

A strategic design approach for attracting and retaining Generation Z

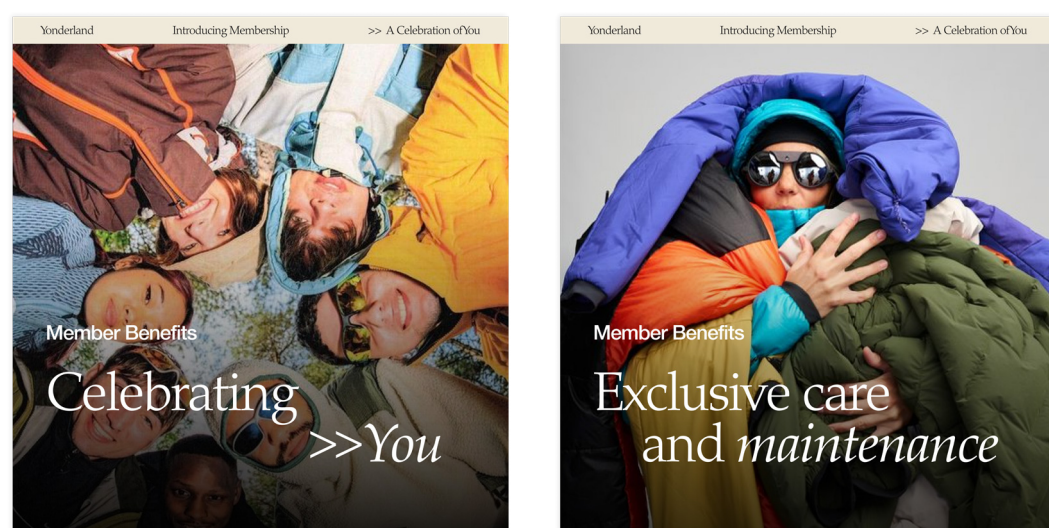
Redesigning Yonderland's fading loyalty programs into a paid membership service that is tailored to Gen Z.

GOAL

This Master's thesis investigates strategies for Yonderland, Europe's largest premium outdoor retailer, to attract and retain Generation Z, a demographic not previously targeted by the company.

PROCESS

Through extensive research, including qualitative and quantitative methods, a literature review, interviews with stakeholders, and multiple creative sessions, a comprehensive strategy was formulated for Yonderland and the focus subsidiaries — Bever, A.S Adventure, and Cotswold Outdoor — to appeal to Generation Z's unique preferences and behaviors.



INSIGHTS

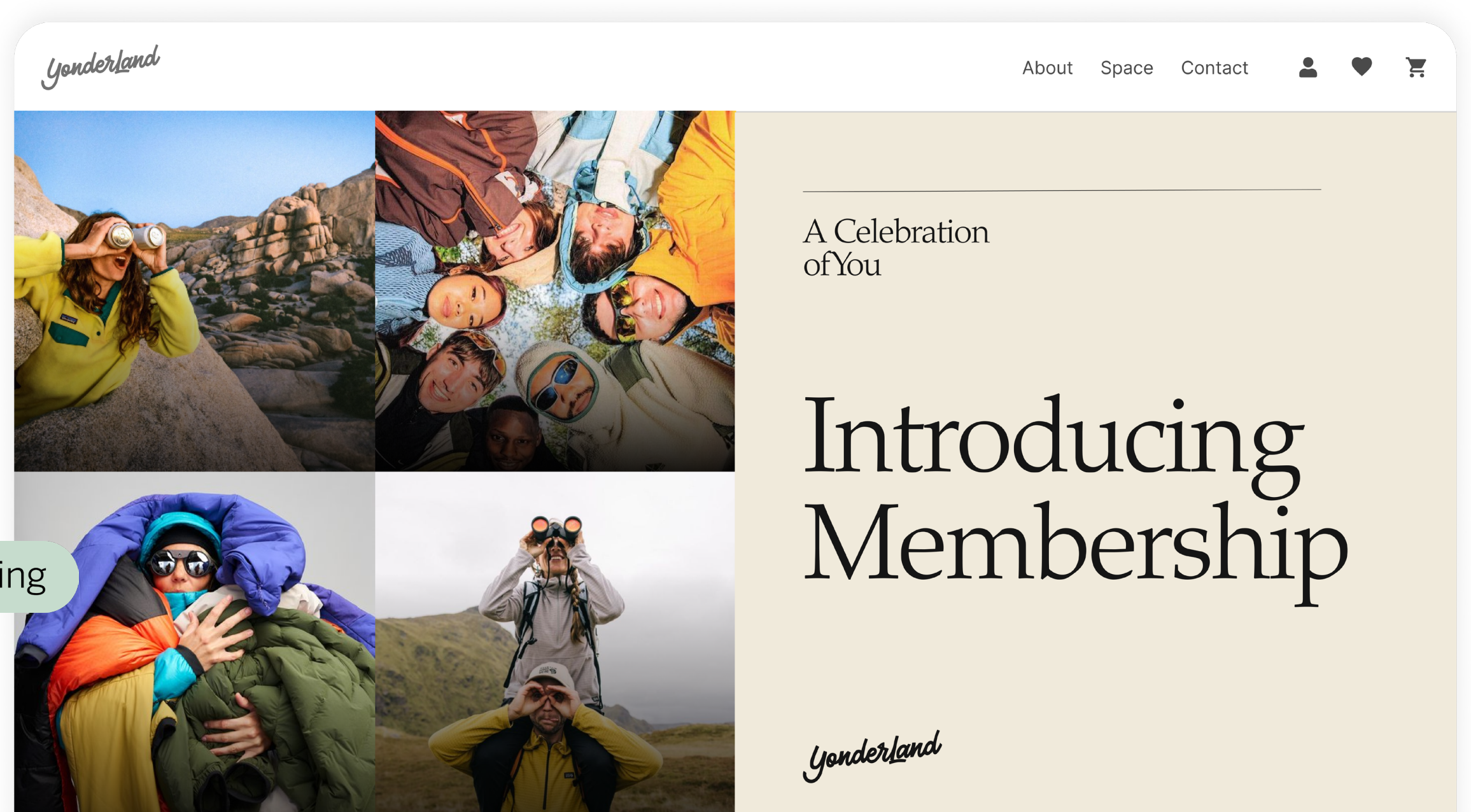
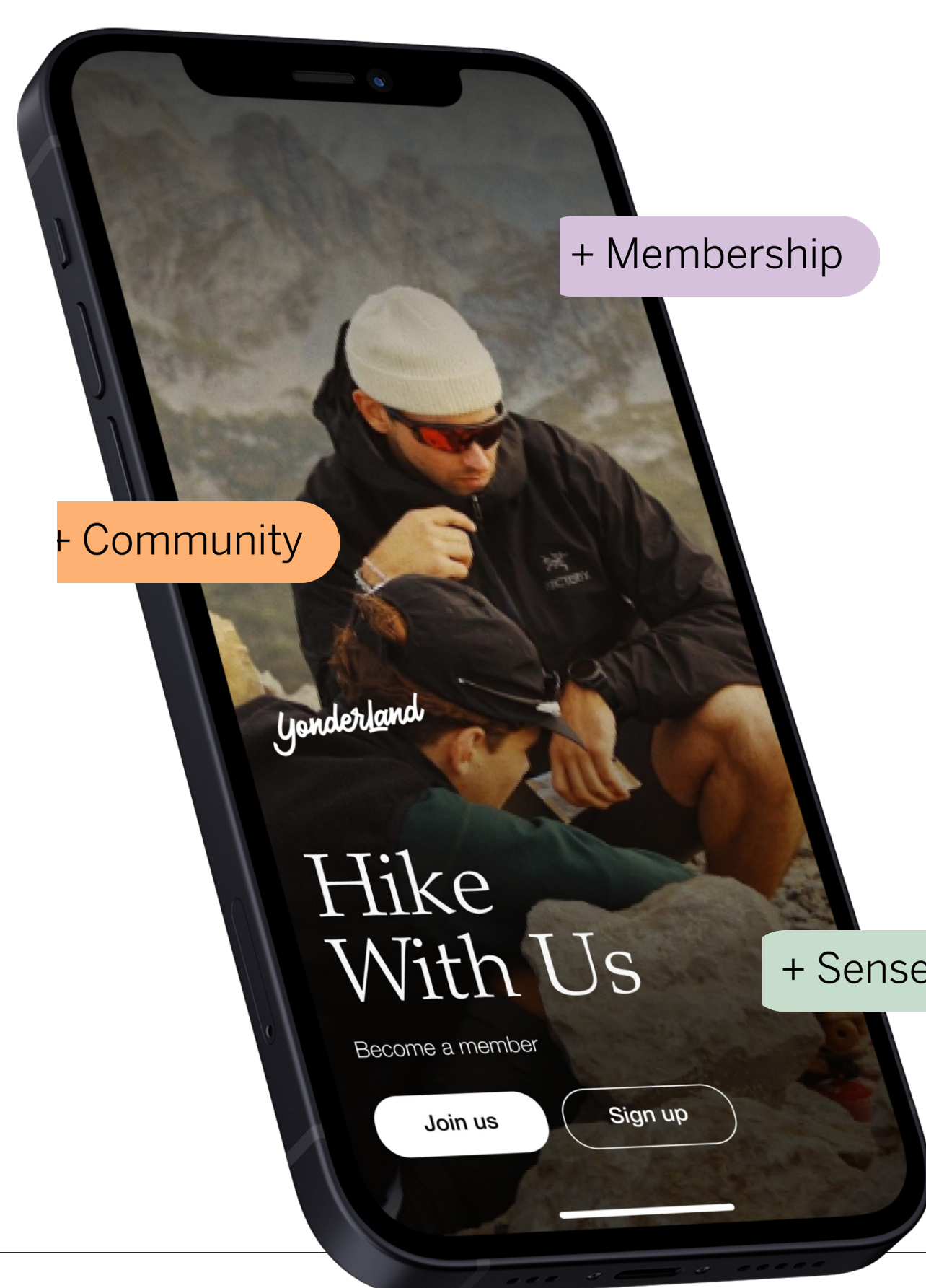
Key findings reveals Generation Z, born between 1995 and 2010, as digital natives who value social consciousness, authenticity, and transparency in their brand interactions. This demographic heavily relies on social commerce and peer recommendations, incorporating digital seamlessly into their lifestyles, which influences their loyalty and purchasing decisions. Despite an interest in premium outdoor products, Yonderland initially overlooked the potential of engaging with this demographic, missing significant sale opportunities.

The research suggests a strategic pivot towards building authentic connections with Generation Z by emphasizing environmental and social values, and utilizing digital platforms like TikTok for effective engagement.

The research critiques Yonderland's existing loyalty programs for their transactional focus, which fails to resonate with Generation Z's values of self-expression, inclusivity, and personalization. It further identifies issues such as a one-size-fits-all approach, lack of meaningful customer journey integration, and underutilization of customer data for personalized experiences. This misalignment underscores the need for a strategic overhaul of Yonderland's loyalty programs to resonate with Generation Z's values of self-expression, inclusivity, and personalization.

RESULT

The proposed paid membership strategy introduces a comprehensive transformation for Yonderland, bringing together a Customer Data Platform, Atelier Café, and Membership App in one cohesive proposition. To reflect and enhance the newly proposed paid membership proposition, a new art direction has been developed.



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