

# NEXT GEN-Z ENGAGEMENT



MEDIAPLUS INNOVATION WORKSHOPS

**GENERATION Z IS TODAY'S  
MOST IMPORTANT  
TRENDSETTER.**

**ITS MEDIA USE, ATTITUDES  
AND VALUES  
ARE INFLUENCING OTHER  
GENERATIONS.**



**GEN-Z'S BEHAVIOUR  
TEACHES US  
TODAY  
WHAT WILL BE IMPORTANT  
IN MARKETING  
TOMORROW.**



**QUALITATIVE INSIGHTS:**

**WE LET GEN-Z SPEAK FOR  
ITSELF.**





**MEDIA**

**INFLUENCERS**

**CONTENT**

**VALUES AND THE FUTURE**





# **NEXT GEN-Z ENGAGEMENT**





**What drives tomorrow's consumers?  
We asked them. About media, brands,  
influencers and their future.**

**In our workshop, we not only talk about  
the results. We also work out the  
challenges and opportunities for brands  
and communication for Gen-Z together.**

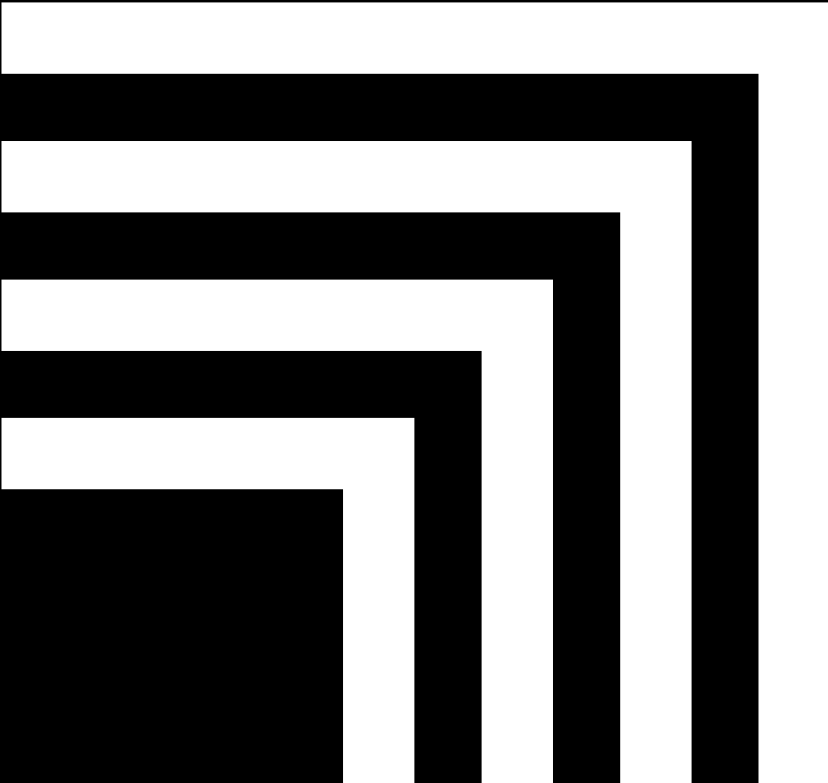


**RELEVANT TOUCHPOINTS & BRAND PRESENCE**

**INFLUENCERS & ENGAGEMENT**

**CONTENT & CULTURE**

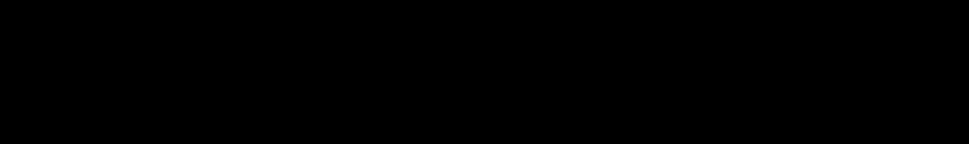
**DIVERSITY & SUSTAINABILITY**



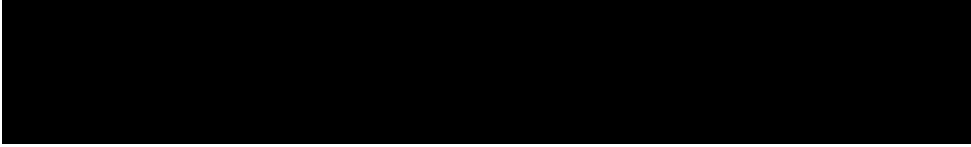
**NEXT GEN-Z  
ENGAGEMENT**



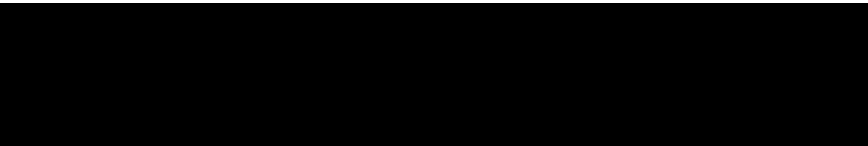




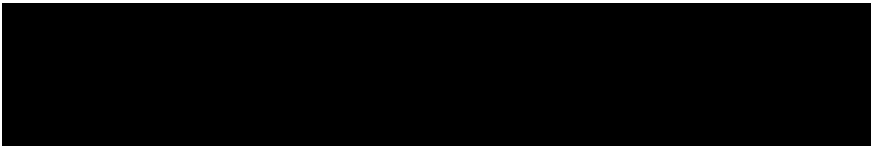
**LISTEN**



**LEARN**



**CREATE**



# EXAMPLE PROCESS

## **Deep Dive Gen-Z**

What drives Generation Z? From media use and touchpoints to influencers and content, to values and expectations for the future: we let the target group speak and summarize interactively.

## **Challenges & opportunities**

Together we work out challenges and opportunities around brand communication for Gen-Z.

## **Ideation session**

In a guided ideation round, we incorporate the learnings around Gen-Z into initial engagement ideas.



# **BENEFIT FROM OUR EXPERTISE ARRANGE AN APPOINTMENT NOW**



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# BUILDING BEST BRANDS