



THE
GEN Z
Starter Guide

WINNING WITH TOMORROW'S BUYERS

**smaller
agency.**

from “*clean*” to “*care*”

In 2013

blank label meant premium &
millennials wanted brands that looked grown-up



In 2025

blank label it means you didn't try &
Gen Z wants brands that feel alive

They grew up editing, designing, and creating
— they spot shortcuts instantly. To them, effort
signals care. Care signals quality.



**If it looks like Canva could
make it in five minutes,
Gen Z won't trust it.**

the *five signals* GenZ looks for

These aren't trends — they're trust signals.
Use them to audit your brand, packaging, and culture.



effort



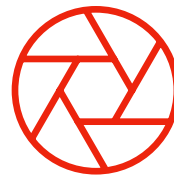
personality



texture



community



offline



effort = *care*

Gen Z doesn't buy perfection;
they buy proof that you gave a damn.

Liquid Death

Liquid Death built an entire world — merch,
fake ads, metal concerts, and a cause.

Starface

Starface turned acne patches into
bright yellow badges of confidence.

Both show obsessive care,
humor, and self-awareness.

effort = empathy

Every design decision says,
“We thought about you.”





personality > *polish*

Millennial brands whispered;
Gen Z brands yell — in color, memes, and chaos.

Prime

Prime proves that loud works
when it's self-aware.

Crocs

Crocs turned “ugly” into a lifestyle
through humor and collabs.

Perfection feels corporate.
Personality feels human.

loud = memorable





texture builds *trust*

Flat, sterile design used to say clean.

Now it says fake.

Texture — hand-drawn lines, layered typography, real-world imperfection — proves there are humans behind the brand.

Authenticity isn't about filters;
it's about fingerprints.





community *first*

62%

of Gen Z values community-driven brands.

They don't want to be targeted; they want to belong.

Great brands create with people — drops on Discord, co-designed merch, pop-ups that feel like hangouts.

**Gen Z buys into tribes,
not taglines.**





offline = *luxury*

After a decade of being chronically online, Gen Z craves anything tangible – film cameras, books, packaging they can keep.

Brands that design for touch, ritual, and presence feel refreshing.

The new flex isn't being everywhere.

It's being present.



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While this is meant to get you thinking,
it's by no means comprehensive.

Connect with us today for a deeper look
at your brand and your free audit.

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