

DASH HUDSON

Global Digital Insights

Q2 2021: Decoding Generational Marketing
on Social Media



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Context and Purpose

In the second quarter of 2021, both society and businesses began to reopen in many parts of the world, marking a hopeful transition into a changed retail landscape. Businesses grappled with changed consumer perceptions and needs, rolling out hybrid shopping models, building audiences on fast-growing digital channels, and crafting marketing messaging appropriate for the rapidly evolving environment. Research indicates that many of the behaviors that have been adopted during the pandemic will remain, with Deloitte sharing in Q2 that 63% of consumers polled believe they will rely on digital technologies more than they did prior to the pandemic, even well after it subsides.

Buying behaviors are forever changed, and clear delineations have emerged between the ways the generations engage and shop online. As a leading visual marketing software for many of the world's top brands, Dash Hudson has had the unique opportunity to access the perspectives of top-tier marketers as well as deep data about these consumer behaviors. In this report, gain insight into current digital habits of the generations in the context of the channels, formats, and strategies that high-performance brands employed in Q2 to reach target audiences with the right message, in the right place, at the right time. These insights will provide marketers with crucial access to the trends, tactics, and tools they need to leverage generational marketing effectively for the quarter ahead.



Summary of Findings

- 1 Generation Z is poised to greatly increase its spending power in the next decade, and is shaping the direction of the brands of the future.
- 2 Millennials are avid Instagram users, and are driving adoption of social commerce as they prioritize convenience amidst their busy schedules.
- 3 Baby Boomers should not be overlooked, as this generation has more widely adopted social media and developed online shopping behaviors.
- 4 It is essential for brands to develop an omnichannel strategy that meets target audiences where they are across digital touchpoints.
- 5 Top brands in the retail, consumer packaged goods, and luxury sectors have tailored their strategies to key demographics to grow and retain loyalty in 2021.

Channels of Choice

Defining the Generations

To accurately analyze the habits and behaviors of the generations, it is important to first establish the birth dates that define each.

 Generation	 Birth Years
Baby Boomer	1946–1964
Generation X	1965–1979
Millennials	1980–1995
Generation Z	1996 onwards

Source: [Pew Research Center](#)

Where and How the Generations Spend Time on Social

How the generations are using digital spaces at this point in time is a direct reflection of the world around them. More **Baby Boomers** moved online than ever before during the height of the pandemic, and this has forever changed the retail mix for this demographic. As in-store retailing becomes more and more available to consumers, Baby Boomers are also the demographic most likely to [return to bricks-and-mortar](#), but that does not negate the continuation of their now ingrained online shopping behaviors. Research has found that, in contrast to the common stereotype of Baby Boomers, [people over 50](#) are not “set in their ways.” They can be won over by brands that reach out to them.

“Don’t discount Baby Boomers. Traditionally, the focus has been on the digitally savvy Millennials and Gen Z who have taken to e-commerce and mobile. However, since the pandemic and acceleration of e-commerce adoption, **Boomers have joined in the game.**”



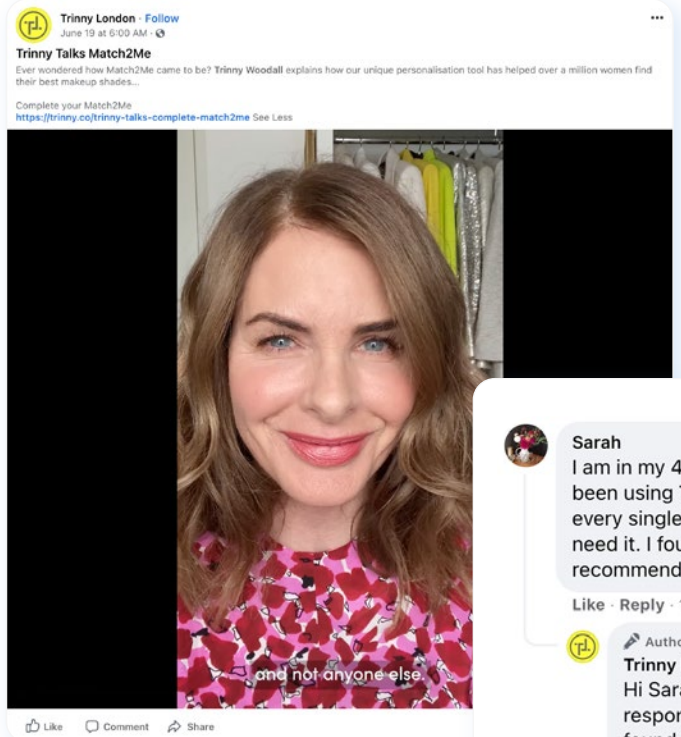
Rachel Tipograph,
Founder and CEO
MikMak

Generation X is often referred to as the “lost generation” due to its reputation of being overlooked by marketing research, but this demographic has notable spending power, second

greatest to Baby Boomers. Though there is wealth among this generation there is also debt; a survey by Bankrate revealed that [more than half](#) of Gen Xers in the US had lost household income as of November.

US Census Bureau data from December shared that just under 13 million consumers in this age group have been finding it “very difficult” to pay bills.

These tight financial situations have propelled Gen X consumers to engage in deal seeking and extensive research prior to making purchases. Social media channels like Pinterest, Facebook, and Twitter, and e-tail touch points such as Amazon are prime surfaces to reach Gen X consumers who are researching products, consuming educational content, joining groups, and reading reviews.



@trinnylondon

“Our community team responds to every single comment [on social media]. They’re working daily to engage our audience across social channels and the Trinny Tribes, our Facebook Groups with our core brand advocates, who are highly engaged. We’re focusing on what works. **Facebook is by far the most important platform for our audience**, both in terms of reach through advertising, and our groups.”



Shira Feuer,
Chief Marketing Officer
T R I N N Y L O N D O N

Sixty-one percent of respondents to a recent [SAP study](#) expect to continue with their largely online shopping behavior because of its convenience and time-saving benefits. Of the generations, **Millennials** are the generation that is least likely to reduce its online shopping behavior as stores reopen, with just a 4% reduction in online spend. Millennials also make up the largest age group on Instagram, one of the social channels most enabled for commerce.

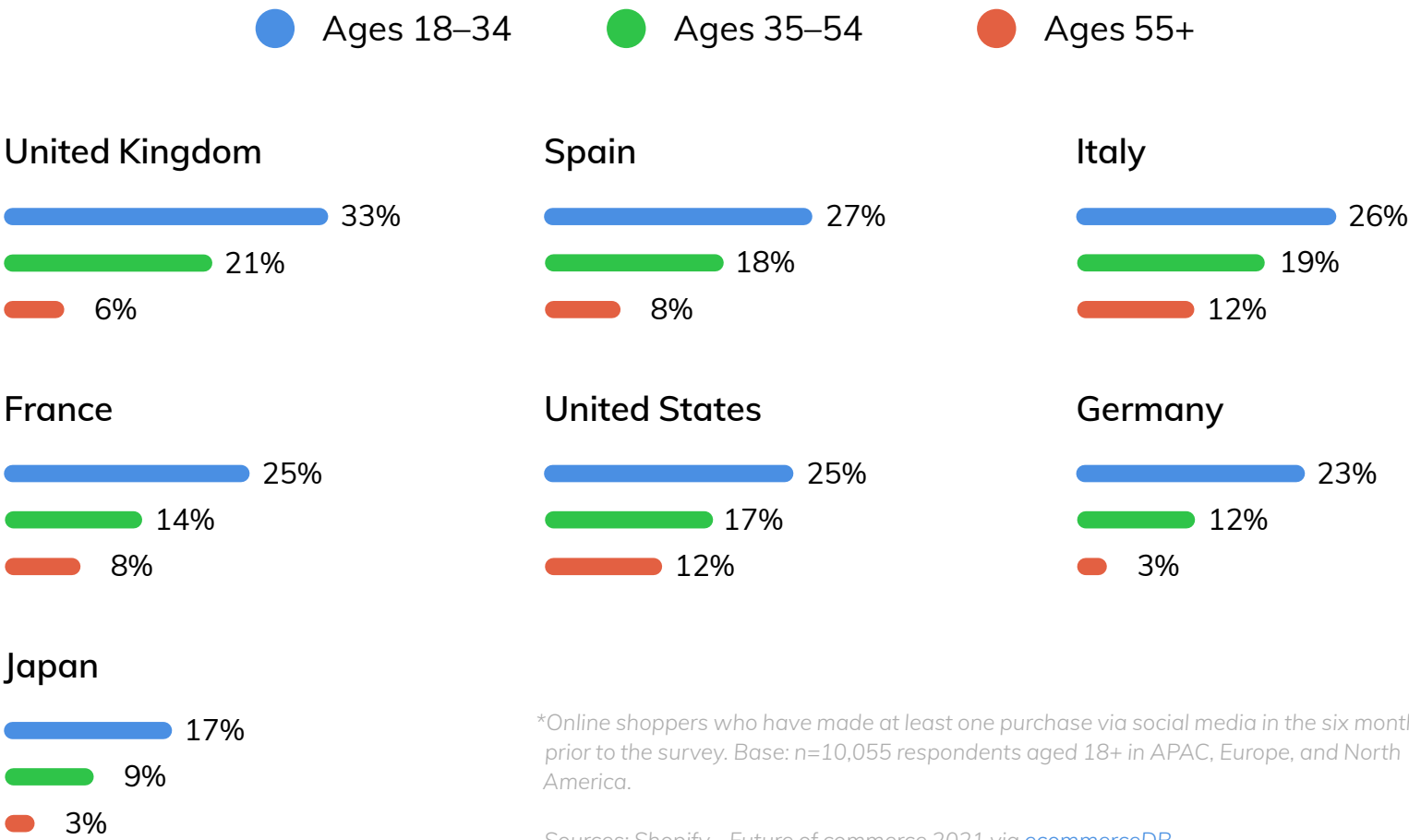
Nearly 80% of U.S. Millennial women and 40% of Millennial men are on Pinterest, underscoring how Millennials mix shopping into their everyday lives, using the digital channels available to them to make purchases they’re satisfied with.

Generation Z, being the first digitally native generation, created a seismic shift in social media. While older generations see social media in a more literal sense—a platform for socialization, the digital natives have fully embraced it as a part of their lives. Gen Z turns to social media for not only socialization, but for self-expression, entertainment, and education. It has become a tangible part of their identities, and one channel that prioritizes viewing a person or brand’s digital identity at a glance, is Instagram. While Millennials still lead in the number of worldwide Instagram users, Gen Z is quickly encroaching on that lead, and is currently the [fastest growing demographic](#) on the platform.

As Gen Z view social media as an extension of their lives, e-commerce comes to them naturally. Social commerce touch points are becoming a more prominent part of many customer journeys globally. **Young Millennial and Gen Z shoppers across the United Kingdom, Spain, Italy, France, the United States, Germany, and Japan, all stated in higher numbers that they use social media to shop, in comparison to Gen X and Baby Boomers.**

Social Media Shopping Most Popular among Young British Shoppers

Share of social media shoppers* in total online shoppers



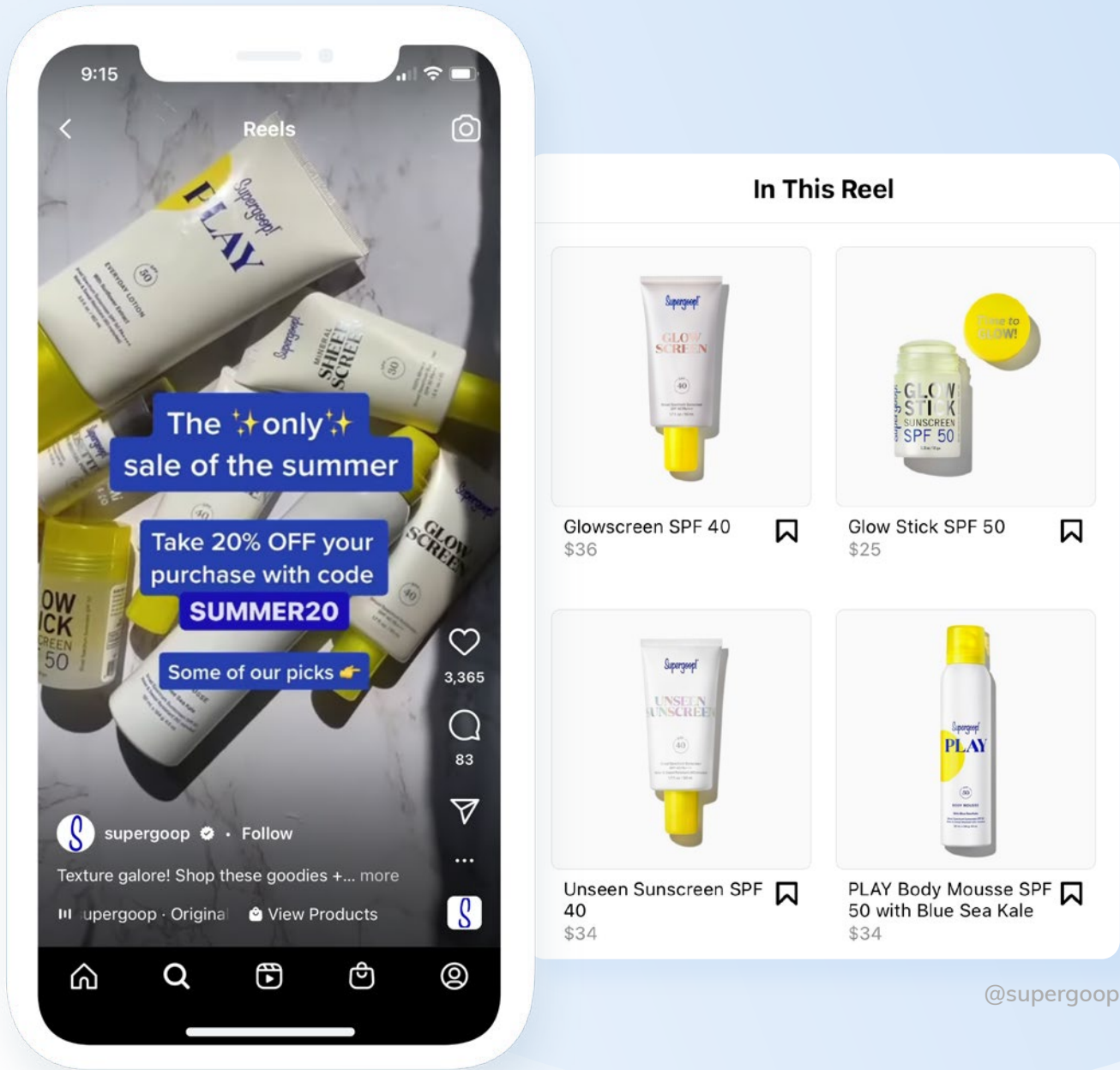
Shopping and Short-Form Storytelling on Social

In addition to shopping, consumers across generations are spending time on social media watching video content. Short-form video is synonymous with the social media landscape of Q2 2021, where we saw YouTube release Shorts, the channel’s foray into short-form, and more brands experimenting with formats like Instagram Reels. [Facebook](#) conducted research on media consumption and found that people spend an average of 1.7 seconds when looking at a piece of content. The study also revealed that people look at videos 5 times longer than static content on both Facebook and Instagram. With [3%](#) of 18-to-29-year-old Instagram users saying they visit the site every day, and roughly half (53%) reporting they do so several times per day, creating content in the format Millennials and Gen Z are consuming it in, is crucial to capturing their attention spans.

5x

People look at video content 5 times longer than static on both Facebook and Instagram

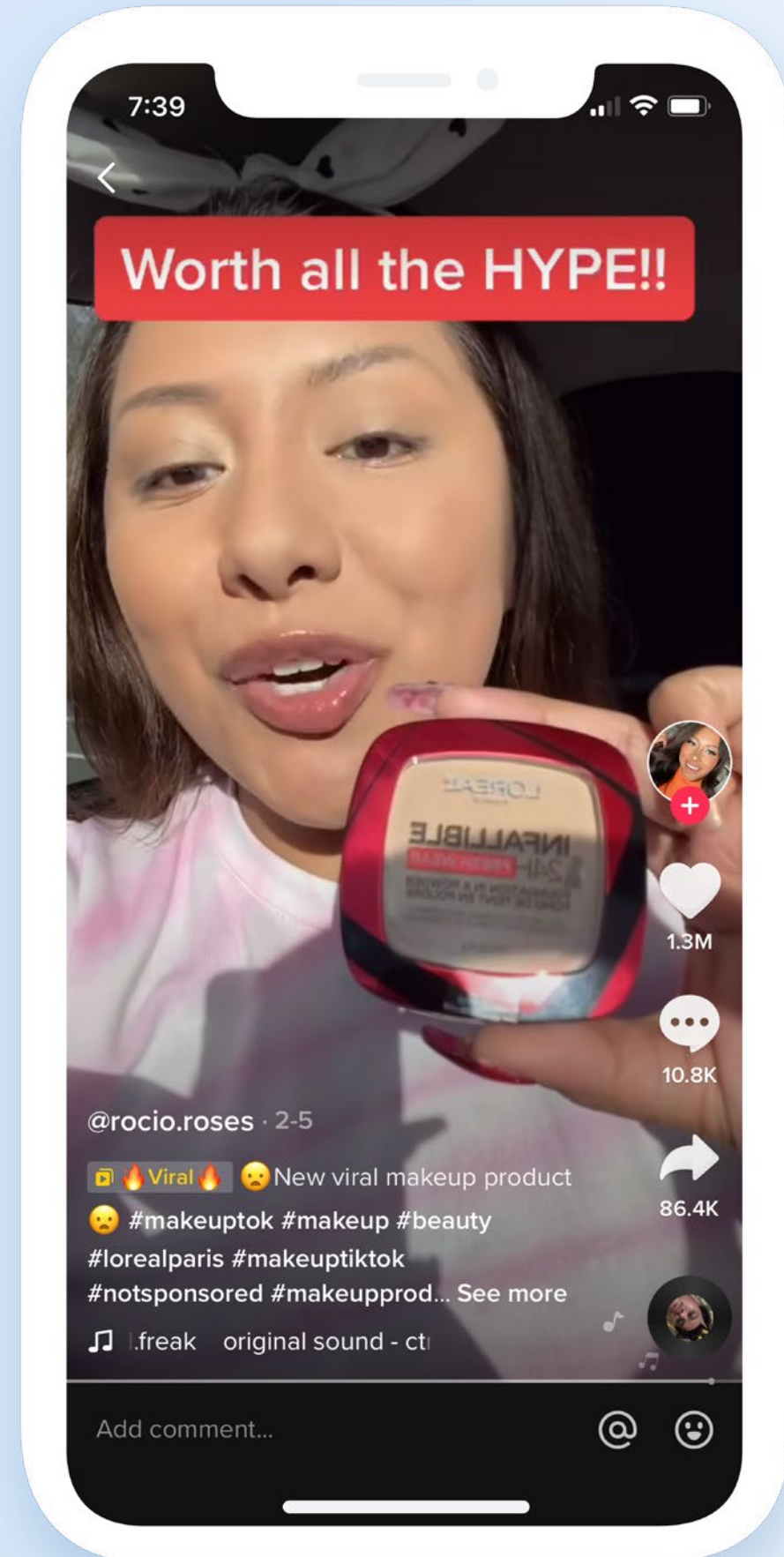
Up-and-coming surfaces like Reels provide brands with an avenue for both storytelling, and reach. In Q2 [Instagram announced](#) the release of insights for Reels, including metrics for the number of times the videos are played, the number of accounts reached, and the number of users who liked, commented, shared and saved a video, giving marketers further performance insight into this dynamic consumer touch point.



“ Reels should be a huge priority for [brands] right now. **It is prime real estate for your brand to be discovered by new followers.** Users don’t have to follow your brand’s Instagram page to find its Reels, so the feature provides an opportunity to get in front of a wider audience. It’s a short-form window into your business.



Kristie Dash,
Beauty Partnerships Manager
Instagram



@rocio.roses

According to Forrester, a leading global research and advisory firm, TikTok is another high consumption channel—particularly with US adults under 25, 50% of which use the app at least weekly. In Q2, social video and shopping further integrated in function and effectiveness, with companies like **L'Oréal** maximizing the TikTok opportunity by using the app's new social shopping tab to sell products directly through its account pages for subsidiary brands Garnier and NYX Professional Make-Up. The brand worked with 14 beauty influencers to create video content for the launch, made up of product demos with strong calls to action to buy. TikTok's bite-sized format makes it a natural fit for review videos which can make a brand go viral. A video review of L'Oréal's Infallible Fresh Wear Foundation-in-a-Powder garnered over [15 million views](#).

“ TikTok isn't like other platforms. It requires a fresh approach to creating content, where brands put themselves in the shoes of our community and communicate with them on their terms. Brands need to remember they can be natural, they don't need to be perfect, they can easily engage. **Real success comes from actively using the platform and getting to understand the community and its creators.** Brands are an important part of the TikTok experience—but they need to think and act like TikTokers: Whether they are starting trends or connecting communities, brands have a unique opportunity to build new affinities on the foundation of sharing joy.







Kristina Karassoulis,
Luxury Brand Partnerships EMEA



☆ **Tip:**

For further insight into TikTok strategy and performance across industries, download [Dash Hudson's 2021 TikTok Industry Performance Benchmarks](#).

Digital Behaviors Across Generations

	Baby Boomers	Generation X	Millennials	Generation Z
Channels of Choice				
Digital Consumption	<p>Baby Boomers 50-65 years old are the most active generation on Facebook and 46% of those 65+ use Facebook daily.</p> <p><small>Source: Pew Research</small></p>	<p>For Generation X, the most popular social media activity is consuming news.</p> <p><small>Source: Deloitte</small></p>	<p>73% of 18 to 29-year-old Instagram users say they visit the site every day, with over half (53%) reporting they do so several times per day.</p> <p><small>Source: Pew Research</small></p>	<p>TikTok users spend about 858 minutes a month scrolling through videos on the app.</p> <p><small>Source: Statista</small></p>
Buying Behavior	<p>Baby Boomers are most likely to return to stores, as this generation is estimated to see a 9% decrease in online shopping post-pandemic.</p> <p><small>Source: SAP and The Economist Intelligence Unit</small></p>	<p>To avoid regretting their expenditures, Gen Xers won't purchase a product until they've researched it thoroughly, which is why they make extensive use of search engines, online reviews, and social media networks before making a purchase.</p> <p><small>Source: Salesfloor</small></p>	<p>55% of Millennials cite convenience as their top online shopping benefit.</p> <p>72% of Millennials prefer personalized ad messages.</p> <p><small>Sources: Kibo, Deloitte</small></p>	<p>Over half of Gen Z consumers won't click on an ad. If they do, they prefer it to be on Instagram, as 73% of Gen Z want to be contacted about new products via that channel.</p> <p><small>Sources: Kantar, eMarketer</small></p>
Spending Power	<p>Baby Boomers are responsible for more than half of consumer spending in the United States.</p> <p><small>Source: Epsilon</small></p>	<p>Gen X has the second greatest spending power behind Baby Boomers, with a \$191 billion gap between the two.</p> <p><small>Source: Epsilon</small></p>	<p>By 2030, the collective annual income of Millennials worldwide is expected to exceed 4 trillion dollars.</p> <p><small>Source: Brookings</small></p>	<p>Gen Z will support 3.1 trillion dollars of consumer spending by 2030.</p> <p><small>Source: Oxford Economics and Snapchat</small></p>

Follower Demographics Across Industries on Instagram

2020–Present

As one of the most robust channels available to marketers in terms of audience size, format diversity, and social commerce capabilities, Instagram has remained a central component of many brands' digital mix in 2021. At industry publication Glossy's Instagram Strategies event in Q2, Olivia Gentin, Chief Operating Officer at **Anine Bing**, said that Instagram allows the brand to reach new sets of eyes.

"[It] really provides them with an opportunity to discover the brand and hopefully bring them back to our website, where we can continue that conversation."

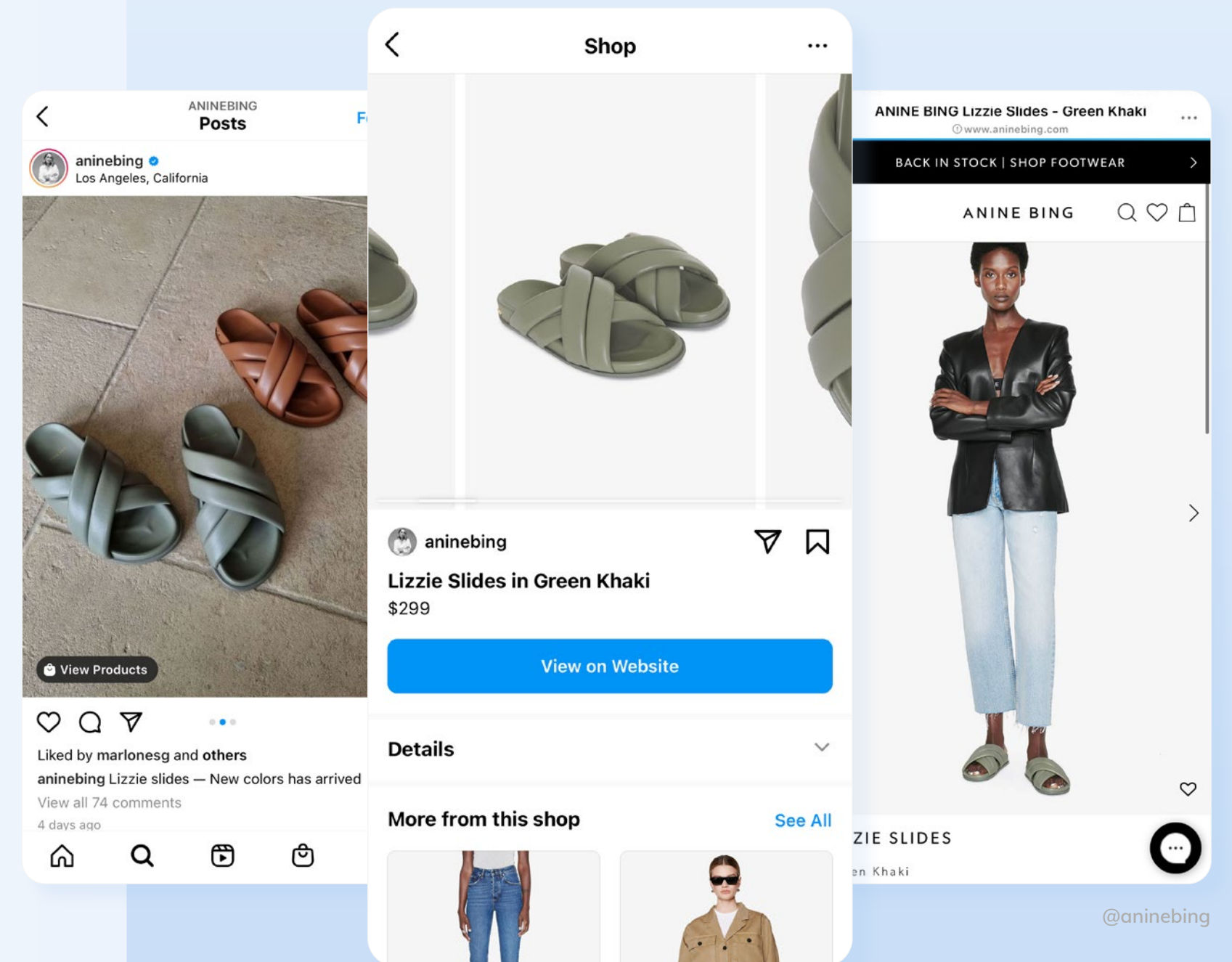
Acting as the "new homepage" for brands, it has become clear that consumers actually want to interact with brands on Instagram. "81% of consumers discover new products on the platform and use it to make purchase decisions," shared Glossy executive editor Priya Rao.



81%

of consumers discover new products on Instagram

Source: Facebook



As is apparent in this report, Instagram is the channel of choice for Millennials, and continues to grow among Gen Z consumers. As of January 2021, 33 percent of global Instagram audiences were between the ages of 25 and 34 years. Overall, two thirds of Instagram's total audience is aged 34 years and younger. The rich marketing data and engaged user base available on Instagram make it an ideal resource for extracting deeper insights about these demographics, to

better understand how consumers spanning age groups and genders interact with brands across industries on social media. Dash Hudson compiled and analyzed the follower data of over 700 consumer brands in the beauty, food, fashion, retail, luxury, publishing, media, home, and consumer packaged goods (CPG) sectors to examine the interplay between demographics and industries on Instagram. **Here are the most intriguing findings from the data.**



Industry Insights

Instagram has cemented itself as a cross-generational marketing machine. While the channel presents a powerful opportunity for brands to expand their reach globally, it challenges marketers to nail down target audiences and develop strategies that build meaningful connections with new demographics. Each generation holds unique values, experiences, and behaviors that should influence the content brands put forward. While brands across industries see the largest followership among Millennial females, the ability to diversify content and tap into e-commerce features has proven to bolster efforts to attract Generation Z and Generation X consumers. Beauty industry leaders, **Kylie Cosmetics** and **Fenty Beauty** are trailblazers in marketing to the highly sought after Generation Z audience. By using Instagram to anchor their multi-channel marketing strategies, both brands are able to take risks, create viral trends on the fly, and pivot ahead of the competition.

The modern consumer expects personalization, which pushes brands to leverage data to develop content pillars that speak to each target audience.

We uncovered industry-specific demographics to understand which audiences brands are reaching and which generations they're missing out on to help marketers evolve content creation to reach diverse audiences.

Images via @fentybeauty

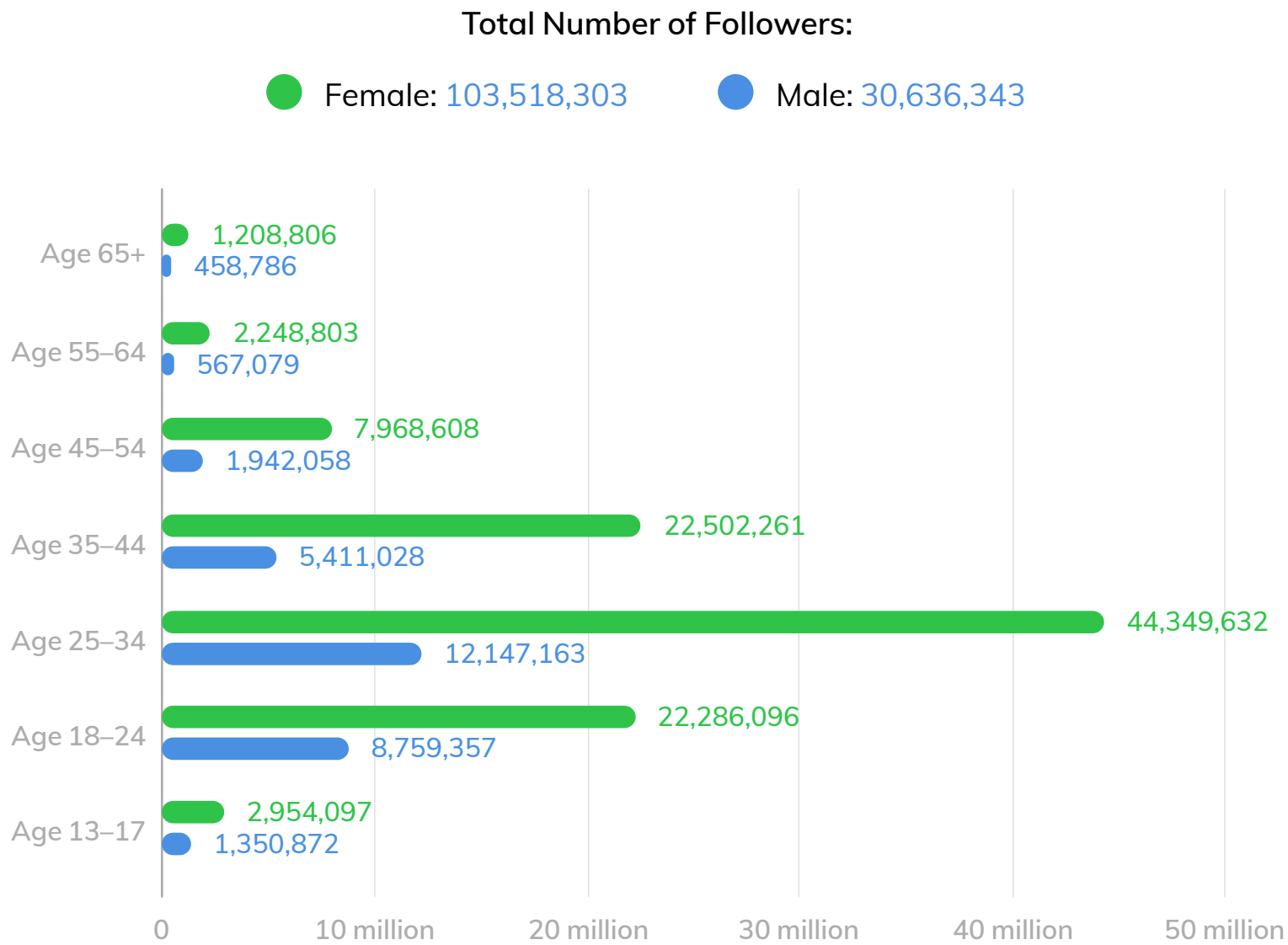
How Retailers are Reaching Younger Audiences

Instagram has evolved from a place for retail brands to foster community and build brand equity to a vital online revenue stream. Understanding which audiences are primed for conversions and putting forward content that targets those users has proven to bolster retailers’ audience growth. While most sectors have audiences highly concentrated with Millennial consumers, the top retailers have managed to reach both younger and older audiences on Instagram. Similar to other sectors, retailers’ followers are 78% female and Millennials are the most prominent generation among female followers at 44%, while Generation Z and Generation X follow close behind. Generation Z focused brands like **PacSun**, **Hollister**, and **Abercrombie & Fitch** see proportionately higher followings among male consumers than the industry standard of 23%. Primarily driven by male consumers ages 18-24, PacSun’s audience is 39% males while Abercrombie and Hollister are close behind at 38% and 33% respectively.



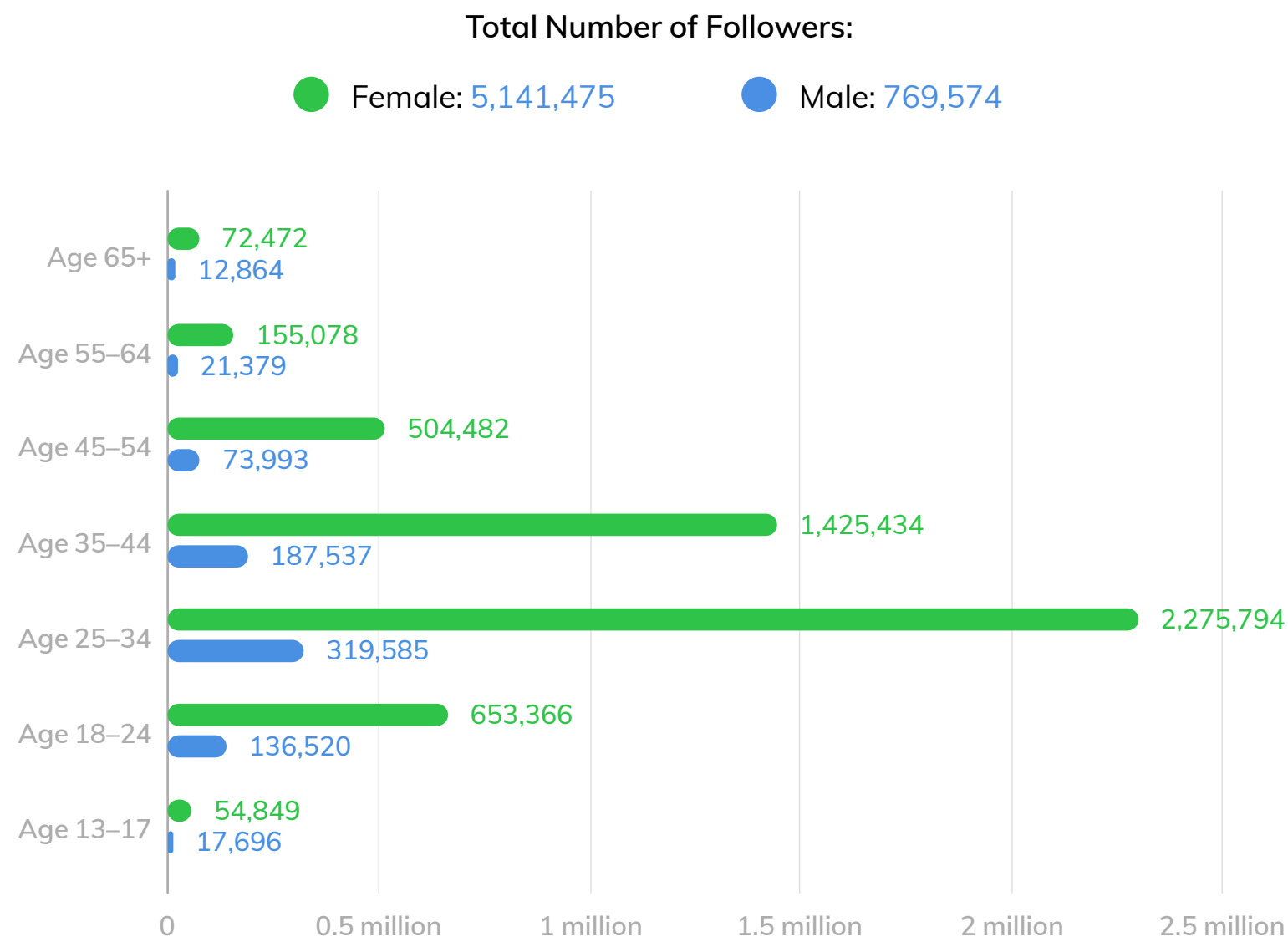
Abercrombie and Hollister add shoppable tags to repurposed community created content, seamlessly integrating storytelling and e-commerce in each post to create a compelling call to action.

Retail Industry Follower Demographics on Instagram



Key Insight: Retailers largely understand how to capture the Millennial consumer. The brands targeting less concentrated audiences are investing in innovative content creation techniques to nurture younger consumers.

CPG Industry Follower Demographics on Instagram



Key Insight:

CPG brands defy norms across industries by building meaningful connections with Generation X consumers.

The Secret to Cross-Generational Marketing for CPG Brands

The CPG sector was late to fully embrace social media platforms, but many brands have quickly gained traction with Millennials and Generation X. Brands in this sector are leveraging Instagram to fuel online and offline sales, which means they want to reach consumers further down the sales funnel, and those consumers tend to be the household buyers in older age demographics.

Compared to other industries, CPG brands see larger female audiences and put forward product-focused content that resonates with mature demographics.

By repurposing user-generated content (UGC) and investing in influencer partnerships, brands are tapping into new demographics and integrating consumers across generations into their feeds. **Lifeway Foods** and **Vital Farms** have carved out unique strategies to capture Instagram's growing audience categories, especially among women ages 45-64. CPG brands, on average, see 10% of female consumers ages 45-54 and 3% ages 55-64. Lifeway Foods has successfully built a cross-generational community—16% of the brand's female followers fall between ages 45-54 and 7% ages 55-64. Similarly, Vital Farms outperforms the industry standard across older demographics. Both brands integrate educational videos and customer storytelling into their content mix, a tactic that transcends generations.

Key Learnings

Brands across sectors invested in sophisticated e-commerce platforms and new technologies over the last year to accelerate digital transformation and appeal to a wider range of consumers. As user behavior shifted in the face of the pandemic, a keen understanding of the preferences of each target audience became paramount for brands to drive long-term business growth. While brands across sectors see success in capturing and retaining Millennial consumers, brands in the fashion, retail, luxury, publishing, and media industries are driving growth among Generation Z audiences. The most important takeaway from both industry examples: **brands can no longer rely on curating content for one target audience, content creation needs to speak across generations and demographics.**

☆ **Tip:**

Dash Hudson equips marketers with data-driven insights to quickly uncover who their existing audience is, which consumers to target, and what types of content will resonate with new and existing audiences. [Request a demo today.](#)

“ **Gen Z was born into a world where technology just is.** They’ve never known a life without it and because of this, their digital identities are as important as their IRL ones. I believe this generation is going to push commerce into a place where there is heavy investment in personal expression online. This could be anything from buying a pair of Jordan’s for your Fortnite avatar, dressing your Bitmoji, and investing in digital collectibles and trading cards.



Maria Civitate,
Global Manager

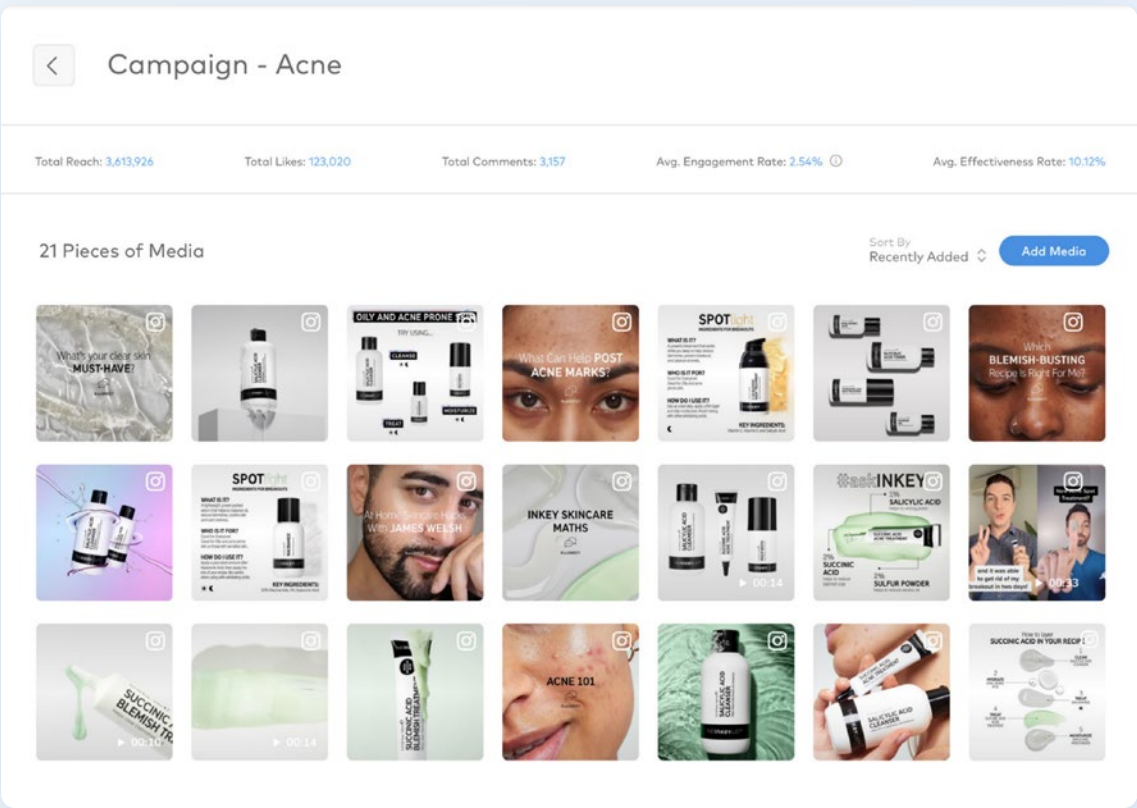


Generational Marketing Tactics

THE **INKEY** LIST™

The INKEY List was born out of the belief that better knowledge powers better decisions. Since its inception, the British skincare brand has used social media to fuel innovation—a feedback loop with its online audience—made up predominantly of Gen Z and Millennial consumers. The INKEY List’s approach to digital considers its buyer personas, and above all else, how they interact on different channels. The digital team at INKEY constantly adapts its content to align with the new features offered by the biggest platforms and the ever-changing preferences of its audience. In return they earn reach, and gain traction in the digital landscape.

Most of the time, the world of hair and beauty can be confusing and intimidating, especially for people unfamiliar with it. For this reason, The INKEY List’s strategy has always been to facilitate access to information, by creating content tailored to the skincare needs of its consumers. Content segmentation is a best practice the team employs to deeply analyze groupings of content to uncover what media resonates with its audience. The INKEY List uses Dash Hudson’s content segmentation solution [Boards](#), to create benchmarks and read indicators in real-time.



“ Our content strategy is continuously evolving. We focus on targeting customers based on knowledge of the brand and experience with skincare ingredients rather than just centering our strategy around age. **You could be Gen Z or Millennial, but you could still be just as confused about skincare.**



Kasey Ford,
Social Media Manager
THE **INKEY** LIST™

As its main consumer base is born and bred online and active on surfaces like Reels and TikTok, short-form video

has become a central part of The INKEY List’s digital content strategy. Based on key metrics The INKEY List makes decisions about what to produce for what channels. Effectiveness in particular is a best-in-class KPI that incorporates saves, video views, and reach that the brand leans on to understand the performance of video.

“ Being a very product-led, informative brand, we have found out our audience prefers short 6 second videos that showcase the products. Dash Hudson has been very useful in this regard. **Being able to track the effectiveness of each video in addition to engagement rate is extremely useful, and a great way to benchmark videos.** We want to see what people are actually watching and liking.

Kasey Ford,
Social Media Manager
THE **INKEY** LIST™

+110% Higher **engagement** than the skincare industry average

+598% Growth on Instagram

Read more about The INKEY List’s growth path in [Dash Hudson’s recently released case study.](#)

Expert Advice for Generational Marketing

“ Optimize media allocation for your brand by making sure that you are in all the channels your consumers are, and matching content to their preferences and behavior. **Each social channel is beneficial for targeting different demographics at different shopping stages.** Make sure you have the data strategy and technology to measure performance and report attribution across all channels.



Rachel Tipograph,
Founder and CEO
MikMak

“ We all know that Gen Z flock to TikTok, but it's not enough to just create content and campaigns for TikTok and assume they will resonate. Marketers need to do more than understand the channel preferences of each consumer segment. They need to understand the attitudes, values and behaviors of each audience in order to deliver authenticity in their creative. **Additionally, Gen Z shoppers jump between devices and platforms, so a unified and consistent omnichannel approach is required, but one that takes into consideration the unique nature of each channel.**



Julie Meredith,
Vice President of Marketing
DASH HUDSON

“ Gen Z are reshaping the luxury sector and most importantly we are seeing older demographics emulate these behaviours. On TikTok, we're seeing our community ageing up. There's still a common misconception that TikTok is only for young people, but in fact, our audience cuts across demographics, with 67% of users over the age of 25, according to recent data from Kantar.

Gen Z has of course played a big part in defining our platform and leading the way on trends in the fashion space, but TikTok is increasingly drawing in people from all ages, backgrounds and walks of life.

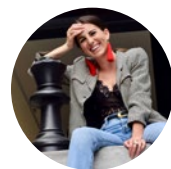
The TikTok community shares much more when it comes to values and interests than it does a specific age demographic—something brands should keep front of mind when planning their activity on the platform.

There is huge diversity of content and people can move through their feed quickly, which in turn means that the best strategy for brands is to be authentic and focus on original content that feels native to TikTok. It's all about having an agile mindset and being open to new ways of expressing themselves. Though it might seem like a leap, the overwhelming feedback from brands is that it's worth the effort—and it's sustainable.



Kristina Karassoulis,
Luxury Brand Partnerships EMEA
TikTok

“ I’m anticipating a world where commerce will become both increasingly seamless and experiential at the same time. The Amazon model became the north star for e-commerce because it catered to generations who prioritized convenience over everything. As Gen Z enters the picture, they’re flipping the script a bit. This generation is experience-driven with time and disposable income. Gen Z doesn’t find Amazon nearly as appealing as older generations. While they’re in this chapter of their life, they are looking for immersive and engaging experiences when they shop. As they age and take on more responsibility, Gen Z consumers may start to prioritize convenience. The task for brands today is to story tell and create connection with these consumers now so that they’ll be loyal and the brand will become the automatic, default choice in the future.

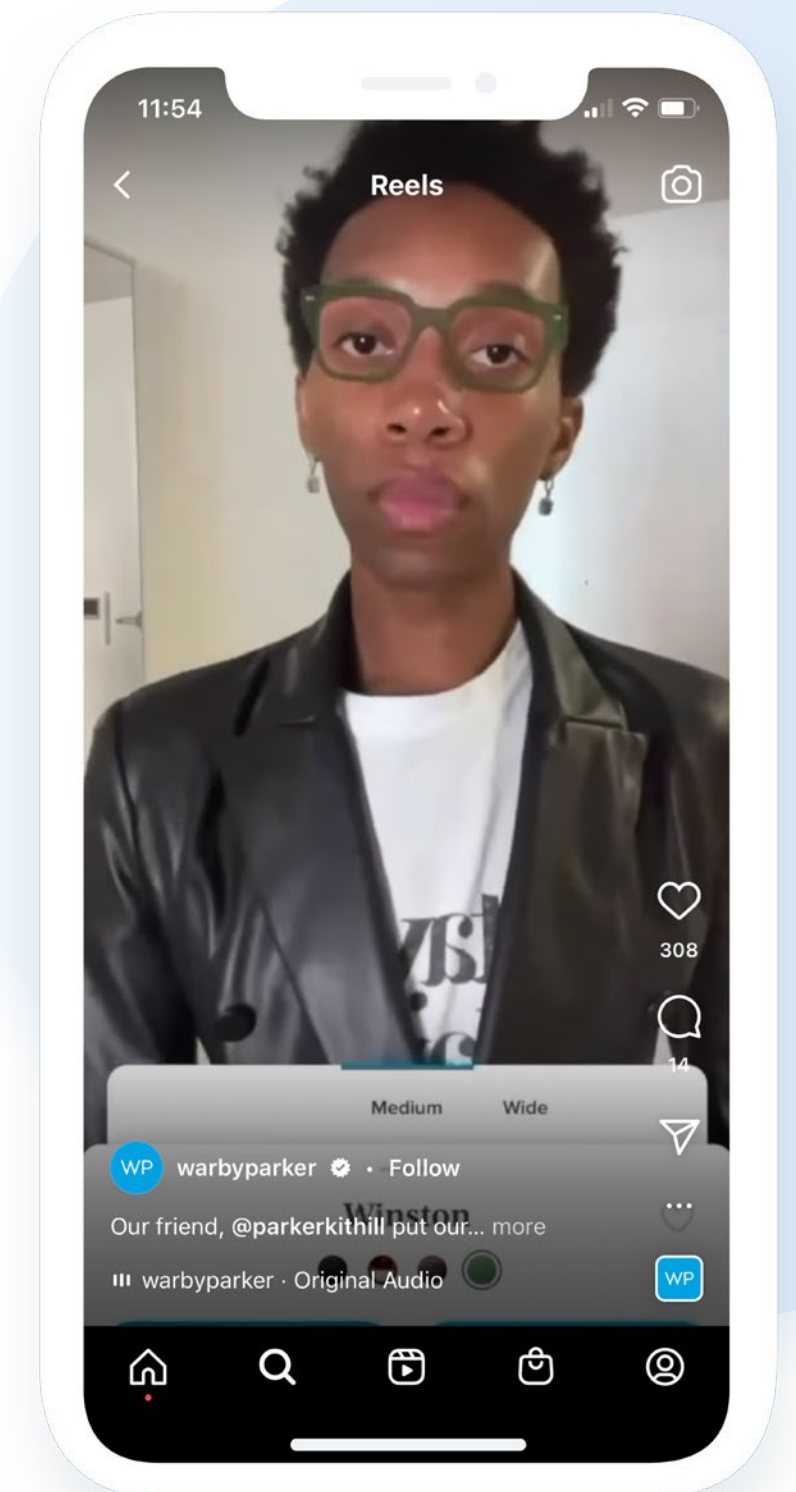
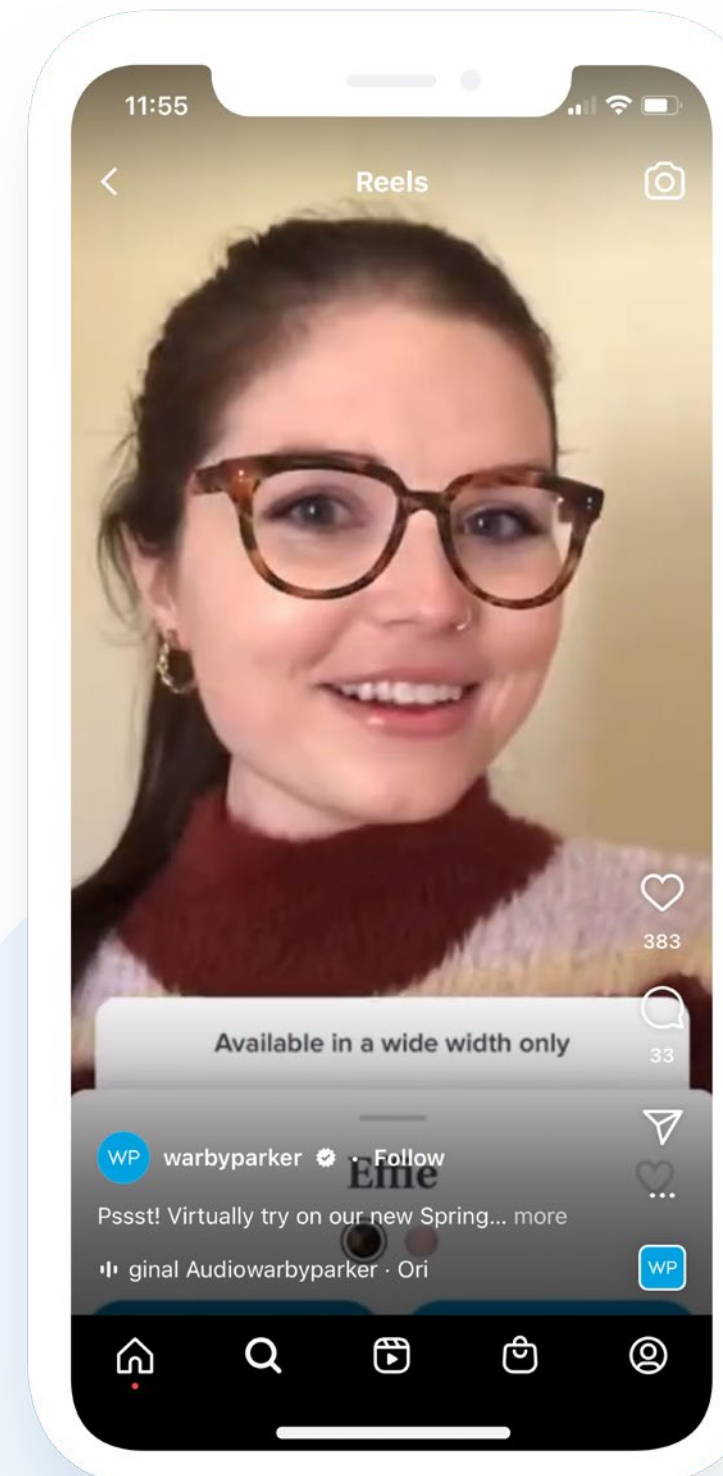


Maria Citivate,
Global Manager



“ Place addresses the space between customer touchpoints. **Brands that can credibly boast about being omnichannel are masterful orchestrators of customer touchpoints.** Gen Zers are the most likely to say they will continue with the omnichannel activities they started during the COVID-19 pandemic. This means that marketers should better define, bridge, and enhance the touchpoint handoffs that exist along the customer journey. In 2019, eyeglasses maker Warby Parker launched an augmented reality try-on feature powered by face-mapping technology that enables users to see and share with their friends exactly how they look in a pair of glasses before going in store or ordering online. This not only bridges the experience gap that exists between online and in-store customer touchpoints; it also helped prepare the retailer for the effects of the pandemic and provides Gen Zers with the kind of instant gratification they’ve always expected.

From Forrester’s “A Post-Truth Climate Is Shaping Gen Z’s Consumer Behaviors”, January 14, 2021. By Mike Proulx with Keith Johnston, Anjali Lai, Lexie Lawhon, and Rachel Birrell



@warbyparker

Market Spotlight: The Luxury Sector

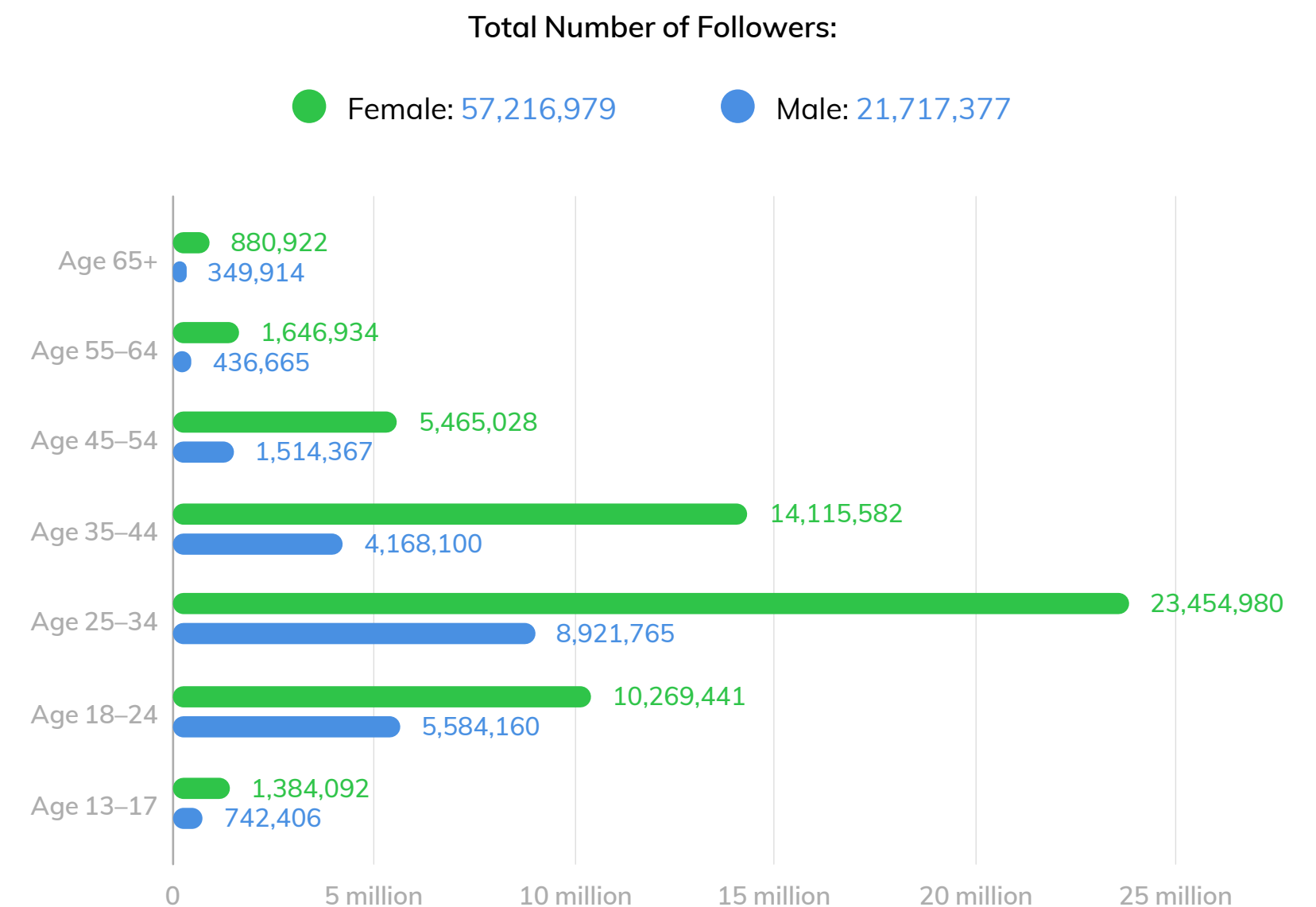
State of the Market

Over its long history, the luxury industry has survived the ups and downs of massive world events including wars, economic recessions, and political turmoil. Today, the industry faces the challenge of adapting an exclusive business model, to an increasingly digital world. By 2025, online is set to become the leading channel for luxury purchases. Coupled with the rise of Generation Z and the demand for more sustainable practices, the luxury industry is in the midst of a large-scale transformation.

Luxury brands are shifting away from the exclusivity they once prided themselves on and are adopting new social channels, experimenting with different content styles, and even testing out social commerce.

The once-expected brand loyalty has been replaced by the need for a unique shopping experience, and younger consumers are especially motivated by the tailored experience a brand can offer. Considering all of these elements, the future of luxury brands will be dependent on the seamless integration of offline and online shopping experiences they provide and their willingness to adapt and appeal to a social generation.

Luxury Industry Follower Demographics on Instagram





@jumpman23

Male and Female Millennials Are Avid Luxury Followers

Instagram has proven to be a good foundation for understanding what's happening digitally in the luxury sector. The channel has now been wholeheartedly embraced by luxury brands, and in Q2 we continued to see the visual elements of Instagram align with the sector's storytelling needs. Millennial females aged 25–34 are the largest followers of luxury brands, a group that transitioned into adulthood with the rise of social media. Luxury brands like **Balenciaga**, whose consumer base is [60%](#) Millennials, have honed in on this demographic by branding themselves on Instagram as high-fashion that fits into your everyday life and have taken a streetwear approach to content.

Millennial males age 25–34 make up the largest segment of men following luxury brands on Instagram

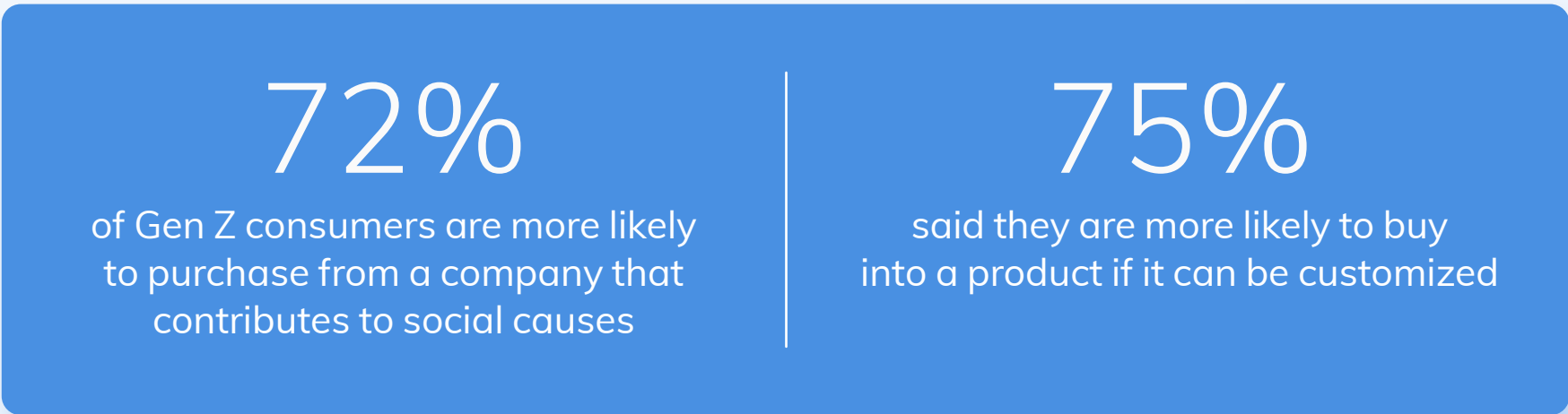
Luxury brands such as **Dior** and **Louis Vuitton** are actively teaming up with well-known sportswear brands like **Jordan Brand** and the **NBA** to attract a younger, male audience and are dedicating full Instagram campaigns to these collaborations. The youngest group of consumers age 13–17 exceeds the oldest demographic of consumers following luxury brands, both male and female. Luxury brands are hyper-aware of the younger generations and capitalizing on opportunities to connect, such as **Prada** teaming up with 16-year-old TikTok influencer Charli D'Amelio at Fashion Week.

Luxury Brand Spotlights

To further unpack the luxury marketing landscape, we examined three heritage luxury brands that are each taking a unique and effective approach to marketing across generations.

BURBERRY

British heritage brand, Burberry, is making a name for itself on the sustainability front and striking a chord with Generation Z. Gen Z is known for demanding more sustainable and ethical practices from the brands they purchase from, and they prefer a tailored experience when interacting with brands. A global survey revealed that [72%](#) of Gen Z consumers are more likely to purchase from a company that contributes to social causes, and 75% said they are more likely to buy into a product if it can be customized.



In response to this consumer desire, Burberry has launched an Instagram campaign pledging to be climate positive by 2040 and significantly reduce their emissions. To further convey their commitment to sustainability, the brand has collaborated on a pop-up with the United Nations that sees the courtyard of Somerset House in London transformed into a forest. The in-person exhibit aims to spark important conversations with installations and activations focusing on climate change.



The combination of providing a customized experience while showcasing its core values of sustainability show how well Burberry understands the younger generation of consumers and the current luxury landscape.



@gucci

GUCCI

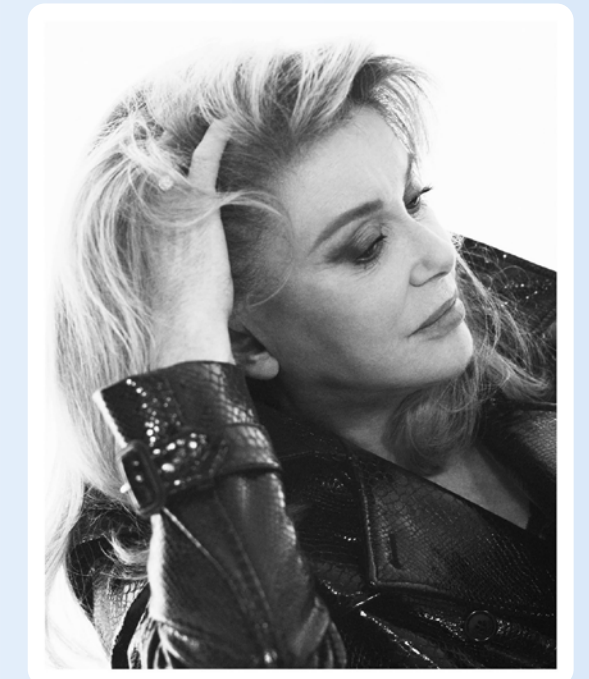
A leader in generational marketing, Gucci has never shied away from innovative marketing tactics. From TikTok trends to hip-hop music to influencers, the luxury player has completely rebranded itself over the past decade into one of the most influential brands in the luxury space. More recently, the brand collaborated with outdoor clothing brand, The North Face, to create an affordable range of designer street wear pieces. The line specifically targeted Millennials, whose price point is typically lower than the average luxury consumer but who still want to make designer purchases. The campaign was highly publicized across the brand's social channels and featured well-known celebrities wearing the pieces. It also saw unique art installations in top cities around the globe, capitalizing on the need for experiences that younger generations demand from the brands they purchase from.

SAINT LAURENT

French luxury fashion-house Saint Laurent is tapping into [influencer marketing](#) in a new and thoughtful way. Data continues to show that consumers increasingly want to see themselves reflected in brands' advertising, and it informs purchase decisions too.

A global survey of Gen Z consumers uncovered that [82%](#) trust a company more if they use real customers in their advertising campaigns.

Saint Laurent understands this buying mentality that isn't exclusive to Gen Z, and has begun using models over 50 across its digital campaigns to connect with a more mature demographic. Catherine Deneuve, Stella Tennant and Betty Catroux have all been featured in various social campaigns and editorial shoots for Saint Laurent, signalling a priority and commitment to connecting with its long-time fans, as well as inspiring the next generation of fashion followers. Saint Laurent has also featured older fashion influencers in its Fashion Week presentations in previous years, setting the precedent for other luxury players that age doesn't define fashion.



@ysl

Conclusion

It is clear that there are distinct differences in the digital behaviors across generations, and experienced marketers understand the value of analyzing and discovering opportunities among those characteristics. To reach the right consumers in 2021, brands must employ a robust omnichannel strategy that tailors the offering to the specific needs of the audience on the other end of that shoppable story, TikTok ad, or Facebook post. The companies coming out on top retain the roots of brand identity while experimenting with emerging formats and channels to tell new stories. Short-form storytelling and online shopping dominated the digital landscape in Q2, a notable sign of the times. With estimates that Gen Z will support 3.1 trillion dollars of consumer spending by 2030, brands should look to the future, and how to build a digital strategy as agile as the demographics it targets.

For Q3:

- Focus on reducing friction for teams to experiment in your organization
- Optimize your channel strategy for the surfaces your target audiences spend the most time on
- Invest in marketing to Generation Z, whose spending power will increase sevenfold by 2030

Check back every quarter for more insight into social media, e-commerce, and visual marketing from Dash Hudson. And, for all the tools you need to succeed year round, [request a demo today](#).