



2023 STRATEGIC COMMUNICATIONS FORUM



The Next GEN: Winning the Hearts and Minds of Gen Z

INSIDER
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Agenda

- Who are Millennials and Gen Zers?
- Media Usage by Activity and Platform
- Other Media Consumption Data
- Key Takeaways for Marketers
- Engaging with Millennials and Gen Z
- Q&A



Marketing to Millennials and Gen Zers



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Who Are Millennials and Gen Zers?

- **Millennials:** Individuals born between 1981 and 1996; in 2023, this corresponds to ages 27 to 42.
- **Gen Z:** Individuals born between 1997 and 2012; in 2023, this corresponds to ages 11 to 26.
- *Note: estimates from different researchers vary on Gen Z, but in our definition, this group includes tweens, teens, and young adults.*



Highlights

- Millennials are the largest generation in U.S. history and among the most diverse in their experiences, attitudes, and behaviors.
- Over half of U.S. Gen Zers are adults.
- Together, Millennials and Gen Z constitute a bloc of consumers whose purchase power drives the economy and whose influence is immeasurable.



The share of Millennials and Gen Zers who use streaming services is higher than for older age groups

SVOD Services Used by US Internet Users, by Generation, March 2023

% of respondents in each group

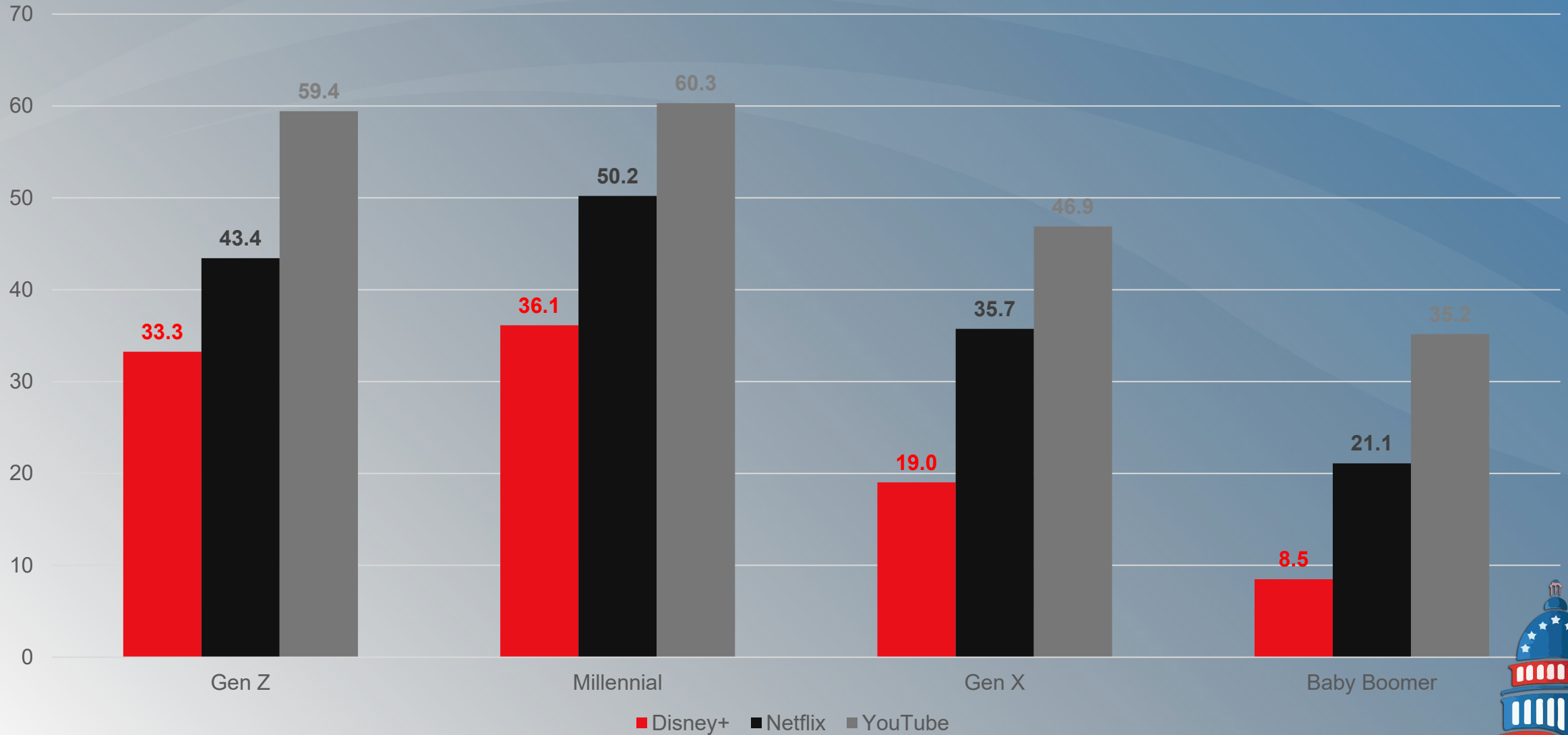
	Gen Z adults (18-25)	Millennials (26-42)	Gen X (43-57)	Baby boomers/ seniors (58+)
Netflix	81%	77%	65%	44%
Hulu	63%	57%	44%	24%
Disney+	58%	56%	39%	17%
Amazon Prime Video	56%	64%	63%	46%
HBO Max	47%	46%	29%	17%
Paramount+	32%	34%	28%	20%
Apple TV+	28%	23%	11%	7%
Peacock Premium	23%	27%	23%	12%

Note: includes personal or household usage

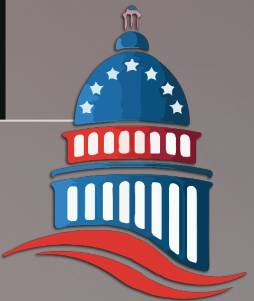
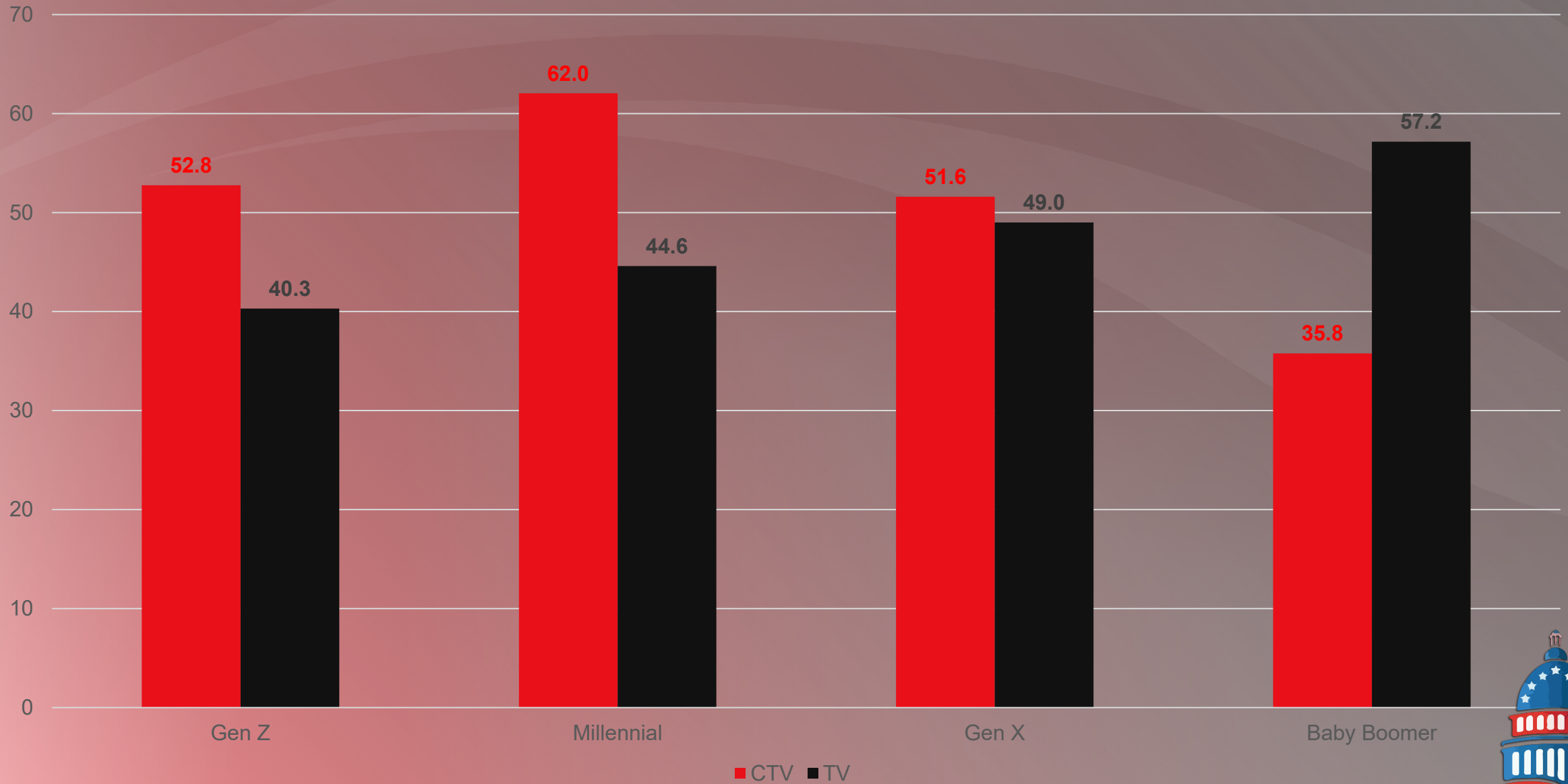
Source: Kagan, "U.S. Q1 2023 Consumer Insights," Aug 2, 2023



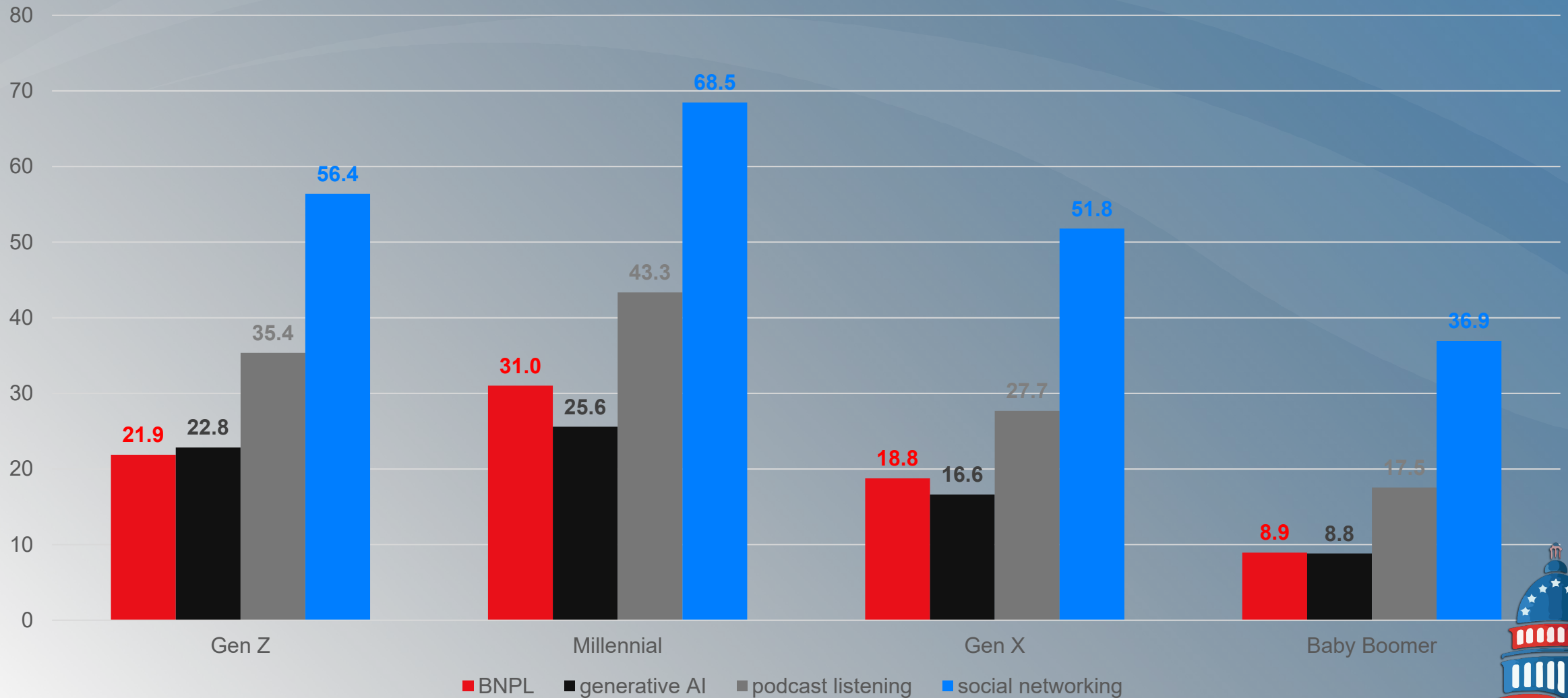
Disney+, Netflix, and YouTube Viewers, by Generation (millions)



CTV and TV Viewers, by Generation, 2023 (millions)



Millennials and Gen Z also dominate in Buy Now, Pay Later; Generative AI; Podcast Listening; and Social Networking (2023, millions)



Shopping and Banking Habits of Millennials and Gen Zers

- Gen Z is the only generation that prefers shopping digitally to shopping in-store.
- There are 36 million Gen Zers and 66.1 million Millennials who use digital banking services.



Audio Streaming Habits of Millennials and Gen Zers

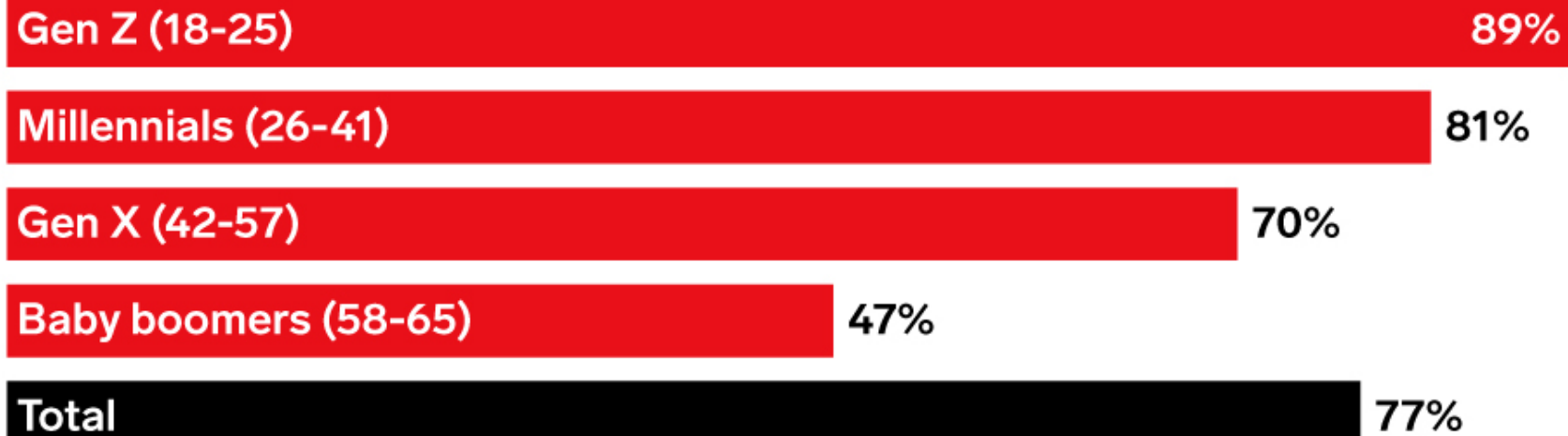
- Spotify is the go-to audio streaming service for both generations.
- Those generations are also more invested than other age groups in Apple Music, Pandora, and YouTube Music Premium.
- More Millennials than Gen Zers use the bundled Amazon Music Prime service—likely an indication that Prime accounts are generally held by users older than Gen Z.



Gen Zers and Millennials, in that order, are the most active groups in watching livestreamed games

US Gamers Who Have Watched Livestreamed Games, by Generation, Nov 2022

% of respondents



Source: Comscore, "The State of Gaming," March 20, 2023

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AR and VR devices are especially popular among Gen Zers, followed by Millennials

Ownership of AR/VR Devices Among US Adults, by Demographic, June 2023

% of respondents in each group

Gender



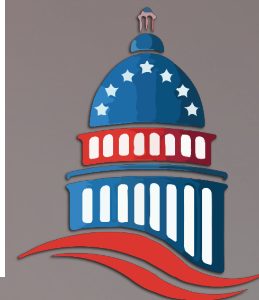
Generation



Income



Note: n=2,176; currently own any AR or VR device (e.g., Oculus, Playstation VR)
Source: SurveyMonkey as cited in company blog, June 23, 2023

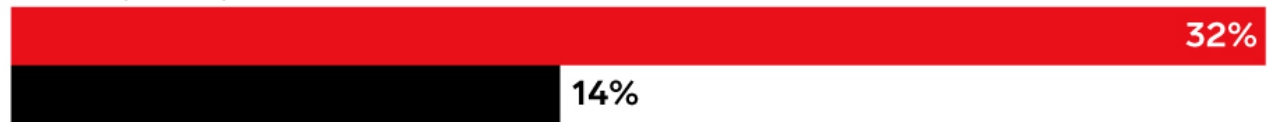


The mental health crisis is especially pronounced among Gen Zers

US Adults Who Report Their Mental vs. Physical Health as Poor or Very Poor, by Generation, Nov 2022

% of respondents in each group

Gen Z (18-24)



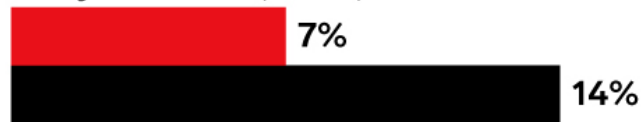
Millennials (25-40)



Gen X (41-56)



Baby boomers (57-75)



■ Mental health ■ Physical health

Source: McKinsey Health Institute, "Global Gen Z Survey" as cited in company blog, April 28, 2023



Key Takeaways for Marketers

- Gen Zers and Millennials are the most important generations to target for most marketing objectives.
- There are significant differences between Gen Z and Millennials, and within each of those groups.
- Gen Zers especially, but also Millennials, were disproportionately affected by the pandemic and other world events.



Key Takeaways for Marketers (cont'd)

- Most Gen Zers are adults (according to our definition).
- The oldest Millennials are entering middle age.
- Although younger generations get most of the attention, don't overlook older users.





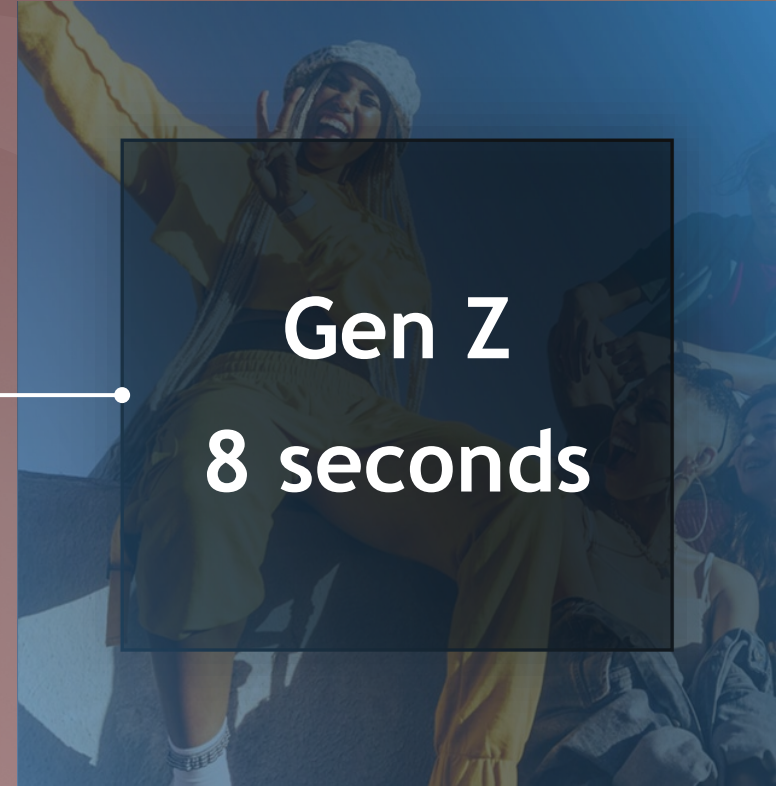
Engaging with Gen Z & Millennials

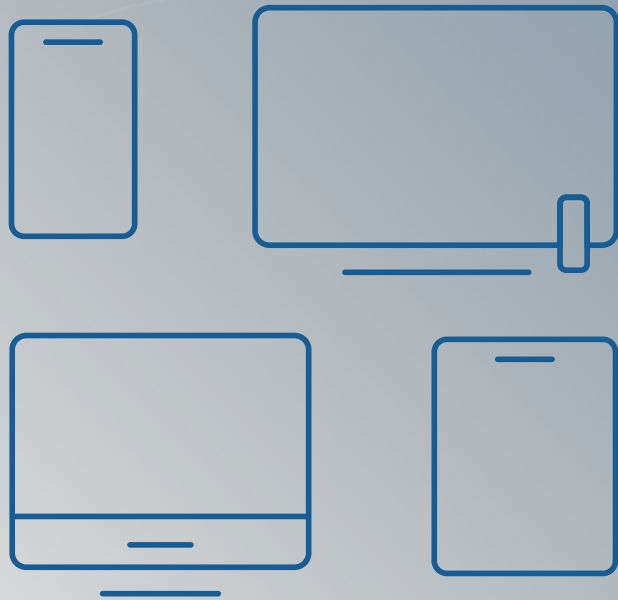


Are They Listening?



Average Ad
Attention Span

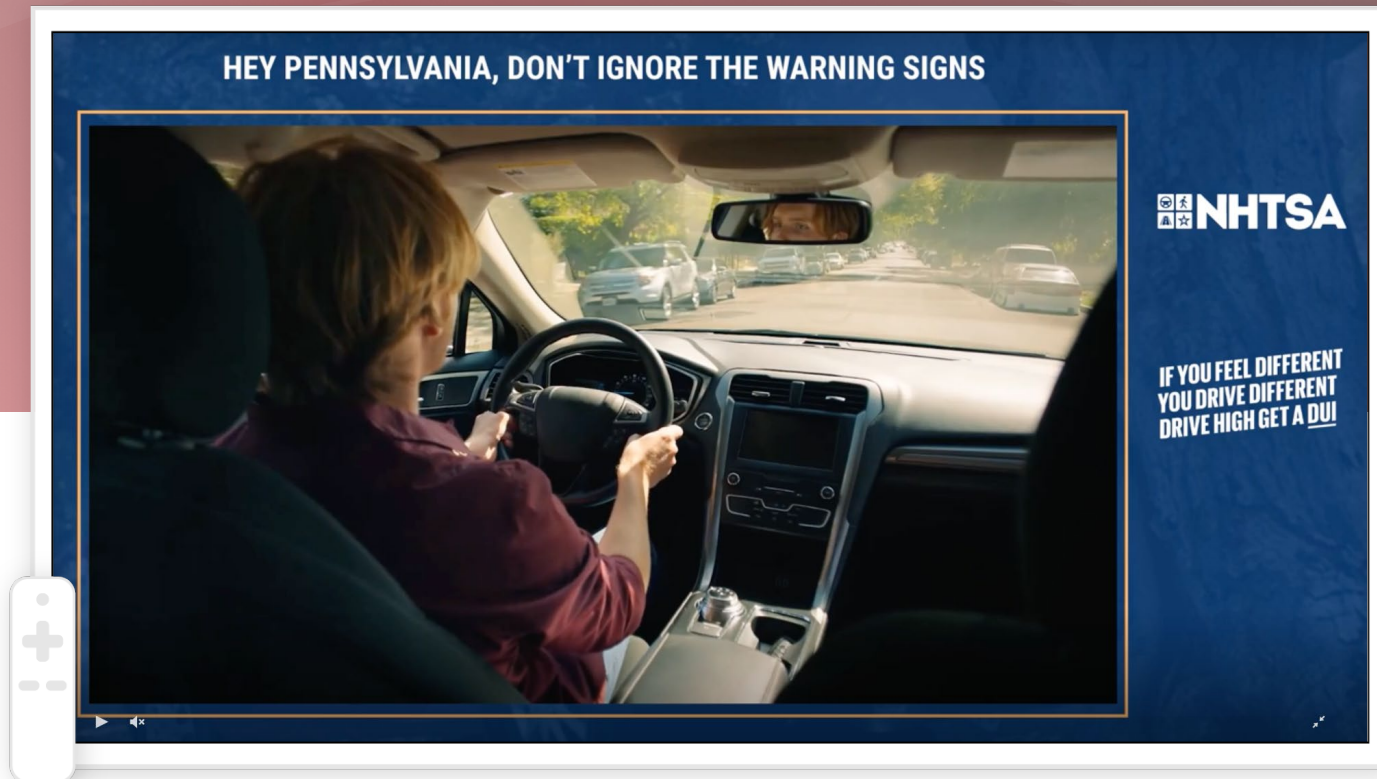




Optimizing Creative to Capture their Attention



Capture Their Attention While Streaming



CTV Branded Skin

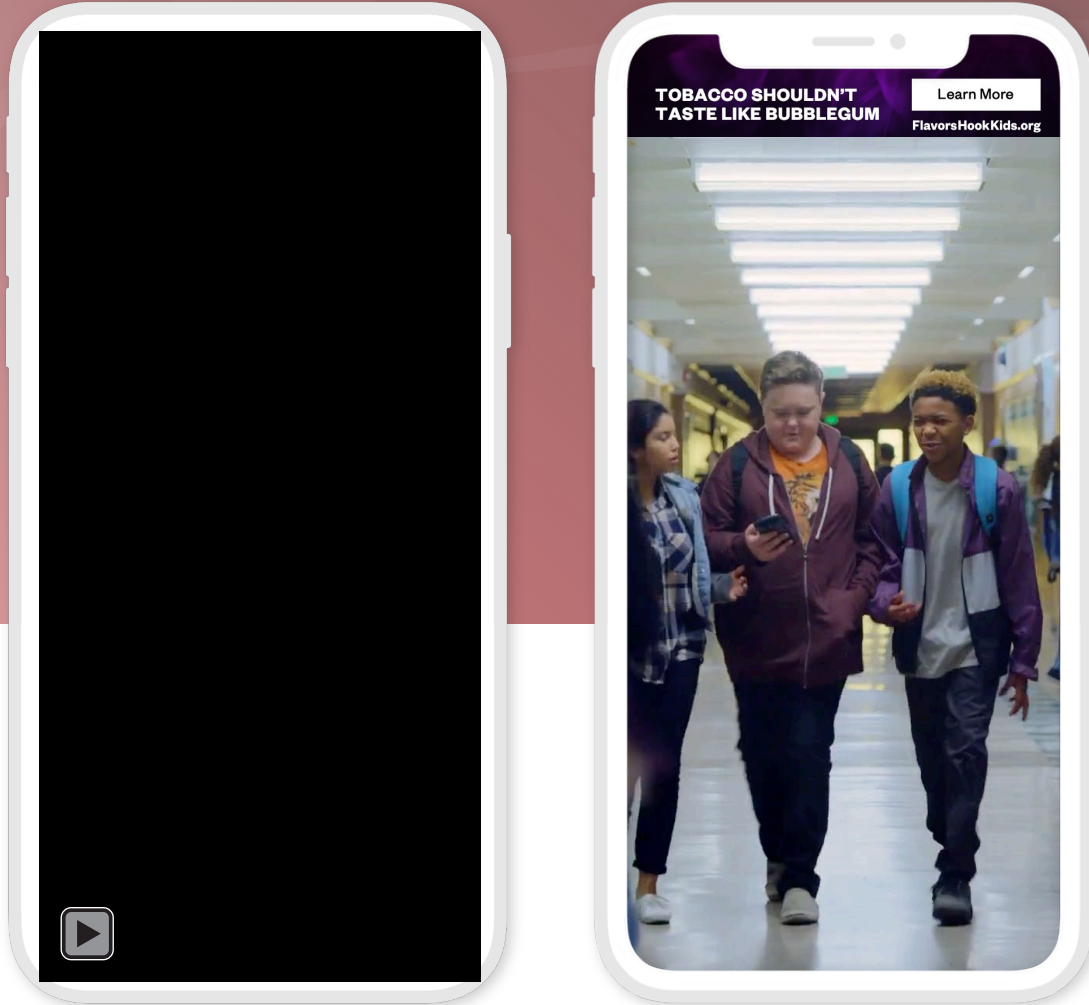
Reinforce campaign messaging using CTV skins that provide the opportunity for additional branding, messaging or a URL for more information

Dynamic Location adds Relevance

Adding a dynamic location element makes messaging more noticeable because it is more personal



Consider Vertical Video Assets



Vertical Video

Serve video in the same format that you hold your phone to promote engagement



Add Interactivity to Video

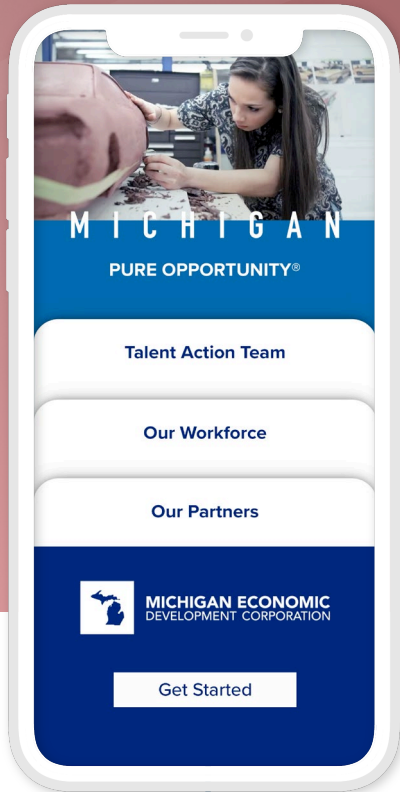


Interactive Video

Enhance your standard video and display assets with a clickable end card video for further engagement after the ad plays

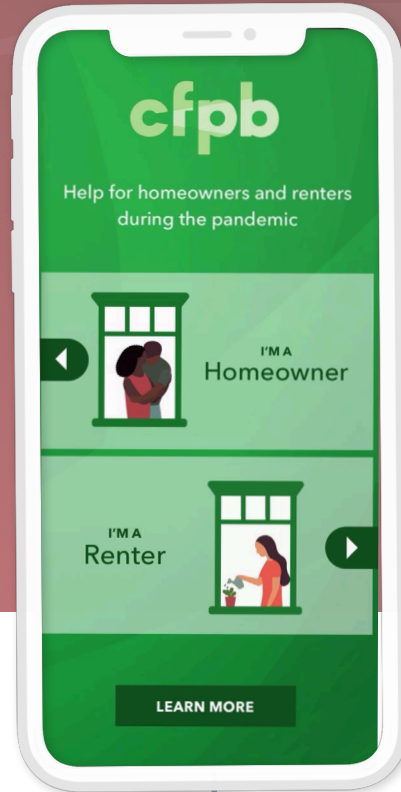


Think Mobile-First: An interactive experience



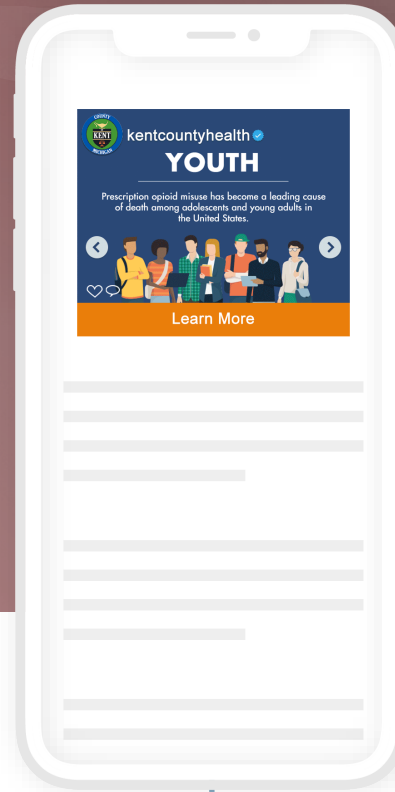
Pocket Portfolio

A pocket-like interface allows consumers to explore multiple brand offerings, while highlighting unique attributes within each pocket of this highly interactive unit



Four-Way Swipe

Allow consumers to explore different brand offerings through a multi-directional swipe, creating an immersive and interactive learning experience



Social Amplification

Extend social content reach beyond social platforms



Standard Gallery

Explore different brand offerings through a horizontal swipe gallery, creating an immersive and interactive learning experience for the consumer

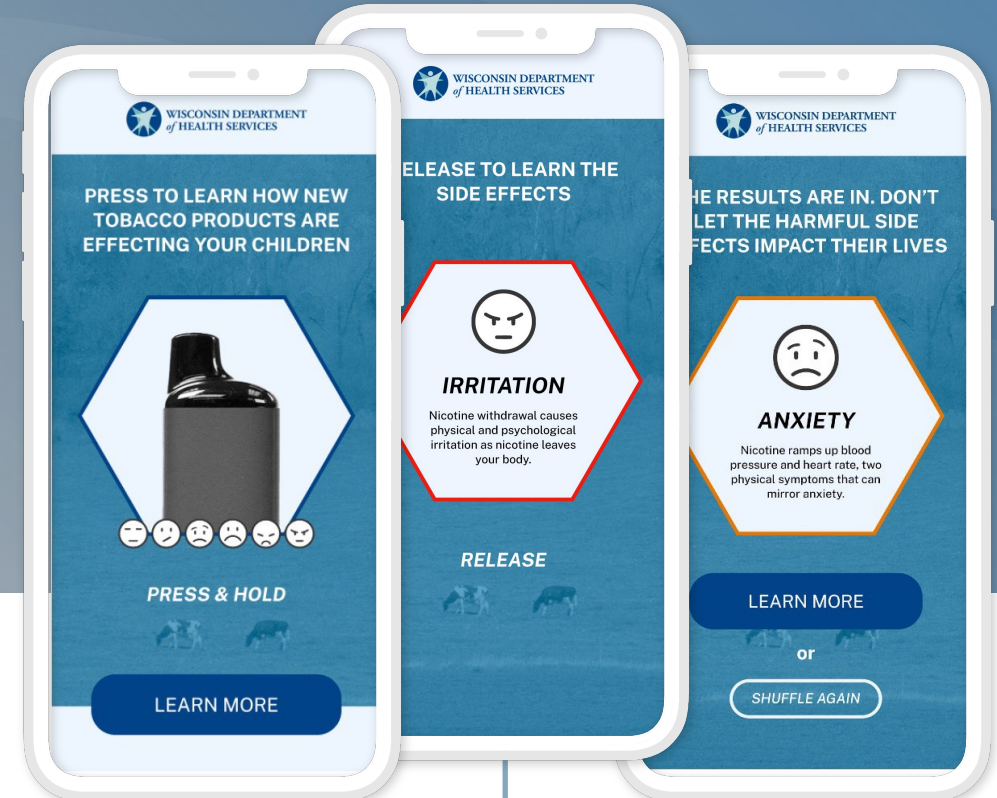
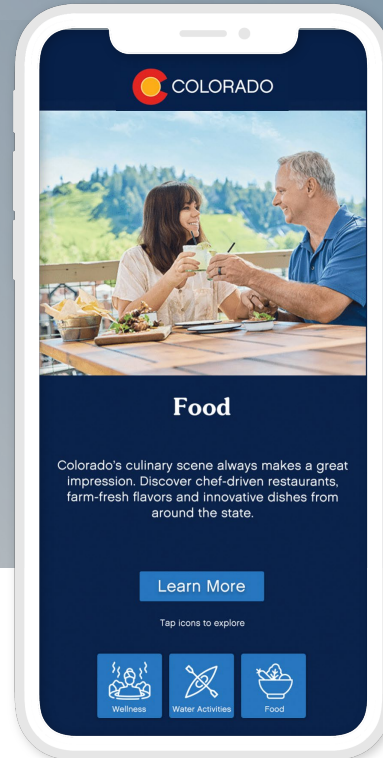


Gamify your Messaging



Gamification

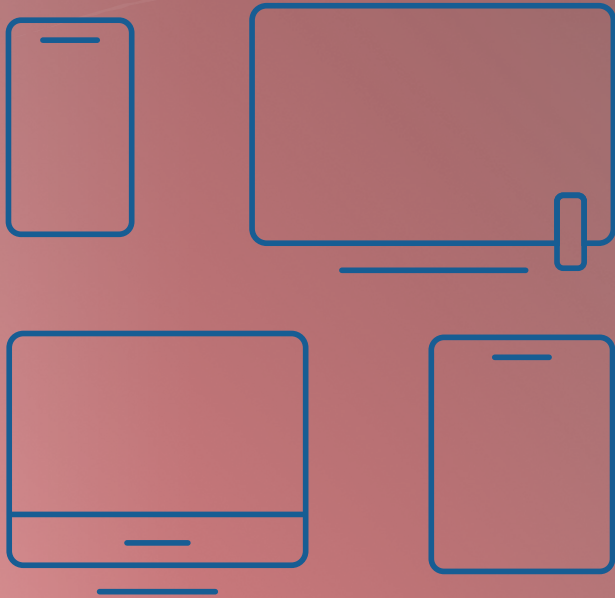
Gaming experiences enable consumers to interact in a fun and engaging way while driving brand awareness



Randomizer

Consumers press down on their screen with content options appearing. When the consumers lifts their finger, content will be displayed



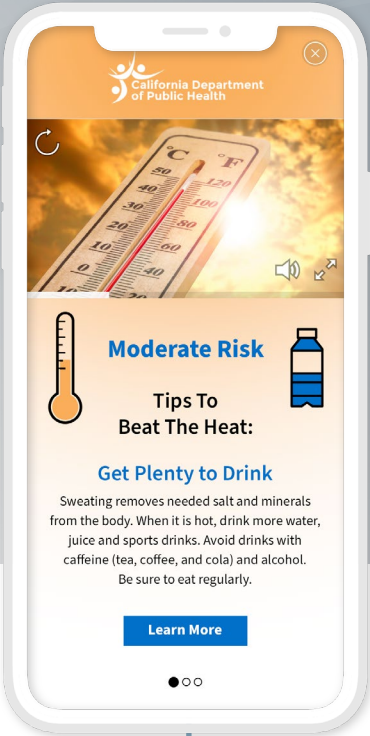


45% of Gen Zers agree
personalization is critical to a
brand's longevity in today's
marketplace



Dynamic Creative: Ads are more personalized and relevant

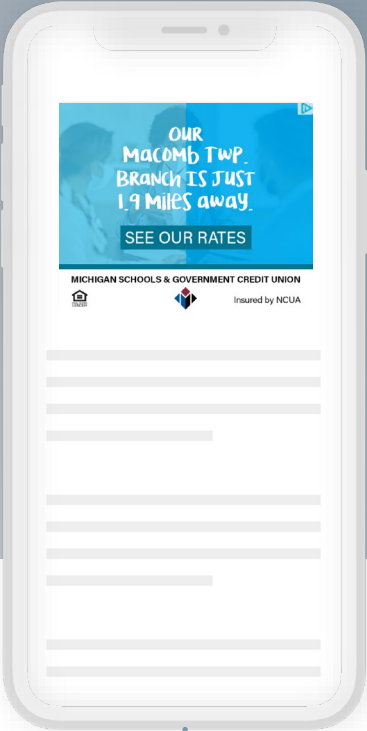
Weather



Dynamic Rich Media

Displays different creative elements based on dynamic core signals that will resonate with consumers in an interactive rich media unit

Location



Dynamic Banners

Leverage dynamic signals within display creative for a tailored consumer ad experience

Time

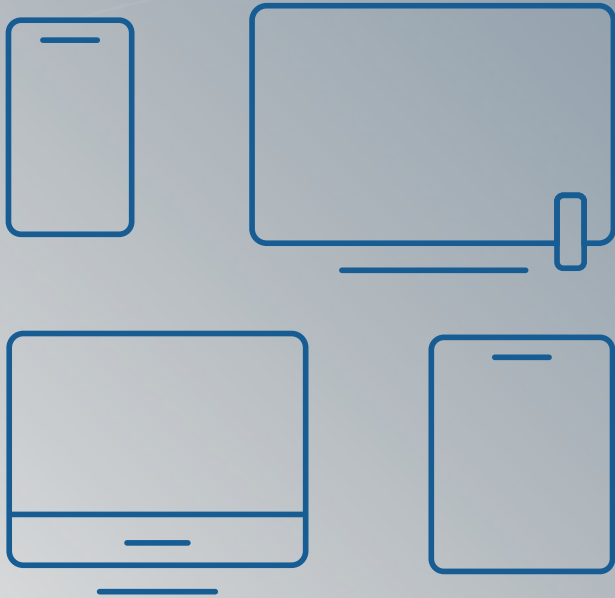


Dynamic CTV

Tailor CTV messaging directly to your audiences based on dynamic core signals like holidays or time of year



Key Takeaways



- Gen Z and Millennials ad attention spans are fleeting
- Creative plays a major role in capturing their attention across all device types
- Both generations think “mobile-first” ad strategies need to align with the expectation of a mobile device; interactive, social, vertical
- Personalization in ads is key to ensuring relevancy



THANK YOU!

