

# Engaging Millennials and Generation Z in the Coronavirus Era

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## INTRODUCTION

Scope

Key findings

Why millennials and Gen Z?

Four pillars of engaging millennials and Gen Z

## MILLENNIALS AND GEN Z IN THE CORONAVIRUS ERA

Unique groups of consumers

Diversity in demographic and income levels

Real activists and influencers

Long-lasting impacts of COVID-19

The “new-normal” young consumer

## HOW TO ENGAGE YOUNG CONSUMERS

Four pillars of engaging young consumers

Innovation: frequently adapting to stay new, exciting and accessible

Innovation: collaborative creativity to win with young consumers

Case Study: Squadded Shopping recreates group shopping experiences online

Price: redefine value and affordability

Price: tailored strategy for each income segment

Case Study: Public Goods reduces price and complexity with private label

Values: develop and enhance products and services around key values

Values: Gen Z - individualistic and challenging but still want fun

Case Study: Rent the Runway adapts to attract Gen Z

Values: millennials prioritise convenience but still indulge

Case Study: Villa Copenhagen offers exclusive sustainable experiences

Activism: young game changer activists connecting to demand change

Activism: embracing diversity and social inclusion

Case Study: adidas a first mover for genderless retail stores

Activism: young activists step up to save the planet

Case Study: aspiration Bank helps consumers to save the planet

## CONCLUSION

Outlook for millennials and Generation Z

Key takeaways

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