

GREAT (GEN Z) EXPECTATIONS: **HOW TO WIN TRUST, LOYALTY & PARTICIPATION**

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COMING OF AGE IN A RADICALLY NEW WORLD.

- Like in other disruptive moments in history, Gen Z is navigating profound **social, political and environmental transformations.**
- Their world is defined by instant access to information, polarized politics and a social media-powered desire for validation, identity and belonging.
- In the context of so much change, Gen Z is taking a stand on issues, speaking out and harnessing their claim to the diverse and inclusive future they want.

THEY EXPECT YOU TO TAKE A STAND - PUBLICLY.

- In the past, brands have shied away from taking a stand on issues of social justice and racial discrimination for fear of offending consumers.
- Today, Gen Z consumers **expect** brands to take a public stance on social issues in order to be able to feel comfortable buying from them.

THEY EXPECT YOU TO BE PURPOSE DRIVEN.

- Gen Z is 3X more likely to say that the purpose of business should be to “**serve communities and society**” rather than simply to “make good products and services.”
- According to a Kantar Monitor survey 68% of consumers said they expect brands to be clear about their values and take a stand on them:

42%
GEN Z

31%
GEN X

22%
BOOMERS

SILENCE IS COMPLACENCY. TAKING A STAND BREAKS THROUGH.

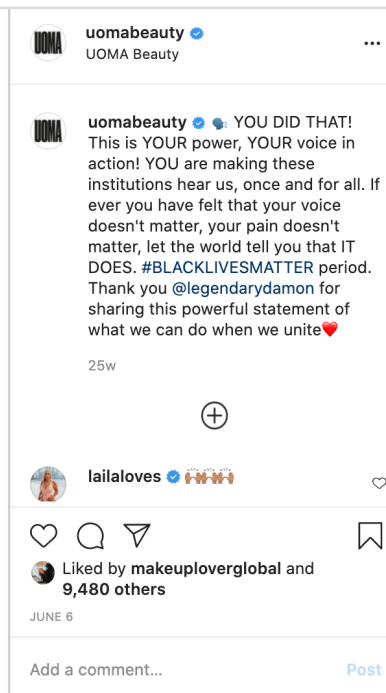
- “For Gen Z, silence is complacency. This generation isn’t afraid to take a stand on issues and they expect the same from brands. Gen Z expects brands to bring an honest perspective on today’s challenging topics, and they recognize that if you are going to say something meaningful, not everyone will agree.”

- Raphael Bemporad, Founding Partner, BBMG

BE BRAVE.

Stand up for Gen Z's authentic values and beliefs - **don't chase what's easy or what's popular.**

**ALL 50 STATES
+ 18 COUNTRIES
HAVE PARTICIPATED IN
#BLACKLIVESMATTER
PROTESTS, MAKING THIS
THE LARGEST CIVIL RIGHTS
MOVEMENT IN WORLD HISTORY**

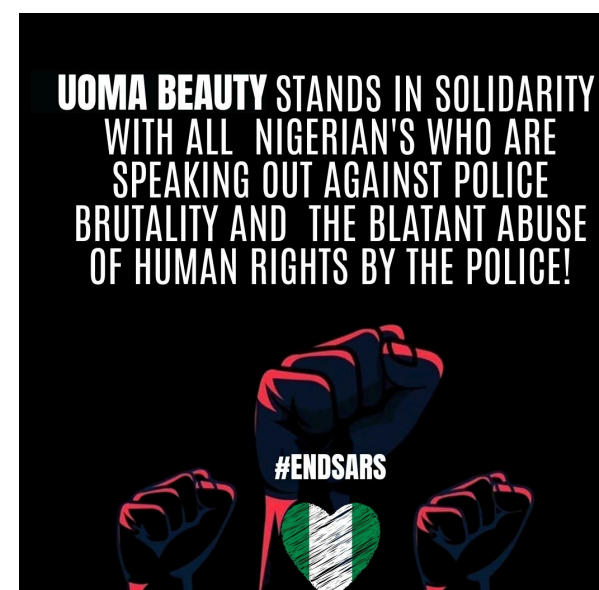


**YOUR VOTE
DEFINES
TOMORROW.
VOTE EARLY.**

as we rest our heads
tonight,
breonna taylor's killers
walk free



**IF YOU ARE
NEUTRAL
IN SITUATIONS
OF INJUSTICE,
YOU HAVE CHOSEN
THE SIDE OF THE
OPPRESSOR.
- DESMOND TUTU**



How are you doing?

MAKE SPACE.

Reimagine the role of Gen Z from passive consumers to **active co-creators** who help shape conversations, shift culture and fuel authentic connection.



uomabeauty

uomabeauty It's #RiseUpSunday y'all and for the next 14 days we are celebrating Carnival Fête around the world. To kick off this series, Today we celebrate: The Greatest Show on Earth! Carnival in Trinidad and Tobago. Considered the birthplace of the first "modern" Caribbean Carnival, Trinidad and Tobago first began celebrating the fête in the late 18th century. Swipe through to witness a non-stop display of elaborate costumes, beautiful bodies, excess, color, and culture! To all the Trinidadian queens leave a 🇳🇵 in the comment, if you have been to the Trini Carnival leave a 🇳🇵 and if you would love to go leave a ❤️

Like Comment Share

Liked by makeuploverglobal and 3,510 others

MARCH 1

Add a comment...

Post

WELCOME ALL.

Stand up for, design for, and celebrate those in our society who have been overlooked, marginalized, or left out.



uomabeauty UOMA Beauty

uomabeauty Today we celebrate Native American Heritage Day - signed into legislation and proclaimed in 2009 by President Barak Obama. We honor the indigenous peoples of the Americas and Canada by continuing to learn and share accurate accounts of their history while uplifting the voices of indigenous creators, artisans, activists and so many more who keep the flame of their culture and heritage burning bright. Let us all commit to building a future TOGETHER that honors the richness of each of the unique and diverse native cultures, honors their land on which we stand and creates opportunities for ALL. #NativeAmericanHeritageDay



Liked by makeuploverglobal and 14,600 others

4 DAYS AGO

Add a comment...

Post



MEAN IT.

Act as platforms for individual growth, passionate pursuits and networks of support as Gen Z defines their personal journeys as workers, citizens and consumers.

Posting once or twice, here and there and then going back to “business as usual” won’t fly! **Gen Z is watching** and they know when your efforts are not genuine and treated more like the “trend du jour.”



The image shows a screenshot of an Instagram profile for the account 'pullupforchange'. The profile picture is a circular logo with the text 'PULL UP FOR CHANGE' in bold, black, sans-serif font. The account name 'pullupforchange' is displayed in a bold, black font, followed by a blue verified badge. To the right of the name are three interactive buttons: 'Message', a user icon with a checkmark, and a dropdown menu icon. Below the name, the profile statistics are shown: '299 posts', '129k followers', and '1 following'. The bio section includes the hashtag '#pulluporshutup', the text 'Direct action movement', and 'Fighting for economic opportunities for black people around the world' followed by a raised fist emoji. The bio is attributed to '@heysharonc'.

pullupforchange 

Message   

299 posts 129k followers 1 following

#pulluporshutup
Direct action movement
Fighting for economic opportunities for black people around the world 
by @heysharonc

TAKE ACTION.

The period of “listening and learning” is over. Declare clear strategies for action, improvement and impact.

These changes cannot just be cosmetic. They must be addressed at the organizational level:

- How do you reflect a diverse voice and community if you don't hire from a diverse pool of candidates? This authenticity must be much more than skin deep.
- Seek out authentic voices to partner with and give them a platform.
- **KEEP IT UP!** This is must be a lasting brand shift, not a trend.

SECURE YOUR BRANDS PLACE IN THEIR FUTURE.

START WITH HONESTY

- Unveil that which unites your brand's reason for being with Gen Z's authentic needs, hopes and aspirations.

DEFINE YOUR PURPOSE

- Define your brand's north star and the values and ideals you'll fight for no matter what.

ACTIVATE YOUR COMMUNITY

- Design brand experiences that invite and inspire all of us to join forces and shape a future we can believe in and **be proud of.**

**“IN THE END WE WILL REMEMBER NOT THE WORDS OF
OUR ENEMIES, BUT THE SILENCE OF OUR FRIENDS.”**

- REV. DR. MARTIN LUTHER KING, JR.

THANK YOU