

A young man with a beard, wearing a black baseball cap and a dark jacket, is looking down at a smartphone in his hands. He is standing in a city street at night, with blurred lights and buildings in the background. The overall mood is modern and tech-oriented.

# Gen Z

**The 'In Real Life' Opportunity**

NEW ZEALAND INSIGHTS | JUNE 2023

JCDecaux

This document supports **Gen Z: THE IRL OPPORTUNITY** developed by JCDecaux Australia and The Future Laboratory.

The main report presents a wide variety of findings on Gen Z and **how this generation is altering the business landscape**, today and into the future.

This support piece is a **deep dive into the New Zealand context**. Sizing this audience and presenting research findings based on a New Zealand sample.

JCDecaux





# Research methodology

Online survey

N=200

Kiwi Gen Zs in main NZ cities

Conducted May 2023

Balanced for age and ethnic mix  
(to match the national population)



# The Gen Z opportunity in NZ

**Born**  
1997–2012

648,000  
**Kiwis**

15%  
**of the  
population**

# Gen Z believe they can influence change

62%

feel Gen Z can **change society for the better**

## GEN Z'S – MY GENERATION HAS...

The ability and desire to define identities away from traditional labels

79%

The power to influence positive change in business ethics

80%

The power to improve human impact on the environment

84%



A person is shown in profile, holding a tablet. The background is a solid blue color. The text is white and bold. The person's face is partially visible, and they are looking at the tablet. The overall tone is professional and modern.

**Cultural identity  
can be celebrated**

**80%**

agree my generation **embraces**  
cultural diversity meaning **I can be**  
**proud of my cultural identity**

# Connection in real life is as strong as digital worlds

I feel connected to

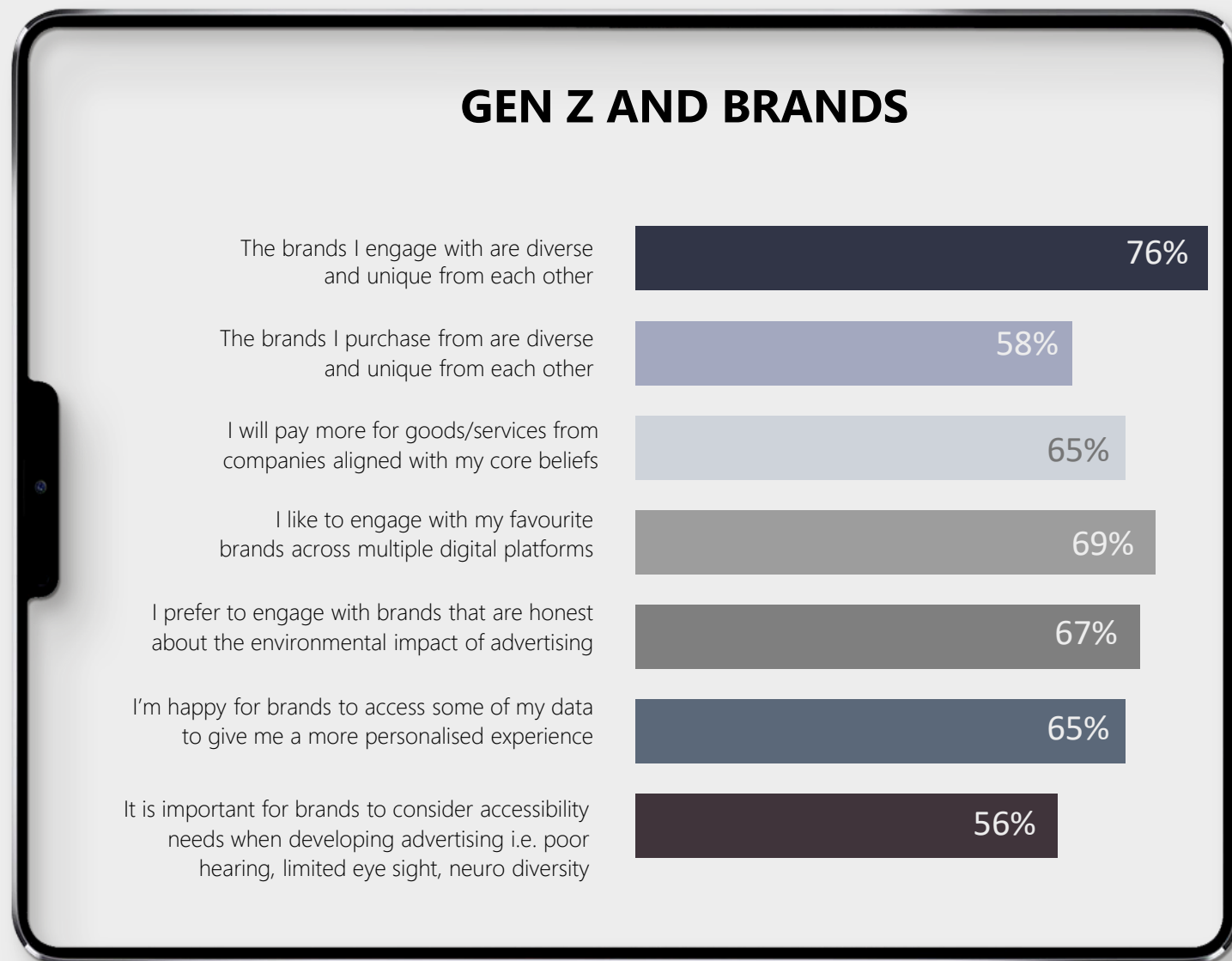
64%  
Communities  
in real life

62%  
Communities in  
online / social

# Gen Z engage with a diverse set of brands

7 in 10

like to engage with favourite brands both **online and offline**





# Attention for brands in the real world is significant

86%

Notice brands in digital channels

67%

Notice brands in the real world



”

**Billboards are a huge statement.** Whilst I'm on my phone I tend to just swipe right past any advertising





# Benefits of Out-of-Home advertising vs digital advertising

”

You get to view something so different and so so real

”

Its more memorable. Social tends to be an overload

”

They are in your local community so you know they are definitely relevant to you

”

Catches your attention when not on a device Can make you interact with people around you

”

It is more likely to make an impact rather than being scrolled over



# Benefits of Out-of-Home advertising vs digital advertising

”

When you're bored you'll start observing your environment and in doing so you'll usually end up focusing on the out-of-home advertisement

”

Opportunities to link to local communities and events. Promote local businesses that are nearby. Reach a wider audience rather than being targeted online by what the algorithm thinks you want to see

”

The Out of home advertising can be shared amongst others you are with at the time in that moment, unlike social media where it is usually just yourself viewing the advertisement.

”

You think about them more in depth in my opinion, like you re-think things

# Out of Home is welcomed as a channel

74%

agree brands wanting to influence Gen Z should use Out-of-Home advertising







”

**Devices can get very personal;** looking up and being present is probably a good thing, to be encouraged. LOL



# Why brands wanting to influence Gen Z should use Out-of-Home advertising



”

It makes it feel more in-person and natural as only online can feel like scam behaviour

”

Allows more people to be influenced that have a busy lifestyle

”

Gets people attention, off their devices

”

People will see them more regularly, especially if it is big billboards, people will see those most days on their way to work etc

”

People look around when they are outside, so it is more noticeable

# Why brands wanting to influence Gen Z should use Out-of-Home advertising

”

I am usually out more than at home, seeing a billboard is easier for me to notice

”

It feels like something shared; we share what we use and like, so it reminds you to talk about it (if it is something you like and gives you a benefit)”

”

Because I am always out in town or the city and looking for new things

”

It gets more of a presence

”

Because we walk everywhere...

# Gen Z say impactful Out-of-Home is

**Timeless**

**Community  
building**

**Memorable**

**Clever**

**Big and bold**





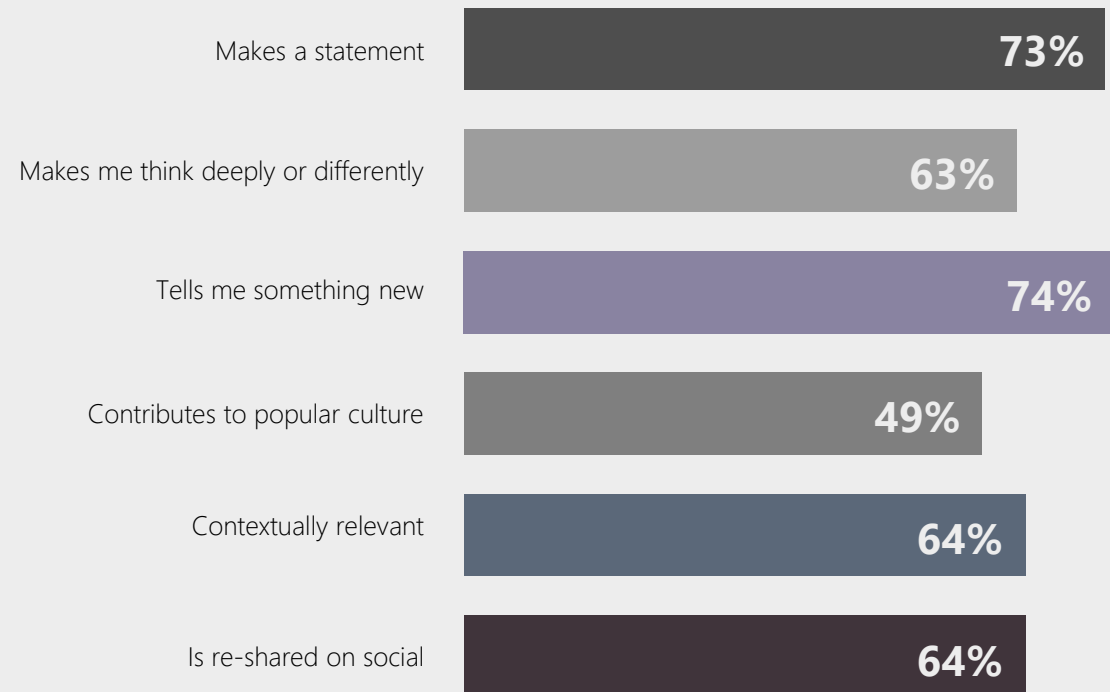
**Gen Z don't always expect innovation; they appreciate the channel for its core benefits**

Less than

**25%**

of Gen Z expect Out-of-Home to always be immersive or experiential

### OUT-OF-HOME ADVERTISING THAT WOULD INTEREST OR INFLUENCE GEN Z





# Digital-Out-of-Home is enjoyed in context; not all expectations are digital

59%

believe digital Out-of-Home is the way of the future (meaning 41% do not)

7 in 10

say digital Out-of-Home should be relevant to the environment it is experienced in

# Out-of-Home can have a better impact on the environment

**Top three solutions from a range  
of solutions/ suggestions:**

Ensuring all materials  
being recyclable

Energy used to power  
digital screens being renewable

Donating profits to environmental causes

JCDecaux

WE STRIVE TO  
REDUCE OUR  
CARBON FOOTPRINT

AND ALIGN OURSELVES  
WITH SUSTAINABLE  
AND ETHICAL SUPPLIERS.

JCDecaux



# Out-of-Home can benefit local communities

Top three solutions from a range of solutions/ suggestions:

Promoting social causes

Giving small business a voice

Give individuals a voice



# High opportunity to see Out-of-Home

94%

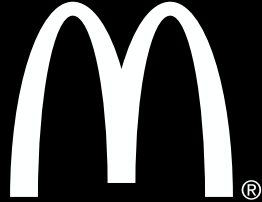
of Gen Z leave home each day and travel >5km by car, bike or public transport

---

+5%

general population mobility

# Recent campaigns Gen Z remember





# Insights and conclusions from the NZ Study

Gen Z is shown to be **optimistic about the future**, their ability to influence change and their own identities. Respondents **celebrate diversity** and are not scared to be different; a finding that would not be as strong in previous generations that have stronger need to conform.

As a result, they have **diverse interests** including engagement with a wide set of brands. A **brand's values are important** and influence consideration. Gen Z claim they will pay more for brands that match their own personal values.



Growing up digital natives, Gen Z obviously expect brands to deliver digital experiences; however they also **embrace 'in real world' experiences** offered by brands.

There is **a duality** to their existence and identities; digital lives do not over-take real lives/ experiences.

**Expectations of Out-of-Home are realistic;** they are not always wanting digital, experiential or immersive experiences. They understand **Out-of-Home can make bold statements and should be cognisant of the environment it exists in** – location wise, contextually, sustainably and as 'a voice' in the real world.

Gen Z are more **mobile** than the standard population, so have a **high opportunity to be influenced by Out-of-Home**. It is a media channel that Gen Z embrace and welcome, and thus is relevant for Gen Z focused campaigns.







Church St SMARTFRAME



Kingsland SMARTFRAME



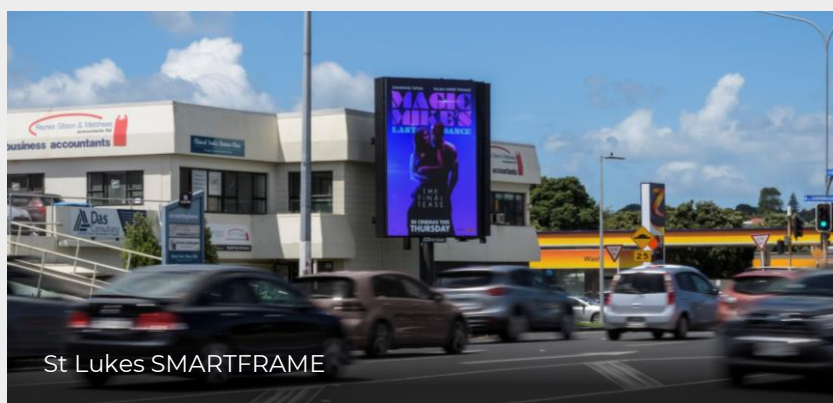
Domain SMARTFRAME



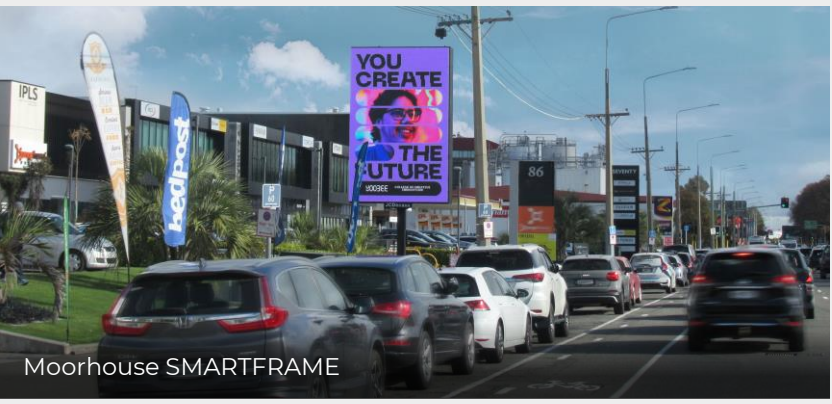
Eden Terrace SMARTFRAME



Liberty Corner SMARTFRAME



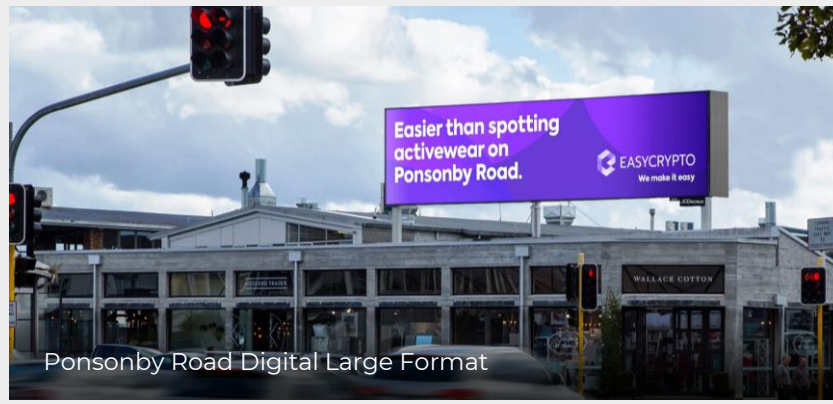
St Lukes SMARTFRAME



Moorhouse SMARTFRAME



Westfield Newmarket, Gilles Ave



Ponsonby Road Digital Large Format

# Selection of JCDecaux sites that over index for Gen Z consumers

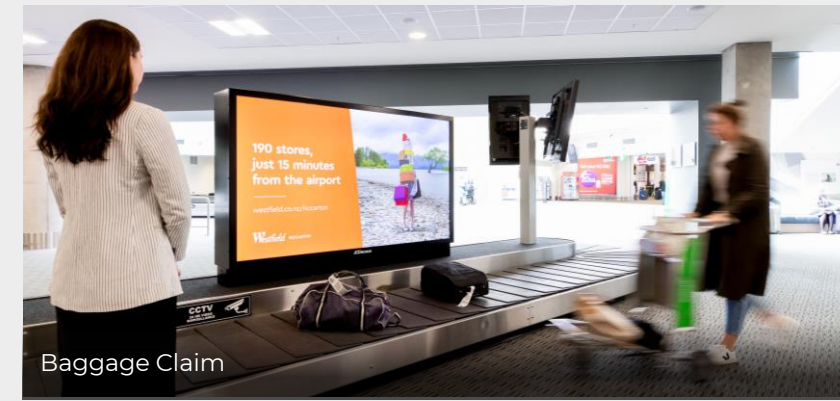


# Gen Z over index for travel

9%  
more likely to travel  
domestically by air



15%  
more likely to travel  
internationally



23%  
more likely to notice  
advertising in and around  
the airport





**Additional  
suggested reading  
for NZ insights  
into Gen Z**

[Millennials & Gen Z Report](#)

[Where are the Youth Audiences and What are They Consuming?](#)

[Watch Wahine Win](#)

[The Gen Z Effect in Australia and New Zealand](#)

[How to market to Gen Z – Forbes](#)



A young man with a beard, wearing a black baseball cap and a dark jacket, is looking down at a smartphone in his hands. He is standing in a city street at night, with blurred lights and buildings in the background. The scene is dimly lit, with warm bokeh lights from street lamps and buildings.

# Gen Z

The 'In Real Life' Opportunity

JCDecaux