

Gen Z Marketing Madness: What Was Old is New Again!

The wheel of time is turning, and it almost had to happen. In the transition to the next segment of the cycle, the generational shift we so often see in effective marketing strategies is telling us that older Gen Z consumers (between the ages of 18 and 24) do not behave like Gen X or Millennials. Instead, Gen Zers—despite being branded as digital natives—are embracing more traditional media types. This is important because, according to a January 2018 article in Forbes magazine, they are on track to become the top consumers in a very short time. By 2020, these young adults are expected to account for more than \$140 million in direct spending.

What Makes Gen Z Different?

There is no doubt that the members of Gen Z consume information and react to marketing messages differently, but how can this knowledge be turned into actionable implementation of direct mail marketing, transpromotional communications and advertising support? The first element of the chase is to understand what Gen Zers are doing differently. The oldest members of this

generation are coming online financially with their first real jobs and financial responsibilities. They are buying cars, renting apartments, paying utility bills and often diving into the world of credit cards and loans.

The Forbes Development Council reminds us to meet them where they live, which is sound advice for any generation. When it comes to the media that Gen Z consumes, they seem to be leaning toward things like newspaper ads, signs in brick-and-mortar store locations and individualized messaging. They are heavy users of video, so the new postal incentives from the USPS that reward mailers for using Augmented Reality solutions may be a good strategy. If you are one of the more than 120 companies already registered for the USPS Tactile Sensory Interactive promotion, congratulations! Early results indicate that the active participants are already realizing increased revenues in addition to their postal discounts. As an added benefit, this is just the type of marketing that will appeal to Gen Z.

As new research emerges about how Gen Z consumers interact with their

world, it is important to understand these nuggets of information so we can lay the appropriate groundwork with our marketing campaigns. According to a Key-point Intelligence – InfoTrends study entitled In Search of Business Opportunities: Finding the Right Prospects, digital marketing, sales and marketing materials, and print publication advertising are the top three ways that enterprises communicate with their customers. This aligns with the way Gen Z pulls information, but it still speaks to the needs of Millennials and Gen X—who have different preferences for the communications they consume.

Discussed in a recent Business Insider, a new study by The Atlantic’s creative marketing group Atlantic Re:think, Comscore and Harvard College Consulting Group made the point that Gen Z consumers read older media titles more than twice as much as digital outlets like BuzzFeed and Cheddar. At the



same time, however, the Forbes panel reminds us we must be concise—Gen Zers have little patience for long-winded value propositions. Although this doesn’t necessarily mean they have a short attention span, it does mean that they make quick decisions about relevance. If you engage their interest, they will stay with you and share their experiences with others...but the customer experience must be superb.

Are you adding a marketing message to your regulatory communications? Make it easy for Gen Z consumers to access the offer directly from the document, either online or on paper. If you’re creating a direct mail marketing campaign, remember that Gen Z likes paper...but it needs to be interactive! A great design and unique finishing

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STATE HAPPENINGS BY RJ

Monthly Update from Our Lobbyist in Sacramento

2019 Legislative Round-Up

We’ve been keeping an eye on a variety of legislation as it makes its way through the California legislature. Now that this year’s legislative session has come to an end, here’s an update on what was signed into law...and what was not.

Signed into Law

AB 5: Worker Classification

The stricter “ABC Test” for classifying workers as employees vs independent contractors that was put forth in a 2018 California Supreme Court decision was codified into a law that goes into effect on January 1, 2020. AB 5 only applies to the definition of “employee” under the California Wage Orders – it does not affect other situations, such as the IRS definition of “employee.”

While AB 5 makes it much more difficult to classify workers as independent contractors, there are numerous “carve-outs” regarding groups of workers to whom AB 5 will not apply. Notably for the graphic communications industry, the list of workers not affected by AB 5 includes graphic designers, marketers, sales people (provided pay is based on actual sales) and freelance writers and editors (provided the worker contributes no more than 35 submissions to an outlet in a year).

AB 9: Extends Statute of Limitations for Claims

Extends the period of time during which employees can file complaints of unlawful employment practices with

the Department of Fair Employment and Housing (DFEH) from one year from the date of the violation to three years. Prohibits the revival of lapsed claims.

AB 51: Bans Certain Arbitration Agreements

Prohibits employers from requiring either job applicants or employees to waive their right to a judicial forum for employment-related claims, as a condition of employment or continued employment. In essence, employers cannot require employees to bring all employment-related claims in arbitration instead of in state or federal court.

SB 142: Lactation Accommodations

Expands California employers’ lactation accommodation requirements. Requires employers to provide a safe and clean lactation room that meets specific requirements, as well as access to a sink and refrigerator in close proximity to the employee’s workspace. Clarifies that employers must provide reasonable break time to express milk. Requires employers to adopt and distribute a mandatory employer lactation policy. Allows employers with less than 50 employees to seek an exemption from some of the specific requirements, based on demonstrated undue hardship.

Not Signed into Law - Eligible for Reintroduction Next Year

AB 161: Requiring E-Receipts

Would require all businesses to offer e-receipts, unless a customer asks for paper copies.

AB 1080/SB 54: Single-Use Plastics

Would seek to greatly reduce the use of single-use plastics, including requiring manufacturers of single-use plastic packaging or products to demonstrate a specified recycling rate as a condition of sale.

SB 135: Expansion of Family Leave

Would require employers with as few as five employees to provide 12 weeks of a protected leave of absence each year (in addition to other leaves of absences already required).

SB 171: Annual Pay Data Reporting

Would require California employers with 100 or more employees to submit detailed annual pay data broken down by race, ethnicity, sex and job category.

Not Signed into Law - Consider these “Dead”

AB 170 as originally written: Joint Liability for Harassment

This bill was originally written to make a “client employer” jointly liable for harassment (including sexual harassment) of any worker supplied by a “labor contractor.”

After being passed in the Assembly, the Senate took the bill and did what’s called a “gut and replace.” All the original wording was deleted and replaced with a bill that temporarily exempts newspaper distributors and carriers from the new independent contractor tests that go into effect with AB 5.

AB 171: Employment Sexual Harassment

Would have extended to victims of workplace sexual harassment the existing anti-retaliation protections for

victims of domestic violence, sexual assault or stalking. Would also create a rebuttable presumption of unlawful retaliation if an employer took adverse action against an employee within 90 days of learning of the employee’s status as a victim of one of these things.

AB 196: Paid Family Leave

Would expand the Paid Family Leave Program in order to bump this up from partial-paid leave to a 100% wage replacement benefit for workers earning \$100,000 per year or less.

AB 403: Statute of Limitations for DOL Complaints

Would extend the time that a victim of workplace retaliation has to file a claim with the California Labor Commission’s Division of Labor Standards Enforcement from six months to two years and authorize an attorneys’ fee award to a worker who prevails on a whistleblower claim.

AB 628: Victims of Sexual Harassment

Would require employers to allow victims of sexual harassment—and employees who are providing assistance to a family member who is a victim of sexual harassment—to take job-protected leaves of absence.

SB 218: Employment Discrimination Enforcement

Would create an unfair code compliance problem for businesses that operate in Los Angeles County by authorizing local governments within the County to enact and enforce workplace anti-discrimination laws, thus putting

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BUSINESS & MANAGEMENT

Print Sales: Common Complaints from the Trenches

Below are the three most common issues that I hear about from print providers:

- The decline of customer loyalty
- Difficulty securing meetings/face time with buyers
- Dissatisfaction with sales growth

Selling print has changed.

Companies need to adjust their selling process.

- 70-80% of the sales process is complete before the customer makes contact.
- Customers have instant access to information. Vetting new vendors is easy.
- The customer is now in control. They decide when and where they get their info.

Effective selling now requires your company to be in the right channel, at the right time, with the right information.

Support sales by generating top-of-mind awareness and trust for your services. Engage with eye-catching print materials, be in their inbox and stand out with customer-centric website content.

Most providers lack in-house resources to achieve this.

I provide printers with a practical, easy, and highly effective solution to these challenges. For a fraction of what it would cost them to do in-house.

Source: Patrick Whelan, Great Reach Communications, www.greatreachinc.com

GOVERNMENT & LEGISLATIVE

EEO-1 Survey Report: The Never-Ending Saga

Back in 2016 the Equal Employment Opportunity Commission (EEOC) announced that, starting in March 2018, the data requirements of the annual EEO-1 reports required for private employers with 100 or more employers would be expanded. The EEO-1 survey has always required these employers to report on the number of people they employ, categorized by location, race/ethnicity, gender and job category. Now the survey would also include detailed pay and hours data as well.

In 2017 an indefinite stay was issued regarding the new data requirements. In May 2019 the stay was lifted. On September 30, 2019, the expanded data was due for both 2017 and 2018.

Now, citing the high burden on employers and the unproven usefulness of the program, the EEOC wants to halt it. While the EEOC is seeking authorization to continue to collect the original “Component 1” data for another three years, it is not seeking approval to continue to collect the “Component 2” pay and hours data for future years.

While it is not yet a “done deal” that the Component 2 data collection will be discontinued, it is looking quite promising. We’ll keep you posted!



FEATURE ARTICLE

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characteristics are great ways to develop interactive direct mail. It is also important to remember that Gen Z is not the e-mail generation—they are the texting generation. Mobile apps that learn who they are, respect their time and focus on a quality customer experience can create a winning path forward.

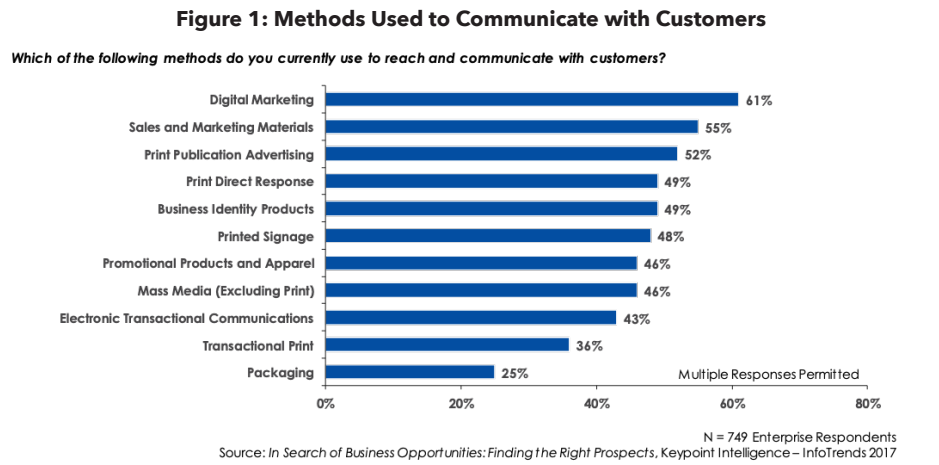
Another place where Gen Z holds different values involves how much they are willing to share with brands and organizations. Although the study cited in Business Insider suggests that slightly more than half of Millennials are concerned about privacy and how much information they share with the brands that they buy from, just over 40% of Gen Z survey respondents had similar concerns. Gen Zers like brands that speak to their hearts, so establishing the right relationship is crucial. They are also willing to share feedback, which opens the door to a wide variety of interactive experience options. Although Gen Z consumers are willing to share usable, actionable data with brands, they

do expect a payoff for doing so. Campaigns that push “special offers” that are not special, promote targeted offers that miss the mark or appear to serve the brand more than the consumer can jeopardize a relationship, so they should be taken off the marketing table.

The Bottom Line

Brands should view up-and-coming Gen Z consumers as an opportunity to leverage print and mail that is linked to mobile. These individuals expect a consistent and stellar experience across all channels, and properly executed campaigns will grab their attention and get them excited. Print service providers should take a look at the products that they are offering to clients and consider developing programs that can help them get in touch with this emerging group of buyers.

Provided by Canon Solutions America



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STATE HAPPENINGS
BY RJ

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affected businesses at risk for more litigation.

SB 522: Service Tax
Would expand the sales tax to include services.

SB 732: SCAQMD Taxing Authority
Would authorize the South Coast Air Quality Management District to impose a transactions and use tax within the boundaries of its district.

If members have questions regarding any of these bills and their impact on the printing industry, please don't hesitate to contact RJ Cervantes, PIC's lobbyist in Sacramento, at 916.262.4682.

TECHNICAL & TECHNOLOGY

One of the benefits of membership is the technical expertise provided by Printing Industries of America. Our technical experts from the Center for Technology and Research discuss common production problems and issues. The Center for Technology and Research helps members with environmental, health, and safety concerns; consulting and on-site technical assistance; and technology training.

Q. We just completed an inventory of our cut sheet paper. We found several cartons of wrapped ream paper left over from jobs we printed several years ago. How long can paper be kept in storage?

A. There are no published standards or data regarding the shelf life of paper. If the paper is kept sealed in the original wrapper (air and moisture barrier) it should last quite a while. Moisture and trace chemicals (acids) in the air will react with exposed paper, causing it to yellow and become unusable. Archival paper specifications call for a neutral pH and no lignin. Lignin is the brown material in wood that bonds the cellulose fibers. In paper making, the wet pulping and bleaching process dissolves and removes the lignin. Ground wood pulp is made by grinding the wood and the lignin remains. Paper with any ground wood pulp would be less stable over time. Paper with an acidic pH will interact with the lignin and accelerate the yellowing of the paper, especially when exposed to UV light. Most paper is made today with alkaline sizing and has a neutral or alkaline pH. The answer to your question is that it depends on how the paper has been stored, the materials used to make the paper, and how the paper was made, which only the paper manufacture can answer. I did find one reference to shelf life of paper being 10 years.

Q. Will production inkjet become the dominant print method used by commercial printers?

A. Yes, production inkjet will eventually become the dominant technology. However, production inkjet does have limitations that will still exist in the near future—things like speed, ink costs, substrate versatility, and so on. Because of these factors and more, every current printing process will still have a role in the future print market.

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PIASC Events Calendar

OCT NOV

1-29

PIASC Annual Toy Drive
Donate between October 1 and November 29
www.piasc.org/toydrive/
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

OCT

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WEBINAR: Got a Forklift? What You Don't Know About Safety-Toed Shoes can Cost You!
11:00 am - 12:00 pm
Online
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

NOV

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WEBINAR: Do you have the Proper SCAQMD Permits for your Equipment? (NEW DATE!)
2:00 pm - 3:00 pm
Online
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

NOV

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Lock it or Lose It: Data Protection & Cyber Security
\$35 before November 13, \$40 at the door
Register Now: socialpcc.org
Contact: Vencent Quaglia 714 701-2633

NOV

15-16

2019 TECHEXPO
PFS Technology Center
Orange County, CA
Register Now: pfstechexpo.com

NOV

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PIASC Member-Only GRC Career Day
Cal Poly State University
San Luis Obispo, CA
Registration Deadline: November 1
Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org