



# Fireside Chat | **[Next-Gen Marketing]**

## Captivating the Next Generation of Consumers in Marketing



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# AMAZING FACT:

**75%**  
**OF GEN Z**  
**DISCOVER NEW**  
**BRANDS ON**  
**SOCIAL MEDIA**

**WITH TIKTOK**  
**LEADING AS**  
**THE #1**  
**SEARCH ENGI**  
**FOR YOUNG**  
**CONSUMERS!**

(Source: Google & HubSpot)







**GEN Z PREFERS**  
**“EXPERIENCE**  
**LOYALTY—**  
**OVER**  
**DISCOUNTS—**  
**AI-DRIVEN**  
**PERSONALIZATION &**  
**BRAND VALUES**  
**MATTER MORE THAN**  
**PRICE**

(Source: McKinsey & Business Insider)



## Question 2

# WHAT can brands do to effectively break through the clutter, engage and build loyalty & Brand Love with younger consumers in an era of instant gratification?



## Q&A





**Amazing Fact:**

**BY 2027,  
60% OF GEN Z  
& ALPHA**

**WILL SHOP IN  
IMMERSIVE DIGITAL  
ENVIRONMENTSS**

**LIKE AR &  
AI-POWERED  
PLATFORMS!**

(Source: Forbes & Shopify)







## 1. Speak Their Language (Literally & Culturally)

**For Gen Z:** Use authentic, concise, and visual storytelling (memes, reels, TikToks).

**For Gen Alpha: Focus on visual-first content (videos, gamified apps, interactive tools).**

Avoid corporate jargon or over-curated content - they'll spot inauthenticity a mile away.

✅ Pro Tip: Stay on top of platform trends (like TikTok sounds, YouTube Shorts, Roblox) and evolving slang - but always be genuine, not cringey.



## Q&A

## 🔑 2. Lead with Purpose & Transparency

Both gens care deeply about ethics, inclusion, sustainability, and mental health.

They expect brands, leaders, and creators to have values, and to stand for something - not just sell something.

✅ Be open about your process, your values, and even your mistakes. They value realness over polish.



