



Pete Baird  
Media Director  
Red House Communications  
@plbaird



*Red House  
Communications*

- Full-service marketing communications firm with wide range of services
- 24 years of documented results in engaging and motivating consumers
- Expertise across brand, digital and integrated marketing communications
- Deep experience in destination branding and marketing in PA market
- Recognized for creative product excellence
- Award-winning, collaborative teams

# GENERATION Z

## AND THE FUTURE OF MARKETING

# AGENDA

- The Generational Concept Explained
- Generation Z Defined
- Implications for Travel Marketers



# CONCEPT

- Karl Mannheim – “The Problem of Generations” (1923)
- Strauss-Howe generational theory (1991, 1997)
- Does history repeat itself?



# CLASSIFICATIONS

- Baby Boomers (1946-1964)
- Generation X (1965-1981)
- Millennials (1982-1999)
- Generation Z (2000-Present)



## GENERATION X



## MILLENNIALS



# GENERATION Z





# AIRBNB



# COLLABORATIVE CONSUMPTION

A screenshot of the Bitcoin website homepage. At the top, the Bitcoin logo is followed by navigation links: Introduction, Resources, Innovation, Participate, and FAQ. The language is set to English. The main heading reads "Bitcoin is an innovative payment network and a new kind of money." Below this is an illustration of a diverse group of people standing together, with a large Bitcoin symbol in the foreground. Three key features are highlighted with icons: "Fast peer-to-peer transactions" (double arrows), "Worldwide payments" (globe), and "Low processing fees" (Bitcoin symbol). A paragraph at the bottom explains that Bitcoin uses peer-to-peer technology and is open-source, allowing anyone to participate.



## COLLABORATIVE CONSUMPTION

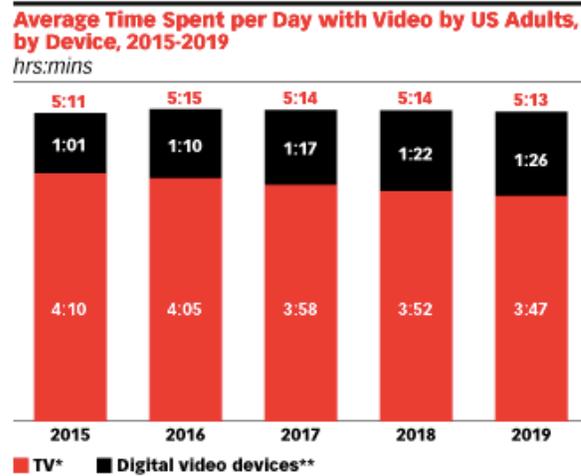
- Access without ownership
- Sharable economy
- Disruptive technologies
- Impact on markets



## STRANGER THINGS



# CULTURE, ON-DEMAND



Source: eMarketer, Sept 2017



# CULTURE, ON-DEMAND

- Digital from infancy
- Cord nevers
- One-click
- Heavily influenced by social media





## SOCIAL MEDIA'S EVOLUTION

- A tool for good
- A tool for darker societal forces
- Reticence to share



# IMPLICATIONS FOR TRAVEL MARKETERS

## WHAT ELSE DO WE KNOW?

- Privacy concerns
- Short attention span
- Label agnostic = less brand loyalty
- More likely to convert on mobile



# AUDIENCE CONSUMPTION

- Multi-channel layering
- Media usage and time spent
- Adapt message to vehicle



# VEHICLE SHIFTS



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## Instagram, Snapchat Adoption Still Surging in US and UK

Facebook's appeal fading further among teens and young adults

August 23, 2017 | [Mobile](#) | [Social Media](#)

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Usage rates for Facebook, Instagram and Snapchat are running roughly in parallel between the US and UK, according to eMarketer's latest forecasts of social network usage in those countries, with relative upstarts Instagram and Snapchat expected to rise by double digits. But social networking leader Facebook will see its user growth continue to slow in both countries as lessening usage among teens and young adults drags down overall user



## CEDAR POINT HAUNT



## TAILORED APPROACH

- Shifting social platform use
- Mobile-first experience
- Receptive to branded content
- Social influencers
- Short-form video



# IKEA



# TRAVEL HISTORY

- Well traveled from a younger age
- More influence on families

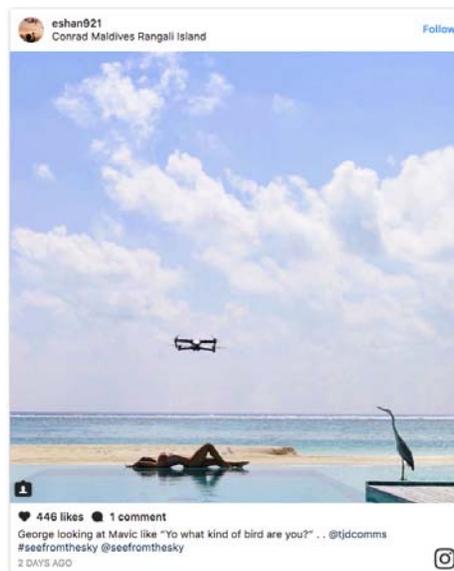


# TRAVEL NEEDS

- #YOLO
- Technology first
- Authenticity is essential



# INSTAGRAM BUTLERS?



## TRAVEL HABITS

- Adventure seekers
- Cheaper accommodations
- Heavily influenced by social media
- Open to inspiration



## VISIT SINGAPORE



# IN SUMMARY

- The Generational Concept Explained
- Generation Z Defined
- Implications for Travel Marketers



## Twitter blows up at SXSW Conference



Nick Douglas  
03/12/07 07:25PM Filed to: NEXT BIG THING

🔥 13.43K

This image was lost some time after publication, but you can still view it [here](#).

One-line one-to-many messaging service **Twitter** is aflame during the South by Southwest Interactive conference. The techies, bloggers, and various citizenry-of-media are pumping the service with constant web, IM and SMS messages. Twitter staffers Jack and Alex tell me that the site, which normally carries around 20 thousand messages a day, broke 60 thousand a day this weekend. This traffic boost should add a strong layer of new permanent users. In the next year, Twitter could make a Facebook-sized blowup among the general public.



