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GenZ is coming...  
are you ready?



# GenZ is coming... are you ready?

GenZ is the youngest, most racially and ethnically-diverse, and largest generation in American history.

Including those born from 1996-2010, following Millennials, it makes up 27% of the US population.

Values are an important driver for many GenZ'ers when considering purchasing and when deciding where they want to work.

How companies align their values and use the right language when communicating with this group can be the difference between success and failure.

# GenZ is coming... are you ready?

The unique values-language mix of successful GenZ Brands.

The semantics and syntax of influencers and how they market to the GenZ audience.

The values and voice attributes of GenZ.

Case Studies/messaging success: Speak with GenZ, not like GenZ.



## VALUES SHAPE DECISIONS ALMOST EVERY WORD CONVEYS VALUES

Pluralytics is a ground-breaking, machine learning-powered language intelligence solution that provides powerful insights on language to connect positively with people's underlying values.

# VALUES

—  
**(to you)**

—  
**(to a values group)**

**Ideals or principles** that drive  
decision-making

# VALUES ARE EVERYWHERE

**CONSUMERS ARE EXPRESSING THEIR VALUES WITH THEIR WALLETS AND COMPANIES ARE STRUGGLING TO KEEP UP, ESPECIALLY IN THEIR COMMUNICATIONS.**



73%+

**of large companies**

are under considerable pressure to weigh in on social issues by customers, employee & shareholders.

CONFERENCE BOARD



1 in 5

**customers**

will “walk away forever” if a company’s values don’t align with their own.

ACCENTURE



4 of 5

**investors**

say it’s important to invest in companies that align with their values.

IDB/TIPP SURVEY

## FORTUNE



Pluralytics can help identify and suggest less divisive or more optimal language...



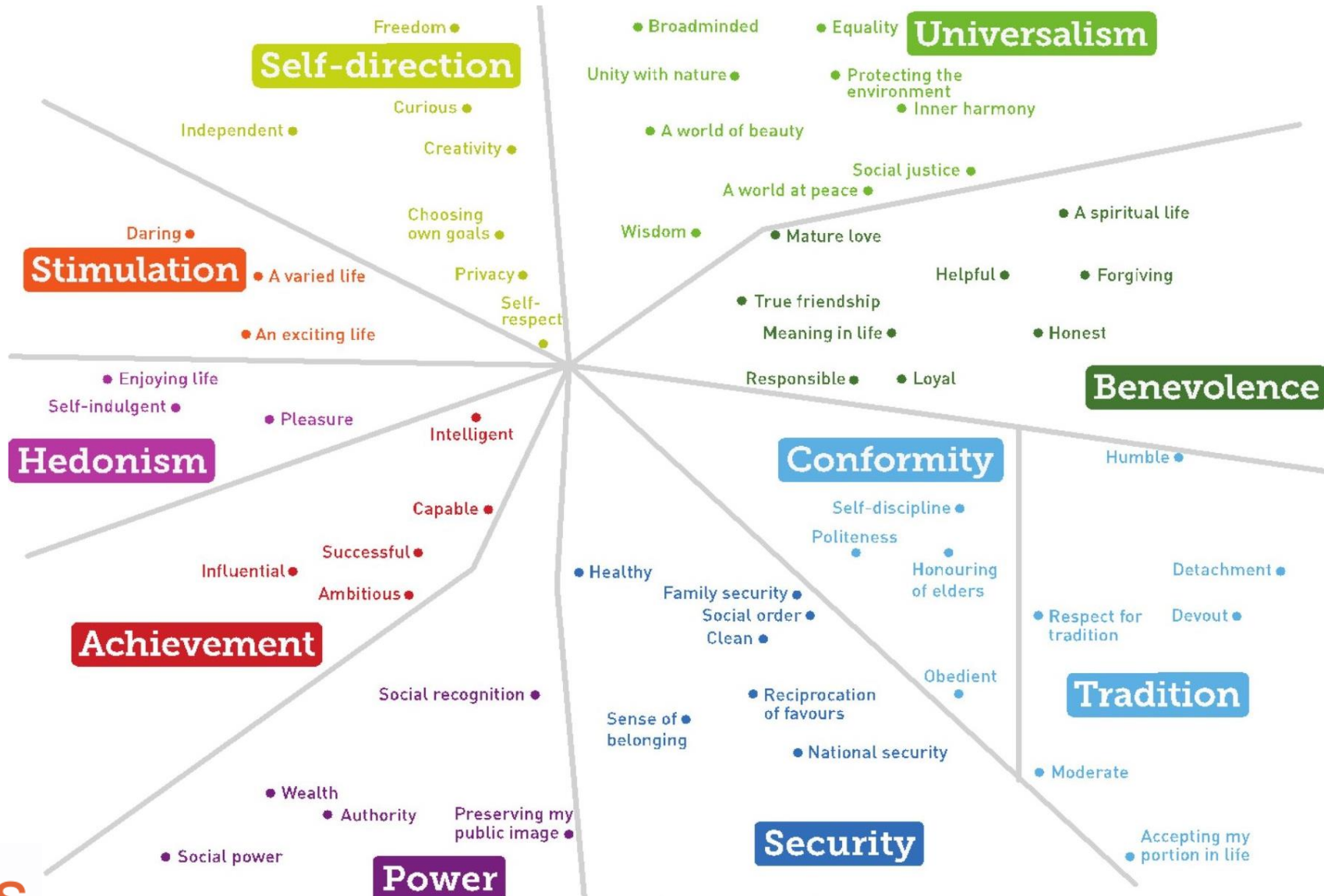
May 2020

# UNDERSTANDING VALUES BY GENERATION

Pluralytics reads any piece of content, tells you who it appeals to and why, and then suggests words & phrases to improve engagement with your target audience(s) authentic to your brand voice.

1. Uses leading-edge behavioral science to know how language connects to people's values.
2. Analyzed millions of words and phrases, using natural language processing and machine learning to identify languages based on people's values. Analyzed top 100+ brands to understand and ascertain unique tone and style landscape.
3. Developed breakthrough models to uncover language patterns that lead to success and identifies areas for improvement.
4. Can match language models to your target audiences' demographic/psychographic profiles, including by GENERATION.
5. Gets smarter and learns about your brand/language appeal profile as we work with you.

# UNIVERSAL VALUES MODEL



Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



# CONTEXT: VALUES SEGMENTS IN US

When you speak to someone in the language of their values, you deepen the connection.

pluralytics

### VARIETY

- Fun and enjoyment seeking
- Non-conformist
- Crave new, varied experiences
- Trying to figure out what I stand for
- Not active civically
- Can ben thrill seeking,
- Middle of the road politically
- Collecting/collectables
- Sports
- Enjoys outdoors
- Want known brands at a good price

### INFLUENCE

- Seeks to influence others
- Achievement matters
- Being on trend – brands important
- Indexes highly for retail, consumerism
- Progressive & conservative people
- Environmentally engaged

### SELF EXPRESSION

- Global perspective
- Self expression
- Search for meaning
- Civically engaged
- Progressive leaning
- Environmentalist
- Values social justice
- Appreciates exploration/variety
- News consumer

### SAFE & SECURE

- Protection and safety
- Risk avoidant
- Tradition is important
- Nostalgic
- Worried about the future
- Conservative leaning
- Self Reliant
- Keep to my circle of friends
- Price conscious

### TRADITION

- Grounded in Faith
- A beautiful home
- Thrifty/frugal
- Nostalgic
- Order, honor, duty
- Conservative leaning
- Outdoor/Country
- Self Reliant
- Simple happiness
- Civically engaged

# CONTEXT: VALUES SEGMENTS BY GENERATION

## VARIETY

Has fun, seeks enjoyment in life | Non-conformist | Craves new, varied experiences | Trying to figure out what I stand for | Not active civically | Thrill seeking | Centrist

## SELF EXPRESSION

Global perspective | Self expression | Search for meaning | Civically engaged | Progressive leaning | Environmentalist | Values social justice | Appreciates exploration/variety

## INFLUENCE

Achievement matters | Success driven | Seeks to influence others | On trend | Work hard, play by the rules | Progressives & Conservatives | Environmentally engaged |

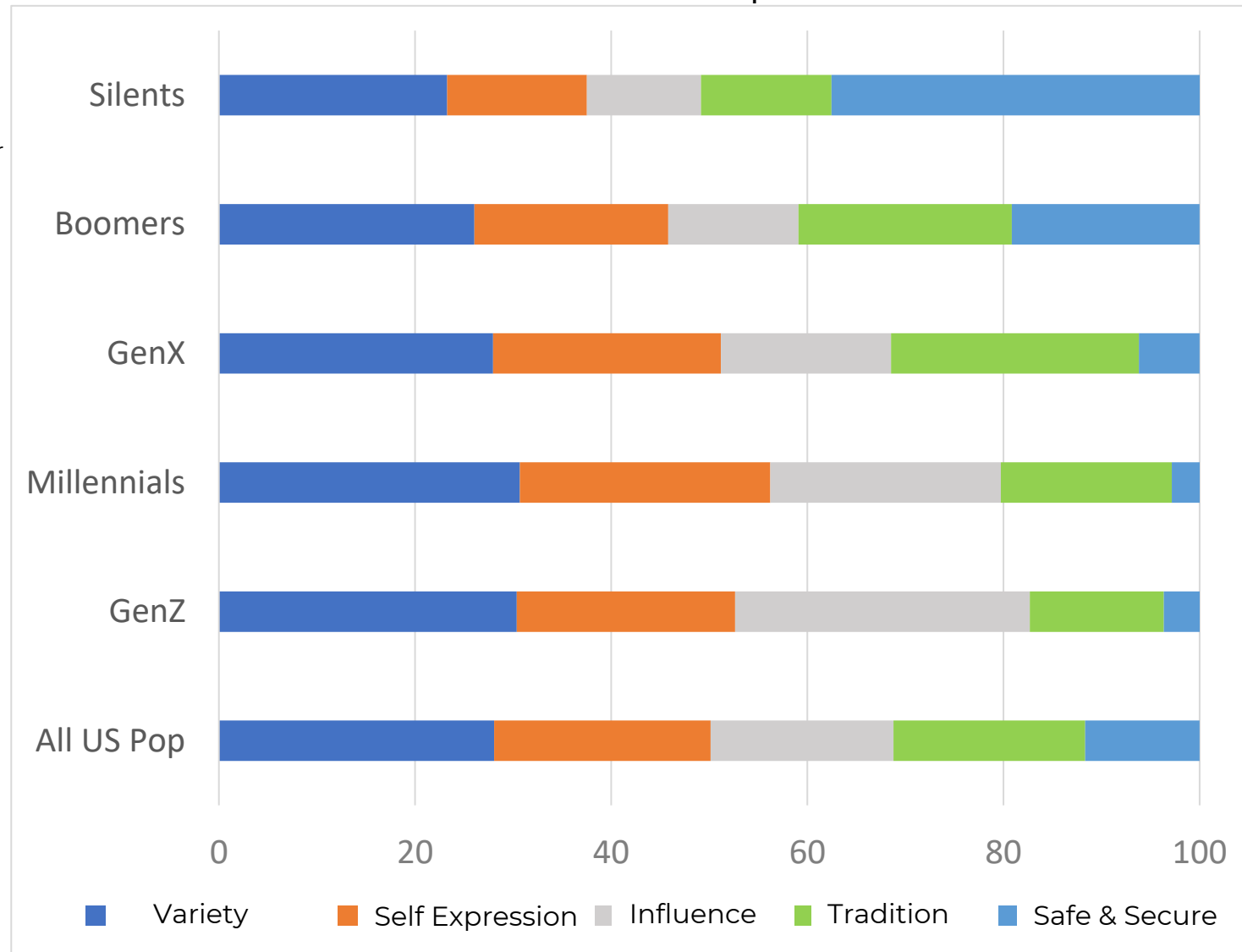
## TRADITION

Grounded in Faith | A beautiful home | Thrifty/frugal | Nostalgic | Order, honor, duty | Conservative leaning | Outdoor/Country | Self Reliant | Simple happiness | Civically engaged

## SAFE & SECURE

Value protection and safety | Risk avoidant | Tradition is important | Nostalgic | Conservative leaning | Self Reliant | Keep to my circle

Percent of Population



## CONTEXT: VALUES MATTER TO GENZ

“ They want to see if the brand is authentic and is worthy of their time, money, and values.”

(Business Insider)

“When considering what shapes their personal identity, GenZ adults are more likely than average Americans to name concepts tied to what they do, rather than who they are.”

(Morning Consult)

“It’s time to start talking about brand beliefs and convictions so we can start building meaningful brands for an audience who actively cancel brands when they don’t deliver on the promises they make. This isn’t a trend that is going to go away - **Gen Z are more likely to actually boycott brands (40%)**”

(Marketing Society)

## CONTEXT: KEY ISSUES EXAMPLES

**2/3 say** how businesses react and express themselves regarding Black Lives Matter will permanently affect their decision to buy from them in the future.

[\(Morning Consult\)](#)

**8+ in 10 say** they are concerned about the health of the planet.

[\(Blue Shield of California NextGen Climate Survey\)](#)

**6 in 10 support** protecting the rights of those who are transgender, 10 percentage points higher than Millennials. Support marriage equality (66%).

[\(747 Insights in concert with Collaborata\)](#)

# LANGUAGE INTELLIGENCE

## **GENZ Brands**

**Ingested and analyzed language for 100 brands indexing at 125+ for GENZ (18-24)**  
30MM words and phrases with sentiment/salience signals to find semantic patterns and measure values appeal.

## **GENZ Influencers**

**Analyzed transcripts from 10 well-known YouTube influencers for GENZ, representing ~92MM views.**

YouTube is the top media destination for GENZ according to MRI/Simmons.

## **GENZ Campaigns**

**Analyzed transcripts of successful video campaigns reaching over 70MM views total** including 30MM for Apple and Nike and key website pages of highly indexing and rated companies trusted by GENZ<sup>1</sup>.

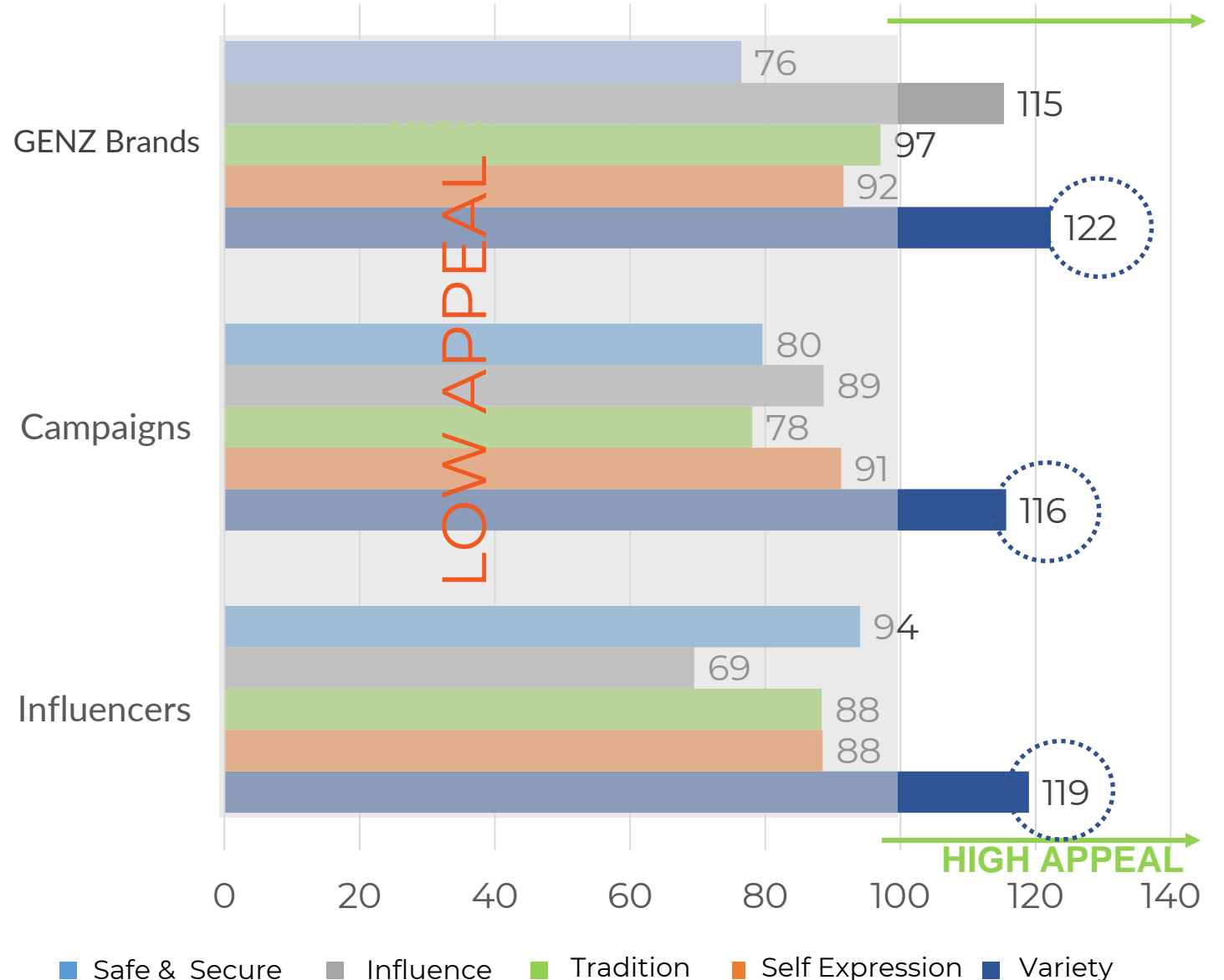
# LANGUAGE INTELLIGENCE

## TAKEAWAYS:

- 1 Significant pattern emerges across the 3 language corpuses in their appeal to people who value VARIETY.
- 2 GENZ Brands also show appeal to people who value INFLUENCE.
- 3 TRADITION and SELF EXPRESSION have some resonance but are not dominant values languages.
- 4 If you want to connect with GENZ audience, use VARIETY and INFLUENCE segmentation language with secondary consideration to TRADITION and SELF EXPRESSION.

>100 indicates language more likely to be relatable and connect.

## ValuesVoice™ INDEX



# LANGUAGE INTELLIGENCE

## WHAT WE FOUND:

- 1 Dominate values and associated attitudes based on having influence, achievement, and being on trend. This group seeks variety, self-direction. What is right is what doesn't hurt anyone.
- 2 As a group they value environmental stewardship, and equality, racial and social justice.
- 3 Purpose-driven brands that stand for something are more important than any other generation, including Millennials.
- 4 GenZ has a widespread distrust of those in power and a sense that the world isn't fair – walking the walk and talking the talk important.

### VARIETY

Fun and enjoyment seeking  
Likes self direction  
Crave new, varied experiences  
Can be thrill seeking,  
Middle of the road politically  
Collecting/collectables  
Sports  
Enjoys outdoors  
Want known brands at good price

### INFLUENCE

Seeks to influence others  
Achievement is important  
Being on trend – brands matter  
Indexes highly for retail,  
consumerism  
Progressive & conservative  
Environmentally engaged

## WHAT WE FOUND:

**AUTHENTICITY:** voice, real

**BELONGING & TOGETHERNESS:** together, everyone, close, togetherness

**SELF:** self, confidence, self confidence, personal, encourage, inspiration, protect, balance, support, stress, mindset, inner self

**EXPRESS:** celebrate, agree, reveal, express, collection, opinion, festive, talk, laugh, watch, embrace, play, reflect, dream, design

**KIND:** love, kind, friendly

**EASY:** easy, simple, expect

**POPULAR:** celeb, popular, queen, icon, hot, perfect, aesthetic (cool, pleasing), style

**CURIOUS:** curious, wonder, believe

**PURPOSE:** reason, vision, future, purpose, rise, green, environment, difference, mission, empower, movement, Black Lives Matter, Juneteenth

**REORGANIZE:** remake, reorganize/reorganization, rid, made, clutter, clean



# CASE #1 - MINT SPOT

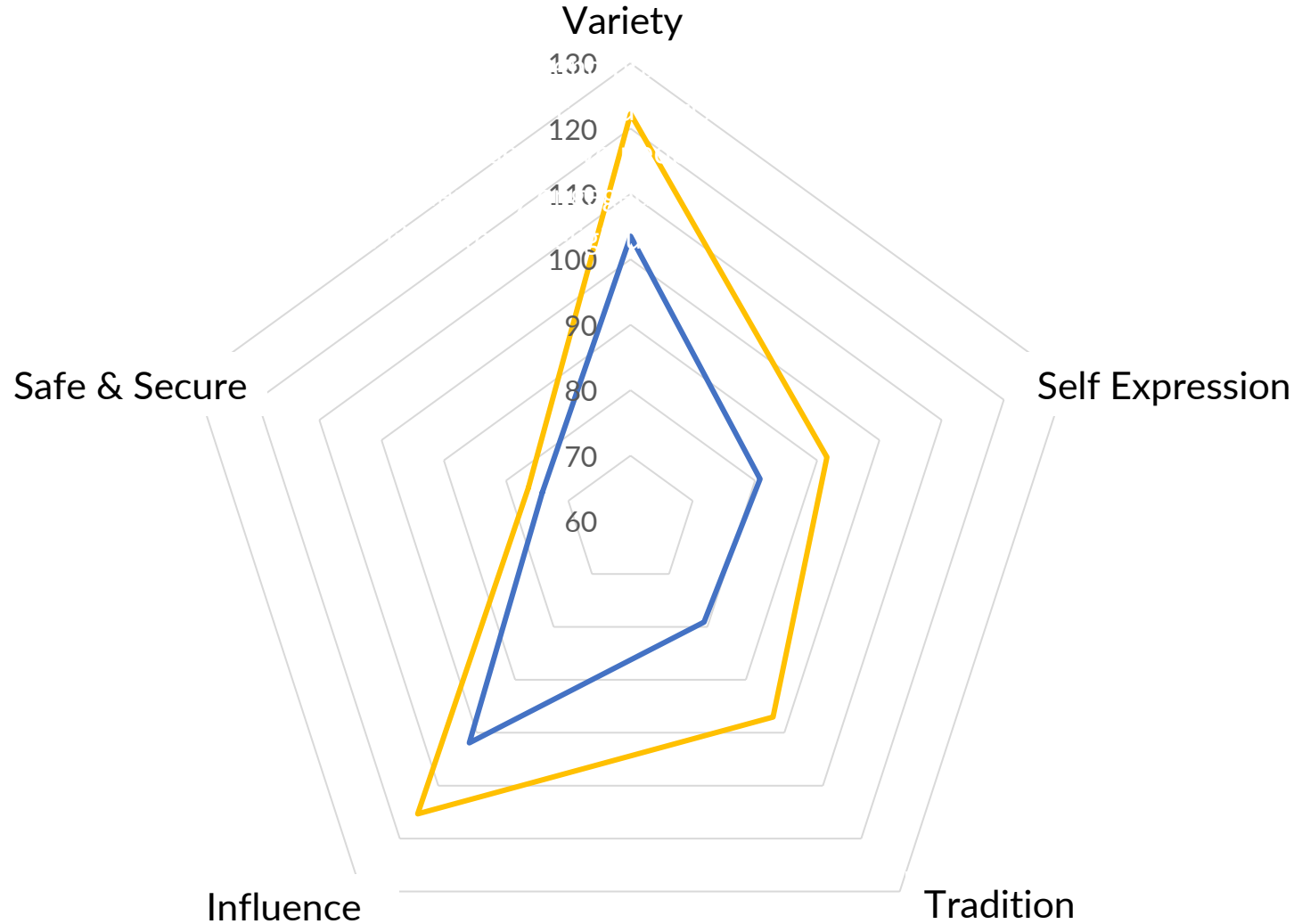
“ Hey, it’s Ryan Reynolds owner of Mint Mobile. It's the holidays and the big wireless companies are busy spending billions on advertising. At Mint we're not into wasting money so we bought this spiffy stock footage for \$500.

Our footage also came with another hand so we can let you know if you switch to Mint you'll get three months free on all of our plans. Even unlimited feels like that deserves an exclamation point! ”



## Mint Spot v. GENZ BRANDS

— Mint Ryan Reynolds — GENZ Brands

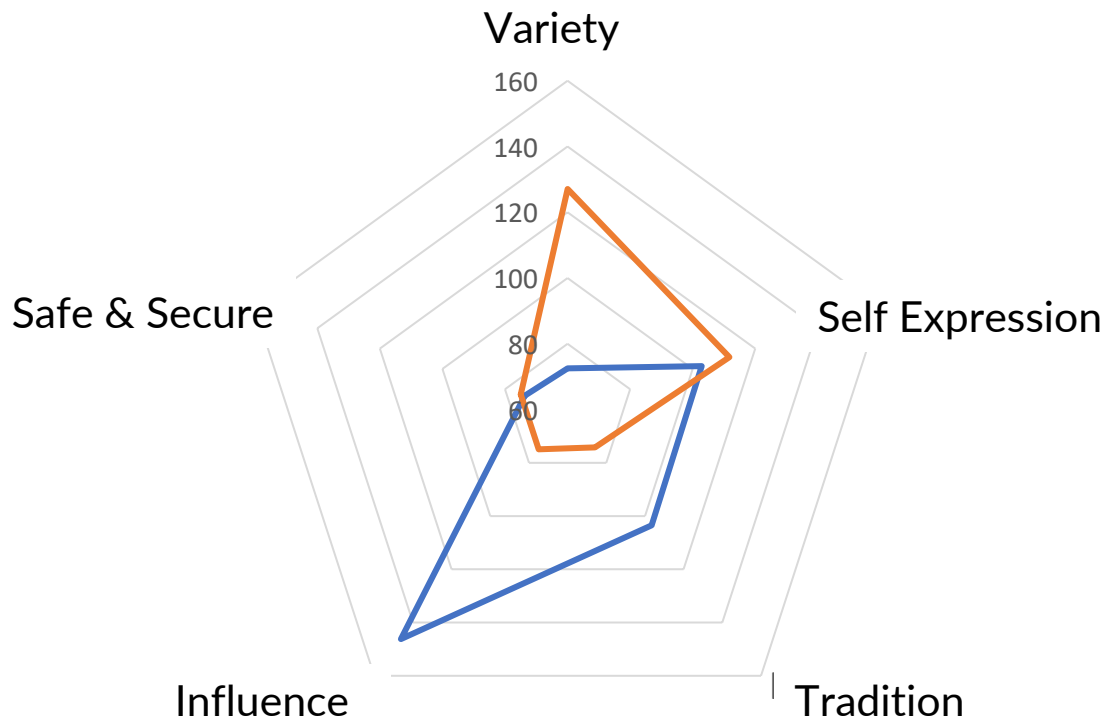


# CASE #2

## DOVE: #MyBeautyMySay

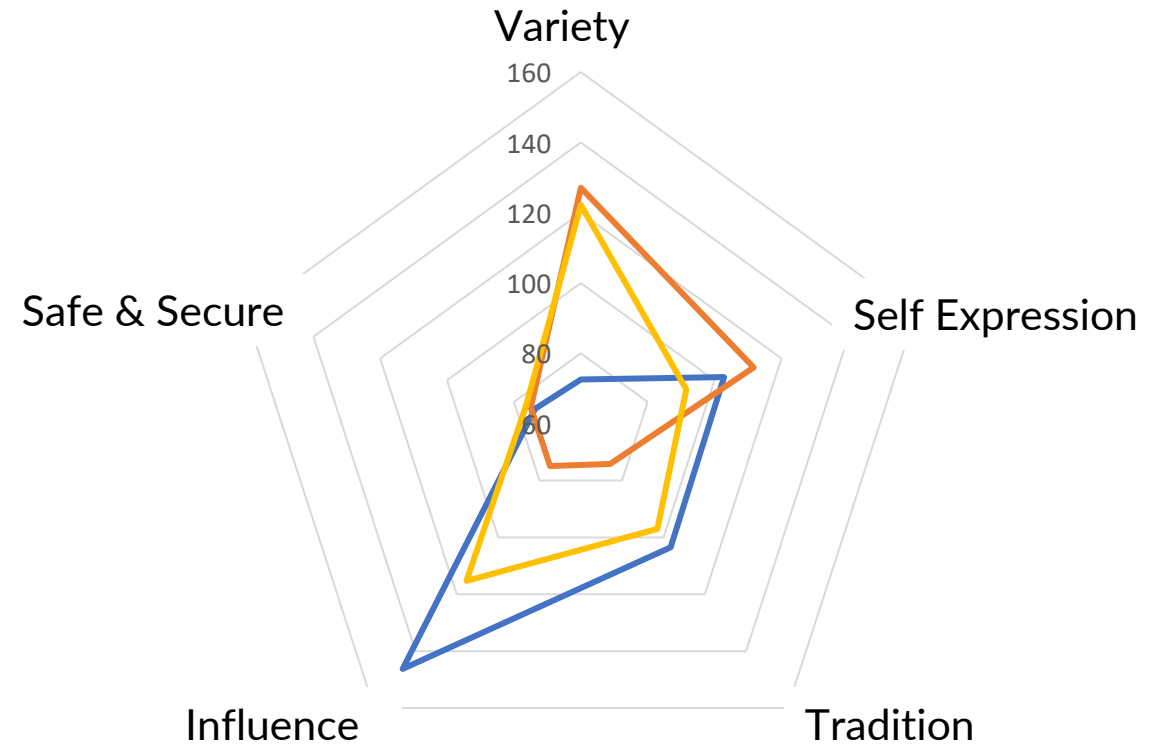
### Dove ValuesVoice™

— Dove Site Sample — Dove Campaigns Sample



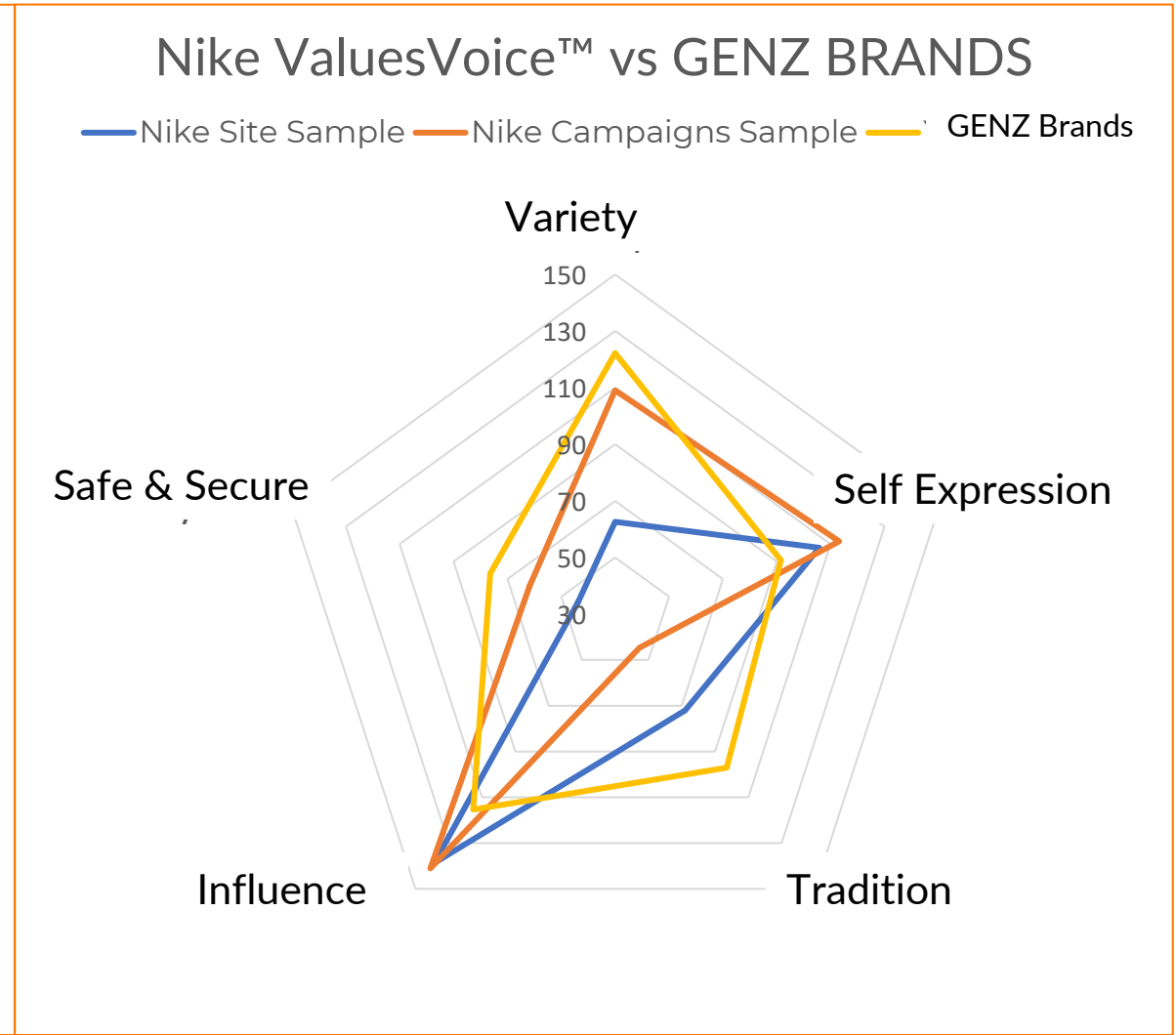
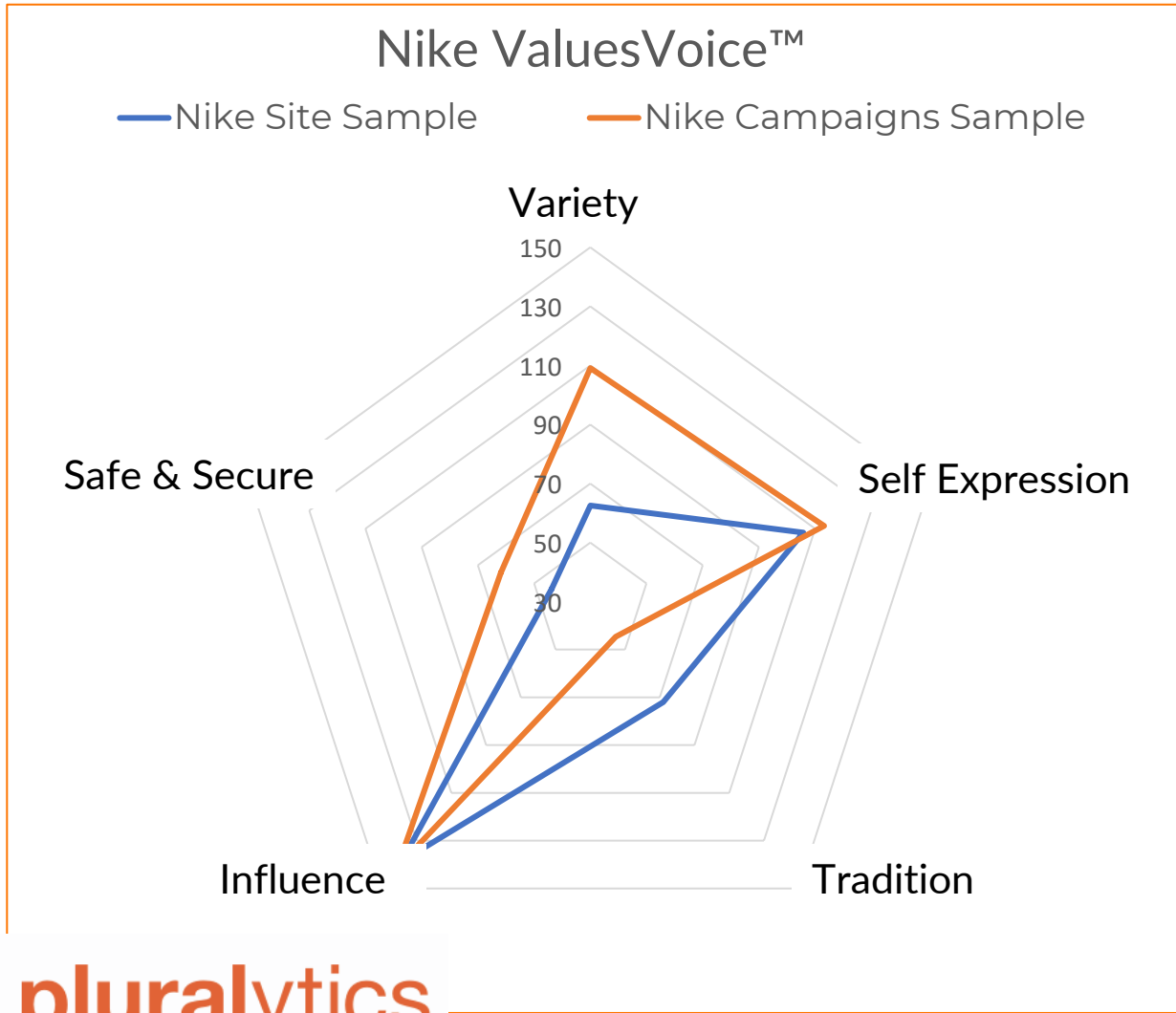
### Dove ValuesVoice™ vs GENZ BRANDS

— Dove Site Sample — Dove Campaigns Sample — GENZ Brands



# CASE #3

## NIKE: YOU CAN'T STOP OUR VOICE

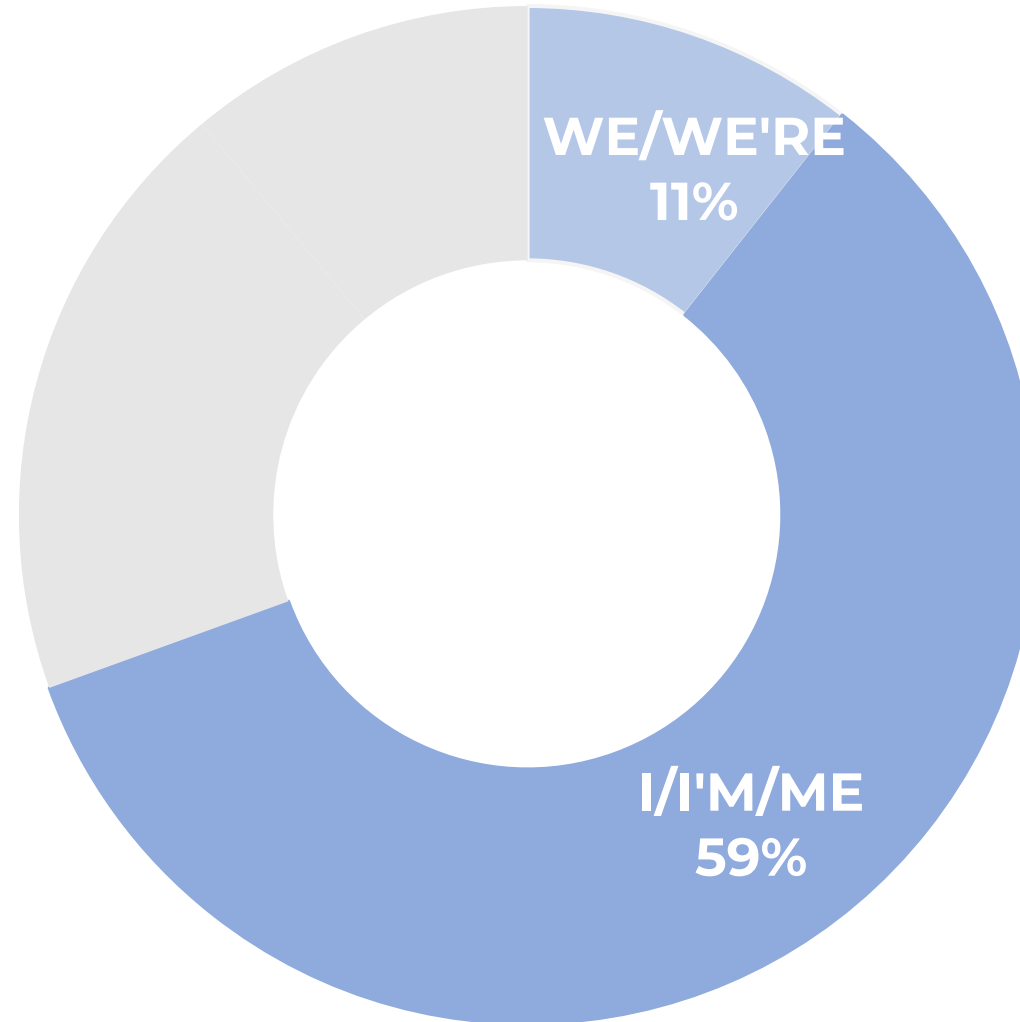


# HOW APPLE AND NIKE SPEAK GENZ

## Strong use of first person in Campaigns Case Studies

### TAKEAWAYS:

- 1 Nike and Apple campaigns sample used 1<sup>st</sup> person language 70% of the time.
- 2 Similarity with GENZ Influencers sample that are almost exclusively 1<sup>st</sup> person.



# GENZ LANGUAGE OPTIMIZATION EXAMPLE

Same idea, said better.

**BEFORE** →

“It’s not just about communication, it’s about closeness. A sense of being **together**, bonding and **belonging**. Because when you can’t be there in person, this feels like the next best thing.”

**AFTER** →

“ Be **close** be **real**.  
Spend time and **support** one another.  
**Laugh, talk, recharge and** feel **close**.  
Being **together** when it matters most.”

**word = GENZ key word**

# LANGUAGE INTELLIGENCE FINDINGS

## How to use language to successfully connect with GENZ audience:

- It's not about speaking like GENZ; it's about speaking authentically to GENZ
- Be authentic and relatable to GENZ and to your own brand
- Use 1<sup>ST</sup> person strategies: can they see themselves in your brand values?
- Understand the role of celebrity, fame and influencers
- When it comes to words, less is more
- Purpose and values alignment (with GENZ) are ESSENTIAL.

# MORE LANGUAGE INTELLIGENCE

## Insights:

- Successful GENZ Brands have a unique values language mix.
- Successful GENZ Brands exhibit a consistent use of Variety and Influence segments language while remaining authentic to their unique brand values.

## Recommendations:

- Leverage Key Themes and Words in messaging and utilize first-person voice.
- Focus on Variety and Influence segments as the most predictive values language of GENZ relatability. Note: Values language can shift regionally.
- Set your standard and stick with it. E.g., set ValuesFinder™ benchmark to score and optimize all language to meet or exceed benchmark.

# LET US HELP YOU!

## **Leading Fortune 500s, Enterprise level customers, content creators.**

- Established brands with multiple brands to monitor/lead/build competitive advantage.
- Brands/companies seeking to deepen connection with large, diverse employee bases.
- New brands seeking to improve alignment and execution, help achieve consistency.
- Brands seeking to reach new segments, learning, want to be more effective.
- Brands seeking deeper values/purpose alignment with their personas, customers and/or investors
- Agencies who seek to pretest, monitor alignment & execution of content for clients.

**FOR QUIRK ATTENDEES: WE WILL ANALYZE**

**A PIECE OF YOUR CONTENT, GRATIS.**

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