

SPEAK THEIR LANGUAGE

HOW TO MARKET TO GEN Z WITH INTENTION

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how many of you feel like
Gen Z is speaking an entirely
different language?

ATE

CAP

CANON
EVENT



NPC

MID

SLAY

GIRL
DINNER

what we're unpacking today

**HOW LANGUAGE AND PROPER
COMMUNICATION CAN CONNECT
DESTINATIONS AND BRANDS WITH
GEN Z AUDIENCES**



agenda

1. WHY DOES LANGUAGE MATTER?
2. WHAT MAKES GEN Z DIFFERENT?
3. USING SLANG EFFECTIVELY
4. RELATABILITY IS KEY TO SUCCESS
5. WELLNESS MESSAGING
6. CANCEL CULTURE EXPECTATIONS
7. NEXT STEPS



why does language matter?

general

- shapes perception
- builds identity
- facilitates mutual understanding
- can empower others
- can hurt others

social & cultural relevance

- reflects social norms
- promotes inclusivity
- being able to navigate cancel culture
- empowering social movements



in marketing & media

- target the correct audience
- drive engagement
- build a brand's voice
- be able to influence someone's behavior
- be able to respond to cultural shifts

subconsciously,
marketers target
their own generation
when executing
campaigns

BOOMER

X

Y

Z



Builders

Born: 1925–1945

Age: 80+

Boomers

Born: 1946–1964

Age: 61–79

Generation X

Born: 1965–1979

Age: 46–60

**Generation Y
(Millennials)**

Born: 1980–1994

Age: 31–45

Generation Z

Born: 1995–2009

Age: 16–30

Gen Alpha

Born: 2010–2024

Age: 15 & under

Gen Beta

Born: 2025

generation breakdown

Baby Boomers

- parents/grandparents
- not as tech-savvy
- 78% are on Facebook
- prefer research-driven marketing, they want stats to back it up
- TV ads, email, Google
- like paper copies
- value face-to-face communication

Generation X

- resourceful & independent
- prioritize work-life balance
- tech-literate but not tech-native
- grew up in the era of major superstars (Madonna, Prince)
- they don't want a sales pitch; they want a deal, cut to the point
- nostalgia (80s, 90s)
- grew up during the end of the Cold War
- email, YouTube, Facebook, LinkedIn

Millennials

- technology is part of their everyday life
- grew up with artists like Britney Spears, Eminem & Beyonce
- spend around 3 hours a day on social media
- have an average of 10 social media accounts
- take trust in recommendations & customer reviews
- believe they can make the world a better place

Gen Z



what makes Gen Z different?

- grew up with a phone or a tablet
- short attention span
- diversity oriented
- expect websites to be user-friendly
- need to find ways to justify purchases
- expects easy access to information
- more socially conscious

Stats

- \$360 billion in purchasing power
- 2x more likely to use an online store than previous generations
- 54% will only shop online
- 51% said price consumption is the leading advantage of online shopping
- 66% wait for sales or deals before a purchase
- 43% begin their online product searches on TikTok, 38% on Google, and 36% on Amazon
- 73% are willing to pay more for sustainable products



Millennials

- raised by Baby Boomers
- grew up during economic boom
- came of age during 9/11
- focus on the idea of what “should be”
- prioritize experiences
- mobile pioneers
- use Instagram, YouTube, Facebook, Pinterest, Email, and LinkedIn

Gen Z

- raised by Gen X
- grew up during a recession
- came of age during Covid
- focus on what actually works
- prioritize saving money
- mobile natives
- use Instagram Reels, TikTok, Snapchat, Discord, and LinkedIn

using slang effectively

- changes so fast, making it hard to get right
- not always appropriate for brands
- can't look like you're trying too hard
- can't be overdone, makes brands look less trustworthy
- trends need to be done in a timely manner
- cringe
- can be used to improve storytelling & add feelings
- the easiest slang words to use are the ones that show positivity & welcome everyone
- make sure terms align with your brand voice
- if you're unsure it's better to avoid & look for a new idea

crucial brands understand this

- many terms have roots in the Black community, LGBTQ+ community, and other minority communities
- one generation may find a word unacceptable that new generations do find acceptable

SO IMPORTANT

- shift from photo to video content
- brands are becoming forced to use slang
- be able to compete with the competition
- STAY UP TO DATE ON TRENDS

goals of slang

- build strong brand loyalty
- help consumers connect with a destination
- add to relatability
- to make content more personal

relatability is key to success

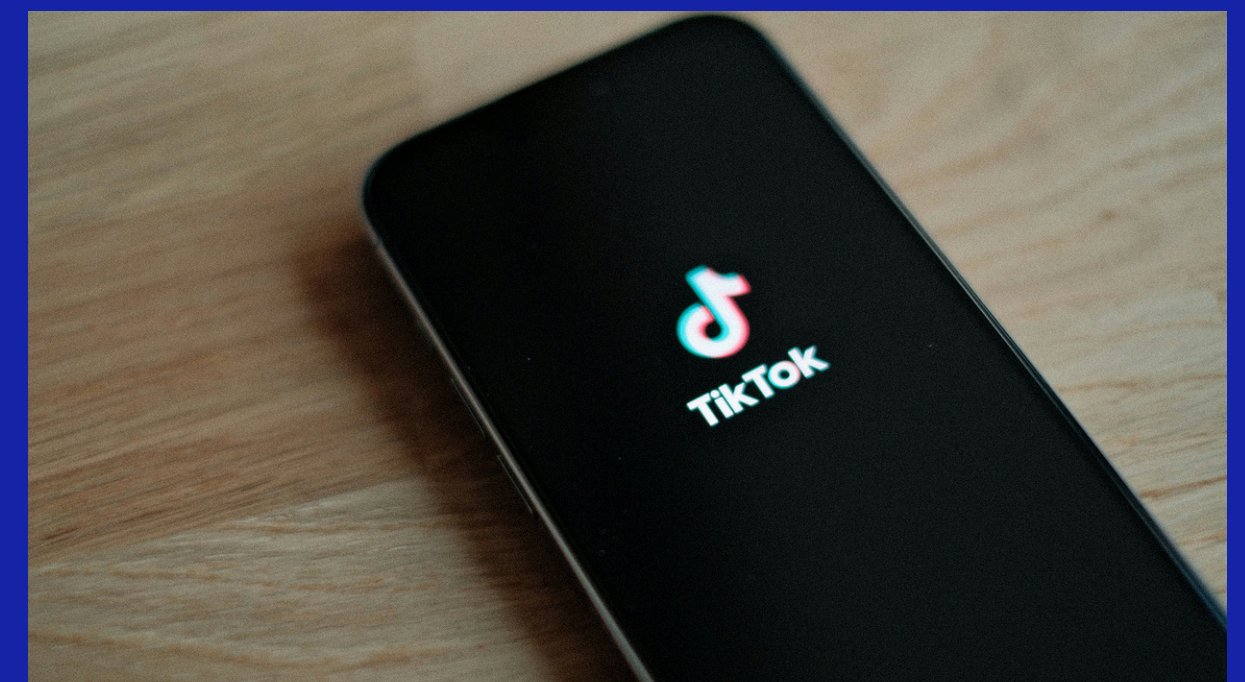
- value microinfluencers more than celebrities
- prefer raw, unfiltered content
- they want to see themselves
- overproduction is bad
- memes
- short videos
- look at comment sections on social
- filming in sweatpants, wearing your pimple patch
- no filters

love multiple tones

- professional
- crying
- chaotic
- ironic
- angry
- hardworking

"normalize crying at 2pm and thriving at 3"

emotional support water bottle example



wellness messaging

- Gen Z spends a lot of time looking inward, trying to make themselves better
- self-improvement focused
- interested in improving their health
- care about mental health
- normalize marketing with feelings

in terms of tourism marketing

- growing demand for experiences that enhance well-being
- looking for ways to integrate wellness across the travel ecosystem

examples

- spa retreats
- yoga
- fitness programs
- nutritious food destinations
- meditation attractions
- hiking
- forest bathing



- 8.6% annual growth rate for the wellness industry
- 82% of U.S. consumers consider wellness a top priority

cancel culture expectations

brief reminder: cancel culture calls attention to issues like racism, sexism, homophobia, and other forms of discrimination

- Gen Z holds brands accountable & they remember
- hold strong beliefs in social justice & activism
- expects brands to take a stand & reflect their values
- value transparency, realness, and a willingness to learn from errors
- prefer to engage in open dialogue and discussion about controversial issues
- not speaking at all is a huge statement



- 84% are willing to forgive brands if they take genuine action to correct their mistakes

how can marketers navigate cancel culture

- prioritize authenticity
- know your brand values
- present factual information in an authentic way
- have open communication
- customer-centric approach
- listen to your audience
- take action to address concerns publicly

next steps

- be a creator - aim for authentic content
- don't be a salesman, be relatable
- be responsive to customer feedback
- identify trends in a timely manner
- reflect & learn from trial & error
- do short-form content
- VIDEOS VIDEOS VIDEOS



THANK YOU

FOR YOUR ATTENTION

SPEAK THEIR LANGUAGE

more information

[Marketing Tactics for Different Generations](#)

[How to Market to Different Generations](#)

[Gen Z vs. Millennials](#)

[Generational Marketing](#)

[Gen Z Vocab](#)

[Cancel Culture](#)

[Wellness Travel](#)