

**Are we looking at
the wrong gap?**

**‘The intergenerational
marketing gap is widening.’**

(apparently)

London Evening Standard

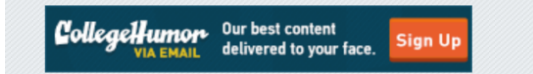
‘Over 50’s accused of blocking career paths’



4. Maybe Brexit wouldn't have passed if millennials would just explain Snapchat to an old person?



5. And actually, Pokemon GO has



“baby boomers are to blame”, “selfish”, “the worst generation” “entitled”

“Generation Y-ny [whiny]”

design WEEK

‘Among the many toxic elements of the Brexit vote fallout as been a heightened sense of intergenerational conflict’

FAST COMPANY

Why This CEO Thinks Millennials Are Socially Conscious And Good For Businesses



Transparency

Trust

Authenticity

Meaning



The relationship between brands and consumers is broken. Most people would not care if 74% of all brands disappeared for good. In Western Europe, only 44% of brands are trusted. Even where levels of brand trust are high, for example in Latin America at 69%, Meaningful Brand contributions to improving our quality of life and wellbeing fall well behind at 38%.

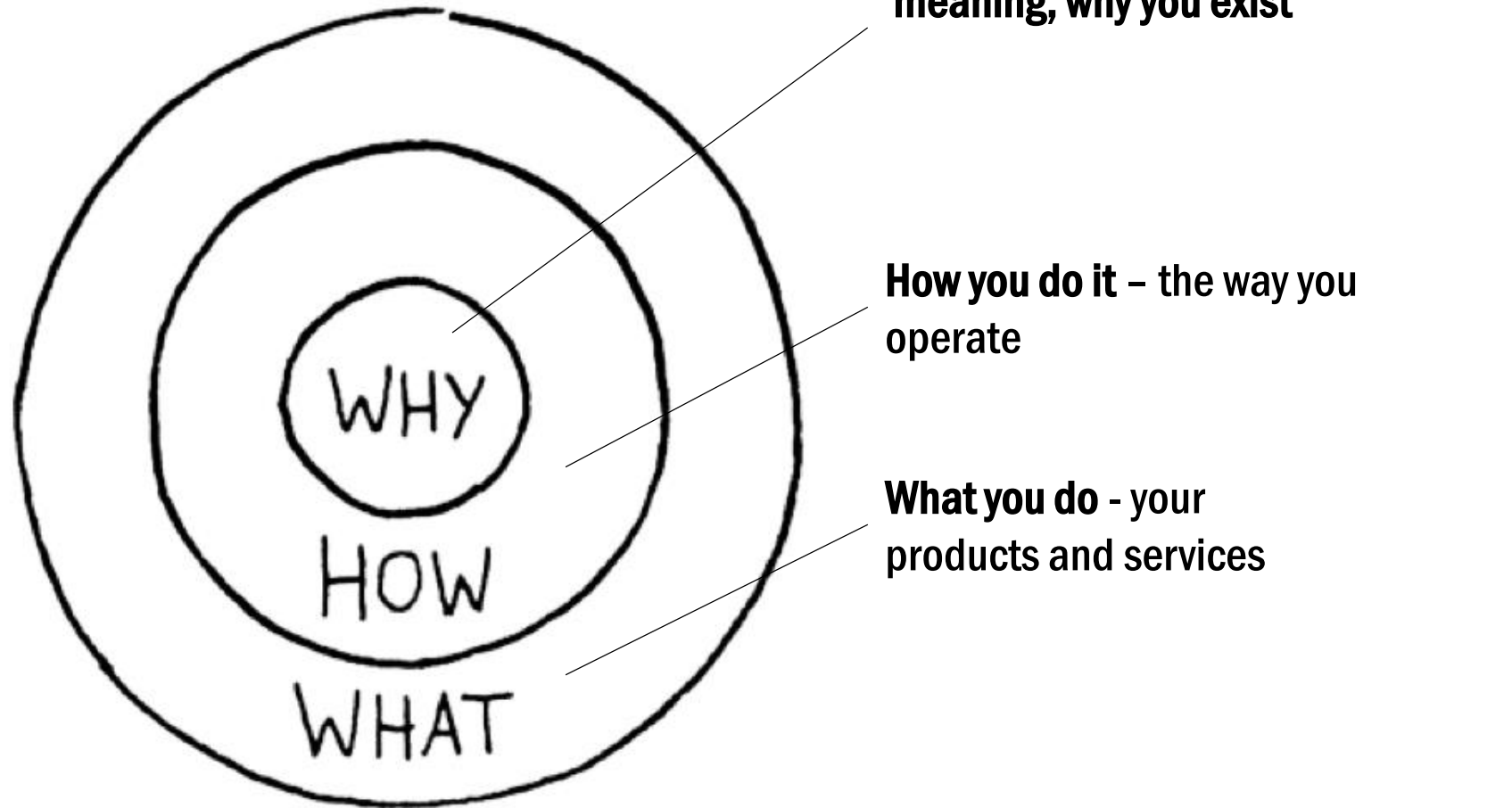
The Gap

Brand

**VALUE
GAP**

Customers

Closing the Gap



A World with Why

Brand

Purpose

Customers

Who's getting it right?



Giving you the freedom to take journeys; to discover new experiences; to take charge of your world



.....enables freedom of choice, exploration and discovery.



Everything we do, is to move you emotionally.



The Partnership's ultimate purpose is the happiness of all its members, through their worthwhile and satisfying employment in a successful business.



We help our customers look and feel better than they ever thought possible.



Make every moment special.

Does Purpose Drive Profit?

- **46% more Share of Wallet than less Meaningful Brands**
- **deliver marketing KPI outcomes double those of lower scoring brands**
- **outperform the stock market by 133%**



Be a B Corp

A for-profit business with social and/or environmental outcomes as part of its mission, meeting rigorous standards of social and environmental performance, accountability, and transparency.

“We believe: That we must be the change we seek in the world. That all business ought to be conducted as if people and place mattered. That, through their products, practices, and profits, businesses should aspire to do no harm and benefit for all. To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.”

B Corp declaration

Lemonade

Product design x (20% flat fee + returning unclaimed money) - conflict with customers = total transparency



MIND THE

VALUE GAP



Get purposeful

- **Meaning, direction and appeal**
- **Productivity and return**
- **Clear give and get**
- **Activation**

Thank you

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