

THE NEXT GENERATION OF GENERATIONAL MARKETING

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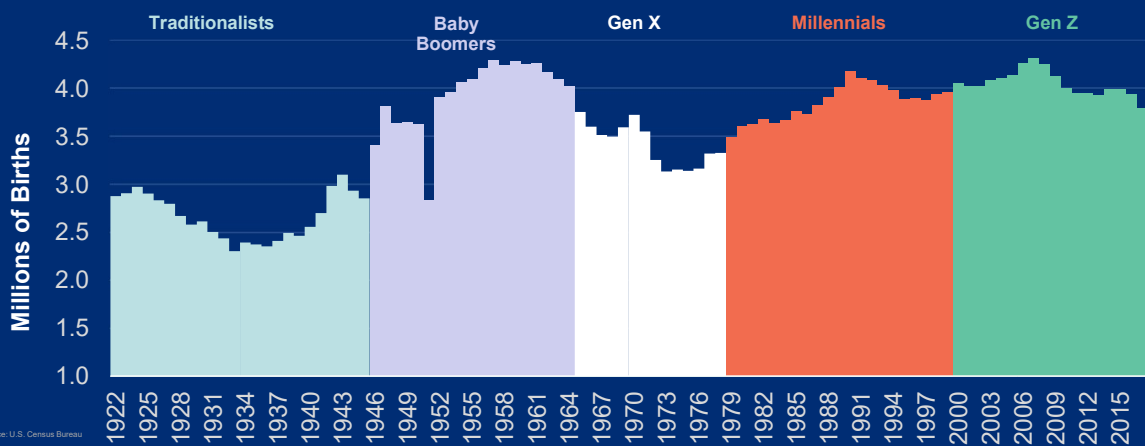
WHAT YOU'VE HEARD...



WHAT YOU'VE HEARD... GENERATIONS ARE BASED ON BIRTH YEARS



The Generation Segments



Source: U.S. Census Bureau



WHY ARE GENERATIONS USED IN MARKETING?

- They experienced similar trends at approximately the same life stage and through similar channels
- Generation-shaping trends are most influential as people come of age

Source: Center for Generational Kinetics



TWO FLAWS OF THIS APPROACH

1. Everyone is different at an individual level
2. The pace of change continues to increase
 - Generations will evolve from a 20-25 year range to a 15 (or shorter) year range
 - Instead of 3 or 4 generations in the workforce or as Members, the new normal is 6 or 7



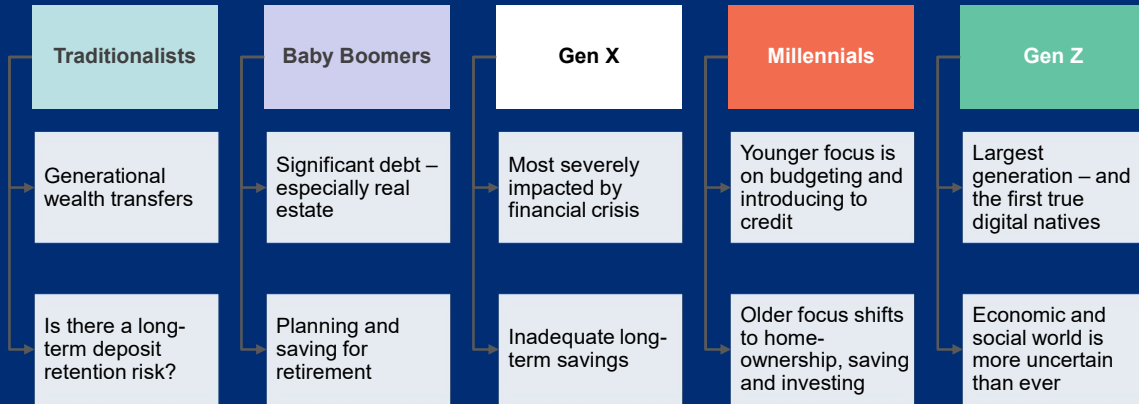
SO, YOU HAVE TWO OPTIONS:



**SO, YOU HAVE TWO OPTIONS:
FOCUS ON BIRTH YEARS AND TRY TO
COME UP WITH 6 OR 7 STRATEGIES**



Generational Needs



Source: Raddon Research Insights 2019



OR FOCUS ON LIFE EVENTS



OR FOCUS ON LIFE EVENTS & REACH OUT TO MEMBERS DURING THESE CRUCIAL MOMENTS



MOST STRESSFUL LIFE EVENTS

- Death of a spouse
- Divorce
- Going to prison
- Death of a close friend or family member
- Personal injury or illness
- Dismissal from work
- Retirement
- Negative change in your finances
- Marriage
- Pregnancy

Source: Top10hq.com, 2019



MOST JOYOUS LIFE EVENTS

- Birth of first child
- Wedding day
- Birth of grandchildren
- Birth of another child
- Day of retirement
- Moving into a new home
- Child's first steps
- Hearing your child's first words
- Meeting the partner of your dreams
- First kiss with that person

Source: Top10hq.com, 2019



WHY WOULD MEMBERS CHOOSE YOU DURING THESE LIFE EVENTS?

- Service
- Trust
- Value
- Reputation
- Being There When it Counts



HOW DO WE CAPITALIZE ON THIS?



HOW DO WE CAPITALIZE ON THIS?

BE **RELEVANT** TO YOUR **MEMBERS**



KNOW YOUR MEMBERSHIP

Age	18 - 34	35 - 44	45 - 54	55+
Income				
\$125,000 or more	CREDIT DRIVEN 10% of HHs Age: 28 Income: \$83K	UPSCALE 15% of HHs Age: 60 Income: \$173K		
\$50,000 - \$124,999		MIDDLE MARKET 15% of HHs Age: 46 Income: \$79K	MID INCOME DEPOSITOR 14% of HHs Age: 68 Income: \$80K	
Less than \$50,000	FEEDRIVEN 16% of HHs Age: 32 Income: \$28K		LOW INCOME DEPOSITOR 30% of HHs Age: 63 Income: \$28K	

*Source: Raddon Research Insights, 2019



KNOW YOUR MEMBERSHIP

Consider generational cohorts at a high level, but really leverage those life events to converse with them. **Lifestyle data (i.e. transactions)** can make conversations more relevant.



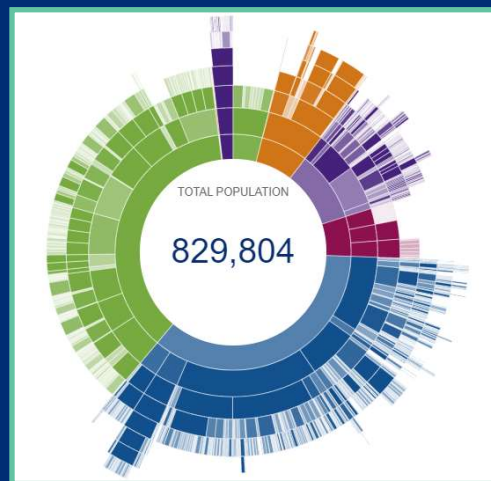
Raddon

A Fiserv Company

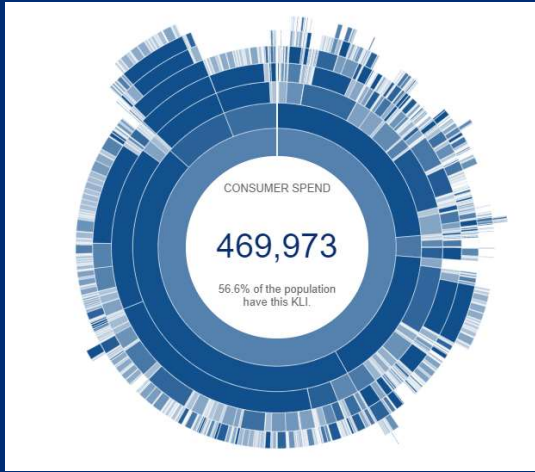
Predictive Analytics is an industry-leading insights platform leveraging payment and transaction **data** to strengthen customer **relationships**, serve as the foundation for data-driven **strategies** and unlock **profit** opportunities.



*The further out we go,
the more targeted we get*



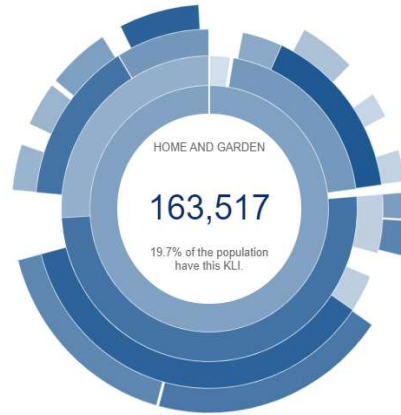
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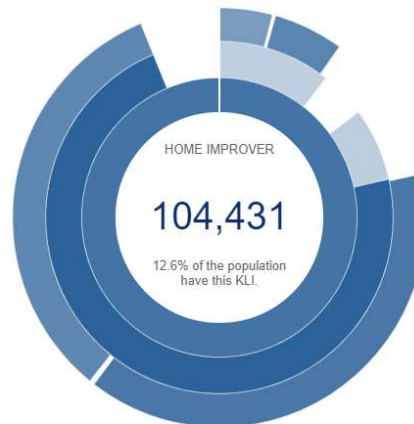
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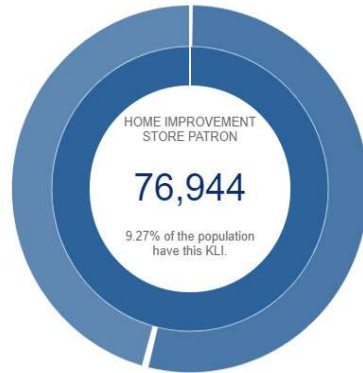
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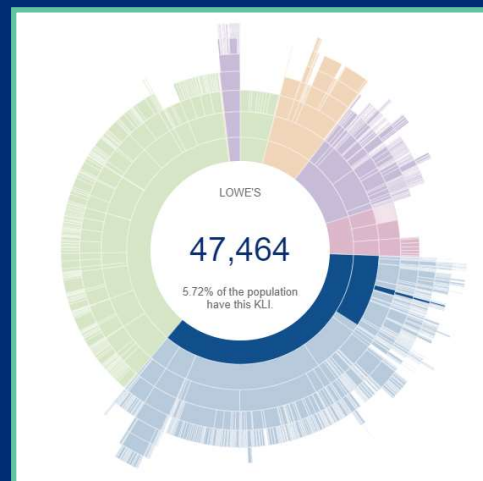
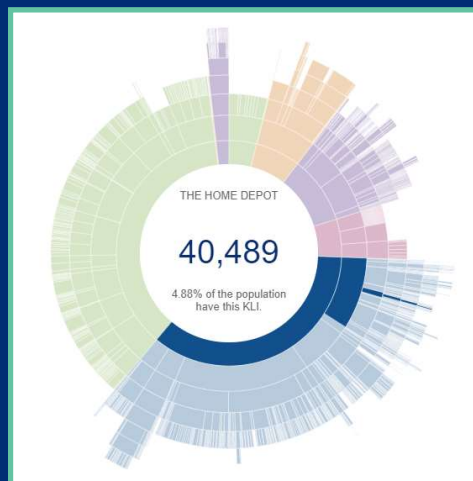
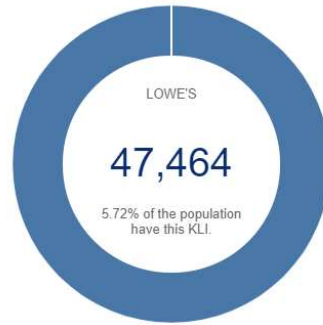
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*Who shops at Home Depot
or Lowes?*



Who shops at Home Depot
or Lowes?



LET'S TALK ABOUT CHARLOTTE & BILL...



KEY TAKEAWAY



KEY TAKEAWAY

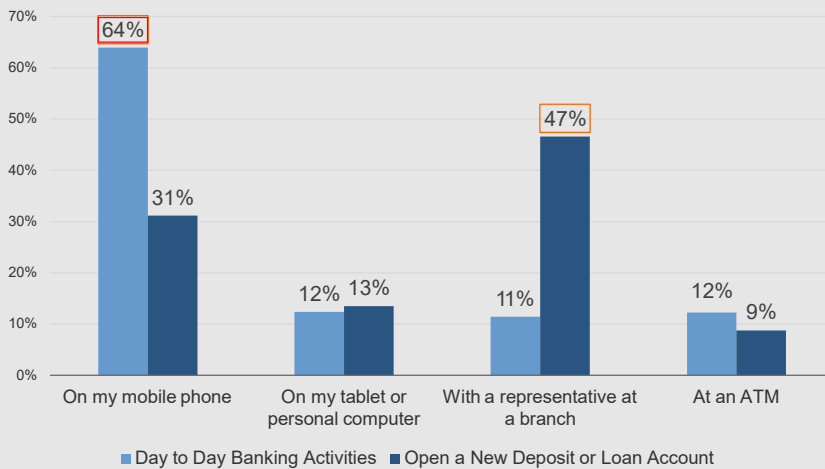
LIFE EVENTS > GENERATIONS



FOR EXAMPLE...



GEN Z IS OMNICHANNEL



Gen Z's trusted advice is coming from parents, family, and other adults, and when doing a non-routine financial activity, they prefer to have similar face-to-face interaction.

Source: Radon Research Insights 2019



TAKEAWAYS

- Generational segmentation is a useful framework to understand similarities within groups but **behaviors and values are more important**
- The year you were **born** does not necessarily determine the generation you **belong** to



TAKEAWAYS

- A values-based approach is more cost-effective than a generation-based approach
 - One broad strategy with segmentations vs multiple strategies



QUESTIONS?

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