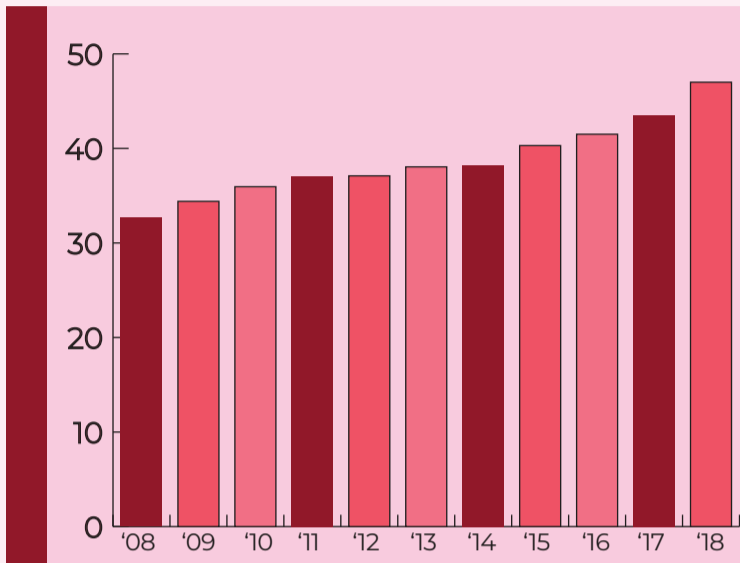




HOW TO ATTRACT GEN-Z AS A BRAND, BY ADJUSTING YOUR VALUES

By 2020, Gen Z is expected to account for 40% of all customers. This makes them very powerful, and able to influence other generations.



Source: McKinsey & Company

Generation-Z is a great advocate of improving the community. In fact, research shows that 49% of millennials in 2018 would rather buy from a brand that expresses their political views.



As a brand you probably won't know how to communicate with Gen-z, therefore it's necessary to look into their values and needs.

By projecting these insights onto your own brand you will create more engagement.

Source: Chelsea Krost

Brands need to hire and include Gen-Z, especially groups such as capable young women, in positions where their input is heard and valued. Coming to terms with more diversity and equality is highly valued.

Source: Harver

