



Speciaal voor relaties van Red Online Marketing

The Future of Tourism Marketing

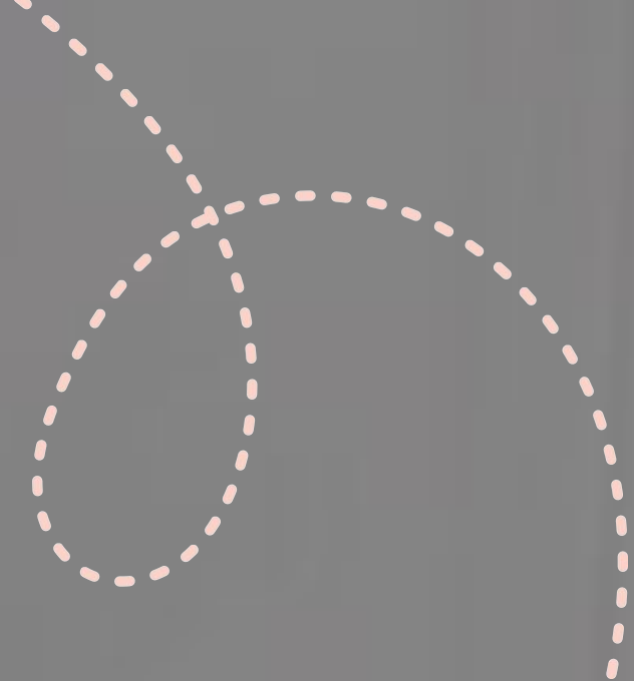


Red
online marketing
for travel & leisure

Workshop: Hoe je Gen Z gaat bereiken

28 November 2023
Google Amsterdam



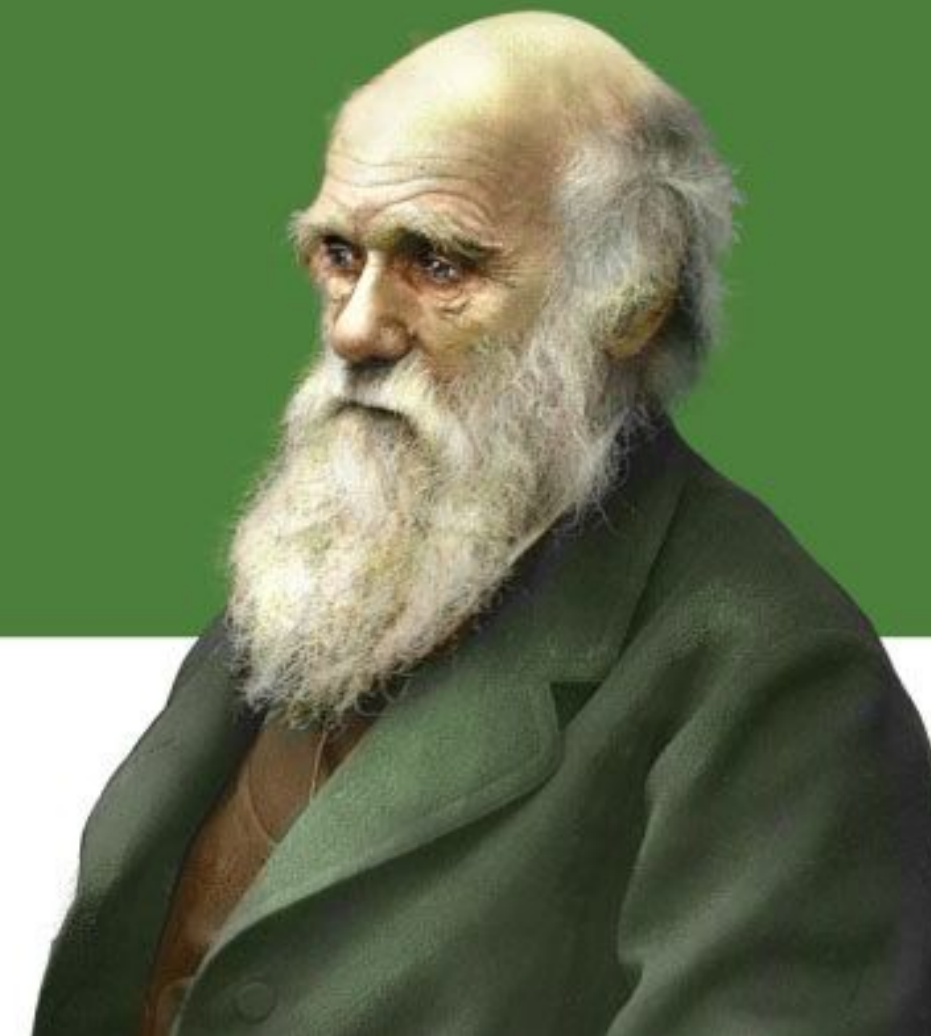




"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

- CHARLES DARWIN

DU





Baby Boomers
1945 – 1960

Generatie X
1961 – 1980

Millennials
1981 – 1995

Gen Z
1997 en later





We know Gen Z loves YouTube

YouTube is the #1 social media platform for this generation.

Yes, that's right...#1.

So not only is it important for brands to know how to speak to Gen Z on YouTube, but also we can learn a great deal from their time spent reacting and interacting on our platform.

Notes:

Gen Z (Centennials). Born: 1997-2012. Age: 11 - 26 in 2023

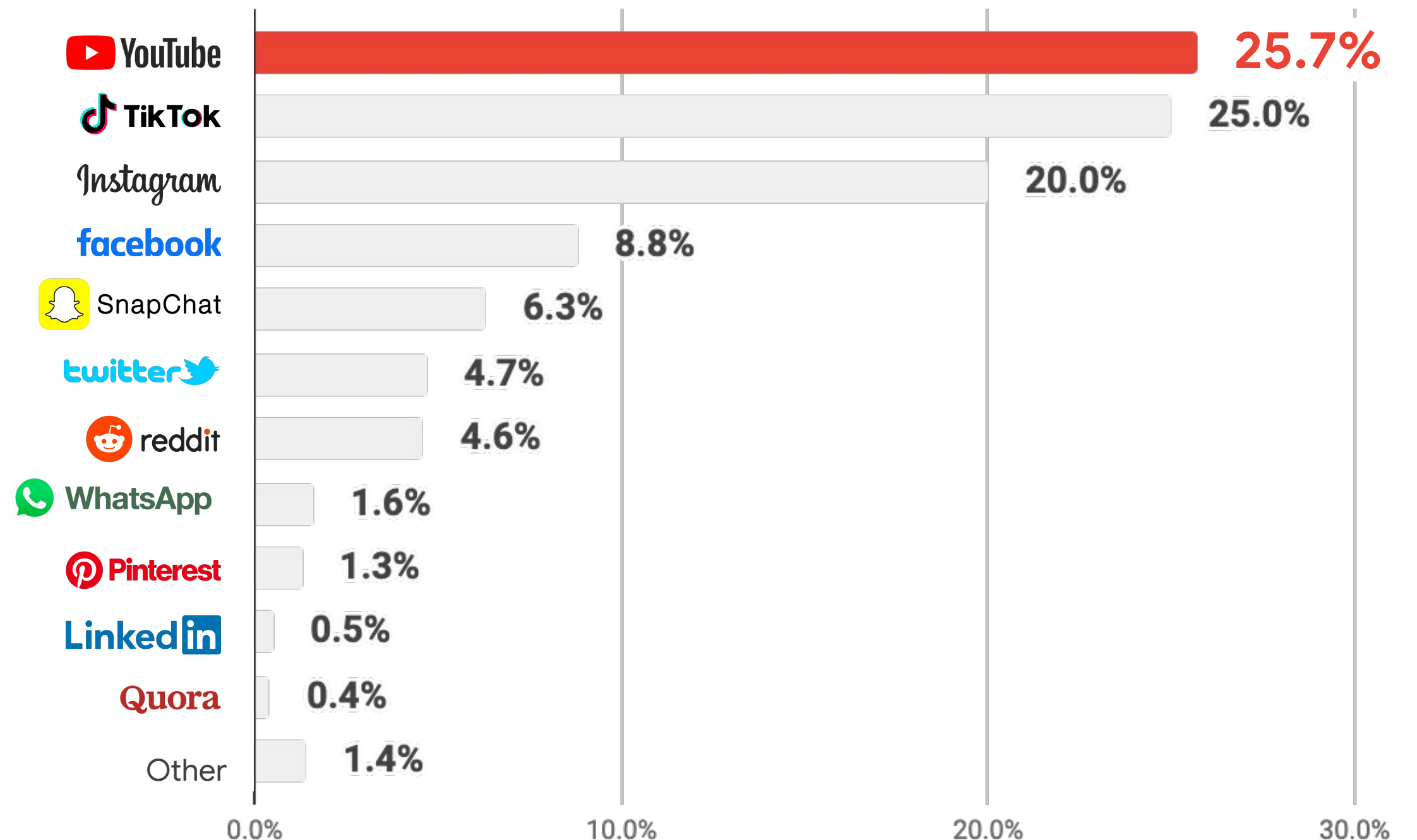
Gen Y (Millennials). Born: 1981-1996. Age: 27 - 42 in 2023

Gen X (Gen Bust). Born: 1965-1980. Age: 43 - 58 in 2023



Proprietary & Confidential

Which **social media platform** do Gen Z Adults use the most?
% of respondents, May 2022



Note: Ages 18-26; numbers do not add up to 100% due to rounding
Source: Creatopy, "What clicks with gen Z", July 7, 2022 in the United States

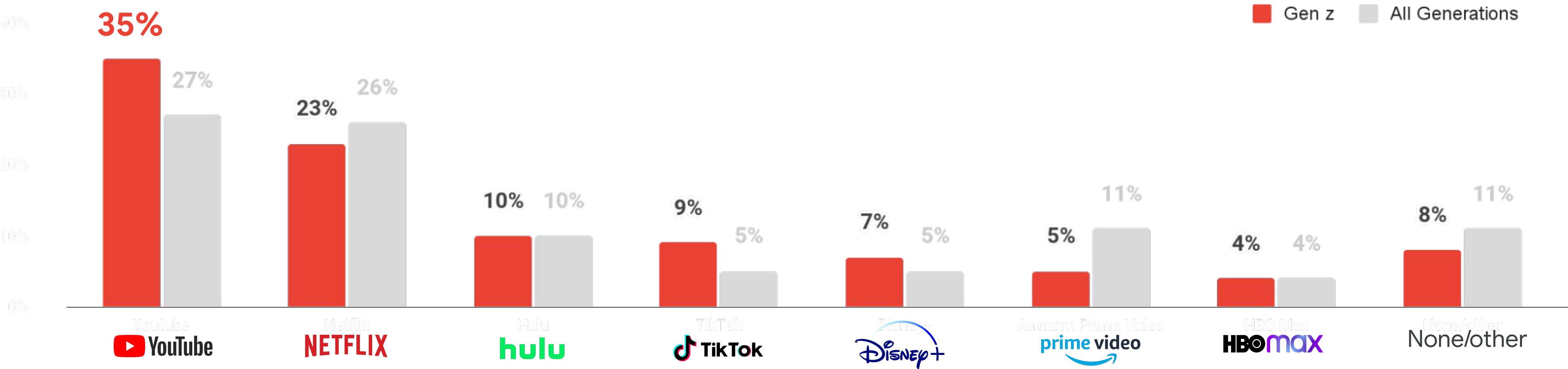
Creative Works.



In fact, they find it hard to live without



If you were trapped on a deserted island and could choose to access only one **streaming video platform**, which would it be?



Data: Gen-Z reflects responses ages 15-27, n=800, conducted late 2022 in the United States, survey conducted by Toluna
The New Consumer | Coefficient Capital



They also have a pretty positive POV on ads



87%

of Gen Z said they are open to seeing
advertising from brands they like or have
purchased from before as well as new
brands they are unfamiliar with.”

Smartly Consumer Survey 2022



Proprietary & Confidential

Source: Smartly.io Gen Z. How To Engage Gen Z on Social Media Consumer Survey - Spring 2022. Adults ages 18-22 in the United States.



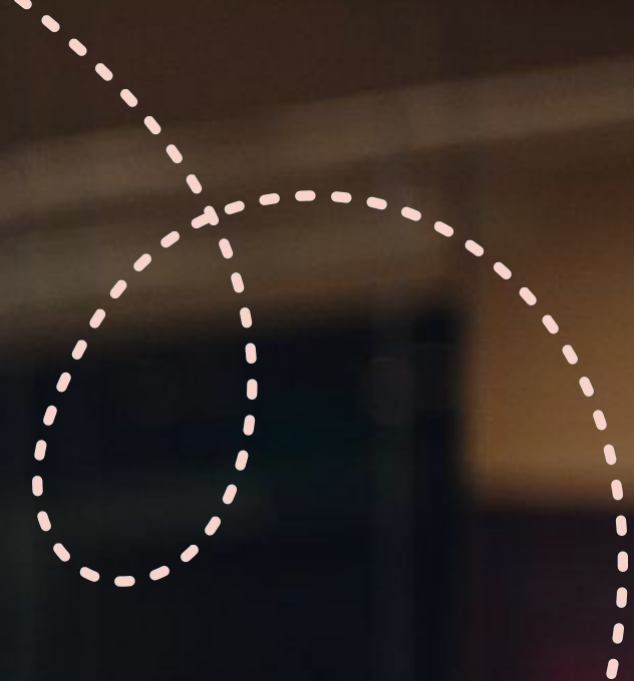
Hoe zou jij Gen Z op dit moment benaderen?

Ga naar [menti.com](https://www.menti.com) en gebruik code **3753 5553**





Workshop tijd!





Start workshop

- 1. We delen de zaal op in 4 groepen**
- 2. Onze Gen Z collega's nemen je mee!**
- 3. 12 minuten discussie**



Stellingen

- 1. Gen Z gebruikt alleen digitale media**
- 2. Gen Z en Millennials verschillen niet**
- 3. Gen Z reist vaker dan andere generaties**



Hoe Gen Z naar de wereld kijkt





Gen Z
1997 en later

1. Reizen & relaxen

- Meer vakantiedagen;
- Meer vrije tijd;
- Harde scheiding.

2. Ondernemerschap / vrijwilligerswerk

3. Sporten / vrienden

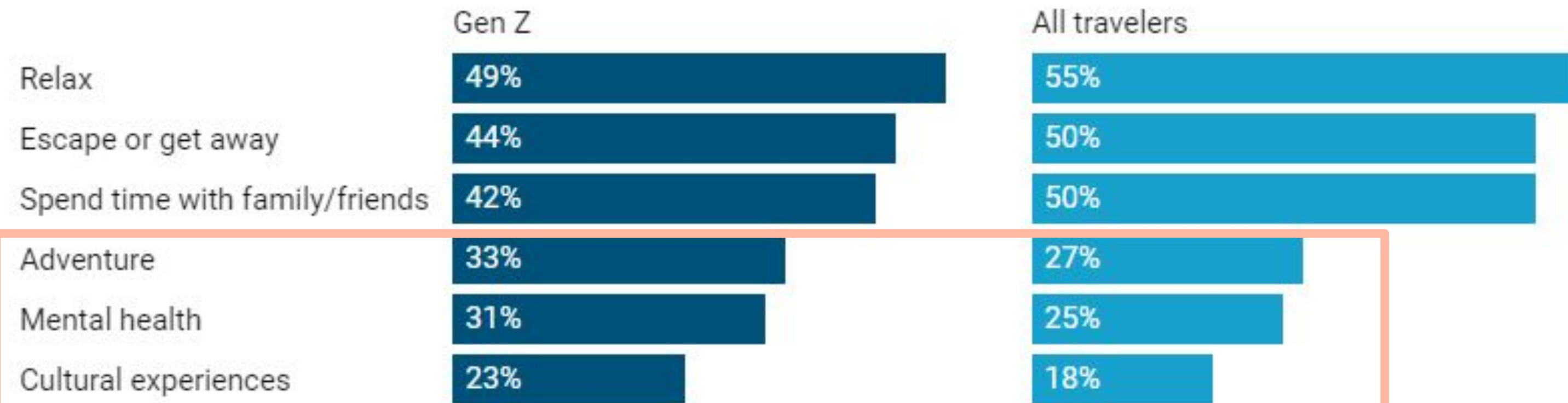




Gen Z
1997 en later

Reasons for traveling

■ Gen Z ■ All travelers





Gen Z 1997 en later

Travel frequency by generation

■ Nonleisure traveler ■ Casual leisure traveler (1-2 trips per year)
■ Frequent leisure traveler (3+ trips per year)



Survey conducted from December 2022 to February 2023.

Source: Morning Consult





Hoe Gen Z het liefst marketing ontvangt



A man in a dark suit and red tie is smiling and holding up two large, wrapped gifts. The gifts are wrapped in gold and silver paper with black and white patterns. The background is a dark, textured blue.

Make the best Upper
Funnel ad you can for
Gen Z by showing
them it's a gift that's
“made for me.”



A close-up photograph of a man with a beard and mustache, wearing a yellow sweater, holding a Bournville chocolate bar. He is looking down at the bar with a focused expression. The background is a solid blue color.

They don't want
aspirational ads, they
want to see the
**best things in the
coolest way** for them
right now –
that's the gift.





1. Examples: Be an ad right away

Brand
throughout



First 5s



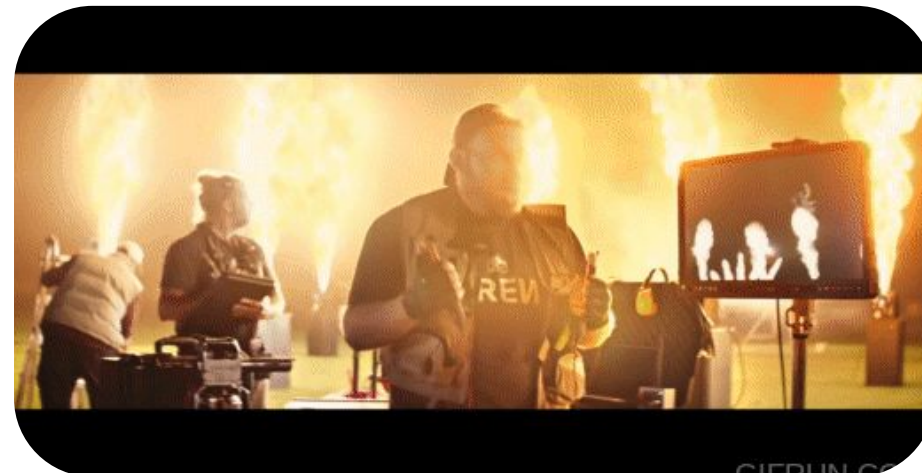
Watermark





2. Examples: Make it easy to understand

Supers & VO



Do one thing well



Product zoom





3. Examples: Ground in their reality

Gen Z casting



No celebs



Humorous tone



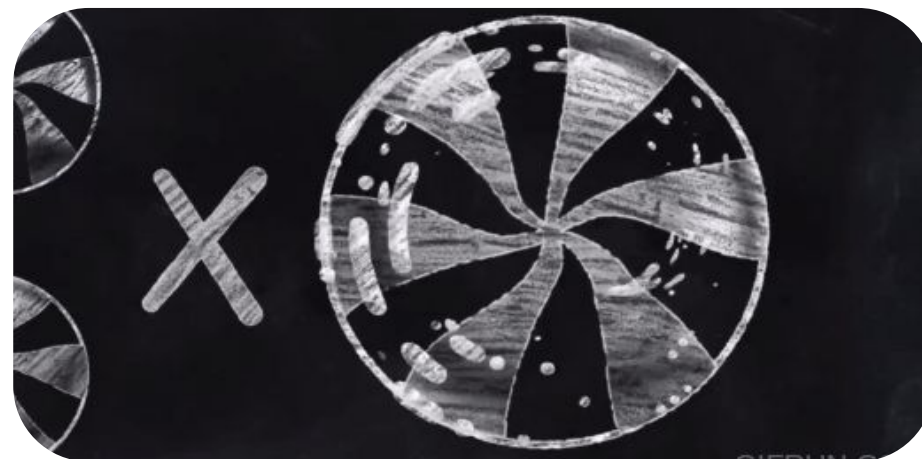
Bonus Examples: Colorful

Bonus



Bonus Examples: Upper funnel aesthetics

Bonus





In de praktijk brengen?



Corné den Braber

Head of Strategy & Partner

- corne@redonlinemarketing.nl
- LinkedIn

