

# **Generation influence**

THE DIGITAL EXPERIENCE IS THE HUMAN EXPERIENCE



## Who is Gen Z?

Gen Z represents up to \$150 billion in buying power globally.



Gen Z will account for 40 percent of global consumers by 2020.



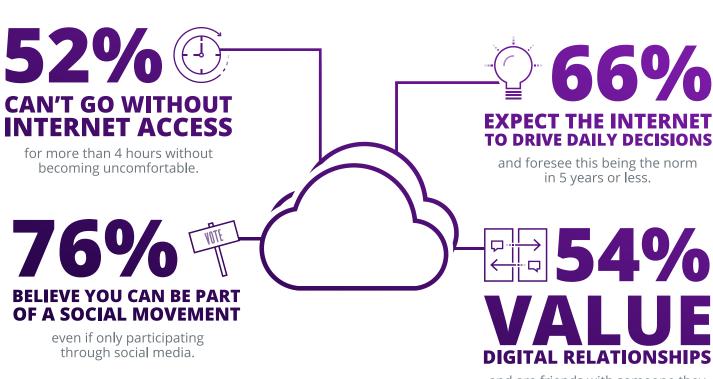
Born 1996 through the mid-2000s; Gen z is 5 Million strong.

Gen Z influences \$600 billion in spending globally.

## Living online.

Gen Z is inextricably tied to digital, blending the physical and digital worlds as never before.

Daily life is inherently connected to the Internet for Gen Z.



and are friends with someone they ONLY know online.

### Marketing to Gen Z. Be entertaining, be authentic, be good.

Build trust through authenticity for Gen Z.

TRUSTS A COMPANY MORE if the images they use in their ads are of actual customers.



TRUSTS A COMPANY MORE if the images they use in their ads are not photoshopped.

Entertainment and societal impact are high priorities for Gen Z.

OF GEN Z IS MORE LIK OF GEN Z GOES TO THE INTERNET TO BUY FROM A COMPANY THAT CONTRIBUTES TO SOCIAL CAUSES FOR ACCESS TO ENTERTAINMENT Top 5 elements of trust in a brand for Gen Z.











Gen Z & the digital experience.

Gen Z online.

Personalisation and empowerment are essential online for Gen Z.









For more information, please contact WP Engine at press@wpengine.com.

This infographic is based on research results from a groundbreaking annual study by WP Engine (wpengine.com) and The Center for Generational Kinetics (GenHQ.com). The custom 30-question survey was designed collaboratively by WP Engine and The Center for Generational Kinetics. The study was administered to 999 respondents in Australia, ages 14-59, who currently use a smartphone on a regular basis, and it was weighted to current Australian Census data for age, gender, ethnicity and region. The survey was conducted online from September 19, 2019 to October 1, 2019. The study's margin of error is +/-3.1%.