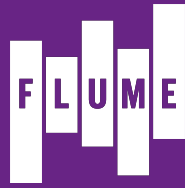


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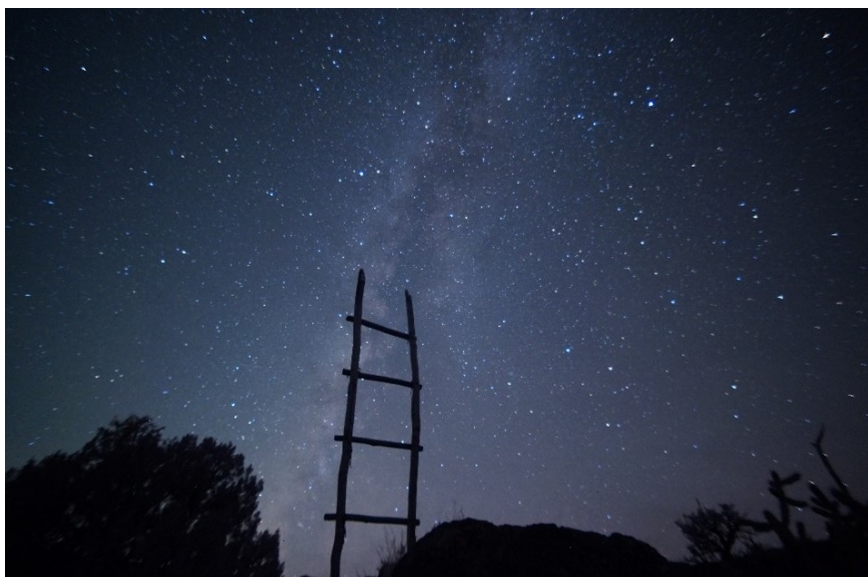
### Welcome to May's Flumeletter!

In this issue we share a few reality-checking snippets about Gen Z from our recent partnerships with Five by Five and Meet the 85. It's a little glimpse under the skin of a generation so often shrouded in stereotypes, myth and sweeping condemnation that we hope will help brands better serve their needs.

We also highlight some interesting things including the fact that Debbie is standing for the AQR board and how you can vote for her, as well as some drive thru backlash and an exploration on why everything is so "mid".

Enjoy!

## Rest in Peace Gen Z?



Gen Z. Zoomers. The iGeneration. Millennials on steroids. Whatever you want

to call them, this cohort have been stereotyped and generalised and marred with sweeping headlines like there's no tomorrow (which they've also grown up being literally told their whole "unprecedented" lives – hello global climate crisis). They're tech inherent, they're social media obsessed, they're eco warriors. They're political activists, mentally un-resilient and hyper-woke. They're lazy and entitled but they're also hell bent on changing the world. They want cult status brands but they also "don't care about things, only experiences." Hmm. Makes sense.

Here at Flume we were really excited for the opportunity to partner with our friends at [Five by Five](#) to explore some of these widely touted (and often contradictory) labels and look at who this potentially misunderstood generation really is and what *really* matters to them in their day-to-day lives, the ultimate goal of course being to be able to better serve the brands we both work with.



So are Gen Z really *all-consumed* with world-changing ambitions? In short, no. Yes, there's absolutely a sense of being passionate and advocating change for the better in many aspects of life – the climate, equality, society, politics to name but a few – but on an everyday, individual level their aspirations are significantly more pragmatic. Financial stability is the most widely cited desire for the future – a yearning to stand on their own two feet and live comfortably. Brands should be mindful of balancing lofty, glass ceiling aspirations with the more modest hopes of Gen Z en masse in their interaction with them.

And what about when it comes to spending? Are they strict ethical consumers or pragmatic purchasers? The answer is that they lean very much towards pragmatism, but *not always* through a lack of caring. Georgia, 24, told us that she's "genuinely shit-scared about what's going to happen to the planet" but "there's a certain amount of privilege" in being able to buy eco-friendly products because of the often prohibitive cost.

Speaking to our survey respondents about the factors influencing their purchasing decisions, only an average of 5% said they actively consider the environmental impact of their choices every time. They're far more concerned (especially in today's economic climate!) about the price – something which also bore out with our Gen Zs in our collaboration with [Meet the 85](#): "Is this item reasonably priced? If it is, then yeah, I'll buy it." Brands need to first and foremost be the easiest solution for Gen Z to achieve their goals (and that includes being financially accessible) as secondary benefits such as ethical and environmental claims can feel intangible.



If you're interested in reading the full myth-busting whitepaper "The Death of Gen Z 2023" you can download it [here](#) and if you want to know more we'd love to chat about what we found out. Just drop us a line at [hello@flume.group](mailto:hello@flume.group).

## Interesting things:

- Our lovely founder Debbie is standing for the AQR Board. If you are a member please don't forget to vote for her [here](#) – it would be very much appreciated!
- Drive thru backlash - do cars have more rights than people? <https://shorturl.at/shvC0>
- Why is everything so "mid"? Probably something you want to avoid if you're a brand? Or is the mid where the mainstream is and so you should go for it? <https://shorturl.at/shvT8>



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