

# Generation Z: The New Frontier

Get ready for the next  
generation of college students



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Big with Adobe

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Start Preparing for  
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Experience Sonic  
Freedom from  
Outdoor Tech

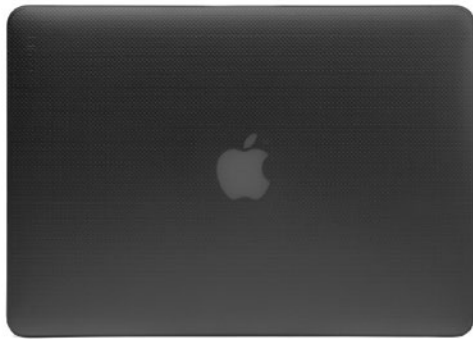


Generation Z refers to Americans born after Gen Y (from 1995 to Present).

Source: Sparks and Honey



## New Incase MacBook Hardshell Cases Exclusively at Your Store\*



**Available in MacBook Air®, Pro®, and Pro with Retina display.**

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\*Also available at the Apple® Store



**26% of 16-19 year-olds are currently volunteering.** Social listening was able to reveal that Gen Z is determined to make a difference or make an impact in some way. Social entrepreneurship is a rising career choice.

Source: U.S. Department of Labor, 2013



## NEW SEMESTER. BIG SAVINGS.

Creative Cloud now available to students and teachers at \$199 for a limited time.

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Offer full versions of Adobe Photoshop + Lightroom CC for \$149.85 with the Creative Cloud Photography plan. Make the best shots even better.



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Contact your Account Manager at 800-279-2795 to request your risk-free Adobe POSA cards for in-store activation.

# THE NEXT FRONTIER: GENERATION Z

Believe it or not but your campus has already opened its doors to a new generation. The oldest members of Generation Z are now college freshmen and sophomores. While millennials grew up as the Web developed, Generation Z is growing up with the internet structure already in place. Generation Z has unlimited access to information creating a distinctive marketing niche. They are mature, entrepreneurial, and hyper-aware by nature. While Gen Z was developing their life skills and personalities, the Great Recession hit, impacting most American families. Surrounded by chaos, uncertainty and poverty, this generation is determined to make a difference in the world and take hold of their future. They are ultimate multitaskers, with an average of an 8 second attention span, gaining their attention will be difficult but not impossible. Making up 25.9% of the population, their consumption behaviors will soon have a profound influence over the market and, more specifically, your college store. Get ready for Generation Z.

Sources: Sparks and Honey, Mashable

## MORE THAN A QUARTER

OF THE U.S. POPULATION BELONGS TO GEN Z



<b>NO. 1</b>	<b>25.9%</b>	<b>NO. 4</b>	<b>23.6%</b>
<b>Gen Z</b>	<b>20 &amp; UNDER</b>	<b>Baby Boomers</b>	<b>50-68</b>
<b>NO. 2</b>	<b>24.5%</b>	<b>NO. 5</b>	<b>10.5%</b>
<b>Millennials</b>	<b>21-37</b>	<b>The "Silent" Generation</b>	<b>69+</b>
<b>NO. 3</b>	<b>15.4%</b>		
<b>Gen X</b>	<b>38-49</b>		



## ENTERING "Z" TERRITORY



### ADEPT RESEARCHERS

Gen Z knows how to self-educate and find information.



**33%** WATCH LESSONS ONLINE.



**20%** READ TEXTBOOKS ON TABLETS.



**32%** WORK WITH CLASSMATES ONLINE.

## DO-GOODERS

**GEN Z WANTS TO MAKE A DIFFERENCE IN THE WORLD.**



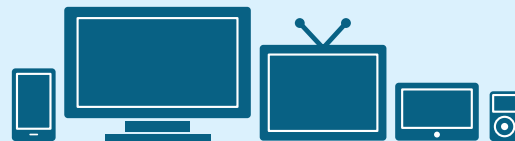


# FAST-MOVERS

The average American attention span is short, and Gen Z is no exception. Accustomed to auto-correct and emoticons, Gen Z prefers visuals to text.



**8 SECONDS:** AVERAGE AMERICAN'S ATTENTION SPAN

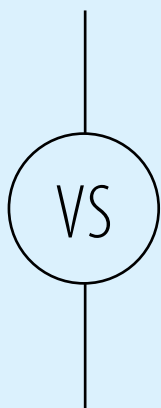


**5:** PREFERRED NUMBER OF SCREENS FOR MULTITASKING (TV, PHONE, LAPTOP, DESKTOP, IPOD, OR OTHER PORTABLE MUSIC PLAYER)

# DON'T MISTAKE THEM FOR MILLENNIALS

## GENERATION Z

5 SCREENS  
COMMUNICATE WITH IMAGES  
CREATE THINGS  
FUTURE-FOCUSED  
REALISTS  
WANT TO WORK FOR SUCCESS



## MILLENNIAL

2 SCREENS  
COMMUNICATE WITH TEXT  
SHARE THINGS  
FOCUSED ON THE PRESENT  
OPTIMISTS  
WANT TO BE DISCOVERED



# MARKETING BEYOND MILLENNIALS:

- NO. 1** Communicate visually to a diverse audience across screens.
- NO. 2** Keep it short (think "stackable content").
- NO. 3** Feed curiosity. Tap into an entrepreneurial spirit.
- NO. 4** Empower users with control over preference settings.
- NO. 5** Connect viewers with collaboration and live-streaming technology.
- NO. 6** Inspire audiences with social causes to rally behind.
- NO. 7** Educate and build expertise.

Sources: Sparks & Honey, Mashable



Research suggests that **Gen Z has evolved to process more information** at faster speeds, but maintaining their attention is a challenge as they typically multitask across five screens.

Source: Mashable

# Headphones Made For Education



## Proven Design

The AE-35 basic is a personal headphone derived from AVID Education's most popular headset model, the AE-36 with microphone. The design has been specifically created and reinforced with the school environment in mind and is already used by thousands of children around the country. This headphone comes with our signature braided Nylon cord for extra resistance to chewing. For these reasons, it is perfect to give one to each student in the classroom and is easily stored in individual desks.

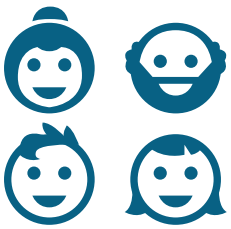
## Extra Comfortable and Easy to Clean

Its light-weight and mid-size ear cups make the AE-35 ideal for a young adult. Both the ear cups and the headband are made with padded vinyl that is easy to clean and keep sanitary. Additionally, the cord is 6-foot long to accommodate students of any age comfortably and wraps into a Velcro tie for easy storage.

Color	DSC#	Vendor#	
Blue/Black	73485	1EDUAE35BLUNOMIC	<b>SRP \$12.44   Cost \$8.88</b>
White/Black	73486	1EDUAE35WHTNOMIC	

<i>Speaker</i>	Size 40mm	<i>Weight</i>	0.50 lbs.
<i>Magnet</i>	Material Ferrite	<i>Cord</i>	6' (fully extended) coiled cord strengthened at the ear cups
<i>Impedance</i>	32 Ohms +/-3 Ohms @ 1,000Hz		Braided Nylon
<i>Rate/Max. Power</i>	20mW/50mW	<i>Headband</i>	Adjustable
<i>Sensitivity</i>	115 dB +/-3 dB@ 1,000Hz		Vinyl padding
<i>Channel Balance</i>	Within 3dB	<i>Ear pieces</i>	Vinyl ear pads
<i>Frequency Response</i>	20-20,000Hz	<i>Plug</i>	Single 3.5mm



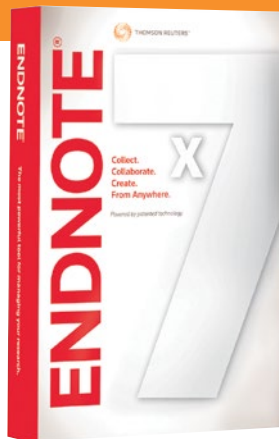
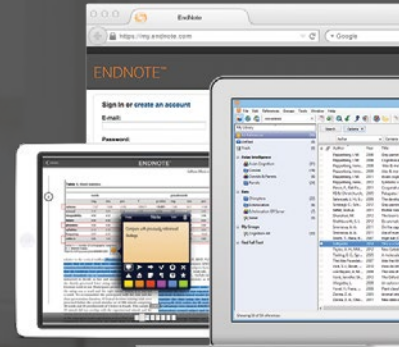


**Multiracial children are the fastest growing youth group** in the US. Modern families come in all colors and sizes. In the last 30 years we've seen a 400% increase in (Black and White) multiracial marriages and 1,000% increase in Asian-White marriages.

Source: Sparks and Honey

THOMSON REUTERS  
**ENDNOTE**

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**Key Selling Features:**



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**Create it** — The built-in bibliography maker can create and format citations in over 6,000 styles.



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**Share it** — Students can collaborate online within their team or across the global research community.



**Match it** — Journal matching suggests the best potential journals to publish research.



Description	DSC#	Vendor#	SRP	Cost
EndNote X7	37610	41504892	\$374.94	\$248.03
EndNote X7 Student	37612	41505892	\$144.94	\$130.76
EndNote X7 Upgrade	37611	41483128	\$137.44	\$123.99

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# WELCOME TO TOTAL SONIC FREEDOM

ROCK OUT | WATCH & LISTEN | PLAY BETTER | SPEAK FREELY



## Big Turtle Shell Rugged Wireless Boombox & Powerbank

The Big Turtle Shell can handle it all with style and ease. Using Bluetooth® 4.0 technology and the resident aptX audio codec, the Big Turtle wirelessly connects with a smartphone, tablet, laptop, or any other Bluetooth-enabled device to bring users 110 decibels of crystal clear auditory bliss over a range of over 32 feet.

Color	DSC#	Vendor#
Black	69939	OT4200-B
Gray	69940	OT4200-G
Red	69941	OT4200-R

**SRP \$249.94 | Cost \$161.78**



**OUTDOOR TECH.**



## Turtle Shell 2.0 Wireless Boombox

The Turtle Shell 2.0 Bluetooth® speaker gives the best wireless audio people can get. Using the latest Bluetooth® 4.0 technology, the Turtle Shell 2.0 wirelessly connects to a smartphone, tablet, laptop, or any other Bluetooth-enabled device. It streams crystal clear audio for a range of up to 32 feet for 16 hours on a single battery charge. Make and receive hands-free calls from anywhere, any time. External controls allow users to adjust volume, change tracks, play/pause, and answer calls.

Color	DSC#	Vendor#
Black	69925	OT1800-B
Electric Blue	69926	OT1800-EB
Green	69927	OT1800-G
Red	69928	OT1800-R
Sea Foam Green	69929	OT1800-SF
White	69930	OT1800-W


**SRP \$124.94 | Cost \$80.87**

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**32**  
**FEET**  
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**WITHIN REASON.**

