

Bridging Generations: *Uncovering Shared Values for Inclusive Marketing*

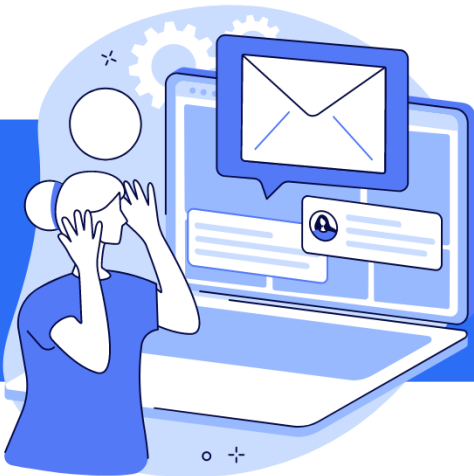
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9 October 2024

NIQ



Gen Who?



Baby Boomers
(born 1946-1964)



Gen X
(born 1965-1980)



Millennials
(born 1981-1996)



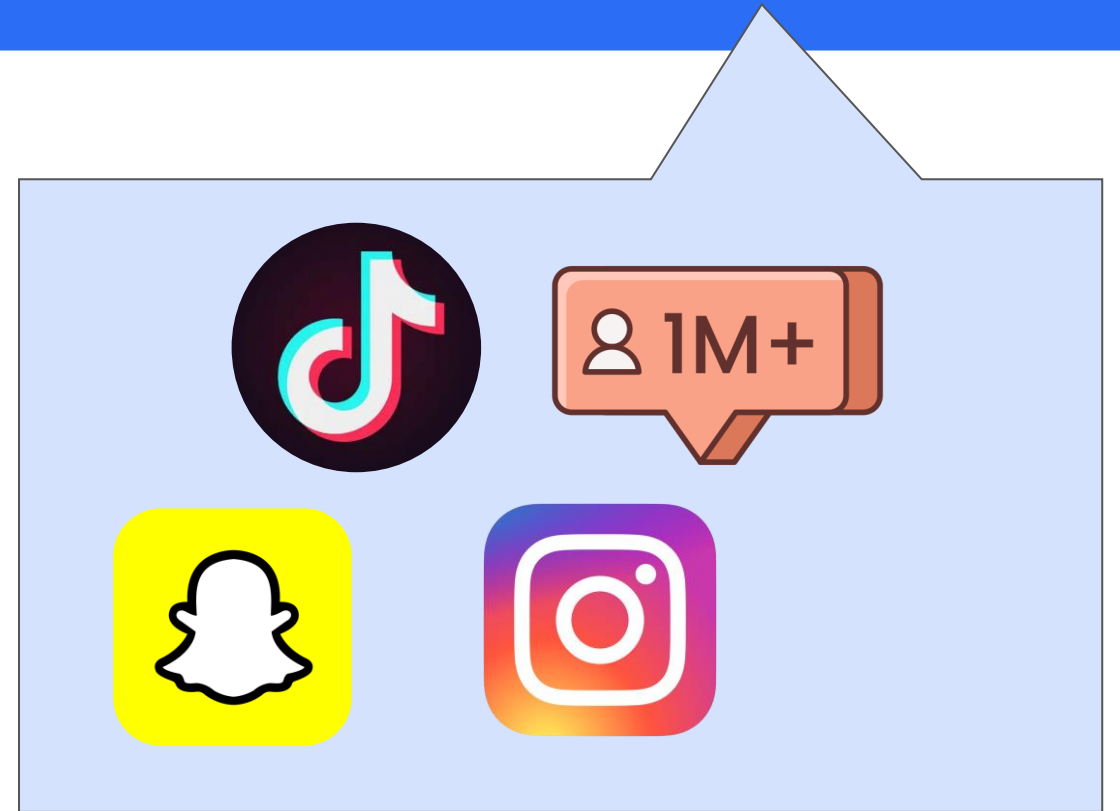
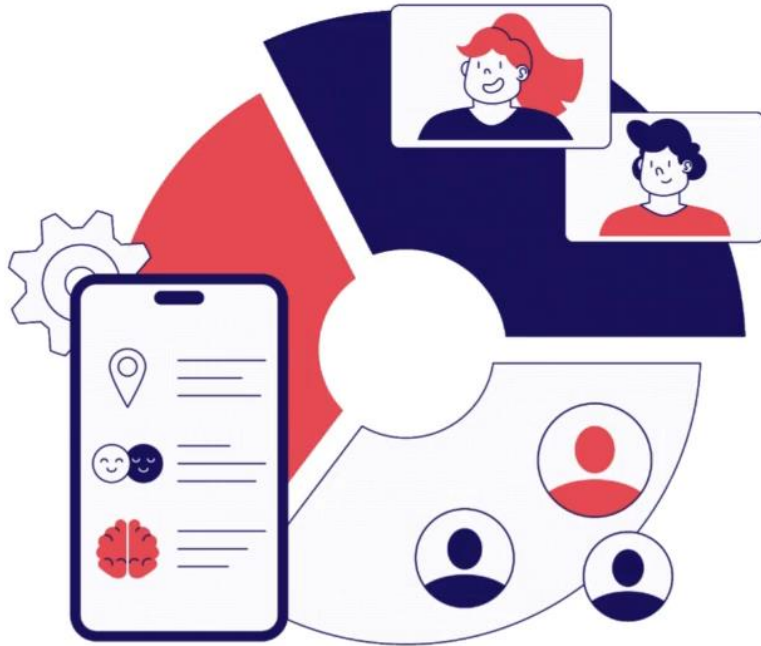
Gen Z
(born 1997-2012)

Baby Boomers
(born 1946-1964)

Gen X
(born 1965-1980)

Millennials
(born 1981-1996)

Gen Z
(born 1997-2012)



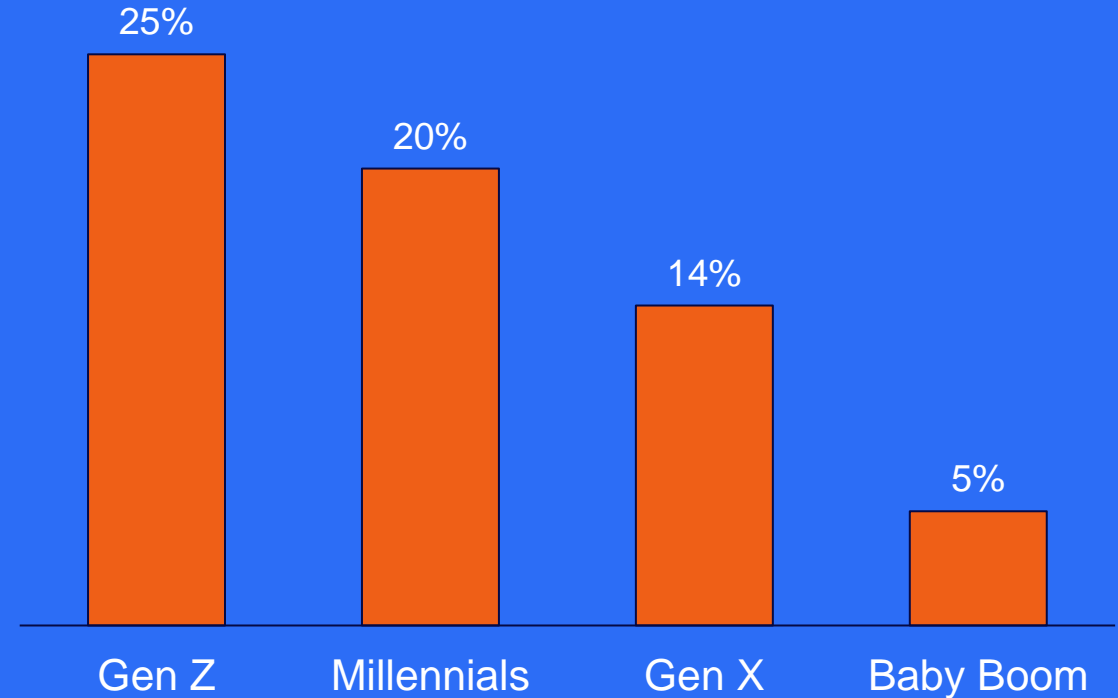
***But is it a good thing to put
all your focus on one
generation?***

Short-term appeal

*“When a new product hits the market, it is **three times** more likely to attract younger buyers than older ones”*

Anesbury, Z. W., et al. (2022). *Ageism Kills Brands*.

“I’m always on the lookout for new products”
% of Belgian consumers that fully agrees



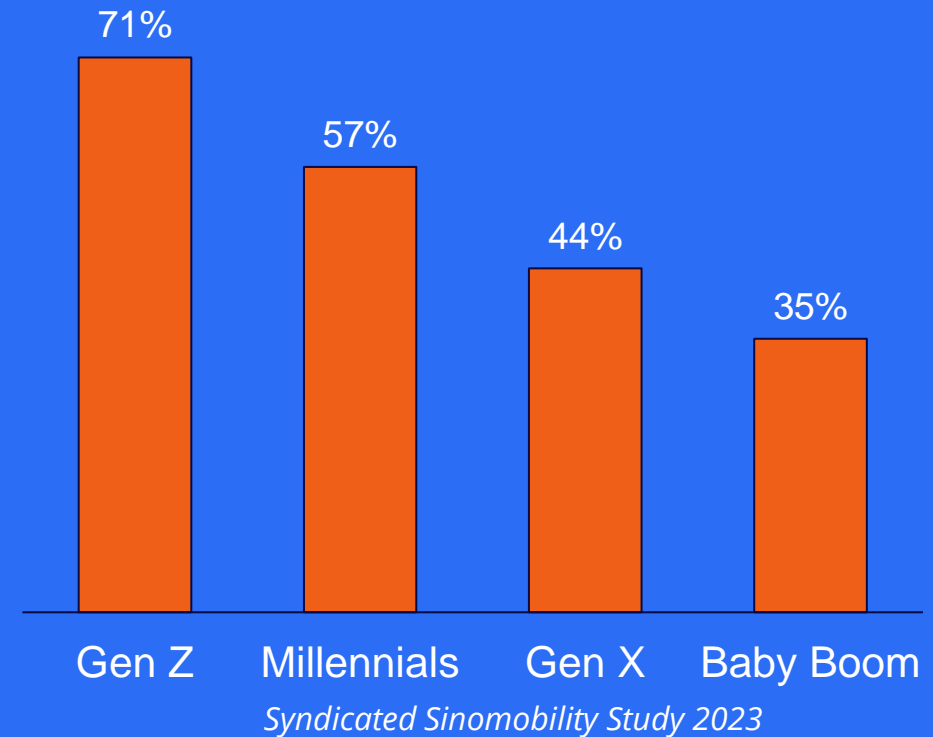
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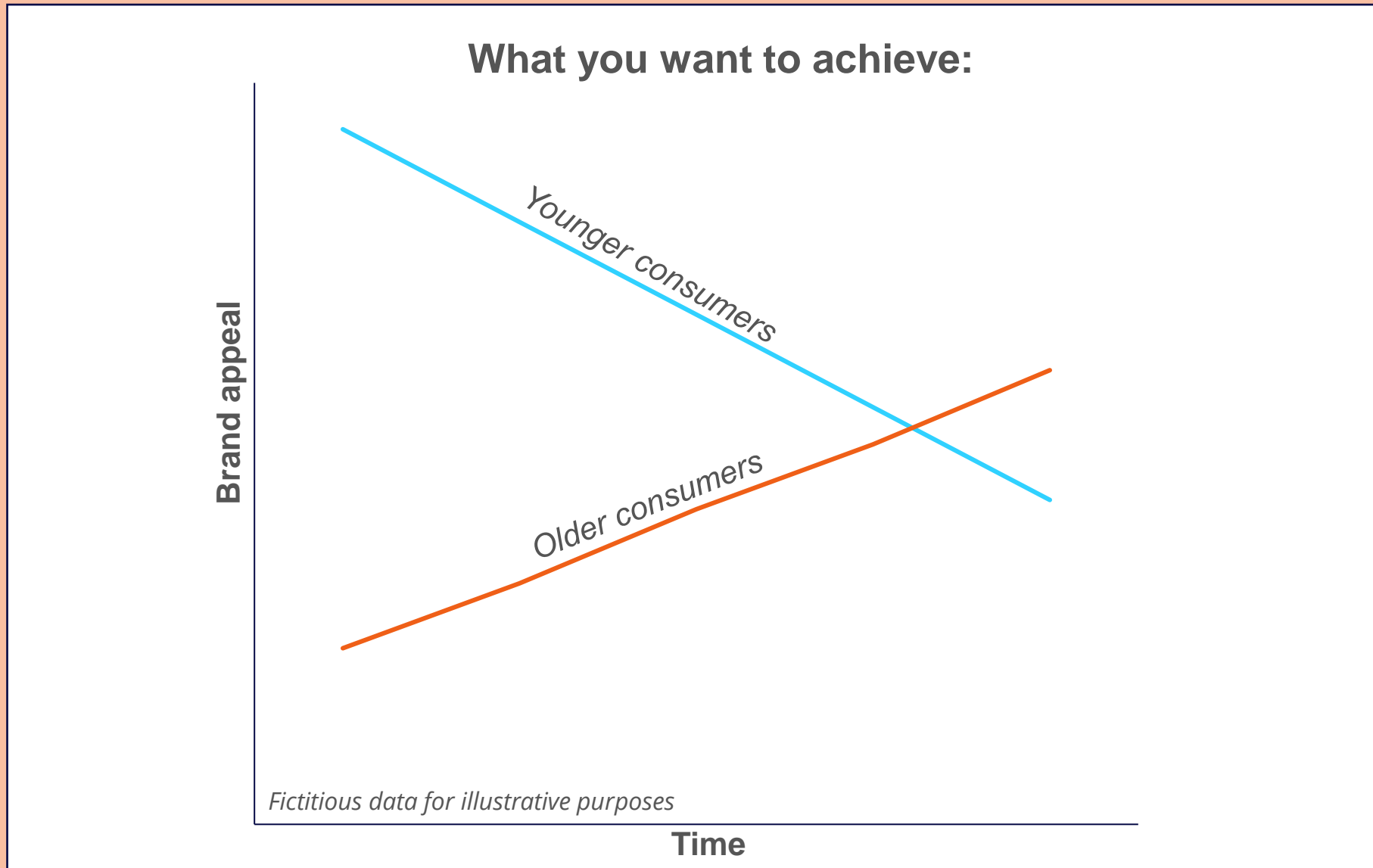
Openness of Belgians towards Chinese car brands



Young-only appeal can lead to failure



Ageism kills brands, on the long term

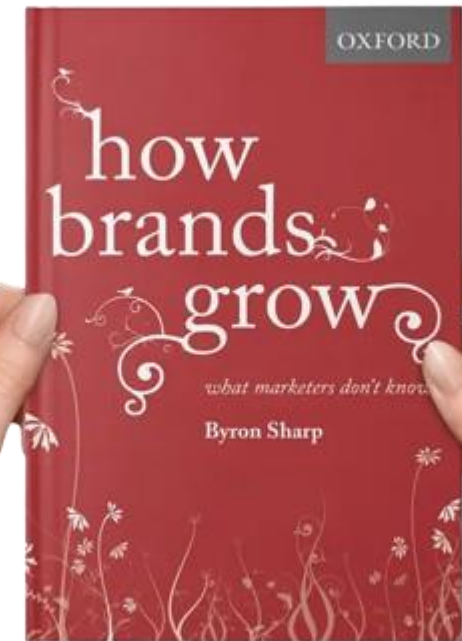


“Mass Appeal and Saliency are key drivers for growth”

Target the largest possible relevant audience, building recognition and relevance across groups

Make your brand top-of-mind across a wide audience so when consumers come in a buying situation, your brand comes to mind immediately

Thorough understanding of the category buyer and their shared values and consumer behavior

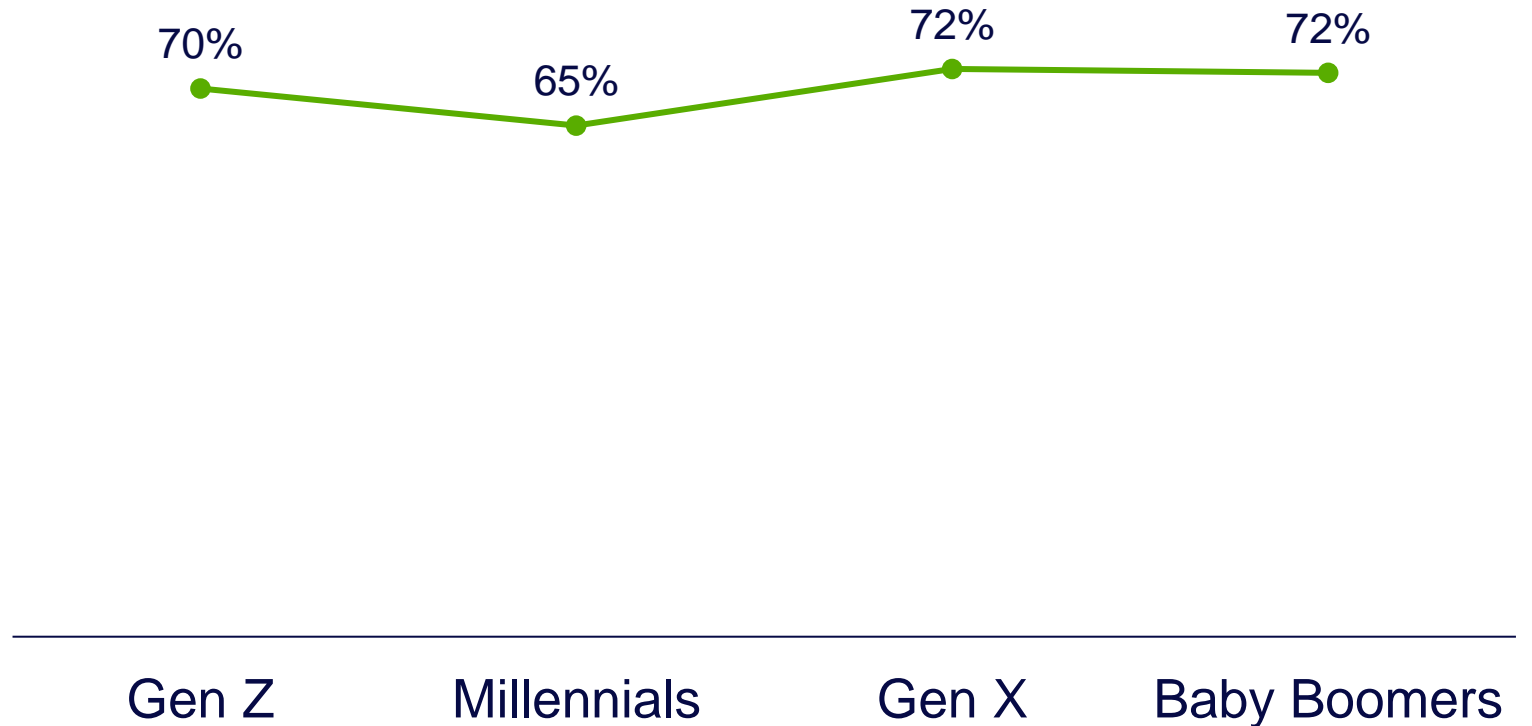


***How can you effectively
resonate by appealing to
shared values across
generations?***

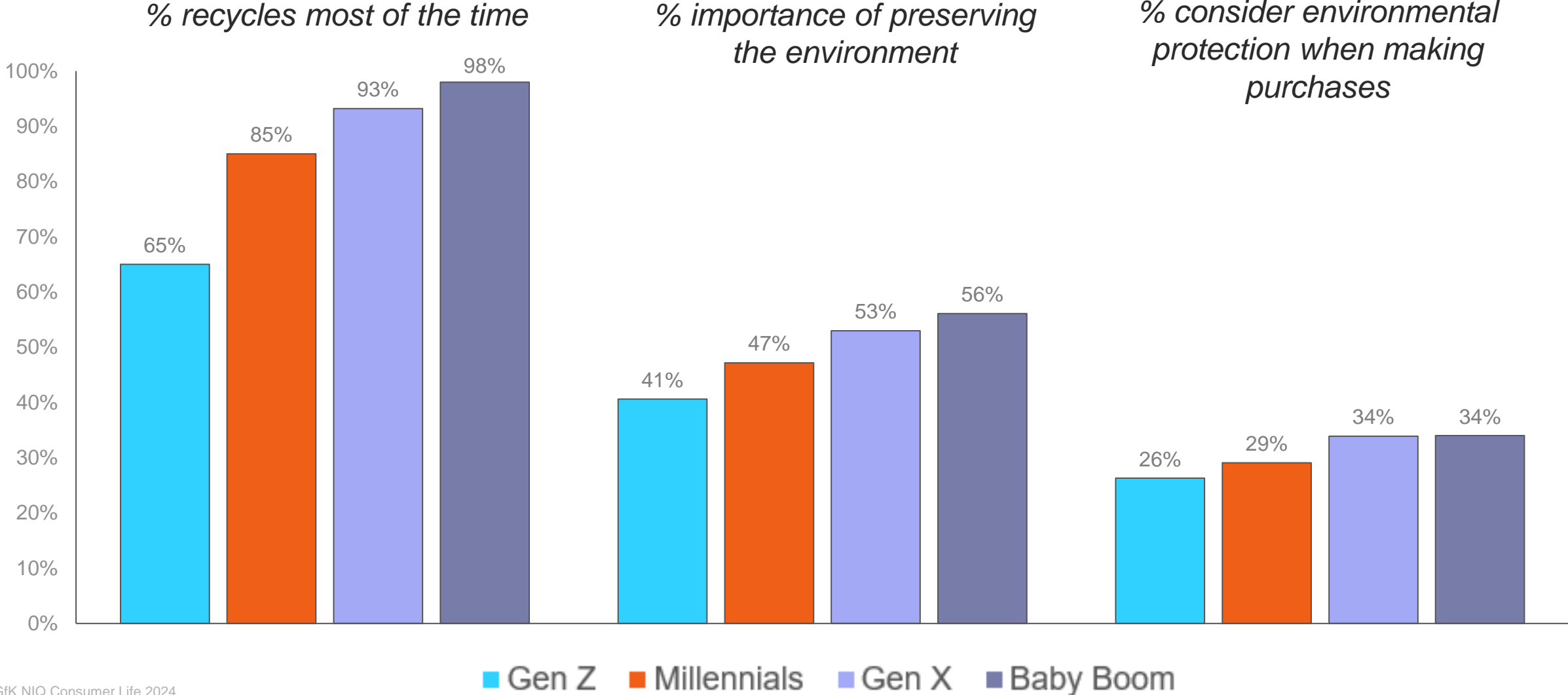
Sustainability

69%

Of Belgians take environmental pollution as a very or extremely serious issue.

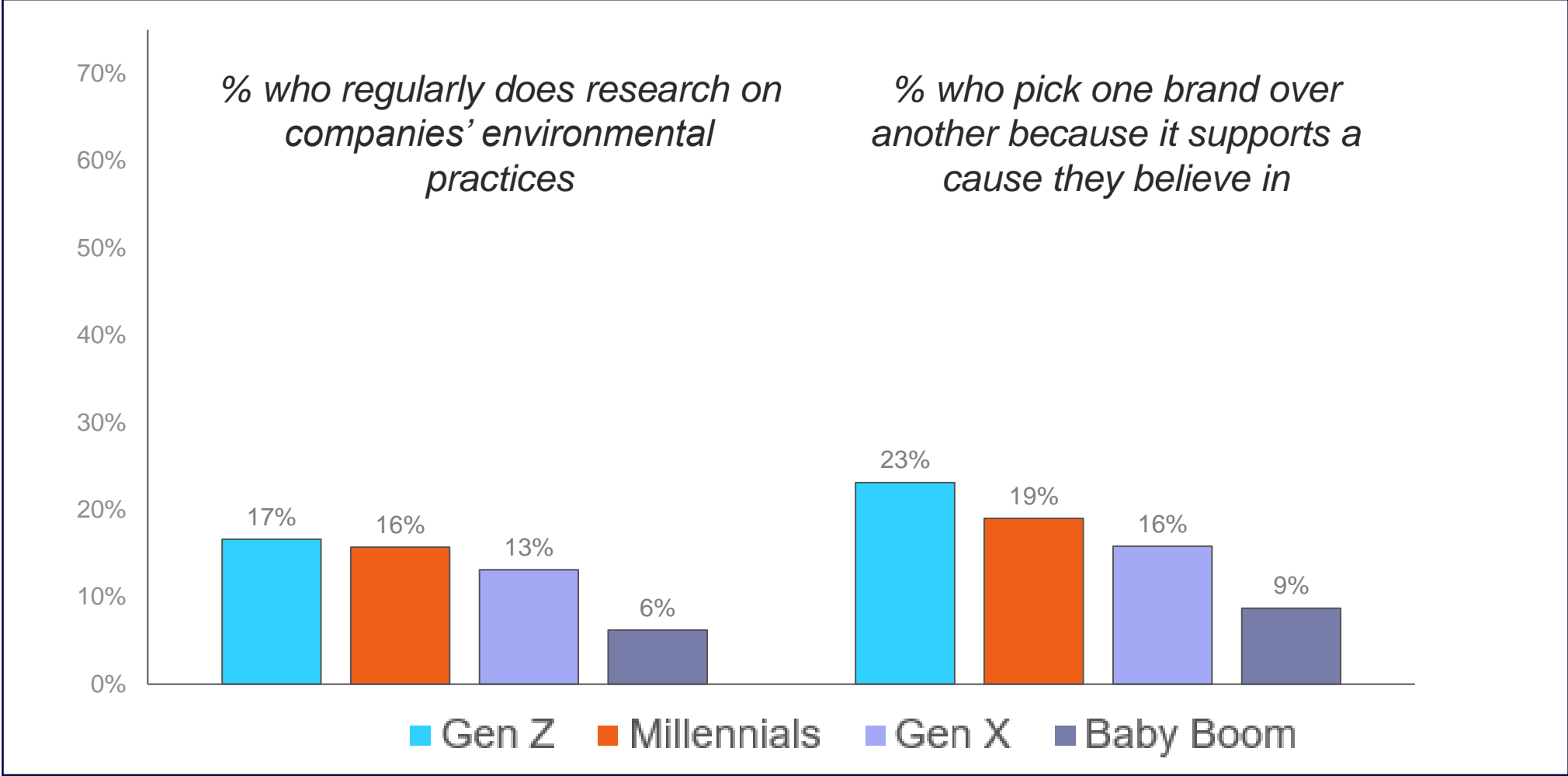


Intrinsic motivation



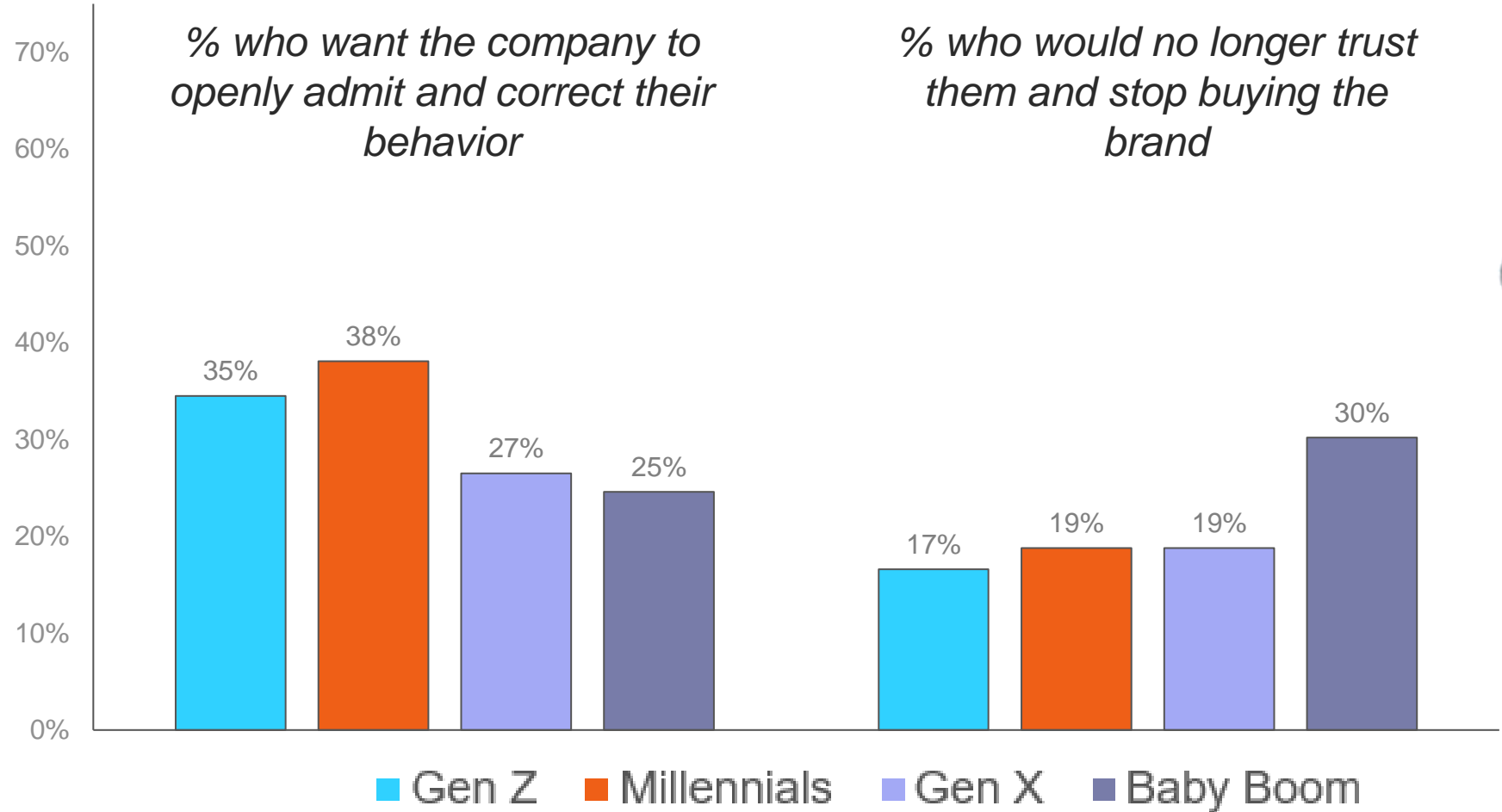
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Influence & Activism



Environmental redress

What if a company gets involved in unethical sustainability practices?



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DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for good long time - and leave a world inhabitable for our kids - we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands - all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the R2[®] Jacket shown, one of our best sellers. To make it required 130 liters of

water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard; it is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the fifth "R," to reimagine a world where we take only what nature can replace.

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take only what nature can replace

patagonia
patagonia.com



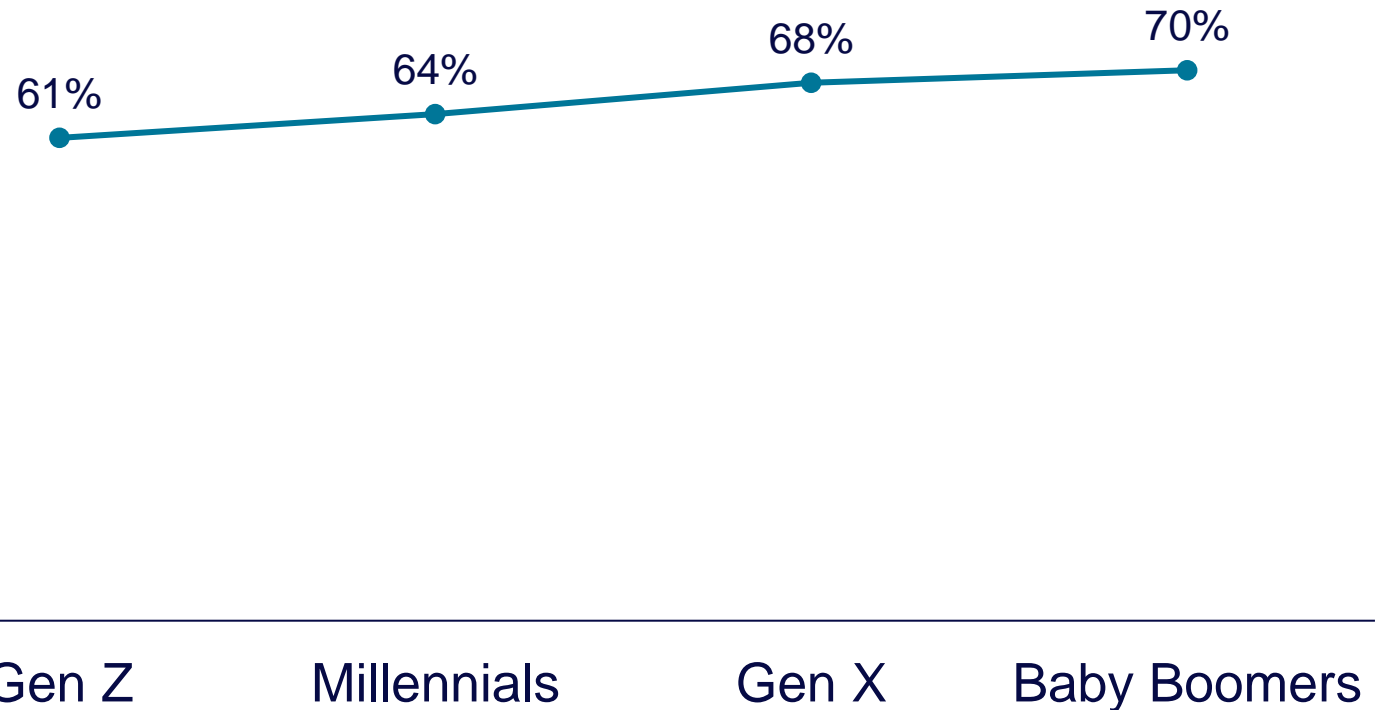
TAKE THE PLEDGE

*If you sell your used Patagonia product on eBay[®] and take the Common Threads Initiative pledge, we will credit your product on patagonia.com for no additional charge.

Experiential consumers

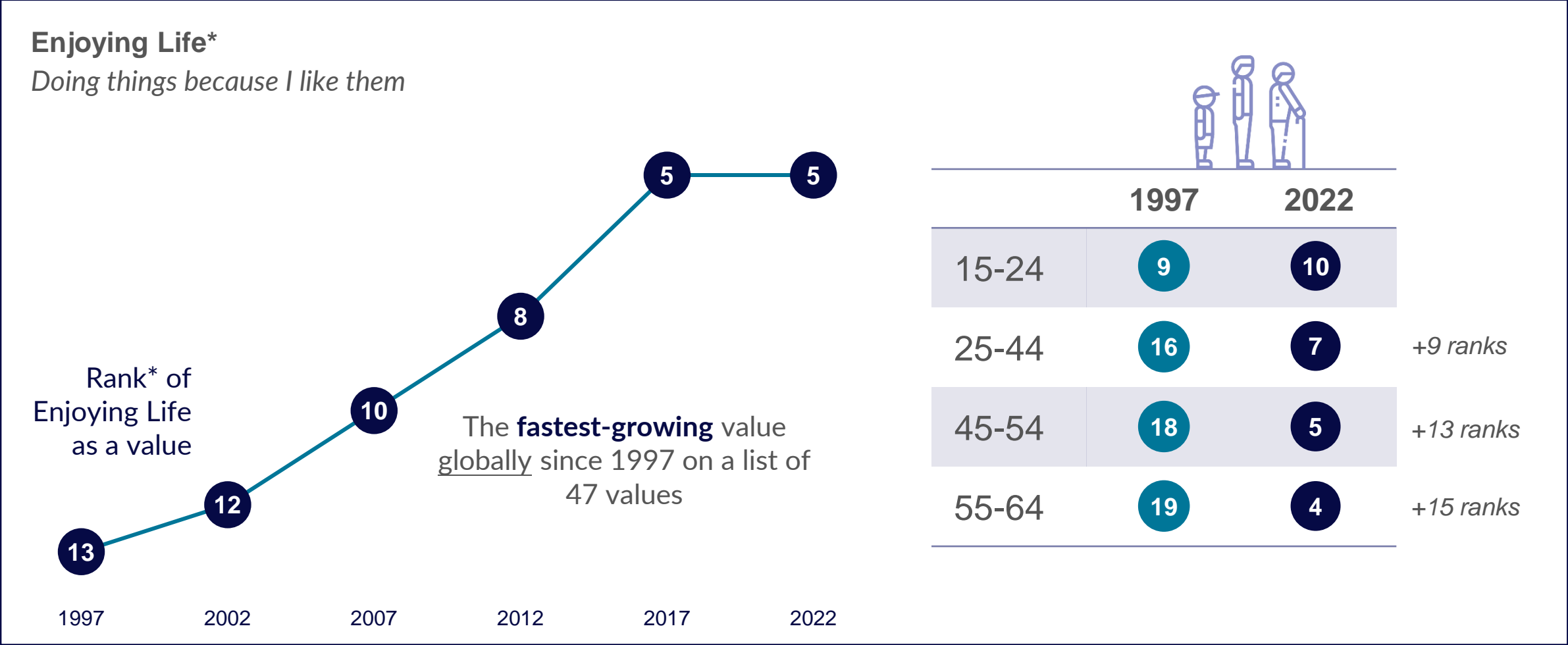
66%

Of Belgians find doing *things they enjoy* in life very or extremely important.



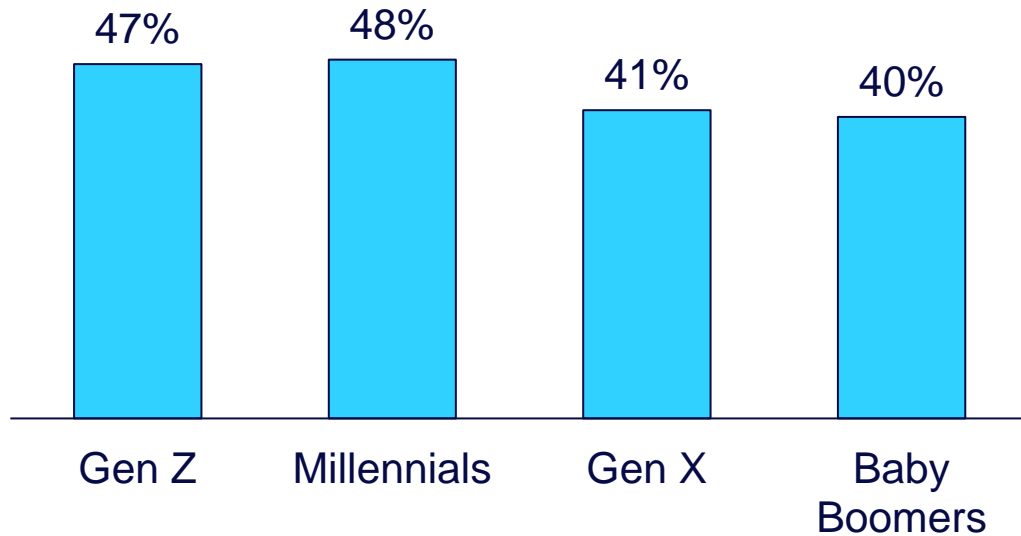
25 years of enjoying life

Enjoying Life has become a core principle in life globally, and one no longer exclusive to youth.

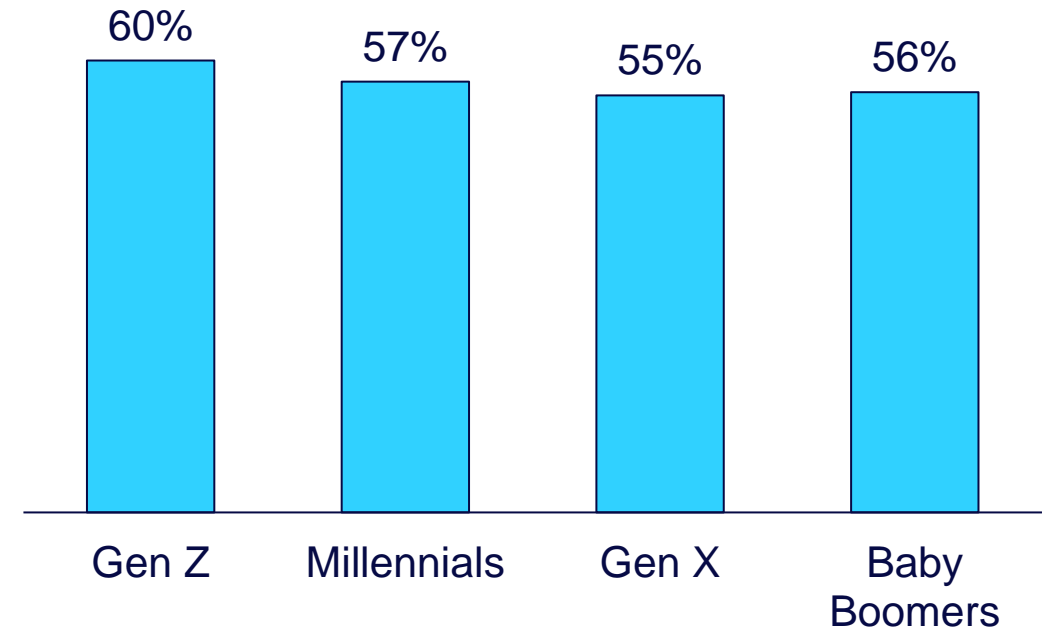


Experiences over possessions?

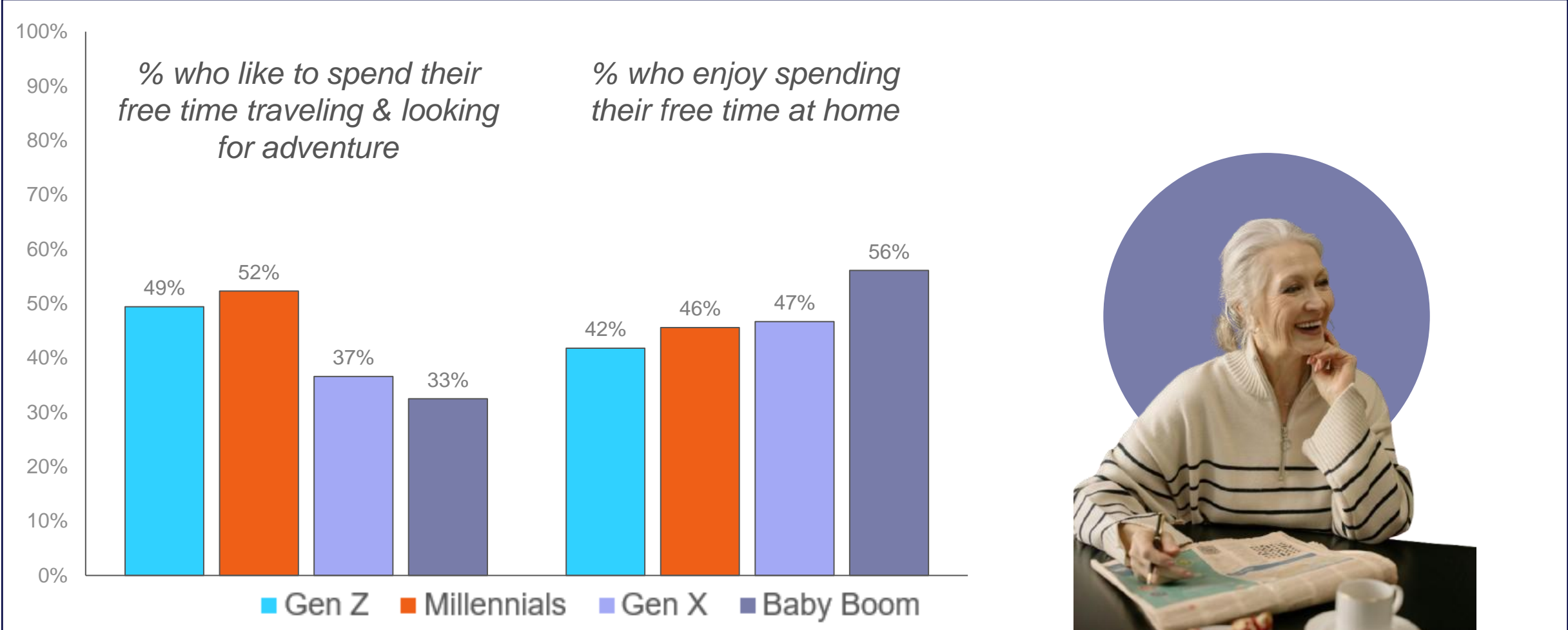
% who agrees experiences are more important than possessions



% who value experiences now more than a couple of years ago



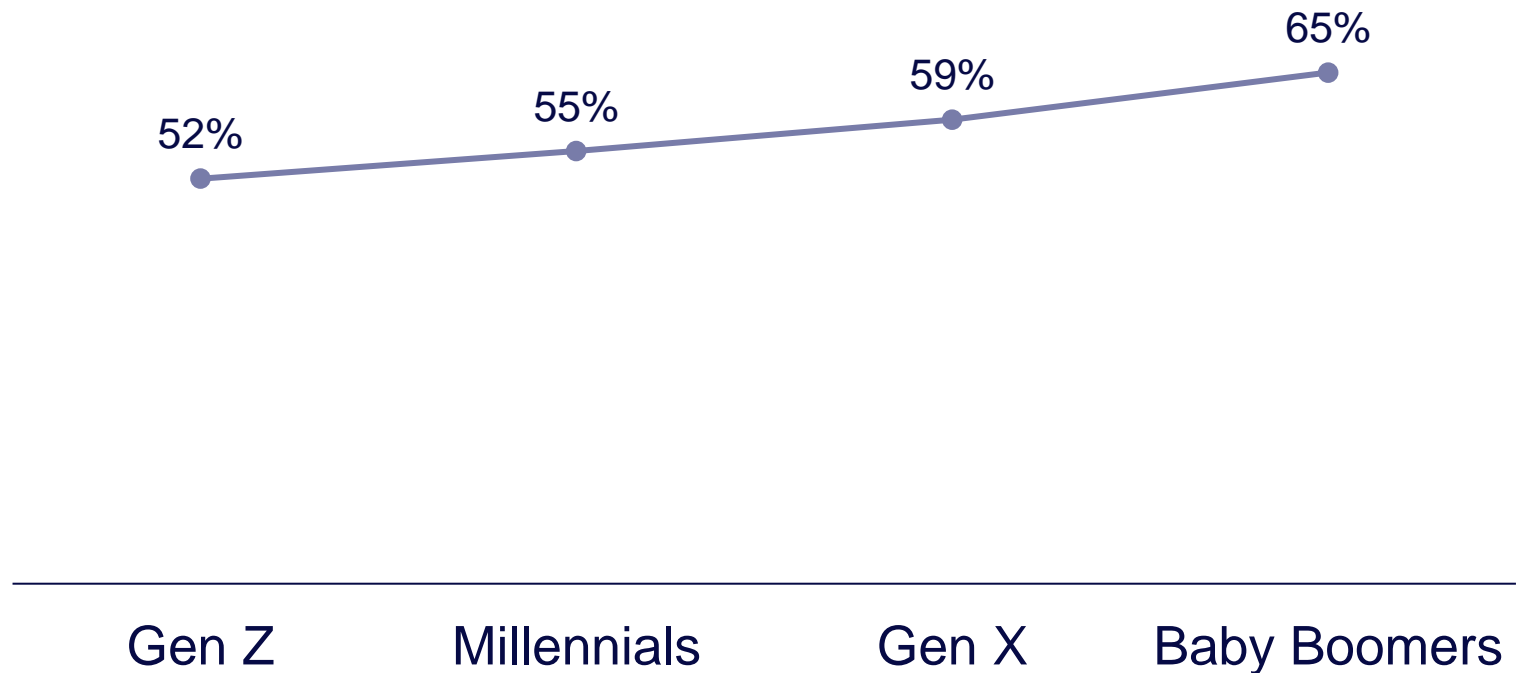
Leisure and free time



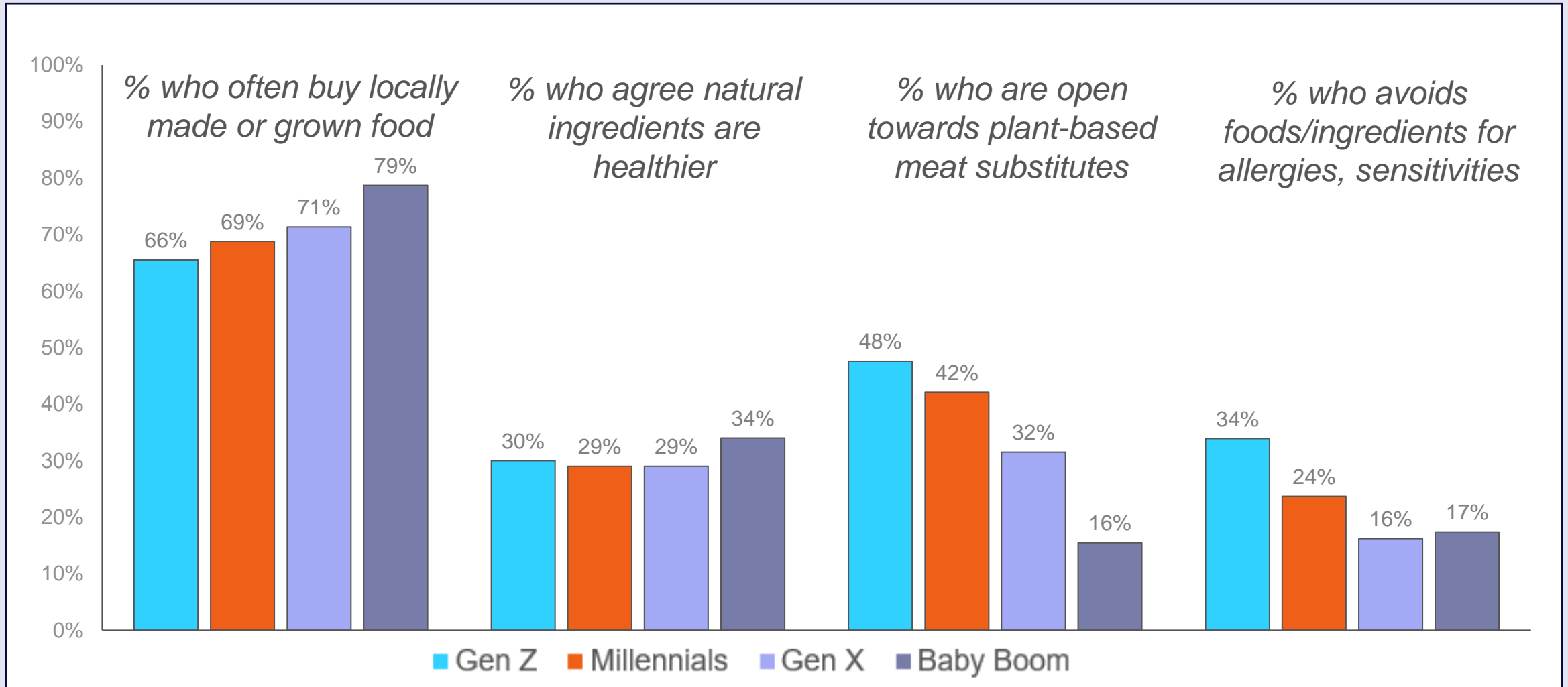
Health & Wellbeing

58%

Of Belgians find health and fitness a very or extremely important aspect of life.



Nutrition



Healthy nutrition, also for their furry friends

63%

Of Belgians prioritizes health reasons when choosing pet food.

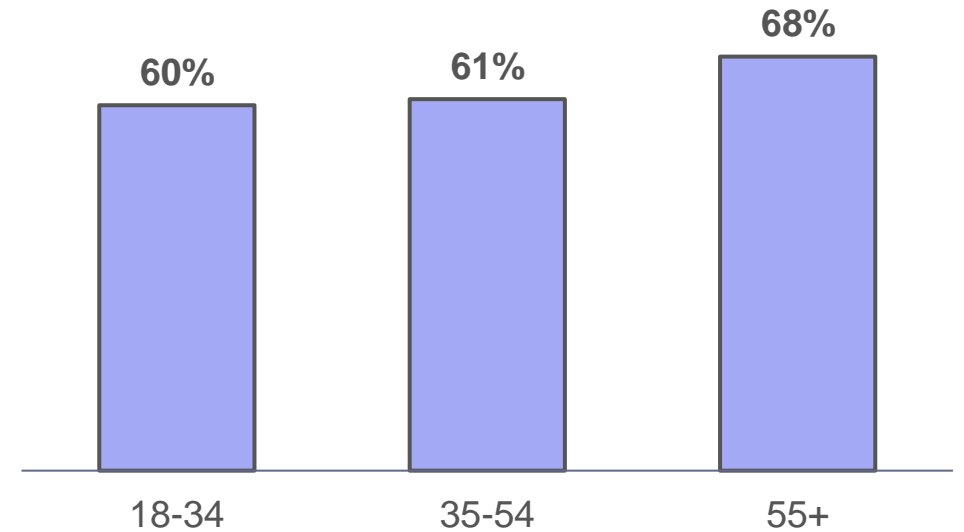
Voor het huisdier is alleen het beste goed genoeg



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PIETERJAN NEIRYNCK, LAURA KEERSMAEKERS

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Gen Z-ers And Their "Furry Babies"

Gen Z-ers interpret the relationship between themselves and their pets slightly differently. They are more likely than other generations to view their four-legged friends as their own children (33%). Gen Z-ers are also by far the most likely generation to celebrate their pets' birthdays (81%) and dress up their pets for birthdays, holidays, and other festive occasions (43%).

Pet humanization, but different



1

*When you only appeal to a younger audience, your brand/product has more chance of failing in the long-term. Instead, focus on **mass appeal** and **saliency**.*

2

*Deeply **research** and **investigate** the **shared values** of your relevant audience, thoroughly understand their **communalities** and **differences**.
Use these shared values in your **ATL campaigns**.*

3

*If you create your ATL campaign around the shared value of e.g. sustainability, make sure existing **nuances** are **incorporated** (focus on preserving nature, recycling for older consumers, informing and acting upon your mission statements for youngsters).*



Thank you!

Jozefien Piersoul
Research Expert – Consumer & Marketing Insights

October 9th, 2024

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NIQ



*We deliver the Full View.*TM

*We deliver the Full View*TM

*The most complete and clear understanding
of consumer buying behavior.*