

# PTTOW!

FUTURE FORUM

## GEN Z & GEN ALPHA: ENGAGEMENT, EMPOWERMENT & LOYALTY

Gen Z & Gen Alpha combined make up 109 million people, representing 1.36 trillion in buying power. Are you trying to capture this group on your terms or theirs? This is your year to ensure you capitalize on two of your most important demos.

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### Featured Experts:

Sabrina Caluori // EVP, Global Marketing // **Paramount Kids & Family**

Alison Moore // CEO // **Red Nose Day, Comic Relief USA**

Kim Getty // CEO, Deutsch LA // **Deutsch Inc.**

Joon Silverstein // SVP, Global Marketing, Creative & Sustainability and Head of Coachtopia // **Coach**

# SPEAKER BIOS



## **Sabrina Caluori // EVP, Global Marketing // Paramount Kids & Family**

Sabrina Caluori is Head of Marketing and Brand Strategy for Nickelodeon, leading on- and off-air consumer marketing, brand creative and content launches globally across the brand's linear, digital and social platforms. Caluori oversees brand and creative marketing, supporting content for Nick's linear networks and the Nick content developed for Paramount+.

Prior to Nickelodeon, Caluori spent 12 years at HBO, most recently as EVP of Marketing & Digital Media where she built and led the digital and social marketing function across all brands and programming. She built massive, global franchises for iconic series including Game of Thrones, Euphoria, Westworld and Silicon Valley, leading to three Interactive Emmy wins and a Cannes Lion Grand Prix.

In 2015, Caluori was named to the Hollywood Reporter NextGen list, in 2016 she was inducted into the American Advertising Federation (AAF) Advertising Hall of Achievement and in 2019 she was named to Ad Age's 40 under 40 list.



## **Alison Moore // CEO // Red Nose Day, Comic Relief USA**

Alison Moore is a media and tech industry veteran who is bridging the worlds of entertainment, social change, storytelling, and fundraising to break the cycles that perpetuate intergenerational poverty.

Alison joined Comic Relief US in 2019 to build upon the organization's ambitious mission to drive positive change through entertainment. Under Alison's leadership, Comic Relief US is creating new content campaigns and launching innovative social impact-led funds, providing more platforms for brands, organizations and communities to make a greater impact together.

Alison was previously the Chief Business Officer, Beauty Collection at Condé Nast, overseeing the Glamour and Allure brands. Prior to Condé Nast, Alison was Chief Revenue Officer at SoundCloud, and held multiple executive level positions at NBC Universal, DailyCandy and HBO.

Alison is on the Board of Directors for TRACE, the top global media & digital platform for Afro-Urban cultures & youth empowerment and is on the Board of Directors for Downtown Music Holdings, a global company that owns, manages, and develops businesses with a vision for a more equitable and innovative music ecosystem. Alison is an Advisor to several early stage digital start-ups, and is a member of Chief, the network of senior women leaders.

# SPEAKER BIOS



## **Kim Getty // CEO, Deutsch LA // Deutsch Inc**

Kim is the CEO of Deutsch LA, leading a team of creative thinkers and building the company into one of the industry's most innovative agencies. She advocates for positive change in the marketing industry, speaking at conferences on gender equality and the media's impact on gender bias. Kim partners with influential brands like Walmart, Nintendo, and Taco Bell, and sits on the Board of Directors for ADCOLOR, The Paley Center for Media, and The Grady College at UGA. She's recognized as one of the most powerful women in advertising and has earned the American Advertising Federation's Mosaic Award for Lifetime Achievement. Kim is also a mother, struggling surfer and SF native turned Angeleno.



## **Joon Silverstein // SVP, Global Marketing, Creative & Sustainability and Head of Coachtopia // Coach**

Joon manages Coach's marketing strategy, digital innovation and omnichannel customer engagement. She also leads Sustainability for Coach, driving the brand's commitment to pioneering circularity in fashion. Joon has been the Head of Coachtopia since its inception, launching this new sub-brand focused on circular craft and collaborative creativity in April 2023.

Prior to joining Tapestry, Inc., Joon led transformative change at Louis Vuitton and Victoria's Secret, implementing bold visions for the customer experience and incubating new businesses. She began her career as a cultural anthropologist, receiving a B.A. in Anthropology from Columbia University before conducting fieldwork as a Fulbright fellow. She earned an MBA from Harvard Business School and built her retail and consumer expertise at The Boston Consulting Group.

# KEY TAKEAWAYS

## Sabrina Caluori (Paramount Kids & Family)

### 1. Creating Memories

- There's an inherent need for IRL experiences when it comes to Gen Alpha, aka the "pandemic generation". We're just beginning to see what this means with how they'll show up in the world.
  - Many kids in this generation have experienced school in a virtual setting and are longing for in-person experiences.
  - Gen Alpha wants to spend more time with their family. "Co-viewing" content is back on the rise.
  - Parents are also pushing to get younger kids off the screen, so companies are starting to put efforts into on-the-ground outreach.

### 2. The Circularity of Social

- Gen Z has had flexibility and multiplicity of self, now that openness to exploration is starting to show up in Gen Alpha even earlier - specifically in environments such as Roblox, which allow you to "try on" different identities at an early age.
  - On the opposite side of the spectrum, younger generations are growing up in one of the most historically divisive times.

## Alison Moore (Red Nose Day, Comic Relief USA)

### 1. Next Gen of Changemakers

- Gen Z is the most socially connected and impact driven generation, but there's a disconnect in understanding the activities that actually move the needle on impact and the choices that drive that change.
  - "Are my actions supporting what I claim to care about?"
- There is a deep desire from young people to have their own agency and to start moving into those impact decision-making roles.
  - They see generations ahead of them not taking action or creating real change. They aim to remedy that.

### 2. Power in Community

- To create a more equitable and just world, we have to meet these demos where they are, building places that encourage empathy and engagement with each other.
  - Comic Relief was the first nonprofit to launch a game on Roblox to empower "kids helping kids".
- Start with small touchpoints to engage with Gen Alpha as they grow up; Red Nose Day was soft-launched within schools to get kids around the world to participate in small acts of kindness.
  - By getting kids together in the classroom to build an inclusive community that represents them, we can empower them to build a world they want to see.

### 3. Tapping Into The Sphere of Influence

- To capture a moment we have to change the way we atomize our messaging to have better collaboration with co-creators.
  - Using a content and editorial mix means lessening the grip on messaging but increasing framing to ensure collaborators create content that fits with your brand while still making it their own and running with it in real time.
- Continue to find a "we're in this together" community mindset.
  - Aside from both creators and parents, the real power of influence lies within the "friend hive".
  - Younger generations have access to their friends 24/7 on their devices so the people they're turning to first are the friends that are most easily accessible and already connected.

# KEY TAKEAWAYS

## Joon Silverstein (Coach)

### 1. Expressive & Reachable Luxury

- Being relevant is imperative. If you're not relevant, you're not "cool". If you're not "cool", you can't connect to your audience. Relevance for Gen Z comes through deep collaboration with them.
  - IA Beta community filled with creatives, creators, etc. can help guide your brand.
- As Gen Z changes the notion of what it means to be "real", it's simultaneously important to be constantly engaging with your community.
  - Instagram social strategy used to be about maintaining your perfect magazine grid and overall aesthetic. However, now it's much more about agility and the power to pivot quickly.
  - The reach of organic social media is no more thanks to the everchanging algorithms - now you must prioritize a mix of social including paid, UGC, etc.
- As we move further from COVID, people want to re-engage with each other in real life.
  - Over the past two years, many brands have focused on driving digital but now it's about taking a step back and considering the different ways you can be omnichannel and re-incorporate physical experiences.

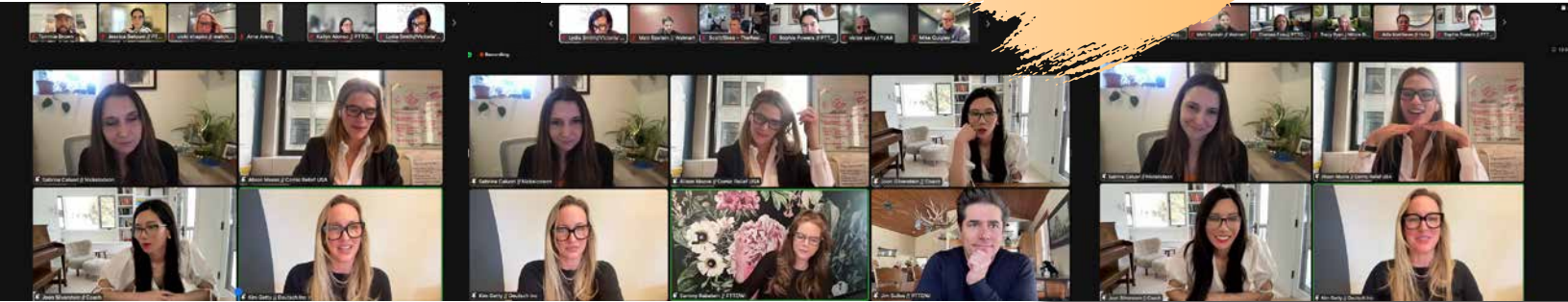
### 2. Priorities & Driving The Future

- The keen sense and desire of agency from Gen Z is proving to be even stronger with Gen Alpha.
  - Gen Z wants to be a part of the conversation and overall process to create real change, ultimately giving brands the opportunity to collaborate with them and drive meaningful change.
  - Credibility is shifting, younger demos are becoming more trusting in their peer group and community as opposed to those with experience or certain pedigree.
- These demos have a deep desire and moral compass to care about sustainability but they are slightly contradicting themselves by buying "fast fashion" due to the rising cost of living.
  - There's awareness of these emotional compromises and a real dissonance in the generation about the impact of their choices.
  - Limited budgets and the increasing cost of living means every day brings a conscious choice of prioritizing needs versus wants. How can we help them bridge this tradeoff?



READY TO WATCH THE REPLAY?

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## WE TESTED PTTOW!'S KNOWLEDGE

### 1. What social issue does Gen Z care about the most?

- A. Climate change (29% of PTTOW! Members voted)
- B. Cost of Living (18% of PTTOW! Members voted)
- C. Mental Health (53% of PTTOW! Members voted)
- D. Sexual Harassment (0% of PTTOW! Members voted)

CORRECT ANSWER | **B**

Cost of Living is the top concern that Gen Z has when it comes to social issues. *(Deloitte)*

### 2. What percentage of the U.S. pop is Gen Alpha?

- A. 4% (3% of PTTOW! Members voted)
- B. 8% (11% of PTTOW! Members voted)
- C. 13% (54% of PTTOW! Members voted)
- D. 22% (32% of PTTOW! Members voted)

CORRECT ANSWER | **C**

As we entered 2024 13% of the US population is Gen Alpha.... And growing every day. *(Demands Age)*

### 3. What % of Gen Z shops & purchases on social media?

- A. 0-24% (0% of PTTOW! Members voted)
- B. 25-49% (0% of PTTOW! Members voted)
- C. 50-74% (61% of PTTOW! Members voted)
- D. 75-100% (39% of PTTOW! Members voted)

CORRECT ANSWER | **D**

83% of Gen Z reports that they shop and purchase on social media as a first point of sale! *(Hootsuite)*

### 4. What % of Gen Z will only buy from brands they believe in?

- A. 0-24% (0% of PTTOW! Members voted)
- B. 25-49% (0% of PTTOW! Members voted)
- C. 50-74% (50% of PTTOW! Members voted)
- D. 75-100% (50% of PTTOW! Members voted)

CORRECT ANSWER | **C**

83% of Gen Z reports that they would ONLY buy from brands they believe in and will stop supporting those brands should the organization take an action that does not align with your ethical standards. *(Hootsuite)*

### 5. What % of Gen Z is using TikTok over Google for search?

- A. 0-24% (0% of PTTOW! Members voted)
- B. 25-49% (12% of PTTOW! Members voted)
- C. 50-74% (44% of PTTOW! Members voted)
- D. 75-100% (44% of PTTOW! Members voted)

CORRECT ANSWER | **C**

According to the NY Times, 40% of Gen Z uses TikTok over Google as a search engine.

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