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Creative Specialist in GenZ and GenAlpha Audiences

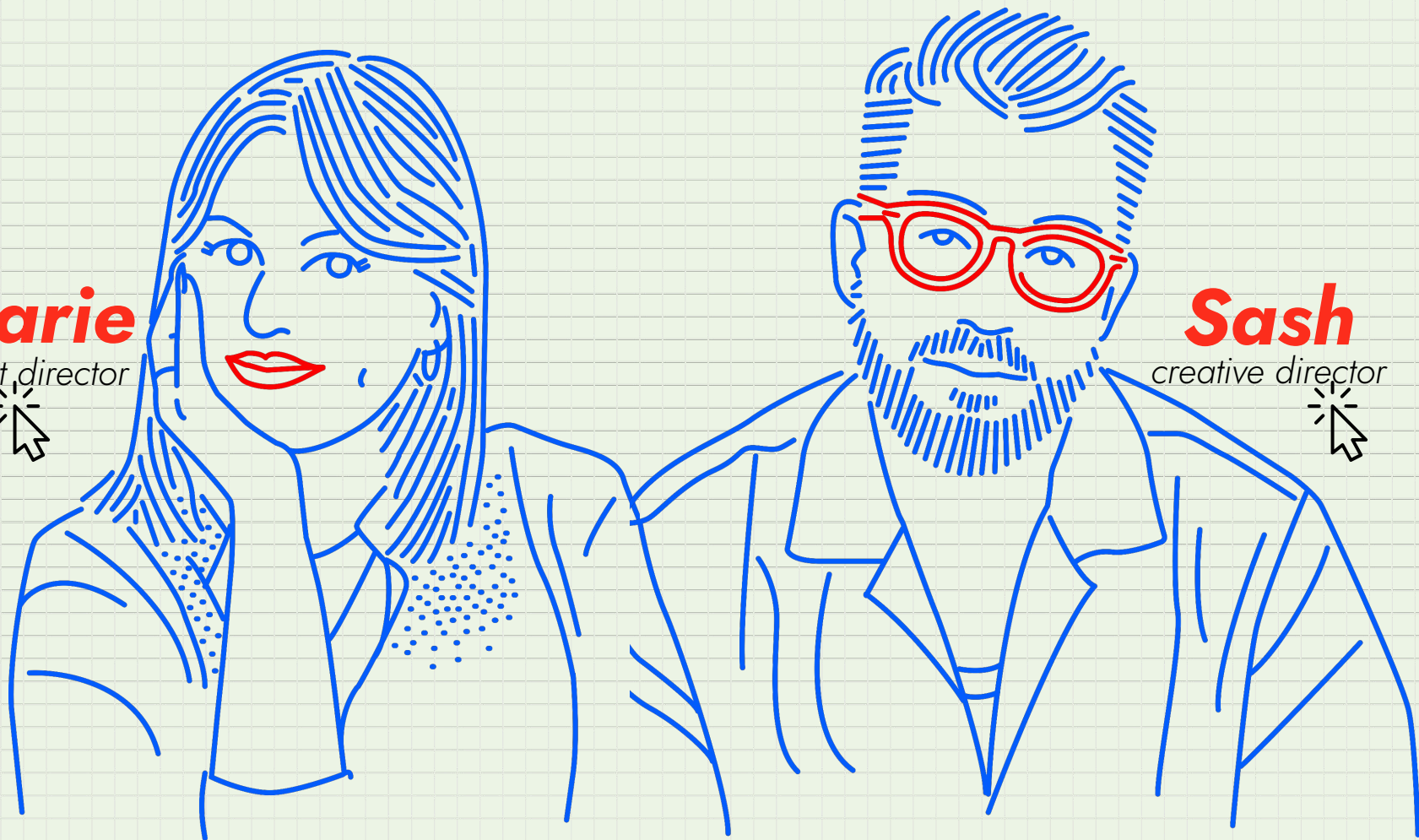
Marie

client director



Sash

creative director



Services

- ★ *EVENT CONCEPTION X PRODUCTION*
- ★ *ADVERTISING CONCEPTION X PRODUCTION*
- ★ *ART DIRECTION X BRANDING*
- ★ *INFLUENCE X SOCIAL MEDIA STRATEGY*
- ★ *NEW GENERATIONS CONSULTING X TREND REPORTS*

Inside The GenZ Mind:

CONSUMER BEHAVIOURS & ENGAGEMENT

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Intro

1. *Meet GenZ*
2. *GenZ Mindset & Values*
3. *GenZ Digital Habits*
4. *Cultural & Geographic Influences*
5. *Key Pillars (Authenticity, Inclusion, Community)*
6. *The Influence Economy*
7. *What This Means for Brands*



1. Meet GenZ.

Who Is GenZ?

- **Age Range:** 13–28 years
Adulthood Teens (13-17 ans) &
Young Adults (18-28 ans)
- 26% of global population
- Will represent 30% of the
workforce by 2030
- Hyper-informed,
hyper-connected, value-driven

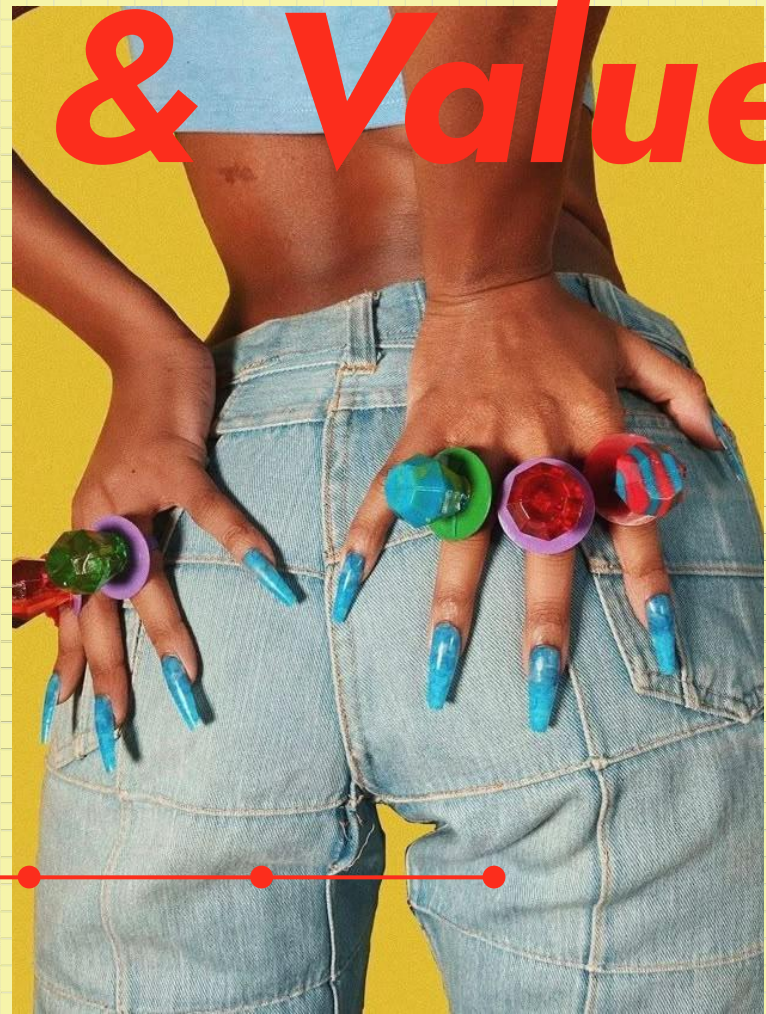


2. Mindset & Values

Truth Over Trends:

What Drives GenZ

- Purpose over products
- Loyalty to brands that align with their beliefs
- Independence, inclusivity, and self-expression
- Distrust of brands that "perform" rather than act



3. Digital Habits.

Always Online. Always Aware.

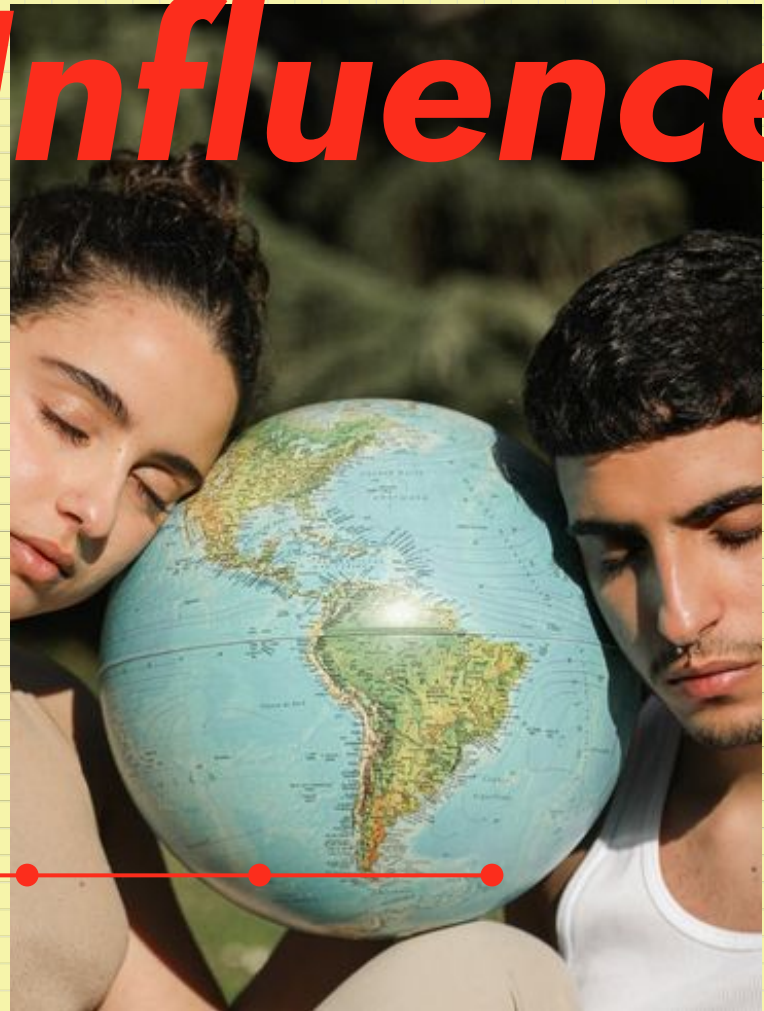
- Screen time: 5–10 hours/day
- Mobile-first, short-form video native
- Platforms: TikTok, Instagram, YouTube, Discord
- Multitasks across content, shopping, socializing



4. Global Influence.

Local Pulse. Global Influence.

- Shaped by: Paris, London, Milan, Berlin, Tokyo, Seoul
- Inspired by: local streetwear + global aesthetics
- Borderless trends fueled by social media and nomadic lifestyle



5.a. GenZ Pillar: Authenticity

Don't Market. Mean It.

- *GenZ sees through the hype*
- *Brand storytelling must be transparent, personal, honest*
- *Trust is earned through values, not slogans*



5.b. Diversity & Inclusion.

Representation Is the Requirement

- *Real people. Real stories.*
- *Greenwashing and tokenism are rejected*
- *Expect ongoing effort, not one-time campaigns*



5.c. Community.

From Customer to Contributor

- Wants to feel seen, heard, and involved
- Community-first platforms win: Discords, close friends stories, collab drops
- From fandom to family: invite them in



6. The Influence Economy.

Influence > Advertising

- Trust micro-creators, not celebrities
- Value UGC, peer reviews, and real-life proof
- Influencers = collaborators, not mouthpieces



7. What This Means for Brands.

How to Connect With GenZ

- *Be human, not polished*
- *Focus on values 1st, product 2nd*
- *Prioritize platforms over billboards*
- *Build long-term community, not just campaigns*

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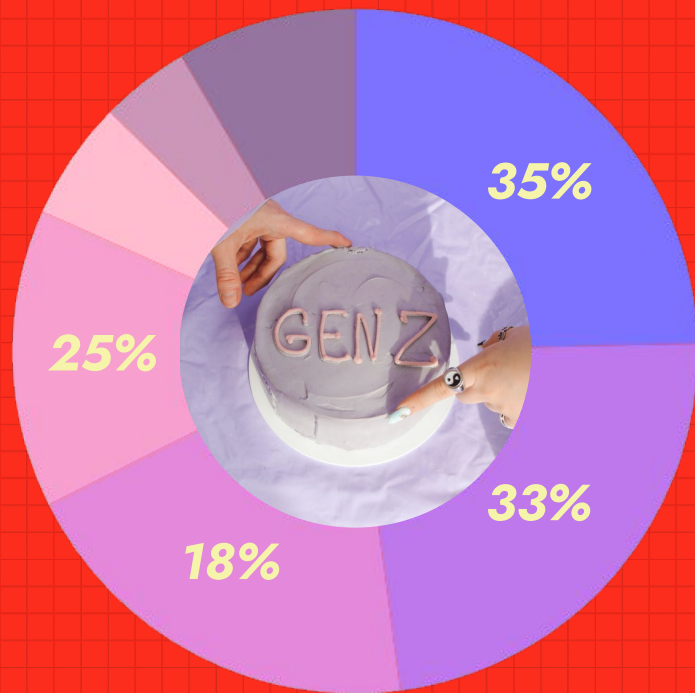




Age Breakdown.



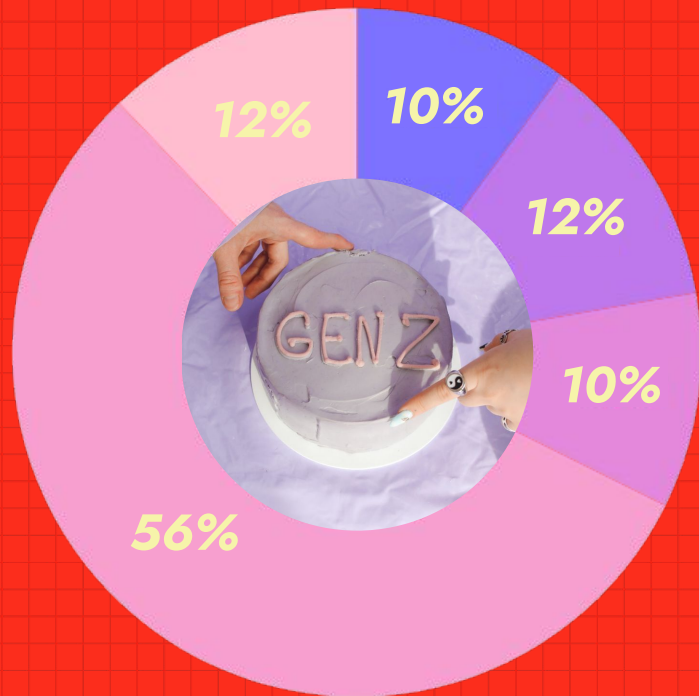
Generation Z



- MIDDLE SCHOOL/HIGH SCHOOL**
- UNIVERSITY STUDENTS**
- GRADUATES, QUALIFIED EMPLOYMENT (CDI)**
- MANUAL & OFFICE WORKERS (CDI)**
- YOUNG COMPANY MANAGERS**
- TRAVELING, DIGITAL NOMAD**
- SEASONAL, TEMPORARY WORKERS**

(sources : Pew Research, McKinsey, Statista, INSEE, BCG)

Generation Z



-  **FUTURE/YOUNG NEWLYWEDS**
-  **NEW OWNERS**
-  **BECOMING PARENTS**
-  **SINGLES**
-  **WHO SAY THEY DON'T WANT CHILDREN**

(sources : Pew Research, McKinsey, Statista, INSEE, BCG)



Generation Z - 32%

**Middle school/high school
Students**

13-18 yo

Screen time: 7 to 9 hours per day

Clothing budgets: €30—€80/month

Shopping Behaviors:

- shops mainly through social platforms like TikTok & Instagram
- choosing second-hand
- DIY styles as a way to express individuality.

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Generation Z - 24%

University Students

18-23 yo



Screen time: 7 to 9 hours per day

Clothing budgets: €50—€150/month

Shopping Behaviors:

- shop fluidly across digital and physical channels
- are influenced by creators

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Generation Z - 18%

Graduates, qualified employment

22-28 yo

Screen time: 6 to 8 hours per day

Clothing budgets: €200–€300/month

Shopping Behaviors:

- hybrid shopping approach: online-first but with growing interest in in-store experiences
- retailtainment target audience ++

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Generation Z - 10%

Manual & office workers

18-28 yo

Screen time: 5 to 7 hours per day

Clothing budgets: €50—€120/month

Shopping Behaviors:

- mainly shop online (mobile apps or social media)
- still appreciate the physical retail for deals, and try-before-you-buy.

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Generation Z - 8%

Traveling, digital nomad

18-28 yo



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Screen time: 5 to 7 hours per day

Clothing budgets: €50—€150/month

Shopping Behaviors:

- shop online (mobile) with a preference for:
 - Lightweight
 - Quality
 - Ethical products

Generation Z - 5%

Seasonal, temporary workers

18-28 yo

Screen time: 6 to 8 hours per day

Clothing budgets: €30—€100/month

Shopping Behaviors:

- favor affordable online shopping & fast fashion apps
- often influenced by TikTok trends and peers
- while occasionally buying in-store for convenience.

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Generation Z - 12%

Becoming parents

18-28 yo



Screen Time: 10+ hours/day.

Clothing Budgets: €100–€300/month

Trend Dynamics:

- follow trends through parenting influencers, lifestyle content, and wellness communities.
- parenthood is not a break from identity — it's a new lifestyle to express it.

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Next-Gen Shopping

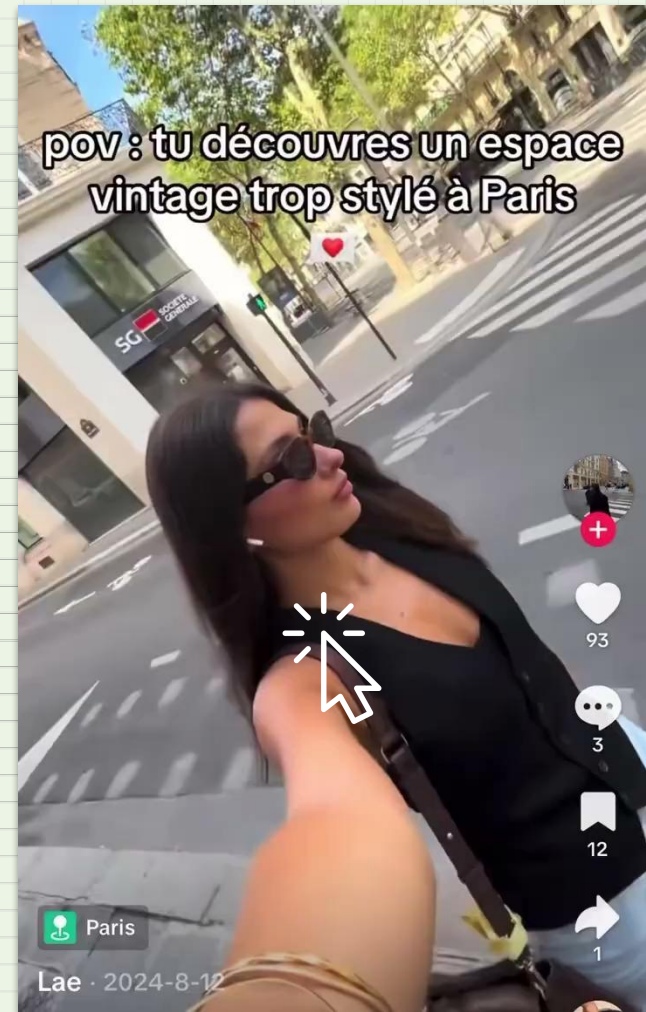
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Recommerce.

Printemps Haussmann has opened a 1,300 m² area dedicated to circular, vintage, and second-hand fashion. Similarly, Galeries Lafayette launched its (Re)Store space in collaboration with seven key partners specializing in second-hand, circular economy, and sustainable fashion.



Ecofriendly.

More and more retailers are taking concrete action by encouraging circular habits.

H&M exemple: the brand offers recycling bins in all its stores worldwide, inviting customers to drop off any clean, used textiles. In exchange, they offer 15% off your next purchase.

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Clothing Rental.

Clothing rental is gaining serious traction with fashion-savvy Gen Z.

Can't afford that show-stopping sequin dress? Rent it for less — you're only wearing it once anyway.

From brides-to-be and influencers to wedding guests and graduation parties, renting offers a stylish, budget-friendly alternative to overconsumption. It's also a golden opportunity for fashion brands to boost visibility on social media.



Diversity & Inclusion.

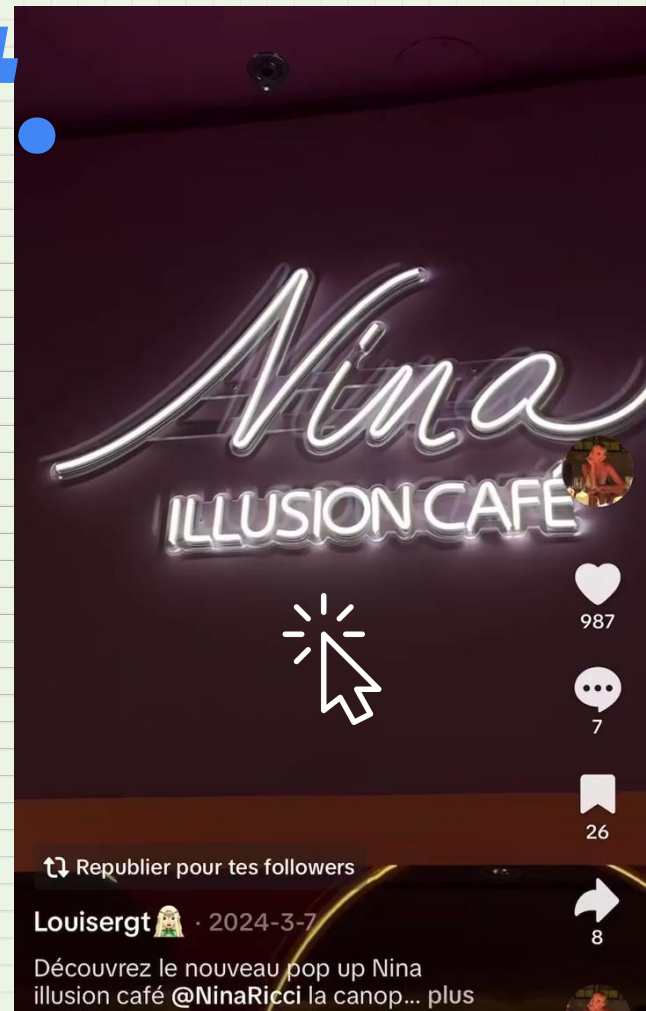
More and more boutiques are adapting to younger audiences by designing customer journeys that embrace inclusivity and individuality.

- *Maternity department (H&M)*
- *Plus-size department (Kiabi)*
- *Gender-neutral department (Weekday)*
- *One-size-fits-all (Sorbet Island's)*



Retailtainment.

As e-commerce grows, physical stores must reinvent themselves by offering unique, immersive experiences—this is the essence of "retailtainment." While in-store sales may decline, these engaging, shareable experiences help brands build stronger connections with customers. Flagship stores now focus on creating memorable moments rather than just selling products.



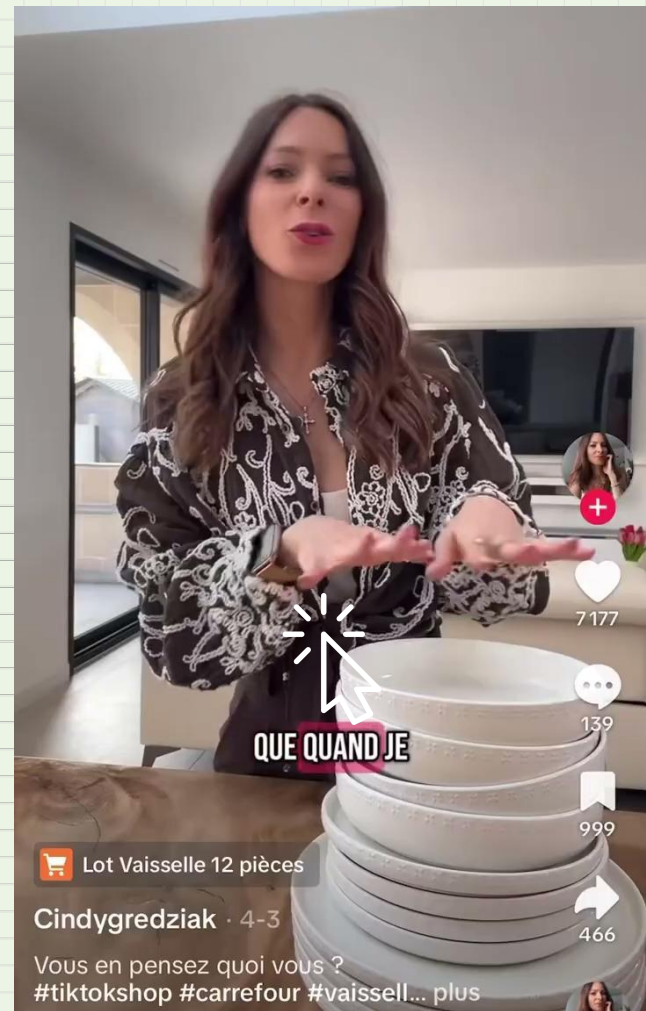
Social Commerce.

Social commerce is booming, especially on TikTok Shop, which is becoming a key platform to reach Gen Z—today's most connected and influential consumers. With purchases made directly within the app, the buying process is fast and seamless. It's an effective, low-cost way to increase brand visibility and drive sales.

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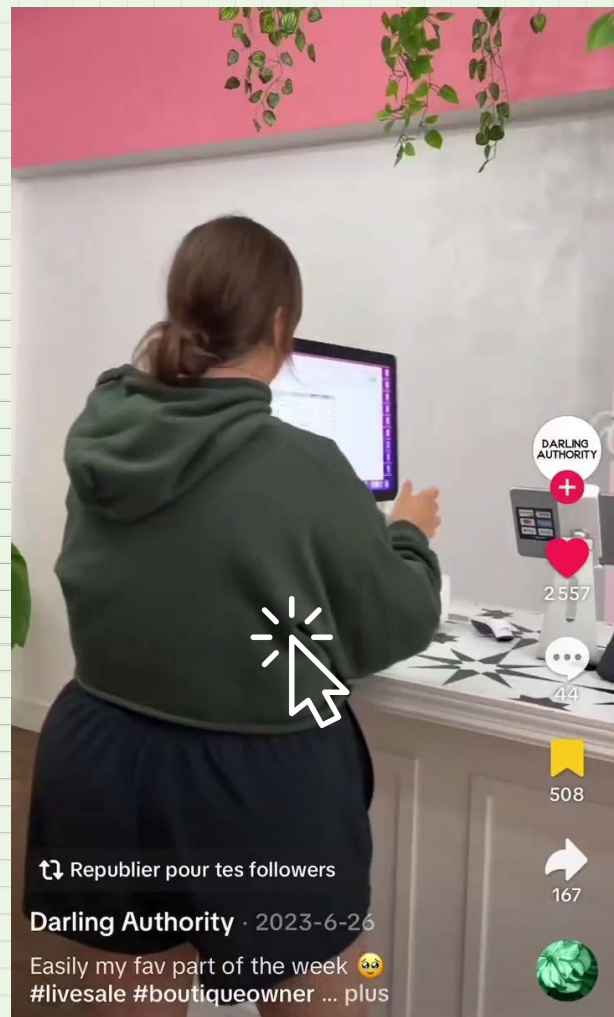
TikTok shop & you.

- **New opportunity!** Launched in France on March 31
- Main target: Gen Z
- Increased visibility for brands and high growth potential
- Lives produced to convert interest into purchase
- Seamless purchasing via the platform
- Easy direct sales
- Low production costs
- Partnerships with content creators +++
- Easy to use

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The Influence Era.

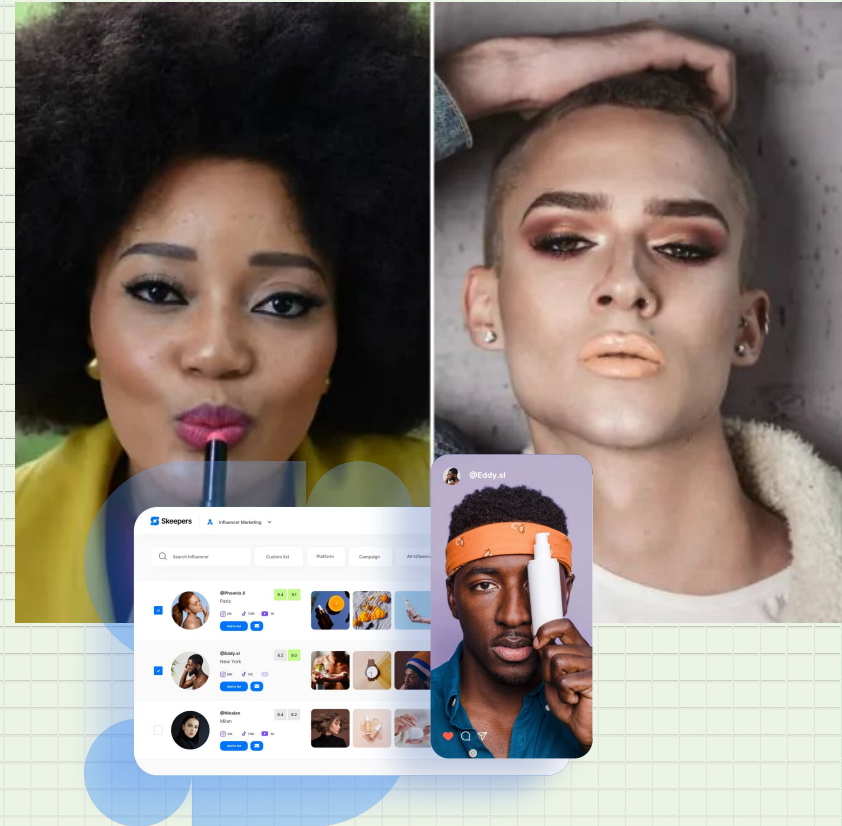
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Influence.

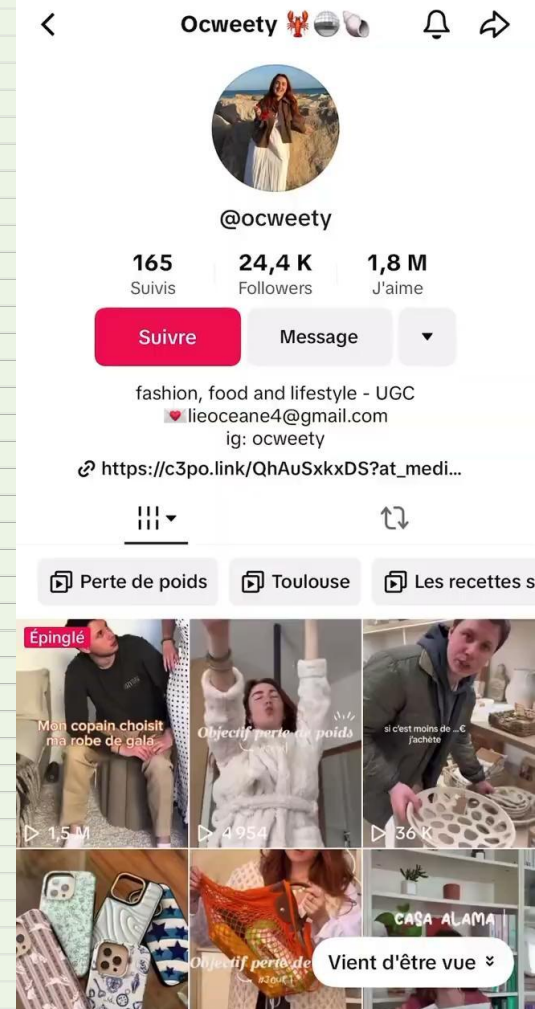
- **Micro-influence:** creators with small & highly engaged communities (5–50k followers).
- Strong trust = the key factor in Gen Z purchasing decisions.
- Micro-influence campaigns offer an excellent return on investment.
- **Platforms you can try:**
 - Sleepers
 - Beauty Crew
 - Influence4You



Influence.

Example: opening of a new Balzac store in Toulouse

- Micro-influence campaign: to explore the brand's showroom.
- Gifting : items from their new collection.
- Influencers : featuring these items in their content.
- Results : this local & organic strategy helped strengthen the brand's presence in the area.



Influence.

Micro-Influence (5k–50k followers)

- Minimum price (per post/story): €50 – €150
- Average price (per creator): €200 – €500

A campaign with 5 to 10 creators typically can costs between €1,000 and €5,000



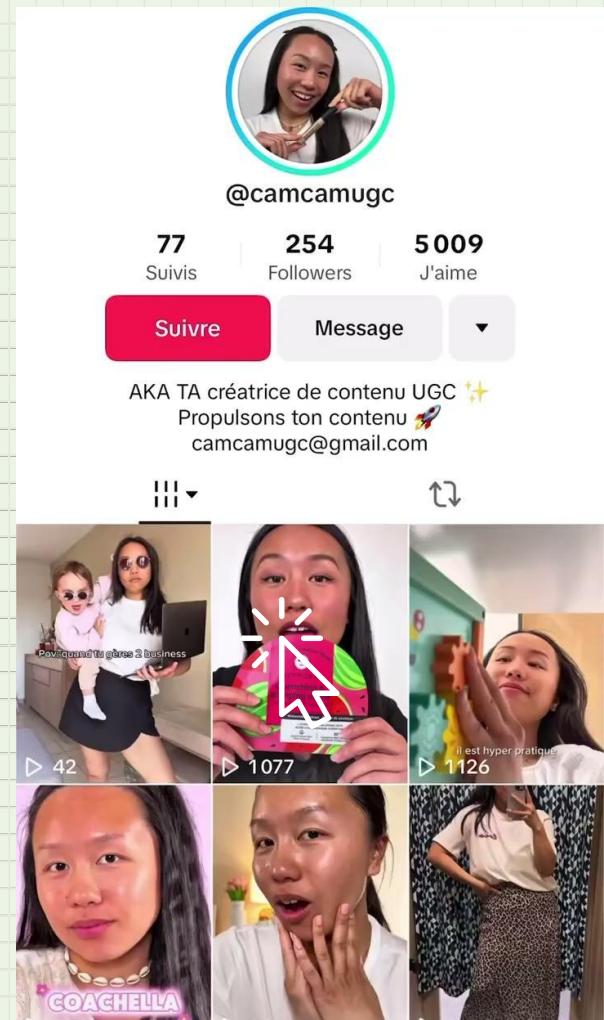
Influence.

- UGC (User Generated Content) is content created by consumers, not brands.
- Format : reviews, videos, social media posts featuring a product...
- Highly valued for its authenticity & honesty.
- UGC helps building trust and can significantly increase conversion rates.



Influence.

- *Merci Handy exemple : combines UGC & in-store experiences to engage its community.*
- *For each product launch = UGC campaign with creators to generate content.*
- *Simultaneously, the brand activates its physical store with a dedicated interview space.*
- *The approach creates a dynamic, community-driven experience both online & offline.*



Influence.

UGC (User Generated Content)

- Minimum price (per content): €100 – €200
- Average price (for packaged content with usage rights): €300 – €600

Beginner UGC creators can offer 3-video packs starting at €500–€800



Be Trendy

To stay up to date with the latest emerging trends, here are a few useful hashtags to help you discover inspiration and insights directly on TikTok.

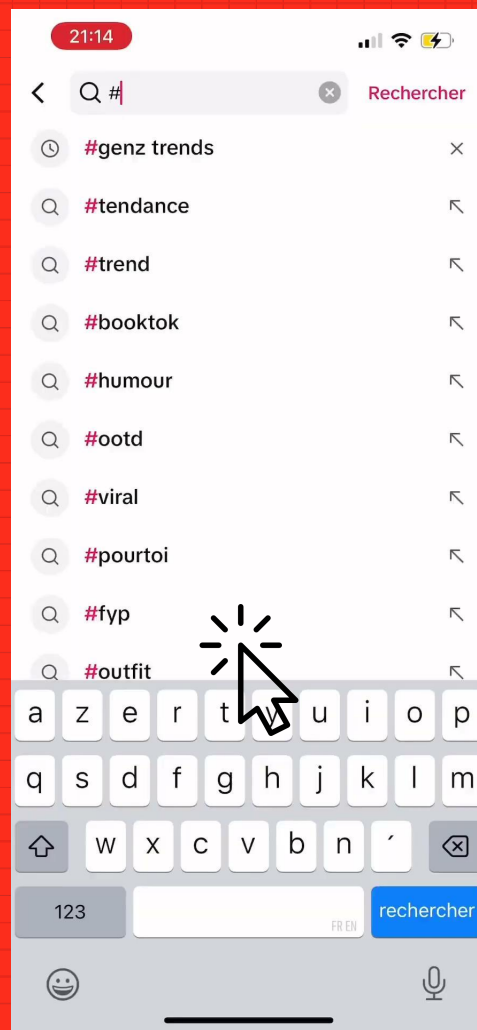
#genz

#genztrends

#genalpha

#retailtrends

#retailtainment



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Do you have any questions?
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