



connecting with Gen Z

***COMMUNICATE
AND CONNECT
WITH GEN Z
IN JUST 3 STEPS***



WELL HELLO THERE. IS THIS EBOOK FOR YOU?

DOES YOUR BRAND

— ***REACH*** Gen Z across platforms they use every day?

— ***ENGAGE*** with Gen Z where and when they interact?

— find the words that ***SPEAK*** to Gen Z's values?

— create customized experiences that ***RELATE*** to Gen Z?

— ***STRUGGLE*** to get through Gen Z's ad blockers?

— ***EXPRESS CONCERN*** about safety, copyright, privacy, data handling and sharing on TikTok?

1 | BETTER UNDERSTAND GEN Z

who they are
how they behave
what implications for your brand

2 | FIND NEW CHANNELS TO COMMUNICATE AND CONNECT WITH GEN Z

in a way that speaks to them across a
combination of innovative initiatives to:

expand your reach
mix online & offline experiences

Some thoughts about TikTok, a platform of
choice to interact with Gen Z but concerns
remain about safety, copyright, privacy, data...

3 | TALK TO US

BETTER UNDERSTAND GEN Z

Generation Z, or Gen Z, is defined as people born between 1997 and 2012. The most important differentiator is that they are the first generation to grow up with the internet, social networks and mobile, which has influenced their interaction with their environment.

Gen Zers usually interact in communities that share common interests on different platforms. They spend more than 4 hours every day on all kinds of devices simultaneously, cross-checking many sources of information. They use ad blockers and tend to ignore traditional medias. They mix virtual and offline experiences. Gen Z will soon have one of the greatest purchasing power.



***Gen Z will soon have one
of the greatest purchasing power.***

HOW THEY BEHAVE

FROM POSSESSION TO ACCESS

Gen Z doesn't necessarily need to own products or services: consumption could only mean having access.

EXPRESS INDIVIDUAL IDENTITY

Gen Z is willing to pay more:

- for personalized offerings
- for brands who embrace their values.

CONSUMPTION ANCHORED ON ETHICS

Gen Z's search of TRUTH is at the center of their behavior and 70% prefer buying from brands they consider Ethical.

The above information is taken from a McKinsey publication

IMPLICATIONS

Gen Zers expect brands to communicate directly to them in a way that speaks to them.

IMPLICATIONS FOR YOUR BRAND

Connect and interact with 'like-minded' communities - not to a group of customers as a whole.

Create platforms with 'Experiences' that connect Gen Zers around your brand.

Carefully select marketing agents who represent your brand, products or services.



THE STARKY MISSION

we enable brands
communicate
and
connect
with Gen Z
in a way that
speaks to them
across a combination
of innovative channels.



HOW WE WORK

We bring together squads of celebrities who connect and interact in their own individual styles with 10+ million fans in Belgium across a combination of innovative channels.

SOME THOUGHTS ABOUT TIKTOK

TIKTOK - A PLATFORM OF CHOICE

TikTok has become a platform of choice to connect and interact with Gen Z.

CONCERNS REMAIN...

However, brands remain concerned about safety, copyright, privacy, data handling as well as political aspects.

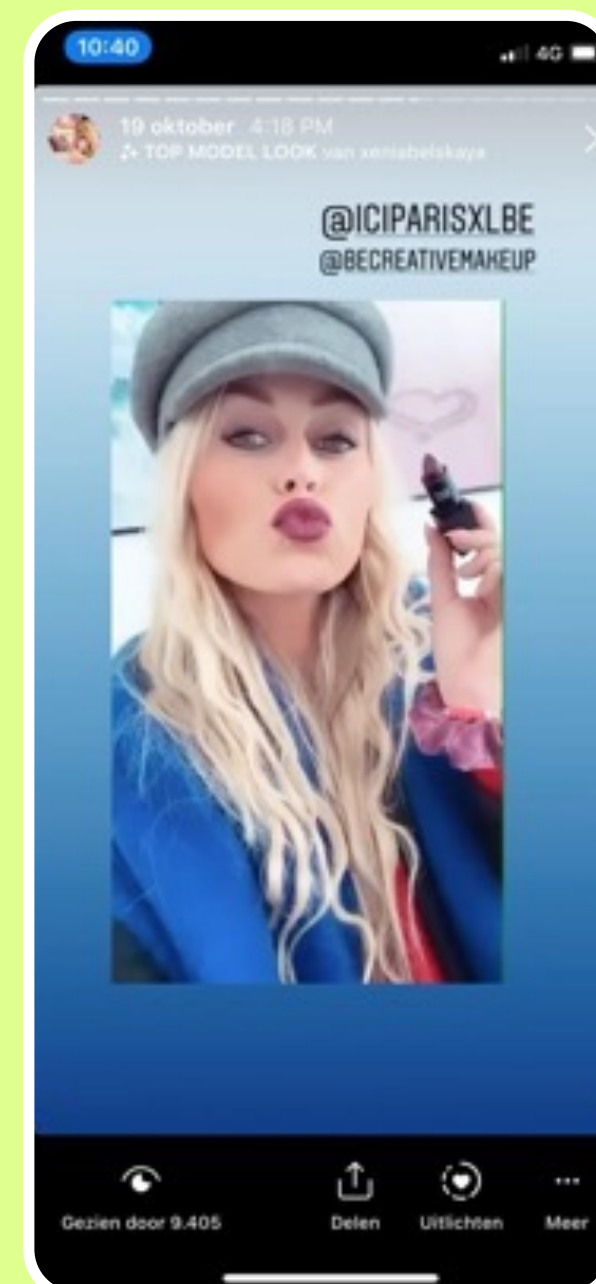


we help brands appear safely on TikTok via celebrity posts notified to their fans.

CUSTOMER STORIES

Here are some visuals and public aspects of campaigns delivered for Magnum, Ici Paris XL and Lipton. The screen shots illustrate the way our squad connects with their 10 million fans in their own individual styles.

our squads
can take
very special directions
to communicate
and interact
in communities
on unique occasions
in their own words
in their own worlds.
What's more, they
bypass ad-blockers
through fan-based notifications.



ONLINE & OFFLINE

Gen Zers like to integrate virtual and offline experiences. They consider that online and offline converge and boundaries virtually no longer exist. Omni-channel is crucial for Gen Zers who want to access anytime or place.

our platform
also features
dedicated physical spaces
to host
branded events / product launches
where squad members
interact in communities
beyond digital experience.

TALK TO US

*BOOST YOUR CONNECTION
WITH GEN Z RIGHT NOW.*

Let's talk.
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Kristiaan Cloots
CEO STARKY



TOLD YOU YOU'D LIKE IT.

I hope you enjoyed reading this ebook as much as I enjoyed writing and sharing it.

I look forward to listening to your specific needs and adapting our approach to help you better connect with Gen Z through our various channels.

Thank you,

Kristiaan Cloots
CEO STARKY

ENABLE

FIND

REACH

ENGAGE

INTERACT

CREATE

COMMUNICATE

CONNECT

ONLINE

OFFLINE