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Creative Specialist in GenZ and GenAlpha Audiences

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Marie
client director

Sash
creative director

Services

- ★ *EVENT CONCEPTION X PRODUCTION*
- ★ *ADVERTISING CONCEPTION X PRODUCTION*
- ★ *ART DIRECTION X BRANDING*
- ★ *INFLUENCE X SOCIAL MEDIA STRATEGY*
- ★ *NEW GENERATIONS CONSULTING X TREND REPORTS*



Inside The GenZ Mind:

CONSUMER BEHAVIOURS & ENGAGEMENT

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Meet GenZ.

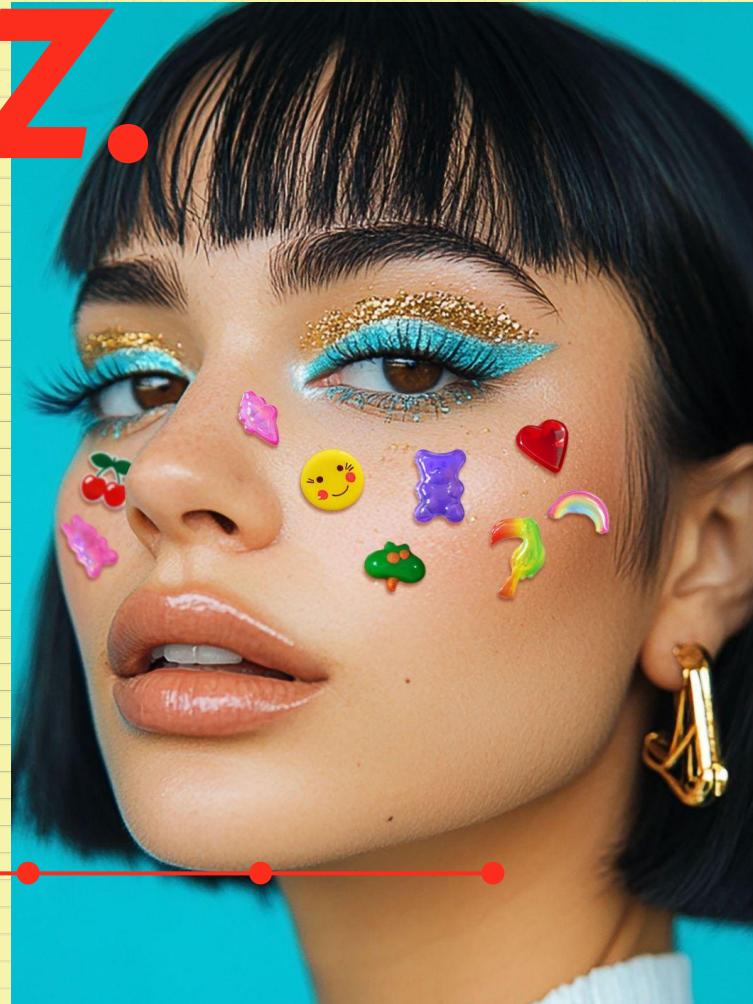
Who Is GenZ?

- *Age Range: 14–28 years*
- *18% French population*
- *Spending power : €12T by 2030*



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Source : persona3 Gen Z vs Millennials by Carat & Dentis Insights

Digital Habits.

Always Online. Always Aware.

- Screen time: 8–10 hours/day
- Mobile-first, short-form video native
- Multitasks across: platforms, content, shopping, socializing



Don't Sell. Mean It.

- Power of storytelling
- Showing behind-the-scenes footage = sexier than the fashion show itself.



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Diversity & Inclusion.

- Real people. Real stories.
- The no-gender movement is growing rapidly.



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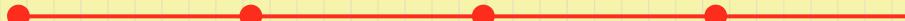


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Community.

- Wants to feel seen, heard, and involved.
- Niche marketing = strong brand presence among your target audience.



Influence Economy.

- *Trust small creators, not celebrities*
- *Real-life proof*
- *Advertising almost invisible*



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What This Means for you.

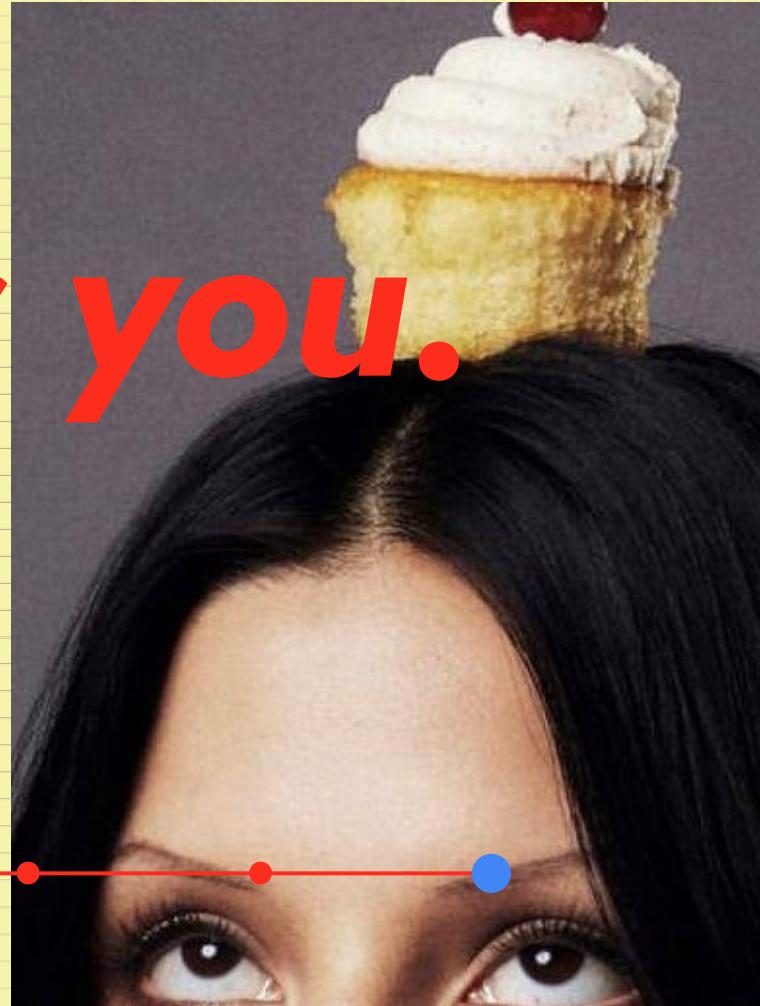
- Storytelling 1st, product 2nd
- Build community



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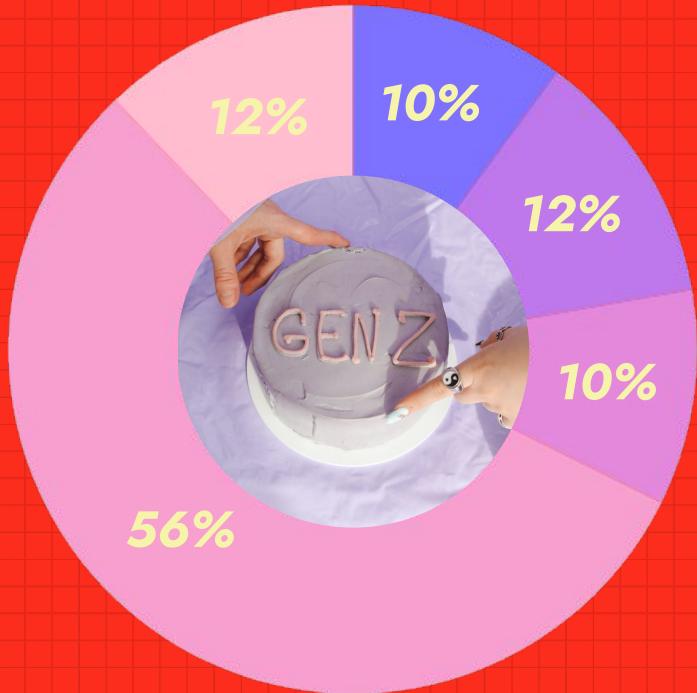
Age Breakdown.

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Generation Z

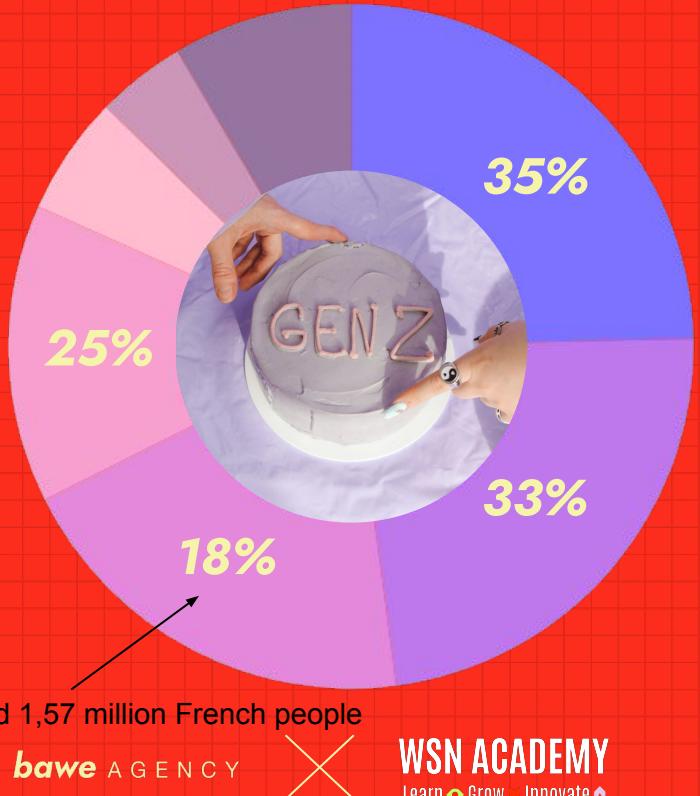


- █ FUTURE/YOUNG NEWLYWEDS
- █ NEW OWNERS
- █ BECOMING PARENTS
- █ SINGLES
- █ GEN Zs WHO SAY THEY DON'T WANT CHILDREN

(sources : Pew Research, McKinsey, Statista, INSEE, BCG)



Gen Z: Spending budget



- MIDDLE SCHOOL/HIGH SCHOOL €30–€80/month*
- UNIVERSITY STUDENTS €50–€150/month
- GRADUATES, QUALIFIED EMPLOYMENT €200–€300
- MANUAL & OFFICE WORKERS €50–€120/month
- COMPANY MANAGERS €50–€150/month
- TRAVELING, DIGITAL NOMAD €50–€150/month
- SEASONAL, TEMPORARY WORKERS €30–€100

(sources : Pew Research, McKinsey, Statista, INSEE, BCG)

Next-Gen Shopping

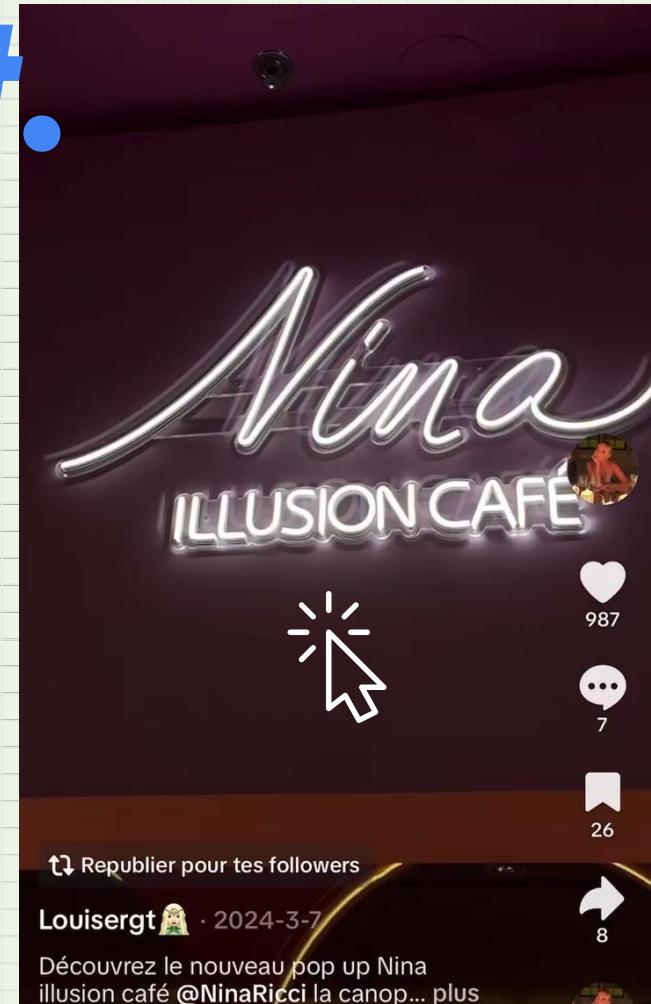
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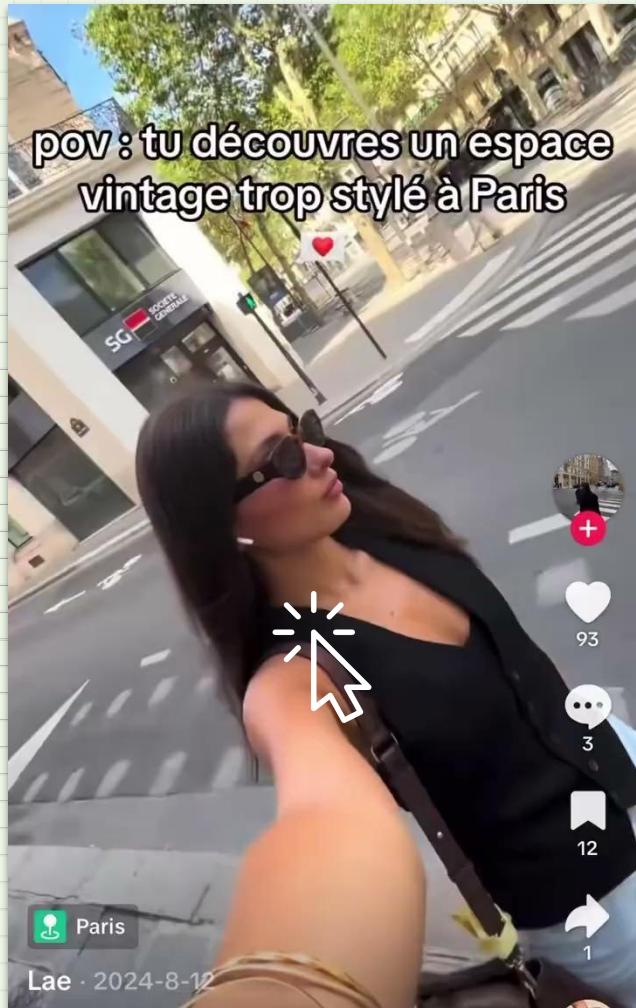
Retailtainment.

- Offering unique experiences.
- Create affective bond with the community.
- Flagship stores : creating memorable moments rather than selling products.



Recommerce.

- *To have a second-hand corner is the boutique.*
- *Gen Z are money-conscious but still crave novelty.*
- *Seconde main is culturally chic.*
- *Thrift + vintage stores in Paris are already Gen Z hotspots.*



Clothing Rental.

- Serious traction with fashion-savvy Gen Z.
- Budget-friendly alternative to overconsumption.
- Exemples : brides-to-be, events guests, to wedding guests and graduation parties
- Golden opportunity for fashion brands to boost visibility on social media.



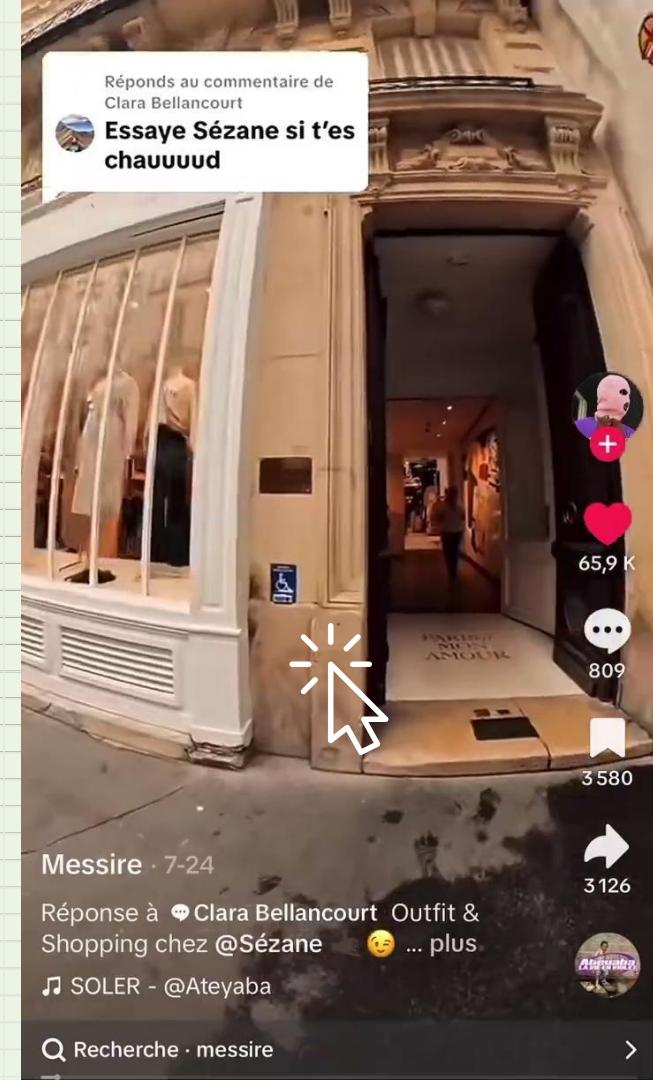
No gender movement

- *Fashion from male/female boxes to self-expression and inclusivity*
- *Inspiring designs beyond collections made for everyone.*

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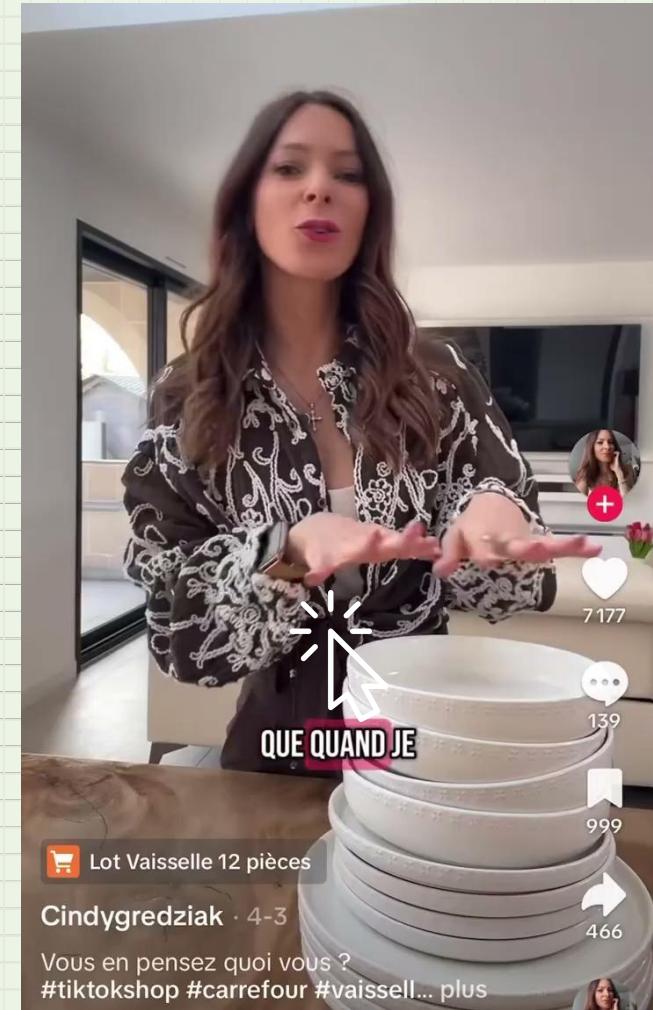
Social Commerce.

- Purchases made directly within the app.
- The buying process is fast and seamless.
- Becoming a key platform to reach Gen Z
- Low-cost way to increase brand visibility and drive sales.

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The Influence Era.

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Creators.

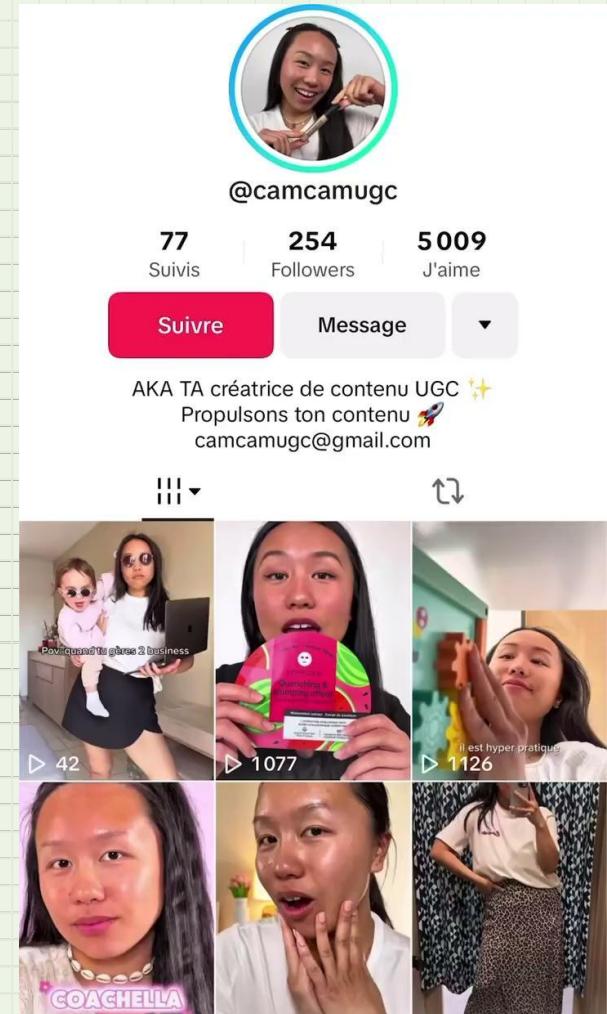
- **Micro-influence:** 5–50k followers.
- creators with small & highly engaged communities.
- Strong trust = the key factor in Gen Z purchasing decisions.
- Average price (per content): 300€



The screenshot shows an Instagram profile for the user @ocweety. The profile picture is a woman standing outdoors. The bio reads: "fashion, food and lifestyle - UGC". The stats are: 165 Suivis, 24,4 K Followers, and 1,8 M J'aime. There are buttons for "Suivre" and "Message". Below the bio, the email liooceane4@gmail.com and the handle ig: ocweety are listed. A link https://c3po.link/QhAuSxkxD?at_medi... is also present. The profile has three pinned posts: 1) A man sitting on a couch with the caption "Mon copain choisit ma robe de gala" and 1.5M likes. 2) A woman in a white robe stretching with the caption "Objectif perte de poids" and 4.95M likes. 3) A man in a green jacket holding a shopping basket with the caption "si c'est moins de ... € j'achète" and 36K likes. A banner at the bottom right says "Vient d'être vue" (Recently viewed).

Creators.

- **UGC (User Generated Content)**
- *Format : reviews, videos, social media posts featuring a product...*
- *Real client using the real product in the real life*
- *Micro UGC creators can offer 3-video packs starting at €500–€800*



Creators.

- **Tiktok shop** : Launched in France on March 31
- Gen Z is the Main target audience
- Low production costs + easy to use
- Live streams convert interest into purchase
- Seamless purchasing via the platform



Be Trendy

To stay up to date with the latest emerging trends, here are a few useful hashtags to help you discover inspiration and insights directly on TikTok.

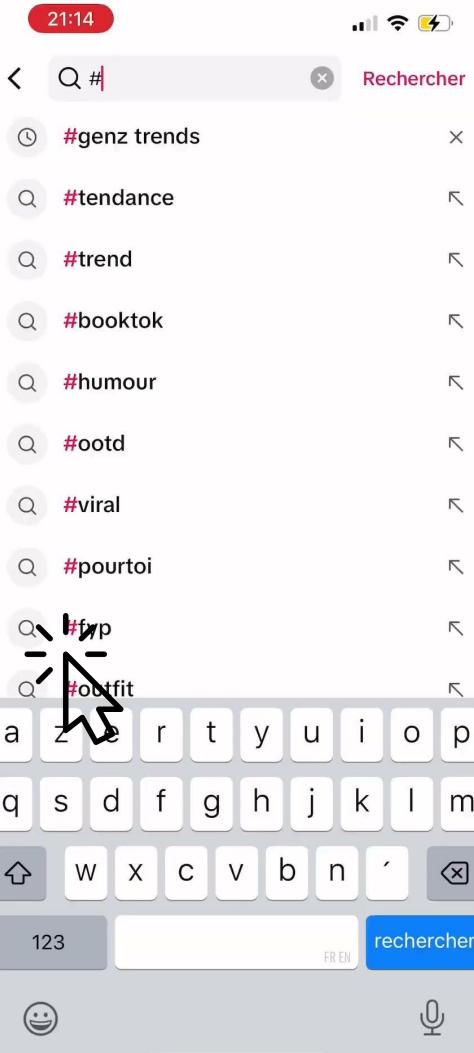
#genz

#genztrends

#genalpha

#retailtrends

#retailainment



werci

hello@baweagency.com

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Do you have any questions?
wsn-academy@wsn.community

Ecofriendly.

More and more retailers are taking concrete action by encouraging circular habits.

H&M exemple: the brand offers recycling bins in all its stores worldwide, inviting customers to drop off any clean, used textiles. In exchange, they offer 15% off your next purchase.



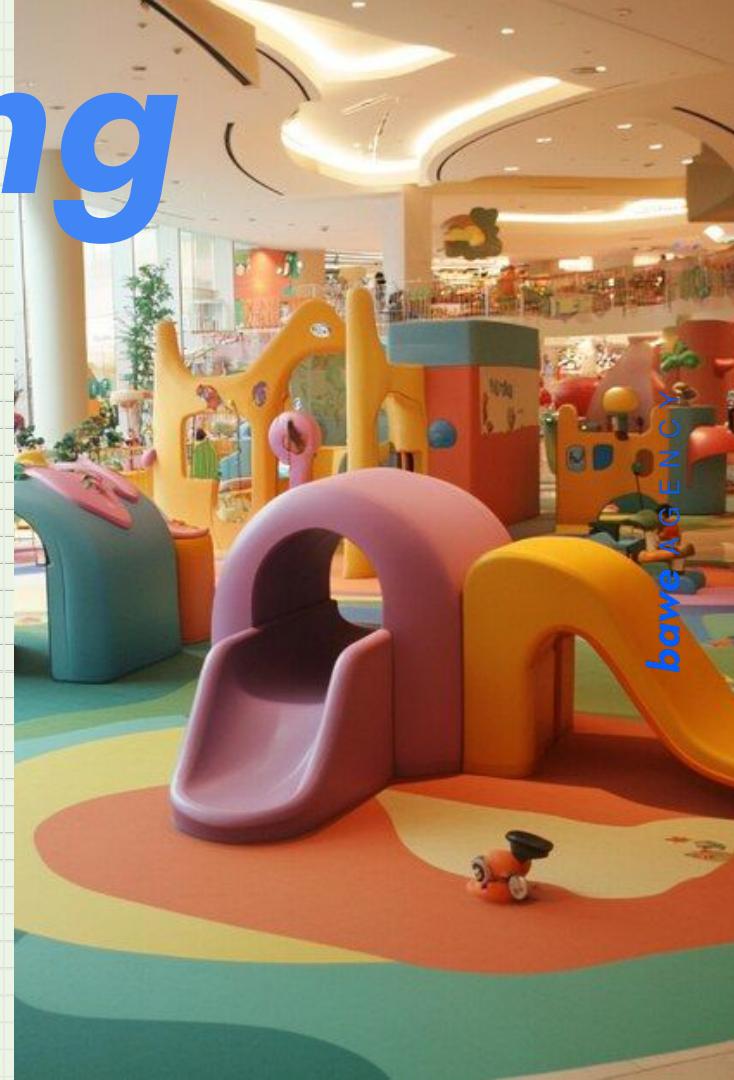
Sustainability = Access

- Gen Z are money-conscious but still crave novelty.
- Seconde main is culturally chic.
- Thrift + vintage stores in Paris are already Gen Z hotspots; brands can lean into curated resale



Baby carrying shopping

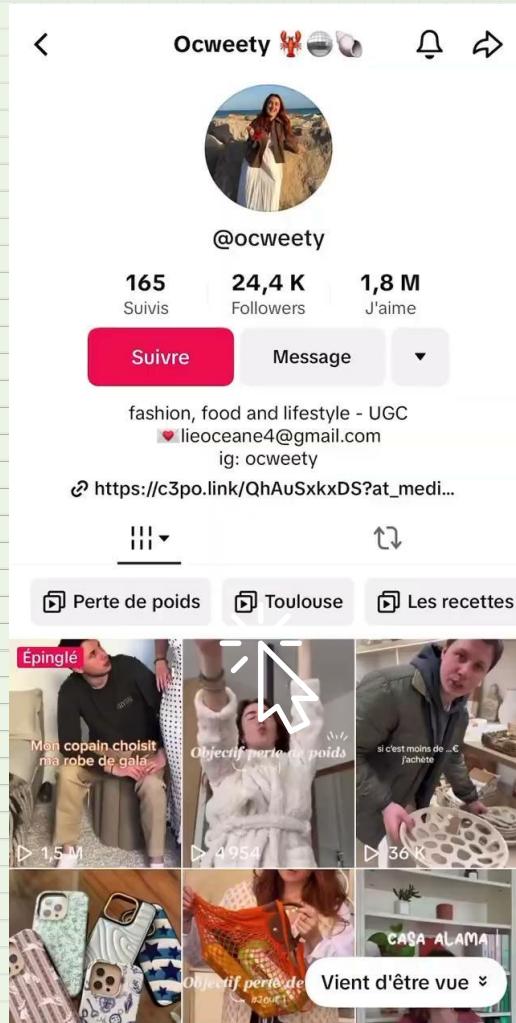
Today's consumers expect retail spaces that adapt to their lifestyles. The baby caring shopping are designed so parents can shop while keeping their children close. Example : Les Récrés du Bon Marché :for kids aged 4–10, where they can enjoy creative workshops like crafting, cooking, or storytelling (€15-€30 for from to 2 hours)



Influence.

Example: opening of a new Balzac store in Toulouse

- Micro-influence campaign: to explore the brand's showroom.
- Gifting : items from their new collection.
- Influencers : featuring these items in their content.
- Results : this local & organic strategy helped strengthen the brand's presence in the area.



Influence.

UGC (User Generated Content)

- Minimum price (per content): €100 – €200
- Average price (for packaged content with usage rights): €300 – €600

Beginner UGC creators can offer 3-video packs starting at €500–€800



Influence.

Micro-Influence (5k–50k followers)

- Minimum price (per post/story): 150€
- Average price (per creator): 300€

A campaign with 5 to 10 creators typically can costs between €1,000 and €5,000

