

Average Gen Z

PERIODT!

SHEESH

Doom scrolling device

\$9 Bubble Tea

Fidget toy
(had to fight a child over it)

Chipped nail polish

Gamer branded energy drink

Edgy chains

Pants 2+ Sizes Up

GEN Z GREW UP WITH THE INTERNET AND THEN IN THE 2010S

HOW HAS INSTANT ACCESS TO THE

Act like
the world is
watching
(because it is)

Short attention spans...
what were you saying?

Experts on
fashion and
trends

Social media-savvy

By the time you know
their memes, they're
already cringe

Cynical and
world-weary

INTERNET IN THEIR HOMES... THEIR POCKETS.

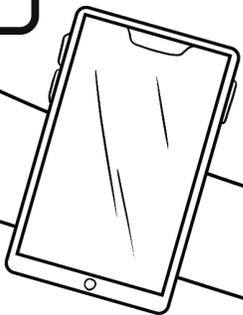
Okay Zoomers

WORLD'S KNOWLEDGE SHAPED THEM?

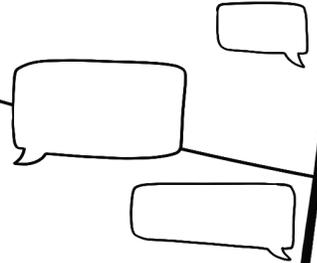
Like to engage with other cultures and media

Accepting of others' differences

"Always on their phones"



Fond of digital communication



Seek instant gratification

Politically conscious and active

PROTECT TRANS

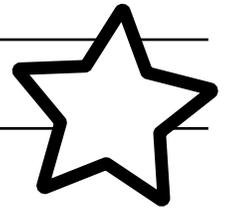


Will record you in public

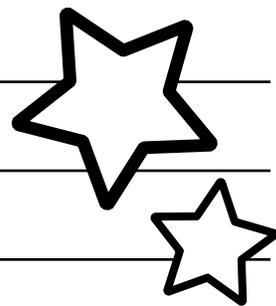
Mental health awareness

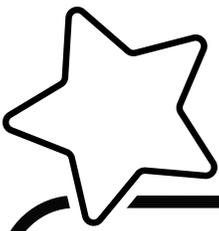


GEN Z TRENDS



WHAT DOES "GEN Z" MEAN TO YOU?





GEN Z SLANG



P L R L D K H G G R N K W D L Y T X
 G M M D L P R V X N R F F T K P D T
 R Z T J F N L S R E N T F R E E R D
 I C V L X K T F I F R K Q Q X B I N
 Z G R L S T A N N M G L D J M Z P Y
 Z I I N M T O C V T P N M N K S R P
 L L T M P X M H J N G R R G N L R C
 E M H S D M M R I X J N C O Q A N R
 R C G T G E K F R O H K T A N P Z K
 K O M Q F I A Z C Z C Q K T J S T J
 L Q Z R Z X V D S H E E S H N T T P
 T U X V J J J I K M J Y B P L L L E
 H E B U S S I N N Y L X Y K L K W R
 T T K M V C L M R G W X N F N T N I
 R T T V P J M G C S N A T C H E D O
 Y E G H S E G I R L N M C W P P T D
 P Q H Q K U M Y C T N C G A T F V T
 M M W Q K X S B Y T M H R K P F V K

- **Snatched**
- **Cap**
- **Coquette**
- **Bussin**
- **Simp**
- **Drip**

- **Sheesh**
- **It's Giving**
- **Periodt**
- **Stan**
- **Ohio**
- **Rizzler**

- **Rent-Free**
- **Sus**
- **G.O.A.T**
- **E-girl**
- **I'm Dead**
- **Slaps**