

Fireside Chat | [Next-Gen Marketing] Captivating the Next Generation of Consumers in Marketing



MICHELLE LEE

Senior Marketing Lead
Singapore Institute of Management,
Global Education



SAYAN GHOSH

Global Innovation & Portfolio Leader Sanofi-Opella [Moderator]





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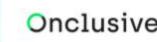






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WHO is the next generation of consumers, and how do their Behaviour's & mindsets, expectations, habits, and purchasing differ from previous generations?



GEN Z PREFERS "EXPERIENCE LOYALTY— OVER DISCOUNTS—

AI-DRIVEN
PERSONALIZATION &
BRAND VALUES
MATTER MORE THAN
PRICE

(Source: McKinsey & Business Insider)

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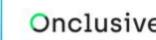






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Question 2

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?



Amazing Fact: BY 2027, 60% OF GEN Z & ALPHA WILL SHOP IN **IMMERSIVE DIGITAL ENVIRONMENTSS** LIKE AR & AI-POWERED **PLATFORMS!**

(Source: Forbes & Shopify)

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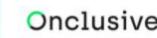






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HOW can we connect with the Gen Z and Gen Alpha, and stay ahead in this rapidly evolving landscape to stay connected and remain relevant?

















































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.





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.











































- AI, AR, VR, voice, and gamification are baked into their everyday experiences.
- Create immersive, interactive experiences don't just broadcast, invite them to play and shape the story.
- lacktriangle For Gen Alpha especially, being Al-literate and engaging them in co-creation is huge.

4. Be in Their Spaces

- You don't need to be on every platform just the right ones for your audience.
 - Gen Z: TikTok, YouTube, Discord, Instagram
 - Gen Alpha: YouTube Kids, Roblox, Minecraft, educational apps
- Build experiences where they already are, rather than forcing them to come to

5. Co-Create, Don't Just Broadcast

- These generations want to be participants, not just consumers.
- Let them shape products, give feedback, create content, and feel ownership.
- Create polls, challenges, UGC campaigns, or beta tests even kids love being part of "the making."