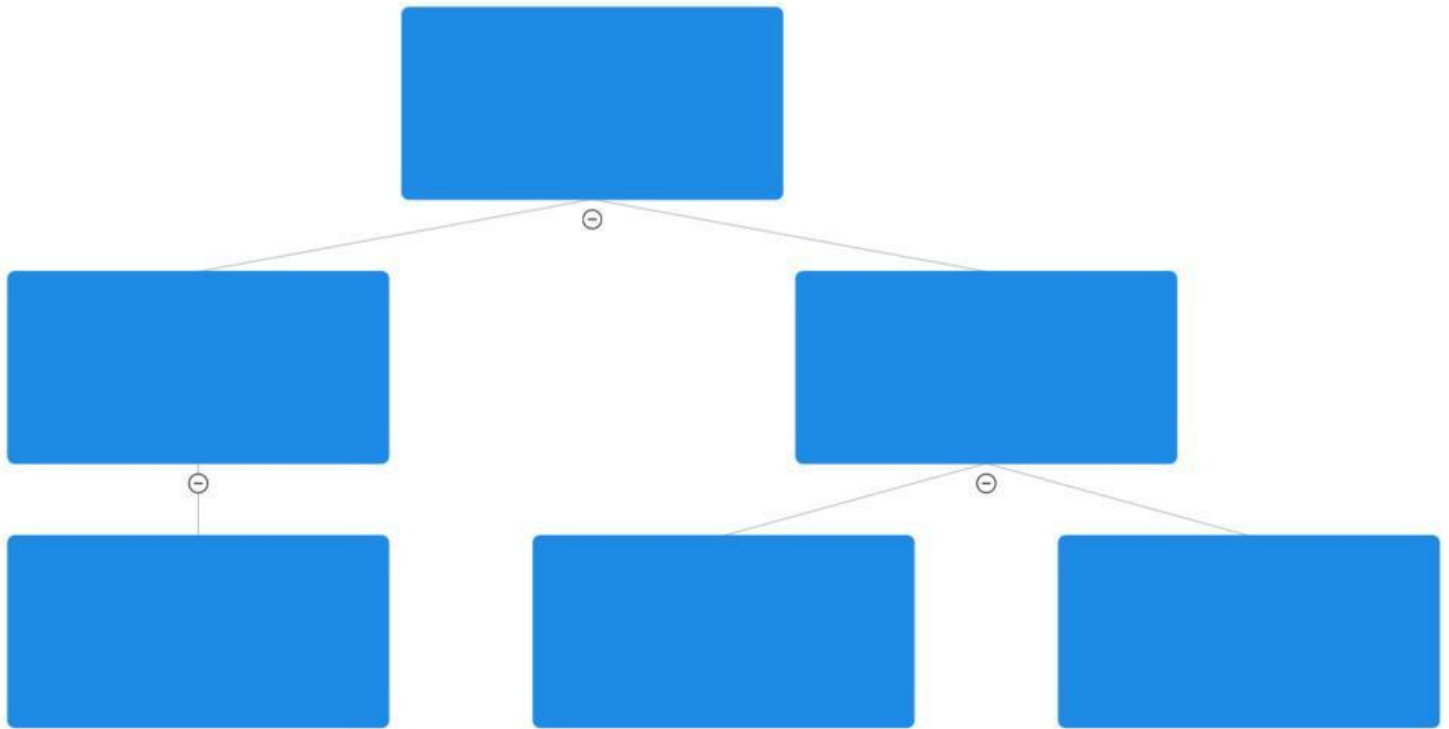




Gen Z also tends to be savvy in their approach to electronics, resisting the allure of the latest, priciest products when there is a constant stream of new, inexpensive options.

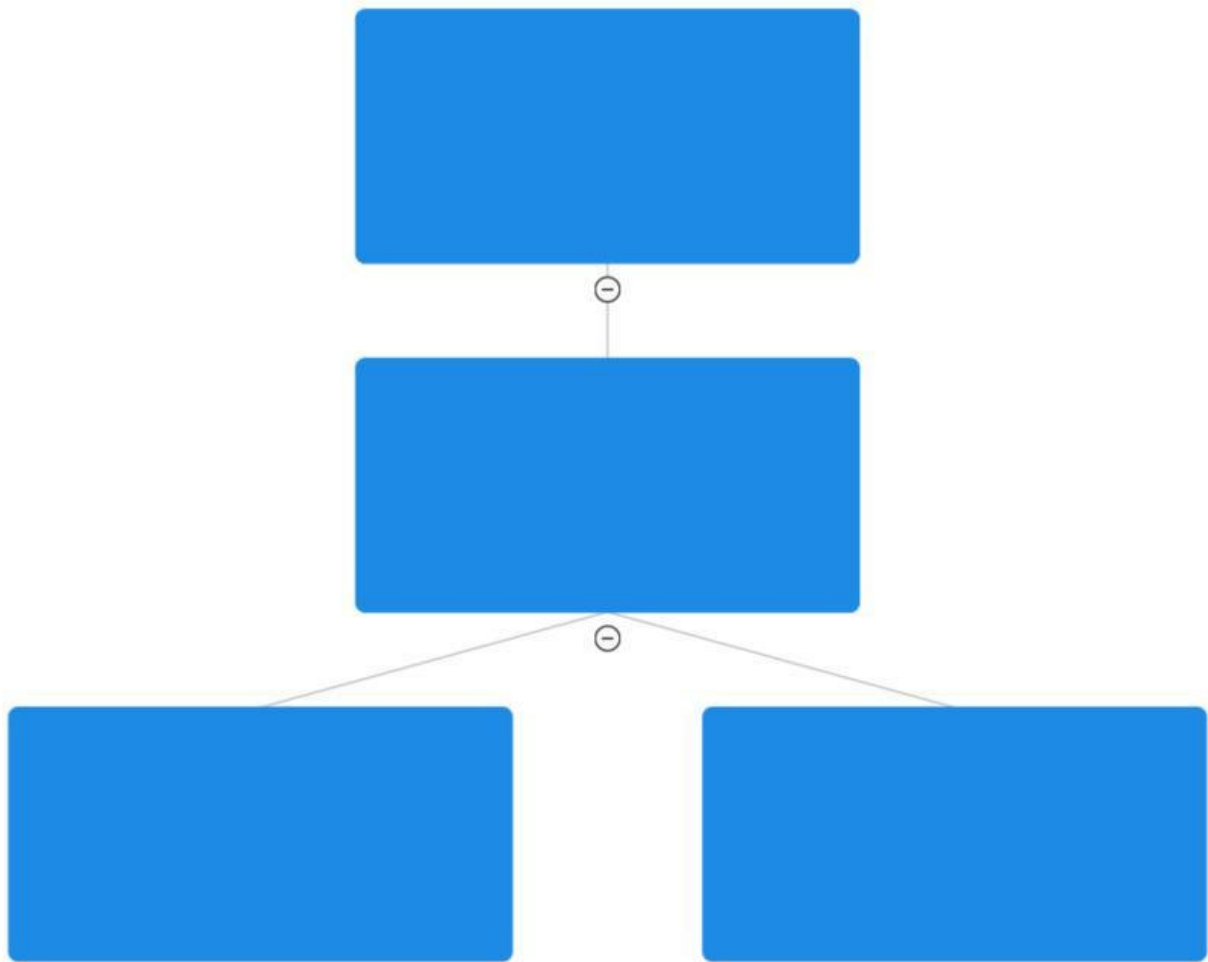
"Technological innovation is no longer an exciting, celebrated thing as much as an expectation," says Sam Paschel, chief commercial officer of the headphone brand Skullcandy. The brand targets younger consumers.

"Generation Z relates to technology as a tool, as opposed to an obsession," Paschel says.

To keep up with the demands of today's teens, the company has invested heavily in scientists and researchers who work to improve the quality of sound.

At the same time, Skullcandy has avoided flashy advertising or even charging a premium for its product.

Rather, it strives for subtler messaging that speaks to young consumers.



Market research also suggests that while Generation Z is an independent generation, they are also inclusive and tolerant of difference.

With this knowledge, American Eagle Outfitters has tried to incorporate these ideals into its marketing, including an e-commerce website and ad campaigns that are diverse.

Ads feature models from a wide range of ethnicities, with a variety of hair textures and body types.

Company CMO Andrew says because teens no longer rely on mass-market brands to help them express their identity, AEO is trying to sell teens on creating their own personal brand.

