

It's high time you take Gen Z seriously

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on [ebizradio.com](https://www.ebizradio.com), discuss why Gen Z is an important market to tap into.



Gen Z is by far the largest market segment in Africa, and as marketers and communicators, you need to take them seriously and start interacting with them in the mediums they consume and what they are interested in.

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