

# How to win the hearts of Gen Z in 2021

February 23<sup>th</sup>, 2021



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# Introductions...



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Marketing Services  
WFA



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# A global network of advertisers



# How to win the hearts of Gen Z in 2021



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# Who is Generation Z?



## GEN Z FIRSTS...

- The first generation that has never known a world without the worldwide web
- The first generation that has never used a phone with a cord
- The first generation that has no idea what floppy disks are

Born between mid-90s and early 2000s (approx. 10-25 years old today) – definitions vary

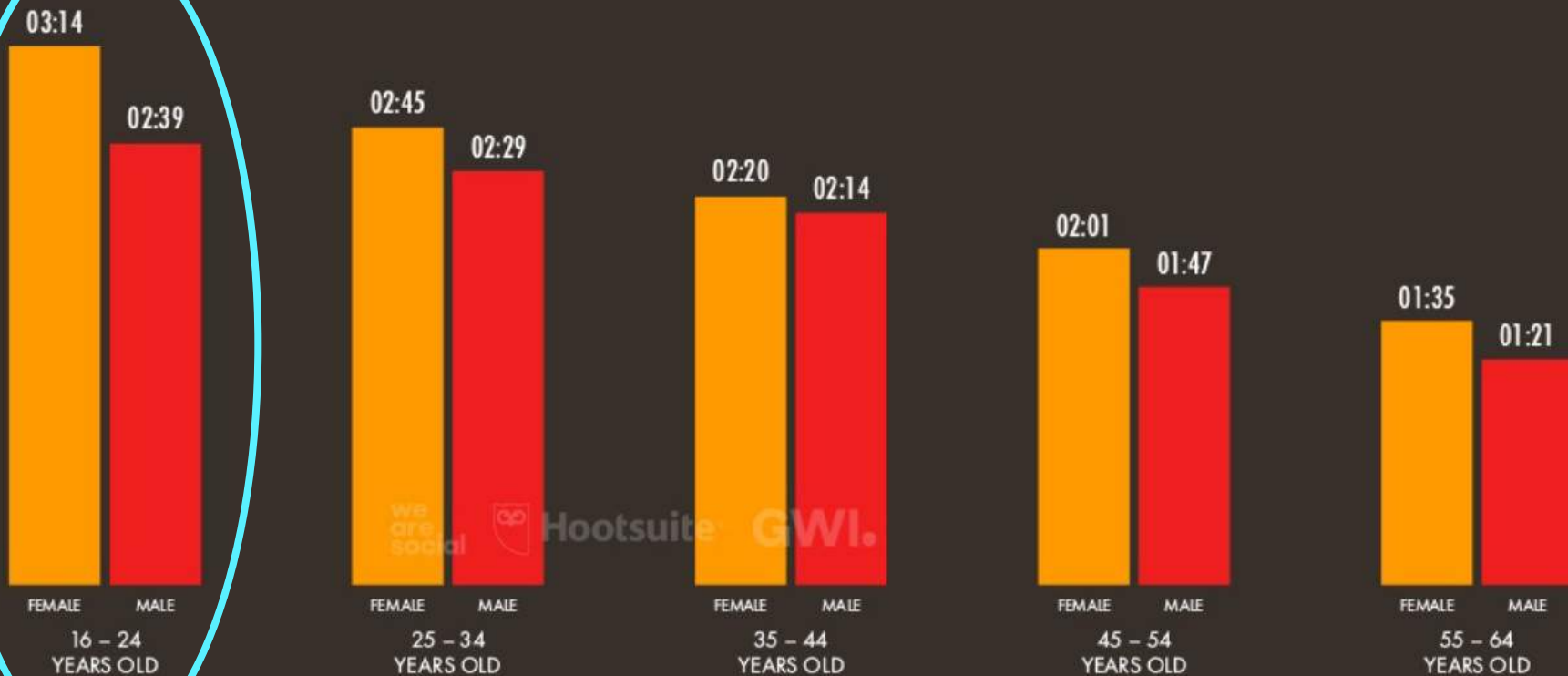


**Quiz: How many hours do  
Gen Z (16-24yrs) spend on  
social media per day?**

JAN  
2021

# DAILY TIME SPENT USING SOCIAL MEDIA

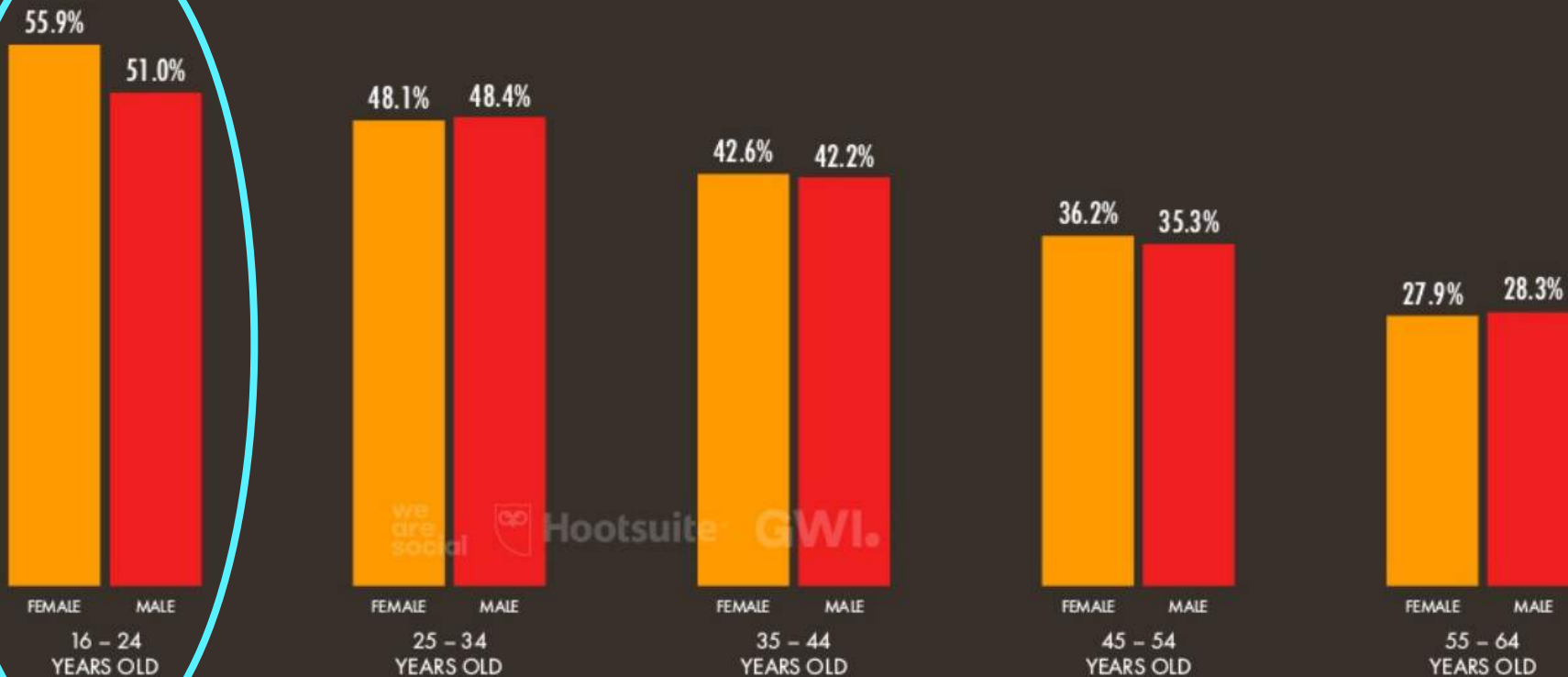
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT GLOBAL INTERNET USERS SPEND USING SOCIAL MEDIA EACH DAY



JAN  
2021

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

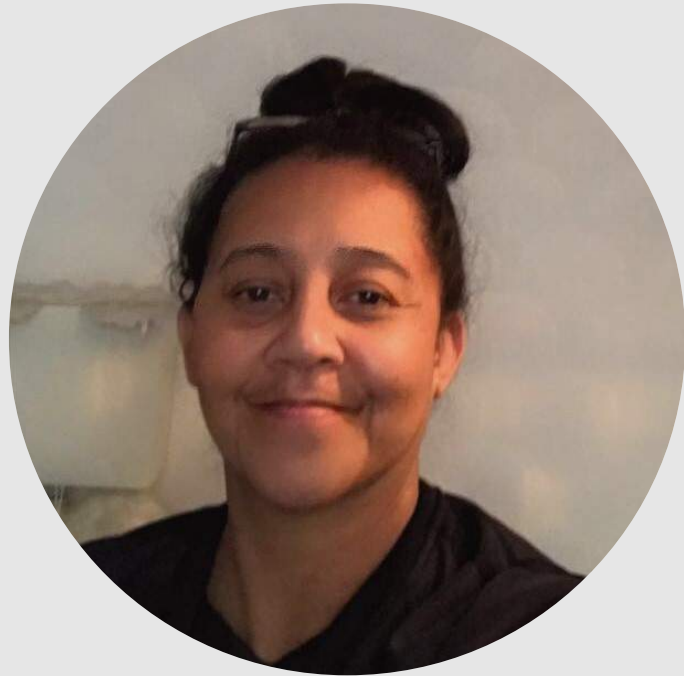
PERCENTAGE OF GLOBAL INTERNET USERS WHO VISIT SOCIAL NETWORKS TO SEARCH FOR INFORMATION ABOUT BRANDS





**Timothy Armoo**

CEO  
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**Jan Nixon**

Senior Marketing Manager – Youth  
Public Health England



# HOW TO WIN THE HEARTS OF GEN Z IN 2021

MISSGUIDED



Kickers®



NBCUniversal

depop

boohoo



Barry M.

YouGov®



BBC  
SOUNDS



REVOLUTION  
BEAUTY LONDON



badoo



# The Drum

Marketing can change the world

Volume #41 Issue #10



## THE BYTESQUAD



*"It's most meaningful when your audiences come back to your videos time and time again and interact with you. After a while, you start to recognize their usernames."*

## music:)ally

Fanbytes House is a Big Brother style house with UK TikTok stars

## THE FACE

Inside the UK's first ever TikTok house

## The Observer

Pay attention (but not for long) as TikTok stars move in together

## MUSICBUSINESS WORLDWIDE

'Big Brother for TikTok stars' launches under lockdown in UK... and labels want a piece of it

## BBC

TikTok UK house: who's in it and what do you need to know?

## THE TIMES

Parents weigh in on TikTok teens in the house that pranks built



# GEN Z'S SUPERPOWERS



**Purchasing Power**



**Cultural Relevance**

SKIN DEEP

## What It Means to Be a Gen Z Beauty Brand Today

A decade ago, your lipstick brand wasn't expected to comment on social justice. Now, customers demand it, especially the teens and adults under 25 that make up Gen Z.



WITH AGE COMES MORE  
PURCHASING POWER.

BRANDS THAT GEN Z LOVE  
WILL BE BRANDS THAT GO  
FROM STRENGTH TO  
STRENGTH.

GEN Z ARE AMPLIFIERS.  
WALKING, TALKING  
CREATIVE AGENCIES.  
WHICH IS GREAT...

AS LONG AS THEY'RE ON  
YOUR SIDE.

## Business

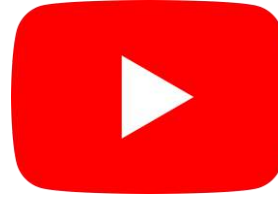
### **Little Moons: The British mochi brand enjoys 700% boost in sales thanks to a new TikTok craze**

30 Second Briefing: Sales of Little Moons in Tesco have rocketed in the last week thanks to social media





- For when your product doesn't need words, and is a visual component
- Your digital storefront



- Long form story telling
- Product consideration



- Driving UGC
- Engineer virality and cultural trends



- Lenses provide deep engagement
- Performance marketing

# 3 WAYS TO WIN GEN Z AS A BRAND

1. Focus less on product and more on storytelling.
2. Leverage both visual and audio trends.
3. Engage in two-way conversations.



Cabinet Office



Public Health  
England



wildkeyzo

this was more interesting than any of the government made ads 2d



lilygrace005

this is the best advice i've EVER heard 1-27



moonlight.khan

Boris finally hiring decent people 🙌 2d



Liked by creator



lilywilliams426

This should be an advert on the telly get more people to actually listen 6d



jessie\_walla

Hate to say it but the gov is NAILING TikTok



shadow\_rozza

Great how you can be the funniest person on earth and still deliver an important message



1-28



kylejohnson316

Yo can I just say I love that u have done this kind of video for people struggling with lockdown your a legend 1-28



bethany.0x0x

It's so nice to see an influencer educating people x 6d

Liked by creator



zoemavis18

This video needed to be out there! Perfect person to do it as well and perfect way of putting it 🙌🙌 6d

Liked by creator



charlottehendersonxo

I'm so glad you posted this. I hope everyone listens. It's so important to stay indoors and save your family and friends x 6d

Liked by creator



nelllacey

Using the amount of followers you have to spread this. You are AMAZING sis ❤️ 6d



Liked by creator



yellow.sky4

now this is an influencer 2-10

Liked by creator



elliee982

This what influencers should be posting :) 10h



flamingoskull

This made me feel a little better - I've been feeling lonesome today 🥺 5d



	Metric	How the indicator will be evaluated	Target	Achieved
Youth Primary KPI	<b>Theory of change: Behaviour</b>	% claimed action (seen activity and taken action as a result)	30- 35% (% who claim to be aware of influencer activity/amplification/ school activity when prompted with creatives AND took action to protect their MH as a result).	<b>61%</b> of those aware of the campaign have done any action
Youth Secondary KPIs	<b>Theory of change: campaign awareness</b>	% who can recall the campaign activity (video/school activity)	10-11%	<b>28%</b> (any campaign recognition but those who had definitely seen the social. This rises to 48% for any campaign recognition including seeing something similar)
	<b>Theory of change: Opportunity/motivation: Increase confidence in the ability to take action to protect and improve mental health</b>	[ypmh5] How <b>**confident**</b> are you in your ability to look after your own mental health and wellbeing?	67% confident (significant shift from pre)	<b>67%</b> (very/fairly confident)

# 3 WAYS TO WIN GEN Z AS A BRAND

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FOCUS LESS ON  
PRODUCT AND MORE  
ON STORYTELLING

## QUESTION

How do you encourage young people to stay at home?

## INSIGHT:

Move from the overbearing forceful messaging to show how ludicrous it is not to stay at home.

Increase likelihood of sharing through relatable content.



3M

VIEWS

120K

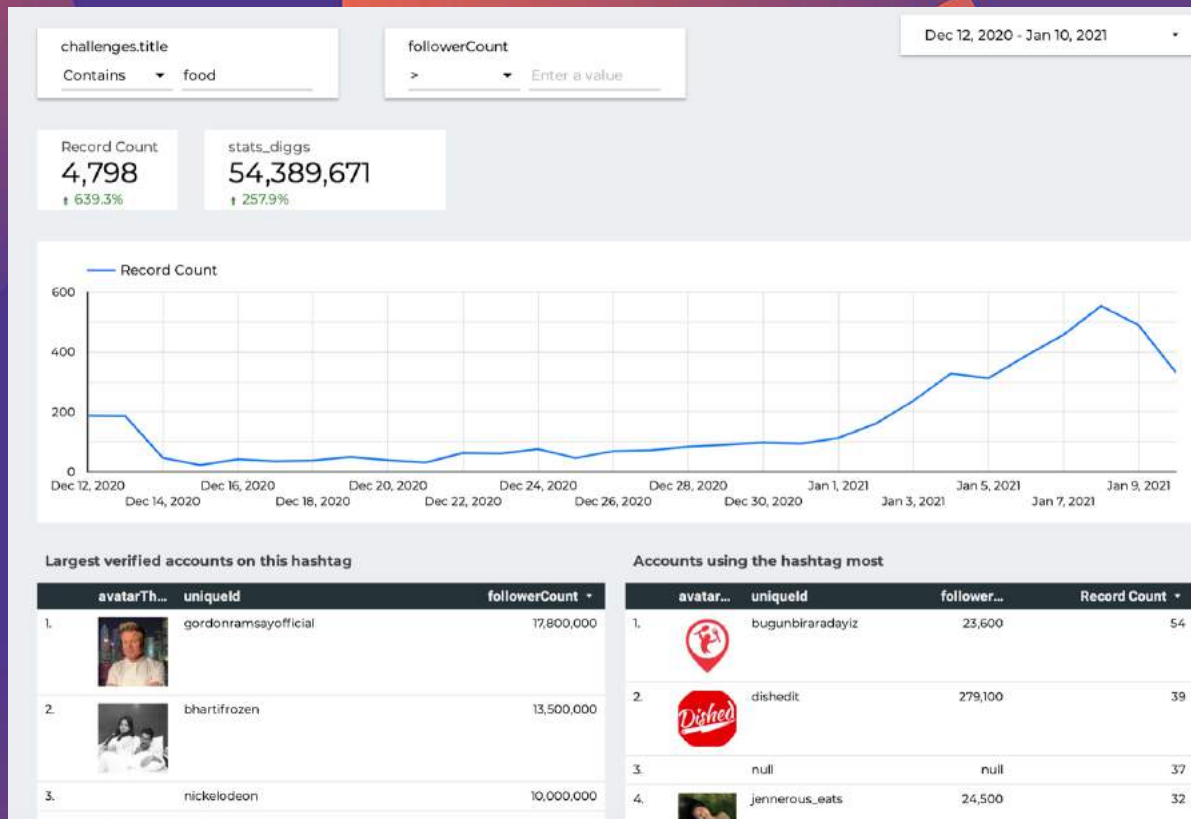
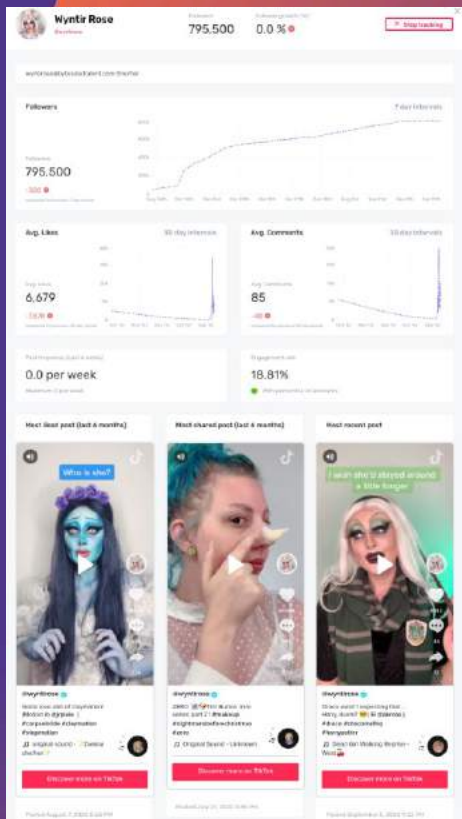
HEARTS

10K

COMMENTS

# LEVERAGE AUDIO AND VISUAL TRENDS

# BYTESIGHTS



## QUESTION:

How do you entertain Gen Z on what to do during lockdown and gain maximum visibility?

## INSIGHT:

Leverage latest text caption feature\* + trending audio.

Create content which optimizes for watch time which will further feed algorithm.

\*New features almost always get disproportionately pushed



87%

COMPLETION  
RATE  
4K  
(COMPARED TO  
AVERAGE 53%)

2.5M

VIEWS  
(100% INCREASE  
COMPARED TO  
EXPECTED 1.5 M)

COMMENTS

ENGAGE IN A TWO-WAY  
CONVERSATION

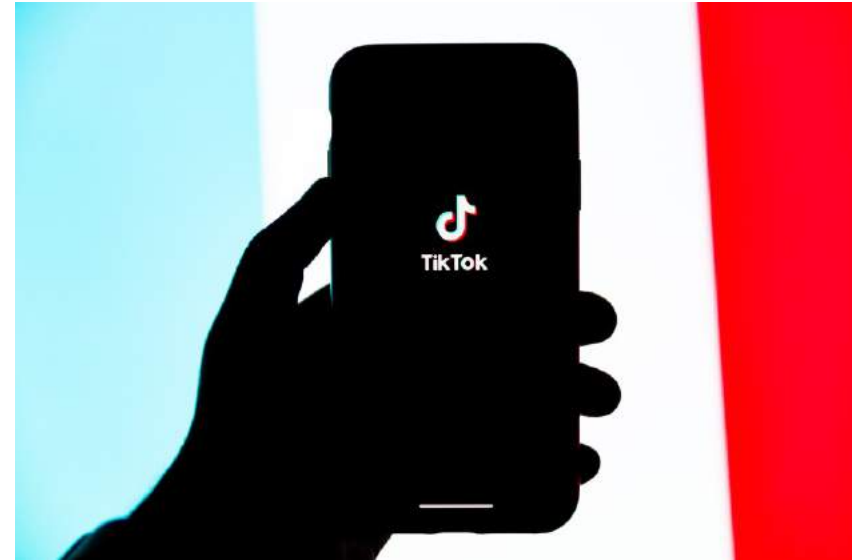
CASE STUDY:



Think Ahead

Gen Z want **online real time two-way conversations.**

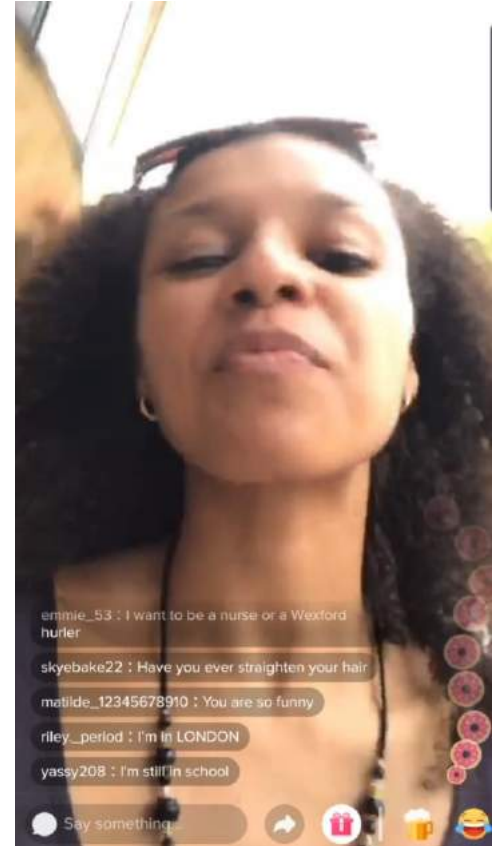
Social platforms like TikTok and IG stories have enabled us to have these conversations at scale.



China's ByteDance grossed an estimated US\$75 million revenue through selling virtual currency on its TikTok and Douyin

Features like livestreaming on TikTok allow us to now build authentic relationships at speed.

Something we put into practice with ACCA:



7.5%

INCREASE IN  
APPLICATIONS

20

'SOCIAL  
APPLICATIONS'

17.4%

ENGAGEMENT  
RATE  
(COMPARED TO 12.3%)

WINNERS:

“Innovative approach to engage young audiences” with our ACCA campaign



# ENGAGE IN A TWO-WAY CONVERSATION

SNAPCHAT LENSES



## QUESTION:

How do we provide people with practical things they can do during lockdown to maintain their mental health.

## INSIGHT:

Leverage Snapchat lenses to drive deeper brand recall and use influencers to drive FOMO.

Influencers using the lens also leads to fans using it.



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**SHOW  
ME THE  
MONEY!**

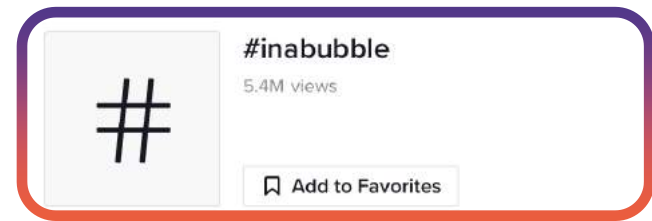
CASE STUDY:

RIVER ISLAND

Insight:  
Custom sounds allow you to truly own the mindspace of Gen Z without being an entertainment brand.

Tying this in with other paid media helps it last longer.

River Island made 3x their spend using this method.



#inabubble  
5.4M views  
Add to Favorites



luketrotman • luketrotman - 2020-11-5

#InaBubble Challenge, fits from @riverisland link in my bio to shop!  
Duet and show me how you're partying in your bubble #AD  
#ImWearingRI

🎵 In A Bubble by River Island - River Island



14.7K  
62  
30

5M

VIEWS

813K

HEARTS

63K

CLICKS TO SITE

4K

VIDEOS  
CREATED

3:1

AD SPEND  
RETURN

SO THE CAMPAIGN JUST  
ENDS THERE?

4:1

AD SPEND  
RETURN



8:1

AD SPEND  
RETURN

QUESTIONS?

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# More on influencer marketing...

Appetite for in-depth benchmark or 1-2-1 connection in this area?

Reach out to [j.kraft@wfanet.org](mailto:j.kraft@wfanet.org)



# Thank you!



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