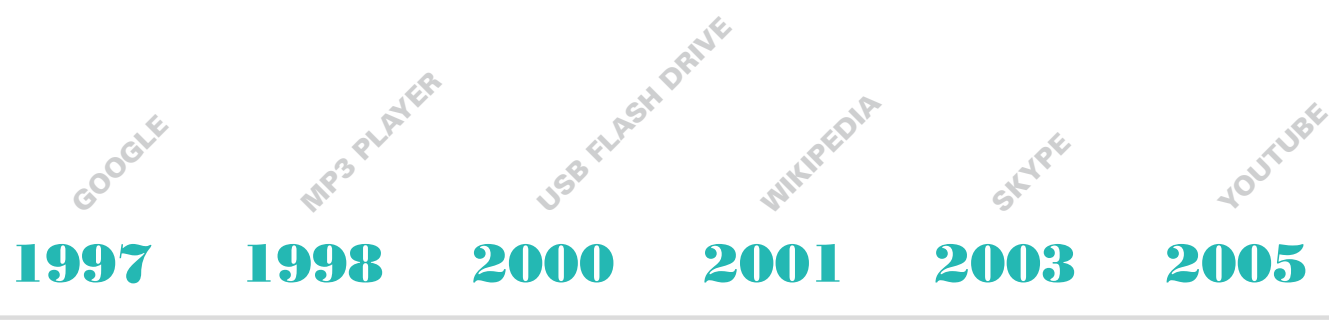


FOR GEN Z

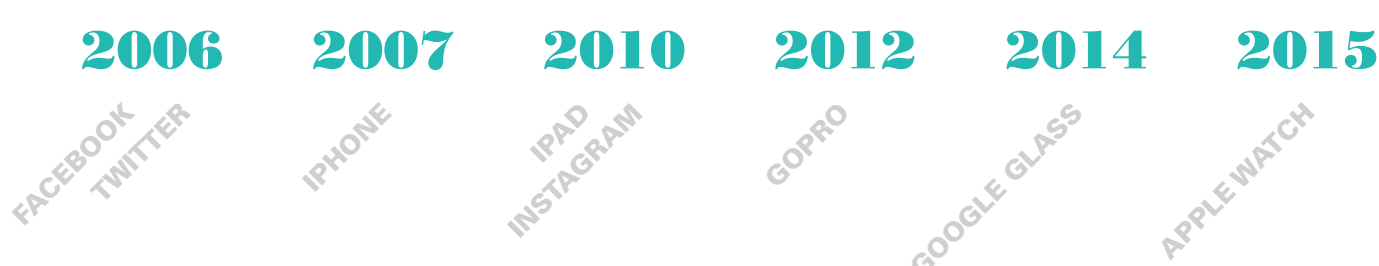
TECHNOLOGY AND DEVICES ARE A **WAY OF LIFE.**



The first generation born into the world with internet access.



Their life has been a steady stream of technology.



Source: mccrindle social research, 2015

They spend over 17 hours per day with technology.

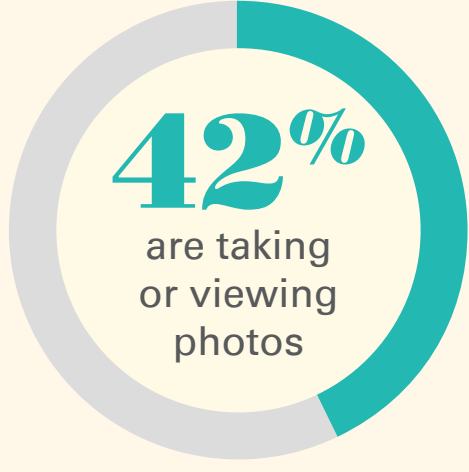
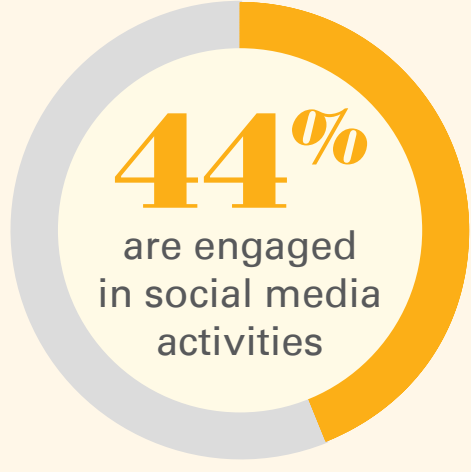
11.2 hrs

with mobile devices and tablets

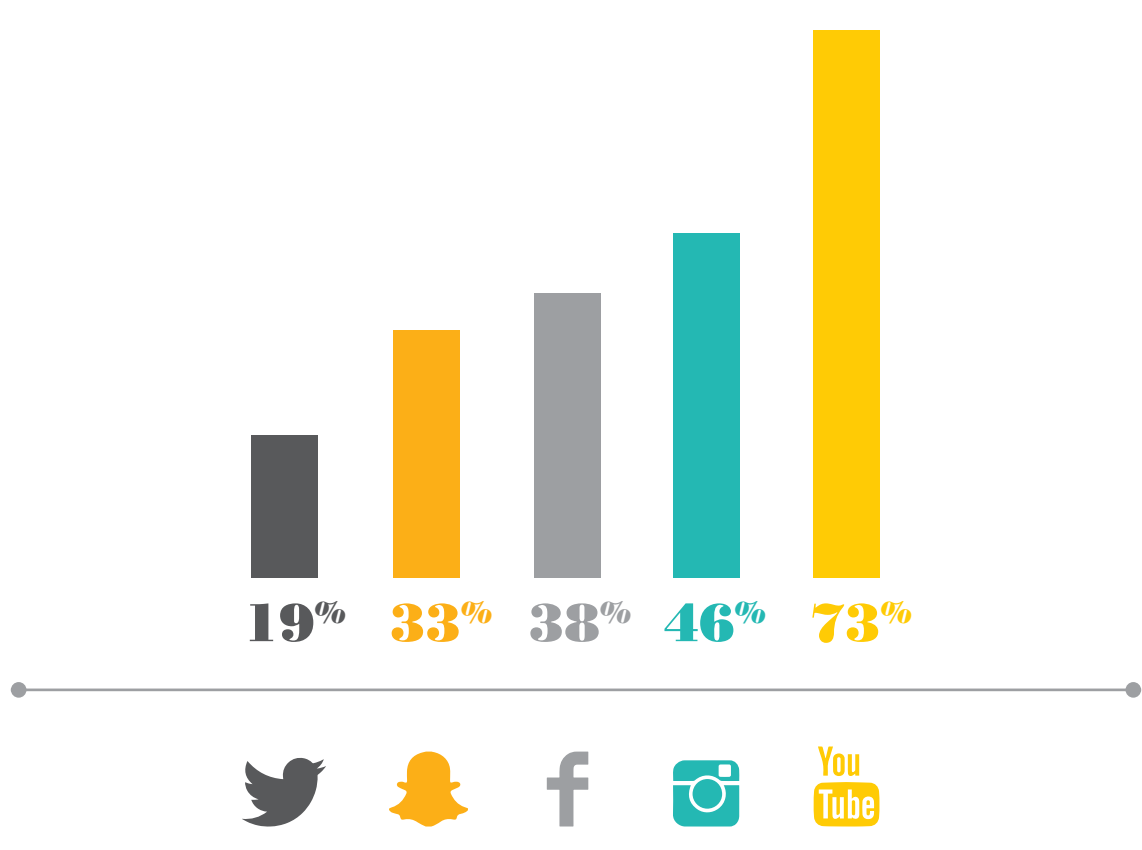
6.2 hrs

with computers and television

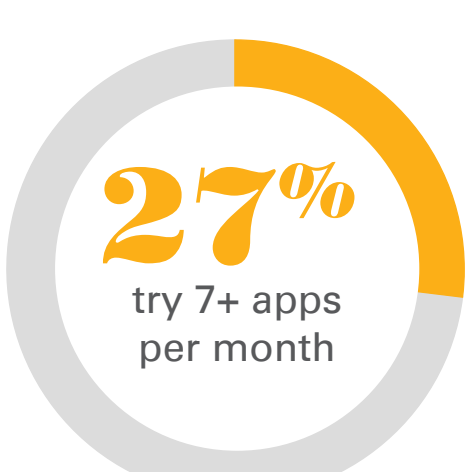
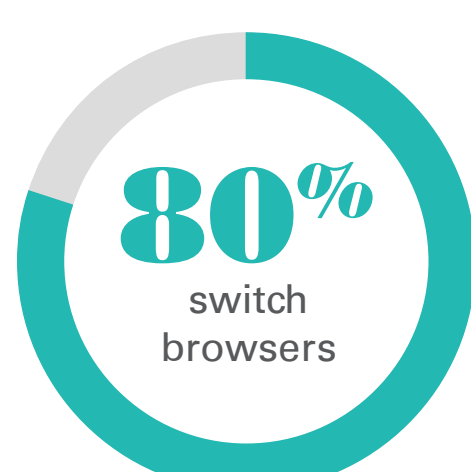
More than half of Gen Z teens are texting or playing mobile games during school hours.



More likely to spend most of their time on YouTube and Instagram versus Facebook.



No established digital loyalties. They look at all the bells and whistles of new tech to determine what to use, and their usage can change at any time.



ADS

Gen Z teens pay the most attention to video and mobile banners.

45%

Consuming Online Video Ads

37%

Consuming Mobile Banner Ads

24%
with only

Consuming Social Media Ads

Source: refuel, Gen-Z digital explorer, 2015