

Gen Z: Your Global Market

*How Gen Z Sees the World,
and How to Connect with Them*

Gen Z — 32% of the world's population — is your global market. Knowing your market is the first step in creating a plan that stands out from the competition. The second step is knowing who you — and your brand — are. Because Gen Z is a group that values authenticity and ethics.

What's Important to Gen Z

TRUTH

Gen Z believes in:
the search for authenticity

INDIVIDUALISM

Gen Z believes in:
avoiding labels and expressing one's self

DIALOGUE

Gen Z believes in:
communication to resolve conflict

PRAGMATISM

Gen Z believes in:
being analytical about decisions

They Are True Digital Natives



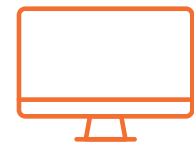
INTERNET HABITS

50% of Gen Z is online
10 or more hours a day



HOW TO REACH THEM

19.2% prefer email,
18.4% prefer in-person interaction
and 16.1% prefer ads.



HOW THEY LEARN

64% of Gen Z researches
products online

What Does This All Mean for Educational Institutions?

Figure out your story, and you'll figure out your brand. Ask these questions:

- * What's your "why?" Why do you exist?
- * What are you good at?
- * What are your top 3–5 character traits?
- * What differentiates you from your competitors? (Think of at least 3.)

How We Can Help

At Study in the USA, we offer products and services to help you create dynamic emails and relational messaging through social media, while we guide you in creating content that is relevant and essential. Creating meaningful experiences for connection and authenticity is the secret sauce for this digital-savvy population that makes up one-third of our world.

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