

# SELLING TO GENERATION Z



# BABY BOOMERS:

## WHO:

Baby boomers can be defined by the following characteristics:



Born 1946 - 1964



Optimistic



Focused upon individual success

## CULTURAL INFLUENCES:

Their youth was influenced by:



Elvis

BEATLES

The Beatles

WOODSTOCK

Woodstock



The Cold War



Man On The Moon



Recognition for achievements

## MOTIVATED BY:



Opportunities for professional development



Pursuing of authority



Workplace benefits (pension / holiday / health/benefits etc)

# GENERATION Y [MILLENNIALS]:

## WHO:

Generation Y can be defined by the following characteristics:



Born 1980 - 1995



Tech-savvy



Environmentally & socially conscious



Image-conscious

## CULTURAL INFLUENCES:

Their youth was influenced by:



Spice Girls



Britpop



Facebook



Apple



Harry Potter

## MOTIVATED BY:



Money



Are employed workplace environment



Opportunities for personal creativity and opinion



Short, challenging and fast tasks



Opportunities to learn new technologies



Flexibility in working hours

# GENERATION X:

## WHO:

Generation X can be defined by the following characteristics:



Born 1965 - 1980



Independent



Highly educated

## CULTURAL INFLUENCES:

Their youth was influenced by:

NIRVANA

Nirvana



Madonna



Watergate



Thatcher-era government



Lifestyle benefits (holiday / family good discounts / pension) (Older generations X)



Corporate wellbeing



Recognition of achievements



Professional development opportunities

## MOTIVATED BY:



A good work / life balance



Family based benefits (pension vouchers etc) (Younger generation X)

# GENERATION Z:

## WHO:

Generation Z can be defined by the following characteristics:



Born 1996 onwards



Teenagers / young adults



Digital natives

## CULTURAL INFLUENCES:

Their youth was influenced by:

ONE DIRECTION

One Direction



Bloggers



YouTube



Financial instability



Snapchat

## MOTIVATED BY:



Respect



Out of work relationships with colleagues



Experiential learn



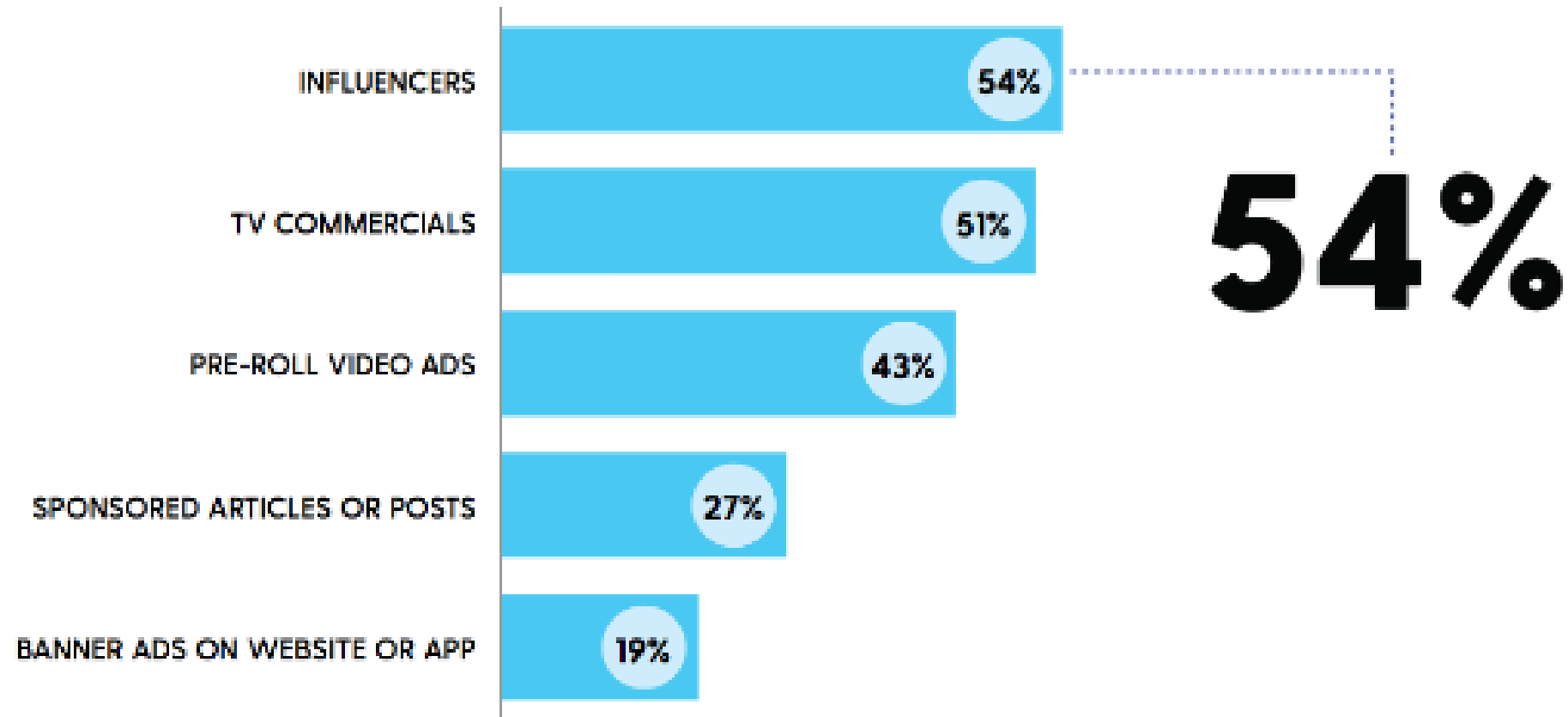
Money saving schemes



Wearing platforms



# ADJUST TO SHIFTS IN TRUST



- Gen Z trusts social media influencers more than traditional celebrities

Marketing to



and their  
GEN X parents

# Millennials vs. Generation Z

## Millennials

- Tech-savvy
- Transparent
- Slacktivists
- Multicultural
- Tolerant of others
- Communicate with text
- Share things
- Now-focused
- Optimists
- Want to be discovered
- Team-orientated

## Generation Z

- Tech-innate
- Protective (e.g. geo-location off)
- Active volunteers
- Mixed race and gender
- Accepting of others
- Communicate with images (e.g. emojis)
- Make things
- Future-focused
- Realists
- Want to work for their success
- Collective-conscious

# CELEBRITIES VS INFLUENCERS

## Celebrities

- Movie stars, television personalities, music artists, etc

## Influencers

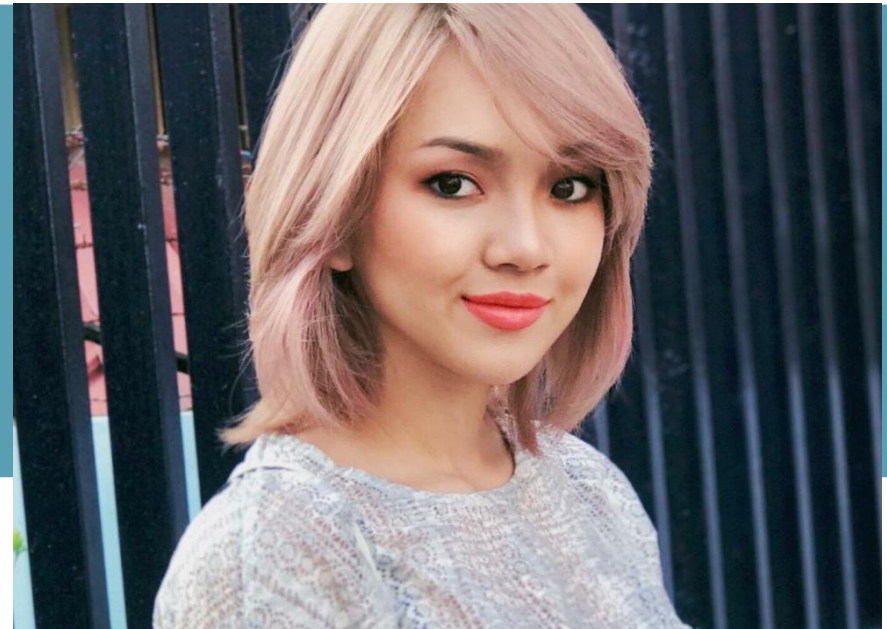
- Social media user that established prominence in a specific industry

## International Examples



**Brody Jayawozi**: movie star

Gained influence **indirectly** through their presence in popular media. Caters to **entertainment**



**Neveah Pie**: beauty and makeup blogger YouTube videos

Gained influence *directly* by creating content for a niche audience. Caters to **interest**

# **USE SOCIAL MEDIA INFLUENCERS**

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So who should brands use to sell to Generation Z?

## **The Case For Celebrities**

1. More recognizable
2. Reach extends to multiple demographics
3. Able to provide high levels of exposure

## **The Case For Influencers**

1. They are more relatable- they are everyday consumers like the audience
2. Can incorporate your product directly into the content they are creating
3. Has very specific follower demographics over which they have huge influence. Eg. Nay Chi's followers are all interested in make-up
4. Less expensive than celebrities

# ENGAGE THEM THROUGH TECHNOLOGY

- 1) For Gen-Zs, shopping is a *social* experience. Ensure in-store connectivity
- 2) Consider non-traditional payments
- 3) Encourage sharing via social media. Offer promotions and discounts for sharing your product's page
- 4) Connect with them on social media. Respond to comments. (Appear to) listen to suggestions





# HAVE DISTINCT STORES

- Gen-Zs are visual. An appealing store makes them want to visit
- Gen-Zs love to share online, especially photographs, especially pretty ones. Generate publicity for your store by having beautiful decorations. Doesn't necessarily have to be expensive, just *distinct*



# INVEST IN CORPORATE SOCIAL RESPONSIBILITY

- Generation Z-ers are driven to do good.
  - 76% are concerned about humanity's impact on the planet
  - 26% of 16-to-19 year olds volunteer
- Investing in corporate social responsibility will be appealing to Gen Z-ers
  - Pledging a % of your sales to charity
  - Use fair labor practices
  - Use environmentally friendly processes
  - Straight donations to charities and/or non profit organizations

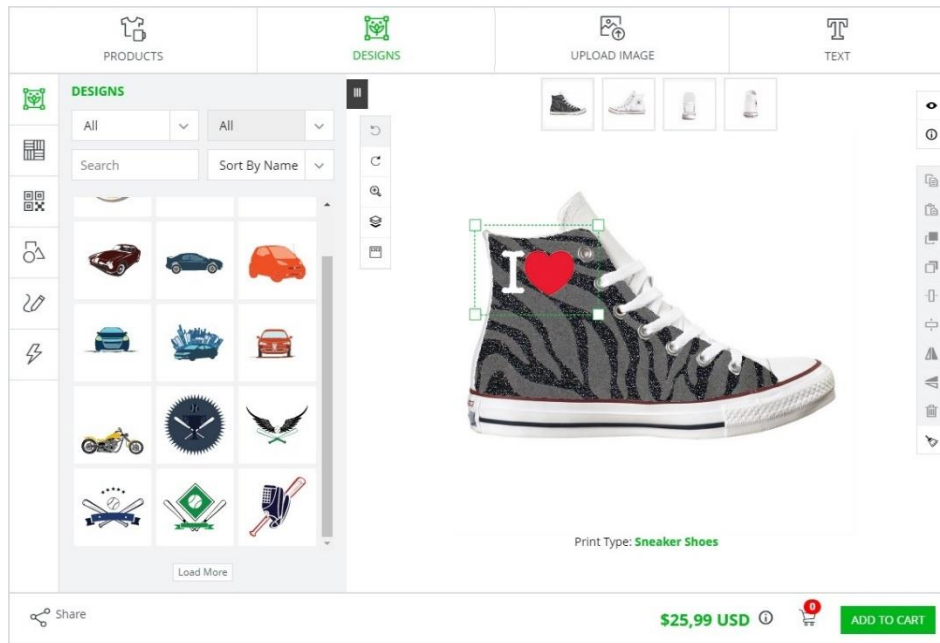
# OFFER PRODUCT CUSTOMIZATION

- 1) Gen Z-ers love to be involved in the product development process
- 2) They love to be unique

## Product Customization

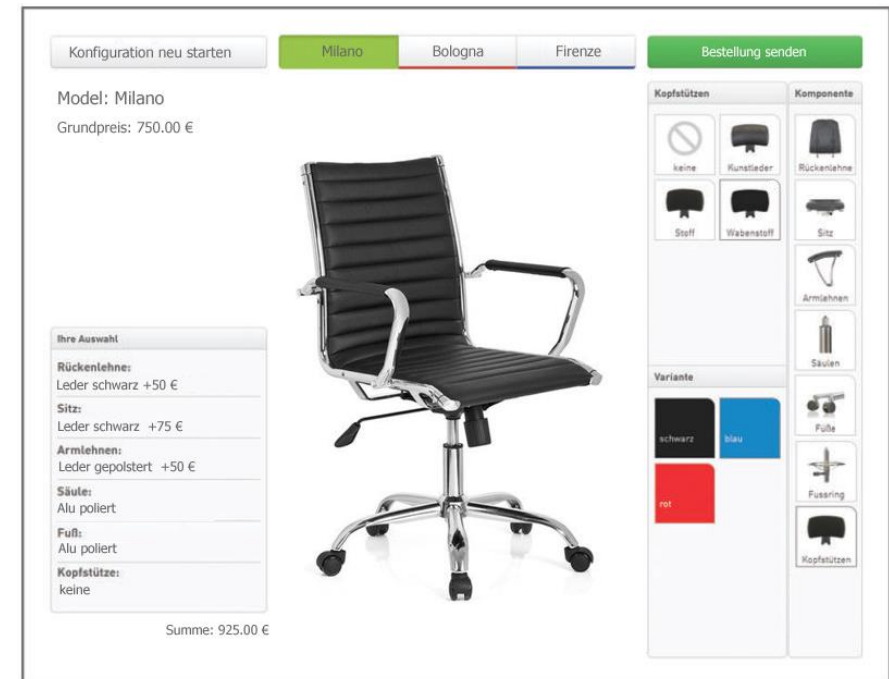
Maximize the number of customizations they can make to a product, especially online

New feature in Myanmar



Reebok Shoe Customizer

Sepia Chair Customizer



## Pain Points

- Only 10-15% Banking Penetration
- Branches are sometimes very far
- Retailers operate on weekends but, branches don't
- Small change issue
- Collection issue

# Different Digital Payments



Existing POS Payments



Existing payWave Card Payments



Mobile Contactless Payment  
(ApplePay, SamsungPay, etc)



QR Scan Payment



Social Payments



Smartwatch Payments  
SamsungPay



Mobile  
Solution

Branchless Banking

QR Payment

No System Setup, Just Display QR Code

Exact Amount Payment

Re-ordering with Mobile Money

# What Is The Future?



Facial Recognition Payment



Pay with Coffee Cup

# TAKEAWAYS

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- Work with influencers
- Engage through technology
- Have distinct stores
- Invest in CSR
- Enable customization



# THANK YOU

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Generation Z

Born: 1995-2012

Coming of Age: 2013-2020

Age in 2004: 0-9

Current Population: 23 million and growing rapidly

While we don't know much about Gen Z yet...we know a lot about the environment they are growing up in. This highly diverse environment will make the grade schools of the next generation the most diverse ever. Higher levels of technology will make significant inroads in academics allowing for customized instruction, data mining of student histories to enable pinpoint diagnostics and remediation or accelerated achievement opportunities.

Gen Z kids will grow up with a highly sophisticated media and computer environment and will be more Internet savvy and expert than their Gen Y forerunners. More to come on Gen Z...stay tuned.

