

The Financial Brand, US: What Banks Need to Know to Target Gen Z



Excerpts from The Financial Brand's article:

"In many ways banks and credit unions got a late start on Millennials, and many are still speaking of that generation as if it were a fresh phenomenon. Yet Generation Z has already started to enter the workforce. According to GlobalWebIndex, in an international study, 33% of Gen Z is already working, full-time, part-time, or freelance. Gen Z has already begun spending money — and 77% of 18-21 year olds make P2P payments, according to Zelle. Gen Z is forming impressions of traditional financial institutions — with or without the institutions' input.

Below are some of the themes important to financial marketers as they target Gen Z:

1. Gen Z's Mobile-Device Connected Life
2. Social Media, Where Gen Z's Real Life Meets Digital Life
3. Gen Z Wants Content — But Not What You Like
4. Gen Z Beyond Electronic Devices"

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