



PORSCHE

Gen. **Z** & Porsche



NILOOFAR SHARIATI



perfect

STP strategy for Gen-Z

Segmentation-Born in 1996 to present

- Make up about 25% of U.S population
- Will account for 1/3 of U.S population
- The oldest members are seniors in college.
- There are more than 26 million licensed drivers younger than 25 in U.S
- First generation to grow up in an on-demand world
- 73% connect to the internet within 1 hour of waking up.



Targeting

GENERATION Z

The Next Generation

1

SOCIAL

Gen Z is naturally social and spend 7.6 hours per day socializing with friends and family.

2

MULTI-TASKERS

Gen Z prefers to work on multiple tasks at the same time. On average, Gen Z will work off of 5 screens at once.

3

ENTREPRENEURS

Gen Z desires independent work environments. 72% of teens want to start their own business someday.

4

EDUCATED

Gen Z is constantly learning. 1 in 2 will have a college education.

5

PHILANTHROPISTS

Gen Z wants to do good in the world. 93% say that an organization's impact on society affects their decision to work there.



DIGITAL NATIVES

Gen Z are the first true natives to the digital era. This generation spends 15.4 hours per week on their smartphones.

6

INTERACTIVE

Gen Z likes to interact with people. 34% are most concerned with boosting their people management skills.

7

TECH-SAVVY

Have a question? Google it. 66% say that technology makes them feel that anything is possible.

8

LESS FOCUSED

Gen Z needs continuous updates and stimulation. It's no surprise that this generation has an attention span of 8 seconds.

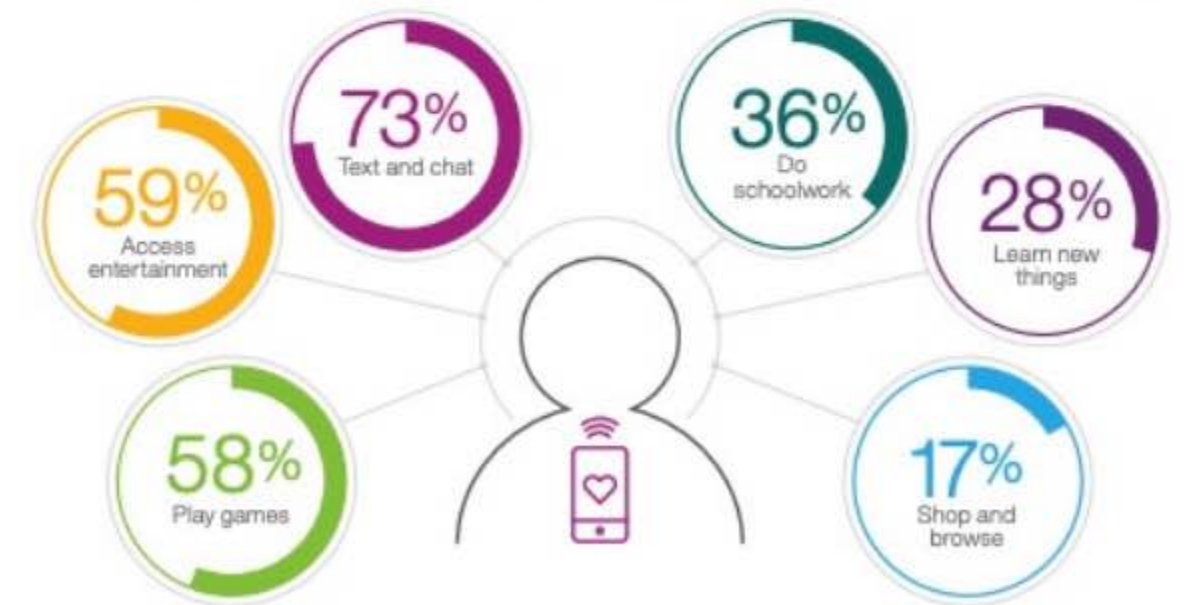
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CAUTIOUS

As a result of growing up during the Great Recession, Gen Z tends to be more careful with their expenses. 57% would rather save their money than spend.

10

- Gen Z is the generation born between 1995 to present into an tech era at an incredible rate and they require their fingertips.
- Gen Z are not focused than their predecessors, they are multi-taskers and they respect their loyalty of brands.
- They are flexible to change allegiance; thus, they like to match up brand with their view on the world.
- They care about the future and the impact they make on everything - from the environment to the economic climate.
- Gen-Z still like to experience and enjoy in-store shopping.
- Generation Z wish to consume content and make a unique decision about what they want to buy.
- This generation aim to get involve, like creating the content.





- 56% of Gen Z are more likely to opt their favorite online influencer.
- 68% of Gen Z normally care about delivery service and options before online purchasing.
- Gen Z most respect a brand which cares about racial equality and ending poverty.
- 43% of older Gen Z (ages 18 to 24) have several issues like credit cards, rent, or other payments because of the COVID-19 pandemic.
- 46% of older Gen Z (ages 18-24) have supported by their friend or family members.
- Gen Z, 71% wish to be cognizant of all shopping options to engage with competitors and shop based on research than brand reputation.
- 70% of them are less loyal to brands than previous generations.
- Loyalty of earning through social media, positive reviews.
- Industries should focus on technology as a major USP. Gen-Z require full option systems since they are big buff of technology.

Positioning-Features



- Small SUVs like Porche Sport line.
- 541 percent spike for subcompact SUVs.
- subcompact SUV makes available in-vehicle Wi-Fi, multiple charging ports and smartphone app-compatible entertainment systems.
- compatibility with popular tech products like Amazon Alexa®, Apple CarPlay® and Android Auto®
- remote access through a smartphone app, plus an 8-inch capacitive touch screen is offered, premium audio system.
- 50 cubic feet behind the front row – nearly double the 25.4 cubic feet of a Fiesta hatchback.



Product Design

- To meet Gen-Z's showinf-off needs, we selected light colors for the new launch-green, red, and yellow.
- Also, in order to be unique and distinctive, we developed sharp shapes for the new cars, low chassises, special car lights, and streamlined body.
- Then, we would like to design the car with a large screen advanced car play, which can also fulfill young people who are crazy for the new techs and electronics.



4P Theory

Product

When targeting Gen Z, We designed sports cars with prepossessing color and sharp shapes to meey their needs-showing off and social influences. We will develop our products for three light colors, green, yellow, and red in this new collection.

Price

We set our prices on medium-high level, which can keep the products high-end and exclusive, also make them affordable for Gen-Z, most of whom are still attending schools. We searched that in 2021, Porsche's prices started from \$100,000, so we set the price at \$120,000.

Promotion

We would like to do the pop-up campaign for Porsche to provide opportunities for the young to try Porsche's cars, since normally it is not that easy for people to try luxury vehicles. Also, we can provide customized service for Gen-Z, for example they can choose the color, sticker, and personalized text on the car.

Place

To keep the high-end positioning of Porsche brand, we still only sell the products in Porsche retailing stores, consumers who are interested in the new cars can only walk in our stores to learn more and try them.

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THANK YOU

