

Insight into game-changing Generation Z

Generation Z, the 11 to 17 age group that follows on from the Gen Y (aka the millennials) are, quite literally, the new kids on the block.



After years of delving into the mindset, buying habits and assessing the brand loyalty of millennials, the focus of retail brands and marketers is slowly but surely shifting to this new demographic. This may seem odd considering that this group is still at school and has no income, let alone disposable income. However, the influence of this generation on household spend is beginning to be felt.

This generation is half the size of the millennial generation, but will have double the impact, not only as consumers but also as a social force that could recalibrate our digital era. This unique perspective on the world is shaping a very different future citizen and consumer: tech savvy, opinionated, pragmatic and wise beyond their years.

The Flux Trends presentation aims to provide a deeper understanding of this generation's psyche and pragmatic approach to life, much of which will surprise you.

This presentation will unpack the following insights:

- Who exactly is Generation Z, and why are they also referred to as, Generation K?
- Why they have recalibrated their priorities in life, and how this impacts on their future consumption habits.
- Why they could potentially become the landlords of the Millennials.
- What brands and marketers need to do to get their attention, and (very considered) loyalty.
- Gen ZA: the differences or similarities between Gen Z's in South Africa and their developed world counterparts.

This trend presentation is a must for retailers, brand managers, anyone in advertising or marketing and especially parents of Gen Z's.

Cape Town

Time: 4.30pm (Registration opens at 4pm)

Date: Tuesday, 4 August 2015

Address: Protea Hotel Fire & Ice,

New Church & Victoria Street,

Tamboerskloof

Cost: R350 per person

Johannesburg

Time: 4.30pm (Registration opens at 4pm)

Date: Tuesday, 11 August 2015

Address: Protea Hotel Fire & Ice,

Whitley Street,

Melrose Arch Precinct

Cost: R350 per person

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