



**MARKETING TO
GEN Z IN 2024:
8 KEY ATTRIBUTES
AND STRATEGIES
TO COMMUNICATE**

Introduction

Ambition

**Alternative
Work
Patterns**

**The Anxious
Generation**

Travellers

Nostalgia

**Experience-
driven**

**Financially
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MARKETING TO GEN Z IN 2024: 8 key attributes and strategies to communicate





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INTRODUCTION

Born between 1997 and 2012, Generation Z make up around a third of the global population. The teenagers and young adults of the world are a force hard to ignore. They’re the minds of the future, and the largest trend setters. They should also be taken seriously as they front movements in politics, ignite economic behavioural shifts and challenge the traditional workplace.

Generation Z is shaping the world around us. With its dynamic characteristics and unique preferences, Gen Z is a demographic that marketers can’t afford to overlook. This social-media-native, trend-setting generation can feel hard to pin down.

Communicating to digital natives who have a constant stream of entertainment, advice and new interests requires keeping up with what really drives these trends. So we’ve broken down some of the patterns shaping this group, and pinpointed the reasons behind them. In this e-book, we’ll delve into these insights to guide brands in crafting effective strategies to resonate with Gen Z.





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AMBITION

Despite the common perception, that Gen Z don't want to work, this generation is proving to be ambitious, driven by financial success, and ready to reshape the professional landscape. In fact, research shows that as a generation, they are 29% more likely to identify themselves as money-driven and ambitious compared to older gens. At least 85% of Gen Z want to learn a new skill in 2024, and a quarter of these want to focus on financial goals and knowledge. They greatly value learning opportunities in a variety of disciplines.

They may want easy-to-follow and structured ways to develop skills like new languages, music, sports, but also technical and digital skills for careers. Consider campaigns that highlight career growth, skill development, and financial success to resonate with this generation's values, and position you as a facilitator of growth and a partner in their journey.





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Take our programme, Christmas Lucky Lockers with The Gym Group. This programme incentivised members to stay active over the Christmas period, in order to increase retention and engagement. With their target audience being predominately aged 18-35, our programme offered rewards including an upskillist subscription, appealing to the ambition and drive in their existing audience.





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ALTERNATIVE WORK PATTERNS

Despite this drive for knowledge and skills, many are feeling burned out, with lots of them going through key periods of life (GCSEs, A Levels, University, first jobs) during a global lockdown, and facing a massive shift in routine, and work patterns. This leaves Gen Z less interested in the traditional workspace, and instead working for themselves, freelancing, and hybrid roles. Popular trends on TikTok and Instagram at the moment include things like ‘how to make passive income’, affiliate marketing tutorials, and advice on ‘side-hustles’.

Understanding and acknowledging Gen Z’s work ethic can inform marketing strategies that align with their ambitions. Gen Z will need support balancing work, life and growth. As they forge a new path in the workforce, brands should be attuned to Gen Z’s evolving approach to work, which includes a strong inclination towards hobbies as income generators and a hunger for continuous skill development.

You could also create campaigns centred around work/life balance, emphasizing the importance of self-care, mental health, and personal growth. Position your brand as a supporter in their pursuit of a balanced and fulfilling life.





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THE ANXIOUS GENERATION

Gen Z consider themselves the most anxious generation, with three in ten Gen Zers saying they are prone to anxiety. The digital world can have a great impact on this.

With streams of global news being constantly consumed, it’s taking a toll on overall mental health, particularly when it comes to the drive to make a difference. With an overwhelming feeling of futility, people start to give up on causes they believe in.

Battling negative news, and a feeling of hopelessness in driving change, Gen Z need uplifting. From exercise to mindfulness, a fun day out or an escape from reality, providing a relief from everyday worries, or offering a wellness reward will establish that you care about your customers’ wellbeing.

This generation are also big advocates for mental wellbeing, so becoming an ally for the cause is favourable.

At TLC, we’ve activated many campaigns based on wellness. Our Wellness Network spans facilities and venues across the UK from salons to spas and sports centres. Our bespoke programme, Feel Good, for Yakult offered tiered wellness rewards.





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Yakult Feel Good Promotion
September 2022





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TRAVELLERS

Gen Z’s passion for travel remains undeterred, even in the face of financial constraints. A staggering 52% have embarked on at least three leisure trips in the past year. Solo travel is gaining more popularity, and trips further afield are becoming the norm with South Korea, China, Cambodia, Japan, and Argentina being the most visited destinations by Gen Zers this year.

A major source of travel inspiration is social media, particularly Instagram and TikTok. 41% of Gen Z’s travel plans are influenced by Instagram alone. If the end destination is social media worthy, the customer is likely to post all about it, from packing, to how they paid for it. And that results in extra promotion for you!

Collaborate with travel-related brands to offer incentives that align with Gen Z’s travel aspirations. Consider partnerships that provide credit towards hostels, backpacking societies, travel insurance, and tech gear for documenting their adventures.

As well as offering chances to win luxury getaways, TLC’s Travel Network includes travel credits, powered by Expedia. In a recent programme for EE, we gave away £120 in travel credit to each customer who purchased the roaming add on. This meant that customers could use their travel credit whilst roaming abroad with EE!





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EE Roaming Travel Credits
August 2023

Over a two-year contract, the EE roam abroad pass would cost a customer £120 and so, by giving this amount back to them in added value, customers are incentivised to take out the pass. The synergy between the product itself and the reward allows customers to immediately recognise the value of the offer.





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NOSTALGIA

The resurgence of 90s and early 00s fashion trends is not just about aesthetics for Gen Z. It represents a longing for a carefree era, a stark contrast to the pressures of today. Brands can tap into this nostalgia by incorporating vintage elements into campaigns, connecting with Gen Z’s desire for a simpler, more enjoyable time.

71% of Gen Zers enjoy watching the same series and movies they did as kids, reflecting a deep connection to the past.

So, evoking nostalgia by incorporating elements from the 2000s and early 2010s such as themed events, limited-edition products, or even old movies and music can resonate with this longing for the past.





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EXPERIENCE-DRIVEN

Being the first generation to grow up with social media, Gen Z have a different relationship with socialising, which is often done virtually. Despite digital relationships being the norm for them, Gen Zers do want to get out in the world, experience new things and interact with real people. In fact, 75% of Gen Z want to do something new and unique this year according to GWI.

They seek entertainment and connectivity, from movies, activities and events. As a lonely generation, they are often looking for social events and meetups, with dating apps for friends and meet up groups growing in popularity. Gen Zers are more likely to spend on experiences that enrich their day-to-day lives than millennials, who are more likely to splurge on luxury.

According to a Snapchat survey, 72% of Gen Z ranked ‘having fun’ as one of their core values. Develop marketing campaigns that integrate socialising, experiences, and unique interactions. Consider creating experiences that resonate with Gen Z’s desire for fun and escapism.

In our vast portfolio of rewards, one of the most popular is experiences. With our Activities network, we have hundreds to choose from across the whole UK.





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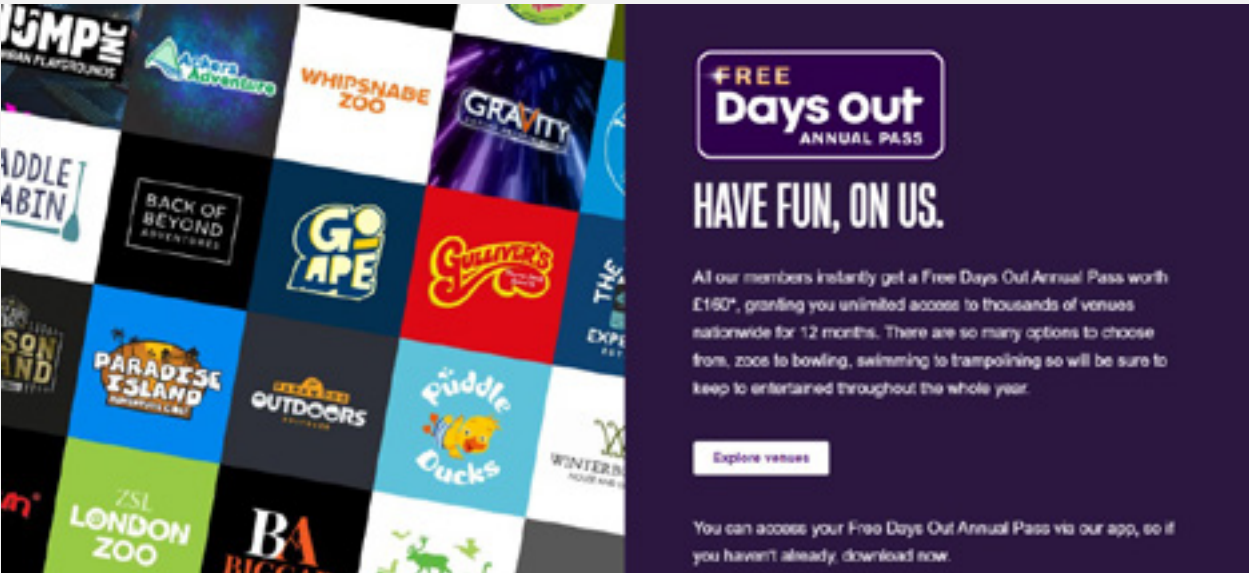
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In our live programme with MoneySuperMarket, members of their SuperSaveClub are rewarded for signing up with a Days Out Pass for an entire year.

From our National Activities Network, these days out cover a huge range of interests and locations across the whole UK, and includes big name venues like London Zoo. This means year-round access to immersive activities like bowling, escape rooms, go-karting, even theme parks and much more. This appeals to the desire for escapism through real-life experiences.





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FINANCIALLY CONFUSED

Gen Z’s relationship with finances is nuanced—they aim to be smart with money but are also impulsive users of buy now, pay later services.

62% of Gen Z uses digital payments like Apple Pay, Venmo, and the likes of Klarna. With the cost of living hitting a lot of this generation in their early career, it’s tough to know what to prioritise. And though travel and impulse purchases are popular, things like household and beauty products are among those prioritised by Gen Z. Subscriptions are likely to take a hit.

Create campaigns that offer financial guidance and showcase the value of responsible spending. Consider collaborations with financial apps or platforms that align with Gen Z’s financial aspirations.

Find ways to incorporate the essential products into your campaigns, as added value rewards if they are not something you already offer. Or, help out with a free month of their favourite subscription service, be it a gym or a movie streamer.

Both gym subscriptions and streaming platforms prove to be popular rewards in our campaigns. A simple, but effective campaign could combine themes already touched upon in this e-book, and offer a subscription to a movie service, a skill building app, a gaming service, or wellness app.





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In a campaign with Levi’s®, we offered customers an incentive simply for being a member of the 247 app. This aimed to enhance the Levi’s® positive brand message, giving customers a long-lasting reward which hopes to boost their wellbeing. Each member received a free three-month subscription to the market leading Mindfulness app.

Case Study

Levi’s® Get Through Lockdown
2022

LAST YEAR FELT LONG AND PRETTY TOUGH, DIDN'T IT?

This year, we all deserve a bit of TLC, and being a valued member of Levi's® just we want to help you to kickstart the new year with self-care in mind. Looking after your mental health has never been more important, and the Mindfulness App is a great place to go for a more relaxed and healthier state of mind. Whether you are a beginner or experienced in mindfulness, and meditation, the app can help you to become more present in your daily life.

The Mindfulness App

To access this offer all you need to do is enter your unique access code (this will have been sent in your invitation email) and a valid email address so we can send you the reward.

YOUR DETAILS

All fields are mandatory

000 Unique Access Code

000 Email Address

000 Country/Region Address

☐ I confirm that I have read and agree to comply with the [Data and Privacy Policy](#) and have viewed the [Terms & Policy](#)

Don't worry we won't be sending you anything else other than this great offer (at least in our [Privacy Policy](#))

SUBMIT

[Registration](#) [FAQ's](#) [Privacy Policy](#) [Terms & Conditions](#) [Get in Touch](#)





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AUTHENTICITY

Authenticity is a core value for Gen Z. They seek real, user-generated content and authentic brand representation on social media platforms. Social media reviews and recommendations heavily influence their purchasing decisions with 47% of Gen Zers using YouTube to research products before making a purchase, and 61% following the brands they like on socials, as a means of feeling connected to them.

Foster authenticity in your marketing campaigns by incorporating user-generated content and featuring real people on your brand’s social media platforms. Encourage and showcase customer testimonials and reviews to build trust.





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CONCLUSION

Gen Z stands out as a generation with unique characteristics, aspirations, and challenges. Brands that understand and adapt to these dynamics will not only capture the attention of Gen Z but will also establish long-term brand loyalty. By incorporating these insights into your marketing strategy, you'll be well on your way to cracking the code and making a lasting impact on the Gen Z audience.

We've built 30+ years of campaigns on real consumer data, using insights to provide the most relevant experiential rewards to our clients' audiences.

See our programmes or get in touch today to find out more!

Lets.talk@tlcworldwide.com

