



Closing The Consumer Gap

Brace Your Brand for ***IMPACT***



MILLENNIAL CONSUMER EXPECTATION AND BRAND PERCEPTION SURVEY

METHODOLOGY:

FREQUENCY: 10 SURVEYS

TARGET: 18-34 YEARS OLD

RESPONDENTS: 250-500 PER SURVEY

TOTAL POPULATION: 4,000

HYPOTHESIS:

**BRANDS ARE STILL RELEVANT TO CONSUMER
HOWEVER THAT RELATIONSHIP HAS EVOLVED.**

**BRANDS USED TO TELL CONSUMERS WHAT THEY
WANTED, BUT TODAY THE EXPECTATION IS FOR
BRANDS TO FIND OUT WHAT THE CONSUMER
NEEDS, WANTS, AND DESIRES.**

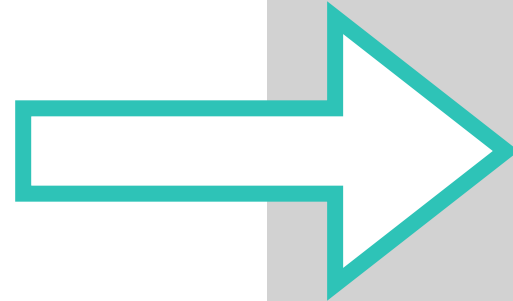
MOST SEARCHED RETAIL BRANDS

2004

1. Walmart
2. THE HOME DEPOT
3. BEST BUY
4. COSTCO WHOLESALE
5. Walgreens
6. BARNES & NOBLE
7. BLOCKBUSTER
8. circuit city
9. kinko's
10. Office DEPOT

2016

1. amazon
2. Walmart
3. TARGET
4. THE HOME DEPOT
5. BEST BUY
6. LOWE'S
7. COSTCO WHOLESALE
8. macy's
9. KOHL'S
10. Walgreens



40% MORTALITY RATE

TODAY IS THE AGE OF

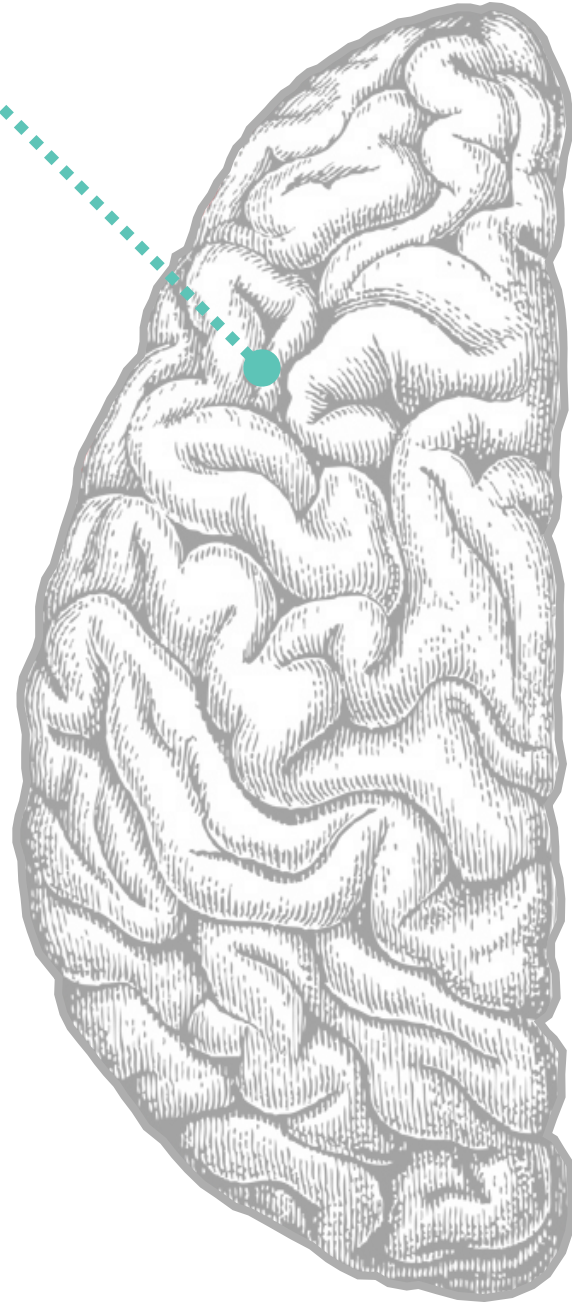
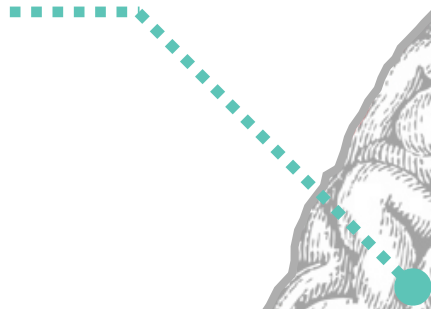
amazon

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.



**A BRAND THAT HAS
MASTERED
LEVERAGING ALL
CONSUMERS' BASIC
NEEDS**

PRICE



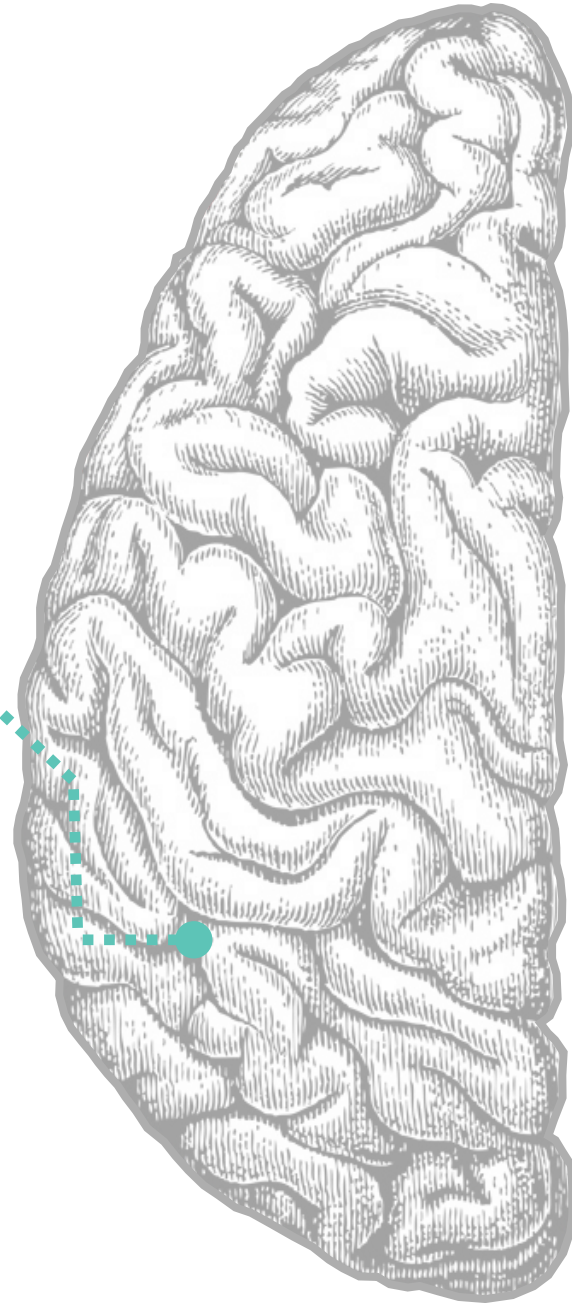
**1ST
NON-NEGOTIABLE**

40%

**CONSIDER PRICE THE MOST
IMPORTANT REQUIREMENT WHEN
EVALUATING A BRAND**

2ND NON-NEGOTIABLE

QUALITY



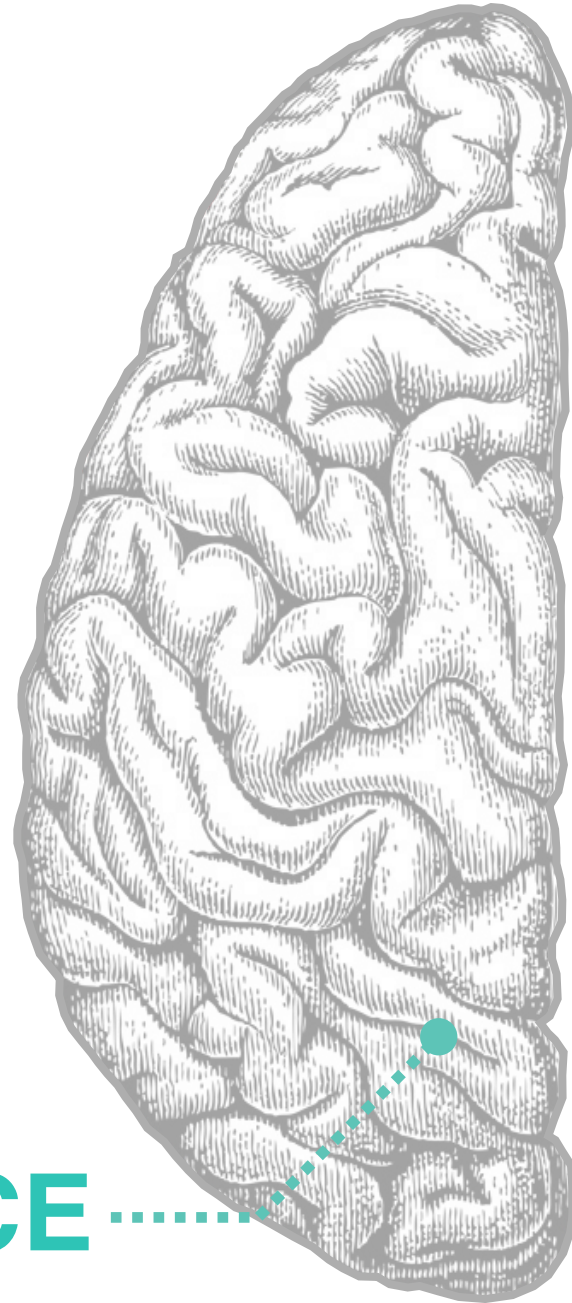
42%

BASE 1ST TIME & REPEAT
PURCHASE DECISIONS
ON QUALITY

**3RD
NON-NEGOTIABLE**

HOWEVER

**NO LONGER ONLY
LOCATION**

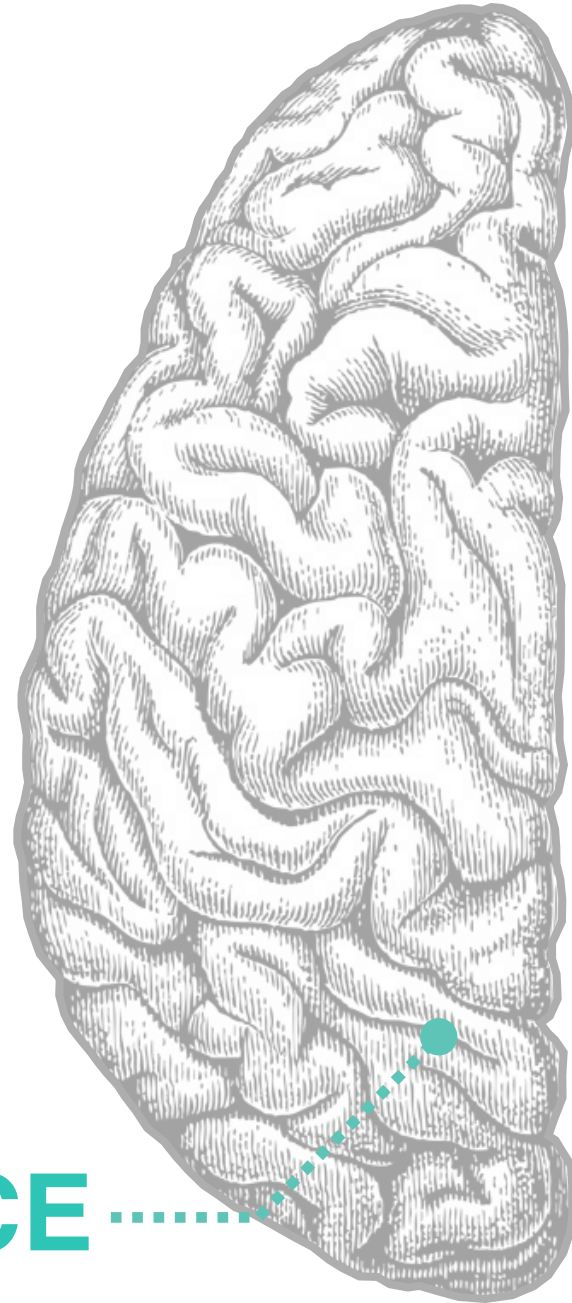


CONVENIENCE

3RD NON-NEGOTIABLE

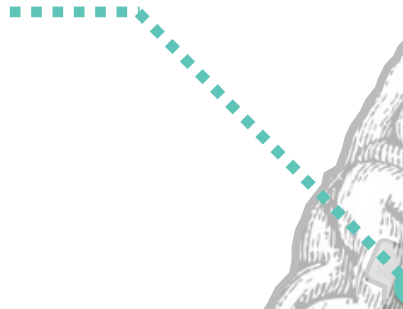
37%

WANT A BRAND TO SAVE
THEM TIME



CONVENIENCE

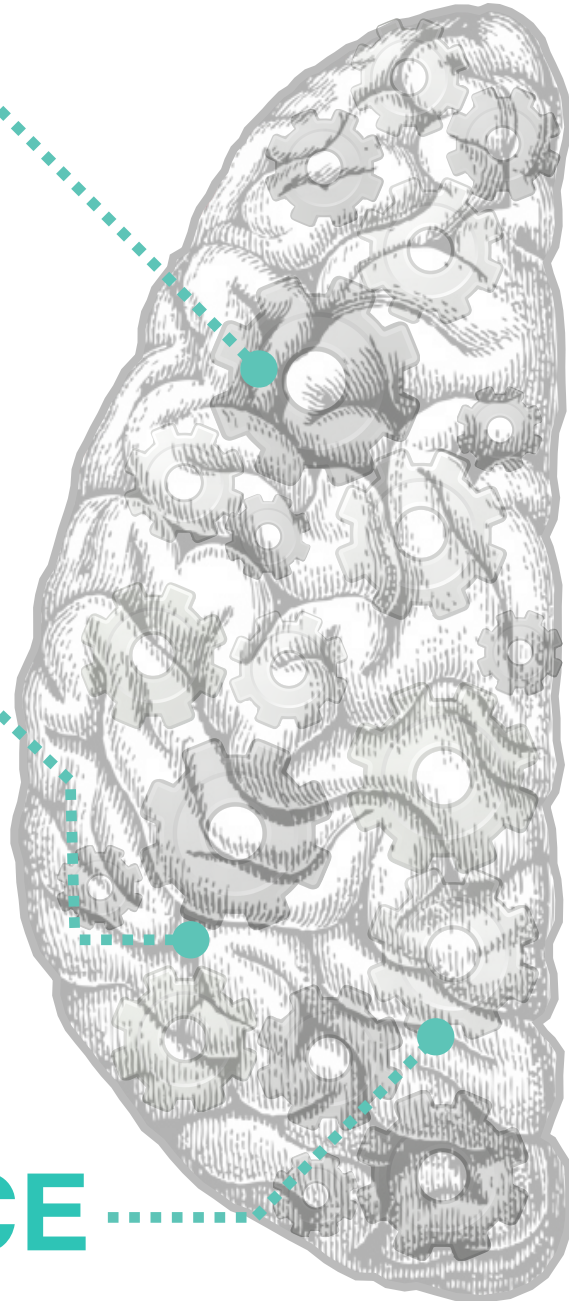
PRICE



QUALITY



CONVENIENCE



**WHILE OBLIGATORY,
THEY CONNECT TO
THE PURELY
MECHANICAL SIDE
OF CONSUMERS**



**BRANDS ARE
FAILING TO MAKE
AN EMOTIONAL
IMPACT**









CONSUMER GAP

CONSUMER GAP

**BUT
THERE'S
HOPE**

CONSUMER GAP



**THREE KEY
ATTRIBUTES THAT
BRANDS NEED TO
EMBRACE TO MAKE
AN EMOTIONAL
IMPACT**

TRANSPARENCY

EXPERIENCE

COMMUNITY

TRANSPARENCY

EXPERIENCE

COMMUNITY

48%

**ARE MORE LIKELY TO
BUY FROM A BRAND IF
THEY KNOW
THE PEOPLE
BEHIND THE BRAND**

TRANSPARENCY

EXPERIENCE

47%
**SAY BRANDS MUST
OWN UP TO THEIR
MISTAKES**

COMMUNITY

TRANSPARENCY

EXPERIENCE

45%
**WILL STOP
PURCHASING FROM A
BRAND THAT DOES
NOT OWN UP TO
MISTAKES**

COMMUNITY









TRANSPARENCY

EXPERIENCE

COMMUNITY

34%

**WANT A BRAND TO
ADDRESS ISSUES
THAT ARE IMPORTANT
TO THEM**







**COMMUNITY
CREATES
INFLUENCE**



TRANSPARENCY

EXPERIENCE

THROUGH THESE
THREE ATTRIBUTES
YOU YIELD
TRUST

COMMUNITY

BRAND MODEL TO MAKE EMOTIONAL IMPACT

**UNBREAKABLE
BOND**

TRANSPARENCY

**BETWEEN
BRANDS & CONSUMERS**

**TRUST
LOOP**

COMMUNITY

EXPERIENCE

SUMMARY

BRANDS ARE STILL RELEVANT TO CONSUMERS; HOWEVER, THAT RELATIONSHIP HAS EVOLVED.

OUR RESEARCH REVEALED THAT MILLENNIAL CONSUMERS LIVE IN THE AGE OF AMAZON. CONSUMERS EXPECT FAIR PRICING, HIGH QUALITY, AND A LEVEL OF CONVENIENCE THAT GOES BEYOND LOCATION; ULTIMATELY BRINGING A VALUE ADDED BY THE BRAND TO THEIR LIFESTYLE.

THOUGH THE AGE OF AMAZON MAY SEEM LIKE A BRAND KILLER, IT IS QUITE THE CONTRARY. IT IS INSTEAD AN OPPORTUNITY FOR BRANDS TO EVOLVE AND DISTINGUISH THEMSELVES. THE CONSUMER STUDY SHOWS THAT BRANDS NEED TO MAKE A DIRECT EMOTIONAL IMPACT ON THE CONSUMER. THIS CAN BE ACHIEVED BY BOTH EMPOWERING AND INVOLVING THEM IN THE BRAND.

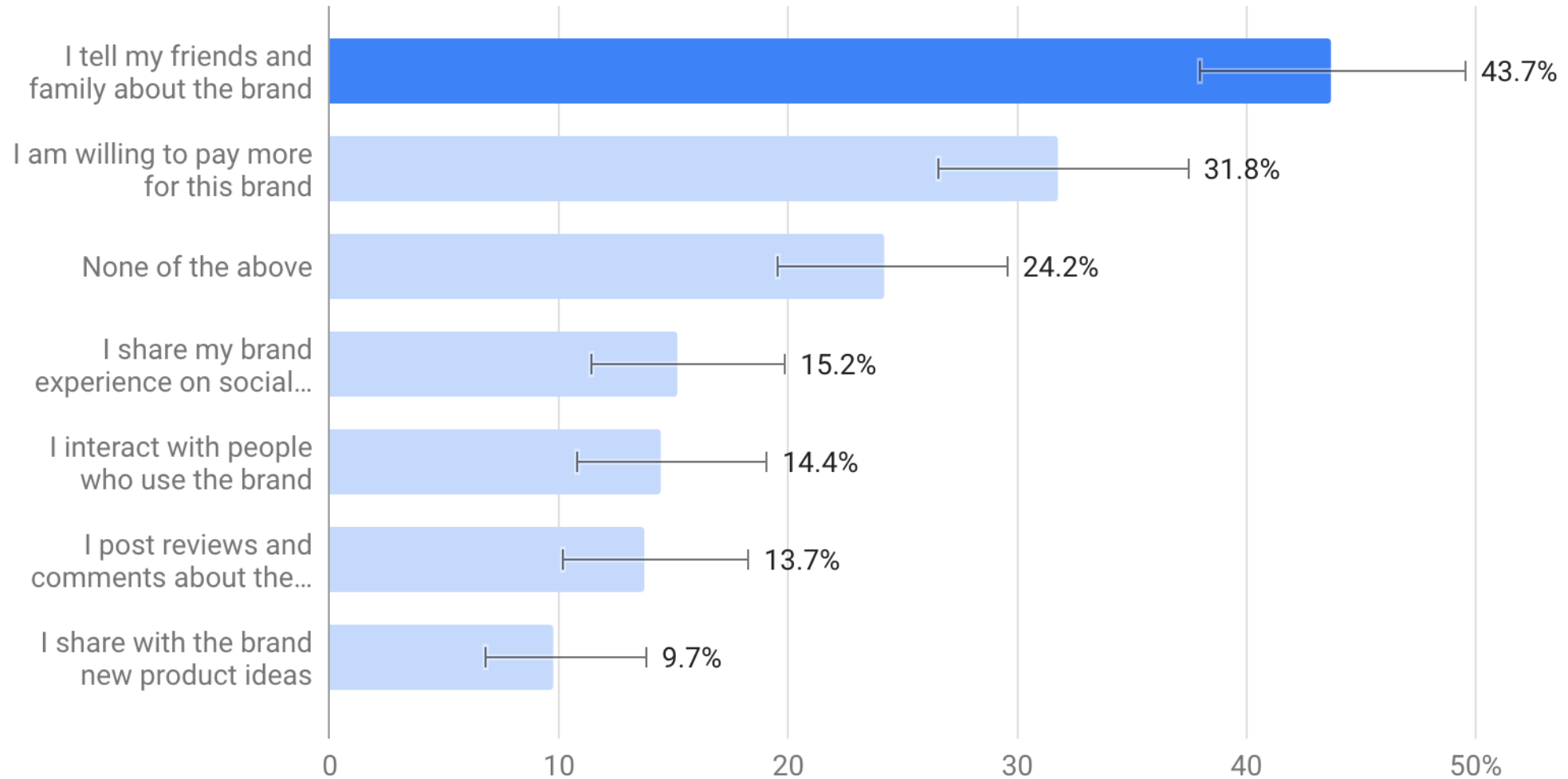
THE SOLUTION FOR BRANDS IS WHAT WE DEFINE AS THE TRUST LOOP. THE TRUST LOOP IS A TRIAD OF CONNECTION CENTERED AROUND TRANSPARENCY, COMMUNITY, AND EXPERIENCE. IT IS AN UNBREAKABLE BOND BETWEEN BRANDS AND CONSUMERS THAT NEEDS TO BE FUELED BY BRANDS IN ORDER TO SURVIVE. TODAY, BRANDS MUST BUILD THEMSELVES WITH THE CONSUMER, NOT FOR THE CONSUMER.

APPENDIX

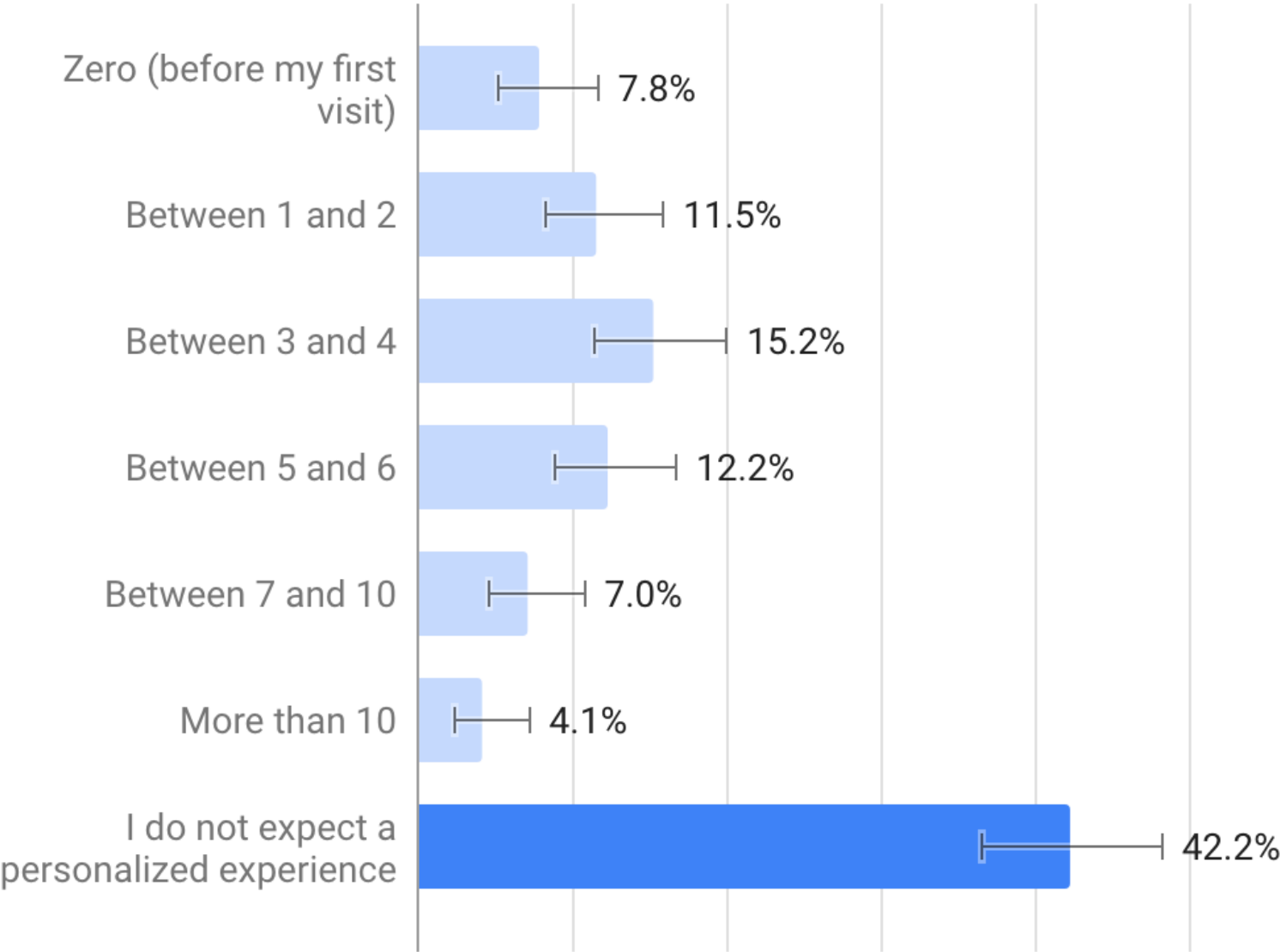


MILLENNIAL CONSUMER EXPECTATION AND BRAND PERCEPTION SURVEY

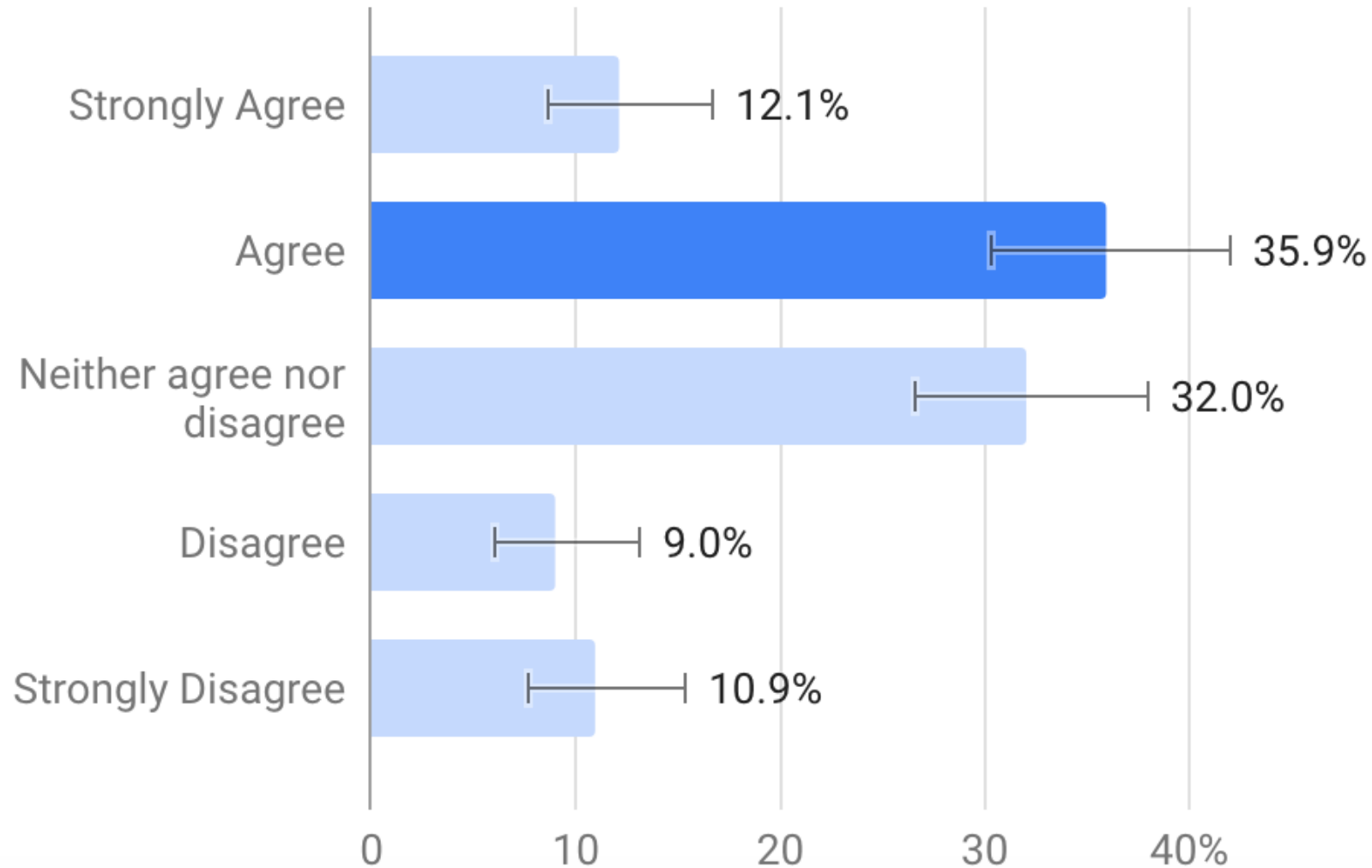
For the brand you can't live without how do you share/show your loyalty, select all that apply:



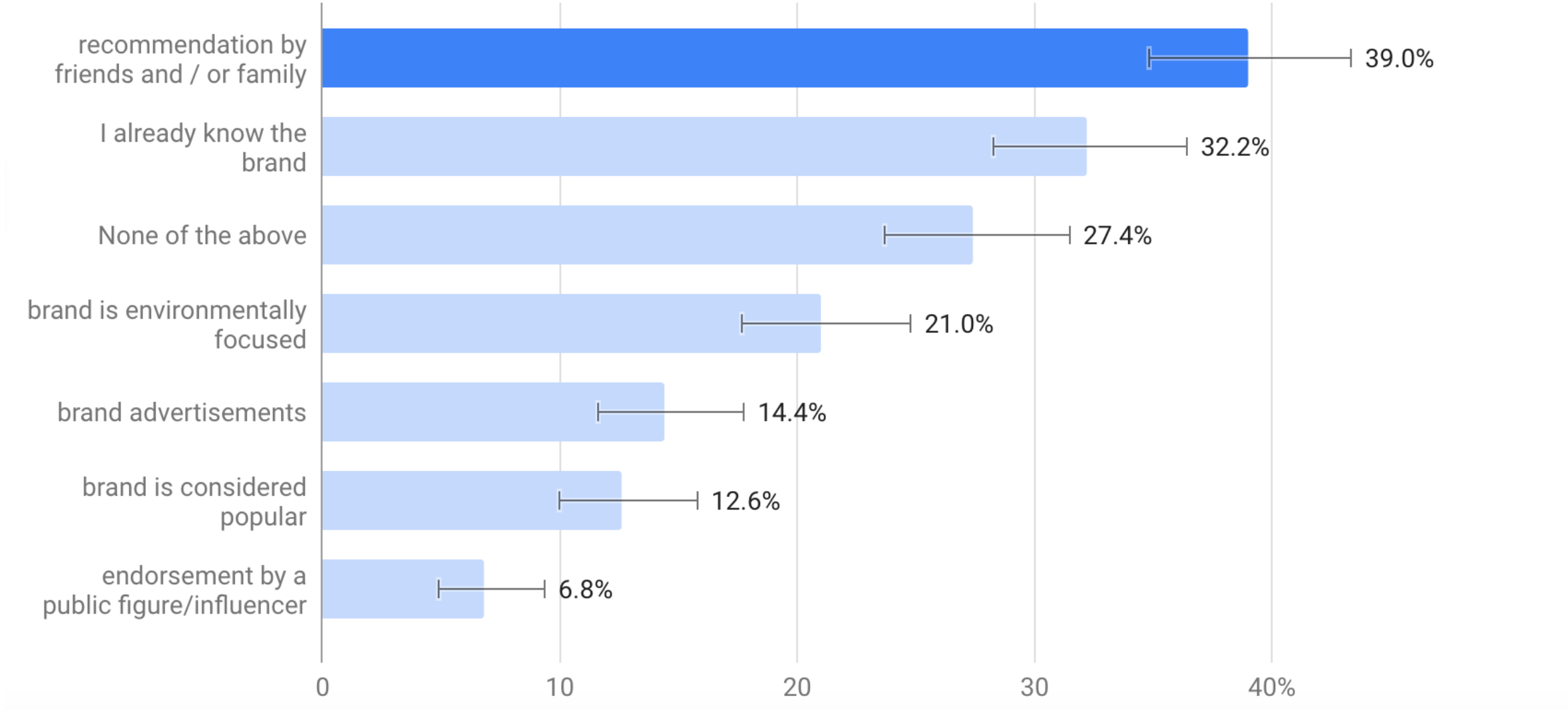
After how many visits to the same store/retailer do you expect a personalized experience?



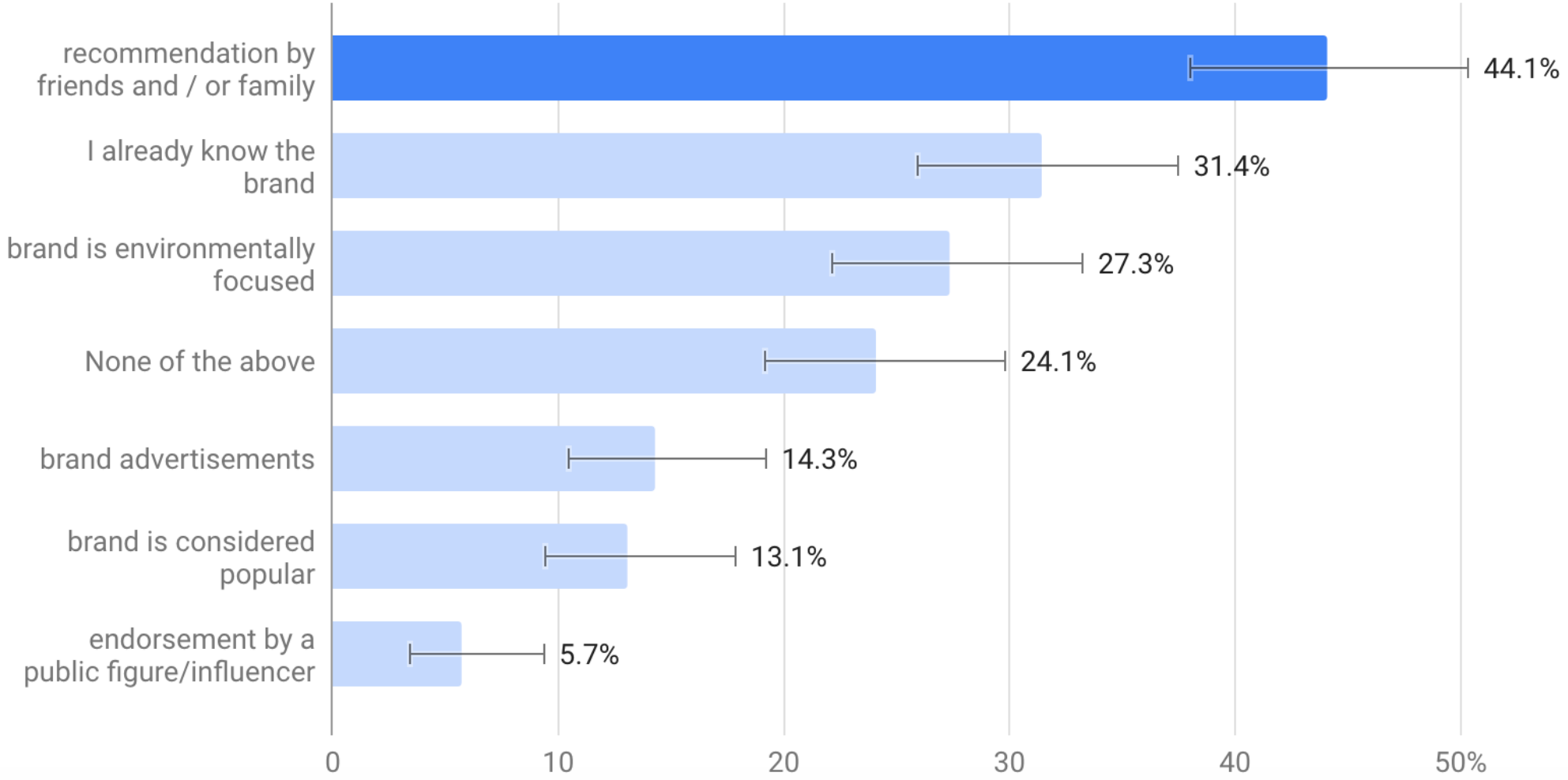
How much do you agree with the following statement? I am more likely to buy from a brand if I have a better understanding of the people working behind the brand



When thinking of purchasing a product from a brand, what is most important to you? (Select all that apply).

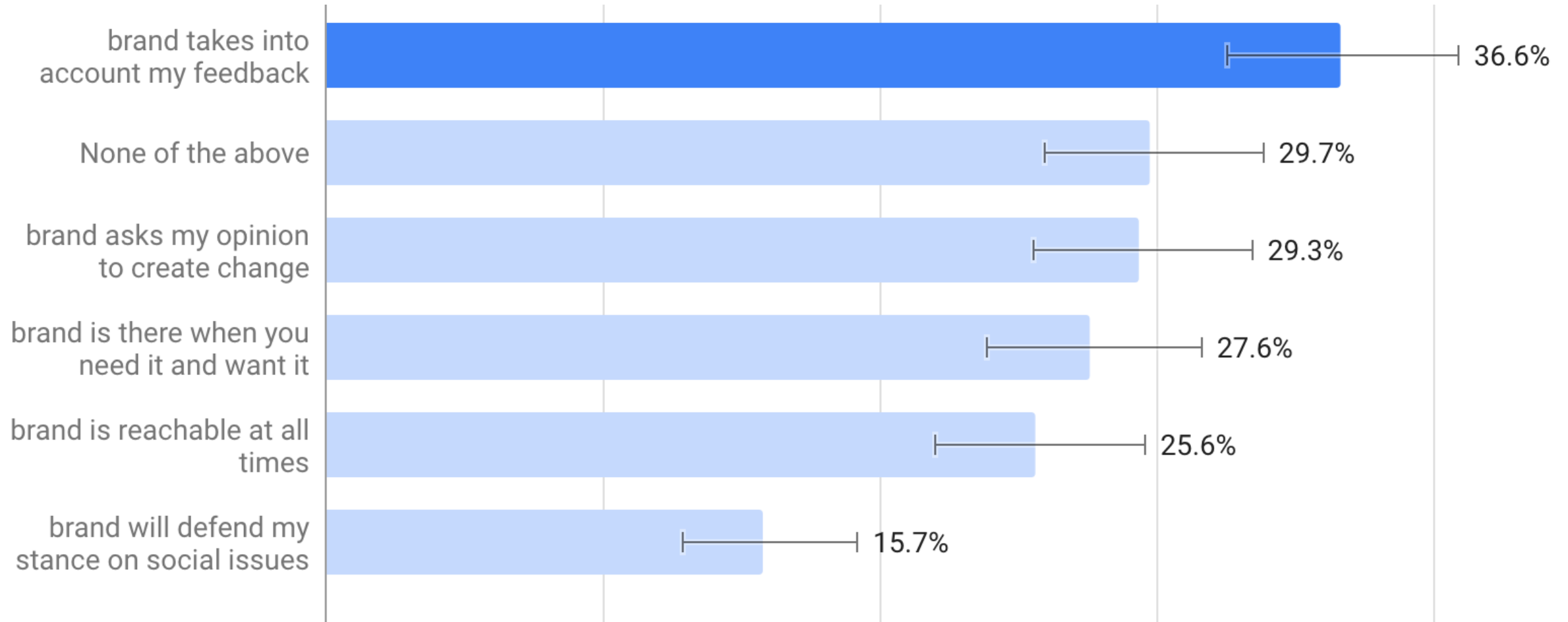


When thinking of purchasing a product from a brand, what is most important to you? (Select all that apply).

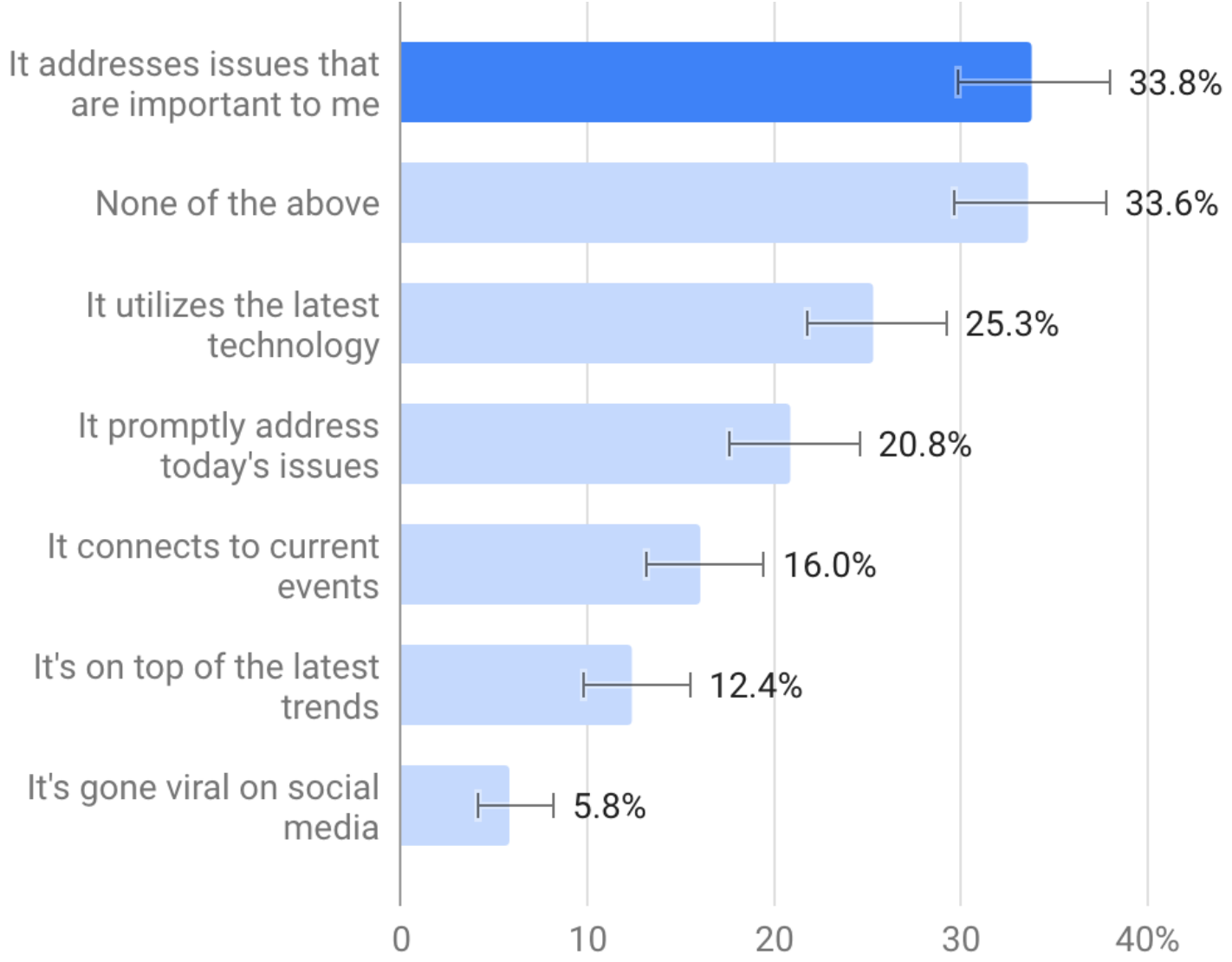


female

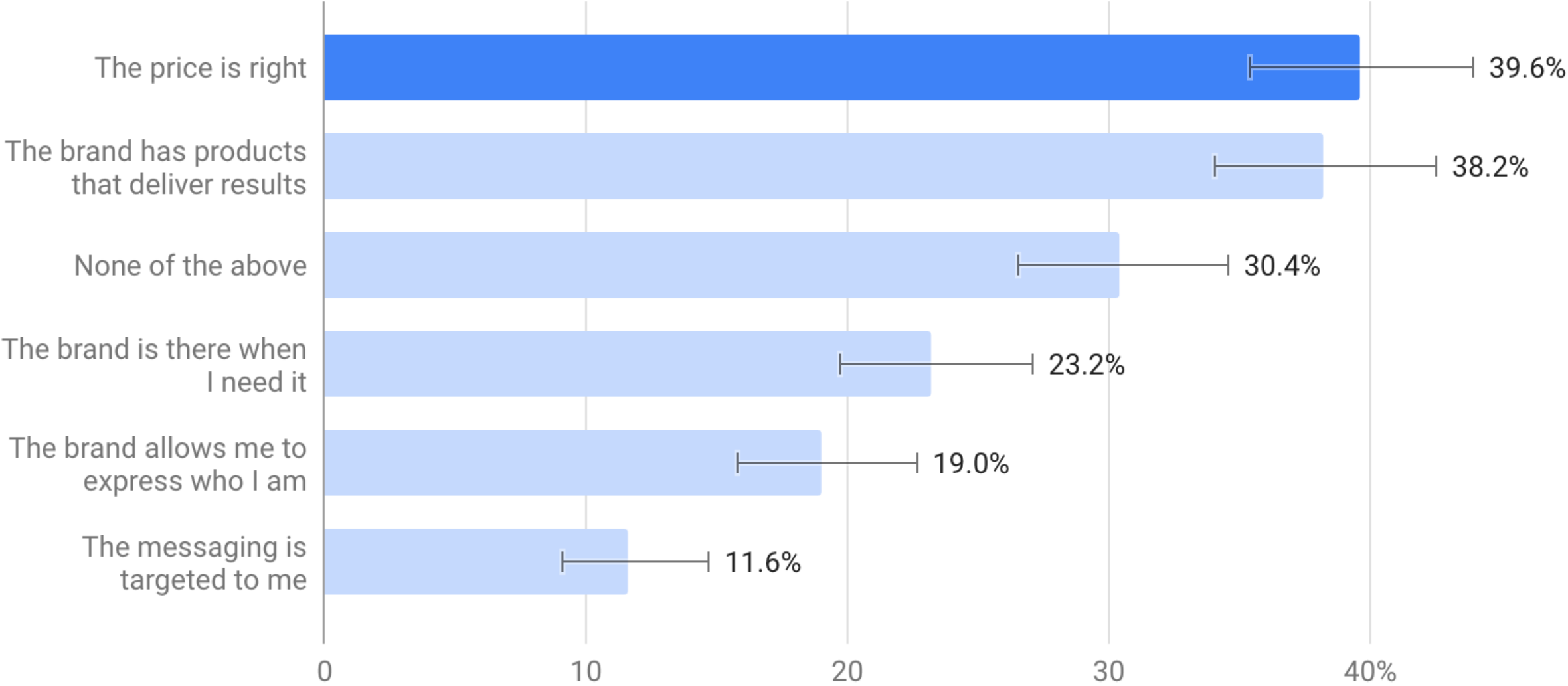
When thinking of brands that LISTEN TO YOU, what is most important to you? (Select all that apply).



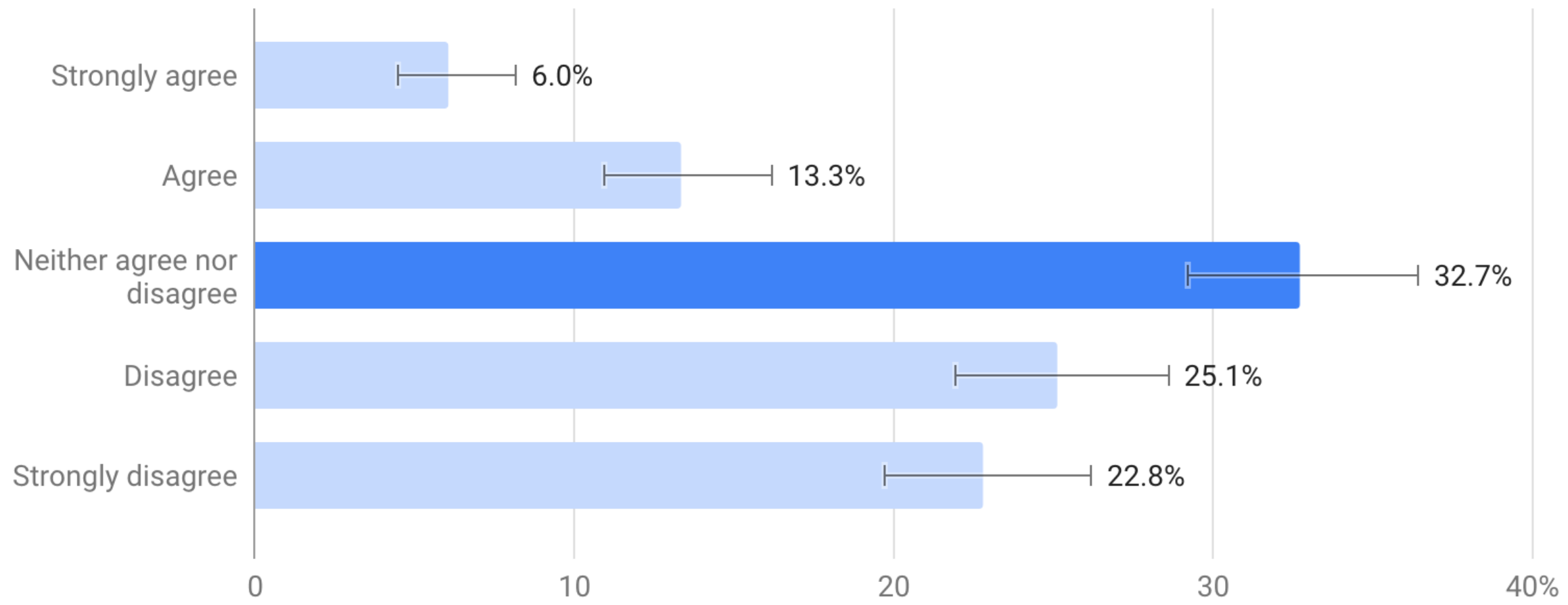
When thinking of a brand that is current and linked to today, what is important to you? (Select all that apply).



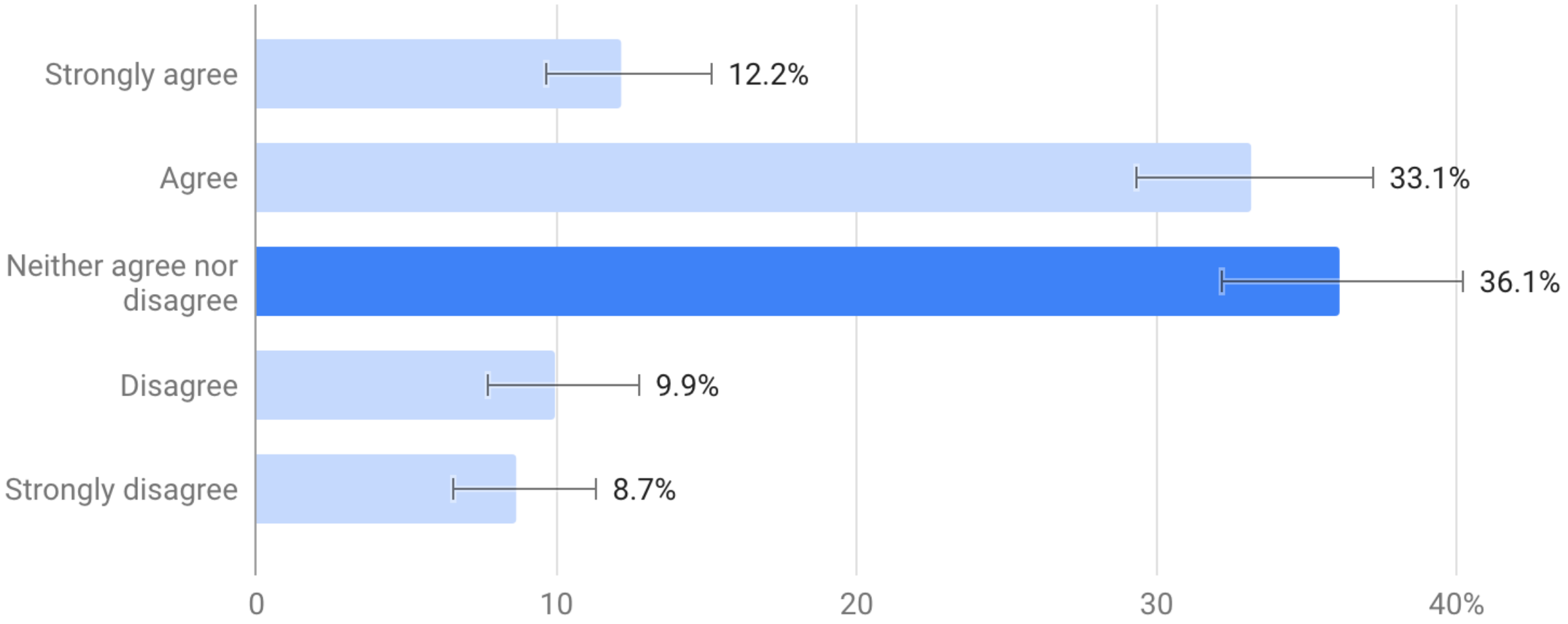
When thinking of a brand that meets your needs, what it is important to you? (Select all that apply).



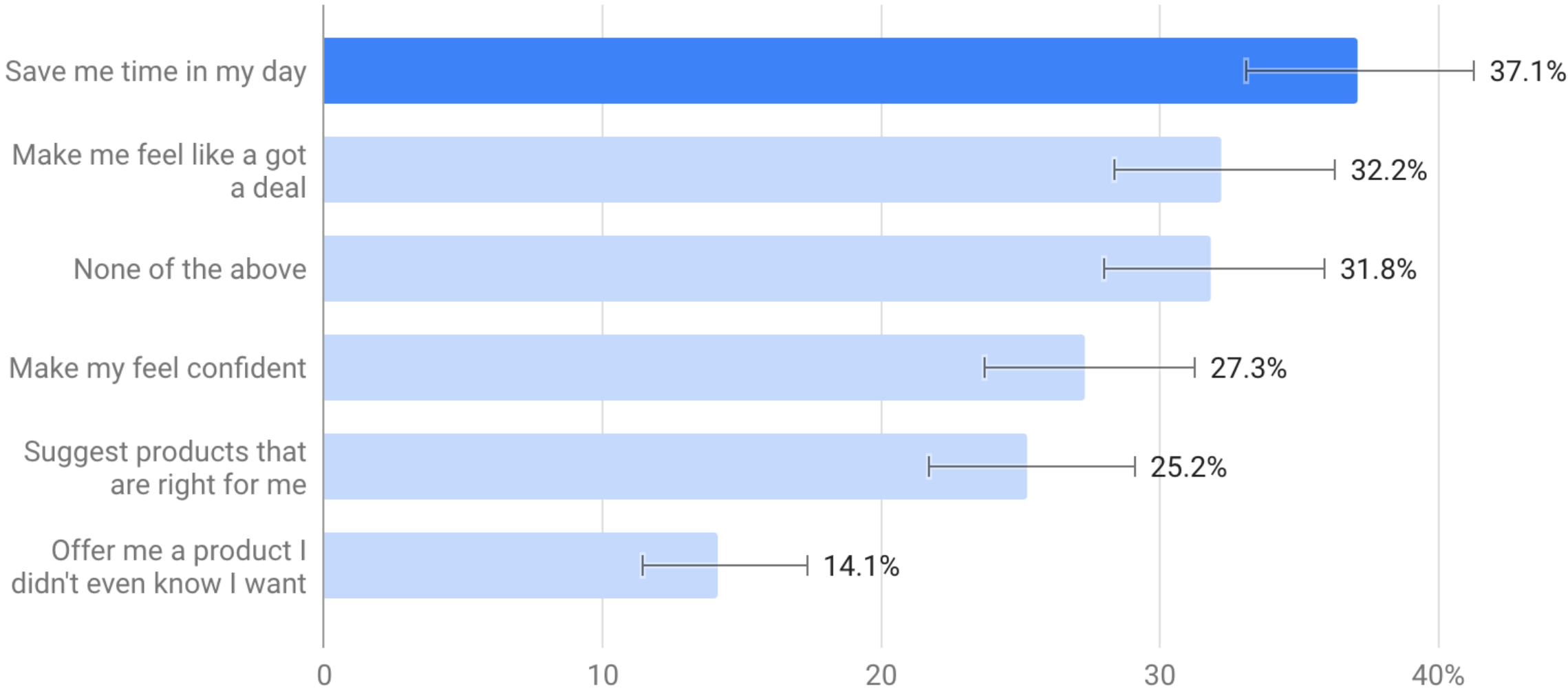
How much do you agree with the following statement? I feel a brand values its consumer's needs over its profits?



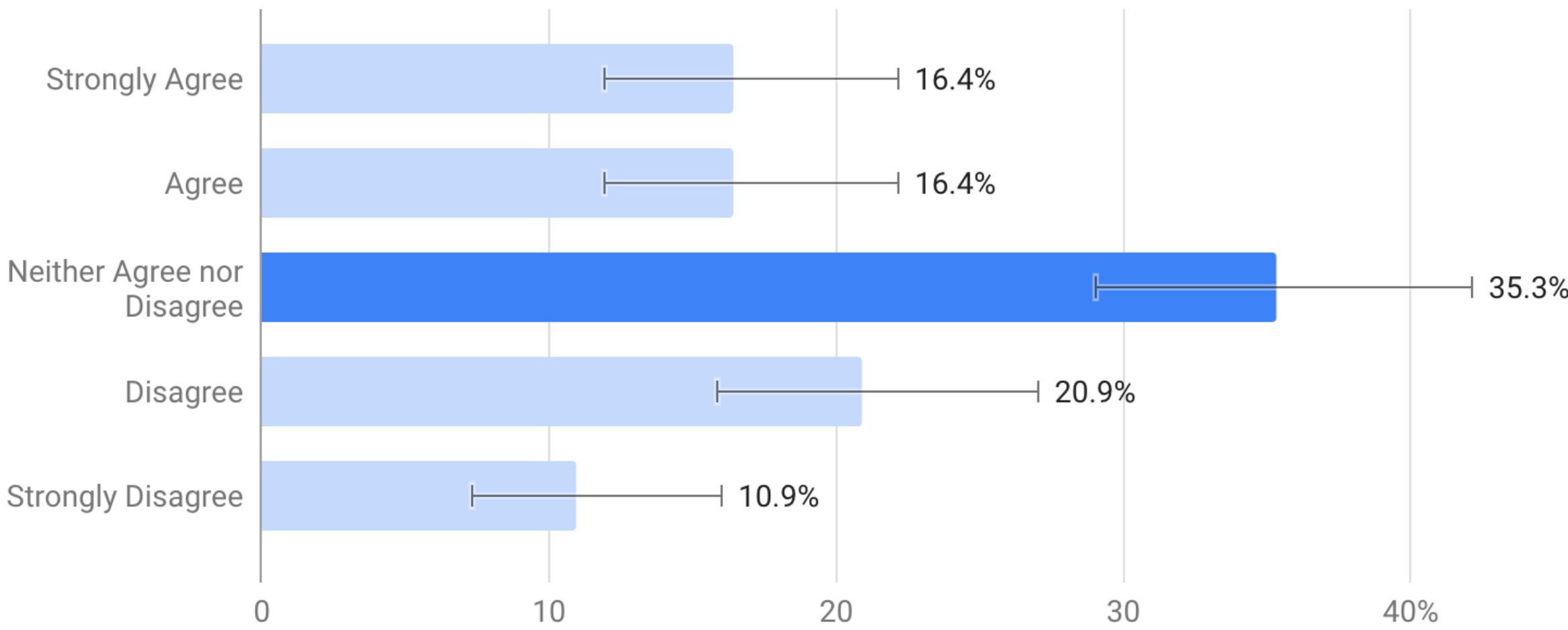
How much do you agree with the following statement? If a brand does not take ownership for a mistake, I will stop purchasing from the brand



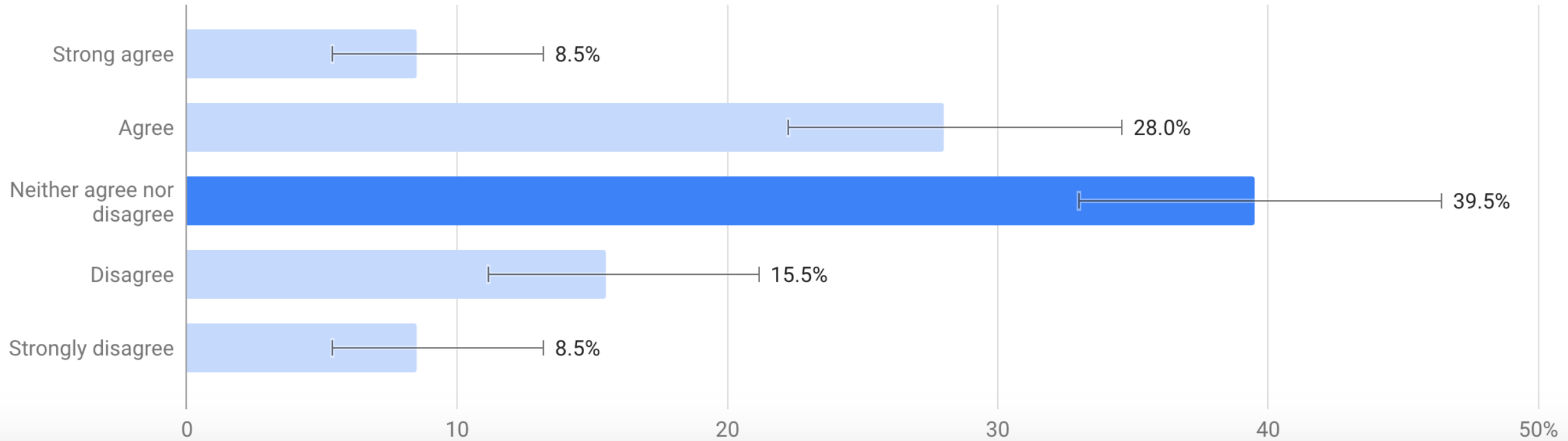
Brands improve my lifestyle when they _____? Select all that apply



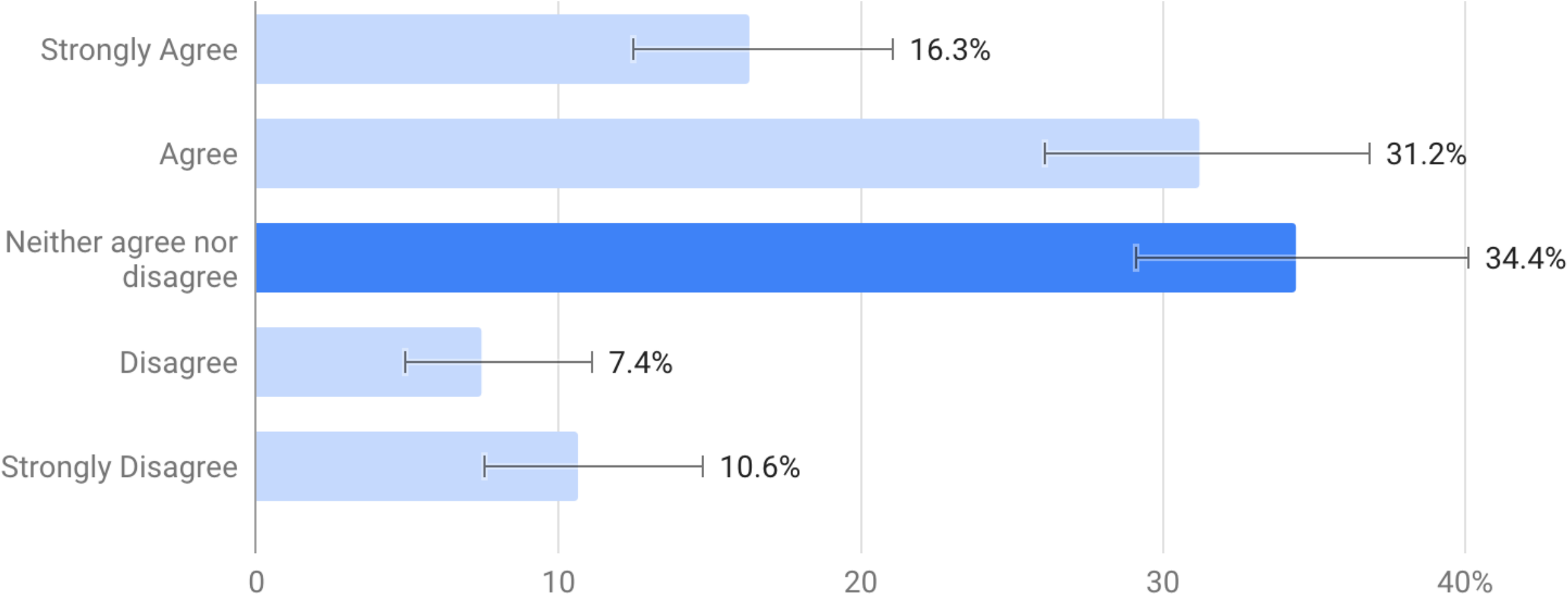
How much do you agree with the following statement? With one less hour in the day I would give up shopping in a store



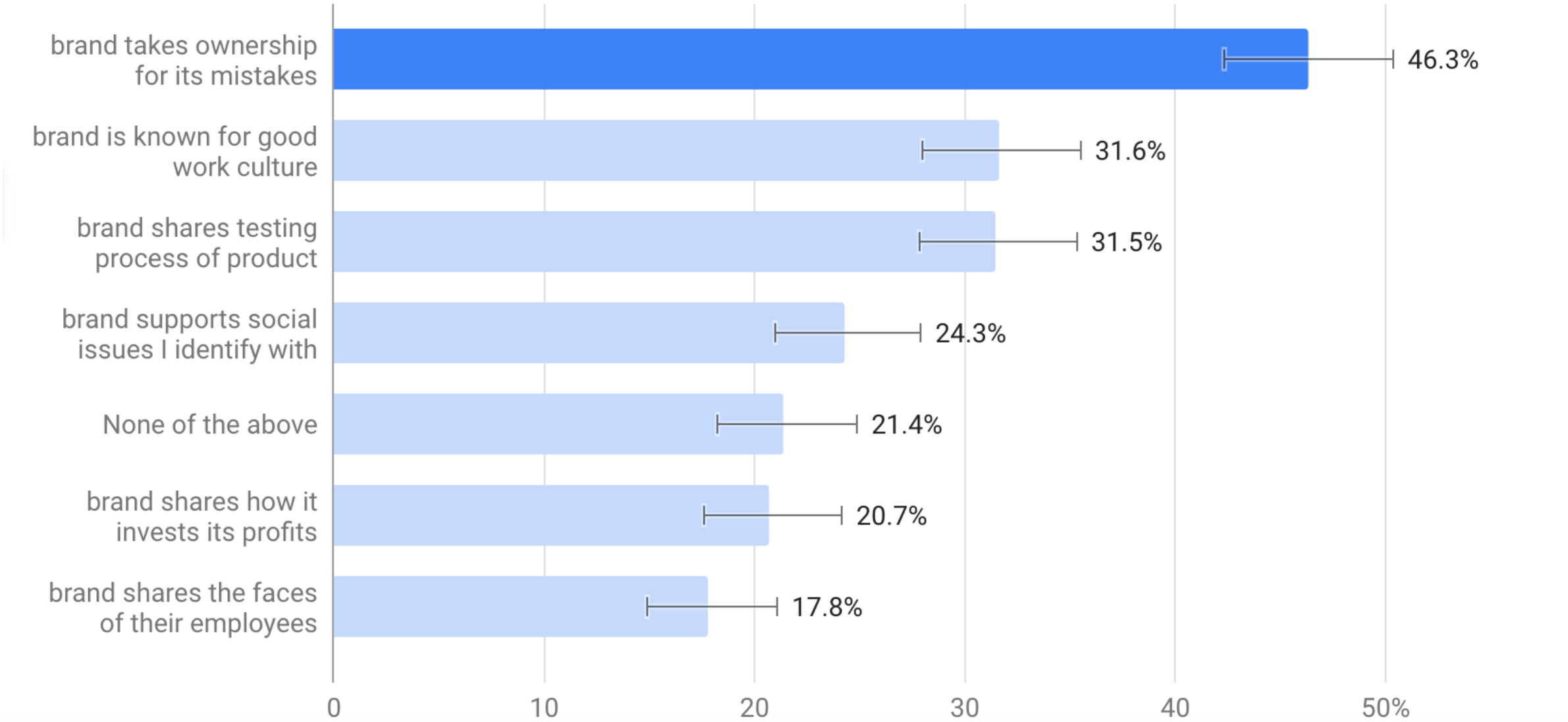
How much do you agree with the following statement? Brands do not take into account my direct feedback



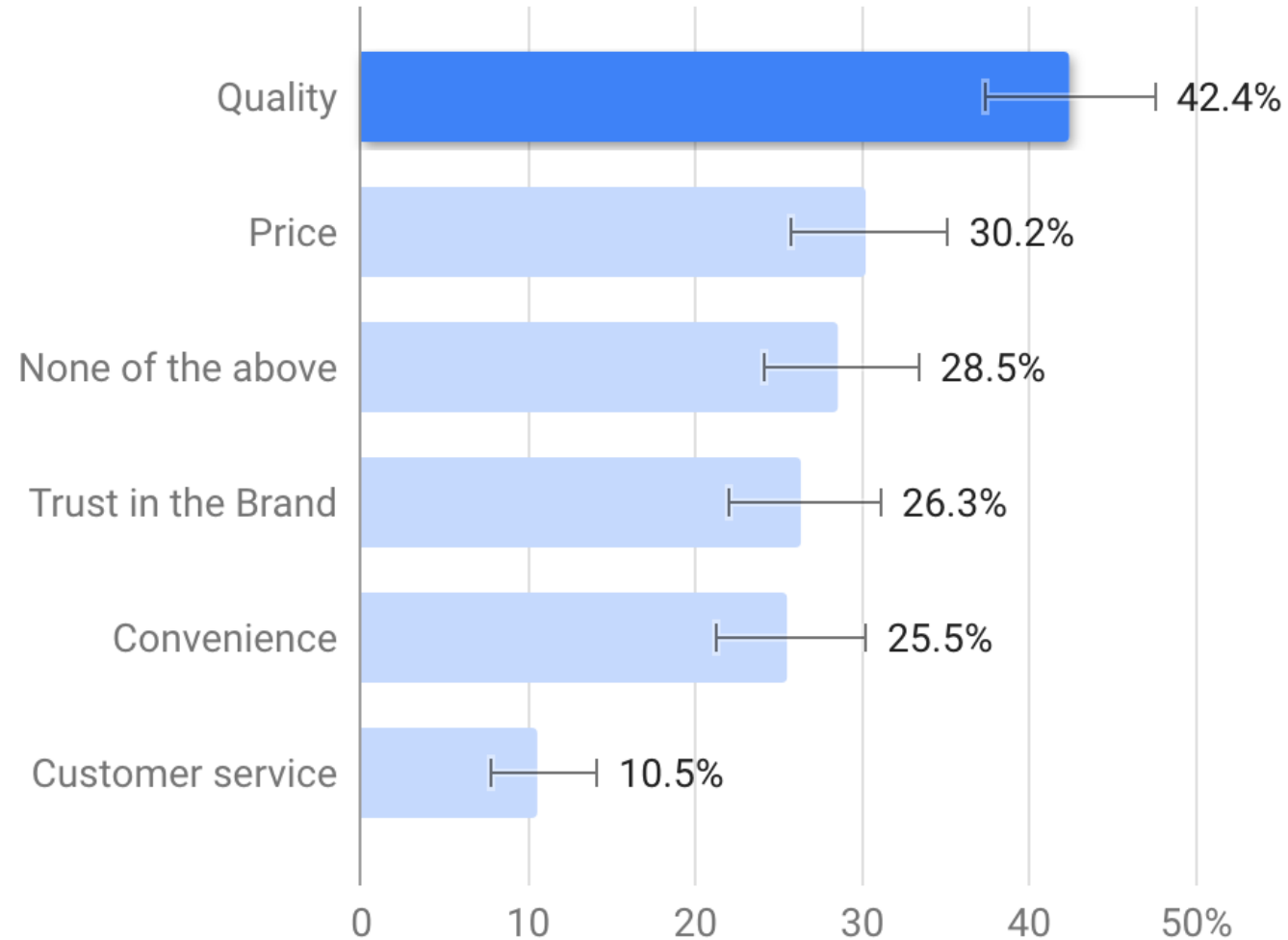
How much do you agree with the following statement? I want brands to take my opinion into account when creating new products.



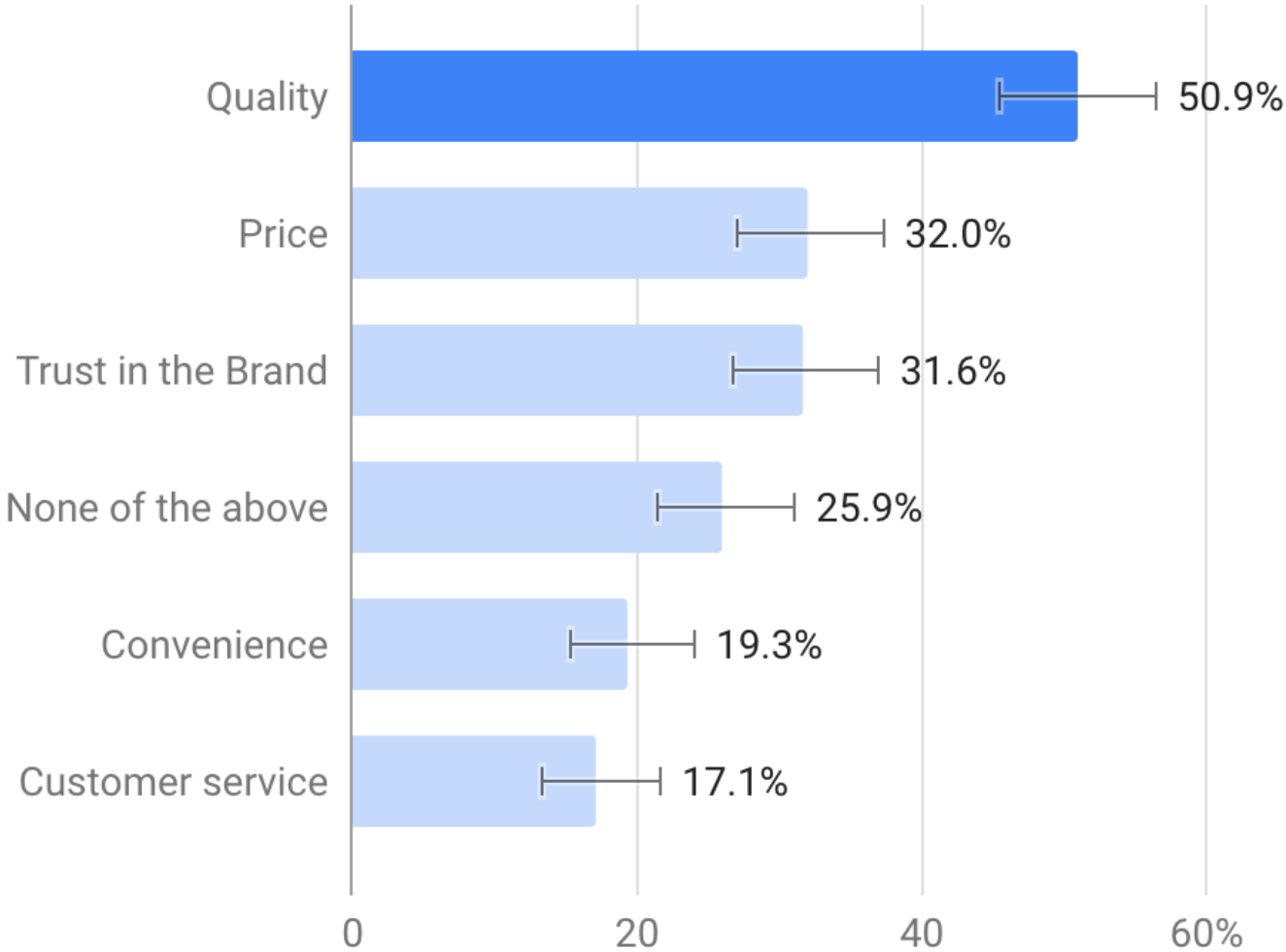
When thinking of TRANSPARENCY as it relates to brands, what is most important to you? (Select all that apply).



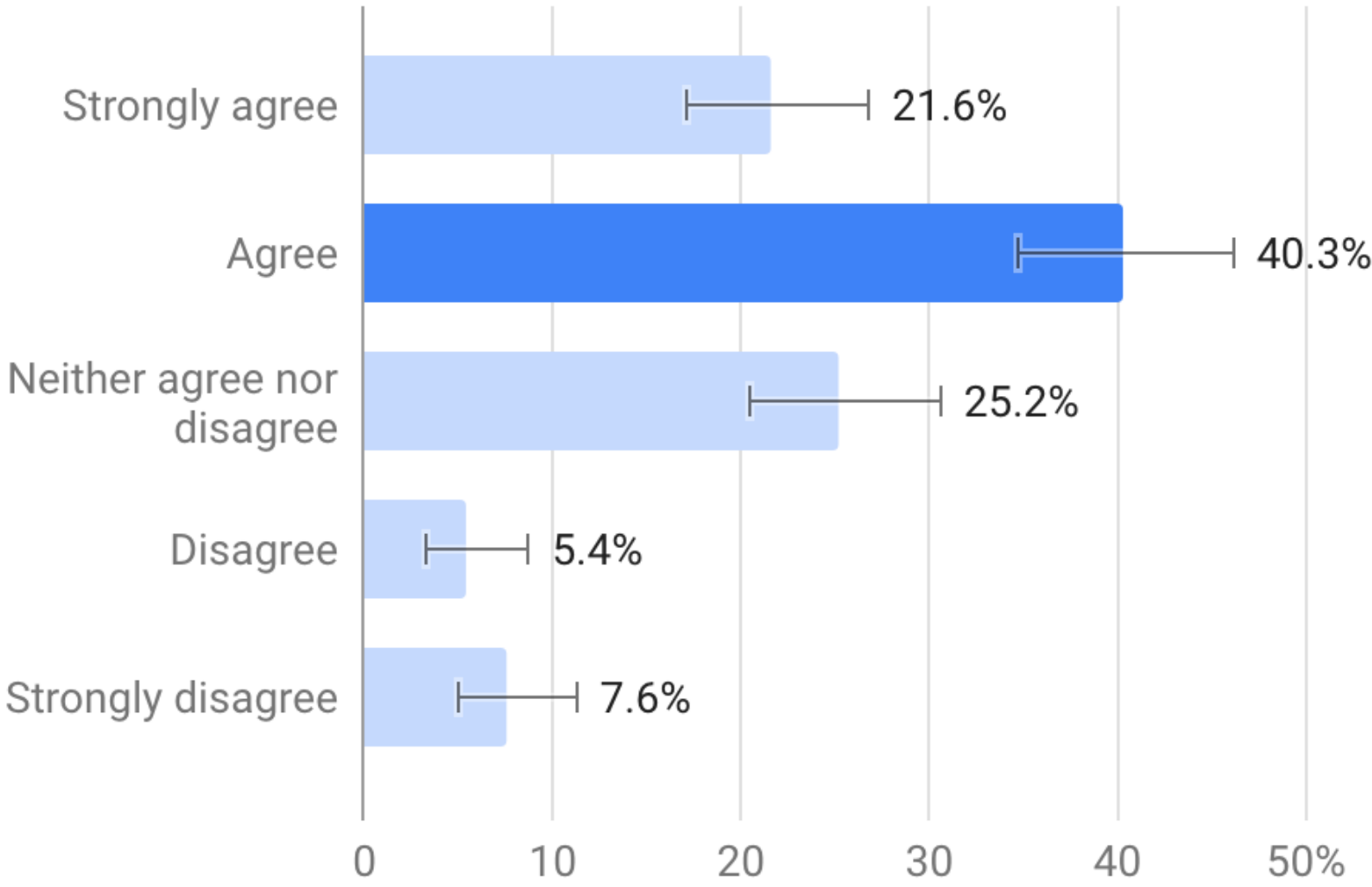
Select from the below any factor that is important to you when deciding to purchase a product for the first time from \$5.00 to \$10.00 from a brand?



Select from the below any factor that is important to you when deciding to purchase a product for the first time that is \$25.00 - \$50.00 from a brand?



How much do you agree with the following statement? Quality is the number one priority when making a first purchase from a brand.



Think of your favorite brand product you cannot live without. Select all that apply as to why this is your favorite.

