Catching Some ZZZ’s

Everyone I Don’t Like is HITLER!
The Emotional Child’s Guide to Political Discussion

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Inspired Yet? How Gen Z consumers understand and communicate about pork

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Outline: Fast & Fluid

Who: not just a caricature
What: punctuated consciousness
How: speaking the tribal tongue
Case Study: Teats Out!
Consumers aren’t what they used to be!
Consumers aren’t what they used to be!

Anyone Anywhere Anything Any time Any topic
“The thing being protested is often secondary --- or of little consequence --- compared to the social functions of the conflict itself”

Internet-enabled, identity-fueled brand conflict
But wait! There’s more!
GenZ Characteristics

• Tech-focused
• Require visual storytelling
• Receive information quickly
  • “Rapid-tasking”
• Prefer “Anon” forms of social media
  • Secret, Whisper
• Ethnically diverse
• Pragmatic
GenZ Consequences

- Visual
- Digital Autism
- ADD
- Closed Minds
- Validated outrage

Brand Narrative is Critical
What this means for you

Predisposed to outrage and triggers

Brand conflict seen as positive and serves social functions

Filters disconfirming evidence and seeks validating evidence for preconceived ideology

Internet “tribes” inundated by clutter → trust “people like me”

Very difficult to “break through”
Old Model

- PR
- Brand
- Ad
- Mkt
New Model

Public Relations: favorable social context

Advertising: Time + Space + USP

Marketing “4 Ps”
Now, let’s talk about marketing in a GenZ context

It’s about building a brand
Branding: the power of a story

A heuristic that differentiates your PPPSV from others using name or logo
Brand personality

A set of 2-4 traits or attributes that come to mind

Think in terms of peripheral processing or mental shortcuts

Brand so important → Starbucks $7 million
Why the Starbucks reaction?
GenZ & Brand hypocrisy

What the brand promises and what it delivers are two different things

It says one thing and does another
What’s going on?

GenZ prone to conflict
Active over “brand justice”
Abhor brand hypocrisy
Very hard to reach
  ◦ Clutter
  ◦ Snark-infested highly immune consumption identity

How do you persuade them?
Persuasion Principles

- A³
- PACRYA
- SRR
- SRV
On any issue, GenZ consumers have three “listening” zones:

- **Acceptance**, **Non-Commitment**, **Rejection**

Anchor Point: their core beliefs judge your messages.

Width of A & NC depends on identity involvement.

Key: your message must be either in zone of acceptance or non-commitment.

SRR + SVR delivered by credible source.

Message must match image.
Teats Out! A conversational campaign targeting triggered GenZ
Teats Out!

Situation analysis
- GenZ & Pork
- Requires SRV & SRR messages
- Model:
  - Trending slang
  - Salient images
  - Edgy humor
  - Free food
  - Stake identity claim
Teats Out! Day One
Teats Out Day Two
Teats Out! Day Three
Teats Out! Day Three

The 5 main breeds of dairy cows are Holstein, Guernsey, Jersey, Brown Swiss and Ayrshire. Which breed is your favorite? 😊 #TeatsOut

4/16/18, 5:11 PM

2 Likes

PalmBeachHappening @PBMahh... 3d
Replying to @teatsout
We're more partial to Brown Swiss, simply because they seem like their milk produces brown swiss cheese? Is it chocolate milk as well? #inquiryMindset

Laura Greenwald Retweeted
Teats Out @teatsout · 1d
Teats in the seats (student center) favorite or RT if you're looking!

Laura Greenwald Retweeted
Teats Out @teatsout · 1d
A glass of milk a day keeps the doctor away! Cow's milk has significantly more protein than its rival: almond milk 😘

#TeatsOut

We have our winners

@amar1316
@carolineschne
Teats Out!

Day Four
Engagement

“People like me telling a visual story that breaks through the clutter”
Summary

You face many challenges

Good news $\rightarrow$ you can win

Messaging is only as good as the social context of your target audience
  ◦ Marketing is slow; outrage is fast

Political power of outrage $\rightarrow$ frame the debate $+$ force reaction
  ◦ Reaction is expensive (ask Starbucks)

GenZ is tough but doable

It’s about SRV $+$ SRR $+$ topic/message/image $/$food $\rightarrow$ create message space