



# 14 Charts that show Innovative Brands how to Engage Gen Z



**Hillary Wild-Hirons**  
**Manager, New Business**



**Let's start with 'why'**



**“Gen Z have a spending power of \$143 billion & will account for about 40% of global consumers in 2020.”**



# Brand irrelevance hurts...



...and it happens all  
the time...



Kodak

digg

myspace

COMPAQ



NOKIA

yahoo!



Toys R US

**...and your CEO  
knows it!**

Global CEOs consistently rank 'data about customers preferences and needs' as their most valuable critical need.

**But less than 1/3 of CEOs have access to the *right* consumer data at the right times.**

Source: PwC 2018 Annual Global CEO Survey



**So we know 'why'. But how  
do you successfully innovate  
for the next generation?**



**Understand them!**





## Our findings

**Based on research conducted between 29th March and 2nd April 2019 using Attest.**

The 1000 respondent sample is nationally representative of the UK's working age population, in terms of age, gender and home location.

### **Generational definitions:**

**Gen Z:** Aged 18-24

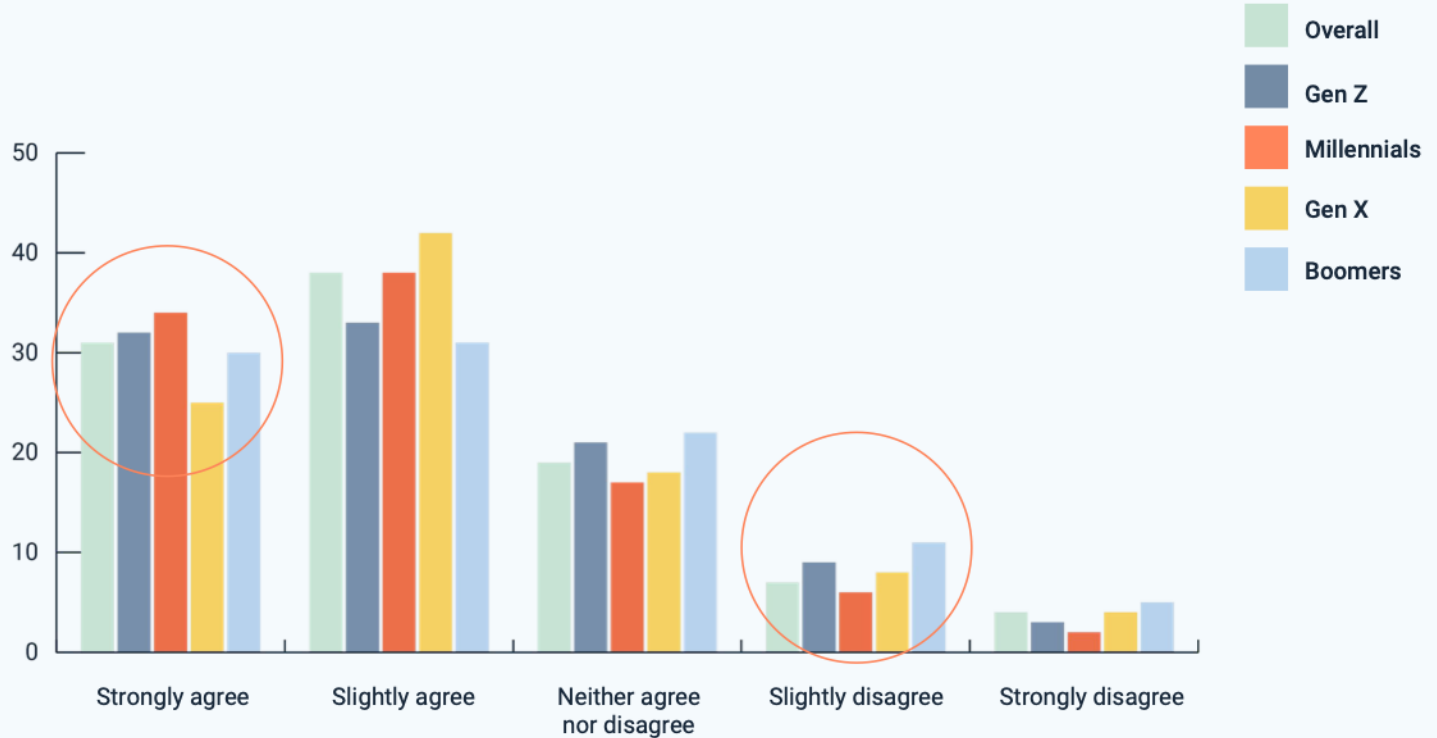
**Millennials:** Aged 25-39

**Gen X:** Aged 40-54

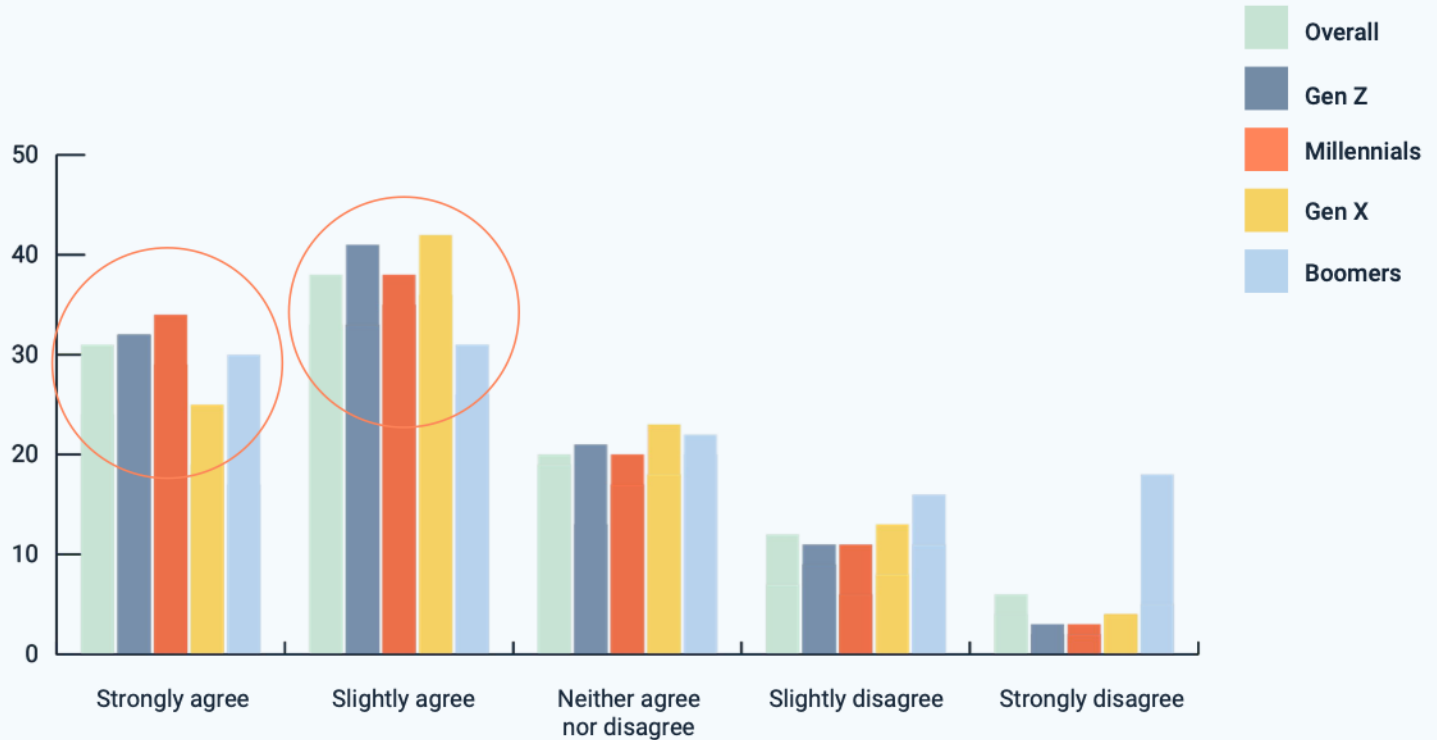
**Boomers:** Aged 55-64



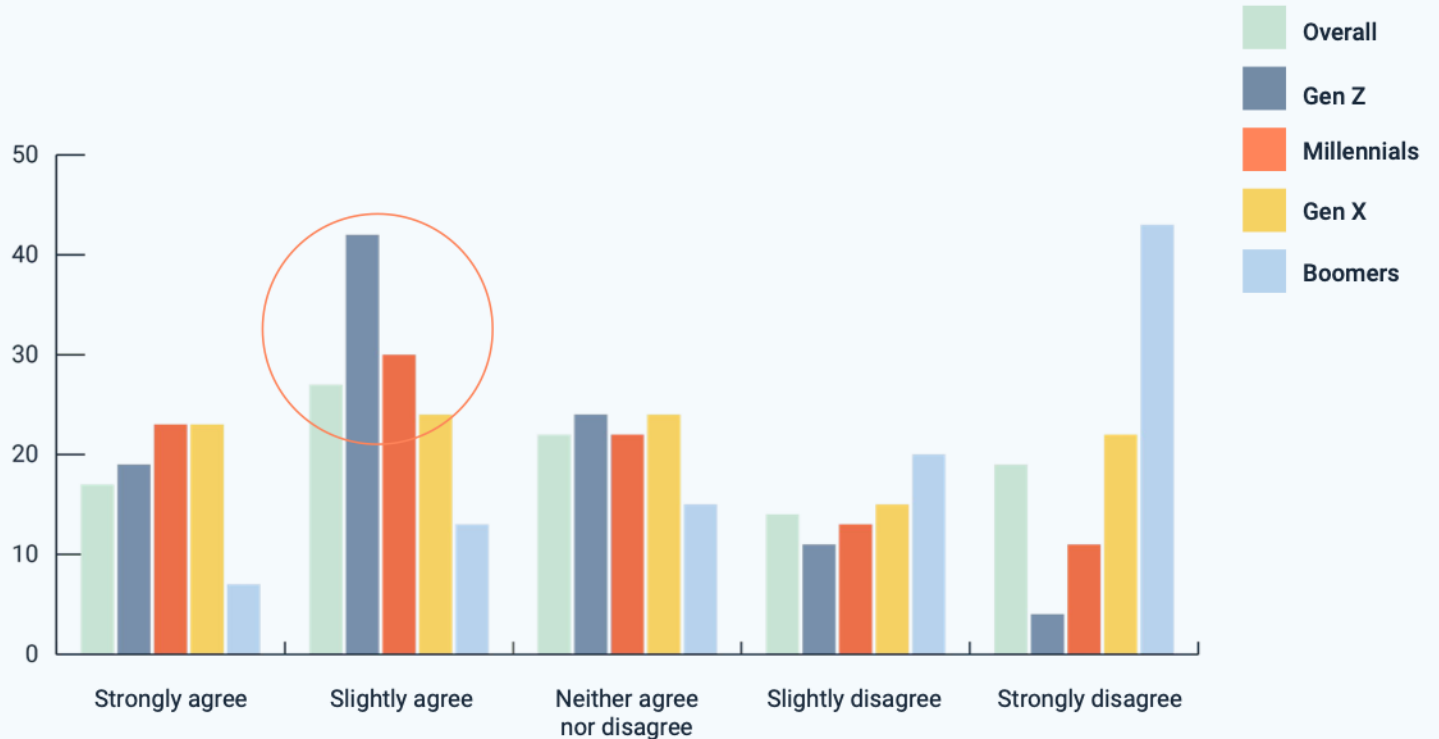
# I am happy



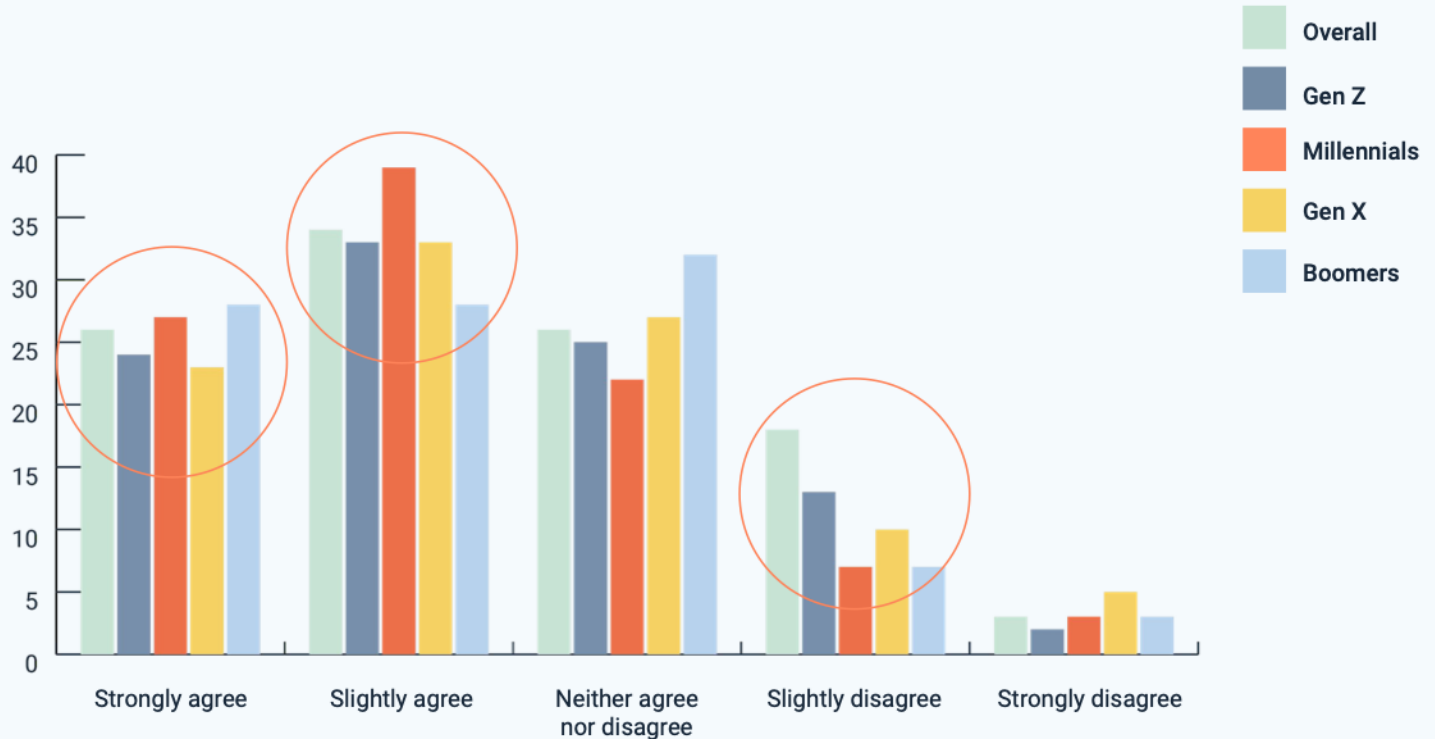
## I often feel stressed



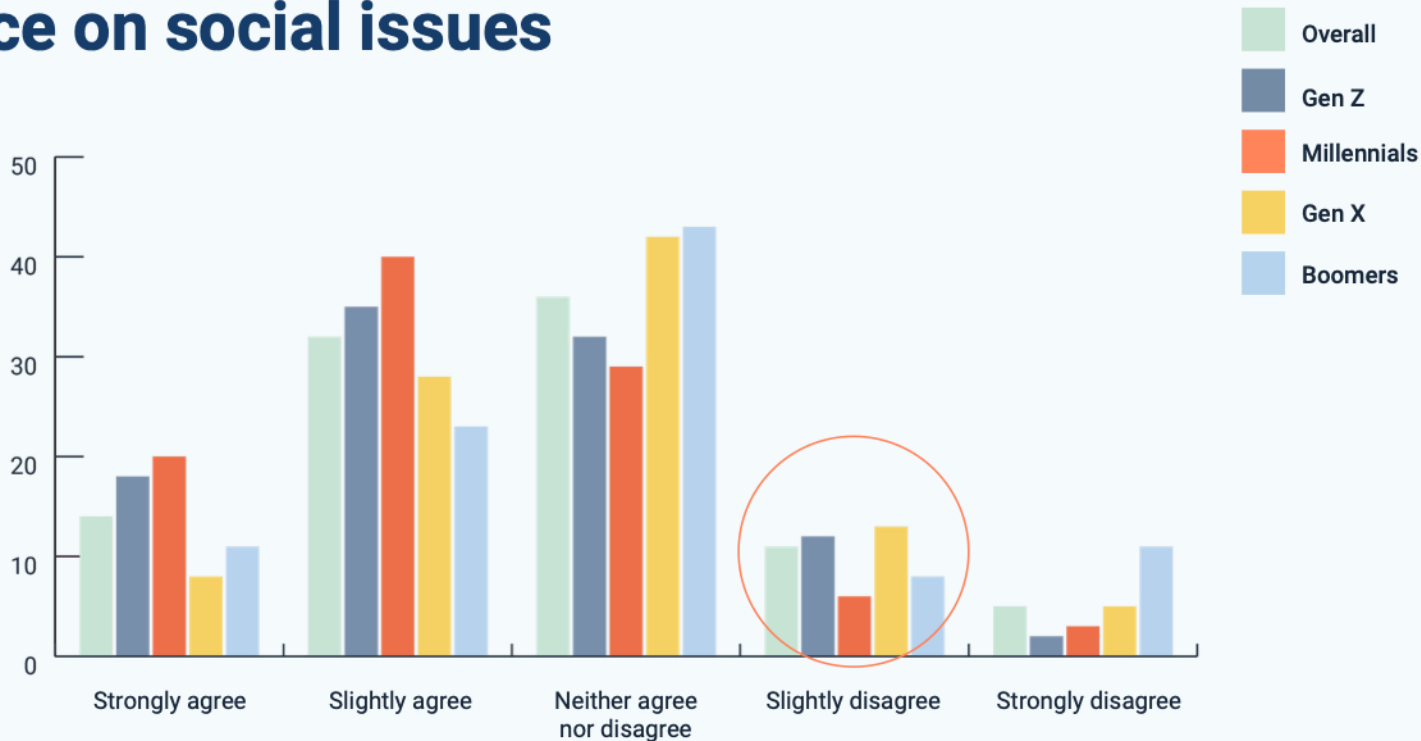
# I am addicted to social media



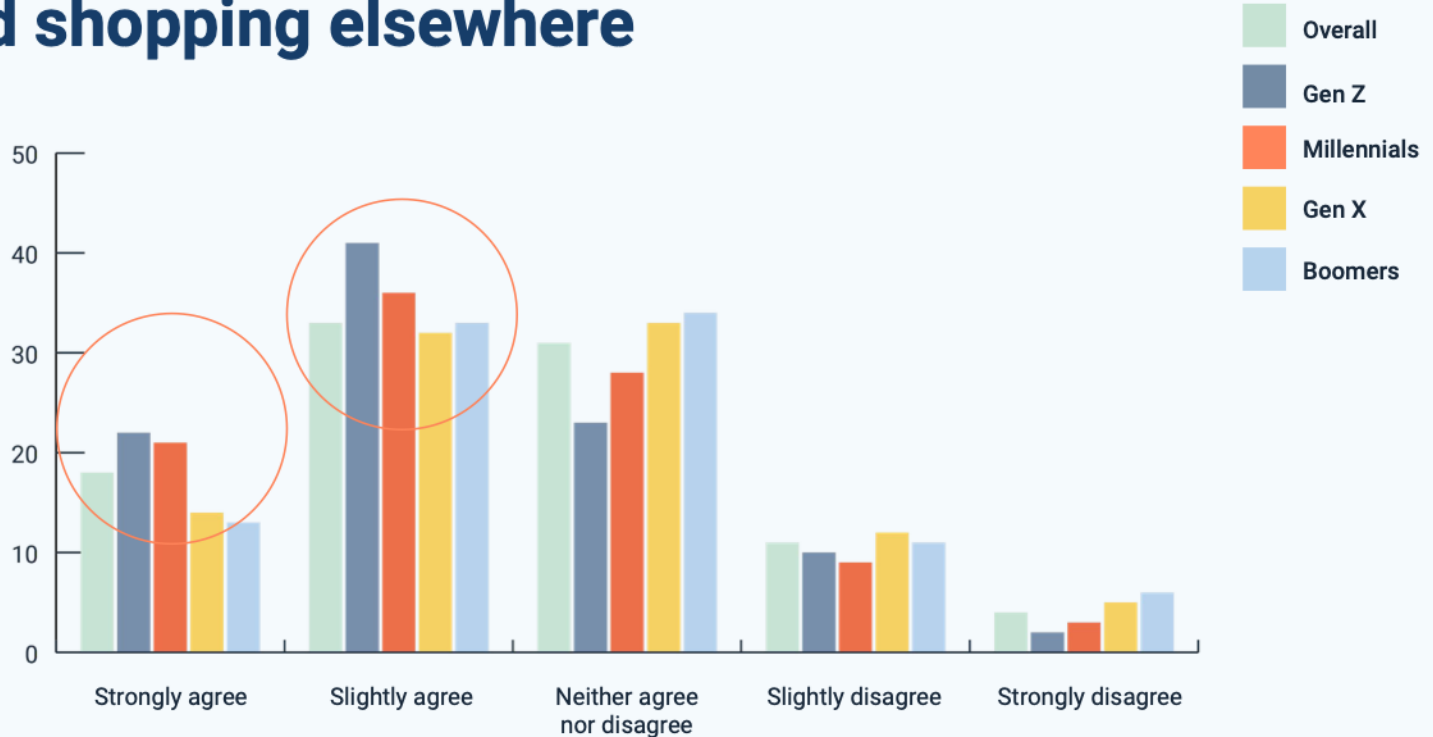
# I feel accepted by society for who I am



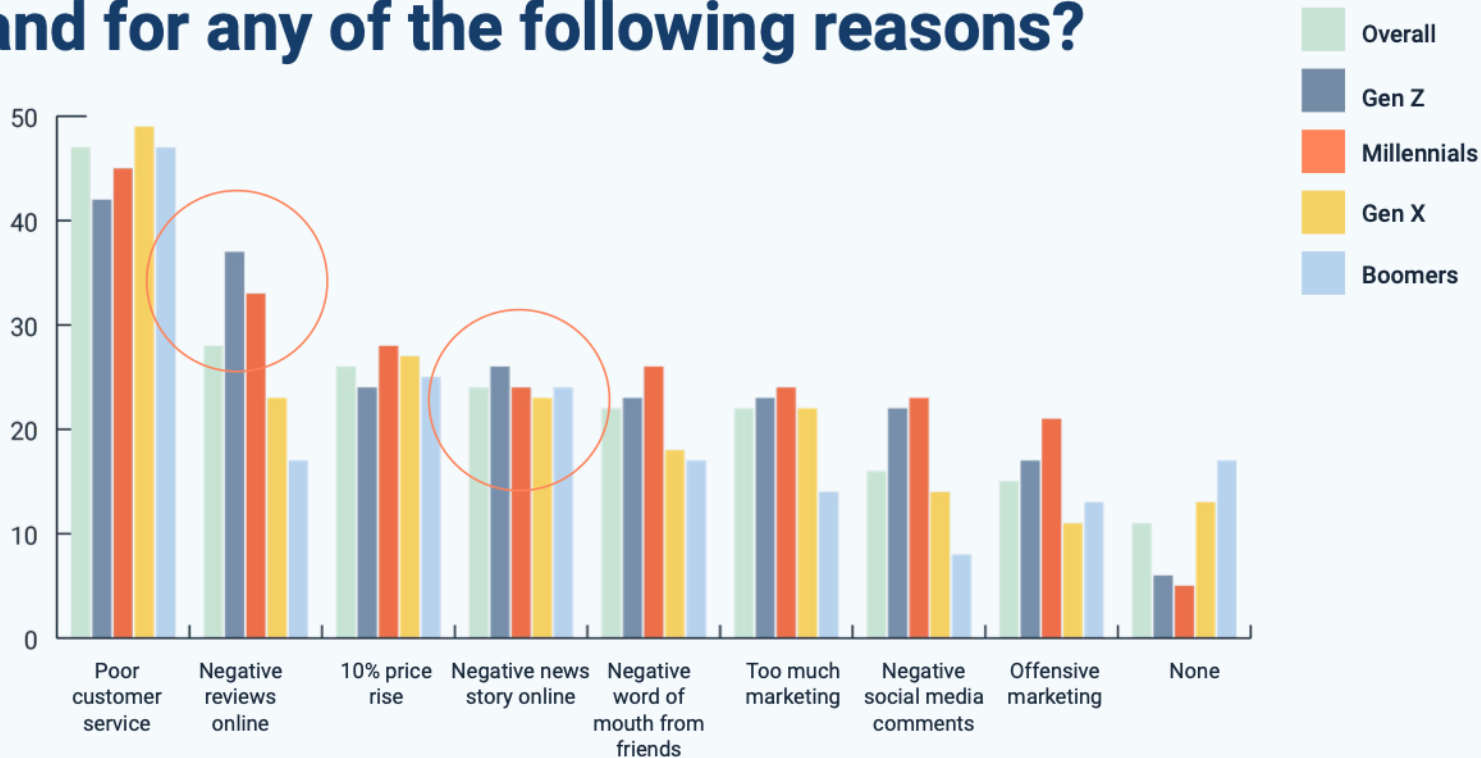
## I buy from businesses that reflect my stance on social issues



## I am loyal to a handful of brands and avoid shopping elsewhere

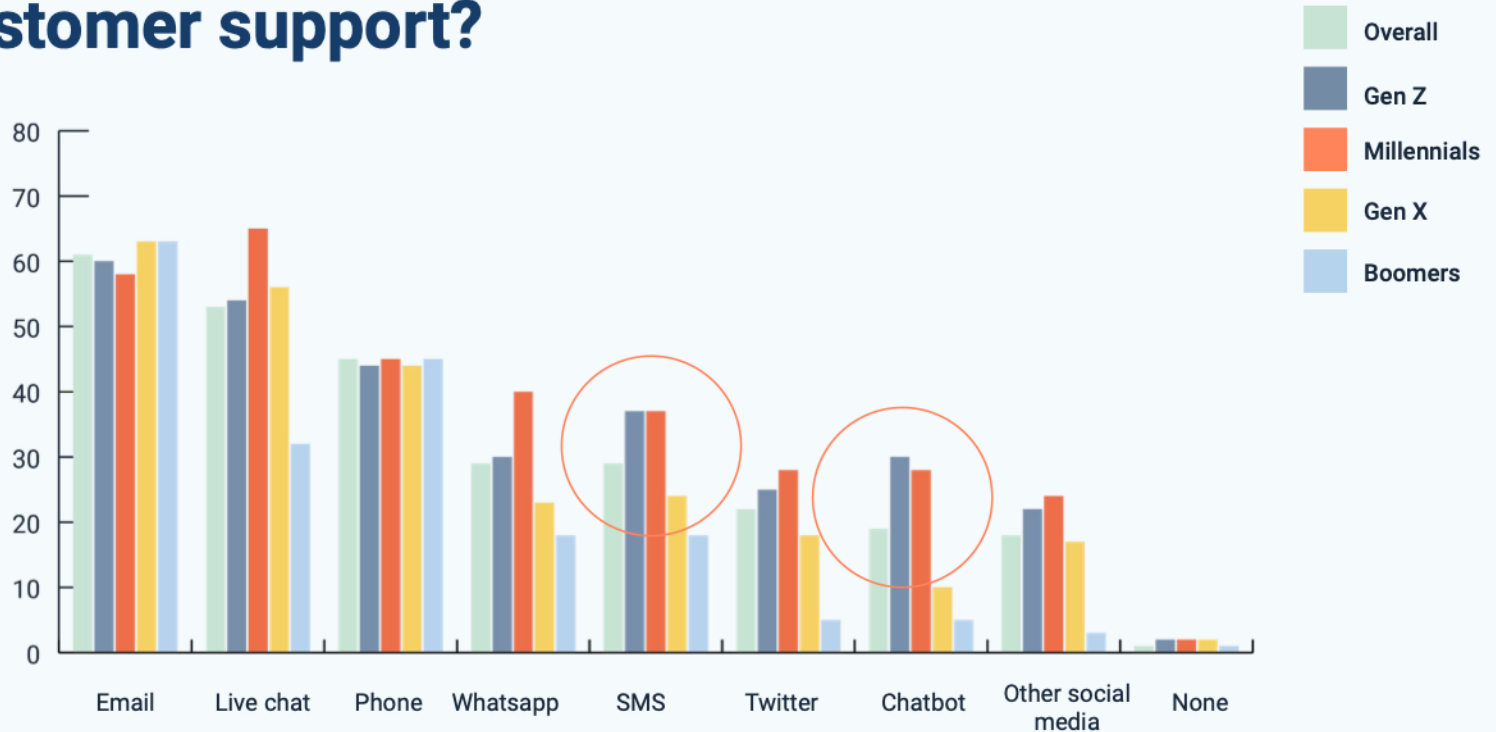


## Have you ever stopped buying from a brand for any of the following reasons?

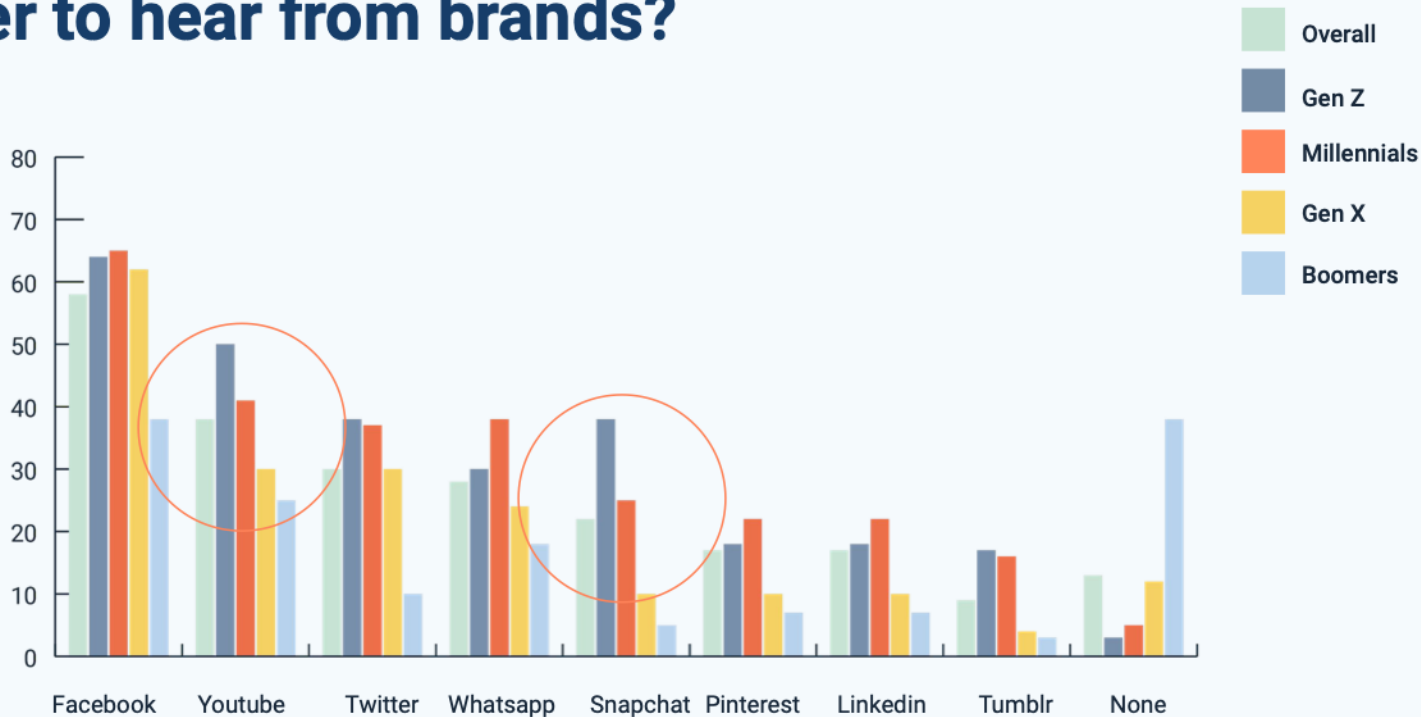




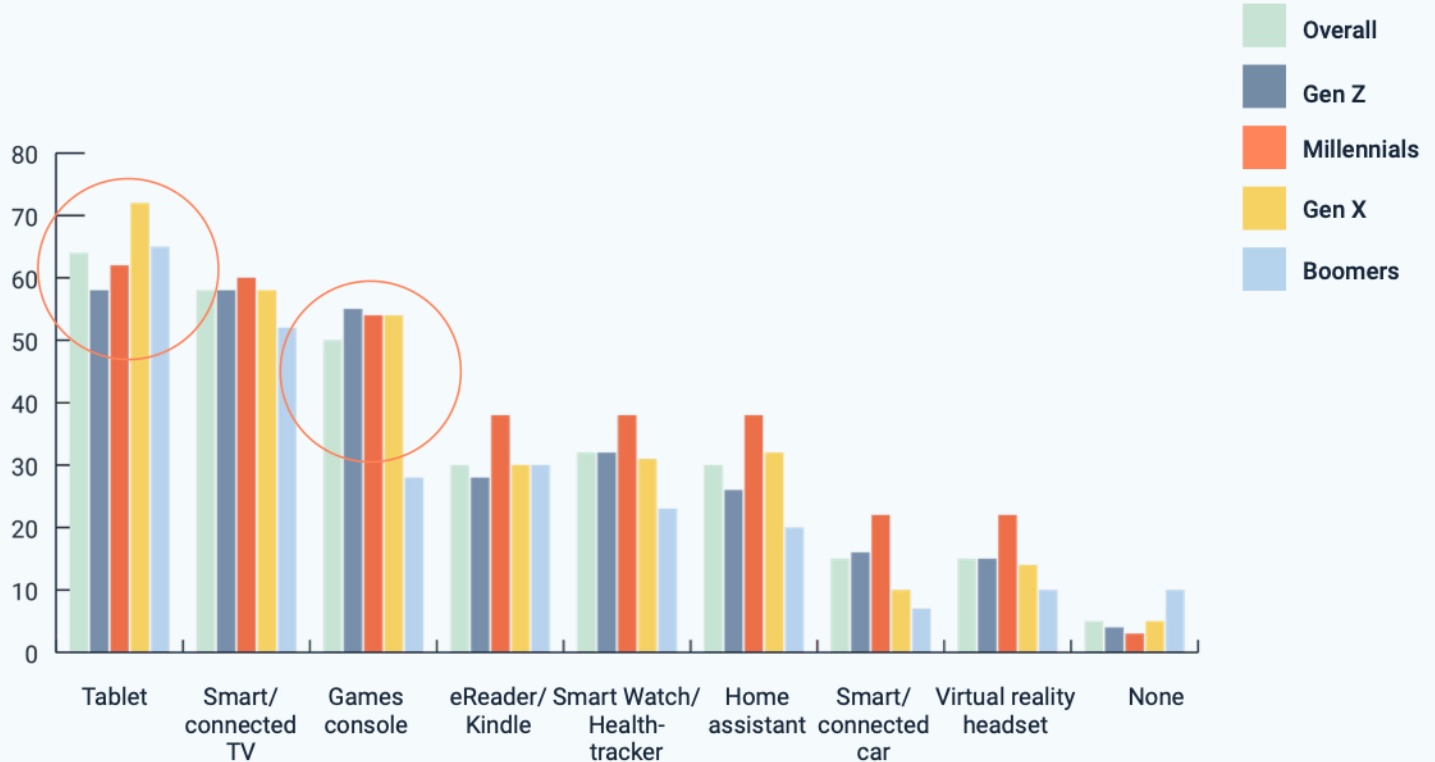
## Which channels do you prefer for customer support?



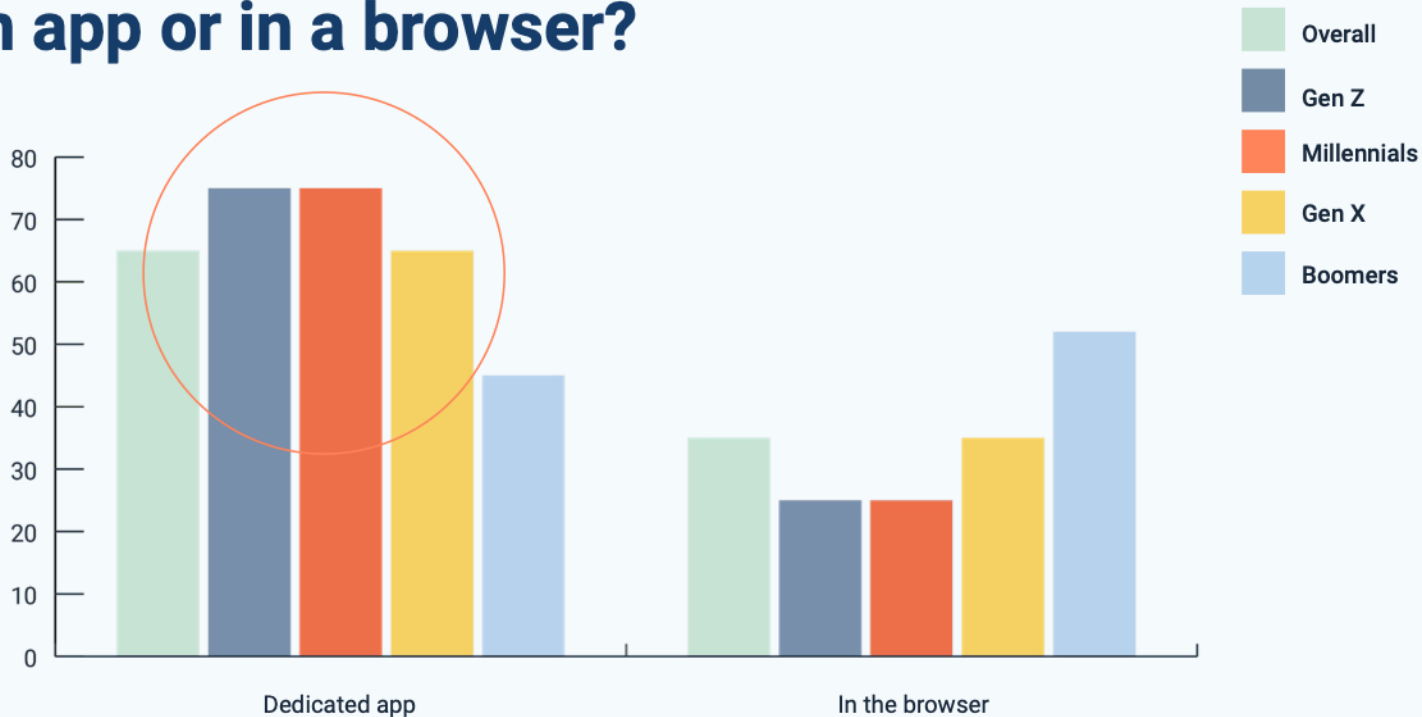
## On which social media channels do you prefer to hear from brands?



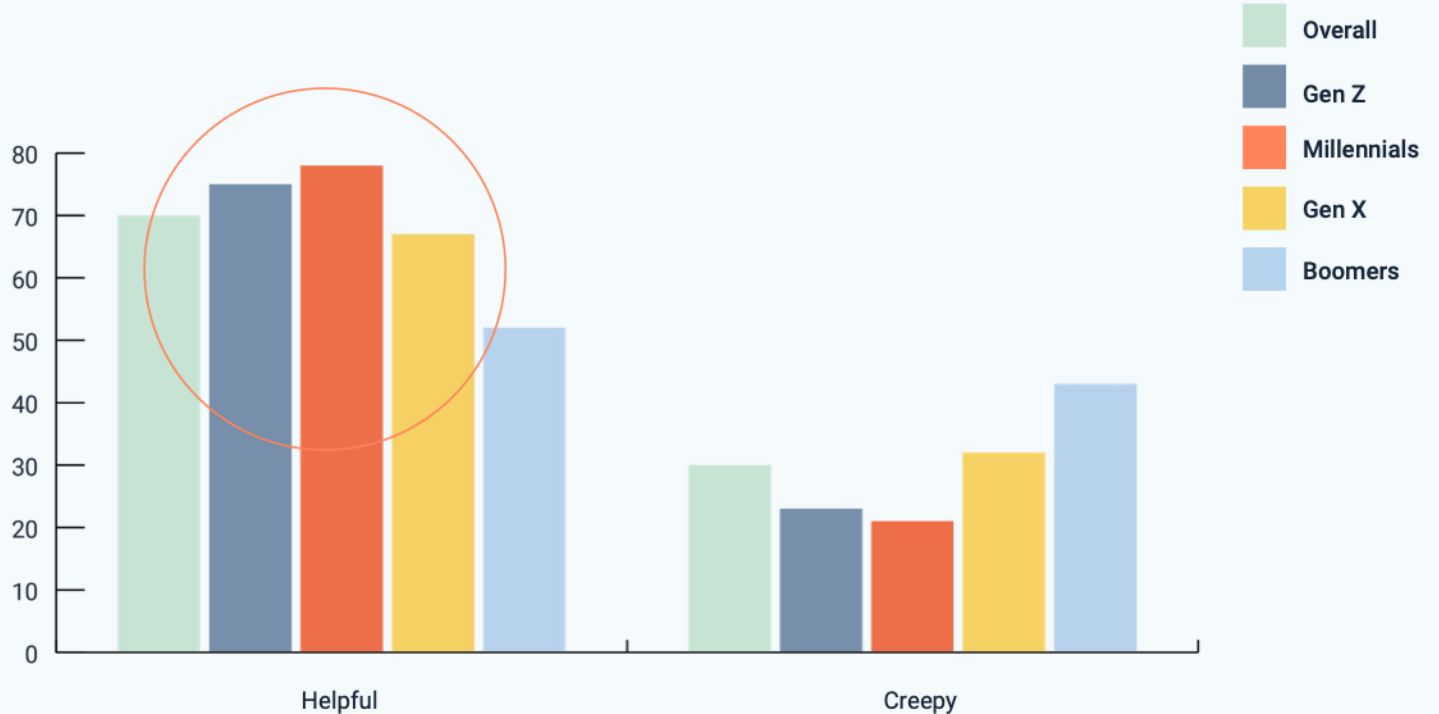
## Which of the following do you own?



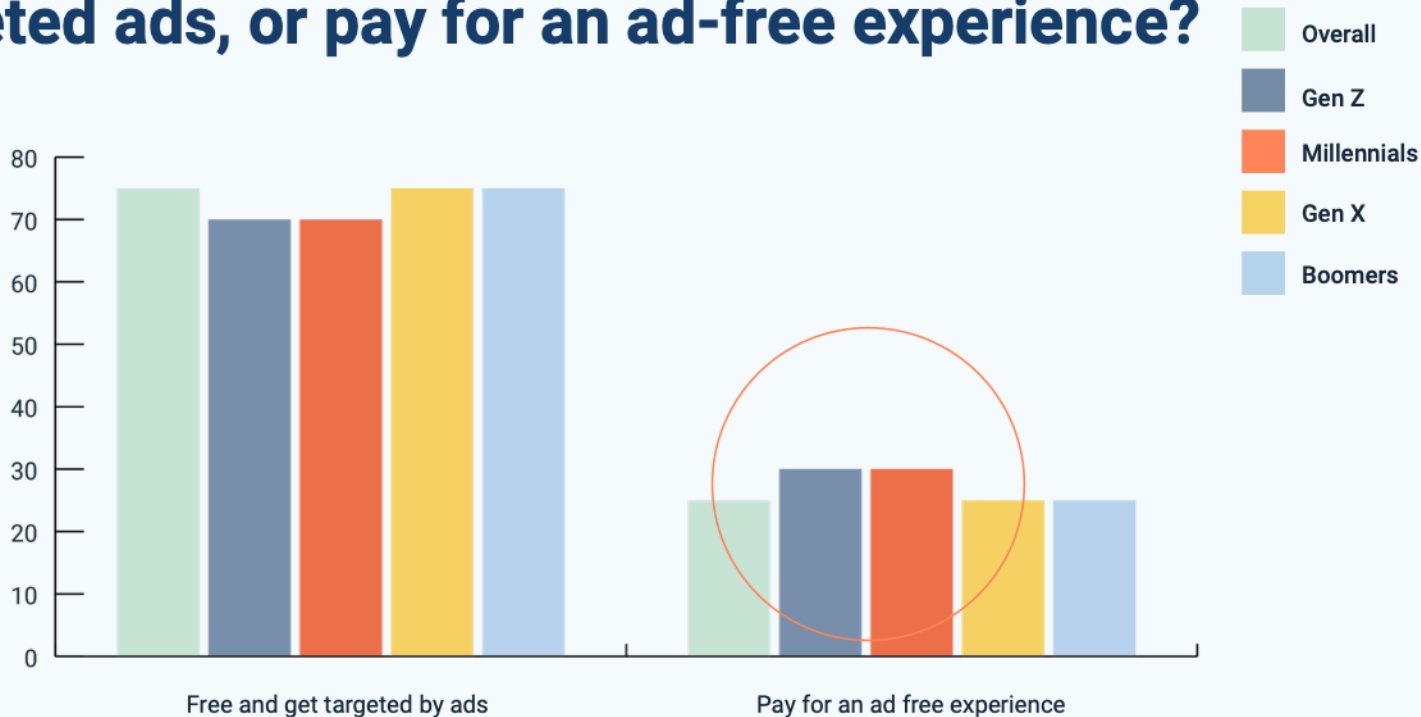
## Would you prefer to use digital services as an app or in a browser?



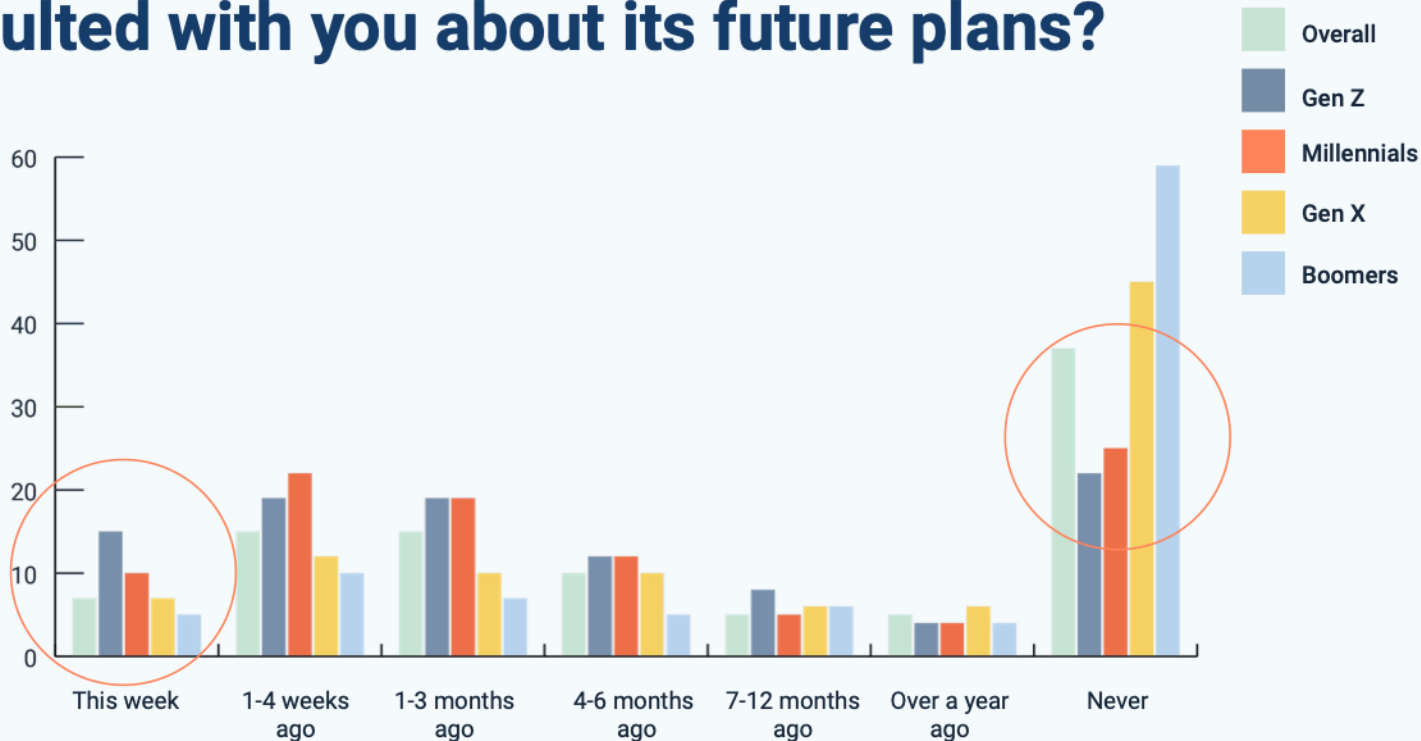
## Do you find personalisation helpful or creepy?



## Do you prefer to get a service for free and get targeted ads, or pay for an ad-free experience?



## When was the last time you thought a business consulted with you about its future plans?



## Gen Z are...

- Happy, optimistic...but stressed. Give them control and a better future (inc. careers)
- Searching for their identity, and brands can play a role in this (you'll be rewarded with loyalty.
- Driven by convenience - data, privacy, personalisation etc, all defined by this - Make it easy!
- They over-index on gaming and streaming/on-demand TV (ad free)
- Strongly influenced by online reviews and news





What next?  
**Really get to know them!**



## We're built for all of your needs





**WARNING**



## Fear is widening the gap!

Global CEOs consistently rank 'data about customers preferences and needs' as their most valuable critical need.

But less than 1/3 of CEOs have access to the *right* consumer data at the right times.

Source: PwC 2018 Annual Global CEO Survey



## Worst email ever? Sydney boss apologises for angry all-staff message that went viral

Marcus Wood says workers 'getting on my tits', and unless performance improves he will fire their 'sorry arses'



▲ Email fail: Sydney boss apologises for angry all-staff message that went viral. Photograph: Alan

A Sydney boss has apologised for an angry all-staff email that repeatedly accused his employees of "getting on my tits", playing "endless pi

## How one bad algorithm cost traders \$440m

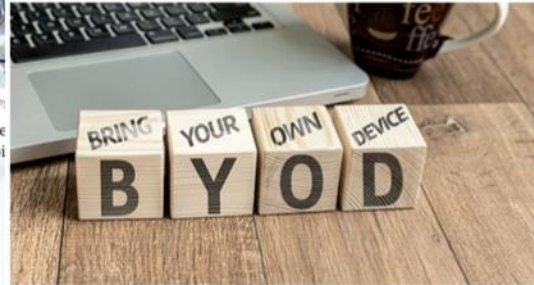
A look at the worst software testing day ever

By Dan Olds, OrionX 3 Aug 2012 at 09:32

118 SHARE ▼



## The 7 Scariest BYOD Security Risks (and How to Mitigate Them!)



Bring-your-own-device (BYOD) programs experienced significant popularity in 2016. LinkedIn's Information Security Group, and Crowd Research Partner's 2016 [BYOD & Mobile Security](#) study found that cost isn't always the biggest motivator behind BYOD adoption, with security leaders citing the following motivations:

173,839 views | Feb 13, 2013, 09:37am

## Microsoft's Excel Might Be The Most Dangerous Software On The Planet



Tim Worstall Contributor ©

No, really, it's possible that Microsoft's Excel is the most dangerous software on the planet. Yes, more dangerous than rogue code running a nuclear power plant, than the Stuxnet that was deliberately sent off to sabotage Iran's nuclear program, worse, even, than whatever rent in the fabric of space time led to the invention of Lolcats. Really, that serious.

There's a danger at one level: it's all become so complex and it's handled in such a slapdash manner that no one is really on top of it anymore. And don't

The answer?

**Technology + Support =  
New Capabilities**



# Thank you! Questions?

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