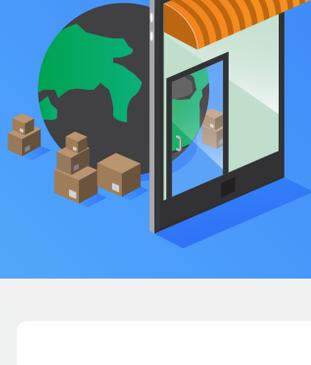


# FUTURE CONSUMER



What does the post-millennial marketplace look like?



Marketers have spent extraordinary time and resources learning how to market to millennials over the past years.

**It's now important for brands to understand the youngest of the five generations that are on the minds of marketers today.**



Gen Z is the segment of the population born after 2001, or 2004, depending on whose definition you subscribe to.

**It is growing in size and importance, representing the future consumer for brands around the world.**



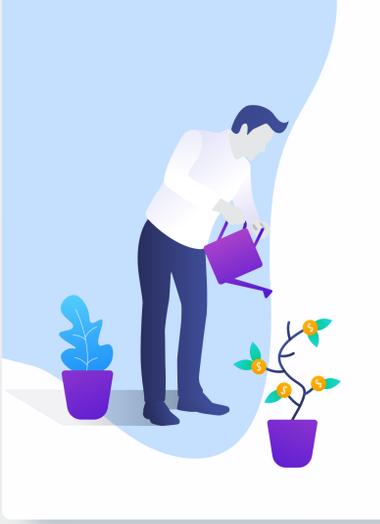
To understand what Gen Z is all about, and how to market to its members,

**we interviewed marketers and retail experts to learn about this future consumer.**

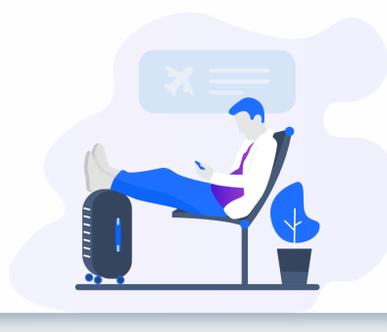


**They shared that brands should neither ignore Gen Z, nor should they treat them just like millennials.**

Gen Z has grown up in a post-9/11 world and seen their parents struggle through the Great Recession, and for these reasons, their world has been more uncertain and fraught with peril than it was for millennials coming of age.



Since the size of this generation is growing rapidly, **as is their spending power and influence**, brands are wise to understand them now.



**Understanding how the growing influence of this segment is shaping the culture is imperative to connecting with it** and becoming a brand that stands for things that matter to this generation.



## RECOMMENDED

# STEPS



Are you looking to prepare for Gen Z?

ANA members have access to the full report, which includes case studies on Gen Z, but here are three steps to get you started:

1

### Take a stand.

Brands have to stand for something more than just the bottom line. Gen Z is watching what brands do and will support those that take a stand on issues they believe in, especially regarding human rights, race, and sexual orientation.

2

### Prove it.

Gen Z requires proof, and this is frequently seen through a brand's advertising. This generation doesn't want great storytelling; it wants great story-living. Brands must live their story and purpose through their products, hiring practices, and all business decisions.

3

### Get real.

This generation expects transparency, authenticity, and originality. For this reason, brands are finding out that Gen Z prefers to see real people in advertisements instead of celebrities.



To learn more about how marketers can reach out to Gen Z, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.