

# The royal road to Gen Z

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A Q&A with *PRINCESS POLLY* hosted by **StudentBeans**



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Princess Polly

# About **Gen Z**



2 billion worldwide

+



19.6 million in US colleges



Digital natives

+



Authentic



Financially-savvy

+



Loyal for life

# Student Spending

**62%** disposable income

*Top discretionary spending verticals:*

1. Restaurants/takeaways
2. Fashion
3. Entertainment



**60%** disposable income

*Top discretionary spending verticals:*

1. Fashion
2. Entertainment
3. Restaurants/takeout



# Student Marketing

*What do Gen Z students typically respond to?*



**Gamification**



**Authenticity**



**Social**



**Exclusivity**



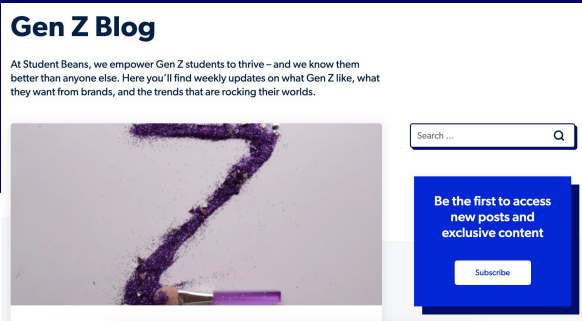
Q&A with

PRINCESS  
POLLY



# Next steps...

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Guide to Generation  
TikTok



Get in touch with the  
Student Beans team

