

The #Aspirationals Webinar

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If you have a question for the presenters during the webinar, please submit it via the Q&A section in the control panel or via Twitter using the hashtag #Aspirationals.

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Hello.



Panelist

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Panelist

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Moderator

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FIVE HUMAN ASPIRA TIONS

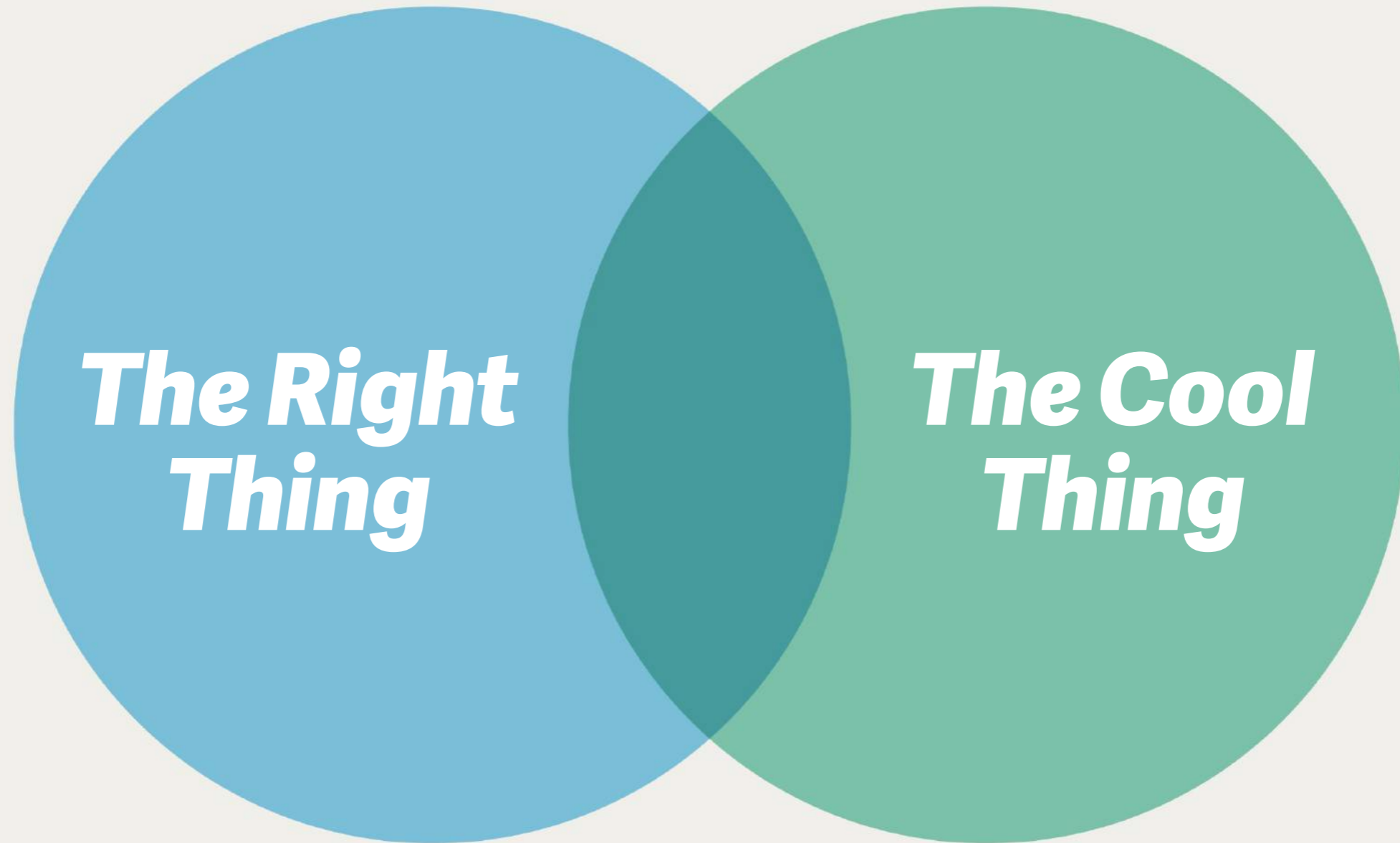


& THE FUTURE OF BRANDS

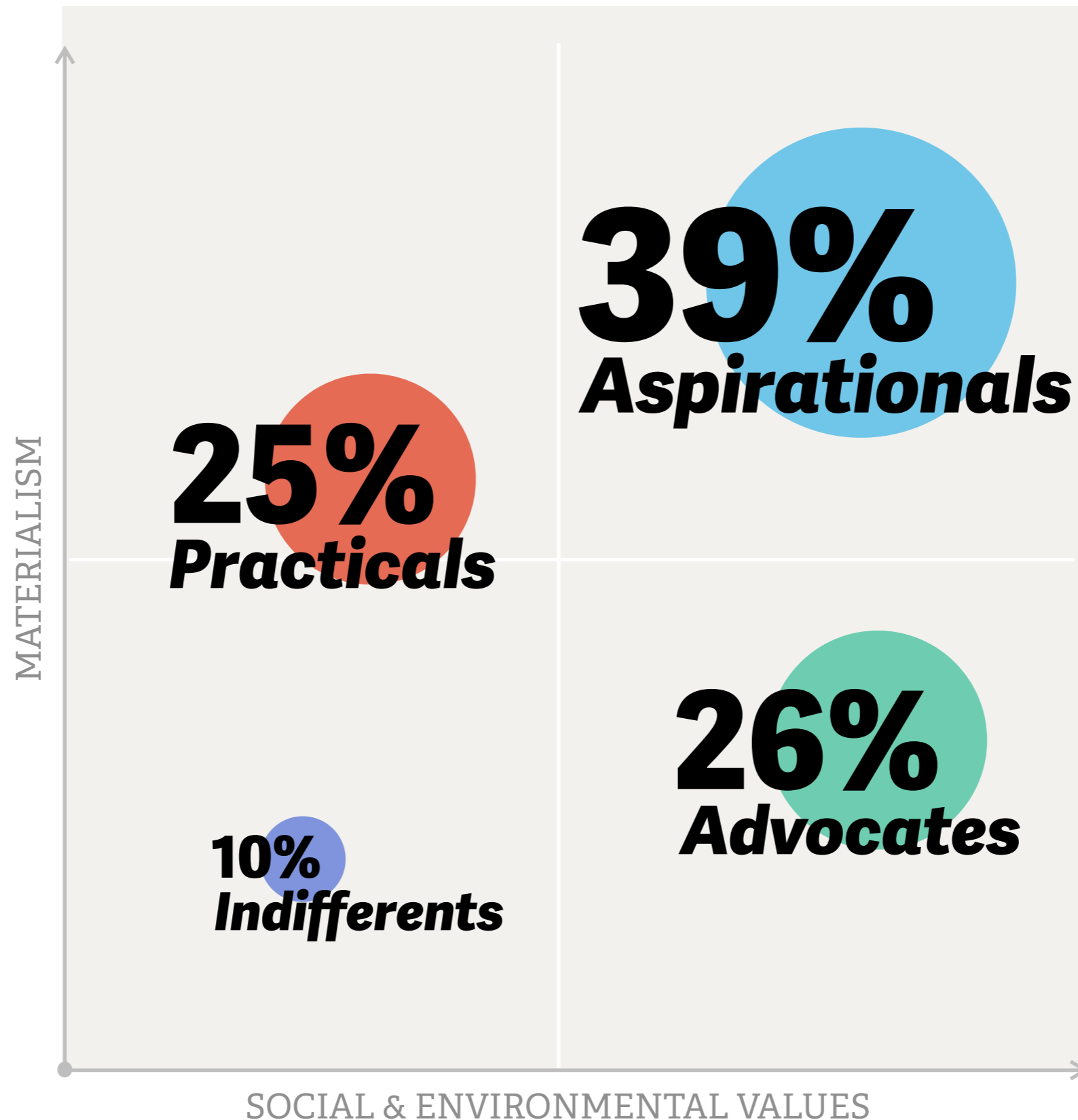
Rise of the Aspirational Generation



Our Moment of Opportunity



Global Consumer Segmentation



Aspirational: By the Numbers

39%

GLOBAL PUBLIC

51%

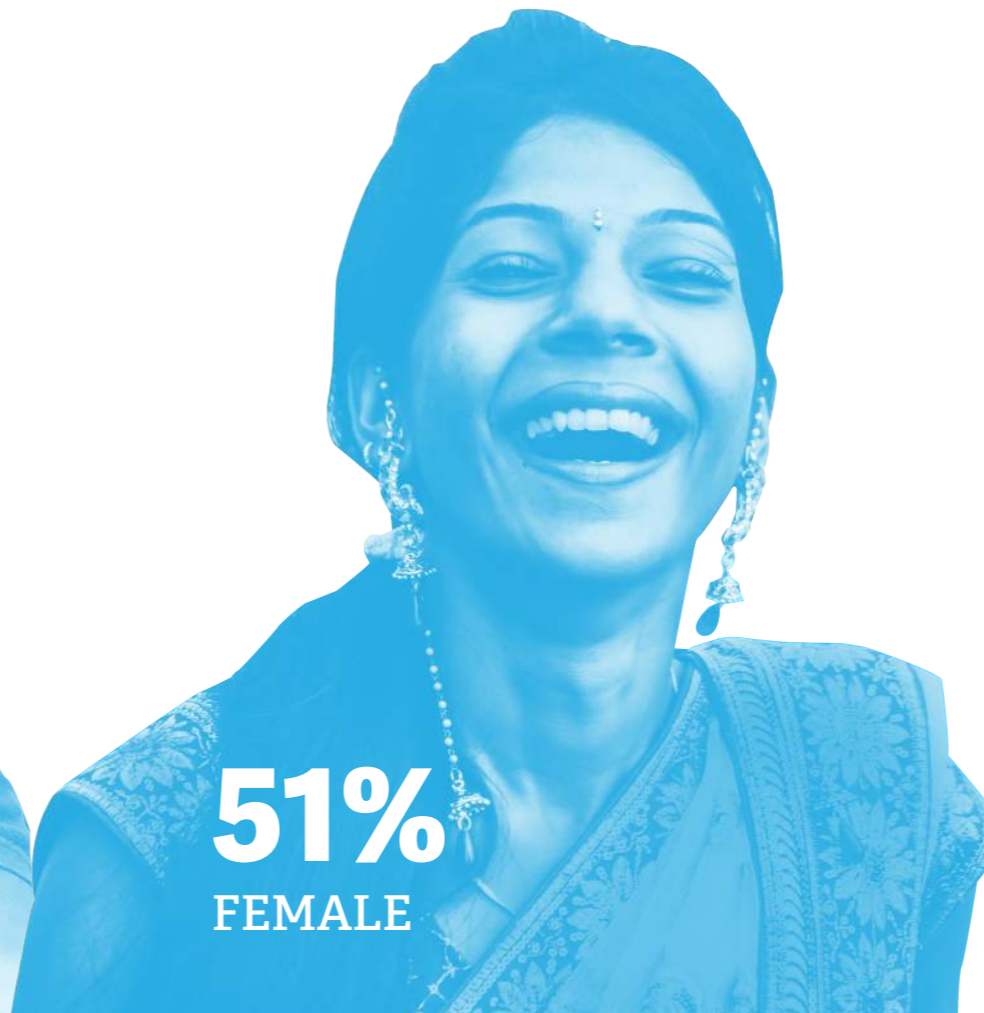
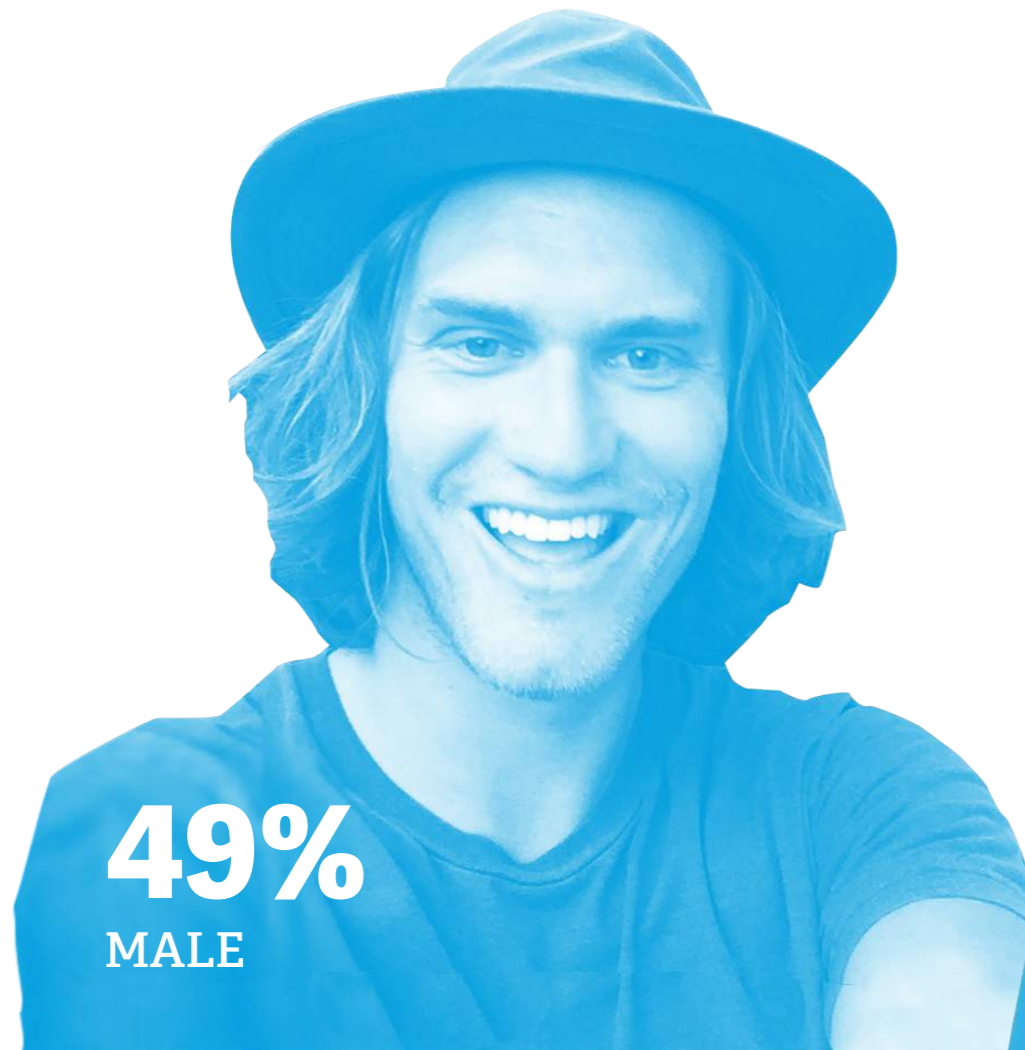
TOP MARKET: INDIA

40

AVERAGE AGE

49%

PARENTS



35%

MILLENNIALS



34%

GENERATION X



20%

BABY BOOMERS

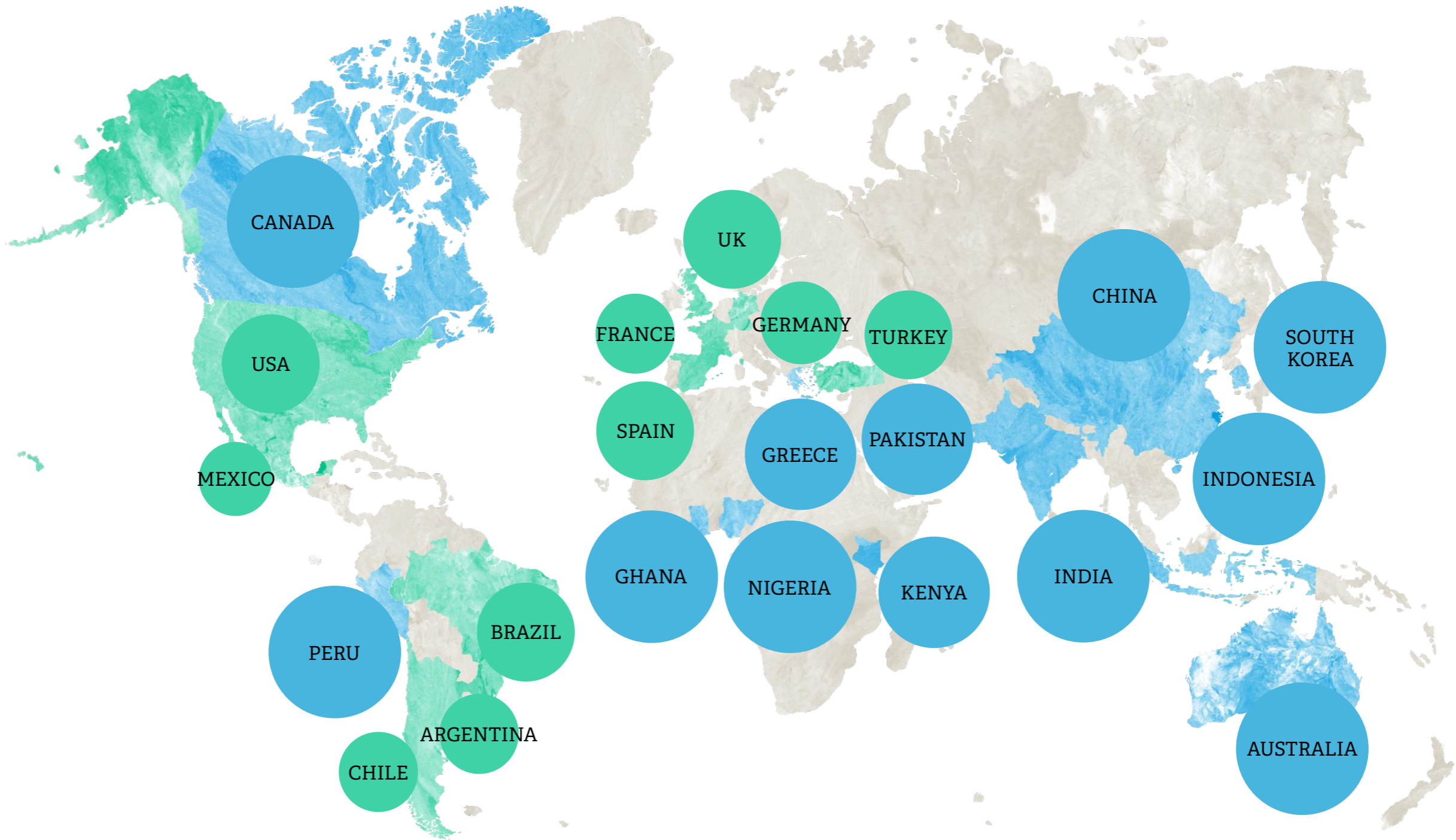


11%

SENIORS



Global Presence



22
COUNTRIES

22,000
SAMPLE SIZE

40 - 60%
ASPIRATIONALS

20 - 39%
ASPIRATIONALS

Happy Shoppers

"Shopping for new things excites me."



81%

ASPIRATIONALS



34%

ADVOCATES



57%

GLOBAL PUBLIC



Responsible Consumers

“We need to consume less to preserve the environment for future generations.”



89%

ASPIRATIONALS



93%

ADVOCATES



75%

GLOBAL PUBLIC



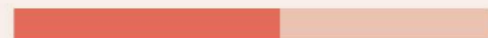
Optimistic About the Future

"Our children and grandchildren will have a higher quality of life than we do today."



56%

ASPIRATIONALS



38%

ADVOCATES



48%

GENERAL PUBLIC



Beliefs on Free Market Capitalism

What are
your views
on capitalism?



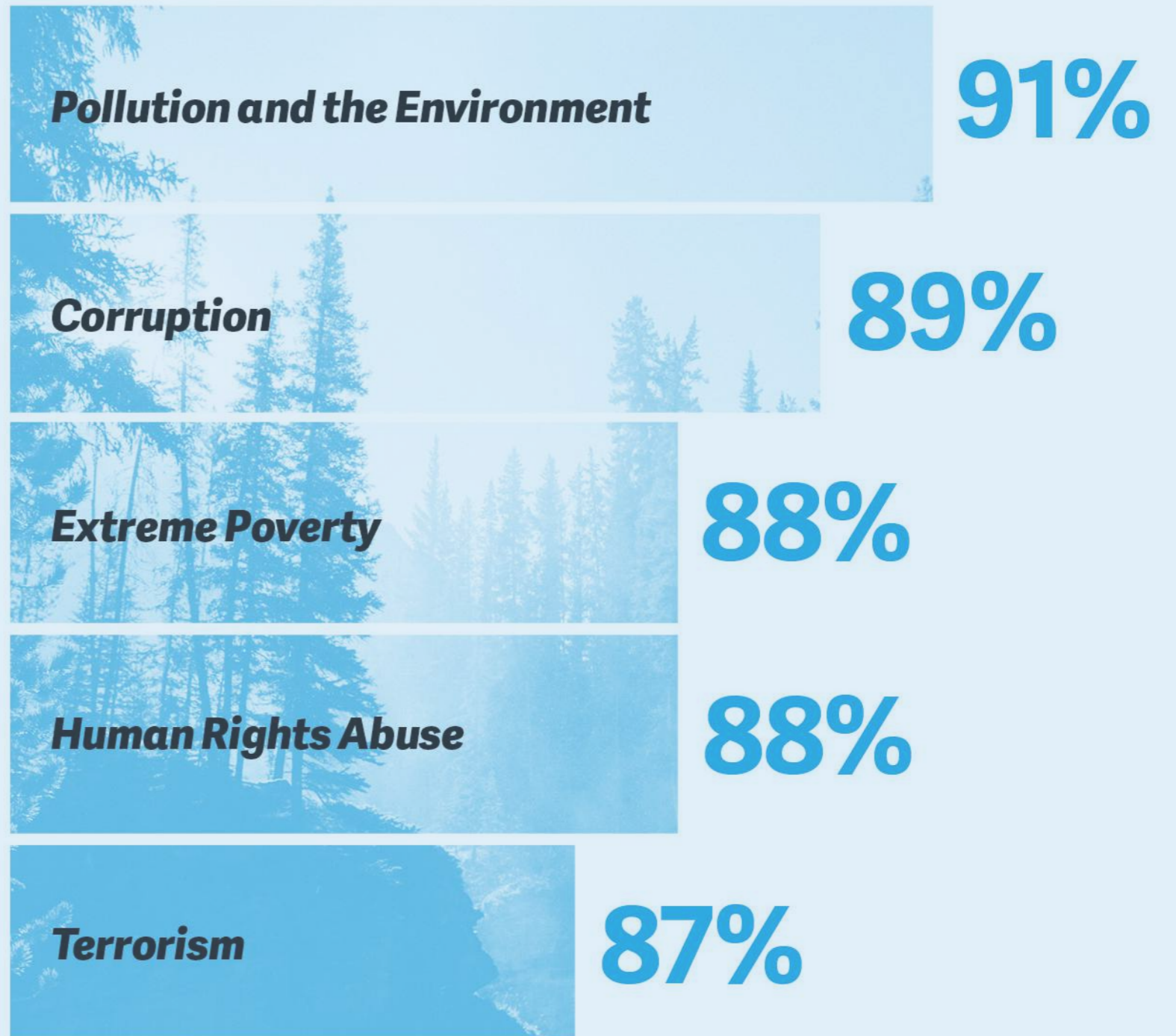
13%
Free market
capitalism
works well

55%
Free market
capitalism
needs regulation
and reform

22%
Free market
capitalism is
fatally flawed

Key Issues

What are the most serious problems facing the world today?



Corporate Expectations

I believe companies should be held responsible for ...

Ensuring products are safe and healthy

74%

Providing fair wages to all employees

72%

Not harming the environment

70%

Ensuring responsible supply chain

69%

Treating employees fairly

66%



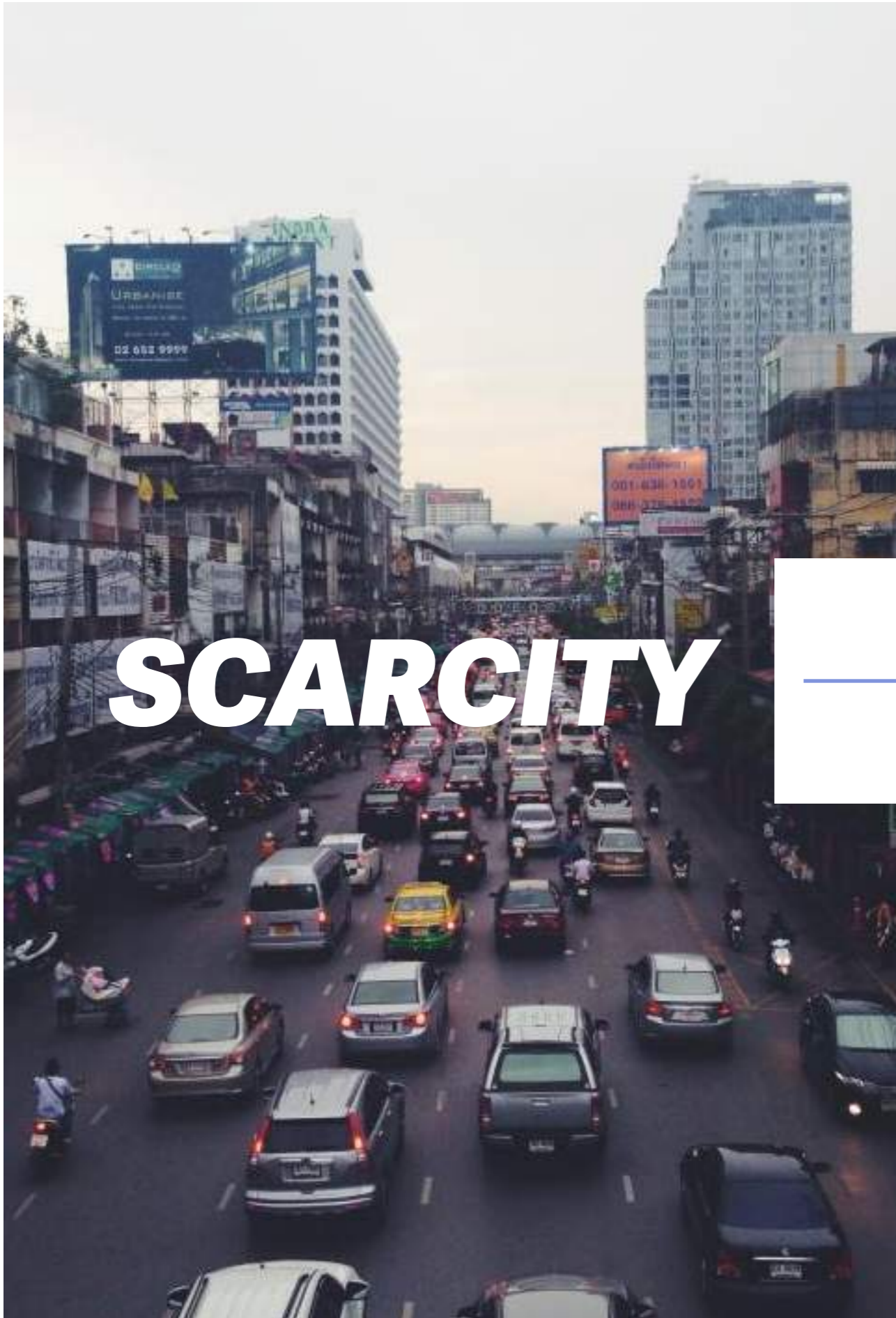
Five Aspirations That Hold the Future for Brands



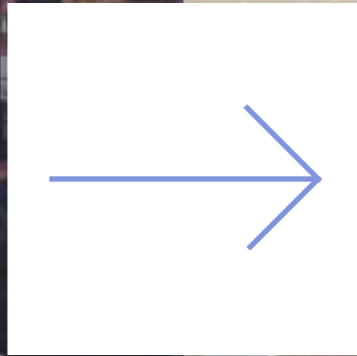
1

***Abundance
Without Waste***

MORE EXPERIENCES, FEWER RESOURCES



SCARCITY



CREATIVITY

1 *Abundance Without Waste*

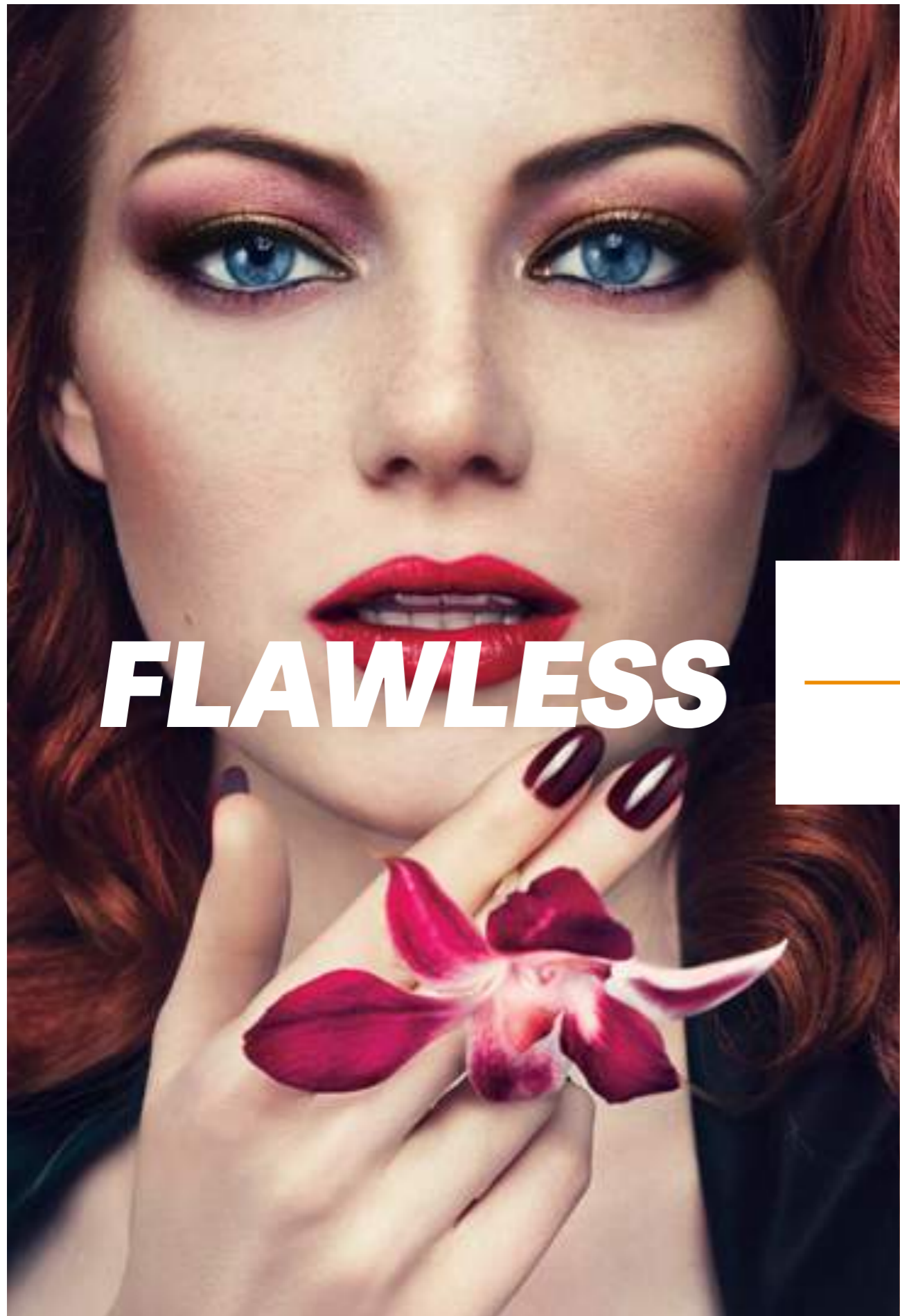


A man in a blue jacket is looking at produce in a market stall. The stall is filled with crates of potatoes and onions. A price tag for potatoes is visible, showing "\$49.95 per" and "Certified Organic".

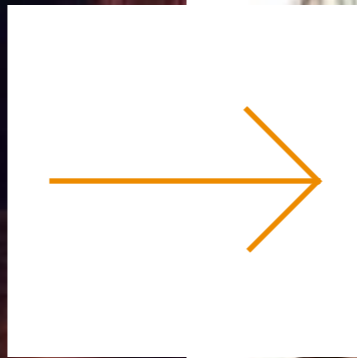
2

Truly as You Are

WELCOMING IMPERFECTION
AS HONEST AND BEAUTIFUL



FLAWLESS



HONEST

2

Truly as You Are



3

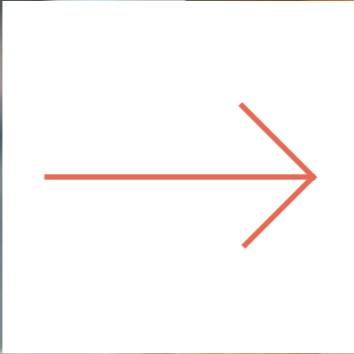
Get Closer

CONNECTING WITH THE PEOPLE
BEHIND THE BRAND PROMISE





PRODUCTS



PEERS

3

Get Closer





4

All of It

EXPERIENCING FREEDOM BEYOND
BINARIES AND FINISH LINES



FIXED



FLUID





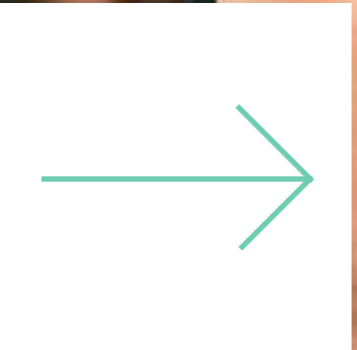
5

Do Some Good

AGENCY AND IMPACT
IN THE EVERYDAY



ISSUES



VALUES

5

Do Some Good

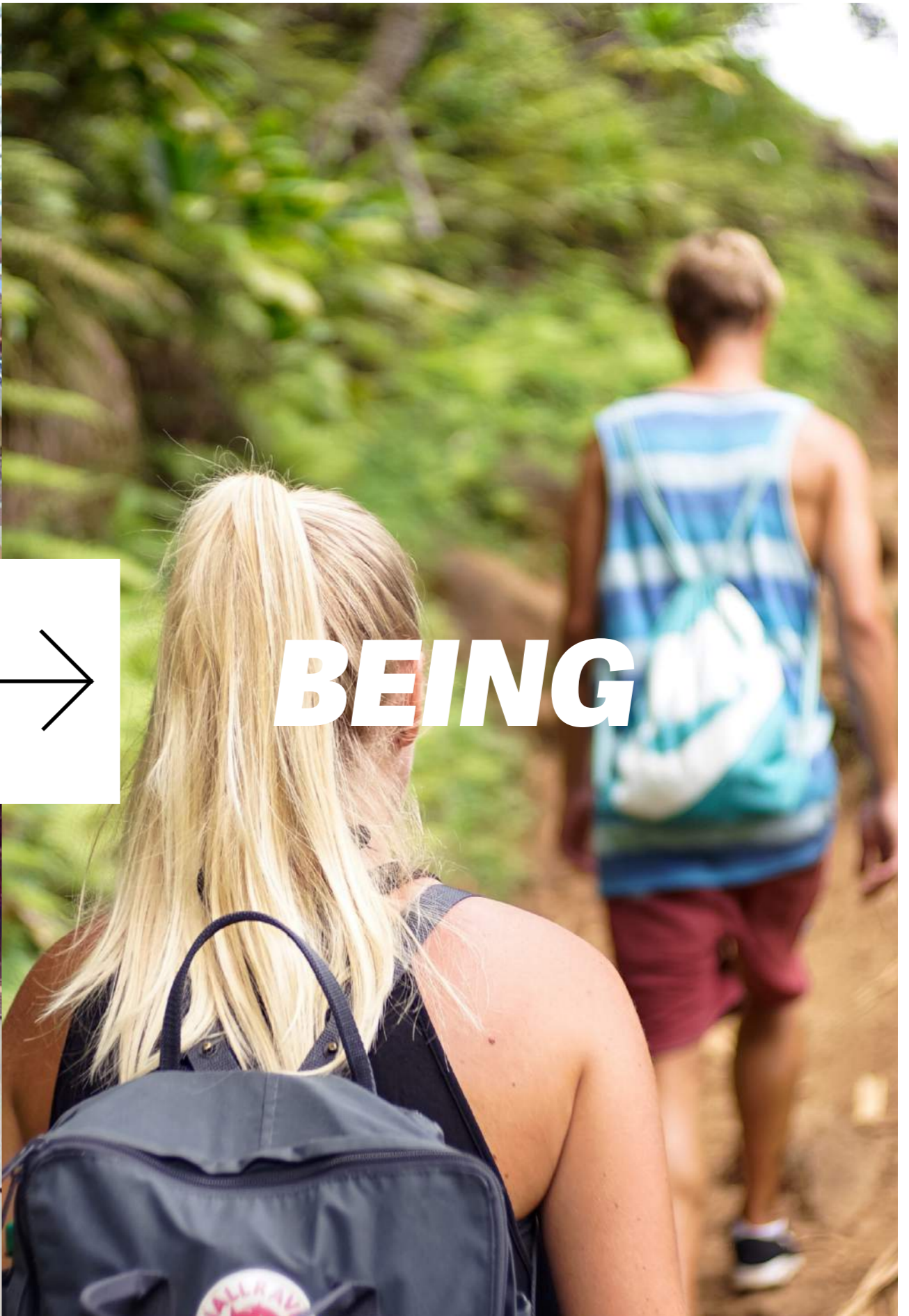
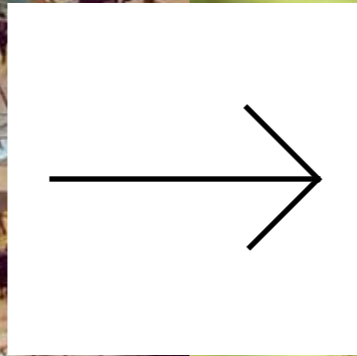


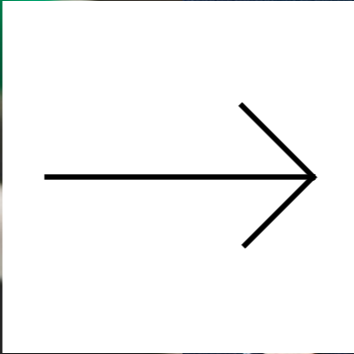
THINK



WHAT IF
MORE THINGS
were
MADE for GOOD?

THE TAKEAWAYS





BRANDS FOR HUMANS

DISCUSSION

DOWNLOAD THE REPORT AT:

BBMG.COM/NEWS



***THANK
YOU!***

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