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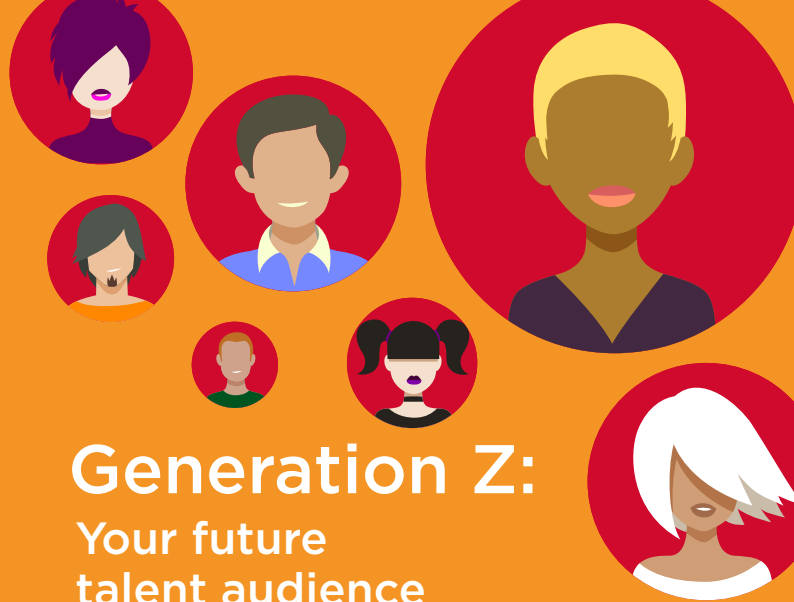
MARKETING TO GENERATION



**6 TOP TIPS TO MARKET
TO GENERATION Z**

WHY CARE ABOUT GENERATIONS?

The core reason any organisation is interested in Generations is to enable them to vary their marketing approaches, making them more relevant to the age groups they want to communicate with. In doing so, they will likely increase the effectiveness of their marketing in terms of themes, sentiment, tone and choice of media channel.



Generation Z: Your future talent audience

As in any marketing, before we look at how to market to Generation Z, we first need to define the audience – after all, these are the A Level students, school leavers and undergraduates your marketing should be targeting!

At Havas People we tend to define Generation Z as being born from 1996 onwards – we have picked 1996 as it was also the year Google was born. This is significant as Google and the technological and communication advances that it represents are a cornerstone of the changes that have moulded Generation Z.

The pace of change surrounding Generation Z means it has developed a number of particularly distinctive characteristics – which we would describe as firsts.

It is the first:

- **Global generation** – for the first time common generational traits are being shown by people of the same age around the world. In talent terms, there are now fewer cultural barriers to filling any vacancy with the best global talent.
- **Caring generation** – caring requires institutions to think about and articulate more carefully their purpose and why they matter within society.
- **'I can see the value of brands' generation** – people see the benefits in how brands can add intrinsic value to their interests and day-to-day lives. It's a chance for institutions to build closer relationships with candidates and employees.
- **Generation not to notice diversity** – what it sees is any lack of it!
- **Connected generation** – technology plays a central role in people's lives and requires institutions to look seriously at all aspects of student culture.



- **Visual generation** – visually engaging platforms such as YouTube and Facebook are at the core of this audience's media consumption and should be factored in all talent communications.



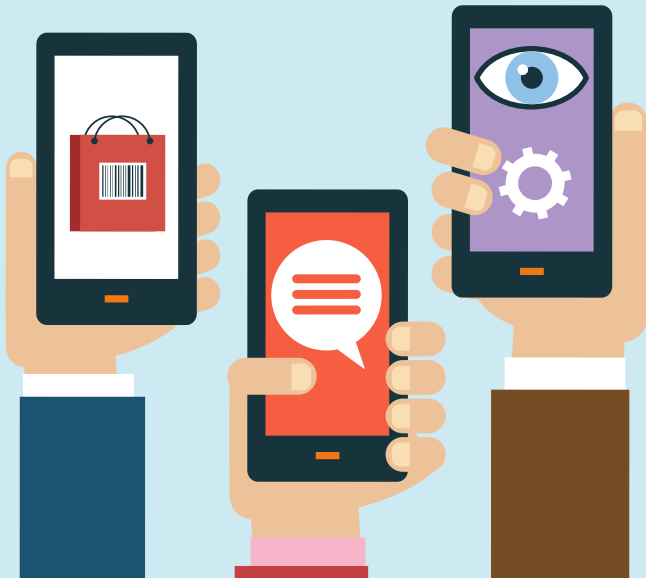
- **Multi, multi-media generation** – Generation Z are coming to rely on many different media channels. Marketing success puts a premium on the ability to segment your audience.
- **'Really worried' generation** – how can students develop skills that ensure they have not only jobs but ideally meaningful careers?

Marketing to Generation Z

As the attitudes and beliefs of the generation have evolved, so have the opportunities and requirements to market to them.

Actually, the marketing requirements of Generation Z are liable to be appreciated across all generations but it is with them that we will see the biggest benefits.

With that in mind, here are our top 6 tips to market to Generation Z more effectively, fill your student recruitment quota and raise awareness of your institution.



1. Grab their attention very quickly, and make front line content “snackable”

The attention span of Generation Z is short, which gives us a correspondingly short window to grab their attention.

We live in a world with very high volumes of information coming into people’s lives throughout the day (it has been estimated that we are exposed to 3,000 promotional messages each day) – so we can’t always just shout louder in our marketing.

So we would suggest communications which:

- **Highlight on the most interesting angle first (rather than building up to it).**
- **Get to the point quickly (you can follow up with detail later) – think snackable content!**
- **Are succinct and clear – use 5 word sentences, bullet points, and engaging headlines.**

Snackable: “Data – be it text, imagery or video – that consumers can quickly engage with, possibly on-the-go, possibly on a smaller screen, that will hopefully leave them hungry for more, similar content in the future”.

Generation Z have short attention spans. Useful, snackable content will encourage initial engagement and action.



2. Visualisation always helps

Generation Z is a 'visually orientated generation', a generation that responds positively to visual messaging.

According to an ongoing research survey by Software Advice and Adobe, 80+% of respondents pointed to images being "Very Important" or "Important" for their marketing optimisation on social. So how do we maximise the visual impact of our marketing for this audience?

Therefore, consider using:

- **Standout quotes** – quotes can be very popular and sharable across platforms.
- **Photos with text overlays** – there are almost no media in which photographs will not add value.
- **Use video, or Vines** – an obvious medium for absorbing content quickly; perfect for the mobile generation.
- **Use infographics, or "snack-o-graphics"** – a great way of visualising content and summarising a range of information.

Visual content grabs attention – make Generation Z hang around to investigate further!



3. Make things shareable – remember your audience has an audience

Making things sharable is very important with Generation Z.

A recent survey from Glassdoor indicated that 50% of people will share a bad recruitment experience and 64% a good one.

One of the distinctive aspects of the marketing landscape today is how many routes to sharing are possible – so encouraging sharing across the main sites such as Facebook, Twitter, YouTube, Pinterest (and increasingly for Generation Z, LinkedIn) is just the 'tip of the iceberg'.

There are 2 key factors relevant to the talent space that motivates Generation Z to share:

Knowledge – e.g. a great student recruitment experience.

Opinions – perhaps a view on student culture.

Remember, these motivations are liable to be more positive and encouraged if institutions respond and add value to their contributions by acknowledging and discussing them.

Of course the ultimate success of any sharing is when communications go viral – here are some suggestions:

- **Provoke an emotion** – people feel more comfortable sharing something with a point.
- **People share something if they think it will be useful** – this is often the case with much recruitment related material.
- **Be positive** – the more positive a message is, the better its chances of going viral, i.e. people respond positively to messaging that reminds them that in a scary world, there are still positives.

4. Embed diversity

Generation Z is liable to expect diversity – they will notice if communications do not reflect diversity and the same goes for student population and opportunities. Indeed, they are likely to react negatively towards institutions that do not share their perspective as regards social inclusion and multiculturalism.

What is significant in this context is that we have a generation to whom diversity is the norm - what they notice is not diversity but the lack of it.



5. Speed up communications, and be prepared to back up your claims

"It is essential that listening and fast response are key tenets of your community management strategy. Simply by listening to user comments, answering questions or sharing feedback, Gen Z will feel you are a brand who cares"

(Shoutlet)

Generation Z expects rapid communication both in terms of response (questions, applications, feedback etc.) and in terms of commenting on events and cultural change.

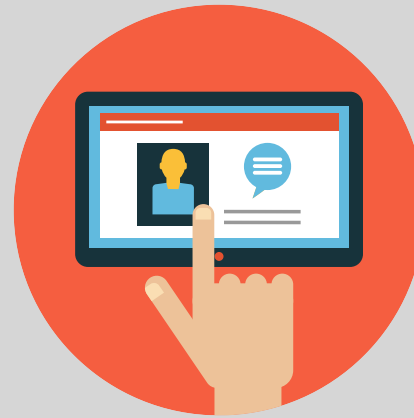
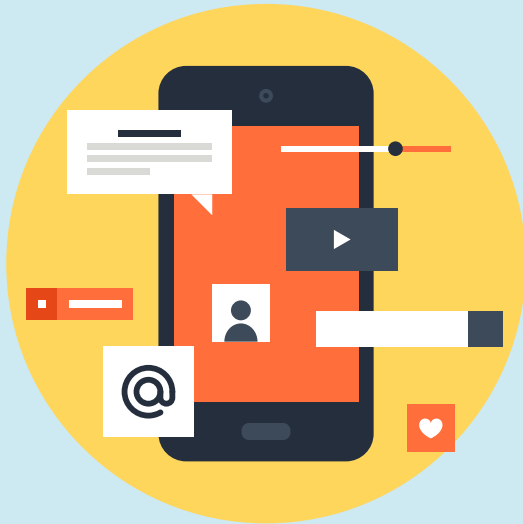
Increasingly brands, from a service and product perspective, are employing social media teams to ensure communications with customers are rapid, helpful and build brand loyalty – it is not unreasonable for Generation Z to expect the same for student recruitment communications.

While we have talked about snackable, "real-time" communications, we are not suggesting there is no depth to this generation; with so much information around, they are looking for ways to identify content that will engage them.

This means that from a communications perspective:

- **Information should be consistent** across an institution and certainly geographically.
- **Information should be easy to find** – there should be no perception anything is being hidden.
- Institutions should look to **internal ambassadors** to substantiate what they say.

Remember Generation Z will research you – honesty, clarity and credibility need to anchor all communications.



6. Maintain the human element

It is easy to get carried away by Generation Z's reliance on technology. However, as we have said, this is not a generation that dislikes face-to-face contact. In fact it is exactly the opposite.

So although it may be tempting to put all marketing online and replicate face-to-face communications with social contacts, this could be counterproductive.

Attending UCAS Fairs, school presentations, face-to-face interviews and so on all still have their place and it is an important place. So we would suggest that social media, for example, is not used to replace face-to-face contact but to complement it and make it more effective.

When it comes to marketing nothing beats one-on-one communications (particularly face-to-face) and this is something that will probably never change.

The challenges this generation poses from a talent and marketing perspective are immense, primarily because it is so different from the generations that have preceded it.

We hope you find our 6 tips helpful and that you can put them into practice in your own student communications right away.

INTERESTED IN LEARNING MORE?

DOWNLOAD THE FULL GENERATION



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<http://www.havaspeople.com/GenZ>

To find out more, get in touch with
Simon Bracewell on +44 (0) 161 610 2200
or email simon.bracewell@havaspeople.com

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