ADWEEK Brand Advantage: Nostalgia Marketing Needs a Gen Alpha Strategy

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ICYMI, brands can't stop raiding the Y2K archive.

In July alone, Gap took Hailey Bieber back to 1996 to sell low-rise jeans, Pizza Hut launched a throwback value menu featuring '00s classics, like $3 personal pan pizzas, and Bath & Body Works tapped Lizzie McGuire star Hilary Duff as ambassador for its Fruit Fusion range.

They're all chasing Gen Z, consumers born between 1996 and 2010. Per a recent study from music video platform Vevo, 65% of this demographic feel "borrowed nostalgia" for periods they never fully experienced, compared to 55% of Millennials and 54% of Gen X.

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