

Communicating with Generation Z

Name:

Institution:

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One of the main tasks of any business is to stay on the same wavelength as its consumers—both current and prospective ones. One may assume that it is easier to stay in touch with one's consumer base today than it has ever been before, because modern technology allows accumulating an immense amount of data on the consumer behavior of target audiences. However, it is not enough for businesses only to gather information. It is also necessary to interpret obtained data properly and to adjust the business strategy accordingly. Changing old habits to meet the requirements of Generation Z may prove to be a formidable task for many companies who lack an understanding of the profound differences between this demographic and earlier generations created by the rapid technological and social change that served as the background for their lives. At the same time, there are businesses that manage to find the proper way to communicate with this difficult audience, and Adidas represents a fine example of such an enterprise.

To understand why the company's strategy is capable of addressing the challenges posed by Generation Z—being the key consumer group—it is necessary to take a brief look at the peculiarities this generation has compared to its predecessors. To start with, Generation Z is the first mobile one. This observation brings about several important implications. They are used to consuming content fast, but their attention span is limited. This means that members of this generation tend to ignore long fancy advertisements in favor of ones that show the value of the offered product or service concisely and clearly (Grigoreva, 2017). In addition to that, Generation Z pays closer attention to the value the product or service offers them rather than appreciates the experiences associated with it. One of the reasons for this is that this generation grew up under the conditions of the recession, so they are taught to be practical right from their childhood (Grigoreva, 2017). These observations support the assumption that effective communication with Generation Z is difficult for businesses, as they have to keep their messages short and to the point and, at the same time, make sure they remain appealing to the audience.

Adidas demonstrates that this goal is achievable. The company pledges its commitment “to communicate even better with customers and satisfy their wishes even more quickly” (Company insider, 2017). In the case of Generation Z, it means using social media as the primary channel for marketing communications. Roland Auschel, Global Sales Executive at Adidas, points out that the right kind of social media to tackle are Instagram and Snapchat rather than Facebook (Company insider, 2017). This aspect of the company’s strategy shows that it wants to communicate with Generation Z not by trying to persuade them to come to the company (or retailers offering Adidas products, to be more precise), but to engage with them in their territory. This positive approach towards the rapid development of information technology is underlined by statements that the company has to continuously monitor new trends to stay on top of the competition and the Internet is the perfect means to do so.

Therefore, the approach adopted by Adidas to communicate the value of its products to Generation Z can be described as the desire to speak the same language with this new generation. It means that the company is willing to use mobile-oriented social media as their primary channel of communication. This example shows that the best way to communicate effectively is to try and understand those affected by this communication.

References

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