



ADM Event

New generations entering
the work floor

18 September 2023

A rocket launch scene with a large plume of white smoke and a blue sky background. The rocket is positioned in the center, and the smoke is billowing out from the bottom. The sky is a deep blue with some white clouds. The text is overlaid on the image, with some words highlighted in orange.

We have the core belief that **integrating complementary** talents around customer problems is the key to **business acceleration.**



We integrate around
5 pillars of client questions



01

CUSTOMER STRATEGY

02

DIGITAL

03

TECHNOLOGY

04

DATA

05

CREATIVE & PERFORMANCE

Customer Strategy

T-shaped business marketers, sales experts, project managers, and pricing experts.

- Marketing Strategy
- **Innovation & CX**
- Organizational Design
- Pricing



We empower companies in their innovation journey,
from strategy to launch



Introducing tonight's speakers!



Stefanie Daems

Innovation Competence Lead
Senior Consultant

The House of Marketing



Sissi Dierckxsens

Consultant

The House of Marketing

“Employee experience is the next battlefield that customer experience is going to be won on.”

- Saari Gardner, Executive Vice
President of CX at DHG

These new generations are the **customer and employee of tomorrow.**

Customer experience

Organization

Customer experience

Business model

Customer value proposition

**Communication & channel
strategy**

Technology

Revenue structures e.g. subscription models, self-service

Personalization, customization, social responsibility

Values, platforms & media

Digital first, AI, VR, etc.

Organization

Compensation

Salary, pay raise, bonuses, fairness

Benefits

Time off, health, flexible work policy

Career

Promotion, education, training & coaching

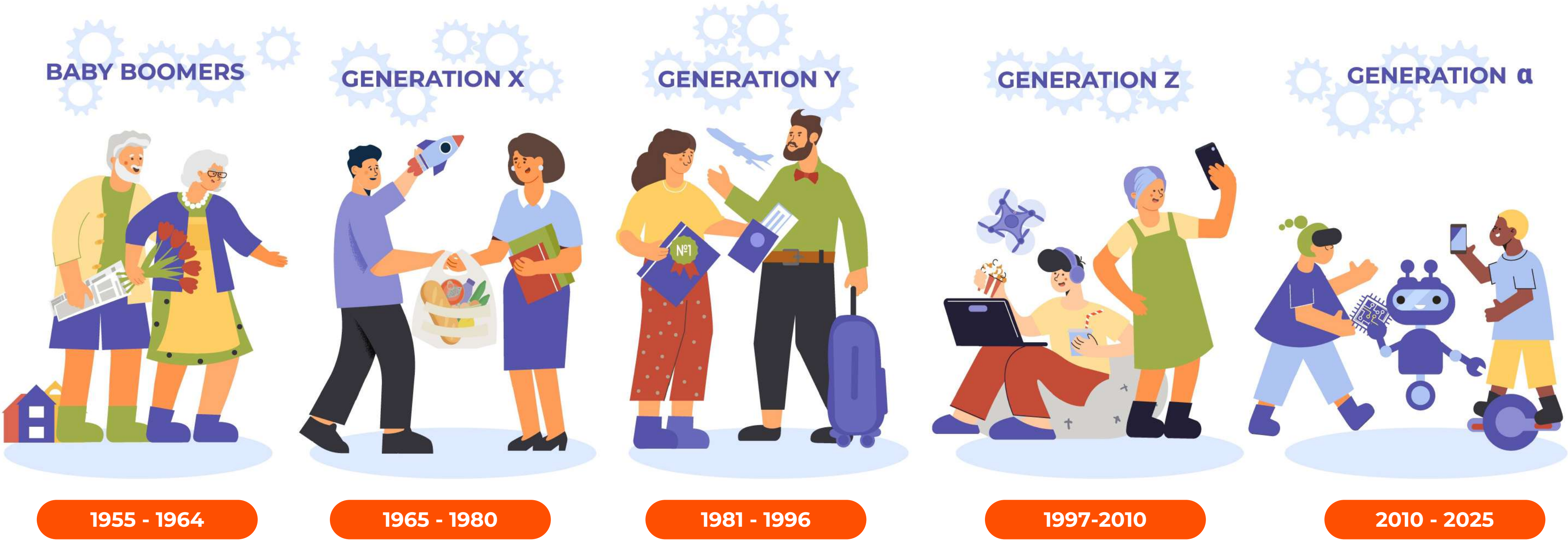
Culture

Mission, values, mindset, collaboration



01
**Who is Gen Z &
Alpha?**

All the generations



Gen Z

Born 1997 - 2010

2.56 Billion

Or one third of the global **population**

By 2030

34%

Of the **global workforce** will be Gen Z

Characteristics

 Global Highly **educated**

 Tech-Savy **Entrepreneurs**

360 Billion

Purchasing power

40%

Of Gen Z in **Belgium** is **saving** to buy a house one day

Other **labels**

 Dot com kids

 Screenagers

 The Zeds

Iconic toy



Music Device



Gen Alpha

Born 2010-2025

Population of
2.2 Billion
By 2025

By 2030

11%

Of the global workforce will be Gen Alpha

Characteristics

 Global **Socially** conscious

 Digital Visual **Hyperconnected**

2,740,000
are **born** each week

30%

Will have a **job** that doesn't exist yet

Other labels

 Generation Glass

 Upagers

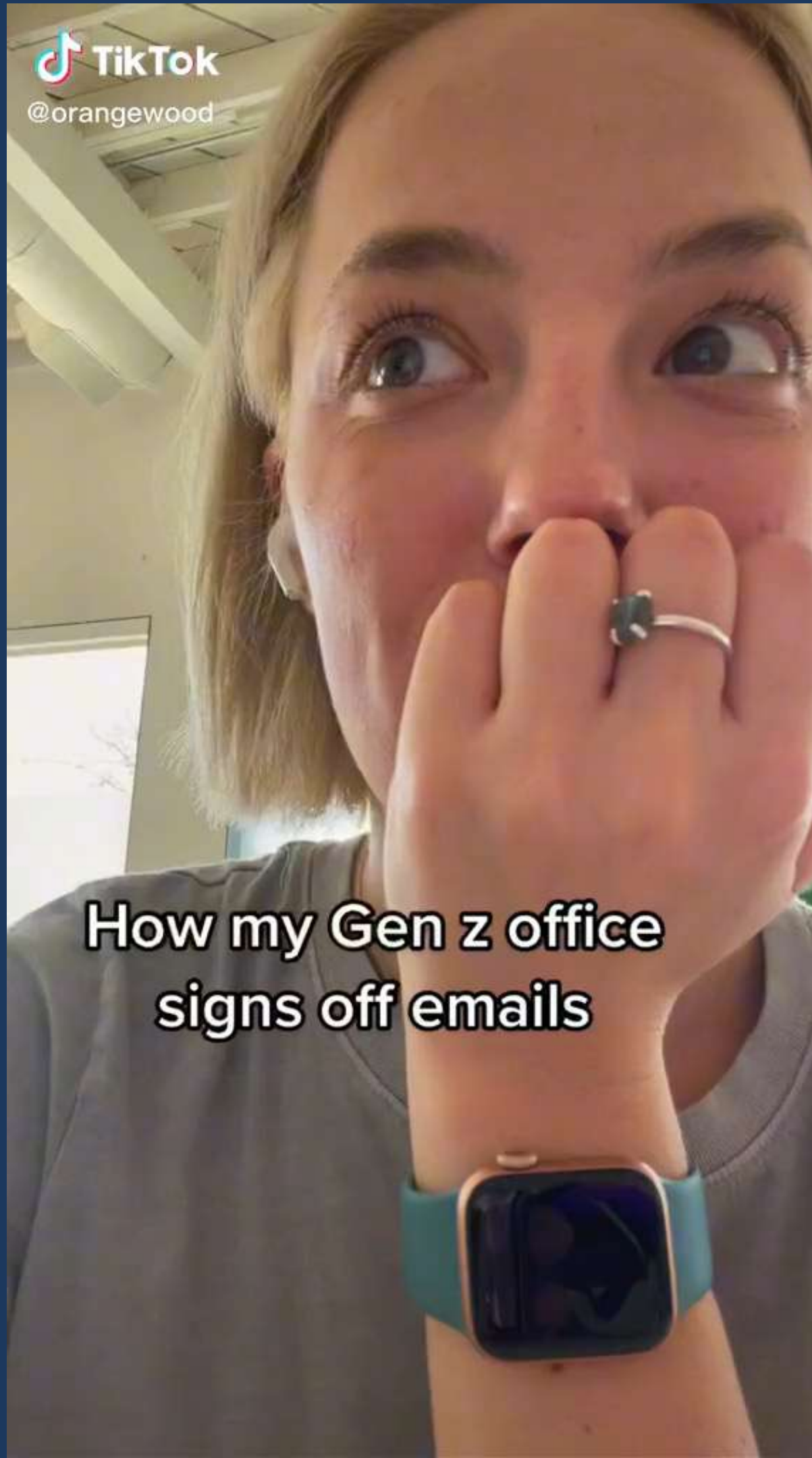
 Covid Generation

Iconic toy



Music Device





TikTok
@orangewood

How my Gen z office
signs off emails

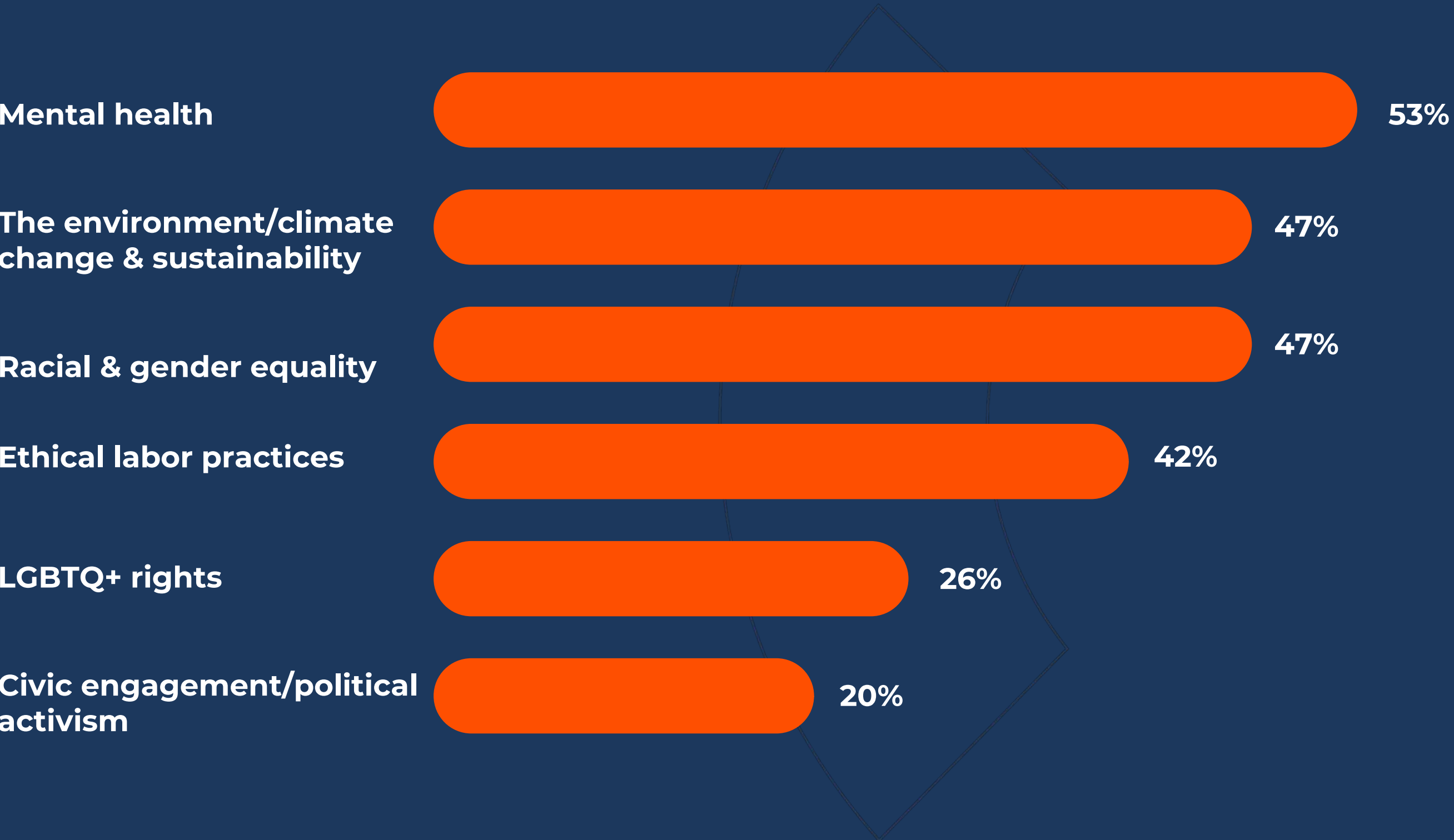




02
What are their needs?

What Gen Z values

March 2023



** Note: Ages 16-26
Source: ICSC & Big Village, "The rise of the Gen Z consumer", June 7, 2023*

Time for **win-win-win**

Brands are transitioning from a traditional win-win mindset to a more holistic win-win-win approach that benefits the **customer, the company, and society as a whole.**



Customer



Company



Society












Time for **win-win-win**

Value creation

Value proposition

Value delivery

People, planet, profit

Key partners 	Key activities 	Value proposition 	Customer relationship 	Customer segments 
	Key resources 		Channels 	
Cost structure 		Revenue streams 		
ESG cost  What ESG costs is this business model causing? What key resources are non-renewable? What key activities use a lot of resources?		ESG benefits  What ESG benefits is this business model generating? Who is benefiting? Can we include the benefits in the value proposition?		

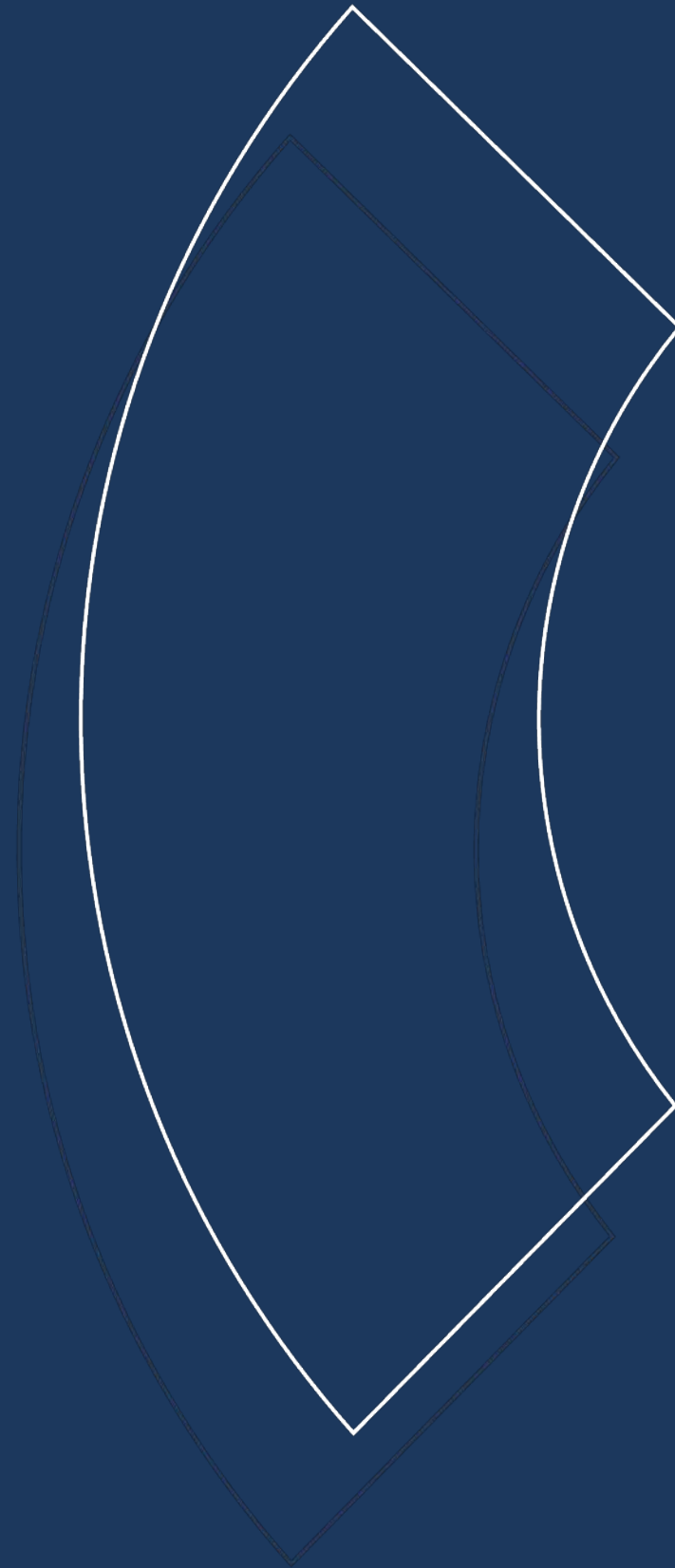
Value capture

What do they **value**?



01

Diversity & inclusion



Diversity and inclusion are more than age, religion, gender, race, physical ability. It's also about **how different point of views are accepted and valued**. This shifting view is also known as **cognitive diversity**.

- Deloitte "Understanding Gen Z" in the workplace research

Diversity, equity & inclusion (DEI)

Organization

According to a Monster poll, **83% of Gen-Z respondents** said they consider an employer's **commitment to diversity and inclusion** when deciding where to work.

Case



Organization



Case



Organization



YoProS

Diversity, equity & inclusion (DEI)

Customer
experience

According to the study, DEI programs **enhance organizations' competitive position, agility, innovation, and brand perception.** The study also shows, as you would expect, that the maturity level of DEI programs matters, as organizations with the **most mature programs experience the highest returns on their investment.**

75% of leaders saw their DEI investments as having a very positive impact on their business's competitive position & brand perception.

Case

sunsilk

Customer
experience



Daylight

Who We Are

The Library



BANKING FOR YOU & YOUR CHOSEN FAMILY

Daylight is a bank account that rewards you for spending in line with your values.

Get Started

Provided by MetaBank®, N.A., Member FDIC.
By signing up you agree to our [terms and conditions](#).



Case



Customer
experience



P.L.T.

Plant. Lettuce. Tomato.

02

Health





“At the core of the wants and needs of this generation is a feeling of safety and security, the protection of our mental and emotional well-being.”

- Andrew Roth, CEO and founder of dcdx

Health

Customer
Experience

Because Gen-Z is more open to communicating mental health issues, it has become increasingly important that brands also be open to communicating their commitment to self-care. In fact, according to YPulse data, 71% of Gen-Z consumers like it when brands make mental health a part of their marketing and messaging. Gen Zers appreciate brands that are passionate and genuinely stand for something.

Source: Forbes, The Rise Of Mental Health Awareness Among Gen-Z: What This Means For Brand Marketing, 2023

MAYBELLINE
NEW YORK

BRAVE TOGETHER

Our global initiative for anxiety and depression, that offers the support tools to navigate what you're feeling in partnership with our community of mental health experts.



PLAY VIDEO

Case

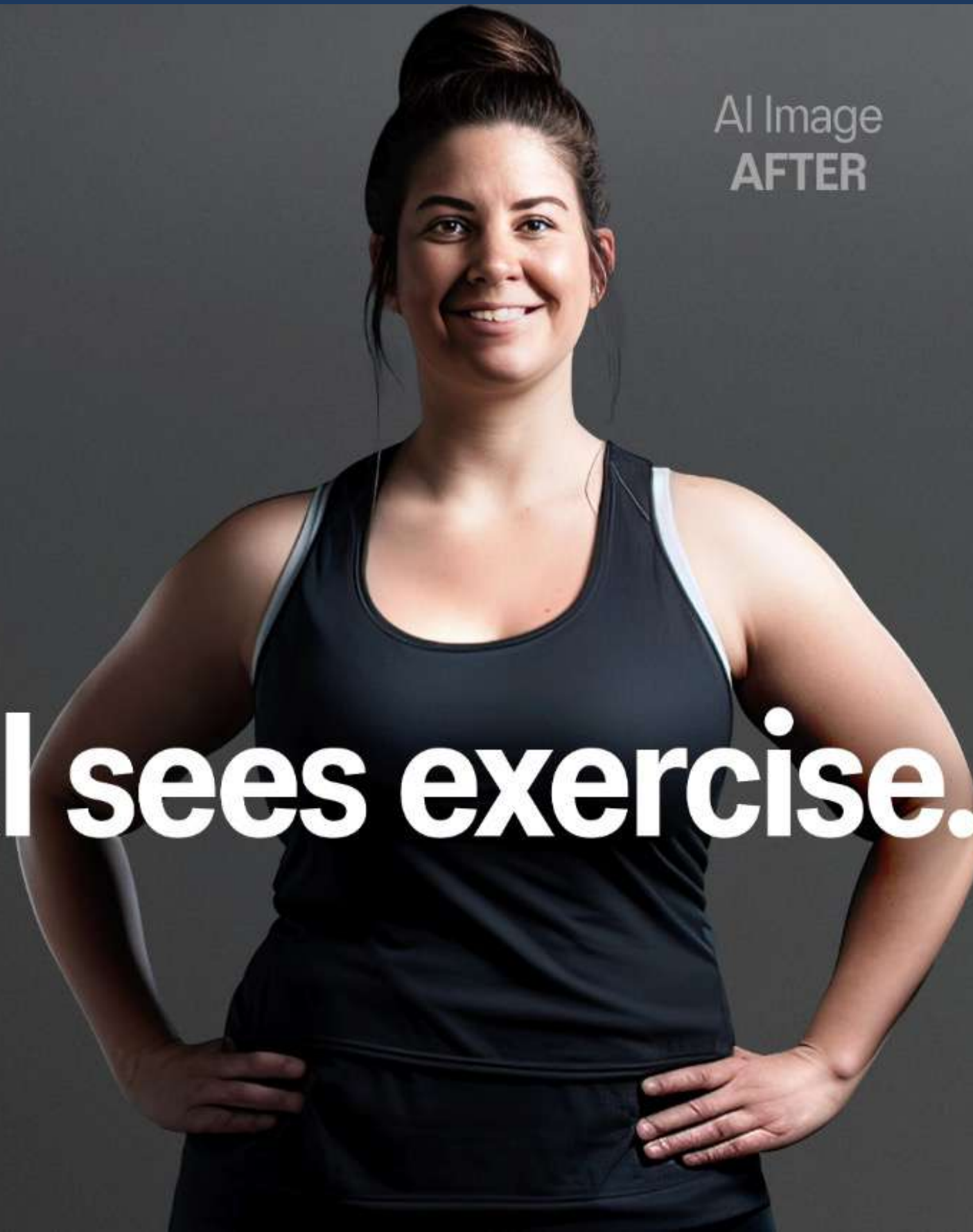


Customer
experience

AI Image
BEFORE



AI Image
AFTER

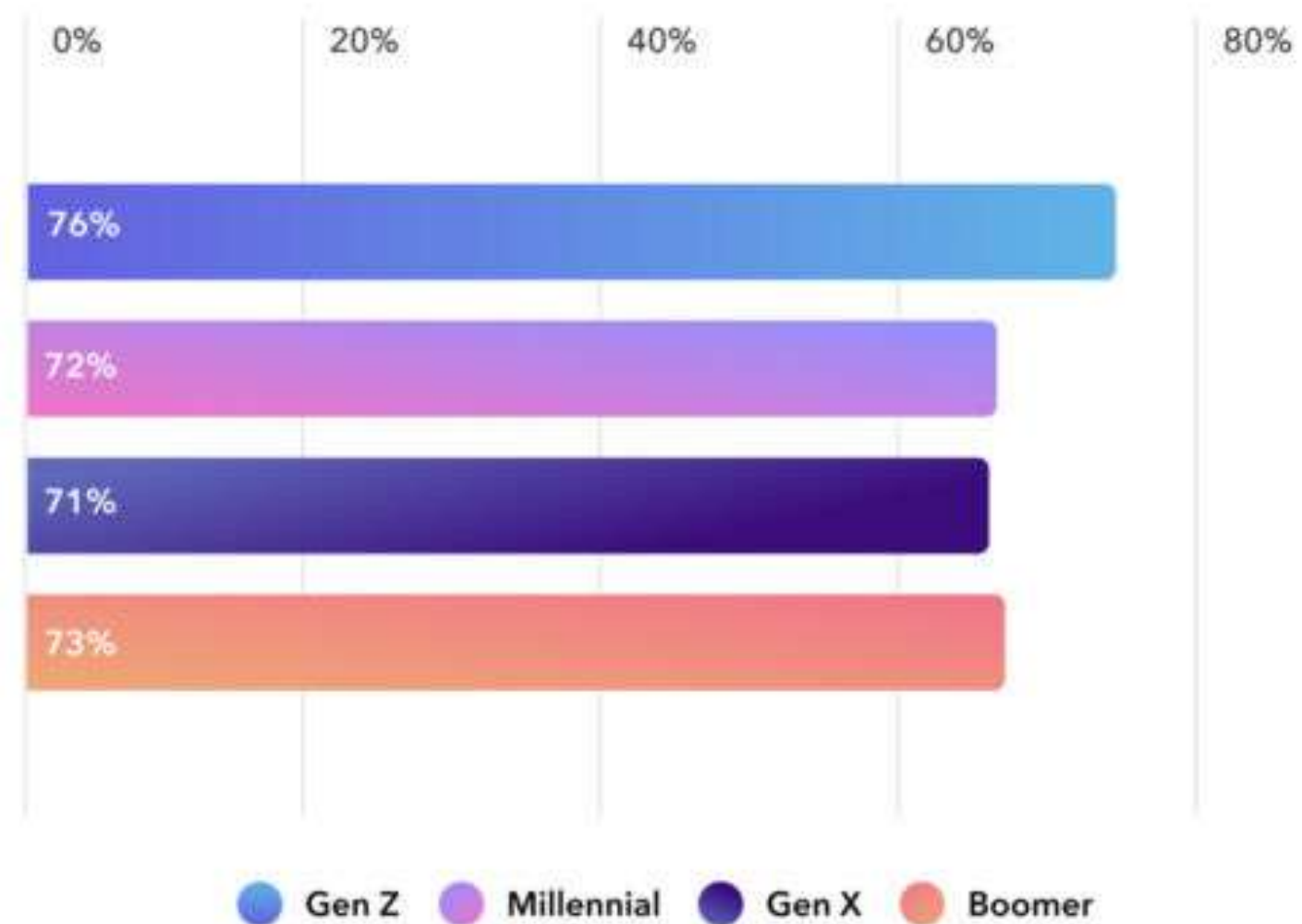


Changing the way AI sees exercise.



Every generation needs a good night's sleep

Percent of respondents coming to Calm for help with sleep



Source: Calm, 2023 Workplace Mental Health Trends Report

Health

Gen Z often gets labelled as lazy. They coined the term **'quiet quitting'**. Rather than workers quitting jobs, they are quitting the idea of going above and beyond. Doing the bare minimum and putting in no more time effort or enthusiasm than necessary. While the quiet quitting trend has gotten a bad reputation, often the underlying reasons revolve around **the need for people to set better boundaries**, which can help them create **a healthier work-life balance**.

Care for your team's **mental health**. Simply and completely.

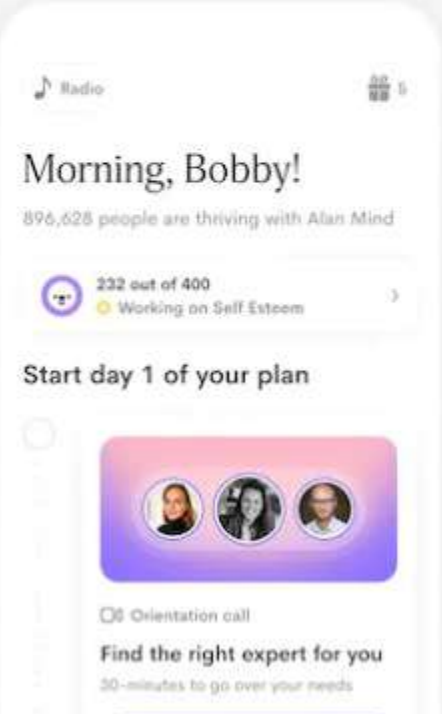
Alan Mind allows you to raise awareness about mental health among employees and managers and support those need it through training, individual therapy, coaching sessions, and a 100% personalized application. Check-in on their wellbeing and engagement!

Contact Us



A Guided & Personalized Experience

200+ personalized exercises



Radio

Morning, Bobby!

896,628 people are thriving with Alan Mind

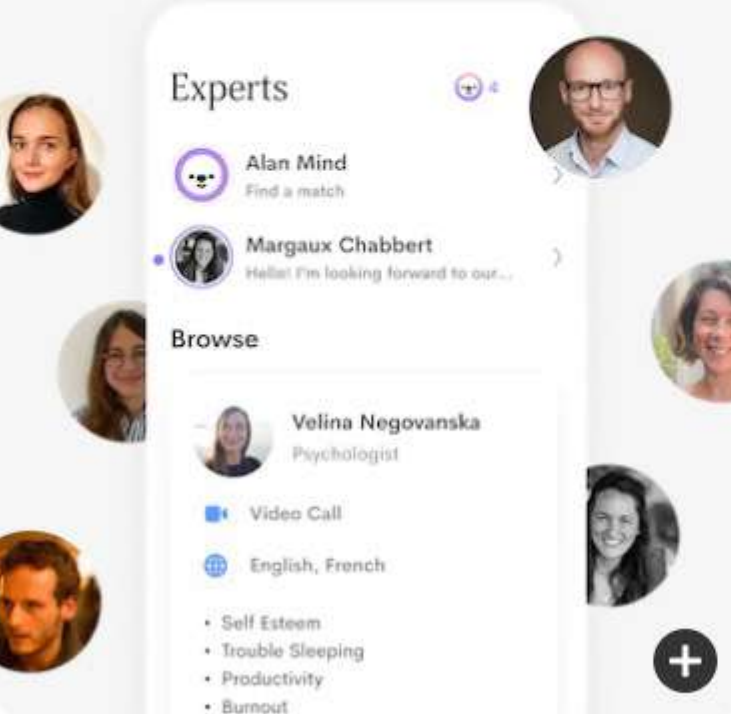
232 out of 400 Working on Self Esteem

Start day 1 of your plan

Find the right expert for you
30-minutes to go over your needs

Individual Support

20+ experts, no waitlist



Experts

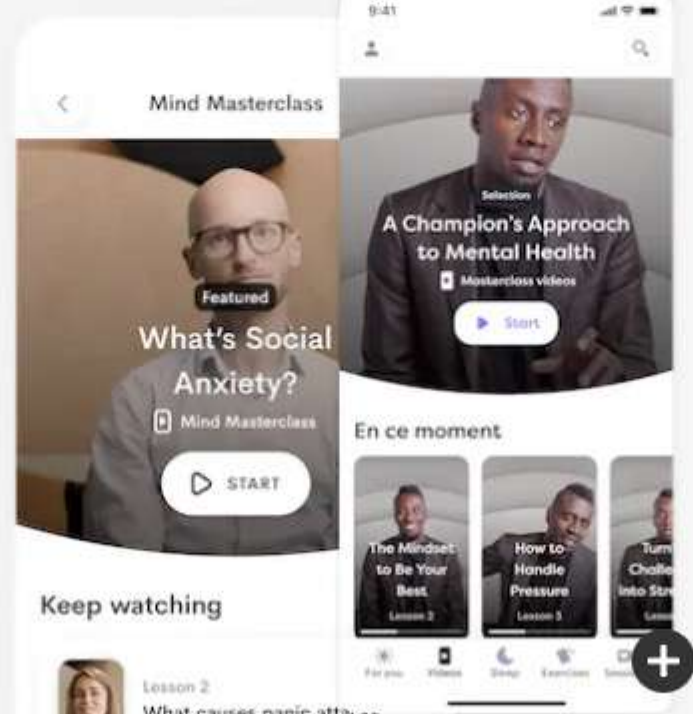
- Alan Mind Find a match
- Margaux Chabbert Hello! I'm looking forward to our...

Browse

- Velina Negovanska Psychologist
- Video Call
- English, French
- Self Esteem
- Trouble Sleeping
- Productivity
- Burnout

Masterclass Videos

15+ video courses to make real progress



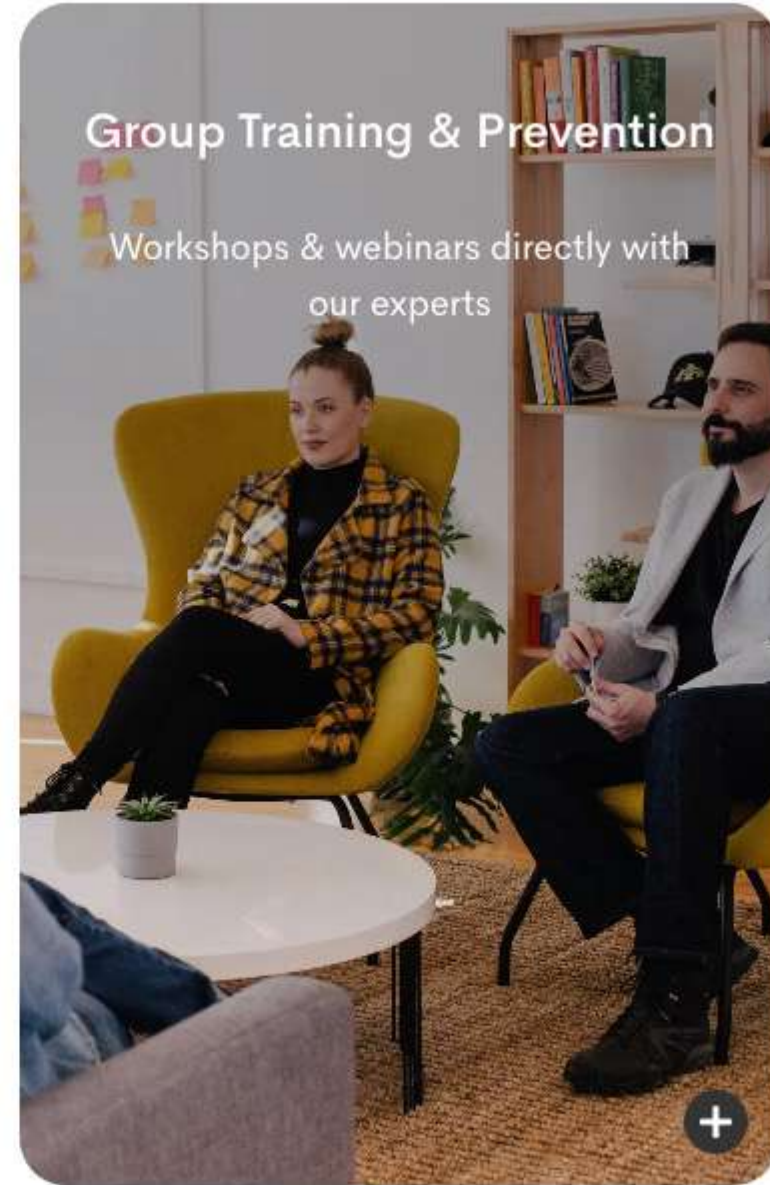
Mind Masterclass

Featured

What's Social Anxiety?

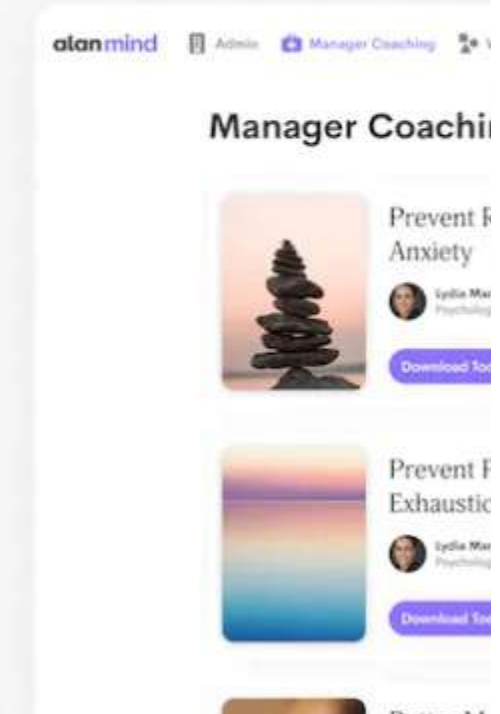
Keep watching

Lesson 2: What causes panic attacks



Manager Training

Toolkits and coaching with our experts on mental health at work



Manager Coaching

- Prevent Burnout & Anxiety
- Prevent Burnout & Exhaustion

03

Sustainability



“Gen Z & Alpha are growing up in a world of climate change, pollution, and plastic waste, and they are acutely aware of the impact that humans are having on the environment. As a result, Gen Z has a strong commitment to sustainability, with 82% expressing concern about the state of the planet. ”

- Jodie Shaw, “Why Gen Z Values Sustainability”

Sustainability

Customer
Experience

A 2023 Global Voices survey reveals the impact of brand sustainability on consumer shopping habits from different age demographics. Results confirmed it remains an important decision-making tool with **60% of Generation Z and alpha shopper declining to purchase from brand perceived as environmentally unsustainable**, and more than 2/3 of Millennial shoppers spending more on a product because of a brand's sustainable practices

Case



Customer
experience

Mother Nature

Needs a status report

Case

H&M

Customer
experience



WAYMO ONE

Meet Waymo One™

The world's first autonomous ride-hailing service

→ Be one of the first



Available
24/7

Day or night, we'll get you where you need to go.



Operating in
multiple cities

Ride in San Francisco or Phoenix. Los Angeles and Austin coming soon.



An experience
second to none

Convenient. Consistent. Safe.



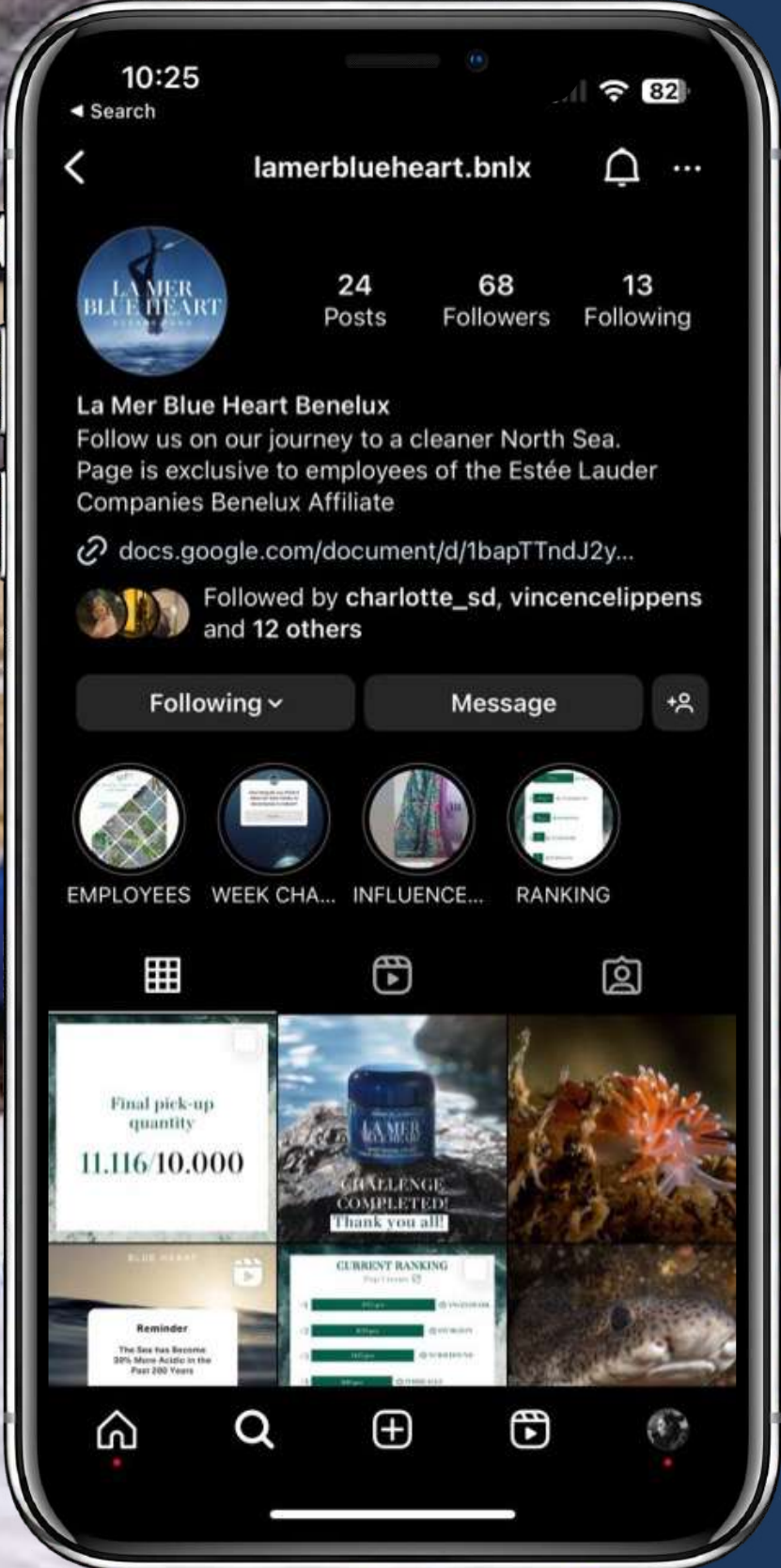
A sustainable
way to move

Fully electric, powered by 100% renewable energy.

Sustainability

Organization

Gen Z expects corporations to take significant steps towards environmental sustainability. **Over half of Gen Zs (55%) say they research a brand's environmental impact and policies before accepting a job offer. One in six Gen Zs (17%) say they have changed jobs or sectors due to climate concerns, with a further 25% of Gen Zs saying they plan to do so in future.** They also see a critical role for employers to provide the necessary skills training to prepare the workforce for the transition to a low-carbon economy.





04

Authenticity



While Gen Zers expect fair compensation for their work like any other generation, they also expect **greater transparency and authenticity from their employers.**

They will pressure employers to **establish a company's purpose in a way that contributes to a better society and prioritize a company's purpose along with profits.**

- Deloitte "Understanding Gen Z" in the workplace research

Authenticity

Organization

“They’re definitely looking for **more meaningful work,**”
But they’ve also been exposed to new ways of working
as they watched their parents’ careers change over the
pandemic. When they talk about what their goals are
and the kind of workplaces that they want to be in,
they want **flexibility.**

Source: Shopify research ‘Winning Over Gen Alpha: What Brands Need To Do Now, 2023

40% of Gen Z workers are combining at least 2 roles. Enter the **side hustle generation**.



Authenticity

Customer
experience

73% of Gen Z & Alpa buy or advocate for brands based on their beliefs and values. Before making a purchase, they are more likely to research a brand's history, values, and practices, and are often influenced by peer reviews and social media presence.

Emphasizing authenticity in your brand can create a powerful connection with this generation, inspiring them to **become loyal customers.**



Retouching her face also crops her confidence.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit. Dove.com/confidence

05

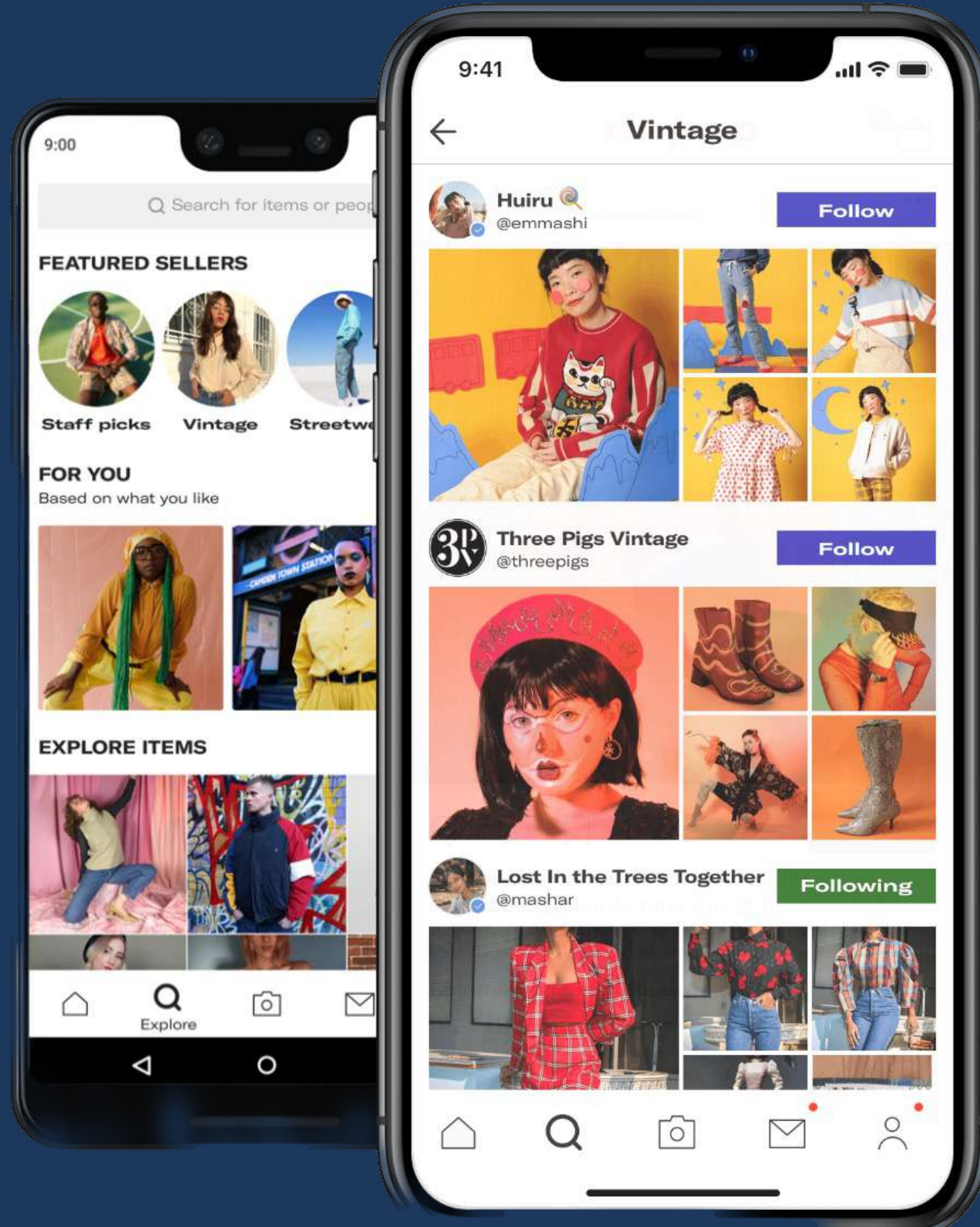
Community

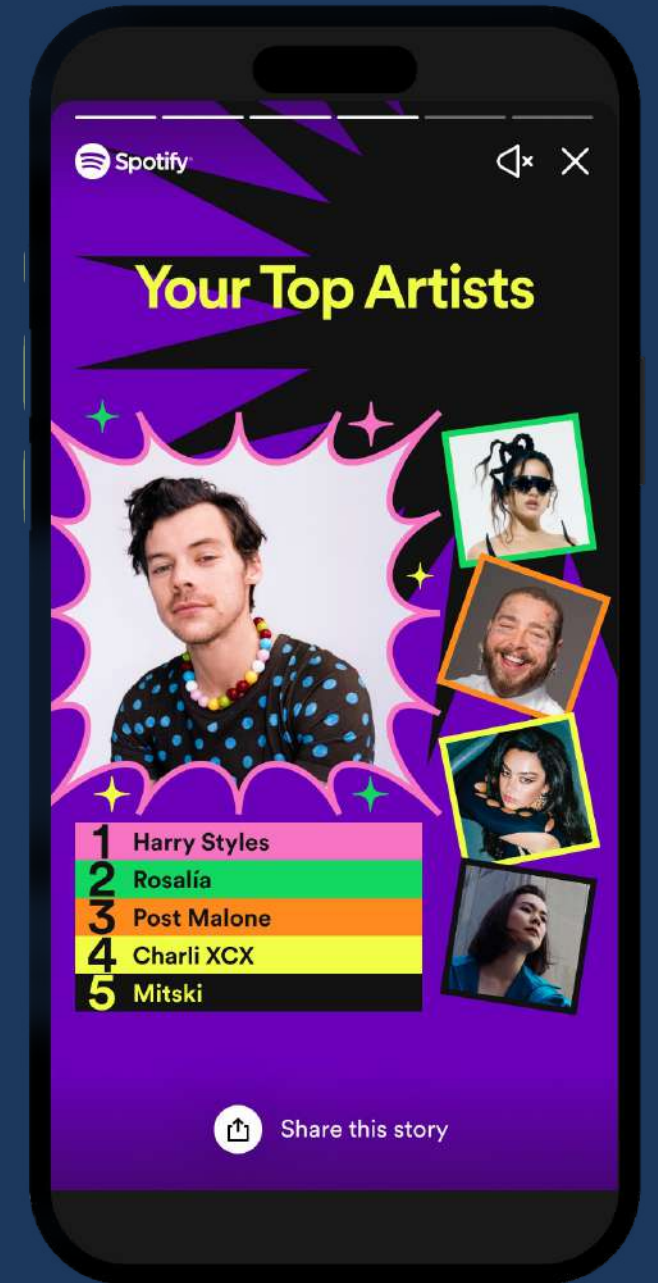
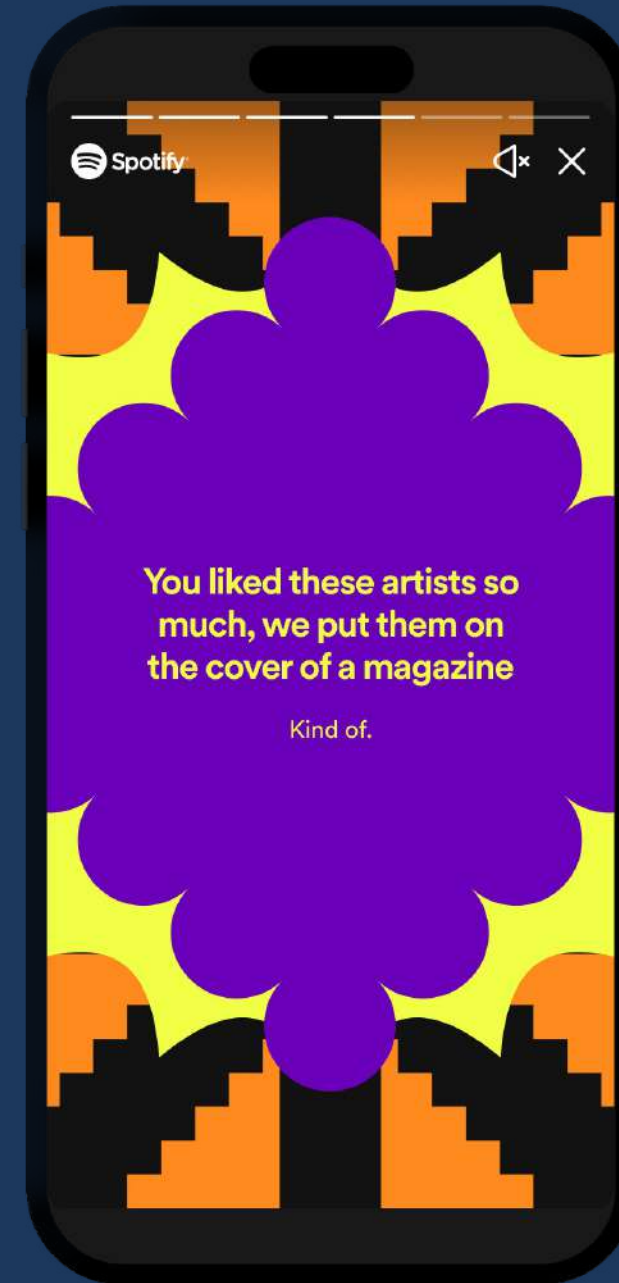
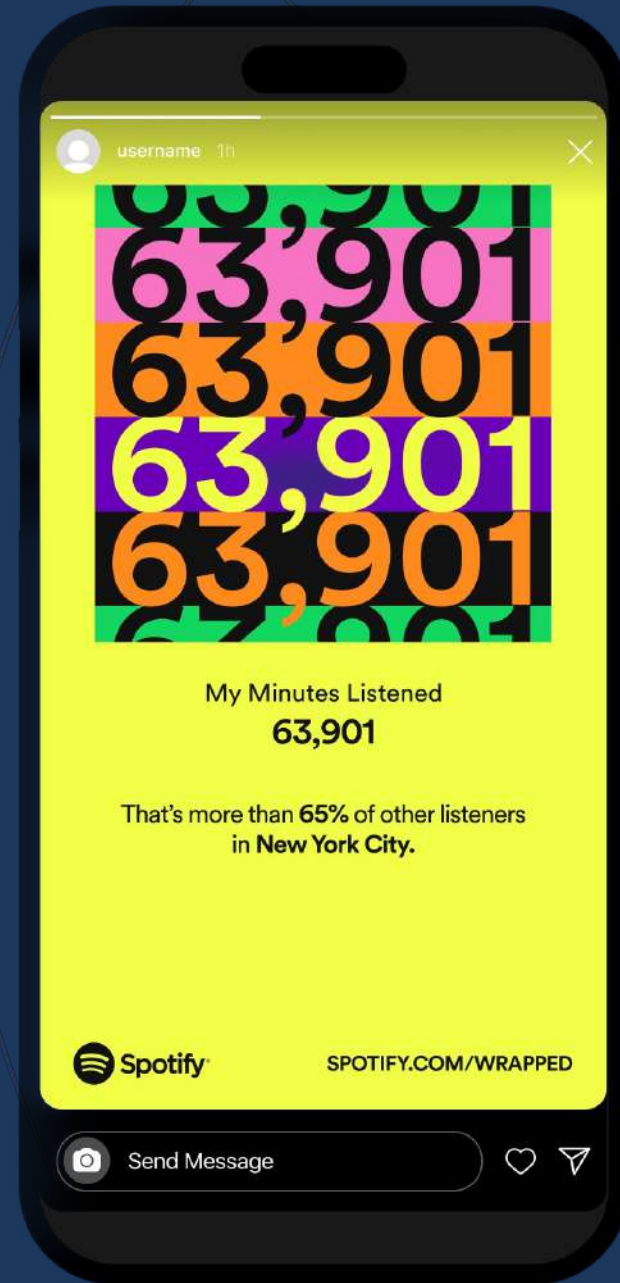
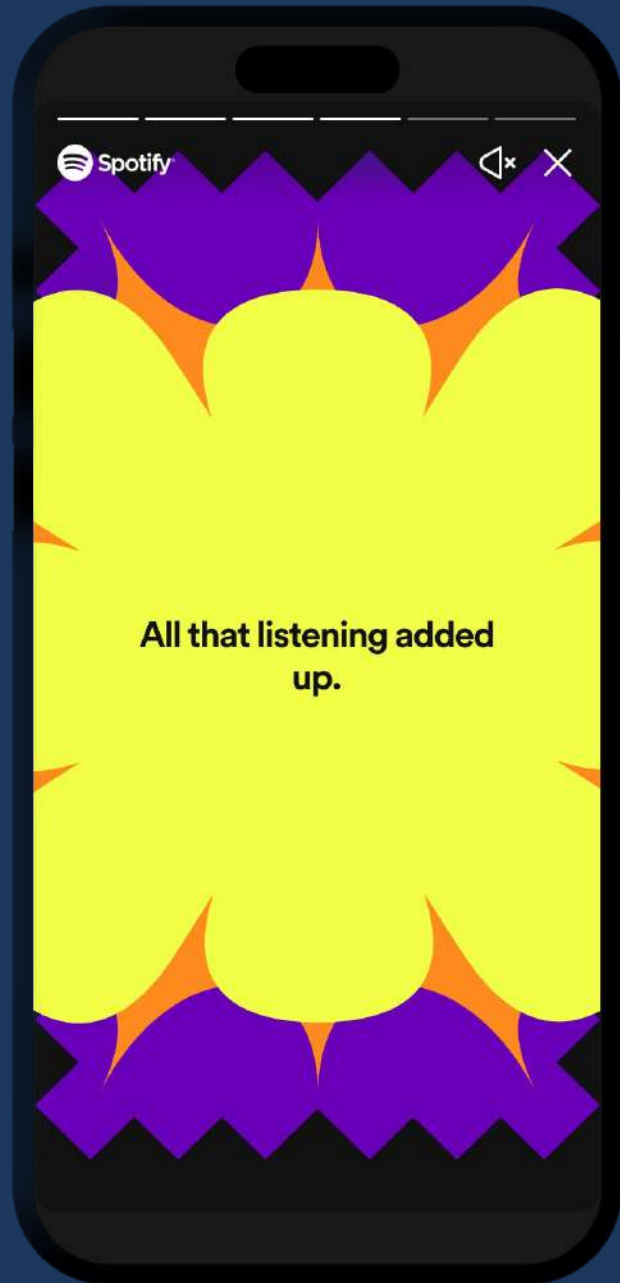


Community

Another trend driven by the digital inclinations of Gen Z and Alpha is the rise of online communities and peer-to-peer support. **These generations often turn to social media, forums, and review sites to seek advice and recommendations from their peers.** Recognizing this behavior, businesses can facilitate and engage with these online communities to provide **additional support, gather feedback, and foster brand advocacy.**

Source: LinkedIn, Digital Natives Redefining Customer Experiences: The Impact of Gen Z and Alpha, 2023





Community

The more connected a generation is, the more lonely it is. While this is the most connected generation with technology, social media, and smartphones, Gen Z is also among the most isolated. Among workers aged 18-22 ... 73% report sometimes or always feeling alone. Most Gen Z employees only know remote or hybrid ways of life. While autonomy of choice has been proven to increase employee engagement, **you must also create opportunities for in-person interactions that will forge deep connections.**”

Source: Harvard Business Review, Helping Gen Z Employees Find Their Place at Work, 2023

 **Morgane Lambeens** · 2e
Junior Marketing Consultant at The House of...
1 w

[+ Volgen](#) ...

Last Monday, I started my professional career at The House of Marketing as a Junior Marketing Consultant. After going on our Immersion Camp where we got trainings on various topics and worked on a case for Kom op tegen Kanker (vzw), I am completely ready for the first real week at the office.

I am looking forward to working on interesting projects and am curious for what the future holds!



 Michelle Thewissen en 60 anderen 11 commentaren

 Interessant  Commentaar  Reposten  Versturen

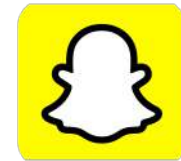




03
**How do we
engage them?**

Social media amongst Gen Z & Alpha

Top 3 platforms



Snapchat

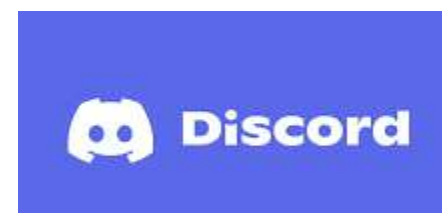


Instagram



TikTok

New kids on the block



8 hours

a day are spent
surfing the
internet

7.2 sec

attention span

Watch

2x

as much **video** content as
any other generation

TikTok Search Ads

The Game-Changing Ad Strategy
Your Business Needs



casual fashion bright colors



Gaming and virtual worlds

One thing savvy marketers have not lost sight of is that **gaming is not just a great way to connect with their current consumers, it is also the gateway to Gen Z and beyond.** Having been born into the worlds of Fortnite and Roblox, Gen Alpha will inhabit both virtual and physical spaces. Gaming is the first step in connecting with audiences who will eventually straddle both worlds.

Source: IAB Conference, Gaming Is A Gateway To Gen Z And Gen Alpha, 2023

Case

Aiki

Customer
experience





Gaming & virtual worlds for the organization

“For Gen Z, a population that grew up in games, **it is normal to apply for a job in a game.** According to research, they can also be more themselves than in the real world. Whether that’s a good or bad thing is up to you to decide.”

Pieter Van Leughenhagen,
Co-founder of Yondr



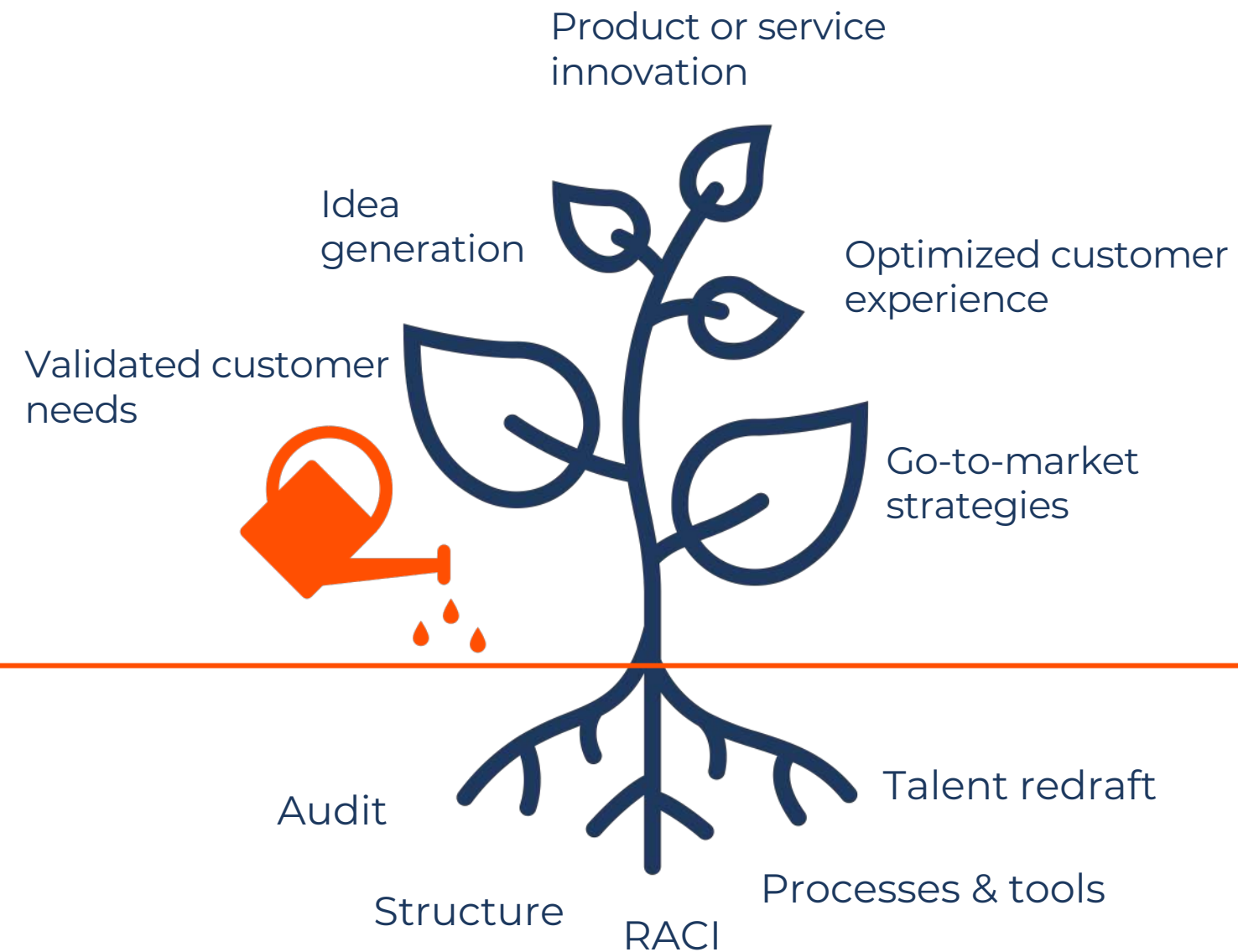
Keep in mind....

- Self-service
- Voice technology
- Personalization at scale
- Generative AI

At The House of Marketing we apply a pragmatic approach that combines value creation in your **innovation process** with structural improvements recommended by our **organizational design experts**

We help you build the products and services of tomorrow

Innovation



While ensuring strong roots and a solid structure

Organizational design



Through our expertise we deliver in 4 types of business models

INTERIM

Temporarily fill an open position or reinforce your marketing team with specific expertise.

CONSULTING

Get a dynamic team of specialists with complementary skills, ready to tackle your challenge.

ACADEMY

Achieve new levels of in-house excellence with practical, hands-on training from specialists in one of our five domains.

AGENCY

Longterm partnership to supercharge your marketing performance with a complementary team from different hubs.

On your way home **think about following questions**



Is your organization actively **conducting research** to understand the evolving preferences, values, and behaviors of Gen Z and Alpha?

What initiatives are you putting in place to **future proof your offering and business model** in 2024?

How is it reflected in your **communication (employer) branding** efforts ?

Are you fostering a **culture of innovation and adopting agile methodologies** to adapt to changing needs & technology?

Thank you for your time!

ADM inspiration session



Let's get started
Reach out!



Stefanie Daems

stefanie.daems@thom.eu



Eline Khancheh Zar

eline.khancheh.zar@thom.eu



Sissi Dierckxsens

sissi.dierckxsens@thom.eu