A LOOK BACK
Reviewing the Millennial generation
THE MILLENNIALS

They’re one of the largest modern generations and by and far the most researched.

They’re confident — bordering on entitled. They were raised with a gold star in one hand and an iPhone in the other.

And although we’ve all talked about them ad nauseam, here’s a few things to keep in mind about today’s generation to better understand how different Generation Z will be...
**ASPIRATION: THE RISING STAR**

Millennials are **optimistic about their future success**. Their ideal life? Becoming an entrepreneurial super star that **builds an empire from nothing**.

**TECHNOLOGY: A CONSTANT FLOW**

This generation is constantly connected, and are **2.5 times more likely to be early adopters of technology**. Some would say they’re borderline addicted: **80% sleep near their cell phone**.

**GENDER: A STRUGGLE**

Millennials are forward thinking, but some are still stained by gender dynamics from the past. **Women of this generation struggle to navigate mixed messages in culture**.
Millennials gave institutions and political systems a chance, and they failed them. Their response? Distrust and disillusionment.

Millennials love to align themselves with causes creating good in the world. They believe in doing work they love over making money, and want their employers to contribute to social good.

Only 19.9 percent of 18-to-29-year-old voters turned out for the 2014 midterms: the lowest recorded participation of the past 40 years.

Source: 2014 U.S. Census analysis
Why does this matter?
WE MARKETERS LOVE OUR MILLENNIALS
WE’VE BUILT OUR BRANDS AROUND THEM

Nike makes achievement broadcast seamless

“Chefs who serve camera-ready plates find their dining rooms full of volunteer publicists.”

Pencils of Promise blends savvy digital tools with community and celebrity to make a Millennial-friendly charity
But we’re heading into a different generation
MEET GENERATION Z
GENERATIONS AT A GLANCE

MILLENNIALS
Age: 19 - 35
Parents: Baby Boomers — optimistic, privileged, hippie
Upbringing: Grew up in an era of opportunity and financial stability
State of mind: Idealistic

GENERATION Z
Age: 10 - 18
Parents: Generation Xers — alternative, activist, no-frills
Upbringing: Grew up in an era of institutional chaos and collapse
State of mind: Realistic
The tensions that millennials began to experience as adults are the only world that generation Z knows.
43% of 7- to 13-year-olds feel that school violence and shootings will have the greatest impact on their generation: overriding the rise of social networking, and the election of America’s first Black President.

2015 Cassandra Report: a survey of more than 900 kids ages 7 to 17 conducted by Deep Focus
THEIR EXPERIENCE? CONSTANT PRESSURE

Pressure to succeed
Pressure to interact with an unstable world
Pressure to find retreat in a world that is always on
THERE RESPONSE? UTTER PRACTICALITY

Despite this pressure, they’re still young and hopeful. This isn’t a down-trodden generation.

It’s a generation with a different reality and practical approach to life. Being grounded, true to themselves and radically human is the aspiration.
SO IF THESE WERE MILLENNIALS...

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### THIS IS GENERATION Z

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GENERATION Z
THE HUMAN HERO
FROM RISING TO RELATABLE

MILLENNIALS: THE RISING STAR
Aspiring to soar fast and high to follow in the footsteps of entrepreneurial super stars

While Millennials chase entrepreneurial stardom, Generation Z is trying to get a little bit more realistic.

71% of 7-17 year olds today expect to experience failure before success, and around 40% see it as an opportunity to try again. They value the process of becoming better, over sharing their wins.

They’re looking for stories that turn the Millennial generation’s tech heroes into relatable humans.

The people that win their respect are not only masterful in what they do, but also exhibit chutzpah they can empathize with. Their inspiration comes from stories about people overcoming relatable challenges.

“Missy Franklin is definitely a hero to me because of how easy-going, hardworking and dedicated she is…. not just the way she's dedicated to swimming, but to her family.”

JOANNE

2015 Cassandra Report: a survey of more than 900 kids ages 7 to 17 conducted by Deep Focus
After leaving his day job as a shoe salesman, Kevin Hart spent years pounding the pavement to land small gigs in comedy clubs where he says only a few people came to his shows, and even fewer thought he was funny.

His career today is proof that hard work pays off, but vitaminwater’s latest campaign is about more than that.

#hydratethehustle is a collaboration with Hart to validate struggle in and of itself as a worthy goal. The campaign celebrates the drive to do whatever it takes to make your dreams a reality: a message that is right on target for Generation Z.
GENERATION Z

TECH CURATORS
For Millennials, **tech is a constant**. It keeps them connected at all times. It’s different for Generation Z. To them, **tech is a tool** that enables them to wade through an almost unlimited amount of information in a limited amount of time.

They apply an “eight-second filter” to most of their content, deciding to dive in deeper only when something seems worth their while.

Once they do dive in, however, **this generation is productive, focused and willing to put in the time** to educate themselves around things that matter.

“**Ideally, I’d say that we should be more in touch with nature and not be all about electronics and technology and whatever, iPad, iPhone.”**

**HANNAH**

**Source:** Altitude Inc. White Paper, “Through the Eyes of Gen Z”
Every Monday through Thursday, Philip DeFranco spends eight minutes curating the stories he thinks will be most relevant to America’s youth. This can range from political issues in Russia to American politics, tips on how to conduct legal online betting — or the latest shifts in Twitter’s policy.

To keep watchers interested, DeFranco uses a quick, conversational tone, and focuses on pulling out the human interest side of his stories.

This kind of curation from a trusted source keeps Generation Z coming back for more.
GENERATION Z

GENDER IS IRRELEVANT
FOR GENERATION Z, GENDER MEANS NOTHING

MILLENNIALS: THE GENDER STRUGGLE
Caught between an old world and a new, women especially grapple with navigating a new path.

“Ballet seems like something girls are especially good at, but really it’s just that not too many boys do it. More girls do it than boys.”

ANTONIA

Millennial girls are faced with mixed messages on an almost daily basis. But nobody told Generation Z that a boy could do it better, or that they’d have to “Lean In” to get ahead.

As a result, they aren’t preoccupied with gender differences, and there is no such thing as "like a girl".

Instead, they categorize themselves and others based on their focus on performing, achievements and impact on society. Their perception of “better,” or “stronger” has to do with your sense of kindness, humility and strength.
When LEGO set out to create new female figurines for their organization, they didn’t do it on their own. Instead, 10,000 volunteers helped them create the thinking behind a female LEGO astronomer, paleontologist, and chemist.

LEGO is built on moves like this - starting with gender neutral ads in the 80’s that used words like “beautiful” in conjunction with building and creating new ideas.

Through initiatives like #KeepBuilding, the company has continued to promote problem solving, logic and creative thinking as qualities that are important for humanity — period. And, as far as Generation Z is concerned, this messaging is exactly what we should expect...from everyone.
GENERATION Z

GENERATION ANXIETY
A CRISIS OF CONCERN

MILLENNIALS: DISTRUST

Millennials don’t believe the American political system is working.

“\textit{I don't want the world to change into some paved place, I like grass and the natural part of the world.}”

MAUVE

Millennials gave the system a chance. They believed in a stable economy, voted for Obama, and went to college. And, their lives fell apart. Understandably, they distrust traditional institutions.

Generation Z grew up differently. They watched Edward Snowden’s exploits. They saw their parents lose jobs. They witnessed the video-recorded violence of ISIS.

Their response? \textbf{Anxiety}.

\textit{75\% of Gen Zers worry about terrorism, 66\% are concerned about climate change, 70\% fear accumulating debt, and 85\% are already anxious about finding a job.}

Their concern is driving them to be vocal about \textbf{how the systems meant to protect them should be improved}.
This generation was born into a world of disasters. They know what’s up, and they won’t let you pull the wool over their eyes.

What they will let you do is provide them with real, actionable hope they can hold onto in the midst of climate change, privacy threats, epidemic disease and geopolitical strife.

Grey New York’s campaign, #911Day, does this through featuring teens born on 9/11 encouraging viewers to do one good deed for others on this year’s 9/11 anniversary.

If we let them share their stories and perspectives, Generation Z may just convince us to make the world a better place.
GENERATION Z
FROM DO GOODERS, TO DOING GOOD
FROM DO GOODERS, TO DOING GOOD

MILLENNIALS: DO GOODERS
Millennials loved to align themselves with causes, campaigns and products that are doing good in the world.

“Everybody could help with world peace and also with climate change. You don’t have to throw your stuff on the ground.”

LEVON

While the Millennial Generation loved supporting causes and companies doing good in the world, Gen Z believes in creating the good themselves.

They’re even more entrepreneurial than the generation before them. Nearly 70% of Gen Zers have volunteered, with almost half doing so at least once a month.

When they do donate, Generation Z looks for transparency in the organizations they support. They want to know exactly how their money will be put to use.

Source: Susan Price, “Generous Genese: Raising Kids to Care in a Digital Age”
Source: 2015 Cassandra Report: a survey of more than 900 kids ages 7 to 17 conducted by Deep Focus
For the past 60 years, UNICEF USA has relied heavily on young activists to raise donations. Today, however, they’re shifting their strategy from telling kids how to help to, “letting Gen Z loose.”

Caryl Stern, the charity’s president, said the organization is now focused on giving kids information about what’s going on around the world, providing them with opportunities to act, and then leaving space for them to tell UNICEF what it looks like to engage on their own terms.

In response, many volunteers have created their own fundraisers online, and started uniquely structured charity clubs at school.
GENERATION Z
HACKING THE SYSTEM
Millennials thought that they could rely on existing institutions to support them. When the systems failed them, they disengaged completely.

Generation Z is different: they know they need to hack the system from day one. They’re experts at finding things out on their own, and are using their skills to create their own terms of engagement with the things that matter to them.

Kids of this generation want institutions to dialogue with them as independent thinkers with their own capabilities. They have opinions, and they’re asking for a seat at the table where their futures are being decided.

“Heroes I respect make a difference from where they live to the world. I think that the perfect life for girls like me is to let us do what we believe in the world. Let us have a part in running things.”

SAMANTHA

Source: “Are You Ready for Generation Z?” Maurice Smith, Director, Civic House, George Washington University
When 13 year-old Logan LaPlante grows up, he wants to be happy and healthy. And, he doesn’t feel like a traditional education is going to effectively get him there.

“Why is the science of being happy and healthy not part of our education?” he asks in his popular TEDx talk. “I just don’t get it.”

Through “hacking” his education, Logan created a movement around learning outside of the system.

He says that he’s growing up in a world where “everything is up for hacking”. Through doing so, he believes Generation Z can make the world a better place.
THIS IS GENERATION Z

ASPIRATION
The human hero

TECHNOLOGY
Tech curators

GENDER
Gender is irrelevant

POLITICAL STANCE
Generation anxiety

ALTRUISM
Doing good

CIVIC ENGAGEMENT
Hacking the system
IMPLICATIONS

Building for Generation Z
“The future is what we choose to make.”

REGINA DUGAN
Former Head of DARPA // Head of Google ATAP
The American political system feels very top-down in a world that is moving toward a shared-action model. How can you co-do with this generation, instead?

**HIGHLIGHT HUMANITY**

Much like the Millennial’s entrepreneurial superstar, the American Dream is to create everything from nothing. How can you shift this story to honor the process of human struggle, instead?

**FILTER THE FLOW**

Curating a continuous flow of partisan opinions is a full time job, and Generation Z just doesn’t have the time. How can you create your own version of the 8 second filter?

**GIVE UP ON GENDER**

The America that Generation Z is being raised in is caught in a gendered past. How can you shift the stories we’re telling about men vs women, to be stories about people, instead?

**ADDRESS THE ANXIETY**

Generation Z doesn’t want you to make empty promises that it’s all going to be ok. Instead, they want you to respect them enough to tackle the hard questions with them.

**CREATE SPACE TO DO GOOD**

These kids have grown up in disaster, and its pushed them to consider how they can make the world a better place. What would happen if you created space for them to run with their ideas?

**MAKE EVERYTHING HACKABLE**

Right now, the American political system feels very top-down in a world that is moving toward a shared-action model. How can you co-do with this generation, instead?
THANK YOU
APPENDIX
THE MILLENNIAL GENERATION

REACHING FOR THE STARS
SUCCESS IS HYPER-

Raised by hippie Boomers, Millennials were taught that nothing was good enough or unachievable. Despite the reality check of a tough economy, Millennials are optimistic about their future success.

Because they’re a network generation, the shooting stars of this generation are hyper visible. It’s all about soaring faster and gaining more approval than everyone else. Raised through the democratization of tools, Millennials believe that they can make everything from nothing, and they respect and aspire to be those who have.
MILLENNIAL HEROES:

MARK ZUCKERBURG  
CEO, CO-FOUNDER  
FACEBOOK

SOPHIA AMORUSO  
CEO, FOUNDER  
NASTYGAL

DAVID KARP  
CEO, FOUNDER  
TUMBLR

ALEXA VON TOBEL  
CEO, CO-FOUNDER  
LEARNVEST

EVAN SPIEGEL  
CEO, CO-FOUNDER  
SNAPCHAT
THE MILLENNIAL GENERATION

TECH IS A CONTINUOUS
This generation is never without their smartphones and constantly stay connected with their communities. They grew up as technology proliferated and were *conditioned to excitedly adopt the next new thing* and are 2.5 times more likely to be early adopters of technology.

But *connection can borderline on addiction* — with 80% sleeping with their cellphone next to the bed.

Source: Pew Research Center, 2010
Source: SDL Millennial survey, 1800 global participants, 2014
Source: Cisco Connected World Technology Report, 2012
THE MILLENNIAL GENERATION

THE GENDER STRUGGLE
Caught in between an old worldview and the next, Millennials are forward thinking, but some are still stained by gender dynamics from the past. **Women of this generation especially struggle to navigate** a terrain made more confusing by mixed messages in culture.
DISTRUST THE
Millennials gave the system a chance. They believed in a stable economy, voted for Obama, and went to college.

And, their lives fell apart.

Every year, Harvard’s Institute of Politics surveys 18-to-29-year-olds across the country about their attitudes toward politics and public service. The 2015 survey asked Millennials how much they trust specific institutions to “do the right thing” all or most of the time. Their trust in the president? 36 percent. Congress? 18 percent.

Source: 2015 Harvard Opinion Project
THE MILLENNIAL GENERATION

DO GOODERS
#MAKEITCOUNT: BENT ON

64% would rather make $40,000/year at a job they love than $100,000/year at a job they think is boring

63% want their employer to contribute to social or ethical causes they felt were important

88% disagreed with the statement that “money is the best measure of success”

Source: SDL Millennialsurvey, 1800 global participants, 2014
THE MILLENNIAL GENERATION

DISENGAGEMENT
I’M AMERICAN TOO, BUT I AIN’T WITH

The percentage of 18-to-29-year-olds who voted in the 2014 midterm elections was 19.9, the lowest ever recorded, and significantly below the 24 percent who voted in 2010.

Source: 2014 U.S. Census analysis