

## Generation Z: The New Frontier

Get ready for the next generation of college students



**IFC**

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Exclusive Incase  
Products

**Page 2**

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Last Chance to Save  
Big with Adobe

**Page 6**

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Start Preparing for  
Generation Z

**Page 10**

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Experience Sonic  
Freedom from  
Outdoor Tech

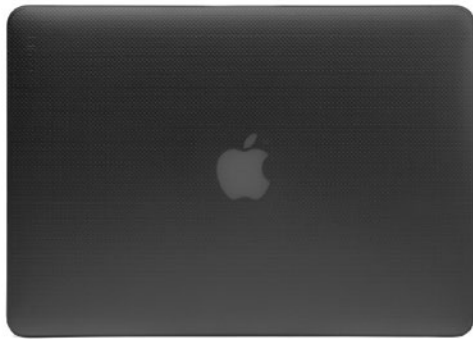


Generation Z refers to Americans born after Gen Y (from 1995 to Present).

Source: Sparks and Honey



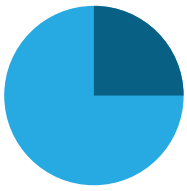
## New Incase MacBook Hardshell Cases Exclusively at Your Store\*



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

Please contact your Account Manager or call 800-279-2795 with any questions, or to place your order.

\*Also available at the Apple® Store



**More than a quarter** of the United States population belongs to Generation Z, and it's still growing.

Source: Sparks and Honey

# Make an Uproar

## Now with Bluetooth®

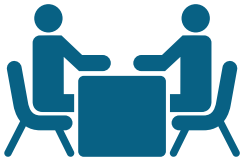


A simple and clean design integrating superior fit and comfort, with the added convenience of Tap Tech™ controls and Bluetooth®. These loud headphones come in an array of eye catching colors and patterns that will leave students asking where is the Uproar.

Color	DSC#	Vendor#	SRP	Cost
Ill Famed Red	73163	S5URHW-462	\$49.99	\$30.82
Explore	73164	S5URHW-510	\$49.99	\$30.82
Locals Only	73165	S5URHW-514	\$49.99	\$30.82
Black/Gray	73166	S5URHW-509	\$49.99	\$30.82
White	73167	S5URHW-457	\$49.99	\$30.82







Gen Z's main concerns about the future are: their ability to find a job, the cost of education (tuition, student loans, etc.), personal financial health (credit cards, living expenses, etc.) and post-college graduation being able to live in a place of their own.

Source: entrepreneur.com



## NEW SEMESTER. BIG SAVINGS.

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

Give them a choice on the solution that's right for them.

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Students can save 60% off the commercial price plus get 2 months free with a 12-month subscription.

**Hurry, promotion ends October 30, 2015.**



### Essential Tools for Beginners or Pros

Offer full versions of Adobe Photoshop + Lightroom CC for \$119.88 with the Creative Cloud Photography plan. Make the best shots even better.



**MAKE IT. CREATIVE CLOUD.**

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



**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



## Made to Move

### Pre-Built Countertop Display Now Available!

Grab the attention of students with this pre-built countertop display offering customers a variety of high-demand Yurbuds earbuds in the convenience of an on-the-go display. This display features two varieties of Yurbuds making the customers' choices easy to either INSPIRE or FOCUS. This display holds (8) Earbuds: (4) Focus 100 Earbuds Black, and (4) Inspire 100 Earbuds Black.

**DSC# 69008**

**SRP \$159.92 | Cost \$90.60**



# 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.**

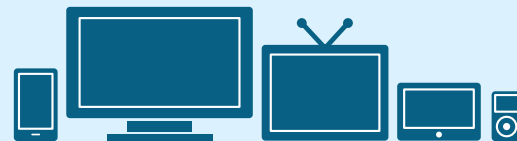


# FAST-MOVERS

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

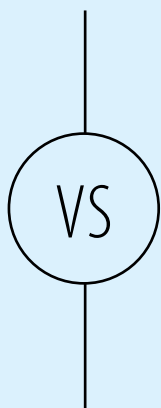


**5:** PREFERRED NUMBER OF SCREENS FOR MULTITASKING (TV, PHONE, LAPTOP, DESKTOP, IPOD, OR OTHER PORTABLE MUSIC PLAYER)

## 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



More than any other generation, Generation Z is focused on being a team player. Students are taught to collaborate so everyone is equal at winning and losing.

Source: Sparks and Honey

# Sony, a Fashionable Sport Earbud

## Serious workouts require serious gear



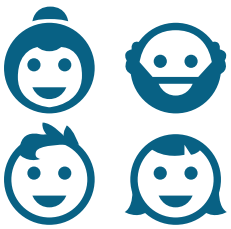
With high-quality sound to get users going, these lightweight and water-resistant active sports headphones are perfect for listening to music during intense workouts. There's no need to worry about these earbuds falling out because of their around-the-ear coverage.

Color	DSC#	Vendor#
Black	29929	MDRAS200/BLK
White	29930	MDRAS200/WHI
Blue	29931	MDRAS200/BLU
Pink	29932	MDRAS200/PNK
Green	29933	MDRAS200/GRN

**SRP \$19.99 | Cost \$11.98**

**SONY®**





**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**

**Provide Students the Most Powerful Tool for Managing Research with EndNote X7**



Provide your students the most powerful research and reference manager on the market with EndNote X7. EndNote X7 enables users to move seamlessly through their research process with flexible tools for searching, organizing, and sharing research, creating bibliographies, and writing papers.

**Key Selling Features:**



**Find It** — Students can search online databases, collect full-text articles, and auto-complete references.



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



**Store it** — Students can organize, store, and mark up their research files from anywhere with synced desktop and online libraries.



**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	\$299.95	\$186.91
EndNote X7 Student	37612	41505892	\$115.95	\$98.54
EndNote X7 Upgrade	37611	41483128	\$109.95	\$93.44



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 \$9.95   Cost \$6.70</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





**Gen Z speaks in emoticons and emojis.** Symbols provide context and create subtext to conversations. They make it easier to uphold a private digital conversation. Emoji alphabets and icons replace text with pictures.

Source: Pew Research, 2012



## Introducing the Livescribe Echo Smartpen 8GB Pro

### Turn Your Words Into Action

Echo smartpens remember so users don't have to. Students can record everything they write and hear, together or separately. The 8GB Echo smartpen contains enough memory to store up to 800 hours of pencasts, along with thousands of pages and notes! Users can tap anywhere on their notes to replay the audio from that moment in time. Transfer notes and audio to a Mac or Windows PC, where students can review, organize or share their notes. Also includes MyScript for Livescribe, the fastest way to convert handwritten notes into digital text. Includes: 8GB Echo smartpen, starter notebook (100 pages), smartpen portfolio, 3D recording headset, Echo desktop software, MyScript for Livescribe software, Echo basics guide, micro USB cable, (2) ink cartridges, (1) smartpen cap.



DSC# 73234 | Vendor# APX-00018  
Min 1 | SRP \$199.95 | Cost \$166.62







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## 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 \$199.95 | Cost \$122.19**



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 \$99.95 | Cost \$61.08**

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