

ANDREEA TOMA

CONTENT & SOCIAL MEDIA STRATEGIST
@eAD INTERACTIVE

ENGAGING WITH DIGITAL NATIVES

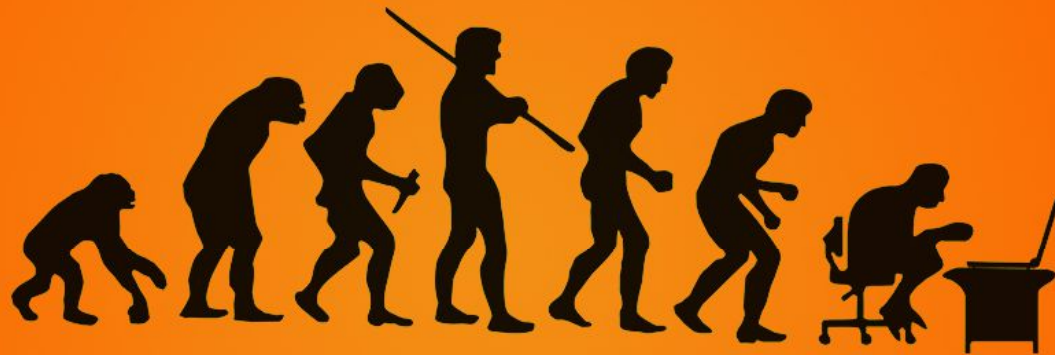
LUCIAN HOSTINAR

CREATIVE & ART DIRECTOR
@eAD INTERACTIVE



**YOUNG PEOPLE
NEED TO BE
ASKED WHAT
MATTERS, NOT TO
BE TOLD WHAT
MATTERS.**

JEFF MARTIN
CEO & FOUNDER
TRIBAL BRANDS INC.



BEFORE THE INTERNET

WHO ARE GEN Z?





GENERATION Z:
CONNECTED FROM BIRTH.

BORN MID-1990S TO 2010

GENERATION Z CHARACTERISTIC

Think in 4D

Tech Innate: 5 Screens

Active Volunteers

Judiciously Share (Geoloco Off)

Mature

Blended (race & gender)

Togetherness

Communicate with Images

Realists

Future Focused

Have Humility

Collective Conscious

Make Stuff

Want to Work for Success



Politics



Jokowi's "Salam 2 Jani" Campaign
Legalize same sex marriage

Media



The video-sharing website Youtube
is launched

Communication



LINE
interact with emoji's and stickers

Telecommunications



Smartphones with a multi touch interface

Music



Commercial music streaming services

KIDS REACT!

Technology

References for the older generations.



MILLENNIALS VS. GEN Z



Millennials

Tech Savvy



2 Screens at once



Communicate with text



Curators and sharers



Now-focused



Optimist



Want to be discovered



Generation Z

Tech Innate



5 Screens at once

Communicate with images



Creators and collaborators



Future-focused



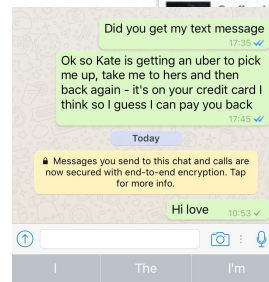
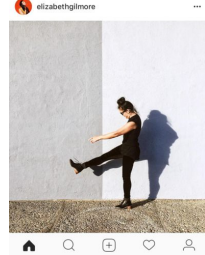
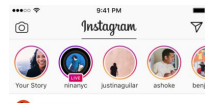
Realist



Want to work for success



References for the digital natives.





GENERATION Z

Like the badly behaved older child, millennials are getting all the attention. Ignored is their younger sibling—the ambitious, engaged, sensible child. It's time we looked at generation Z, a group that wants to change the world and might just do it.

1. Storytelling
2. Talk on their language
3. Sharing & Feedback
4. Inspiration



1. Storytelling

2. Talk on their language

3. Sharing & Feedback

4. Inspiration



67%

OF DIGITAL NATIVES
PREFER **NARRATIVES**
AND **STORYTELLING.**

SOURCE: DEEP FOCUS 2015 CASSANDRA REPORT



**WIN THEM WITH A STORY.
TELL THEM SOMETHING
MORE THAT THE OBVIOUS
SELLING PROPOSITION.**





**AND BE SURE ON YOUR
STATEMENTS. THEY WILL
FOR SURE CHECK THEM.**

FOR GEN Z, **PRODUCT QUALITY**
IS MORE IMPORTANT THAN
BRAND LOYALTY AND THEY
WANT TO TEST PRODUCTS
(EITHER PHYSICALLY OR
VIRTUALLY) BEFORE
MAKING A PURCHASE



1. Storytelling

2. Talk on their language

3. Sharing & Feedback

4. Inspiration



**USE THEIR
PLATFORM
AND SPEAK
THEIR
LANGUAGE.**



**BE
FAST**

**BE
CREATIVE**

**BE
VISUAL**

THE AVERAGE GEN Z ATTENTION SPAN



12

SECONDS

IN 2000



8

SECONDS

IN 2015

9

SECONDS

GOLDFISH

SO CONTENT SHOULD BE:

SHORT

**EASY
DIGESTIBLE**

**ATTENTION
GRABBING**



5

PREFERRED NUMBER OF SCREENS FOR MULTITASKING:

TV, PHONE, LAPTOP, DESKTOP, IPOD
OR OTHER PORTABLE MUSIC PLAYER



**THE MAJORITY OF GEN Z
ARE CONNECTED WITHIN
AN HOUR OF WAKING UP
EVERY MORNING.**

AND THEY PREFER
TO COMMUNICATE
IN IMAGES, EMOJIS,
GIFS AND MEMES
BECAUSE IT'S
FASTER AND MORE
INTUITIVE.





**On average, there are
60 million photos uploaded
to Instagram each day**

If you printed off all the

Instagram

photos uploaded in a year,
how far would they reach?



Let's see, shall we?



1. Storytelling
2. Talk on their language
3. Sharing & Feedback
4. Inspiration



**THEY SEEK OUT PARTNERS THAT
ARE WILLING TO CO-CREATE, CONNECT,
RECOGNIZE AND REWARD THEM.**



78%

FIND SOCIAL-MEDIA SPONSORED
OR CREATED BY A BRAND APPEALING.

84%

OF WORLDWIDE CONSUMERS
WILL TAKE ACTION BASED ON THE
REVIEWS AND RECOMMENDATIONS.

74%

OF CONSUMERS RELY ON
THEIR SOCIAL NETWORKS TO
GUIDE PURCHASE DECISIONS.

**USE SOCIAL MEDIA TO SUCCESSFULLY
HANDLE CUSTOMER SERVICE.
SMART, RIGHT?**





Nike Support

@NikeSupport

Athletes helping athletes, 7 days a week.
Languages supported: English, Spanish,
French, Dutch, Italian, & German.

Beaverton, Oregon

secure-nikeplus.nike.com/plus/support



TWEETS

497K

FOLLOWING

599

FOLLOWERS

177K

LIKES

166

Tweets

Tweets & replies

Media



Nike Support @NikeSupport · Jan 23

@SamuelM76807863 Peux-tu répondre au message reçu de notre assistance en indiquant le numéro sur lequel on peut vous joindre?

Translate from French



3



1



7

1. Storytelling
2. Talk on their language
3. Sharing & Feedback
4. Inspiration





AUTHENTICITY AND UNIQUENESS
ARE KEY VALUES FOR THEM, THAT
IS WHY THEY **GET INSPIRED BY**
INFLUENCERS WITHIN THEIR
EXTENSIVE ONLINE PEER
GROUPS RATHER THAN
FROM MAGAZINES OR
TV CHANNELS.

A recent survey from Variety Magazine states that YouTube stars are more popular than mainstream celebs among Generation Z

SURVEY: YOUTUBE STARS SHINE BRIGHTEST

Hollywood celebrities aren't as appealing to U.S. teens — and it's not even close



Smosh

Survey Score: 93



The Fine Bros.

Survey Score: 92



PewDiePie

Survey Score: 92



KSI

Survey Score: 84



Ryan Higa

Survey Score: 81



Paul Walker

Survey Score: 75



Jennifer Lawrence

Survey Score: 74



Shane Dawson

Survey Score: 72



Katy Perry

Survey Score: 70

THE 7 GOLDEN RULES

1.

**COMMUNICATE VISUALLY
TO A DIVERSE AUDIENCE
ACROSS SCREENS.**

2.

**KEEP IT SHORT(THINK
“SNACKABLE CONTENT”).**

3.

**FEED CURIOSITY. TAP INTO
AN ENTREPRENEURIAL
SPIRIT.**

4.

**EMPOWER USERS WITH
CONTROL OVER
PREFERENCE SETTINGS.**

5.

**CONNECT VIEWERS WITH
COLLABORATION AND
LIVE-STREAMING TECH.**

6.

**INSPIRE AUDIENCES WITH
SOCIAL CAUSES TO RALLY
BEHIND.**

7.

**EDUCATE AND
BUILD EXPERTISE.**





ANDREEA TOMA

ANDREEA@EAD.RO

**ENGAGING
WITH
DIGITAL NATIVES**

LUCIAN HOSTINAR

LUCIAN.HOSTINAR@EAD.RO