• Full-service marketing communications firm with wide range of services
• 24 years of documented results in engaging and motivating consumers
• Expertise across brand, digital and integrated marketing communications
• Deep experience in destination branding and marketing in PA market
• Recognized for creative product excellence
• Award-winning, collaborative teams

GENERATION Z
AND THE FUTURE OF MARKETING
AGENDA

- The Generational Concept Explained
- Generation Z Defined
- Implications for Travel Marketers
CONCEPT

- Karl Mannheim – “The Problem of Generations” (1923)
- Does history repeat itself?

CLASSIFICATIONS

- Baby Boomers (1946-1964)
- Generation X (1965-1981)
- Generation Z (2000-Present)
GENERATION X

MILLENNIALS
GENERATION Z
GEN Z DEFINED

• “Millennials on steroids”?
• Behavioral and cultural diversity
• Global view
• Highly entrepreneurial
• Realism vs. optimism
AIRBNB

we all belong.

COLLABORATIVE CONSUMPTION

Bitcoin is an innovative payment network and a new kind of money.

Fast peer-to-peer transactions
Worldwide payments
Low processing fees

Bitcoin uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by the network. Bitcoin is open-source; its design is public, nobody owns or controls Bitcoin and everyone can take part. Through many of its unique properties, Bitcoin allows exciting uses that could not be covered by any previous payment system.
COLLABORATIVE CONSUMPTION

- Access without ownership
- Sharable economy
- Disruptive technologies
- Impact on markets

STRANGER THINGS
CULTURE, ON-DEMAND

• Digital from infancy
• Cord nevers
• One-click
• Heavily influenced by social media
SOCIAL MEDIA’S EVOLUTION

- A tool for good
- A tool for darker societal forces
- Reticence to share
IMPLICATIONS FOR TRAVEL MARKETERS

• Privacy concerns
• Short attention span
• Label agnostic = less brand loyalty
• More likely to convert on mobile

WHAT ELSE DO WE KNOW?
AUDIENCE CONSUMPTION

- Multi-channel layering
- Media usage and time spent
- Adapt message to vehicle

VEHICLE SHIFTS

Instagram, Snapchat Adoption Still Surging in US and UK
Facebook’s appeal fading further among teens and young adults

August 23, 2017 | Mobile | Social Media

Usage rates for Facebook, Instagram and Snapchat are running roughly in parallel between the US and UK, according to eMarketer's latest forecasts of social network usage in those countries, with relative upstarts Instagram and Snapchat expected to rise by double digits. But social networking leader Facebook will see its user growth continue to slow in both countries as lessening usage among teens and young adults drags down overall user...
CEDAR POINT HAUNT

TAILORED APPROACH

- Shifting social platform use
- Mobile-first experience
- Receptive to branded content
- Social influencers
- Short-form video
IKEA

TRAVEL HISTORY

• Well traveled from a younger age
• More influence on families
TRAVEL NEEDS

• #YOLO
• Technology first
• Authenticity is essential

INSTAGRAM BUTLERS?
TRAVEL HABITS

- Adventure seekers
- Cheaper accommodations
- Heavily influenced by social media
- Open to inspiration

VISIT SINGAPORE
IN SUMMARY

- The Generational Concept Explained
- Generation Z Defined
- Implications for Travel Marketers

Twitter blows up at SXSW Conference

One-line one-to-many messaging service Twitter is aflame during the South by Southwest Interactive conference. The techies, bloggers, and various citizenry-of-media are pumping the service with constant web, IM and SMS messages. Twitter staffers Jack and Alex tell me that the site, which normally carries around 20 thousand messages a day, broke 60 thousand a day this weekend. This traffic boost should add a strong layer of new permanent users. In the next year, Twitter could make a Facebook-sized blowup among the general public.