
Marketing to Gen Z: Capturing and Converting the Digital Generation

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We're entering a new age

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1st

Digital Generation

15%

UK Population

25%

<7s own a smartphone

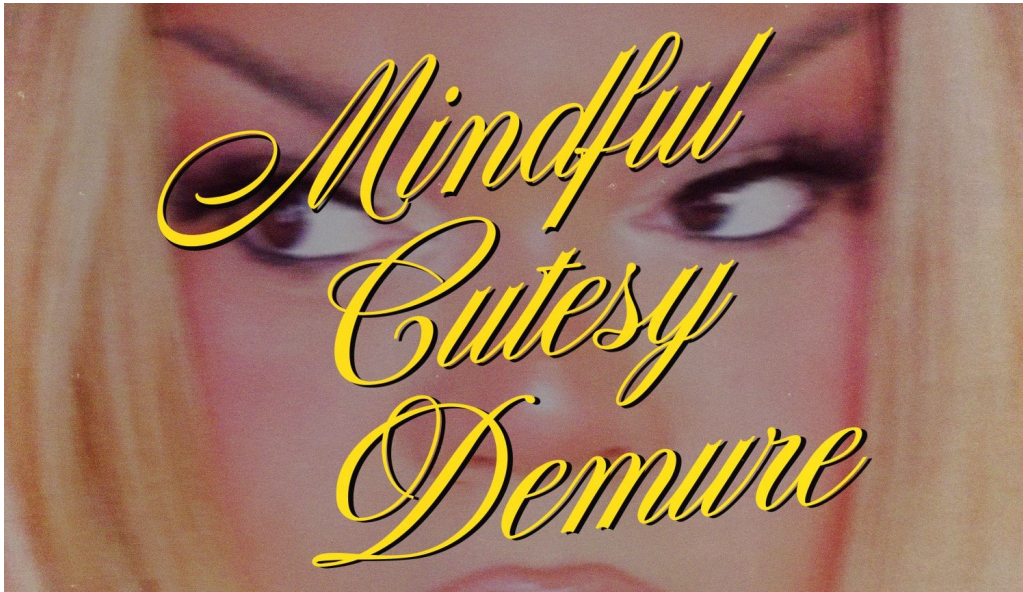
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The way we market to young consumers has to **change**

A photograph of three young people sitting on a concrete ledge. On the left, a man in a striped polo shirt and light-colored pants sits with his hands on his lap. In the middle, a woman in a light-colored top and dark pants sits with her arms crossed. On the right, another woman in a patterned top and shorts sits with her legs crossed. The background shows trees and a building, all under a teal overlay.

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You've probably heard a few urban myths about Gen Z



You've probably heard a few urban myths about Gen Z



Attention span



Research methods



Overly-socially conscious

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There are three
priorities you actually
ought to remember

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Digital First

1

Authenticity

2

Sustainability vs. Price

3

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What does it mean to be digital first?

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BEQUORATION



Research



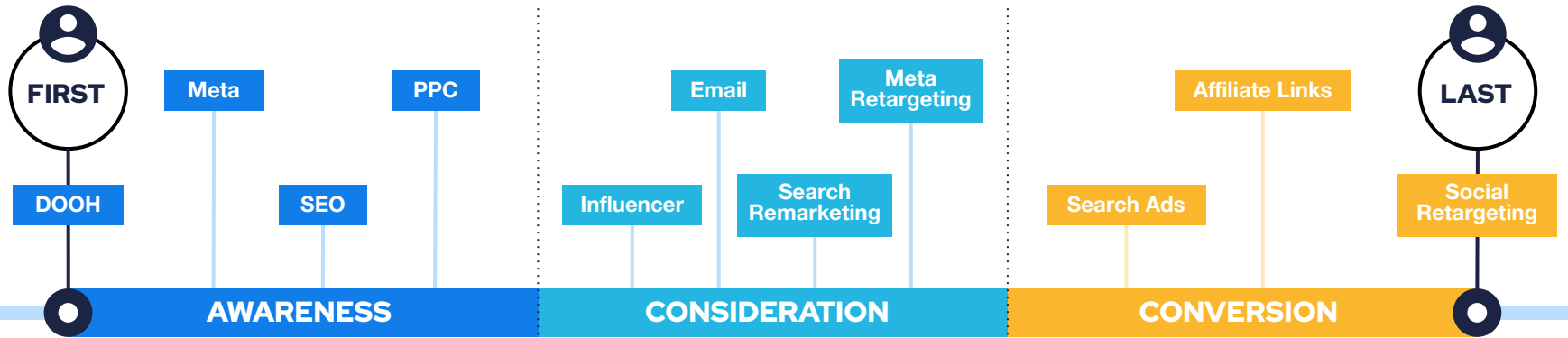
Action

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And what does that mean for advertisers?

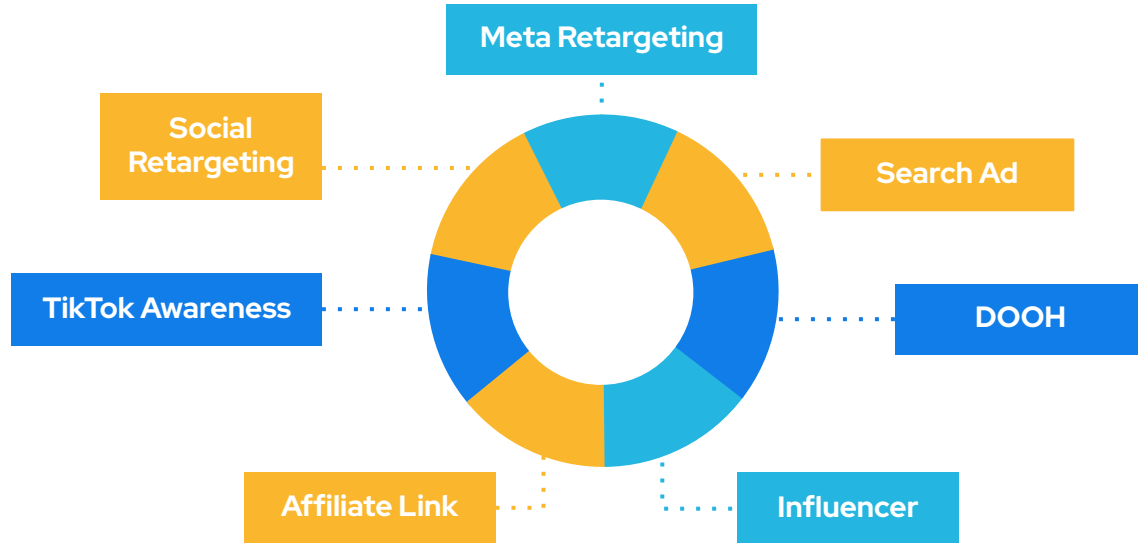
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A holistic, multi-touch approach guarantees engagement... in a new way



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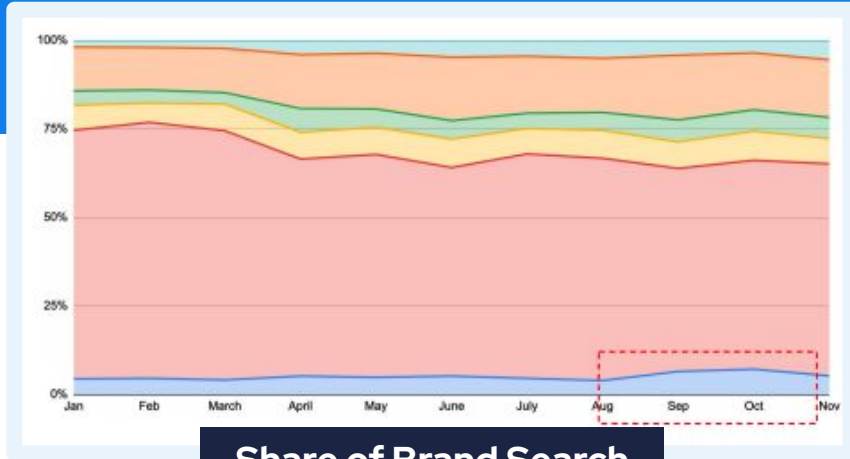
The path to conversion is no longer linear



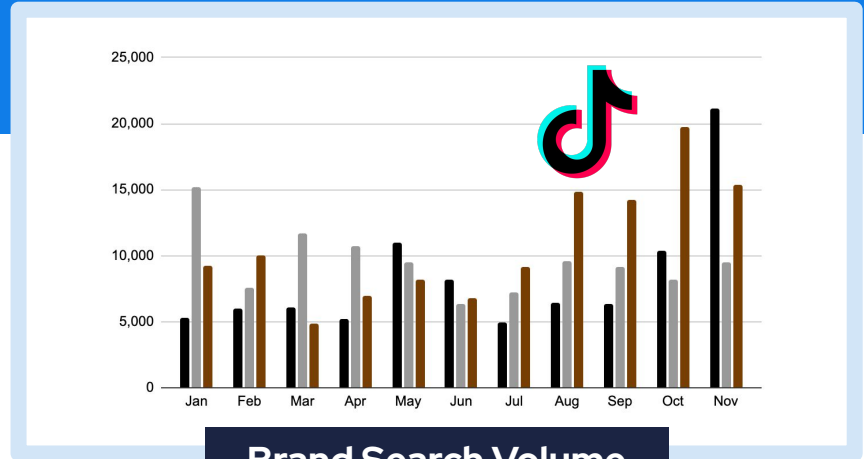
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Action: Develop advanced measurement strategy

TikTok Potential & Aspiring Audience investment drove increase in searches through engaged users



Share of Brand Search



Brand Search Volume

Digital First

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What does authenticity actually mean?

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Individuality



Diversity



Genuineness

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Personalisation resonates with Gen Z needs

Dynamic copy insertions

UGC creative

Sequential creative

Localisation

Email recapture

Catalogue ads

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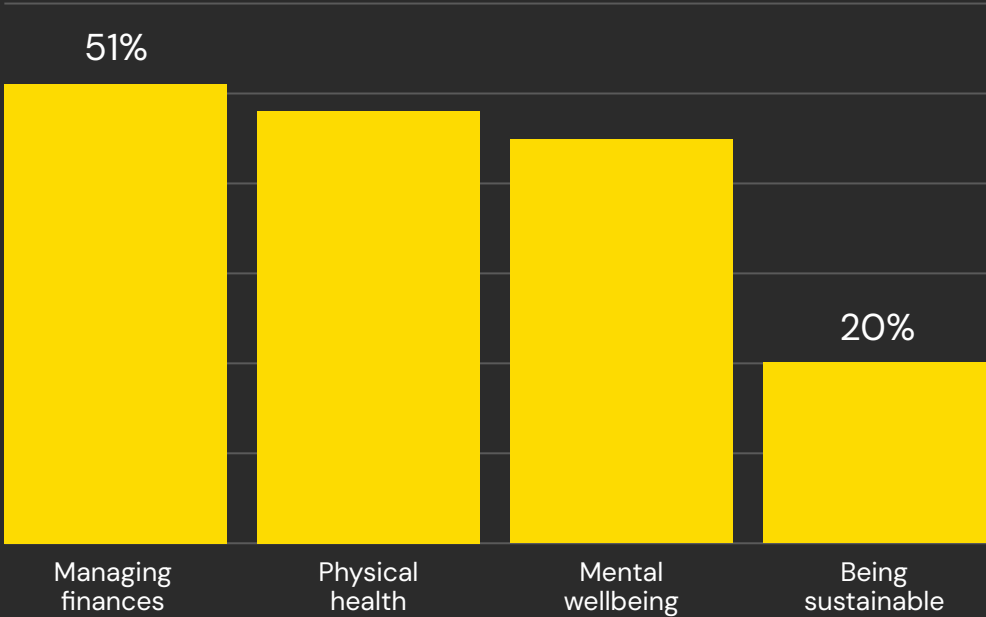
**Do Gen Z
actually
care about
sustainability?**

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Do Gen Z actually care about sustainability?

Gen Z Priorities

In 2022, Mintel asked Gen Z what they planned on prioritising in the next two months. Somewhat surprisingly, being sustainable ranked low on their list of priorities.



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Base: 580 internet users aged 16-25 | Source: Kantar Profiles/Mintel, December 2022

Does your brand have a sustainability initiative?

(It should...)

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Testing a sustainability focused message
on a higher-price point client drove a

34

uplift in CTR...

though resulted in no conversion increase

%
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**A compelling
price offering**



**A genuine focus
on sustainability**



**A Gen Z's perfect
brand**

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There's plenty of opportunities to test if you're unsure what resonates

Sustainability vs. Price Messaging

Affiliate & Email Offers

Landing Page Journey

Funnel Based Creative

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Three simple actions for you to take away

1

**Test a
sustainability
message**

2

**Develop a
personalisation
strategy**

3

**Long term
strategic channel
planning**

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Thank you



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