

Gen Z

People born between the mid-to-late 1990 and early 2010 belong to the demographic Generation Z. They are characterized by strong exposure to technology and the internet in their childhood. They value creativity and always strive for meaning in what they do.

The Article:

The beginning of the article was in my opinion surprisingly accurate and described the characteristics of the Gen Z very well. The striving for personal development and expression combined with search for a job with meaning were some of the points that really nailed how I as a Gen Z feel. I also agree that for me at least a career is less important than having work that I truly like.

In the later parts of the article the fact that this was published in a marketing magazine begins to shine through but I still agree with most points that are presented. I think advertising on the internet and interactive campaigns are more important than ever. But I don't think ads on TV are really important because me and almost every Gen Z I know doesn't watch TV anymore. However in the end I think the author of the article did a great job describing the behavior and characteristics of the Gen Z at least from a marketing perspective.