

# Welcome

Identity & engagement  
of youth in the social  
media age

Engaging the youth session draws on recently released international research, which has been geared towards the Generation Z consumer market. A youth market which has seen a rapid shift in culture, technology, media and consumer attitudes. Featuring the latest insight that blend neuroscience, psychology and market research, in order to help marketers understand how the youth brain is developing and what this means, for how, this audience think and feel. This session includes real life brand case studies and how they are responding in the face of radical social pressures. Staying relevant is an ever increasing challenge, the session ends with a necessary look at alignment to brand purpose, journey and engagement to try and identify what brands can do to remain authentic and original.





## GEN Y

1980-1994

**BOOMERANG**

**PEER  
FEEDBACK**

**\$/£/€**



## GEN Z

1995-2009

**INDIVIDUAL**

**DIGITAL  
NATIVES**

**ETHICS**



## GEN ALPHA

2010-

**DIGITAL +**

**GEN Y  
VALUES?**



Attention span...7- 8 secs

16- 24 is the age you develop your identity (social brain)

Same as it ever was? Not even close. (swipe)

93% of Gen Z access a social media platform via mobile

29% say their identity is fluid...

The need to socialize is baked into our evolution

World wide – its no longer local... reach is unprecedented

40% don't feel represented by the images and ideas they see...



# The developing Brain

- Pre-frontal cortex – is fully developed from 25 years (prior to that it's been described as wet cement)
- Social behaviour
- Decision making
- Reminiscence bump, 1986
- Steinberg 3 x risks, 2017
- Dunbar's 150 connection, 1998





Respect Rapid social change – they care and want to be a part of change...



**THE TALL SHIPS RACES 2018**  
organised by Sail Training International

# Case study



<https://youtu.be/1eRzUfer0lo>



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# Tribes are dead #SELFHOOD is everything...

## Decoding the youth

- Polarized Gen Z
- Communities grouping
- 45% of US teens are checking their social media sites on smart phones 'almost constantly'
- Teen behaviours are radically altered with 'Mates'



# Youth development

- Create an experience that creates a Buzz, people, share and like and then help to propagate your messages
- Social media strategy
- Culture - the brand is a manifestation of your culture – target audience will never resonate if these are not aligned and something is wrong with the culture



I'd rather they know about our brand and don't like us , then they don't know about the brand

- Brand ambassadors
- Don't be safe
- Be fast
- Be responsive
- Grass roots
- Do it / improve it/ redo – GO GO GO



- Articulate what you stand for... (Purpose) live by those values
- Underpin values
- Leverage to real genuine needs of young people



# Case Study



<https://youtu.be/ObRFklknOGU>



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# Trends & behaviors

Keep brand ahead

Power True

Engagement in the future

How does *Sail on Board* relate to Gen Z?



Conversations (as opposed to broadcasting)

Curate (data rich environment, find content that is relatable, humour, interact with content )

Channels (Whats app, snapchat, Instagram stories)



# Engaging at all levels

Business models are being challenged everywhere by the newest entrants to the world of consumption

What do Gen Z think is good content? Watching something for nothing. No longer consuming on flat screen TVs in family environment of big budget production.

They are happy to watch something made for nothing as long as it...

- 1) Authentic
- 2) Relevant
- 3) Humorous





## 2020 and the future...

- By 2020 GenZ will account for 40% of consumers
- They already influence \$4 billion in discretionary spending in the US alone



**THE TALL SHIPS RACES 2020**



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## To Recap...

- Gen Z are Digital Natives with constant access online
- Understand & experience rapid social change more than ever
- Value being individual/react strongly to unique peer groups
- Breaking the mould of what we do now
  
- Align brand with passion of audience
- Define brand purpose and values
- Use existing audience as brand ambassadors
- Be authentic/relevant
- Change approach to reflect audience



# Case Study



<https://youtu.be/IlyEaeuOeY4>



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- Q & A

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Thank you