



UNIDAYS

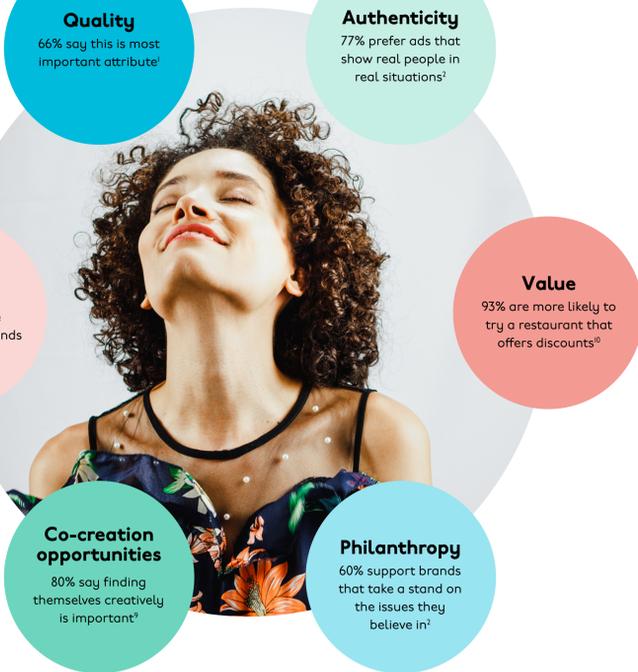
What Makes Gen Z Fall in Love with a Brand?

Born after 1997, Gen Z represents the youngest generation with the greatest lifetime value. Currently, they control over \$143 billion in spending power. And that's just the tip of the iceberg.

Sometimes called Post-Millennials, Centennials, or Plurals, Gen Z has a love-hate relationship with brands. Some they love. While others, well you get the drift. But what makes the difference between being a brand idolized by Gen Z – and one that's despised?

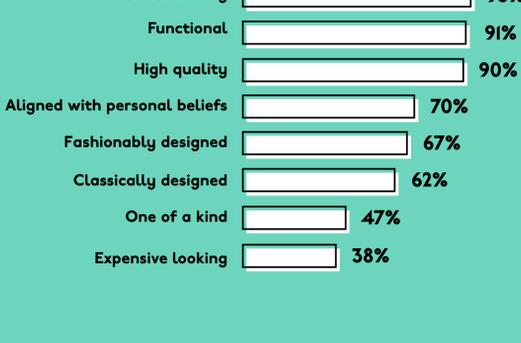
What attracts Gen Z to a brand

Like sunflower pollen to a honey bee, there are a few things that charm the often-elusive Gen Z:



Product features Gen Zers adore

A few Gen Z responses to the question "How important is it that products are..."



A few of Gen Z's most lusted-after brands³

According to a survey done by Global Student Affinity Network UNIDAYS, Gen Zers named these labels the most desirable:



What repels Gen Z from a brand

No-nos. Turn-offs. Deal breakers. Whatever you call them, brands that deal in these will have Gen Z running for the hills:



Mediocrity
66% say it matters to them that brands sell high-quality products¹



Idealism
65% dislike ads that make life look perfect⁶



Sluggishness
60% will hang up if a business doesn't respond ASAP⁸



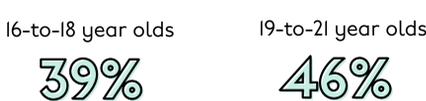
Insincerity
Only 18% say they are very satisfied with responses they get from brands⁴



Get on the good side of Gen Z

Brands that don't hold themselves to a higher standard are going to butt heads with Gen Z. Which means now's the absolute best time to raise the bar.

How many Gen Zers have a strong connection to a brand⁶



Although not many can say they have a special customer-brand bond, 66% of Gen Zers say that, once they find a brand they like, they will continue to buy for a long time.⁴

Brands can appeal more to Gen Z by allowing them to:



Big (and not-so-big) brands

Take heed.

Be sincere when you say hello. Reach out with value. And tailor the shopper experience to attract, engage, and foster true Gen Z affinity now. Because puppy love like this could last for a lifetime.

UNIDAYS
Connecting brands with Gen Z

myunidays.com/genz

Sources

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2 <http://www.adweek.com/brand-marketing/what-brands-need-know-about-gen-z-reach-new-generation-consumers-75745/>

3 UNIDAYS member survey 2017

4 http://www.gsw-w.com/2017TrendsInV_GSW_2017_Consumer_Trends.pdf

6 https://nrf.com/system/tax/Document/NRF_GenZ%20Brand%20Relationships%20Exec%20Report.pdf?file=1&title=Gen%20Z%20brand%20relationships

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9 <https://www.visioncritical.com/generation-z-infographics/>

10 Gen Z Insights: What Restaurants Need to Know, UNIDAYS