



GENERATION K - BRANDS

If you think 15-22 year-olds are “just like Millennials”, think again. We call them Generation K and they are fundamentally different to the generation that preceded them: more caring, more creative, more connected, but also more anxious, less trusting, more cautious. Generation K represent one of the biggest challenges and opportunities today for brands and marketers: they already have significant spending power of €150 billion in the EMEA region alone.

This generation of makers, creators and co-creators wants to be part of the conversation. They don't want to be talked at. They want to be engaged with, on equal terms.

Really understanding these extraordinary young people is critical to future-proofing your business and your brand.

- How can you access the spending power of the next generation of consumers?
- Are you concerned about how to speak to a younger generation that simply doesn't trust brands?

WHO ARE GENERATION K?

Generation K – named after Katniss Everdeen, the hero of the dystopian Hunger Games books and movies – were born between 1995 and 2002. They have a completely different mindset, and values, beliefs and behaviours to any generation before them, forged from growing up with international terrorism, global recession, and the digital revolution.

- Only 6% of Gen K trust big corporations to “do the right thing”
- Gen K are anxious, about existential concerns such as inequality (69%)

- Do you want to find a way to engage young people so they become advocates for your brand?
- How can you co-create alongside them?

Weber Shandwick can help. We've partnered with Professor Noreena Hertz, the leading global expert on this group of consumers, in an exclusive collaboration.

Together, we can offer insight, strategic thinking and communications expertise to help you solve the business problem of how to engage the next generation of consumers.

and climate change (64%), and about their future: 85% worry about getting a job and 71% worry about debt.

- Gen K are socially engaged. They volunteer more, campaign more and give more to charity.
- Gen K are creative, visual, and fiercely individual.
- Gen K values physical experiences and friendships over virtual ones.
- Gen K are used to getting information fast and to having continuous conversations.

PROFESSOR NOREENA HERTZ



Noreena is a renowned economist, broadcaster and strategic thinker with an impressive track record in predicting global trends. She is a Visiting Professor at University College London, a seasoned TED talker, and her bestselling books have been translated into 22 languages. The findings of Noreena's original, groundbreaking research into the young people she has named Generation K have been published across Europe and in the UK, the U.S. and China.

OUR OFFER

Weber Shandwick's Generation K practice can help you establish the best ways to engage and connect with this hard-to-reach audience. Our offer is modular, so you can decide which components fit your business needs, or we can create a completely bespoke package with elements including:

- ▶ Survey: A quantitative survey of young people drawn from a specially-created Generation K Panel.
- ▶ Research: In-depth research into Generation K's attitude towards your specific business, market or industry segment.
- ▶ Workshop facilitation: An immersive one-hour workshop, including insights from our research into your business, to help you fully understand the Generation K mindset.

CONTACT



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