The Elusive Generations: marketing to Gen Z and Gen Alpha.
Who are we talking to?
GEN Z
1995 - 2009
GENERATION ALPHA
2010 - 2024
Elusive because of their media mix.
Which media should we use?
The challenge of the TikTok slowdown.
TikTok usage is starting to slow — is TikTok Shop to blame?
The death of Be Real.
Gen Z's new favorite app

BeReal downloads, by month

December 2022 to April 2023
The “next big thing” usually isn’t.
VISIBILITY

Technology Trigger

Peak of Inflated Expectations

Plateau of Productivity

Slope of Enlightenment

Trough of Disillusionment

TIME
Inside metaverse platform Decentraland. (decentraland.org)
Samsung’s tech team experiences true heartbreak during Valentine’s Day stunt
The metaverse doesn't have a leg to stand on.
Elusive because they’re experts at blocking out ads.
Consumers subjected to as many 6,000 ads per day.
Adblocking penetration rate in the Asia-Pacific region as territory

- Indonesia: 56.8%
- India: 50.7%
- Malaysia: 49%
- China: 46.1%
- Philippines: 45.3%
- Taiwan: 45%
- New Zealand: 42.3%
- Singapore: 41.3%
- Thailand: 40%
- Hong Kong: 38.8%
- Australia: 36%
- Vietnam: 34.7%
- South Korea: 29.6%
- Japan: 22.3%
They’re young, but they’re not stupid.
Gen Z is the most cynical generation yet. Gen Alpha will be more so.
NEW THIS MORNING

OUTRAGE OVER NEW PEPSI AD

CRITICS BASH KENDALL JENNER COMMERCIAL AS "TONE DEAF"
don’t use the “latest” slang.
SUBWAY® Canada
@SUBWAYCanada

Pick your bread bae.

- Italian: 0%
- 9-Grain Honey Oat: 0%
- Italian Herbs and Cheese: 0%
- Flatbread: 0%

0 votes · Final results
5/9/18, 11:55 AM
24 HOUR RIZZ BUNDLE
Bundle & get 6 Soaps & 1 Deo Free!

UNLOCK FREE SHIPPING + FREE SOAP!

Shop Now
Found yourself on a sus site?

⚠️ Malware

protection built in
Don’t twerk.
In short, don’t try to be cool.
Some answers.
Use emotion.
Big ideas work on every media.
Keep it simple.
Celebs can work. But you still need a big idea.
Don’t follow the herd.
172 Little Einsteins Images, Stock Photos, 3D objects, & Vectors |...
How we did it for Junior Scrabble.
Absolutely Scrumptious
billy's room
William's domicile
Start talking with them early.
Use games.
Meet Bo.
All based on the campaign theme: Do The Man Thing.
Technology changes. People don’t.
Woman with Stylus, 55–79 CE, wall painting on gesso, Pompeii, National Archeological Museum of Naples, Naples, Italy.
thanks