Marketers need to find a way to become part of their buying process. This can be done by using social influencers and ensuring you have a robust online review strategy



# Haynes MarComs

A growth specialist bringing strategic marketing PR programmes to build strong relationships, reputation and influence with buyers and stakeholders

Listening &  
Engaging

—  
**Compelling  
Relevant  
Content**

Shared and  
Integrated

—  
**Aligned  
Marketing  
Programme**

Uncontested  
Spaces

—  
**Raising the  
Game**

# Haynes MarComs Service Delivery

## Strategic MarComs *Scoping the industry gap*

- Business Position
- Objective Alignment
- Thought-leadership
- Campaign Formation
- Strategic Actions
- Operation Development

## PR & Media Hub *Scoping the industry gap*

- Media Relations
- Industry Engagement
- Community Creation
- Events & Workshops
- Agenda Setting
- Topical Engagement

## Content House *Scoping the industry gap*

- Press Releases
- Case Studies
- Newsletters
- Blogs & Articles
- Whitepapers/eBooks
- Presentations/Webinars

## Management & Support *Delivering on results*

- Email Campaigns
- Social Media
- Trade Shows
- Sponsorship
- Advertising
- Agency Coordination

Data analysis and Results - measuring KPIs against business goals



## Why we're different:

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- ★ We commit to our specialism
- ★ We value our connections
- ★ We develop concepts that build a narrative for long-term impact
- ★ We become part of your team

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