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Marketing health and wellness to Gen Z? They view it as a lifestyle, not individual choices. Health and wellness brands should too.

Z: A GENERATION REDEFINING HEALTH AND WELLNESS

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At first glance, Gen Zers might seem more like young geezers. They're cautious with their money and shy away from overextending themselves with credit cards. They choose their colleges and careers thoughtfully, and they pursue educations that create the least amount of debt.

Given that the oldest Gen Zers were born in the mid-1990s, these young men and women are mature and thoughtful beyond their years.

Older generations—from Baby Boomers and Gen X to Millennials—have tended to view health and well-being as individual areas of concern. Gen Z does not. For them, there is no line separating physical fitness,

healthy eating and mental well-being. All are interconnected as integral pieces of a greater holistic puzzle.

Student Affinity Network UNiDAYS recently conducted a survey of 12,269 Gen Zers from the U.S., U.K., Australia and New Zealand focused on health and well-being. The findings show that college-age Gen Zers around the world prioritize health and wellness as a central part of their lives. While the percentages vary by country, the differences are small. These Gen Zers are united in what concerns them the most:

- 72 percent say managing stress and mental health is their most important health and wellness concern.

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- 68 percent state that a well-balanced diet is critical.
- 61 percent say exercise is a major concern.
- 60 percent believe getting enough sleep is another area of importance.

How to win with Gen Z now—and later

Considering Gen Z commands up to \$143 billion in U.S. spending power (according to estimates from Millennial Marketing), this generation promises a huge opportunity for brands. To connect with this group in the long run, health and wellness marketers might do well to consider a two-pronged approach:

1. **Lay the groundwork for long-term engagement.** The key to winning Gen Z will be taking advantage of their views toward overall health and well-being—that mind and body are integrated and working together, not competing.
2. **Focus on their immediate needs.** When crafting campaigns to reach Gen Z, appeal to their time-strapped schedules by helping them understand how making time for one health-and-wellness area (going to the gym for exercise) will benefit another (quality of sleep improves).

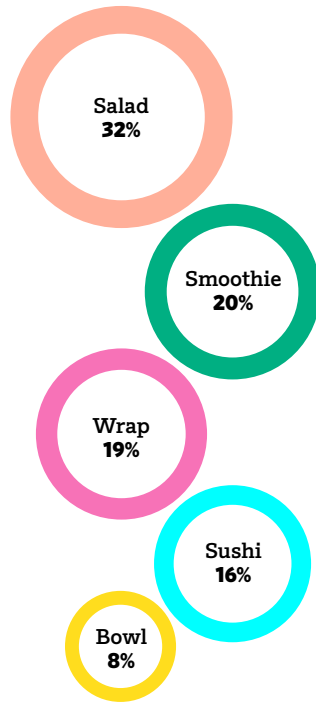
Gen Zers use their friends and feet to find food and fitness

Marketers in this space should understand a key point about Gen Zers: They tend to learn about new foods and fitness programs from social media, family and friends rather than through traditional advertising. For example:

- 82 percent get tips on new restaurants and 64 percent find new gyms from family and friends.
- 71 percent discover new eateries and find new fitness opportunities through social media.
- 58 percent learn of a restaurant and 22 percent find new workout clubs while walking to school or through their neighborhoods.
- 33 percent find new places to eat and 43 percent discover new health clubs through blogs and influencers.
- Only 25 percent discover new restaurants and gyms from TV commercials.

Gen Z's Healthy Food Choices

What is your go-to healthy menu item?



Source: UNiDAYS 2018 Health Survey, answers multiselectable, all respondents.

Fast and good: Food and Gen Z

For Gen Zs, healthy food choices are important, but they struggle to find time in their busy lives to eat the way they want to, or in a way they'd consider healthy. While 41 percent say they eat fast food at least weekly, that doesn't necessarily mean fries and burgers. For Gen Z, "fast food" can also mean quick, healthy, on-the-go meal options, not just foods that satisfy cravings for fat and salt.

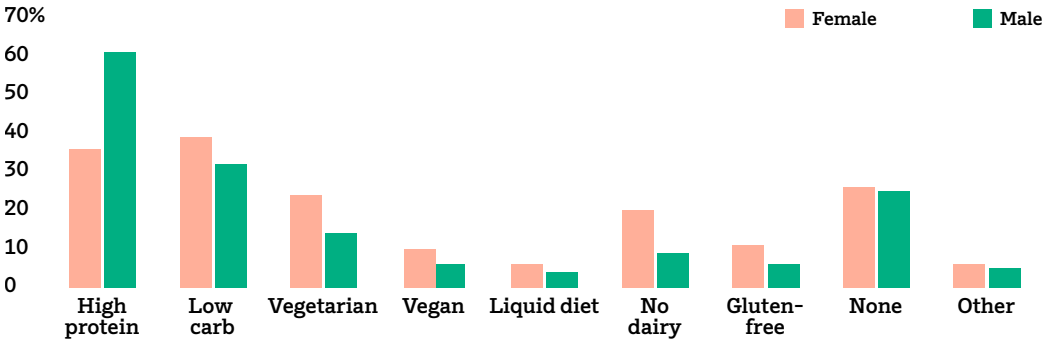
It's no surprise then that 52 percent would opt for a weekly healthy meal-delivery service if it were available. Still, it appears you can't beat the traditional supermarket: 92 percent of Zers say they buy their groceries in-store as opposed to ordering online.

Marketing opportunities: To entice Gen Zers on a consistent basis, restaurants should consider offering student pricing for healthy, convenient, cost-effective and quality-centric menu options, making sure to communicate it both online and off. For grab-and-go,

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How Gen Z Eats

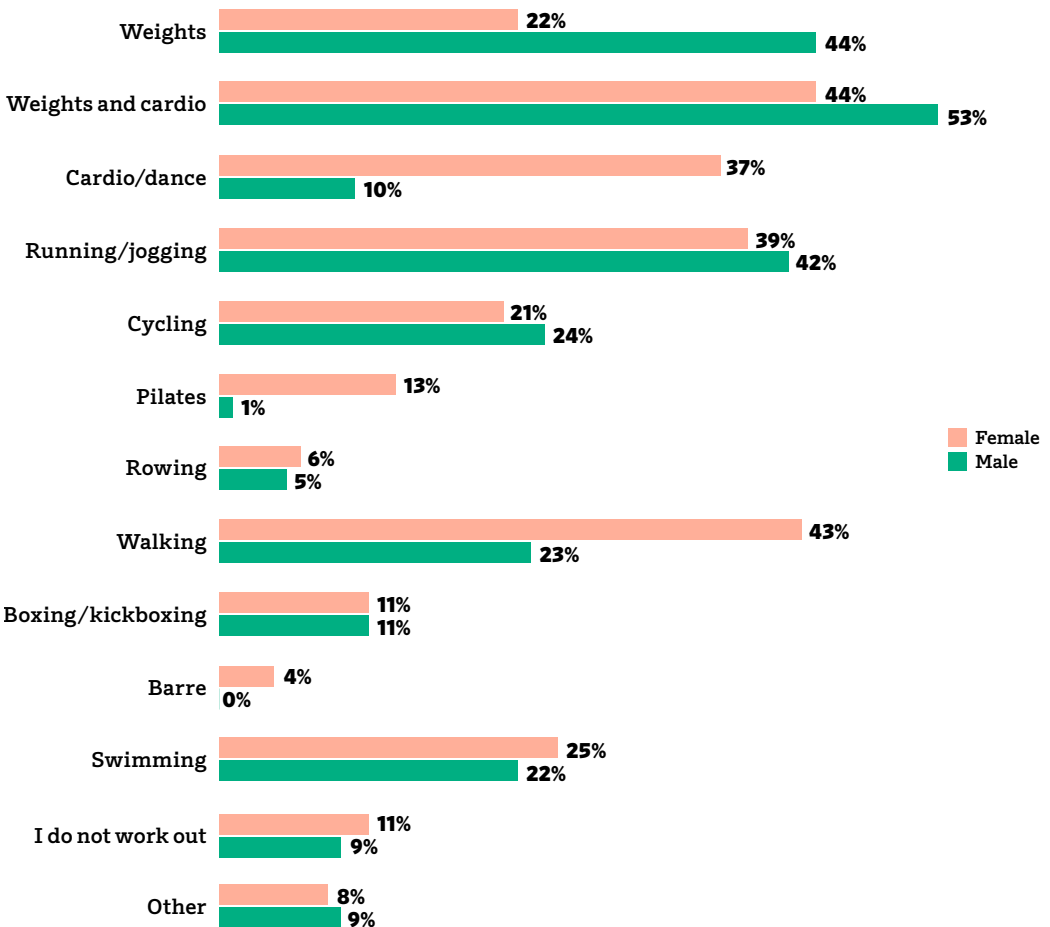
What types of diets are you into?



Source: UNIDAYS 2018 Health Survey, answers multiselect, all respondents.

Gen Z's Favorite Ways to Work Out by Gender

What's your preferred form of exercise?



Source: UNIDAYS 2018 Health Survey, answers multiselect, all respondents.

brick-and-mortar still matters. Eateries should consider offering options for “fast food” in physical locations and as a healthy meal delivery service.

Working it out, throughout: three facets of Gen Z fitness

Fitness and exercise are important to Gen Zers, as many view working out as a priority for their long-term health. Forty-nine percent work out one to three times a week, with 19 percent pushing for four to five times a week.

Fitness companies should think creatively when engaging Gen Z. For example:

- **Offer Gen Z students incentives** within fitness program offerings. Include perks such as free smoothies or juices, extra guest passes, online access to classes and discounted one-on-one training sessions.
- **Focus on value** through expanded offerings and innovative partnerships that provide holistic mind-and-body wellness not just for fitness club members, but for the community as well. Gen Z connects with brands that think beyond the bottom line and give back to others.
- **Take advantage of social media** and technology to provide experiences that incorporate digital and physical components. Live stream fitness classes to engage students virtually or deck out Instagram-worthy interiors to get Gen Zers sharing their experiences with friends.

Sweet spot for fitness: apps that add value

With technology being an integral part of their daily lives, it’s no surprise that Gen Z uses apps to support their fitness efforts. In fact, of the 48 percent who use fitness apps:

- 65 percent of Gen Z respondents report using workout apps.
- 53 percent of respondents use food tracking/diet apps.
- 28 percent depend on wearable technology to track workouts and eating.

Overall, Gen Z men and women use health and fitness apps, but not necessarily for the same reasons. Usage of workout apps by gender is fairly consistent, with 61 percent of women and 62 percent of men saying

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they use them. Similarly, wearable technology usage is also relatively similar for both women and men, at 26 percent and 30 percent, respectively.

What’s the biggest divergence between genders? The use of food tracking and diet apps. Here, 52 percent of Gen Z women use dieting apps versus only 37 percent of men. This aligns with the 70 percent of women who say that eating a balanced diet is a key concern, with 47 percent also reporting that losing weight is important to them. However, these findings differ from the behavior of male survey respondents. Only 58 percent of men say eating a balanced diet is a concern and only 27 percent are concerned with losing weight.

Marketing opportunities: More Gen Zers use workout apps than pay for expensive gym memberships. Fitness app developers should focus on features that specifically appeal to this demographic. For example, fitness apps can empower students to become fitness influencers and broadcast their workouts for others to follow, or guide them through healthy eating at their campus dining halls.

As it stands, many fitness apps are highly specific, focused on a single aspect of wellness, such as step tracking, food diaries or daily yoga routines. Keeping in mind Gen Z’s holistic mind-and-body view of wellness, fitness software developers have an exciting opportunity to partner with retailers, restaurants

and even other tech companies (think popular food delivery companies) to offer cross-promotional, in-app offers. Since the majority of Gen Zers use 10 or fewer apps per day, integrating mind-body wellness into a single experience could be the key to capturing this generation.

Healthy and fit inside the gym and out

When it comes to where to work out, many Gen Zers opt to stay home, saving them time and money. In fact, 43 percent say they work out at home. It's interesting to note, however, that despite having access to on-campus athletic and fitness facilities, only 23 percent say they use them, and 33 percent exercise at a gym or health club outside their school.

At the same time, 59 percent are willing to pay up to \$20 a month for a gym membership or personal training while 21 percent are willing to pay as much as \$50 a month. Furthermore, 61 percent of respondents say they'd take advantage of fitness classes if student pricing plans were offered.

Marketing opportunities: Gyms should focus on broadening their offerings to appeal to Gen Z's holistic sense of wellness. For example, offering add-on classes such as stress reduction workshops, nutrition counseling or partnering with grocery stores and food services would help improve the perceived value of paid gym memberships. Additionally, building support communities around wellness, whether on social media or otherwise, could help Gen Z connect with health club brands in more meaningful ways.

Alternatively, gyms can find creative ways to cater to Gen Z's budget-consciousness. For example, gyms might appeal to Gen Z's stretched schedules by live streaming classes at a discounted price for students. Additionally, gyms can offer incentives for students to join, such as discounted pricing if they use the gym at off-peak hours or programs to earn perks and bonuses when they bring guests or refer friends.

Sweat but look (and do) good while you're at it

For Gen Z, comfort and quality are key to choosing workout wear, and although not all of them are willing to sacrifice style while

they sweat, price is still important to these budget-conscious college students.

Overall, 33 percent say they spend \$20 to \$50 on workout clothing per year and 24 percent pay \$50 to \$100. Almost 15% spend \$100 to \$200 on workout attire and 7.5% shell out \$200 to \$500.

Women and men were fairly consistent when it comes to spending on clothing, with 34 percent of women and 30 percent of men spending \$20 to \$50. Men were slightly more likely to spend \$50 to \$100, at 26 percent versus 24 percent for women.

Marketing opportunities: Since value is important to Gen Z, apparel marketers can take steps to ensure that the overall quality and social image of their products surpass the perceived downside of higher prices. Gen Z feels a connection to brands that do good, so they are often willing to pay more for sustainably sourced clothing or brands that give back to the community with every purchase.

Win over Gen Z by helping them live a healthier lifestyle

For marketers to win over Zers, it's important to remember that this generation views physical fitness and mental well-being as more or less indistinct from one another. Health and wellness brands that want to succeed with Gen Z must stop thinking about their categories as silos and instead view wellness as an overall lifestyle choice.

Don't forget that Gen Z is not entirely dependent on digital experiences, so marketing must bridge both digital and physical realms. Brands need to curate online and offline experiences that are geared toward capturing students' attention.

Word of mouth plays a huge role in marketing to Gen Zers in the health and fitness sector, whether it's on social media or simply on the street. By focusing on experiential offerings that cater to the wellness lifestyle, marketers can get Zs talking about and engaging with their brands.

Finally, by leveraging innovative partnerships with other brands and focusing on breakthrough offerings that cater to wellness, marketers can win over Gen Z both in the here and now and in the future.

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About UNiDAYS

UNiDAYS is the world's leading Student Affinity Network. We connect brands to more than 10 million Gen Z college students around the world, giving them the power to make every experience more valuable and rewarding. Our award-winning marketing platform provides student verification technology and integrated marketing solutions to some of the world's most recognizable brands, including Levi's, Adidas and Samsung. Founded in 2011 by CEO Josh Rathour, UNiDAYS has offices in London, New York and Sydney, and is headquartered in Nottingham, U.K.

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