



Z-DOVCI I POZORNOST

I je li 8 sekundi dovoljno?

dentsu

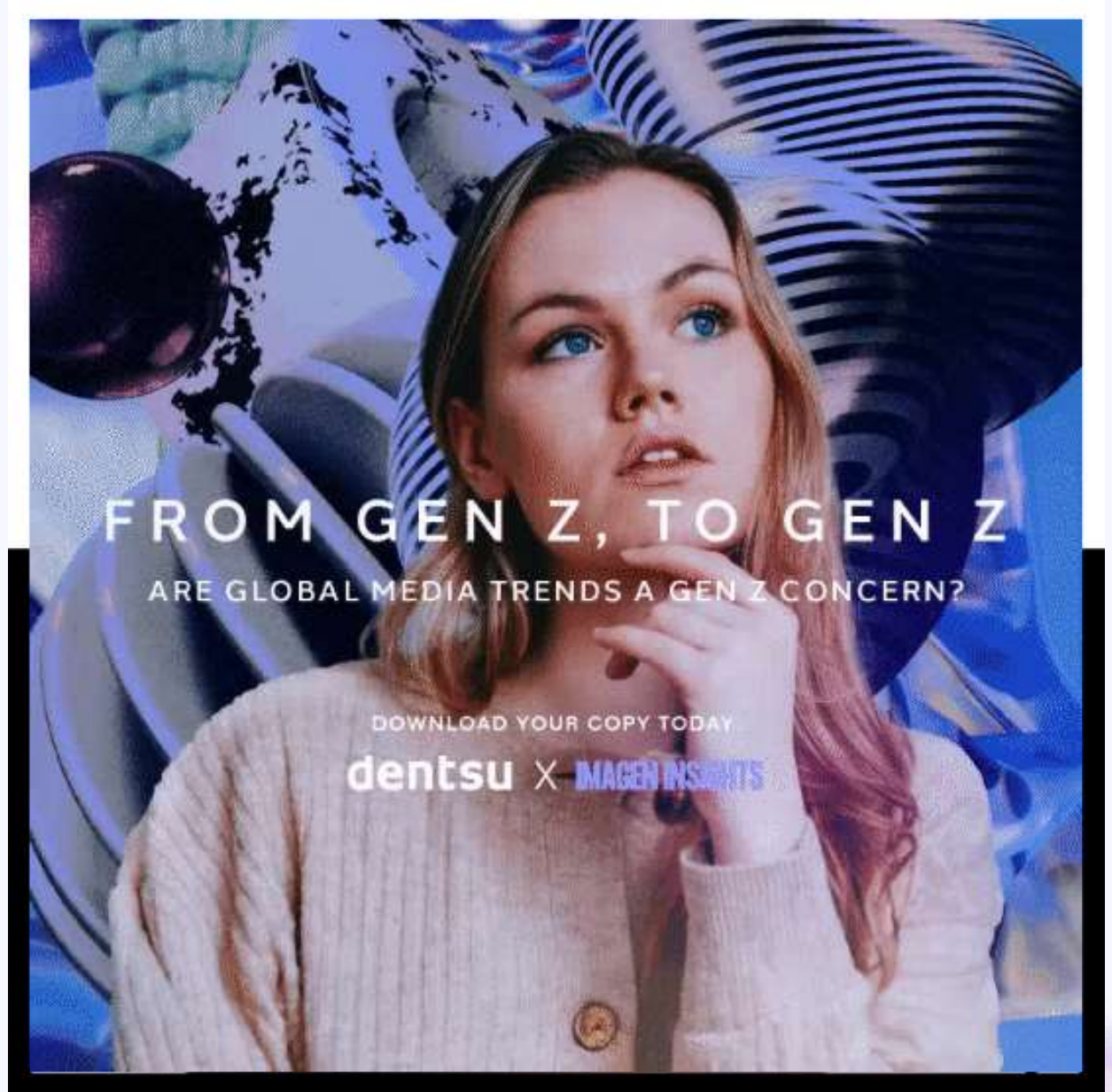
Based on dentsu report: The Pace of Progress 2024 Gen Z Media Trends

This presentation features highlights:

The Pace of Progress: dentsu 2024 Gen Z Media Trends report.

&

dentsu_Consumer Vision 2035 - Global Edition



Gen Z Who?

Born 1997-2012

Aged 12-27

AND THEY ARE IMPORTANT BECAUSE:



32%

They make up around 32% of the global population (24% in Croatia), a considerable market segment that cannot be ignored.

The **youngest adult generation**, around a quarter of the workforce, with **growing purchasing power**.

Considered the most critical group of consumers for **setting trends**, including fashion, technology, entertainment, etc.

By 2025, online shoppers from Gen Z will outnumber those in Gen X.

Gen Z Who?

...a generation defined by firsts

The first truly **digital-native** and the most **digitally connected** generation.

The most **ethnically diverse** generation in history.

The **youngest ever** Nobel Peace Prize winner, and the youngest ever billionaire.

Set to become one of the most valuable generations in history.

And, with the oldest being just 27...



Gen Z Who?

...but, a generation

Addicted to online platforms and technology (even for social interactions and dating)

High rates of depression and mental health issues (societal pressures, economic uncertainty, social media leading to feelings of inadequacy)

Highly educated but facing financial challenges: student debt, high housing costs, and job market volatility

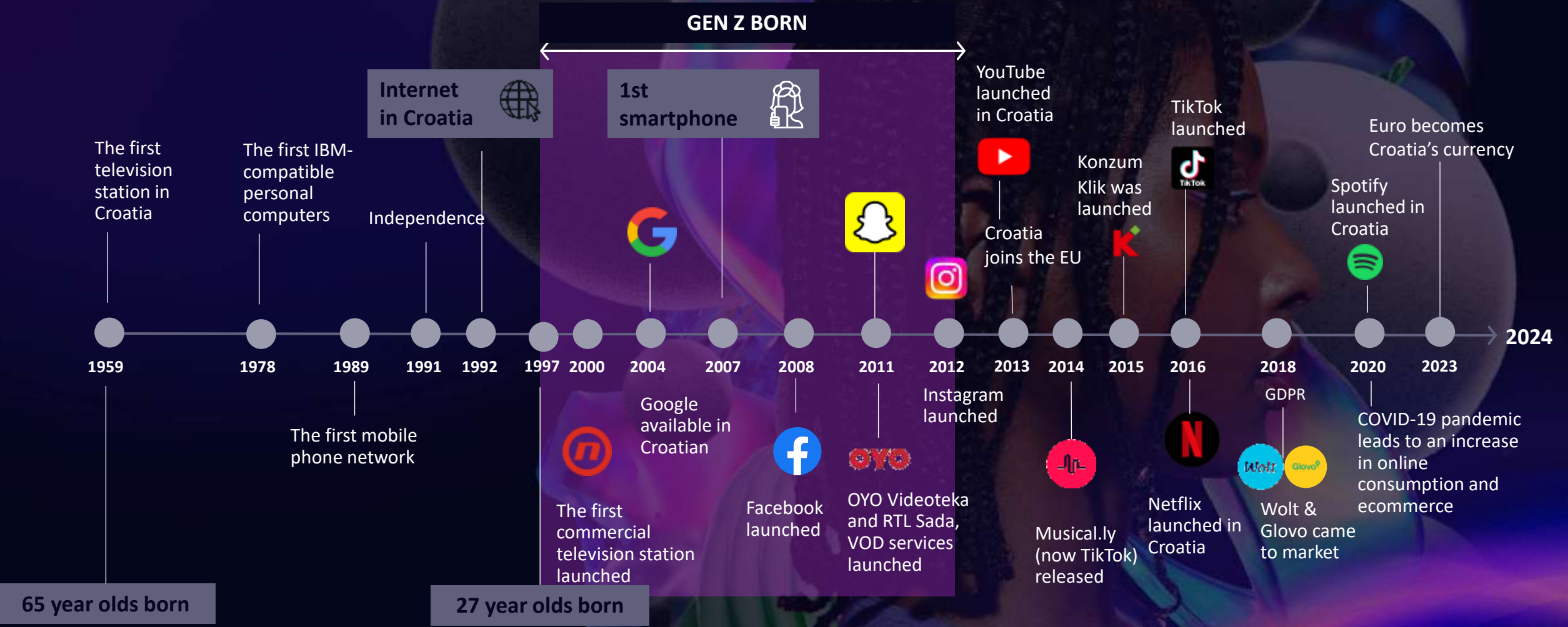
Increased social anxiety and communication issues
Shaped by the pandemic, anxiety is a struggle (need help to communicate openly)



40%

of global Gen Zs feel at personal risk of loneliness.

Gen Z – Born, raised, and lived in completely different worlds than older generations

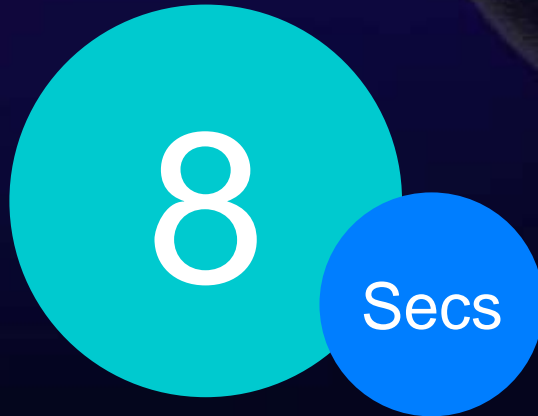


It is getting harder and harder to catch the attention of Gen Zs

Information overload - with so much content available, standing out is difficult.

STIMULATION JUNKIES

BE RELEVANT OR DIE



AVERAGE ATTENTION SPAN OF Gen Z

35%

Using Adblock software (mobile or PC)



1,3 secs

to lose their ad attention

YOU HAVE 8 SECONDS OF GEN Z ATTENTION,

BUT ONLY 1.3 SECONDS TO WIN OR LOSE THEIR AD ATTENTION

WHAT GEN Z PREFERS?

Short formats and quick, visually engaging content easy to digest

Mostly on **digital/social**, TV is not the thing, but streaming services like Netflix are popular.

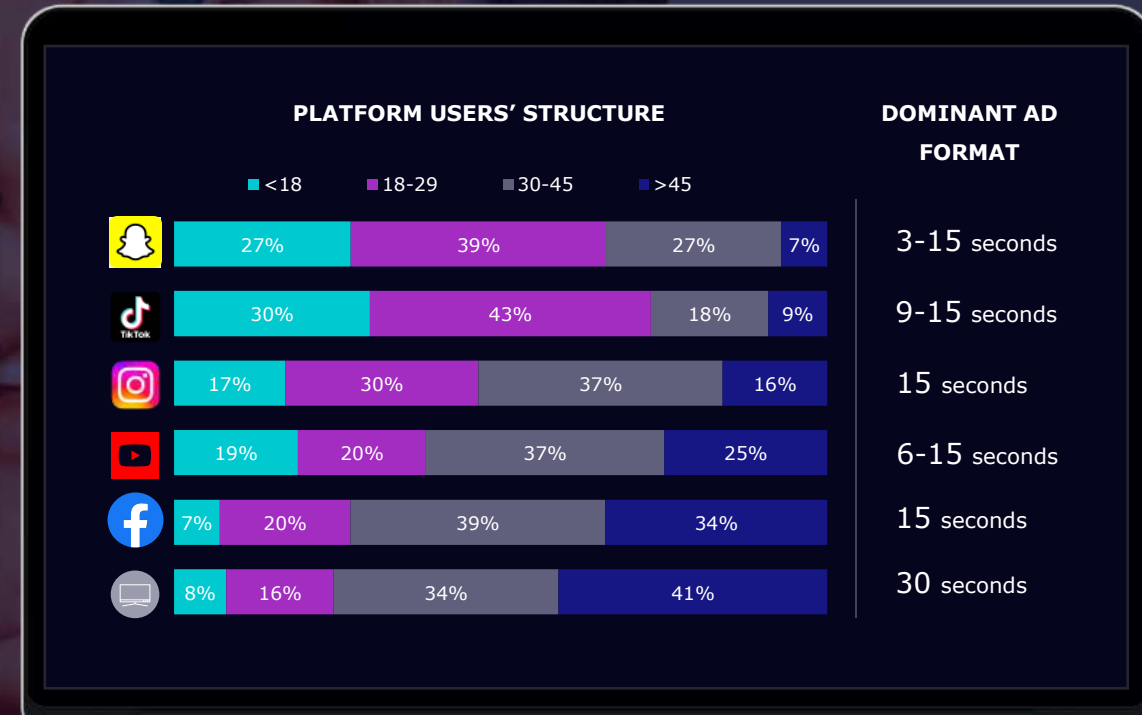
They hang out on TikTok and follow influencers on Instagram. „Facebook is a bit for millennials“.

They even **search for information** on Instagram and TikTok, rather than Google



according to Unilad, 40% of Gen Z looks for information on Instagram and TikTok instead of Google

Content consumption is **quick**, with minimal attention spans – favoring platforms with the **shortest video formats**.



TikTok influenced other platforms to imitate features like Instagram Reels, Snapchat Spotlight, and YouTube Shorts.

HOW TO CAPTURE THE ATTENTION AND BE ENGAGING?

Engaging Gen Z requires a personalized approach

Gen Z seeks short-form videos, interactive content, and influencer-driven engagement.

Captivated by **entertainment**, coolness, and celebrities,

but above all, content that **reflects their values.**

They seek entertaining content reflecting their values, regardless of where it's produced

GEN-Z TALK

Humor that has to be understood, talking in memes and **Gen Z language words**

TikTok or "internet accent"? Gen Z's TikTok accent

Milka - "Generation Ungap,"
Dentsu Creative Bucharest, Romania

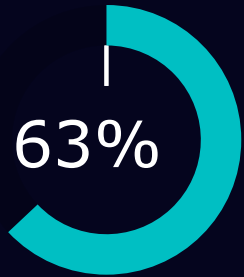


Source: TikTok

WHAT ARE THEY LIKE?

Digital natives with a special connection to tech devices and possibilities

Empathize With
Digital Counterparts



Thinks that by 2035 relationships with AI companions can be as fulfilling and rewarding as human-to-human relationships

Yes to tech, yes to AI, but not at any cost...

They are **cautious** about its impact on creativity, privacy, and human relationships.

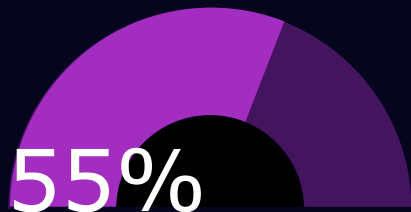
Aware of the compromises this brings in terms of attention and personal information.



WHAT ARE THE GEN Z VALUES THEN?

Authenticity, transparency & privacy

PRIVACY



Gen Z-ers state they always set the highest privacy settings on their social media and applications.

But, ready for exchange – receiving some value for giving data

AUTHENTICITY & TRANSPARENCY – „Be real” or die

Gen Z-ers seeking authenticity, transparency, and genuine values & interactions

- *Be Real's rise and fall reflect a preference for authenticity and the challenge of maintaining user engagement.*
- *36% of Gen Z have boycotted a brand within the last year (Survey Monkey)*

Seek a more honest and healthier online environment



WHAT ARE THE GEN Z VALUES THEN?

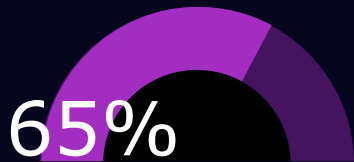
Open, activist & socially responsible

ACTIVISM & INCLUSIVITY

High openness and acceptance (sex orientation, no body shaming, no diets, anti-stereotypes, „fluid“ & undefined id)

SUSTAINABILITY & CSR

Seek ethical practices, environmental sustainability, and social justice.



It is important for companies to provide information about how their products are made (e.g., workers' conditions).

NO to fast fashion - resell clothing revolution (80% buy second hand)

But, environmental activism is **NOT synonymous** with Gen Z – there are those truly disengaged in social and environmental issues

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Agree with LGBT rights and "more women empowerment"

Sensitive about the consumption of planet resources



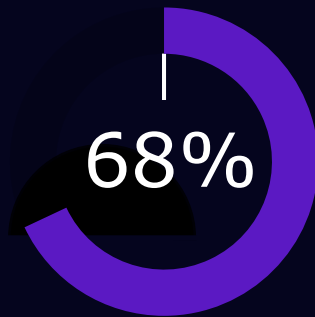
WHAT ARE THE GEN Z VALUES THEN?

Give value in return

INSTANT GRATIFICATION

Raised in an era of fast-paced technology and instant access to information, some Gen Z have a preference for immediate results and struggle with patience.

EXPECT TO BE REWARDED



Gen Z-ers state that they are happy to watch ads online if it means they can access interesting content for free.

1 in 2

Wants to be entertained and receive rewards for engagement with a brand



Thank you!

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