



**NEW KIDS ON THE BLOCK**  
**GLOBAL GENERATION Z**  
**Dr Eliza Filby**



**BABY BOOMERS**  
1942-1965



**GENERATION X**  
1966-1980



**MILLENNIALS**  
1981-1996



**GENERATION Z**  
1997-2010

A person with dark hair, wearing a light-colored, textured coat and a dark green hat with a red band, is seen from behind, walking away on a dirt path through a forest. The trees are tall and thin, and the ground is covered with fallen leaves and ferns. The lighting is soft and natural, suggesting a late afternoon or early morning setting.

# FROM THREE-STAGE LIFE TO MULTI-STAGE JOURNEY

# 'WE'RE NOT MILLENNIALS OK?'

## Millennials (1981-1996)

Optimists  
Diversity  
Tech-savvy  
Data uncontrolled  
Commentators  
Slacktivist  
Individual  
Physical health

## Generation Z (1997-2010)

Realists  
Intersectionality  
Tech-inate  
Data Protection  
Broadcasters  
Activist  
Collective  
Mental health

A person wearing a blue hoodie, grey jeans, and orange sneakers is sitting on a concrete ledge against a textured, brown wall. The person is facing away from the camera, with their hands tucked into their hoodie. The wall has a rough, peeling texture with various shades of brown and tan. The ground is a light-colored, textured surface.

**GENERATION Z:  
FLUID, SERIOUS, SKEPTICAL, SAVVY**

# HOW TO MARKET TO GEN Z



Visuals

Values

Expectations

Personalised

Convenience

Dialogue

# GENERATION Z STUDENTS

An overhead, high-angle photograph of four young adults, likely Generation Z students, sitting around a large wooden table in a cafe or study area. They are engaged in collaborative work. One student in a blue and green striped shirt is leaning over a laptop, another in a red and blue plaid shirt is looking at a tablet, and a third in a white hoodie is looking at a smartphone. A fourth student is partially visible at the bottom. The table is cluttered with various items: two laptops, a tablet, a smartphone, a pair of sunglasses, a glass of orange juice, a glass of water, a coffee cup, and a small white container. The background shows a patterned rug and a window with blinds.

Communication

Learning

Employability

Ethics



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