

GENERATION GUIDE

Understanding Millennials and Gen Z



THE PLAN

Presenter & Guest Background

Millennials

Gen Z

Marketing Stats

Pair & Share

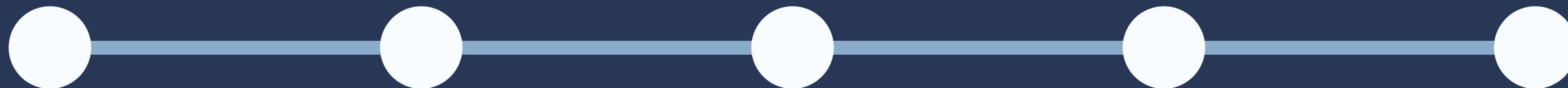
Ted Talk



MARISSA STEIMEL

ASSOCIATE DIRECTOR OF ADMISSIONS

GENERATION BREAKDOWN



**SILENT
GENERATION**

1937-1945

**BABY
BOOMERS**

1946-1964

**GENERATION
X**

1965-1979

MILLENNIALS

1980-1995

**GENERATION
Z**

1996-2010

MILLENNIALS - THE OPTIMISTS





MILLENNIAL STATS

90%

Check emails, texts, and social media accounts before getting out of bed.

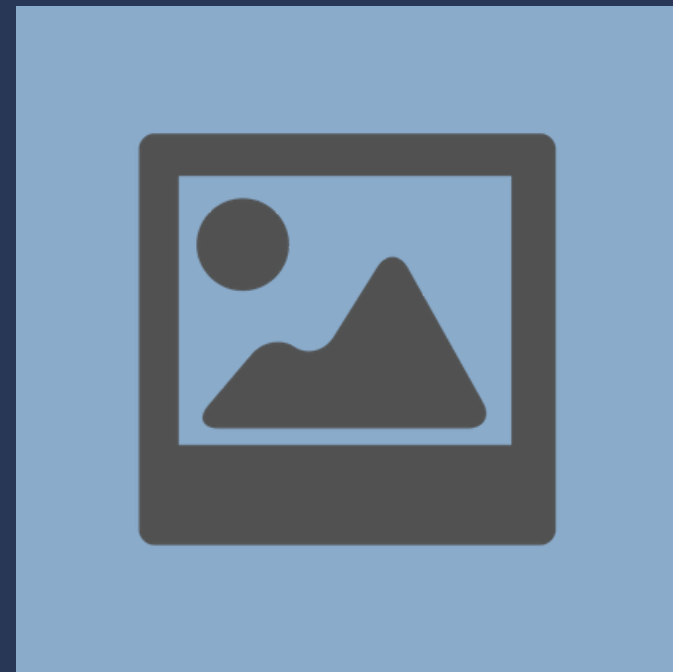
77%

Participate in loyalty reward programs.

60%

Stay updated on brands through social media.

GEN Z - THE REALISTS





GEN Z STATS

17%

Want to start a
business and hire
others.

51%

Prefer in-person
communications
with managers.

40%

By 2020, the number
of Gen Z consumers.

MILLENNIAL MARKETING

89%

Trust recommendations from friends and family more than claims by brand.

84%

Don't trust traditional advertising.

90%

Can be found on Facebook.

85%

Own smartphones.

44%

Willing to promote products or services through social media in exchange for rewards.

GEN Z MARKETING

70%

Watch YouTube for 2-4 hours every day.

60%

Positively impact the future of the world and participate in social activism.

63%

Prefer to see real people in ads because they trust influencers and find them relatable

89%

Will promote a brand if the experience was positive - quick & convenient.

44%

Showed interest in contributing ideas to brands - likely to give feedback or reviews online.



PAIR & SHARE

HOW CAN YOU UTILIZE THIS INFORMATION?





TED TALK

GENERATION Z: MAKING A DIFFERENCE THEIR WAY



ALWAYS REMEMBER!

PEOPLE DON'T BUY WHAT YOU DO;
THEY BUY WHY YOU DO IT.

- SIMON SINEK, AUTHOR AND
ORGANIZATIONAL CONSULTANT

THANKS FOR ATTENDING!

MARISSA STEIMEL

816-271-4265

MSTEIMEL@MISSOURIWESTERN.EDU

