Is your brand ready to reach Gen Z?

To know how to reach any generation, brands must understand their priorities. Mark Beal, author of Decoding Gen Z: 101 Lessons Generation Z Will Teach Corporate America, Marketers & Media, Gen Z has these priorities:

According to Inc. magazine, Gen Z will represent 40 percent of American consumers by 2020. Brands should neither ignore Gen Z nor should they treat them just like millennials. "Generation Z is one of the most powerful consumer forces in the market today. Their buying power is $44 billion and expands to $600 billion when considering the influence they have on their parent's spending."

Visit ana.net and follow us at to learn more about how marketers can reach out to Gen Z, check out the full research report. You can also visit ANA’s Marketing Futures Hub for other cutting-edge marketing topics that are changing the world of marketing forever.

### Speed

Accomplishing tasks and getting from point A to point B is critical.

### Immediacy

Gen Z doesn't carry cash, and aims to make transactions immediately. For example, watching Netflix at any time in any place is a huge plus for Gen Z.

### Efficiency

Gen Z likes to save time and gain efficiency by shopping on Amazon or other channels that offer a wide variety of goods ready to be shipped quickly. Gen Z prides itself on being efficient, and they value their time.

### Personalization

They love the idea of personalization in all aspects of life, including playlists, sneakers, and soda. Gen Z values collaborating with a brand, or to purchase from one that allows personalization of products, services, or experiences.

### Purpose

Gen Z appreciates brands that have a higher purpose and demonstrate it beyond transactions and profits.

What it expects.

Future

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. It’s now important for brands to understand the youngest of the generations.