

# SNAPCHAT



Holiday Advertising Guide:

# Win Gen Z and Millennial Customers

## Table of Contents

Introduction	2
Understanding the Generational Divide: Gen Z vs. Millennials	3-4
How to Create Ads that Resonate with Gen Z and Millennials	5
Snapchat Success Story	6
A Full-Funnel Holiday Campaign Strategy for Maximum Results	7
Snapchat Products for Ecommerce	8
Conclusion	9



# Introduction

As we gear up for the holiday season, businesses everywhere are feeling the pressure to outdo their competition and boost sales. To that end, understanding and targeting the right audience is crucial — and guess what? With 5 trillion in spending power, Gen Z and Millennials are a massive opportunity for businesses.<sup>1</sup>

While the bulk of their income goes towards bills and household expenses, both generations still like to splurge on food, gadgets, beauty products, entertainment, and clothes and accessories. And where can you find them? On Snapchat.

9 out of 10 young people use the platform daily, and you won't find that same level of enthusiasm on other social media networks.<sup>2</sup>

This is because Snapchat allows for quick, easy, and fun communication through images and videos, perfectly aligning with both generations' preference for visual content. But it's Snapchat's nearly fleeting nature — an emphasis on real connection rather than likes or shares — that really strikes a chord and keeps people coming back.

All of this comes together to create a huge opportunity for businesses. And here's another thing: these generations love to shop. It's not just speculation, either.

According to a new study in 2024 by the National Research Group, Snapchat is where it's at for social shopping now and in the future, especially in the US. The study shows that Snapchatters are big fans of shopping and spend more than users on other platforms.

## And there's a lot more data where that came from:

**81%** of Snapchatters report learning about new trends and products through social channels, versus 56% of non-Snapchatters.

**85%** state that they discover new products or brands from social ads and content, versus 68% of non-Snapchatters.

**81%** get a lot of ideas on what to shop for from social channels, versus 55% of non-Snapchatters.

Now, let's explore how your business can seize this opportunity by understanding both generations, their spending habits, and sometimes slight — but critical — differences.



## Understanding the Generational Divide:

### Gen Z vs. Millennials

**Gen Z**, born between the mid-1990s and early 2010s, are total digital natives. They've grown up with smartphones and social media ruling the scene, making them particularly savvy when it comes to sorting through all the news, information, and ads thrown at them every day.<sup>3</sup>

They're smart, too. Nothing gets past this group. Gen Z is a highly diverse, culturally aware, and socially conscious sort, one that tends to value experiences over material possessions and to prioritize purchases from businesses that align with their values.

The takeaway for businesses like yours? Gen Z engages with brands that keep it real, stand for something meaningful, and act with integrity.<sup>3</sup>

And their preference for short, snappy content guides advertisers in tailoring their strategies for this generation. And, of course, they're big on platforms like Snapchat.<sup>4</sup>

**As for the Millennials**, born between the early 1980s and the mid-1990s, they're also pretty tech-savvy and super into social media. They're passionate about lifelong learning, making them more likely to challenge the status quo and ask meaningful questions about why things are the way they are.

Just like Gen Z, Millennials love authenticity and personalization, and they engage with brands that are open, honest, and support social causes.<sup>5</sup>

But what really makes this group unique when it comes to consumer behavior is that they aren't big fans of traditional advertising. Instead, they're into content created by regular folks, heavily motivated by their friends and social media influencers when it comes to buying stuff.<sup>6</sup>



# Differences Between Gen Z and Millennials

## Attention Spans:

Gen Z arguably has a shorter attention span than previous generations, so grabbing and keeping their attention might take extra effort compared to Millennials. Marketers should get their brand message across to Gen Z in less than eight seconds to catch their interest before they move on to something else.<sup>7</sup>

## Receptiveness to Creator Content:

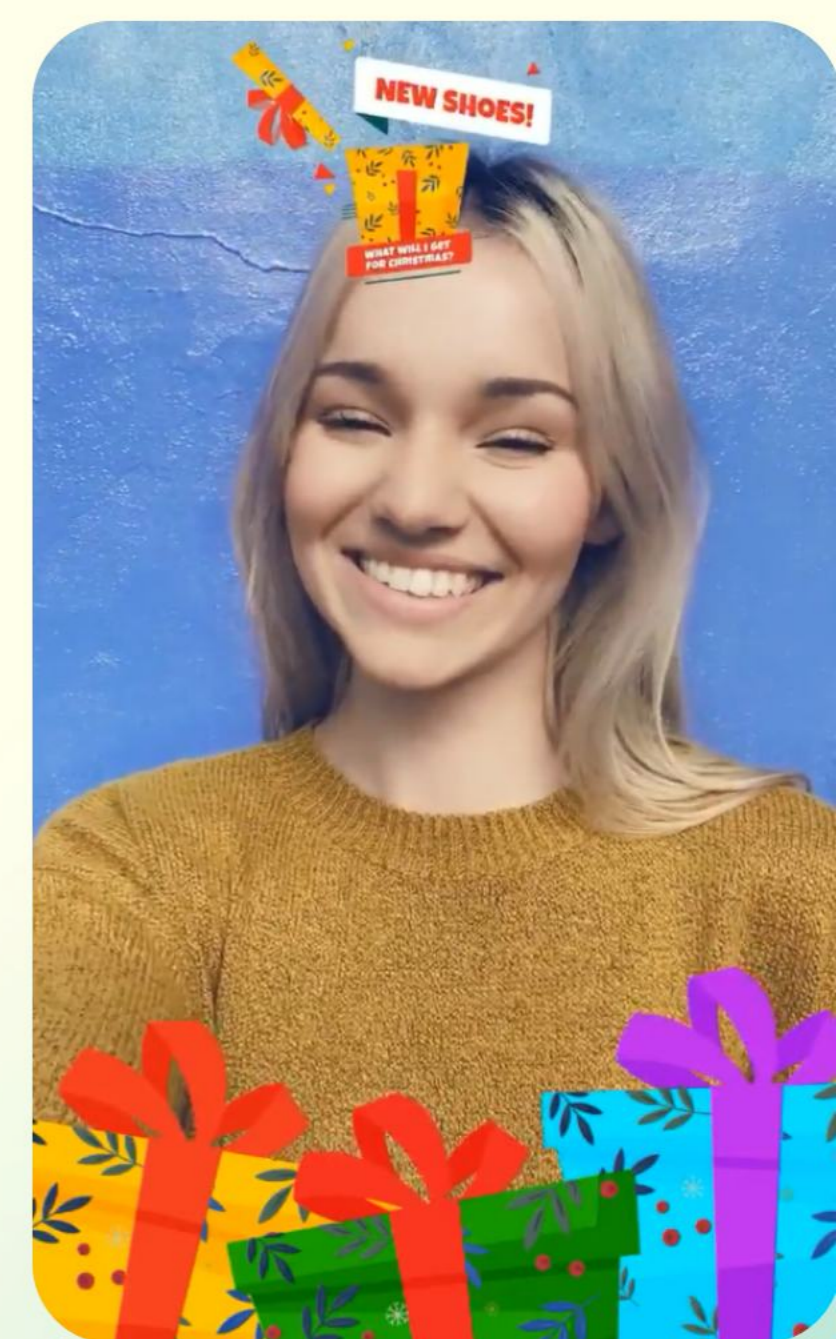
Gen Z folks are 1.5x more likely than Millennials to trust a creator's product recommendation. Keep this in mind when considering collaborating with a creator for your ad campaign.<sup>8</sup>

## Mobile Purchasing:

Although both generations prefer using mobile devices to go online, Gen Zers are twice as likely as Millennials to make a purchase on mobile.<sup>9</sup> Since both groups enjoy shopping on their phones, optimizing your ads for mobile is crucial.

## Humor in Ads:

Gen Z values humor in ads over music and design. In fact, Gen Z is more likely to value humor in ads compared with Millennials.<sup>10</sup> If your primary audience is Gen Z, consider adding jokes, a funny scenario, or other forms of humor to your ad.



# How to Create Ads that Resonate With Gen Z and Millennials

## Gen Z:

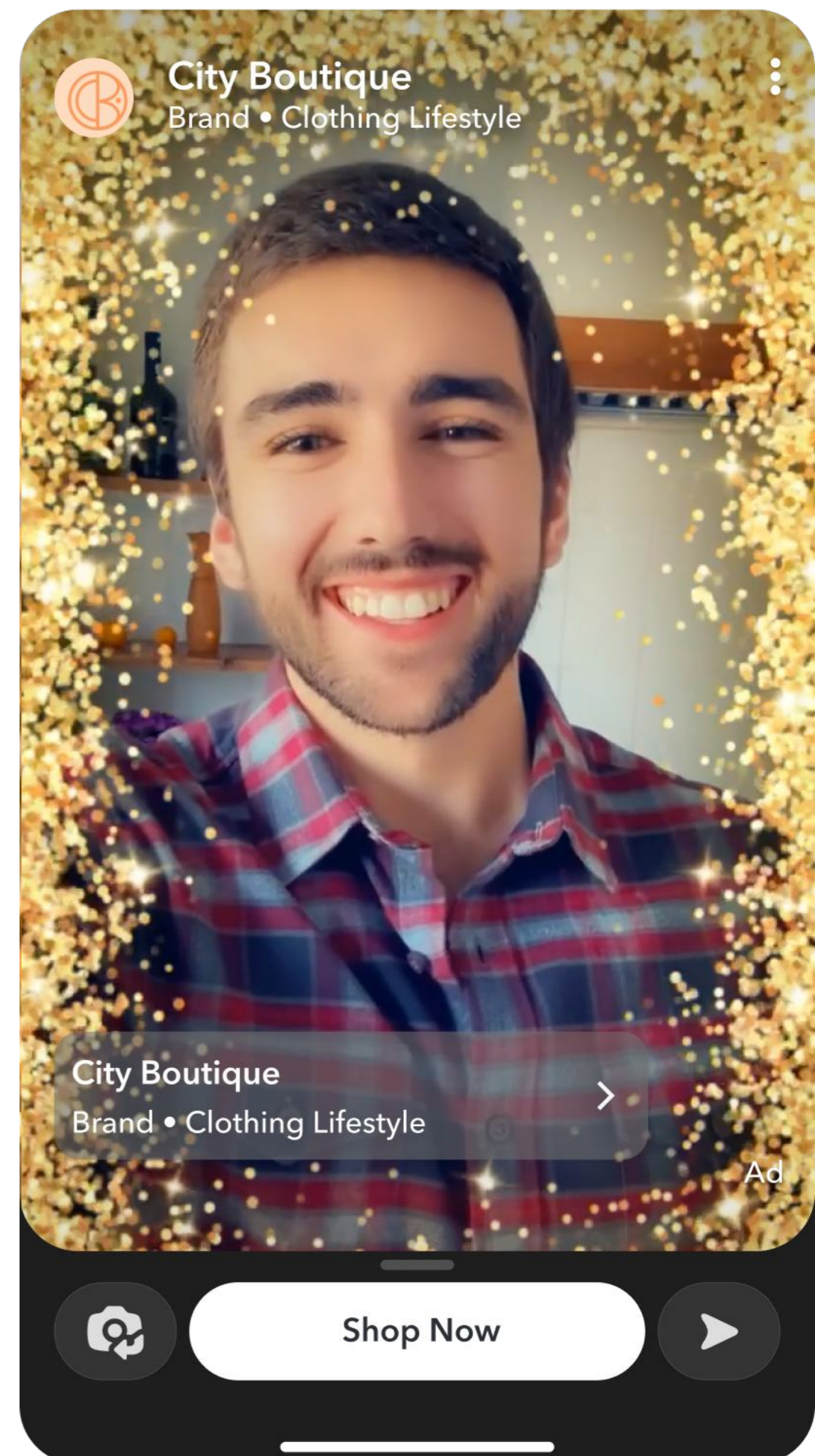
- Be honest: Create authentic, user-generated content that offers a glimpse into your brand's values and behind-the-scenes happenings.
- Be brief: Use short-form videos, interactive features, and Augmented Reality filters to grab the attention of Gen Z, who prefer fast, visually engaging content.
- Be authentic: Showcase a dedication to social causes to keep this audience interested and coming back for more.
- Be persuasive: Partner with influencers who connect with Gen Z to significantly influence brand perception and engagement.
- Be proactive and evolve: Stay up to date on the latest trends, technologies, and events that shape Gen Z preferences and behaviors.

## Millennials:

- Personalize the experience: Create content that resonates with Millennials' values to engage them on a personal level.
- Use influencer-generated content: Launch content created by users and brand advocates to enhance authenticity and appeal to Millennials.
- Integrate ads seamlessly: Maintain authenticity and relevance without disrupting the user experience by integrating ads into the digital platform.
- Stay honest and transparent: Use genuine messaging that supports social causes and emphasizes sustainability if relevant.

### Note:

Remember that taking a stance on social issues is one thing. Backing it up with actions to build trust is another. When and how brands show up matters.



## Snapchat Success Story

# Millennial & Gen Z Marketing Done Right

Connecting with the younger crowd can be tough, but with a bit of creativity and out-of-the-box thinking, it's doable, and the outcomes can be pretty amazing.

Javy Coffee — a provider of a broad range of coffee products — is just one example of a brand that got it right, using a simple, refreshing approach to reach Gen Z and Millennials.

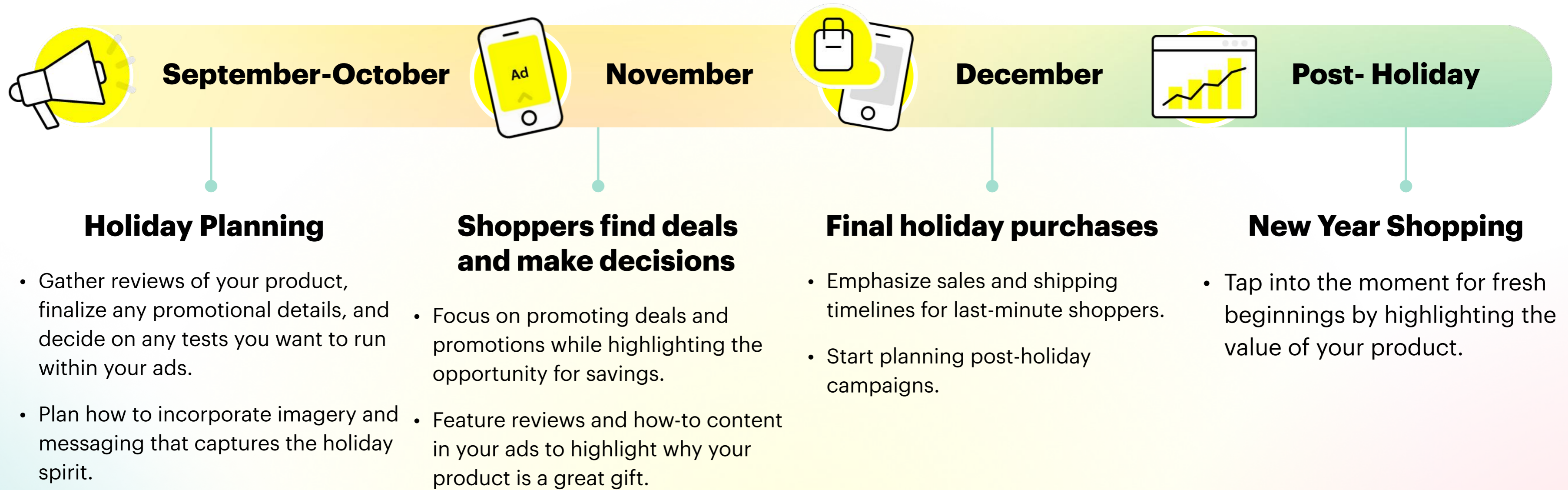
The strategy? Employ Snapchat Ads and launch a campaign with regular, everyday people talking to the camera and sharing how much they love the convenience and versatility of highly concentrated coffee. That's User Generated Content — real people sharing real experiences.

**The results speak for themselves:** Javy Coffee saw a 318% increase in purchases and 42% reduction in customer acquisition costs.<sup>11</sup>



# A Full-Funnel Holiday Campaign Strategy for Maximum Results

Making the most of Snapchat's huge reach and influence on Gen Z and Millennials can have a big impact on online sales. Here's a month-by-month plan to help your business engage with new customers and drive meaningful results:



**80%**

of Snapchatters say  
"It's just as fun to plan and shop for a celebration as the celebration itself."

OVER  
**1 IN 3**

Snapchatters use Snapchat to get inspiration for the holidays.

OVER  
**70%**

of Snapchatters say  
"I expect brands to inspire me with new products or ideas during celebration periods."

2024 NRG Moments research commissioned by Snap Inc.



# Snapchat Products for Ecommerce

## Shopify Integration

Do you have a Shopify store? The Snapchat Ads App for Shopify makes it easy to reach Snapchat's unique audience and drive more sales on your Shopify store. [Learn more.](#)



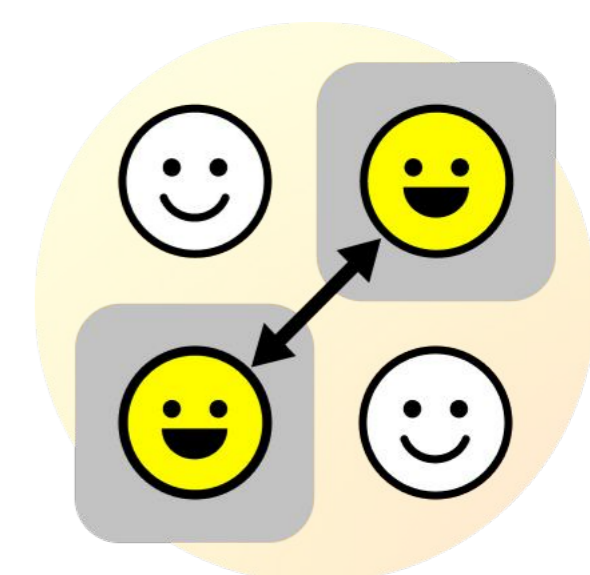
## Snap Pixel

Install the Snap Pixel to track ad performance and user actions on your site, like page visits, cart additions, and purchases. This helps you optimize ads and reduce costs. [Learn more.](#)



## Lookalike Audiences

Reach more people who are likely to purchase from you. With a Lookalike audience on Snapchat, you can target people similar to your website visitors. When you have the Snap pixel installed, you can create Lookalike audiences based on people who add to cart, purchase, or take other actions important to you. [Learn more.](#)



## Ready to start advertising on Snapchat?

[Get Started](#)

## Long Story Short

Understanding what Gen Z and Millennials like and how they behave helps businesses create ads that really connect with these important customer groups. Staying real, making socially responsible decisions, and personalizing content can change how these key demographics see and interact with any brand, especially during the holidays — and beyond.

[Start Advertising on Snapchat](#)

### Sources:

- <sup>1</sup> 2023 Alter Agents study commissioned by Snap Inc
- <sup>2</sup> 90% of 13-to-24-year-olds in 20+ countries. Snap Inc. internal data Q2 2022. Penetration calculated as MAU divided by 2021 population estimates, per United Nations World Population Prospects, 2022.
- <sup>3</sup> "Generation Z Statistics – 2024", Branka, February 18, 2024, Truelist
- <sup>4</sup> 90% of 13-to-24-year-olds in 20+ countries. Snap Inc. internal data Q2 2022. Penetration calculated as MAU divided by 2021 population estimates, per United Nations World Population Prospects, 2022.
- <sup>5</sup> "The Changing Face of Retail: Connecting with Gen X, Millennials, and Gen Z", May 18, 2023, Zeta Global.
- <sup>6</sup> Snap Inc. survey of US Snapchat users June 16 - 19, 2020. Age and location data subject to restrictions. See Audience Tool for details. Question: "Which of these types of people are most influential on you choosing products to buy or trying something new?"; 787 respondents
- <sup>7</sup> Millennials vs. Gen Z: Why Marketers Need to Know the Difference [New Data]. Pamela Bump, May 21, 2024, Hubspot Blog.
- <sup>8</sup> Momentive Survey: Gen Z social media and shopping habits 6/15/21-6/22, n=5,934
- <sup>9</sup> Millennials vs. Gen Z: Why Marketers Need to Know the Difference [New Data]. Pamela Bump, May 21, 2024, Hubspot Blog.
- <sup>10</sup> Millward Brown AdReaction Study "Engaging Gen X, Y, and Z" 2017 | Snap Insights from Gen Z Creator Marketing Survey. 7/9/22-7/19/22.
- <sup>11</sup> Data from Snap Ads Manager as of July 1 - Dec. 31, 2023

