



# GENERATION Z

MARKETING WITH PURPOSE



A photograph of four young people standing in a row against a blue background. From left to right: a woman with blonde hair in a ponytail wearing a green face mask and a denim jacket; a man with dark hair wearing a white face mask and a striped t-shirt; a man with short dark hair wearing a patterned face mask, a red t-shirt, and a denim vest with headphones around his neck; and a woman with blonde hair in a ponytail wearing a red patterned face mask and a denim jacket. All four are looking down at their smartphones. The image has a semi-transparent blue overlay with white text.

# WHO IS GEN-Z?

GEN-Z BIRTH YEARS: 1997 TO 2012/15

CURRENTLY AGED: 6 TO 24

OTHER NICKNAMES: I-GENERATION, POST-MILLENNIALS, HOMELAND GENERATION

GENERATION SIZE IN AUSTRALIA: <4.6 MILLION





# WHO IS GEN-Z?

WITH HIGH EXPECTATIONS AND A STRONG DIGITAL UNDERSTANDING,  
THE NEWEST GENERATION IS DRIVEN BY CAUSE & PURPOSE.

## THE DISRUPTORS

Young people are organising politically to shape the world they're about to inherit.

Greta Thunberg became well-known after she protested outside the Swedish parliament in 2018, when she was 15.

She held a sign saying, "School Strike for Climate", to pressure the government to meet carbon emissions targets.

## THINGS GET PERSONAL

It's important that brands are demonstrating their values and ethics clearly so that Gen-Z can see if they align with their own. For example, Patagonia pledges at least 1 percent of sales to support environmental organisations around the world, with a keen focus on sourcing materials ethically a great example of having transparency up front.

## DEMAND FOR HELPFUL CONTENT

Compared to pre-Covid times, 'helpful' content is on the rise as consumers figure out how to navigate their personal new normal.

It is important to note, however, that almost half (48%) of all content provided by brands is judged not to be meaningful to consumers.

## AS SEEN ON TIKTOK IS THE NEW AS SEEN ON TV

TikTok creator Alex Silva is a 19-year-old climate activist in Portland, Oregon, and the founder of @Eco\_Tok a collective of 20 influencers who promote environmental action to their 115,000 followers, largely made up of Gen-Z.

The queer and trans history lessons you don't get in school @rainbowhistoryclass



# WHAT DOES GEN-Z EXPECT FROM BRANDS?

CONNECTING WITH GEN-Z

BE FUN, BE AUTHENTIC, BE GOOD

**BE FUN** 65% of Gen-Z go to the Internet for access to entertainment.

**BE AUTHENTIC** 82% of Gen-Z trusts a company more if the images they use in their ads are of actual customers.

**BE GOOD** 72% of Gen -Z is more likely to buy from a company that contributes to social cause and purpose.

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**HOW DO WE  
MARKET OUR  
PURPOSE?**

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**HOW MIGHT WE RE-FRAME  
THE QUESTION OF  
MARKETING YOUR  
PURPOSE?**

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# THE RE-FRAME

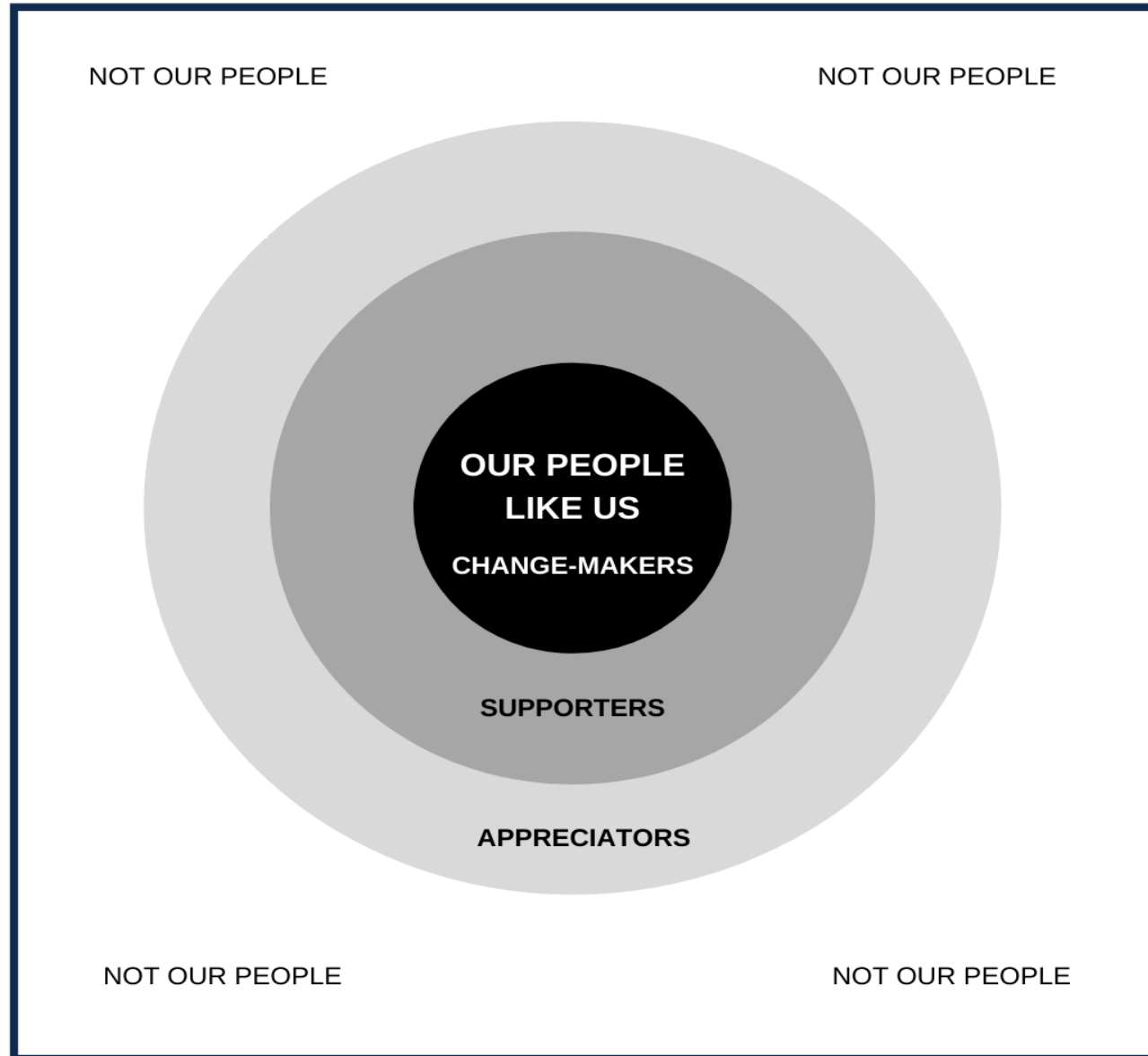
*From:*

**HOW DO WE  
MARKET OUR  
PURPOSE?**

*To:*

**HOW DO WE USE  
OUR MARKETING &  
COMMS CHANNELS  
TO SCALE  
OUR IMPACT?**





# TARGETING YOUR FELLOW CHANGE- MAKERS

# 4 Ways to Market a Purpose Led Brand







**#1**

**THINK COLLABORATION**

**OVER  
COMMUNICATION**



#2

ADVOCACY &  
ACTION

INSTEAD OF  
ADVERTISING





# **#3 CREATE MOVEMENTS FOR CHANGE INSTEAD OF MARKETING YOUR BRAND**



**#4**

**MAKE OTHERS  
THE HEROES  
OF YOUR  
STORIES**







At the heart of it all...

# AUTHENTIC STORYTELLING



As much about the stories we  
tell ourselves about ourselves

# OUR IDENTITY





**felix**



Marketing with Purpose webinar

# Hello, we're felix

Australia's first telco brand powered  
by 100% renewable electricity.

Our mission is to create a mobile phone plan that does better by our people, and our planet. Because for us, there's no way unlimited talking, texting and scrolling can be done without clean air.

Simple...one plan, one price, unlimited data



**One tree planted per customer** for every month of active subscription - our goal is to plant 1,000,000 trees



**Good value with greener values**



**Carbon neutral**, powered by 100% renewable electricity



**Australian-based customer service**

## What you get for \$35/month

- ∞ **Unlimited data** at speeds up to 20Mbps
- ☎ **Unlimited calls and texts**
- 🌳 **Trees glorious trees**, a tree planted every mth
- 🔓 **No lock-in contract**, no exit fees

## Optional extras

- 🌐 **Unlimited international calls and texts** \$5/mth
- 🌐 **International roaming** 100 standard international minutes and 100 standard international texts and 4GB of data for \$20/year





## Our goal

# To plant 1 million trees

We're proud to be partnering with non-profit partner One Tree Planted, enabling us to plant trees around the world in the places that need it the most.

[See our projects](#)

**Thanks to our customers we  
have contributed:**



**213,768  
trees**

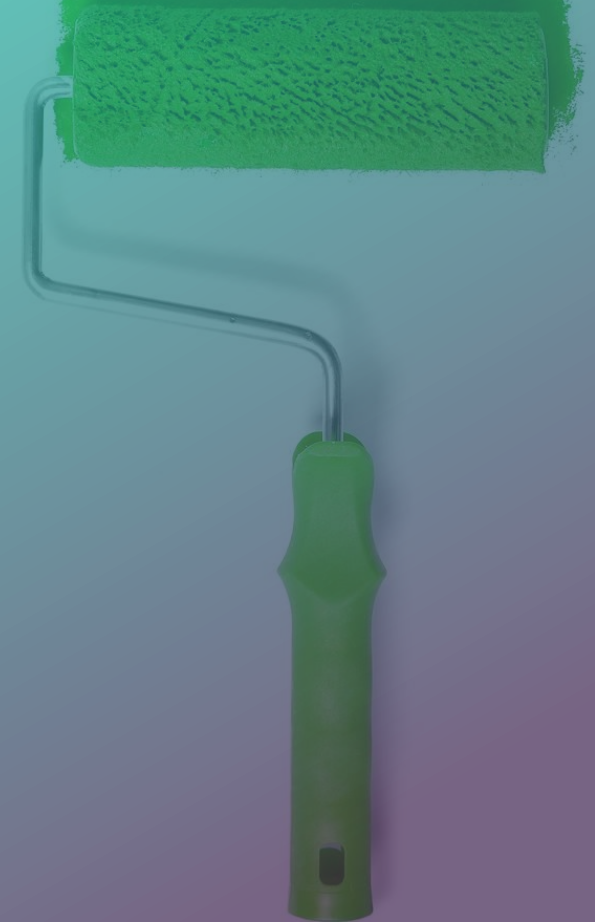






# GREEN-WASHING

[Greenwashing is a form of marketing spin in which PR and marketing are deceptively used to persuade the public that an organisation's products, aims and policies are environmentally friendly]



The background of the entire image is a teal-tinted photograph of several hands raised in the air. Two hands in the foreground are clearly visible, with black marker text written on their palms. The hand on the left has 'OUR FUTURE' written on it, and the hand on the right has 'IN YOUR HANDS' written on it. Other hands in the background are also visible, some with partially legible text like 'YOU HA'.

## **GEN-Z STAND OUT FOR CLIMATE CHANGE**

**When it comes to fighting for the planet, Gen-Z have the loudest voice and they're making sure those in power hear it.**

A 2021 Pew Research report found that Gen-Z is overwhelmingly worried about climate change: 76% of them say that it's one of their biggest societal concerns, while 37% make it their number one concern.



# This anger and cynicism directed towards brands exhibits itself in 3 ways

1

**“You tell me what to do. But don’t do anything yourself”**



Here consumers see brands/ businesses telling them what to do. That in itself is fine (information is welcome) but without the brand overtly stating what it is they are doing, it can come across as lecturing. Given brands are seen as more to blame than consumers this is simply unacceptable

## “You caused it and want credit for solving it”



Both considered somewhat tone deaf as neither M&S or Coke acknowledge that they are contributors to the original problem. Instead they want credit for their new approaches. Consumers are too wise (and cynical for this)



**“You aren’t solving it all. You are shifting the focus.  
You are greenwashing.”**



**ZERO CLIMATE FOOTPRINT**

**100% CLIMATE NEUTRAL**

**WE NEVER TAKE MORE THAN WE NEED**

- All of these examples are broadly greeted with cynicism and largely dismissed and can even alienate. For most consumers it's simply warm & fuzzy language used to make companies look good without demonstrating any real tangible and credible action

## Sprite's approach was welcomed

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- Not simply saying that they recycle
- Saying that they've shifted their look, design and colour of the bottle to make them more recyclable and increase the chances of that bottle being recycled back into another bottle
- This is 1 closing the loop. But also 2 a brand/business taking a small step, and making a demonstrable small change to solve their part of the problem



# RAINBOW-WASHING

[Rainbow-washing is when a brand or organisation slap a rainbow on top of something during Mari Gras or Pride and not actively work to support LGBTQIA+ communities. It's a performative act of allyship and it is not what a good ally looks like]







## **GEN Z EXPECT INCLUSION**

**Gen-Z aren't afraid to question the 'rules,' seek individuality and expect inclusion.**

This generation is particularly focused on reducing inequalities (across areas including race, gender, sexuality and opportunity) and have more love for brands that take a lead on social issues and embrace diversity.



**“To do better, brands could start by diversifying their workplaces, their boards and listening to those within the community, allowing them to lead the conversation.”**



**RAINBOW-WASHING?**

**ALLYSHIP?**

**MARKETING?**

- Representation is always positive to see. It wasn't long ago that brands would be shy to hop on board the rainbow express
- However, after so many began looking for a marketing opportunity, the backlash began
- Who is really benefitting from a Burger King Proud Whopper or the M&S LGBT Sandwich? The LGBTQ+ community, or brand?

**“When it comes to LGBTQIA+ brand allyship, someone had to be the trailblazer for others to follow.”**



**PRIDE PIONEERS**

**POSITIVE ALLYSHIP**

**MARKETING WITH PURPOSE**

- Levi Strauss & Co have fought for the equality of their employees and neighbours longer than most
- Their activism is a huge part of the fabric of their culture, and they were the first brand to contribute money and resources during the AIDS crisis in the 80s at a time when it could have arguably been damaging to their brand image



**“As long as brands align themselves to a real cause, reach out to an existing initiative and partner with them, then their take on allyship will instantly have more credibility and authenticity.”**



**PRIDE PIONEERS**

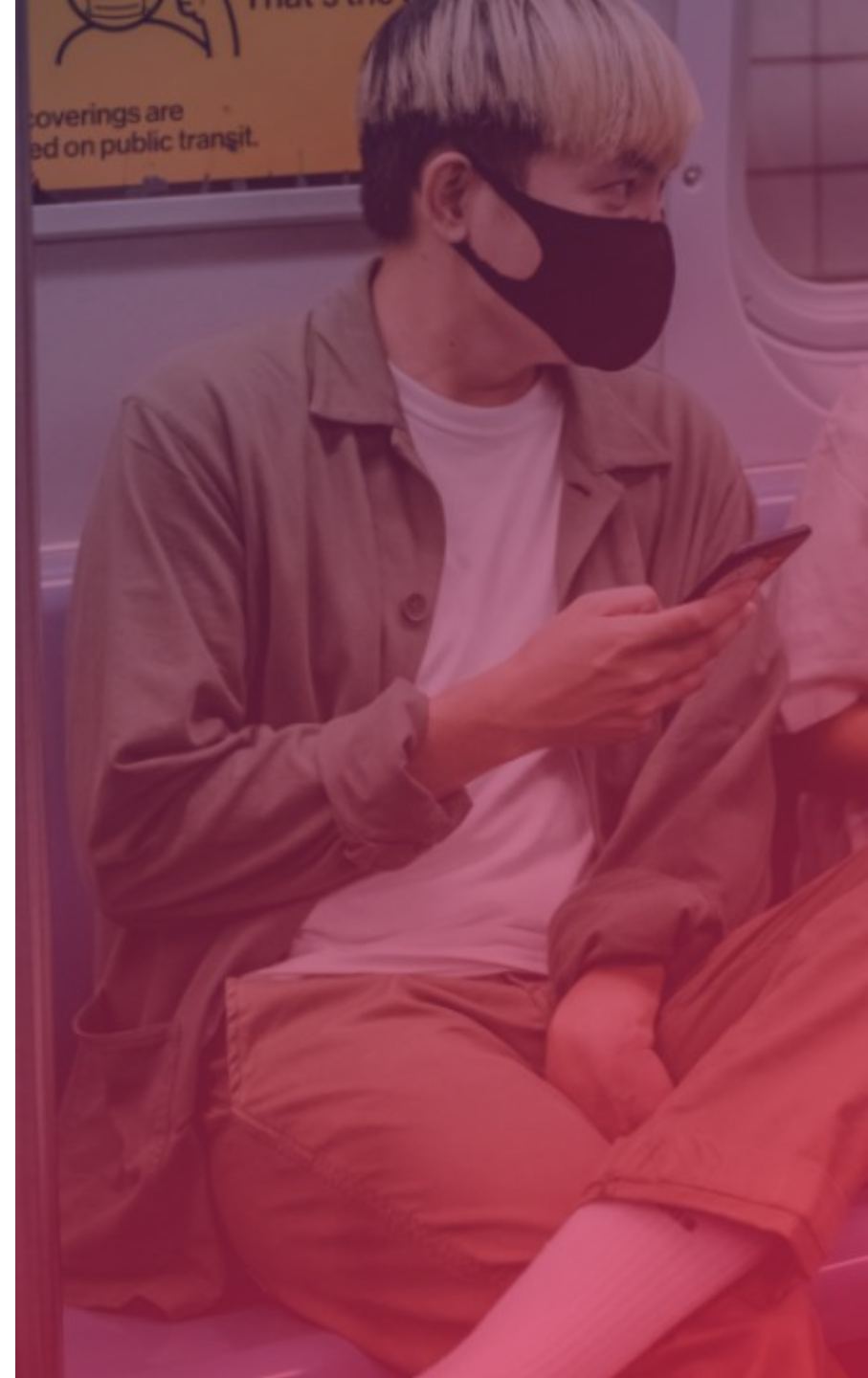
**POSITIVE ALLYSHIP**

**MARKETING WITH PURPOSE**

- In the spirit of being ‘the first,’ Vodka brand, Absolut, created a year-round Pride bottle in 2008, which was the first spirit to feature the rainbow design
- It was created in collaboration with the pride flag's original creator, Gilbert Baker

# COMMUNICATION

[How does Gen-Z prefer to communicate? They expect you to communicate in a personal and relatable way that speaks directly to them, not to some imaginary group of customers. Loyalty is another trait Gen-Z values. If you want them to be loyal to your company, you first must show loyalty to their group]





# Circularity Dashboard

When an evian bottle is made of 100%\* recycled plastic, it means no virgin plastic is added in the economy, reducing our carbon footprint up to 50%\*\* , and also contributing in our goal to be a circular brand by 2025.

\* except cap and label

\*\* compared to bottles made from virgin plastic

Learn more about evian's sustainability journey



# MARKETING WITH PURPOSE

## TIPS

1

There is no silver bullet or magic pill that will solve all the climate change problems in one go. Consumers know this. Whilst the problems seem overwhelming, consumers also demonstrate pragmatic and sensible attitudes and they see the issues being addressed individually, one step at a time.

NO ONE STOP SHOP

2

There is an expectation of brands and businesses to do more. Small steps are not enough. But they don't expect brands and businesses to have an off the shelf solution immediately. They want to see them taking action and making changes. A visible plan that is communicated to consumers is what matters.

SOCIAL ACCOUNTABILITY

3

Gen-Z prefer to buy from sustainable brands and are more likely to buy from a company that contributes to social causes. This means that whether it's sustainability initiatives or brand ethics, brands need to double down on publicly communicating values and show they stand for something more than revenue.

BRANDS IN ACTION

4

With many brands taking a share of the voice in the LGBTQIA+ marketing space at Mardi Gras & Pride, the cut-through is incredibly low. A queer consumer will notice your marketing campaign more in a non-seasonal period, where your brand can own a larger share of voice in a more credible and authentic way.

FRAMEWORK FOR CHANGE