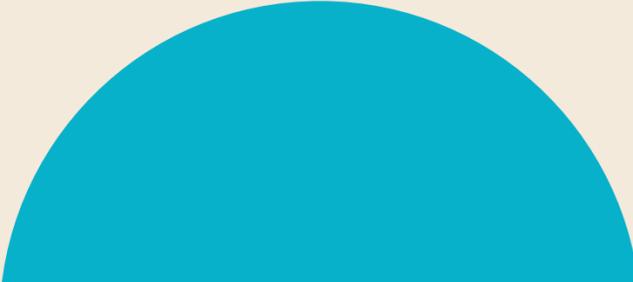

Diversifying

Kohl's

GEN Z MEN



How Gen Z Males Diversify Kohl's



- Kohl's current customers:
 - only 13.93% of are in the ages of 18-24
 - only 34.66% are male
- Bringing Gen Z males will be a newer customer that can diversify Kohl's customer base.
- Gen Z helps expand the market
- Bringing in Gen Z brings a customer that cares about inclusivity, environmental initiatives and LGBTQIA2S+ rights...which could inspire Kohl's to incorporate brands with these values.

Customer Insights

- At least 24% of men are shopping online daily in comparison to 17% of women daily.
- "Men also tend to be more brand loyal than women, with 41% of men looking to brands they know and trust over women's 22%." -Forbes
- Men are interacting more on social media. They are discovering products with brands that they wouldn't have found otherwise.
- Gen Z prefers to shop around for the best deal over specific brands.
- This generation most likely to shop via social media



Competitive Insights: Gen Z + Target

- Target's social media success on TikTok lead to its success within the Gen Z consumer (2.2 mil followers)
- Gen Z TikTokers love to talk about their Target finds on social media
- Gen Z finds products that they love and have been recommended to them at Target

"Target has done a really great job of standing by a lot of Gen Z values. They've been out there wanting to push for more sustainability initiatives, and they have been vocal about issues around gender, inclusivity, and queer rights." - Fast Company



Influencer Shop

- Kohl's has an existing program called the Influencer Shop.
- Our Goal: Expand and appeal the customer age range of 18-24 years old through the use of social media.

THE SOCIAL EDIT

As seen on your feed.

[Influencer Shop](#) Capsule Wardrobe Match Quiz



Justin Livingston, @justinliv

	Apt. 9 Premier Flex Slim-Fit Essential Sport Coat \$135.00	SHOP
	Apt. 9 Solid Premier Flex Crewneck Tee \$12.99 \$15.00	SHOP
	Apt. 9 Premier Flex Performance Slim-Fit Washable Suit Pants \$65.00	SHOP
	Cole Haan Go To Men's Leather Oxford Shoes \$99.99	SHOP

[Back To Look](#)

Justin Livingston, @justinliv

Social Media Hashtag Challenge

- Drive community engagement and brand awareness of the Influencer Shop to Gen Z males through a Hashtag Challenge on Tiktok.
- #MYKOHLSCLOSET will make GEN Z males aware they can find their favorite brands at Kohl's
- Among over 2 billion downloads of TikTok, more than 60% is Gen Z.

Brands that Gen Z Males LOVE...Kohl's has!



#MYKOHLSCLOSET

Influencers in Mind



SHAQUILLE

WYNTER

IG: 125K

TT: 700K+



DARIAN JOHNSON

IG: 777K

TT: 800K+



**LONNIE
HAMMONS**

IG: 182K

TT: 319K



SM6BAND

IG: 156k

TT: 3M

#MYKOHLSCLOSET



1) Male influencers scroll through the Kohl's app and select their favorite pieces from men's brands sold at Kohl's.

2) Show the deals available from Kohl's for the outfit

3) Encourage followers: Look at their closet and pick out the piece that they've been struggling to style. Use Kohl's assortment to create an outfit.

4) Post a TikTok using the hashtag #MYKOHLSCLOSET

If a contestant participates in the challenge and posts on TikTok, they would be eligible receive \$15 in Kohl's Cash. Kohl's will be giving out rewards to 5000 TikTok users.

Goal: More Gen Z Male consumers discovers that Kohl's has the brands they know and love

Financial Plan

SHAQUILLE WYNTER

- TikTok: \$5.5k
- Instagram: \$500-5k
- # of posts: FW, 1 per month
- Total Cost: \$45K

DARIAN JOHNSON

- TikTok: \$5.5k
- Instagram: \$5-10k
- # of posts: 1 per month
- Total Cost: \$156K

LONNIE HAMMONS

- TikTok: \$5.5k
- Instagram: \$500-5k
- # of posts: SS; 1 per month
- Total Cost: \$45K

SM6BAND

- TikTok: \$6k
- Instagram: \$500-5k
- # of posts: 1 per month
- Total Cost: \$102K

	MONTHLY	YEARLY
SHAQUILLE WYNTERS	7.5K	45K
DARIAN JOHNSON	13K	156K
LONNIE HAMMONS	7.5K	45K
SM6BAND	8.5K	102K

Running Totals

Influencer Costs YR	\$348K
TikTok Discovery	\$150K
TikTok Ads	\$50K
Kohls Cash for #challenge	\$75K

Total: \$623K

Moving Forward

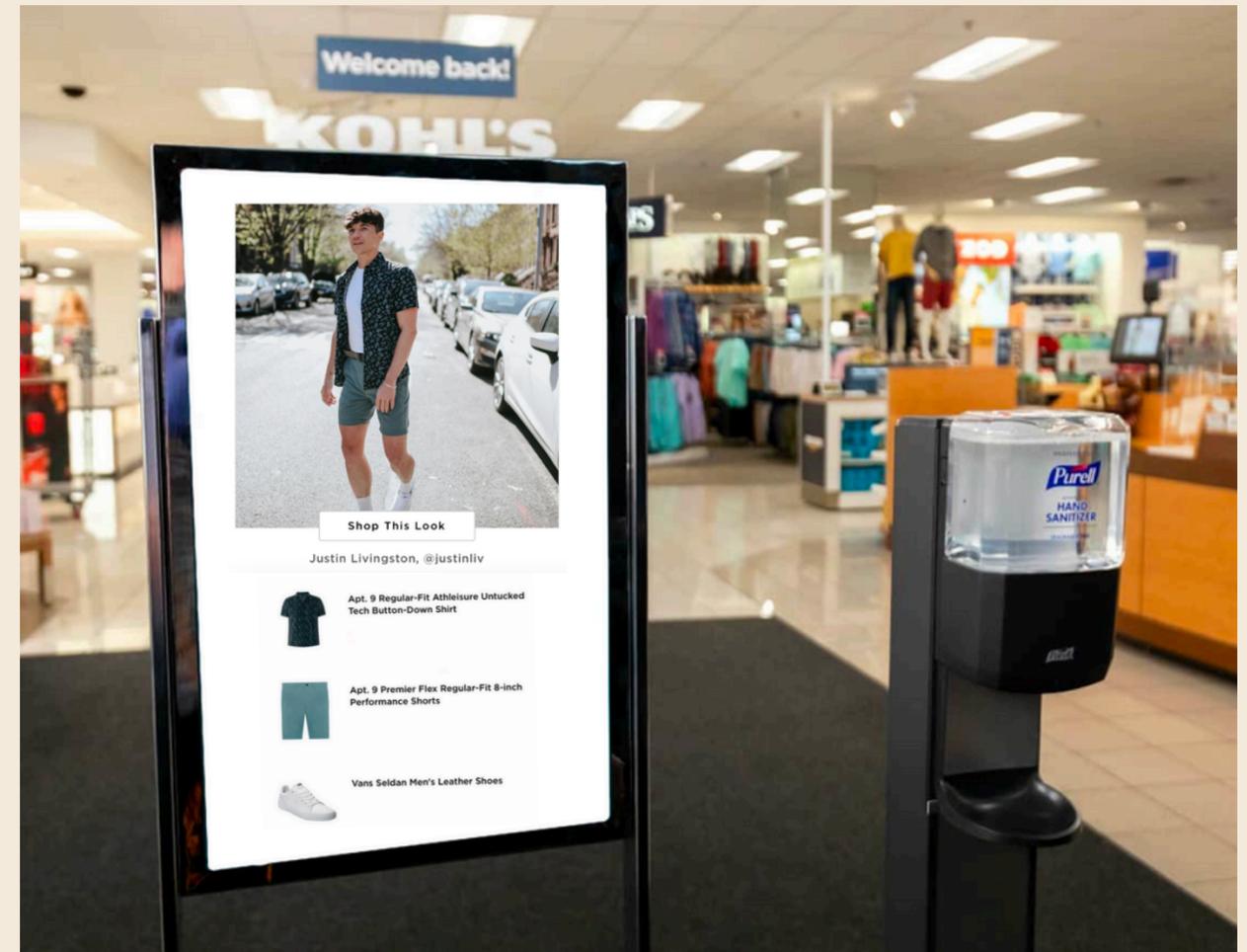
Recommendations to keep Gen Z Males shopping at Kohls..

1) Bring online influencers into the stores through signs

- Influencer Shop in store experience.
- Provides images of curated outfits.
- Details where the pieces of located in store.

2) Create an on-trend private label brand that specifically targets Gen Z males

- Men can experiment with different styles; skirts and/or crop tops
- Inclusive assortment
- Sustainability and inclusivity is the brand mission





Thank you!

Questions?

Citations

Bewicke, H. (2023, January 18). Gen Z consumer behavior: What you need to know. Talon.One. <https://www.talon.one/blog/gen-z-consumer-behavior-what-you-need-to-know>

Khan, A. (2023, April 3). Why is gen Z always talking about target on social media? . Fast Company. <https://www.fastcompany.com/90874779/why-is-gen-z-always-talking-about-target-on-social-media>

Kohl's. (n.d.). The Social Edit: Influencer Shop. Kohl's. <https://www.kohls.com/feature/influencers.jsp#/influencer-shop/influencer-shop?&cc=discover-TN3.0-S-styleinfluencerpicks>

Wertz, J. (2022, April 21). Men's shopping habits have changed – how can e-tailers adapt? Forbes. <https://www.forbes.com/sites/jiawertz/2021/12/23/mens-shopping-habits-have-changed--how-can-e-tailers-adapt/?sh=308cd4316304>

Images:

Dawkins, J. O. (2020, October 17). How brands should be marketing to the \$143 billion gen Z market if they want their products to go wild on social media. Business Insider. <https://www.businessinsider.com/gen-z-marketing-social-media-guide-2020-10>

Russo, G. (2019, October 17). “I was never taught to love my fatness”: What generation Z is teaching older men about body positivity. Yahoo! Finance. <https://finance.yahoo.com/news/what-generation-z-is-teaching-men-body-positivity-131321879.html>

Love is love - check out how Kohl's is celebrating Pride Month in our Communities. Kohls Corporation. (n.d.). <https://corporate.kohls.com/news/archive-/2022/june/love-is-love---check-out-how-kohl-s-is-celebrating-pride-month-i>