

# Getting to Know Gen Z

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By [Marlon Regis](#), New York

Up-and-coming demographic group Gen Z (18 years and under) comprises the target audiences of tomorrow, and Ketchum is learning what makes them tick. To help shed light on their habits and preferences, the agency is launching a new offering, *Engaging Gen Z*, that sheds light on their behavior patterns to help marketers pave the way for their ascendance as consumers.

Anchoring our offering is a Ketchum study showing that for every previous generation, marketers have targeted a predictable path when following the consumer habits of specific age groups. But for Gen Z, slow your roll. This generation is proving to be even more complex and elusive than the coveted Millennial audience. But Ketchum's Gen Z materials are filled with targeted questioning, trend reports, stats and tips culled from the study, along with expert insight from [Angela Fernandez](#), VP, Strategic and Creative Planning, and the lead of our *Engaging Gen Z* offering - all of which can help clients understand what makes this generation so unique.



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