



ENGAGING GEN Z

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IDP 10 OCTOBER 2018

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strategy + communications



“You need to learn to do this without a calculator because you won’t be carrying one around everywhere you go”.



DESPICABLEMEMINIONS.ORG

**I CHANGED MY PASSWORD
TO "INCORRECT" SO
WHenever I FORGET WHAT IT IS,
THE COMPUTER WILL SAY
"YOUR PASSWORD IS INCORRECT."**

Dialing Progress





Now Open:
Yahoo! Surf Shop!



Web Launch

Search

Options

- **Arts**
Humanities, Photography, Architecture, ...
- **Business and Economy [Xtra!]**
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Anthropology, Sociology, Economics, ...
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People, Environment, Religion, ...

[Text-Only Yahoo ~ Contributors](#)



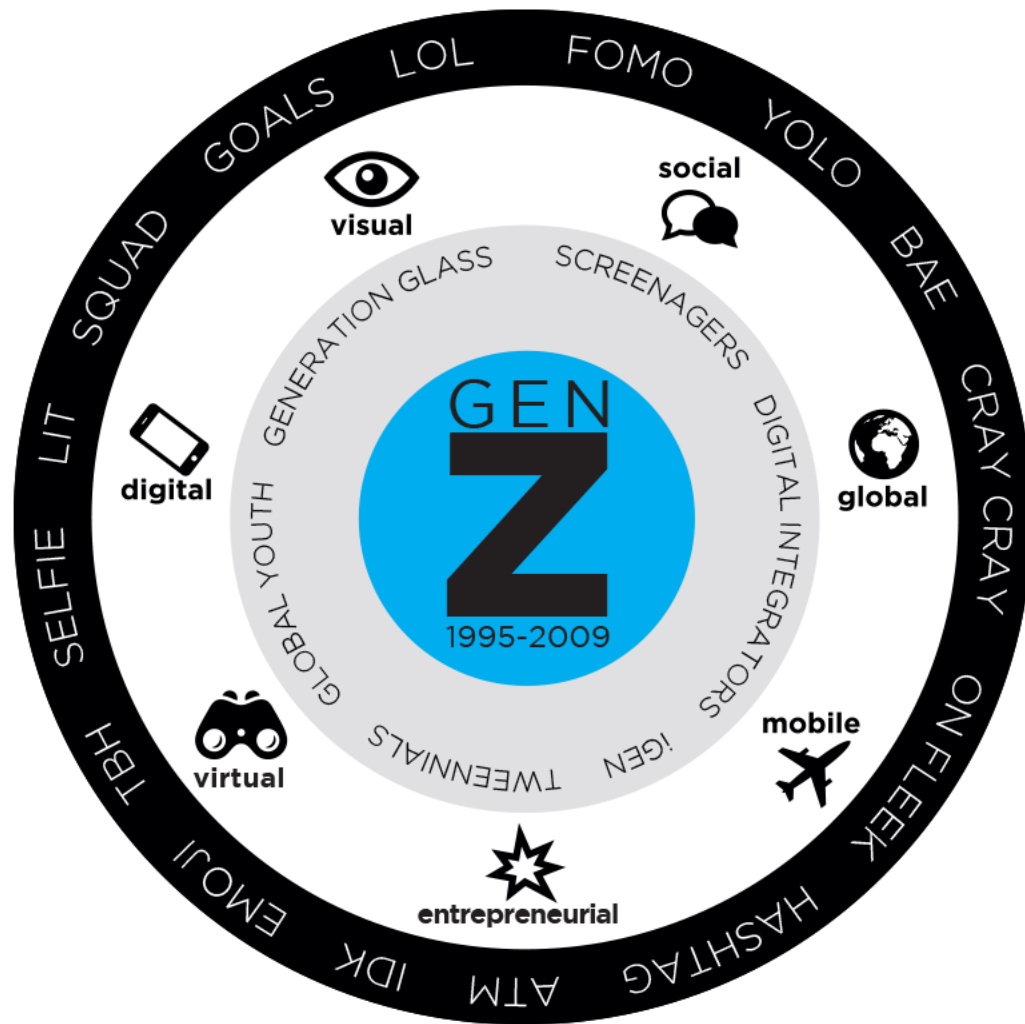


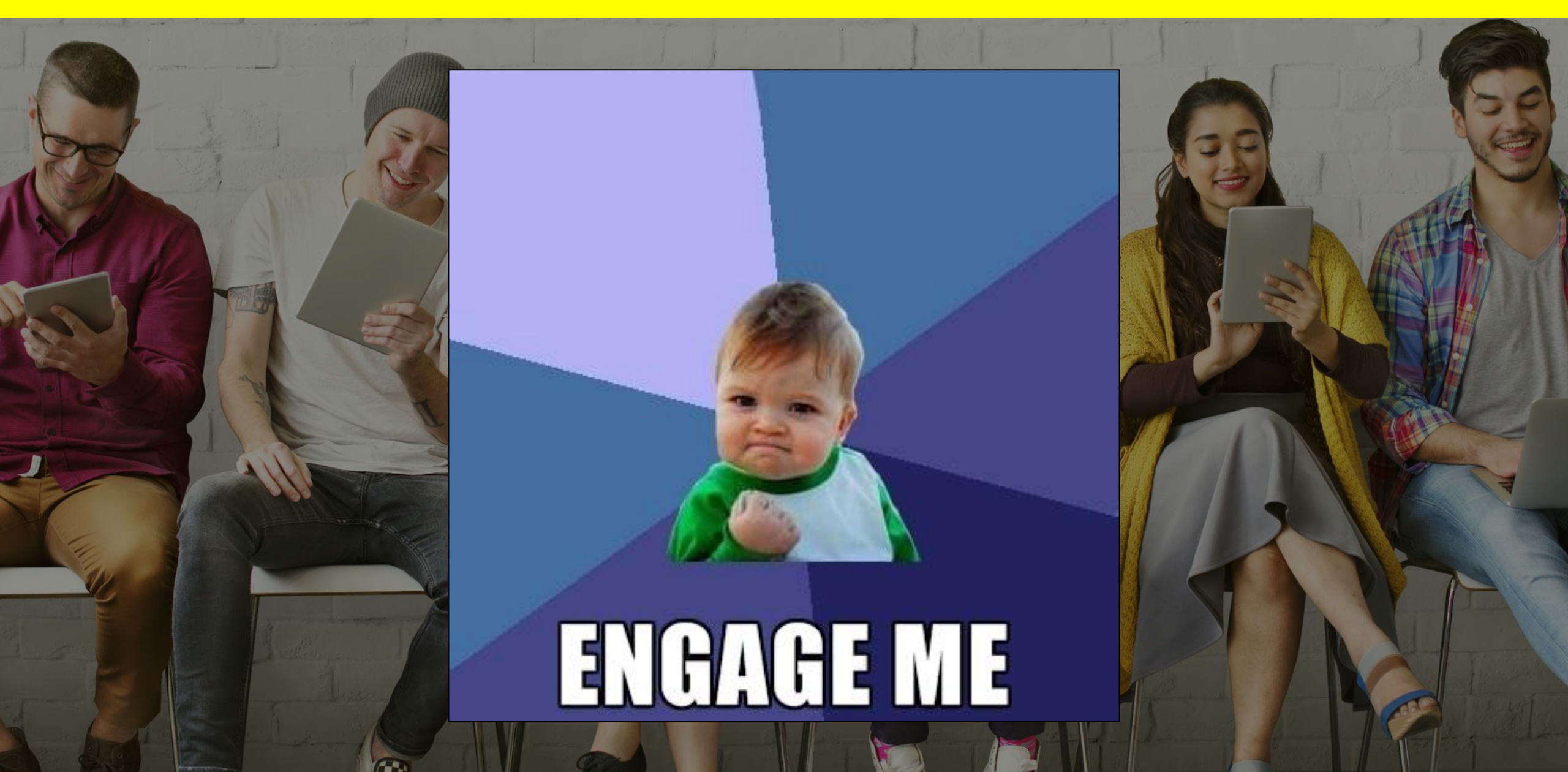
Gen Alpha will never know
the link between the two...





Challenges // Strengths







natural collaborators

WIKIPEDIA

The Free Encyclopedia

English

5 613 000+ articles

Español

1 404 000+ artículos

日本語

1 103 000+ 記事

Русский

1 467 000+ статей

Italiano

1 430 000+ voci



Deutsch

2 173 000+ Artikel

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1 975 000+ articles

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JUST GOOGLE IT.



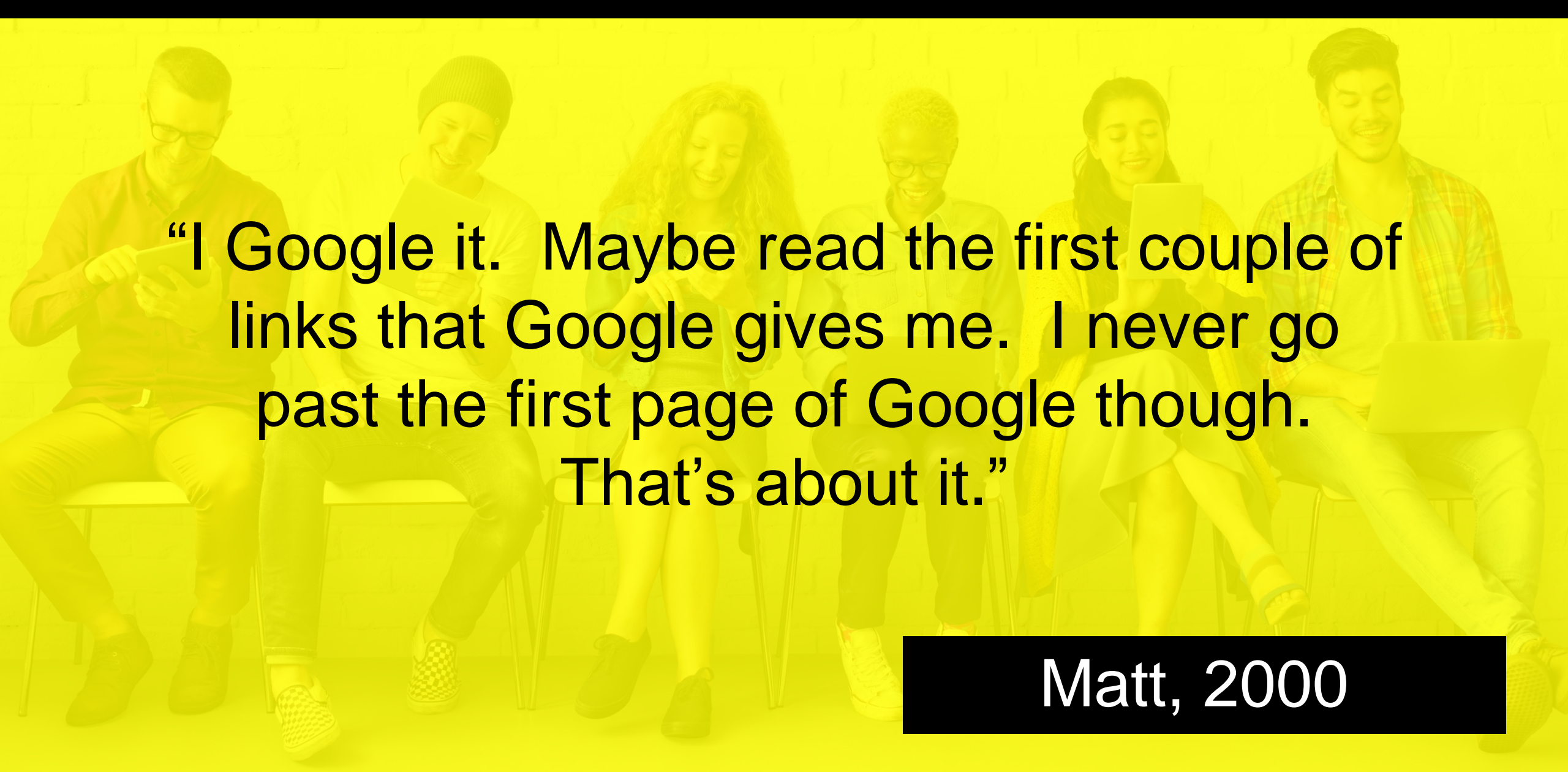






JUST GOOGLE IT.





“I Google it. Maybe read the first couple of links that Google gives me. I never go past the first page of Google though. That’s about it.”

Matt, 2000

**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**

GoOOOO

1 2 3 4 5

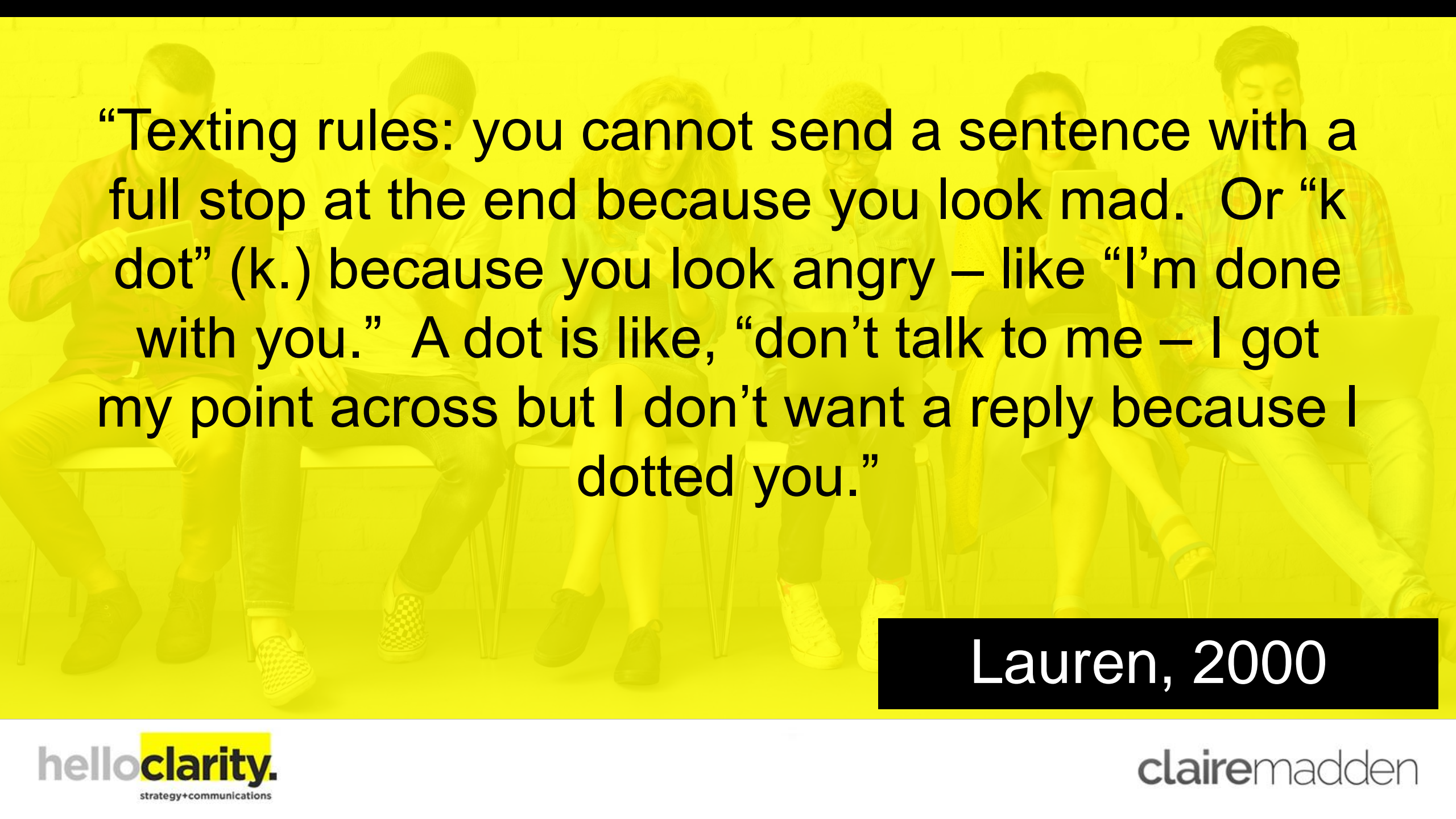


**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**









“Texting rules: you cannot send a sentence with a full stop at the end because you look mad. Or “k dot” (k.) because you look angry – like “I’m done with you.” A dot is like, “don’t talk to me – I got my point across but I don’t want a reply because I dotted you.”

Lauren, 2000

irl

50% Gen Z: rather talk
online than in real life

irl

60% Gen Z: social life starts online

irl

70% Gen Z: more convenient to talk online than offline



“If you put my generation in a rural place and there was no Wi-Fi they wouldn’t know what to do.”


Britney, b.2000



2.7 hours / day
24% constantly
connected



continuous
partial
attention



absence
presence



HOW TO SPEAK GEN Z

lit

hbu

rn

tbt

ldc

salty

cebb

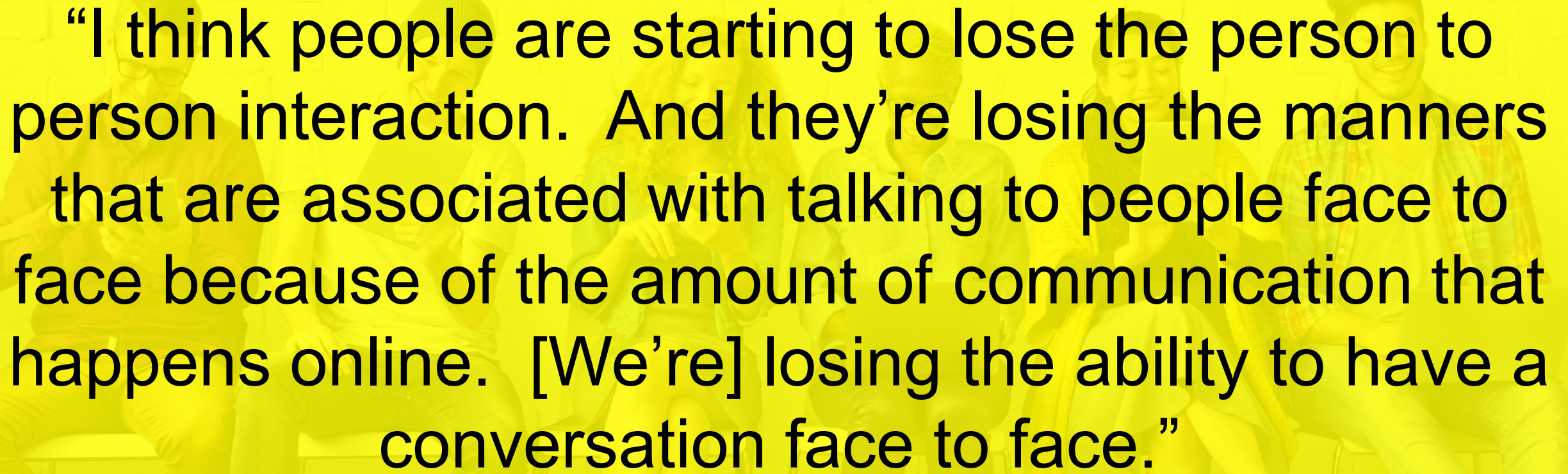
ily

throwing shade

goals

irl

pos



“I think people are starting to lose the person to person interaction. And they’re losing the manners that are associated with talking to people face to face because of the amount of communication that happens online. [We’re] losing the ability to have a conversation face to face.”

Matt, b.2000

A group of people are gathered around a wooden table in a meeting. A laptop is open on the table, and several notebooks and papers are scattered around. A person in the foreground is looking at the laptop screen. The scene is dimly lit, with a focus on the people and their work.

1, 2, 3, 4

Discover

Displaying 2252 projects

filtered by Gathering Support ✕

sorted by Most recent ✕

Filter by

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Customer & company collaboration



MEN ▾

WOMEN ▾

KIDS ▾

EXPLORE ▾



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Women

Kids

CATEGORY +

SPORT +

FEATURED +

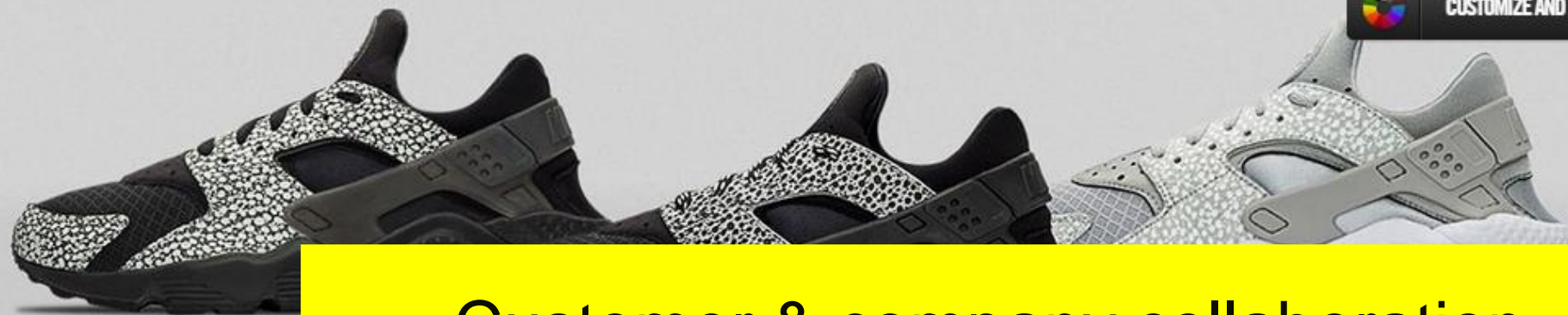
CLEARANCE >

CREATE YOUR OWN CLASSIC


Give the original Nike Air Huarache Run a fresh new look.



CUSTOMIZE AND BUY



Customer & company collaboration

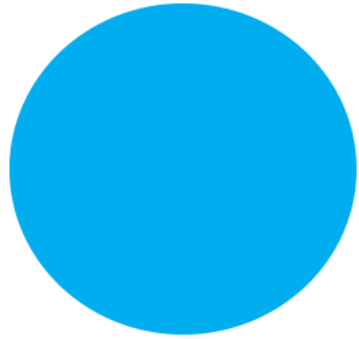


“A collaborative space is better – because our generation collaborate as a part of who we are. Always networked, always connected to each other.”

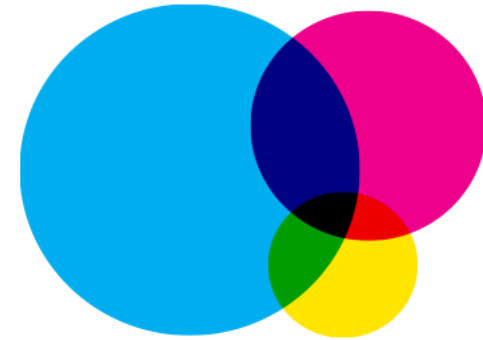
Matt, b.2000

LEADERSHIP STYLES

positional +
transactional



collaborative +
transformational





lifelong learners

Australia

Age Structure in 1988

Estimated Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/ Female Surplus

View Surplus

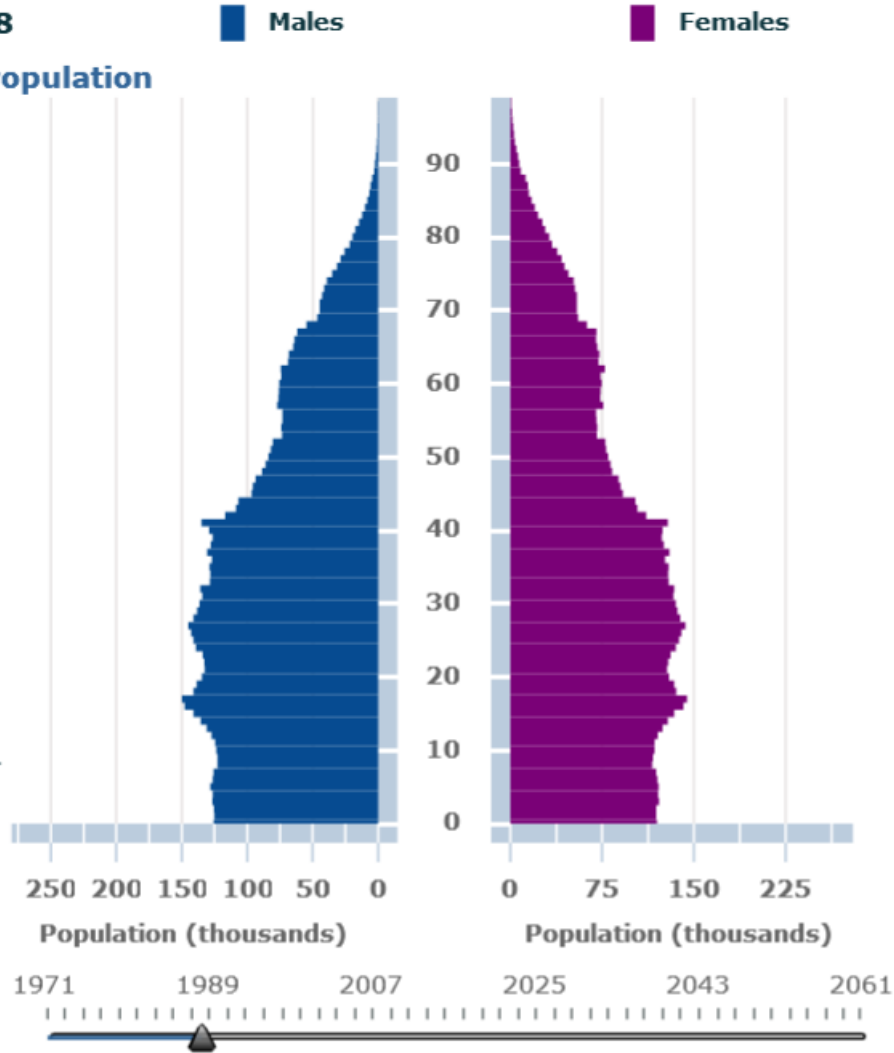
Surplus demonstrates where there are more Males or Females in a particular age group by overlaying the age structure of one gender over the other.

Toggle Outline

View Outline

Toggle Data Tips

View Data Tips



Australia

Age Structure in 2018

Projected Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/ Female Surplus

View Surplus

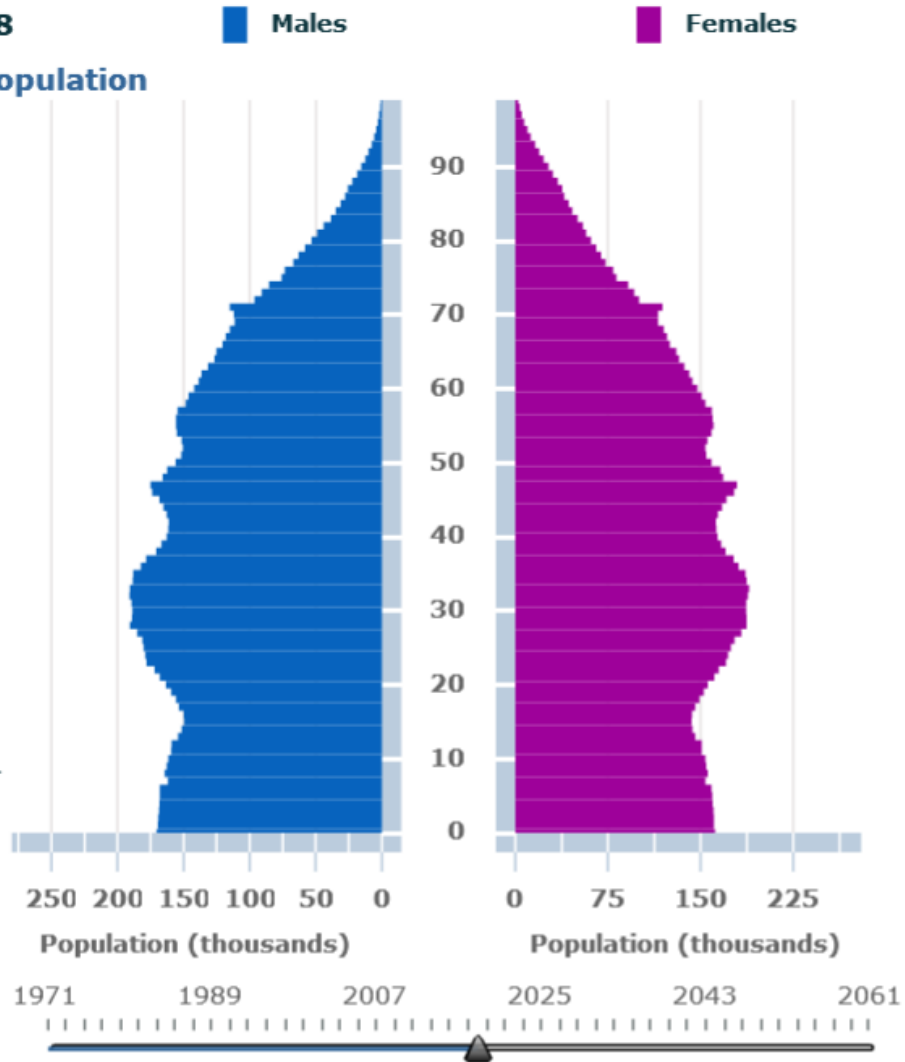
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Toggle Outline

View Outline

Toggle Data Tips

View Data Tips



Australia

Age Structure in 2048

■ Males

■ Females

Projected Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/ Female Surplus

View Surplus

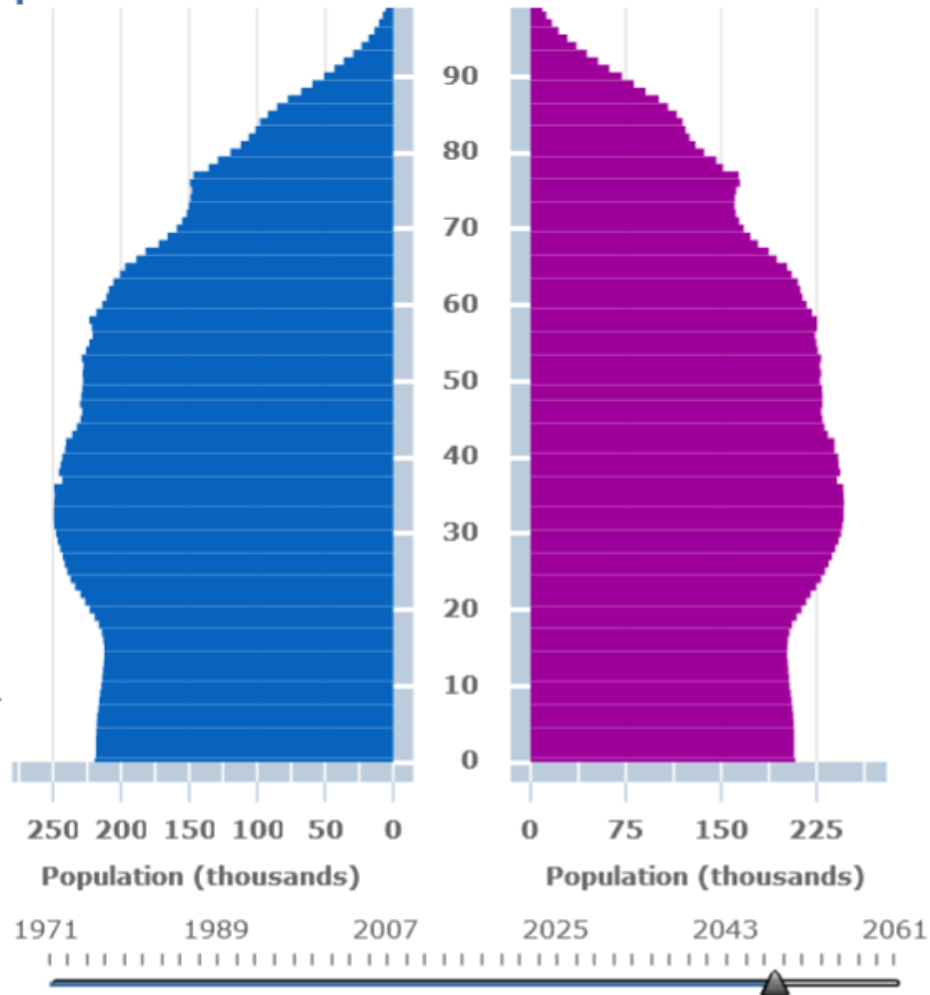
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Toggle Outline

View Outline

Toggle Data Tips

View Data Tips



DECLINING WORKFORCE RATIO

people aged 15-64 : 65+

1975



TODAY



2055



PRODUCTIVITY

1970s



=



TODAY



=

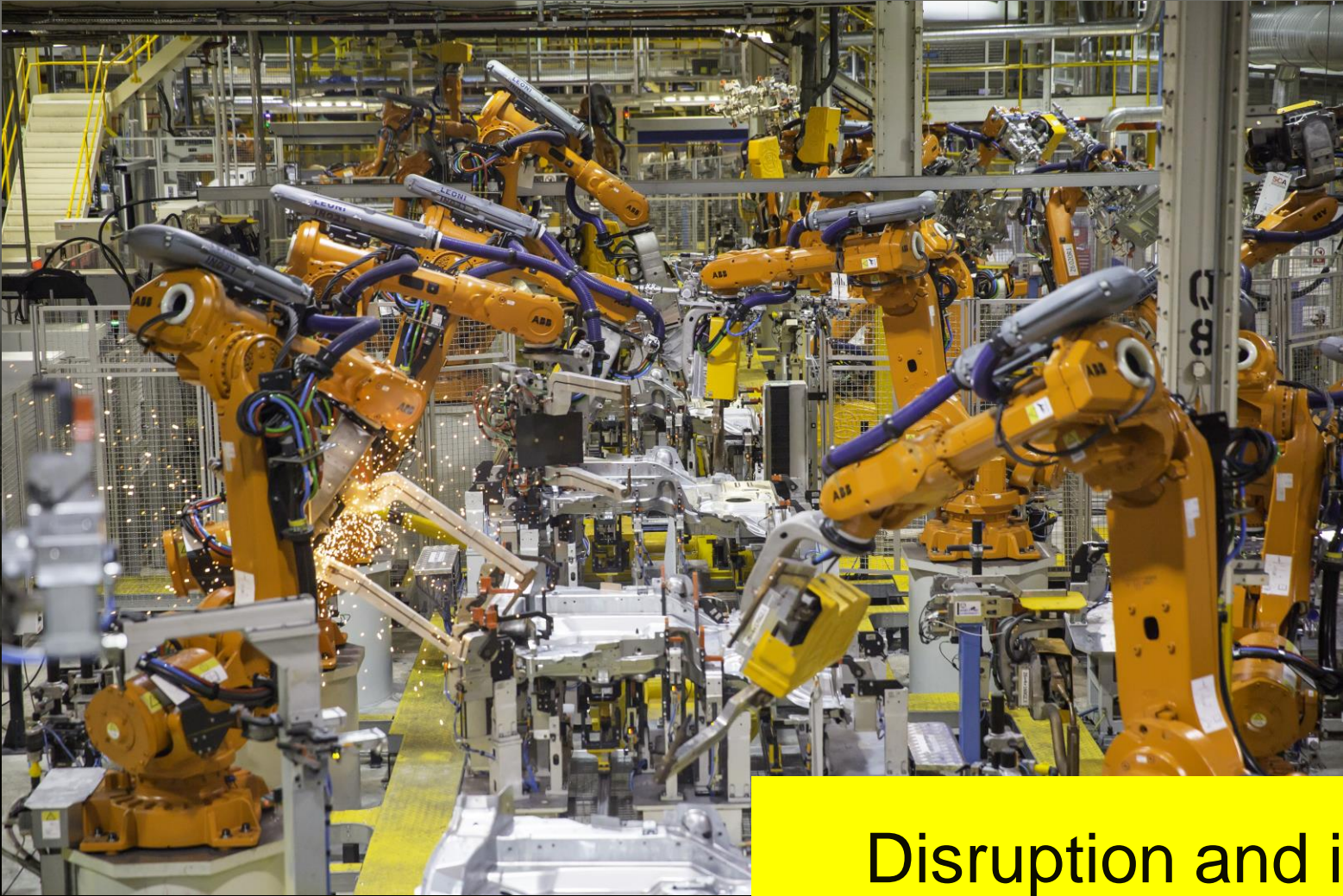




Disruption and innovation



Disruption and innovation



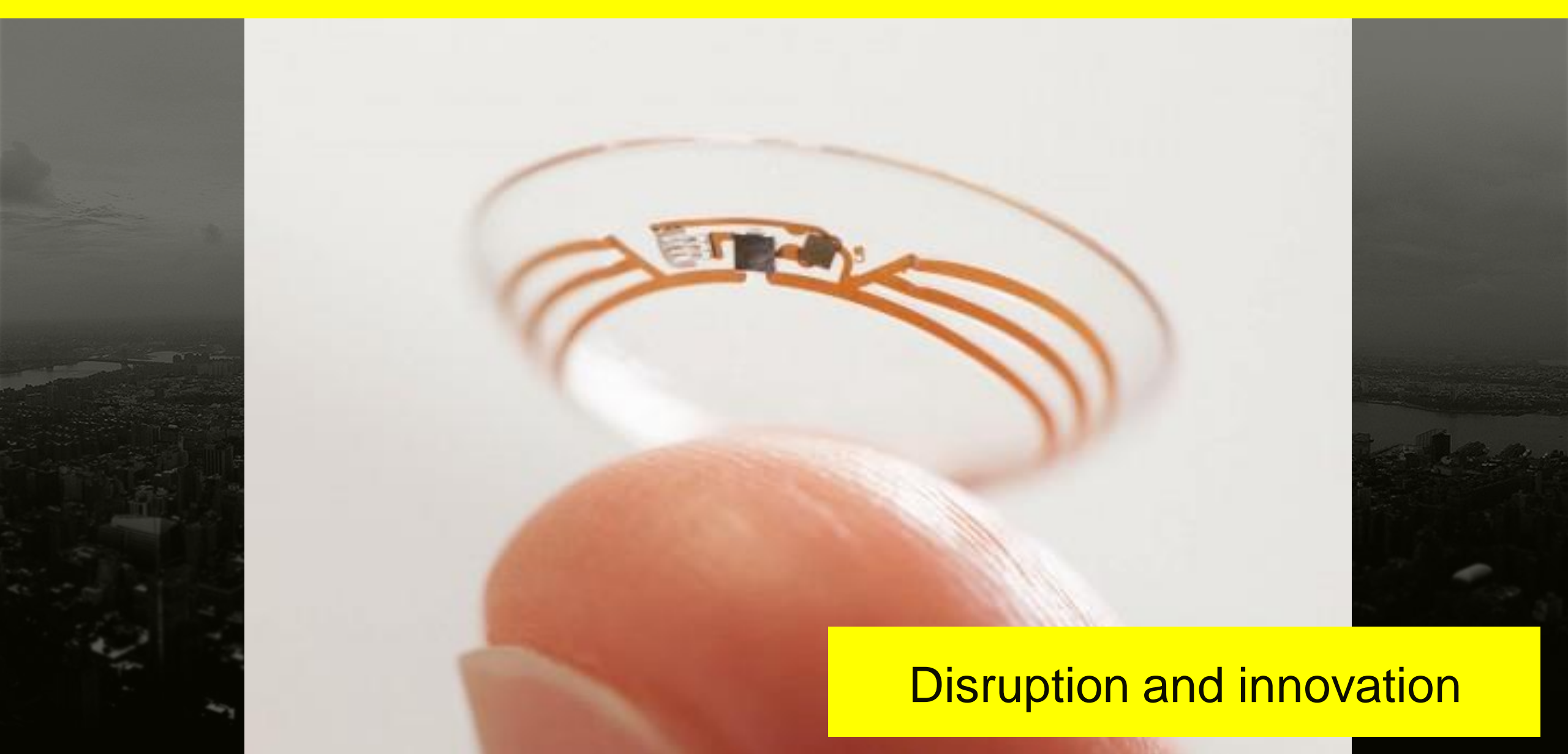
Disruption and innovation



Disruption and innovation



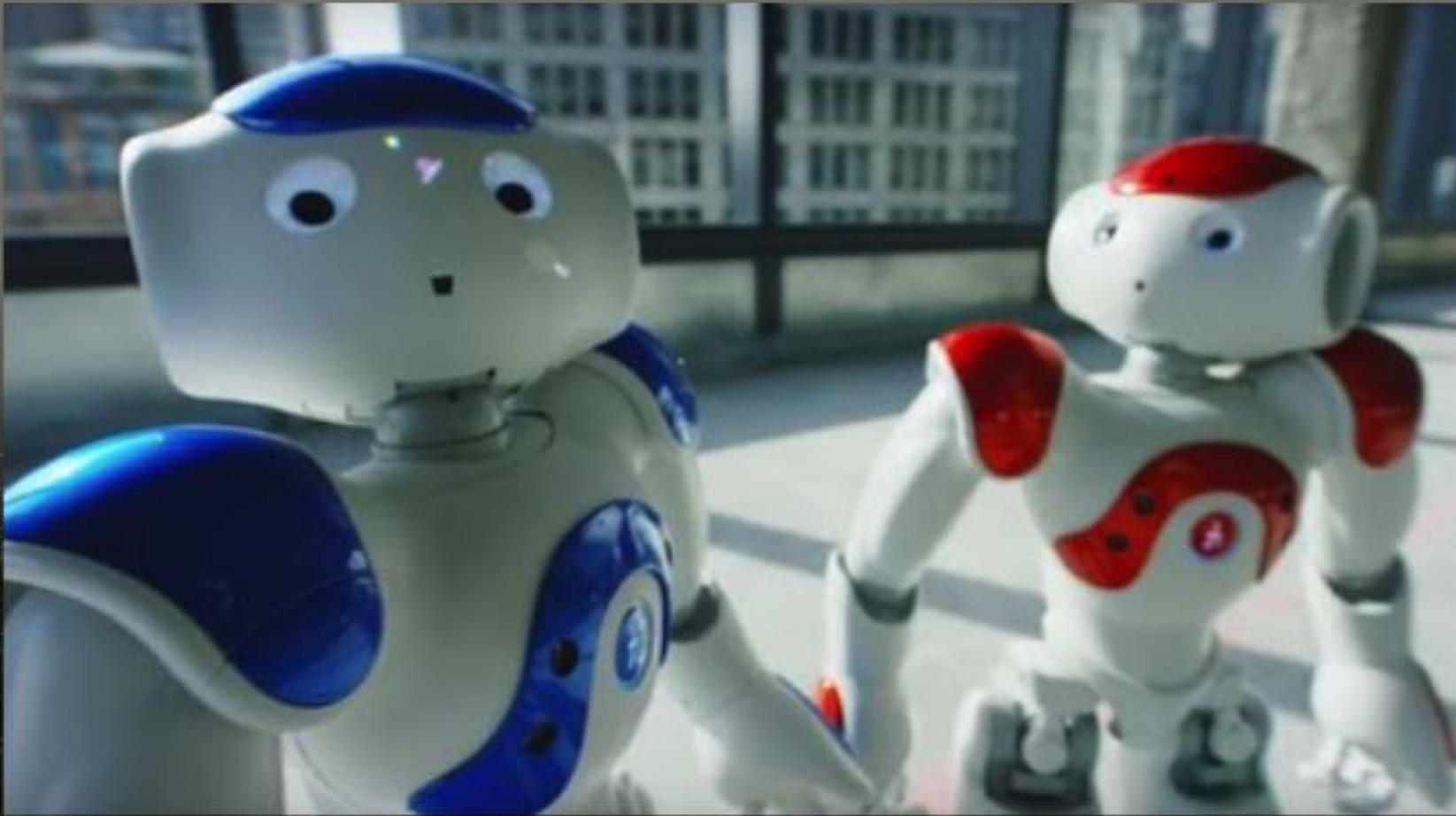
Disruption and innovation



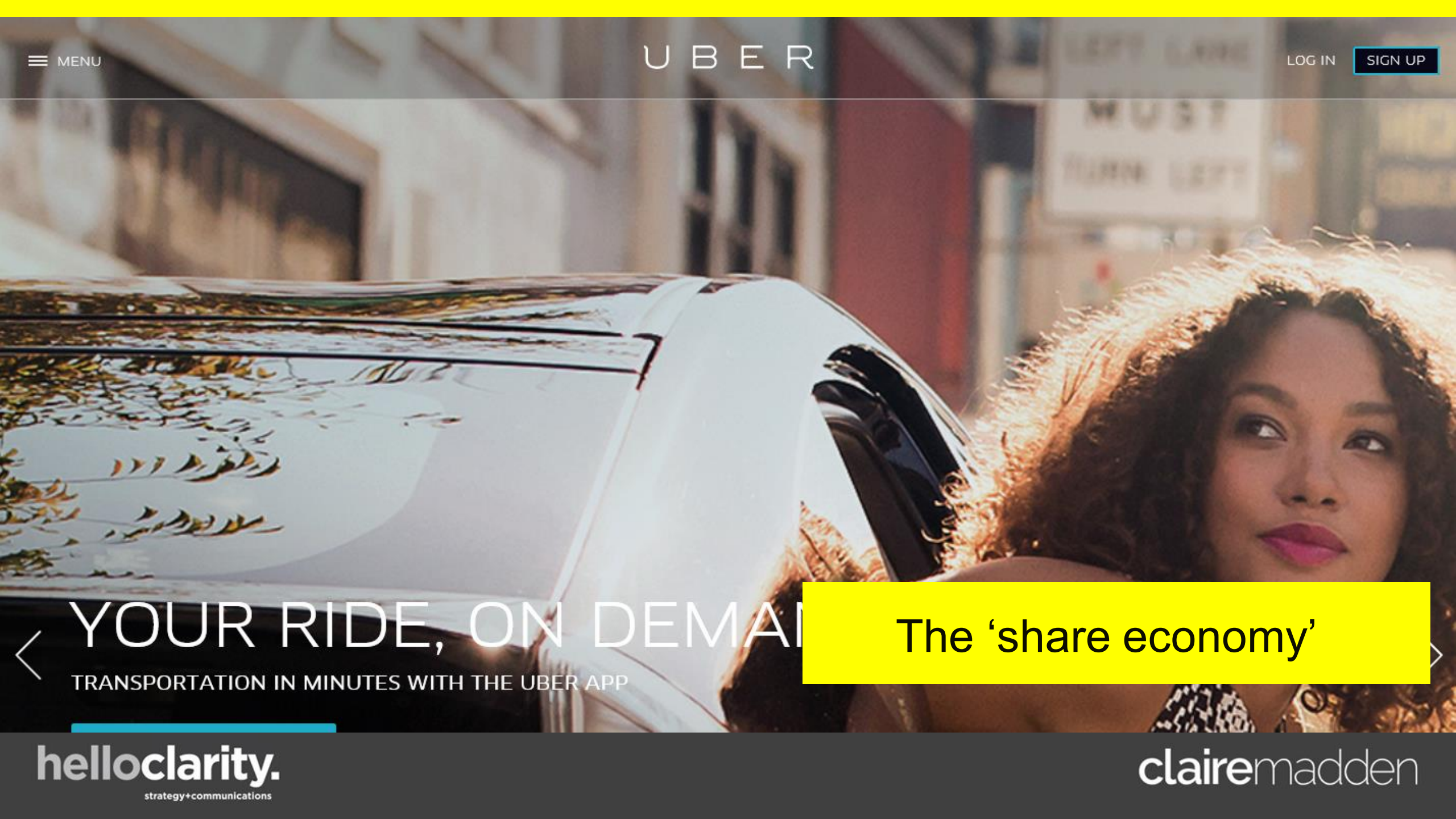
Disruption and innovation



Disruption and innovation



Disruption and innovation



YOUR RIDE, ON DEMAND

TRANSPORTATION IN MINUTES WITH THE UBER APP

The 'share economy'



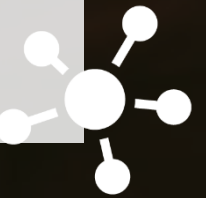
UBER
EATS

The 'gig economy'



17 jobs

5 careers





“Something that I’ll enjoy doing – not something I’m forced to do. I feel like I’ll stay with something that I like.”

Jack, b.2001

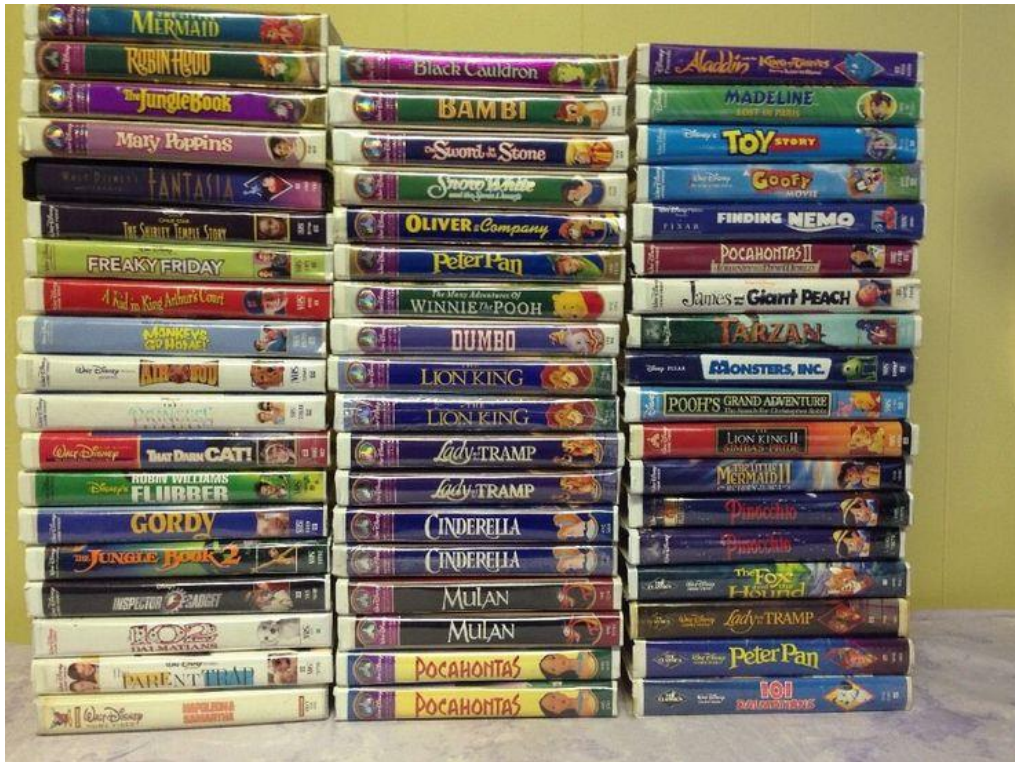


“I would like to think I can get a job that would make a difference somehow.”

Jaime, b.1996

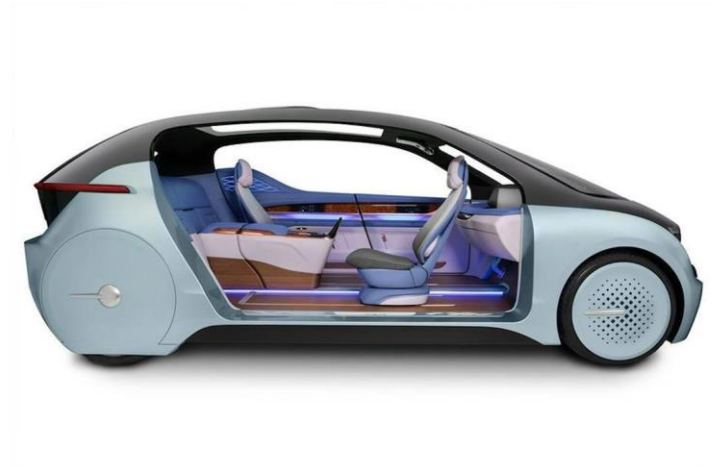


empowered consumers



NETFLIX

Experience on demand



Experience on demand



IWWWIWWWI



Always accessible

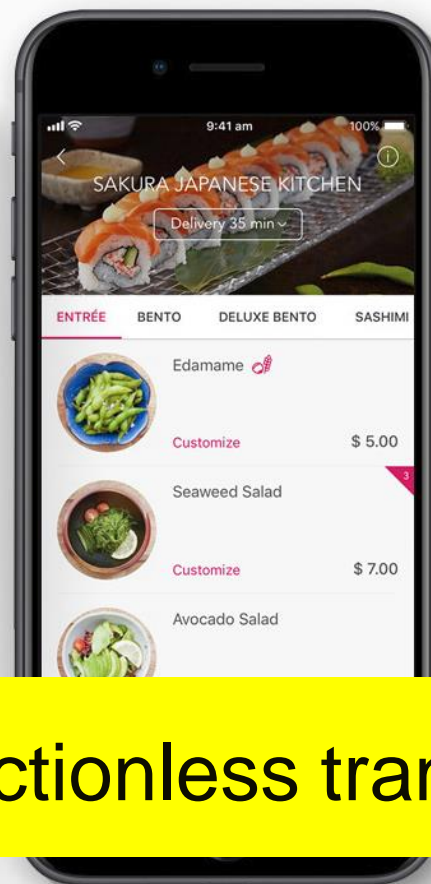


Personalisation & rewards


PPLE



Cashless made effortless.



Frictionless transactions



“I think our attention span is extremely short and it’s anything that catches our eye distracts us. With so much stuff going on. I think it might be a bit difficult when we get jobs.”

Oliver, 2002



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Come Say HELLO

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HELLO GEN Z: ENGAGING THE GENERATION OF POST-MILLENNIALS

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