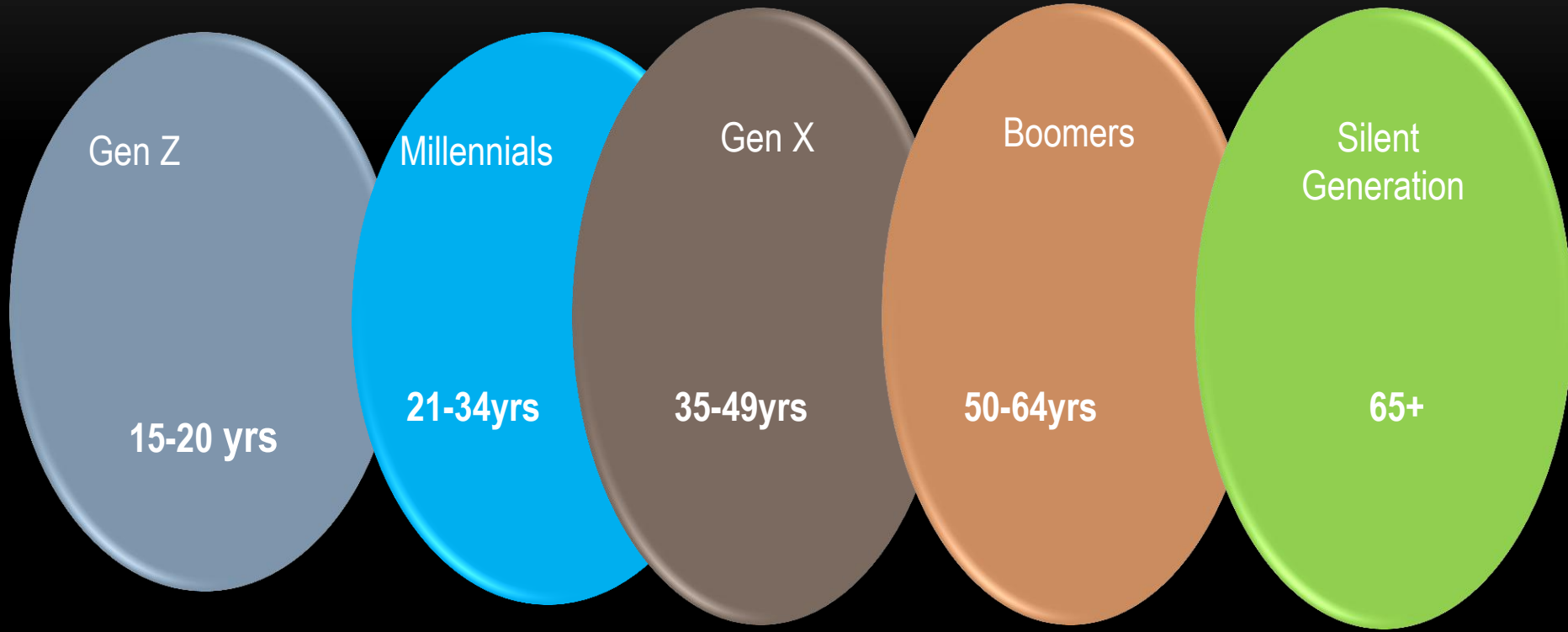


UNDERSTANDING THE GENERATIONAL DRIFT

By Pauline Achayo & Mumbi
Kangata

Understanding Consumer shifting priorities
MSRA 2017

LETS BEGIN BY UNDERSTANDING WHO IS IN THE ROOM..



THE MARKET IS FAST SHIFTING TO...

Product Centric

Customer Centric



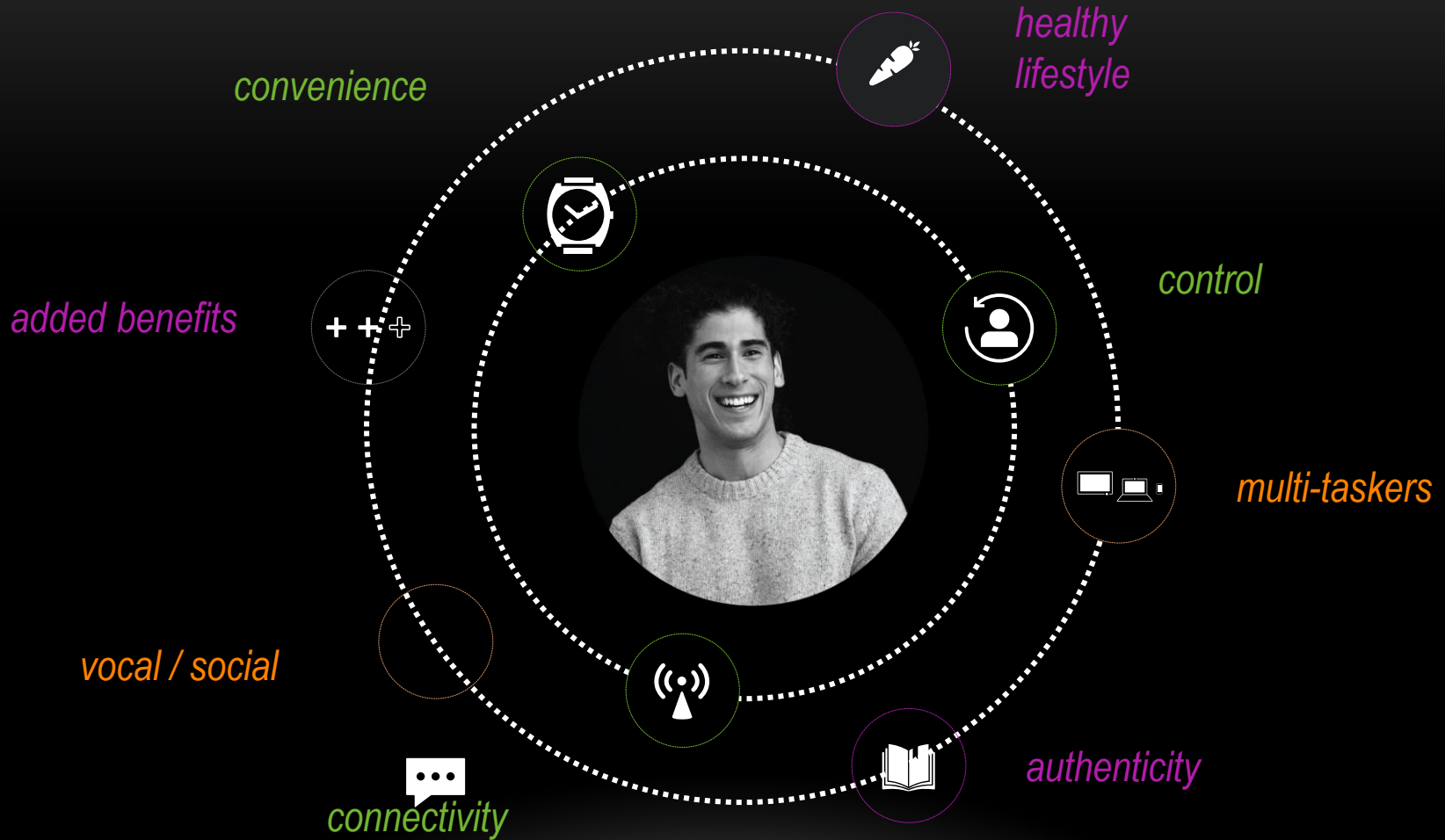
“

“ Don't find customers for your products find products for your customers” Seth Godin Author Purple Cow .

”

The New 'P' is the Purple Cow

MEET THE WE, MORE AND NOW GENERATION



• Source Nielsen Global New Product Innovation Survey,

AND NOW THE GENERATION Z DISRUPTORS



“Hey Millennials here comes Generation Z move
over.....”

*” Referred to as the next big disrupter,
Young, premium , but not rich, strong disruptor..*

FUTURE ASPIRATIONS..



Generation Z
(15-20)



Millennials
(21-34)



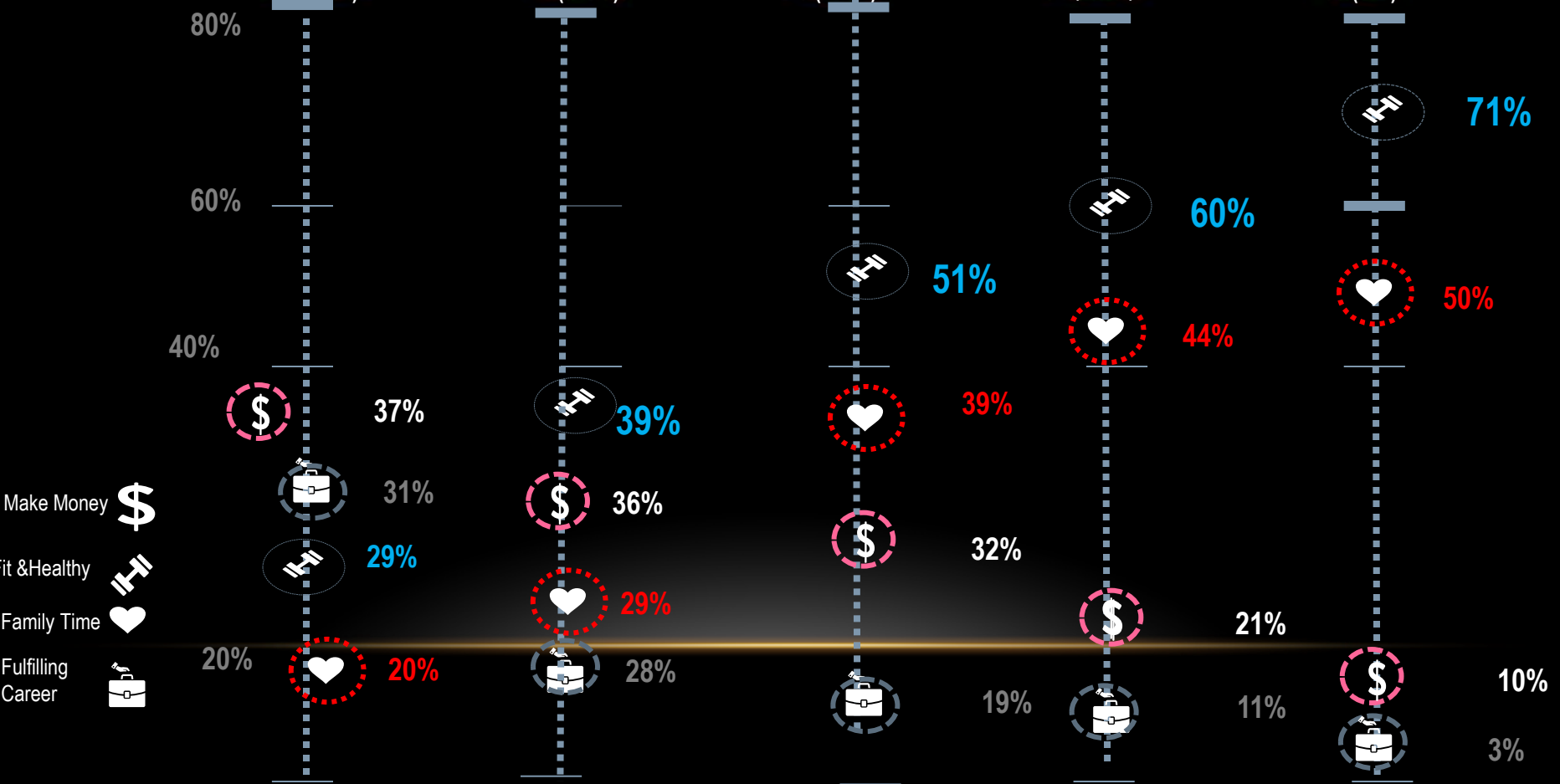
Generation X
(35-49)



Boomers
(50-64)



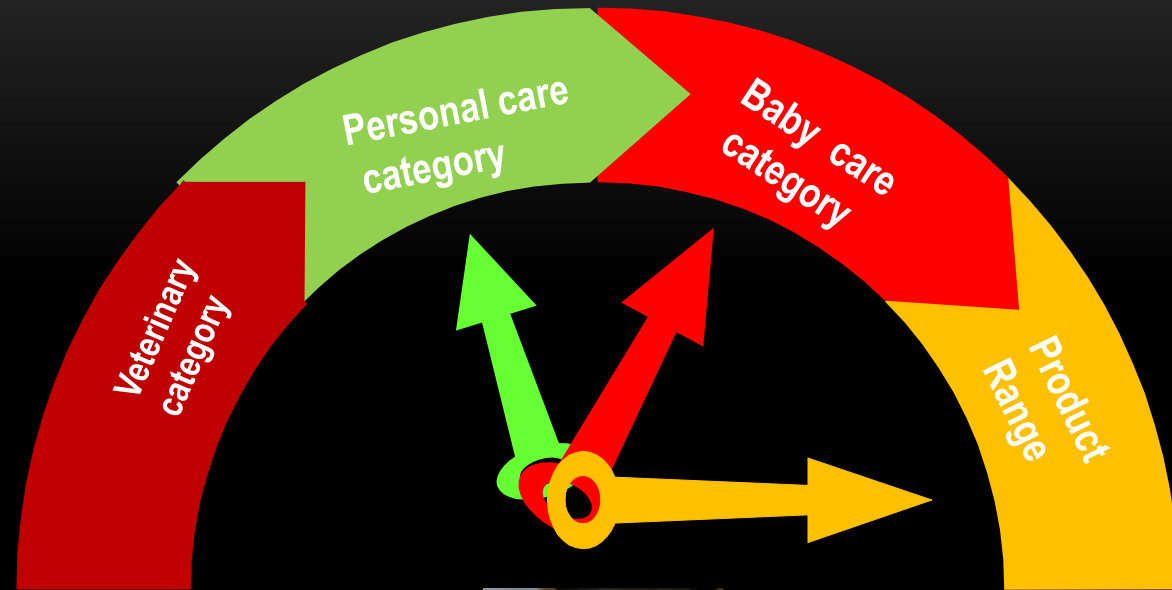
Silent Generation
(65+)



THE CONSUMER USER SHIFT

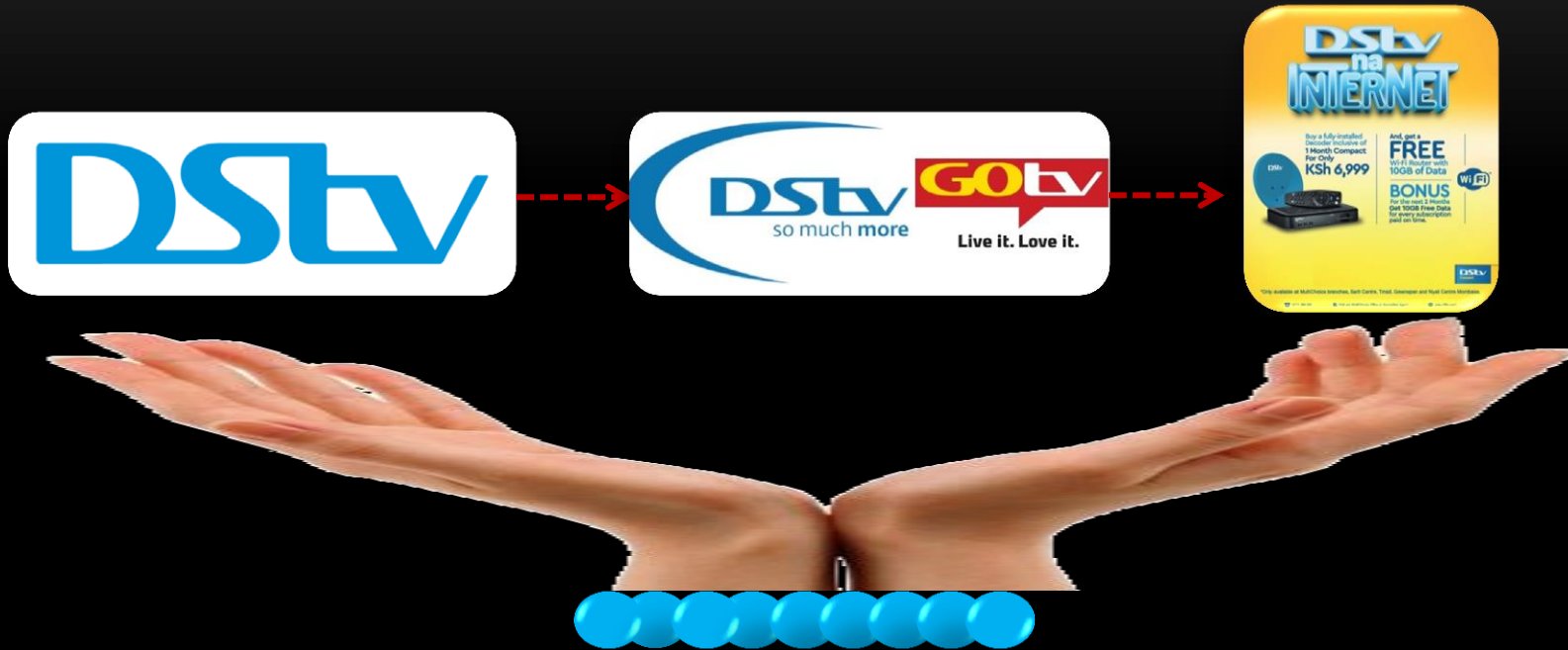
The drill down....

THE UNEXPECTED SHIFTS



- ✓ The growth is fueled by product delivery on what the consumers want ..
- ✓ The Growth to over 22% growth in Volumes has a contribution from the women
- ✓ The Product line is growing but for **very different consumer needs** and **different target**

THE SURPRISING SHIFTS



- ✓ The decline has been driven by the market changes
- ✓ The premium positioning has shifted to a more inclusive offer .
- ✓ Multichoice **Nigeria** takes a shift on **(PPV)Pay Per View** to have relevance to the customer.

THE INNOVATORS & THE DISRUPTORS



Invented Digital cameras
never thought of launching



Approximately 80 MILLION Customers
without owning any Retail outlet.
Makes About 2.5m price changes daily
by comparison, Walmart and Best Buy
changed their prices roughly 50,000 times
each in the entire month of November.



Was a market leader
never evolved to fit the
needs



Nearing 100 million customers
Without a pay TV box



Had the widest branch
coverage In Kenya failed to
utilize it properly

UBER

Approximately 40 MILLION
taxi business without owning
any



Was a household brand,
expanded recklessly and stored
products



14M customers no physical
bank driving volumes of 90B

CASE STUDY THE M- SHWARI STORY

The intention , the shifts and the Future

GENERATIONS AND MONEY

SAVING FOR THE FUTURE



I save enough money each month, and I'm **confident** in my financial future



I save some money each month, but I'm **not confident** in my financial future

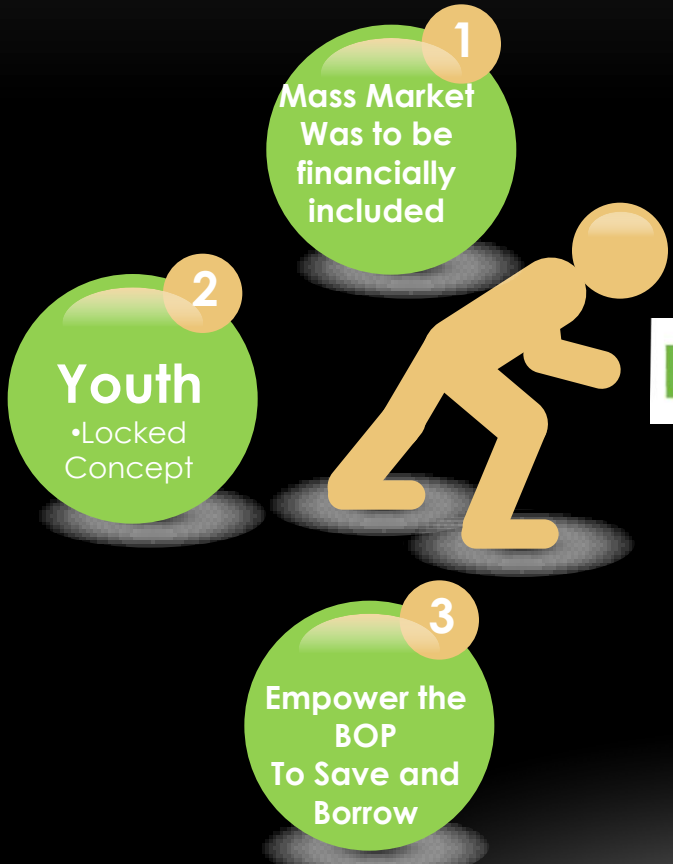


I **don't save** any money each month for my financial future

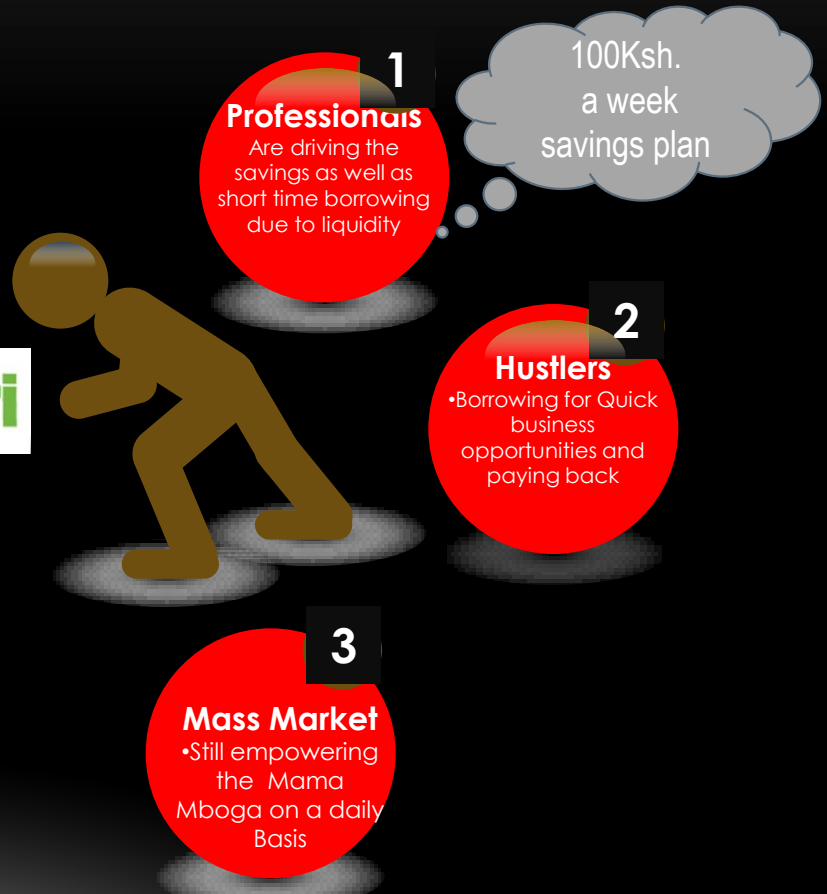


M-SHWARI THE PRODUCT....

Intitial Target



The Market Shift



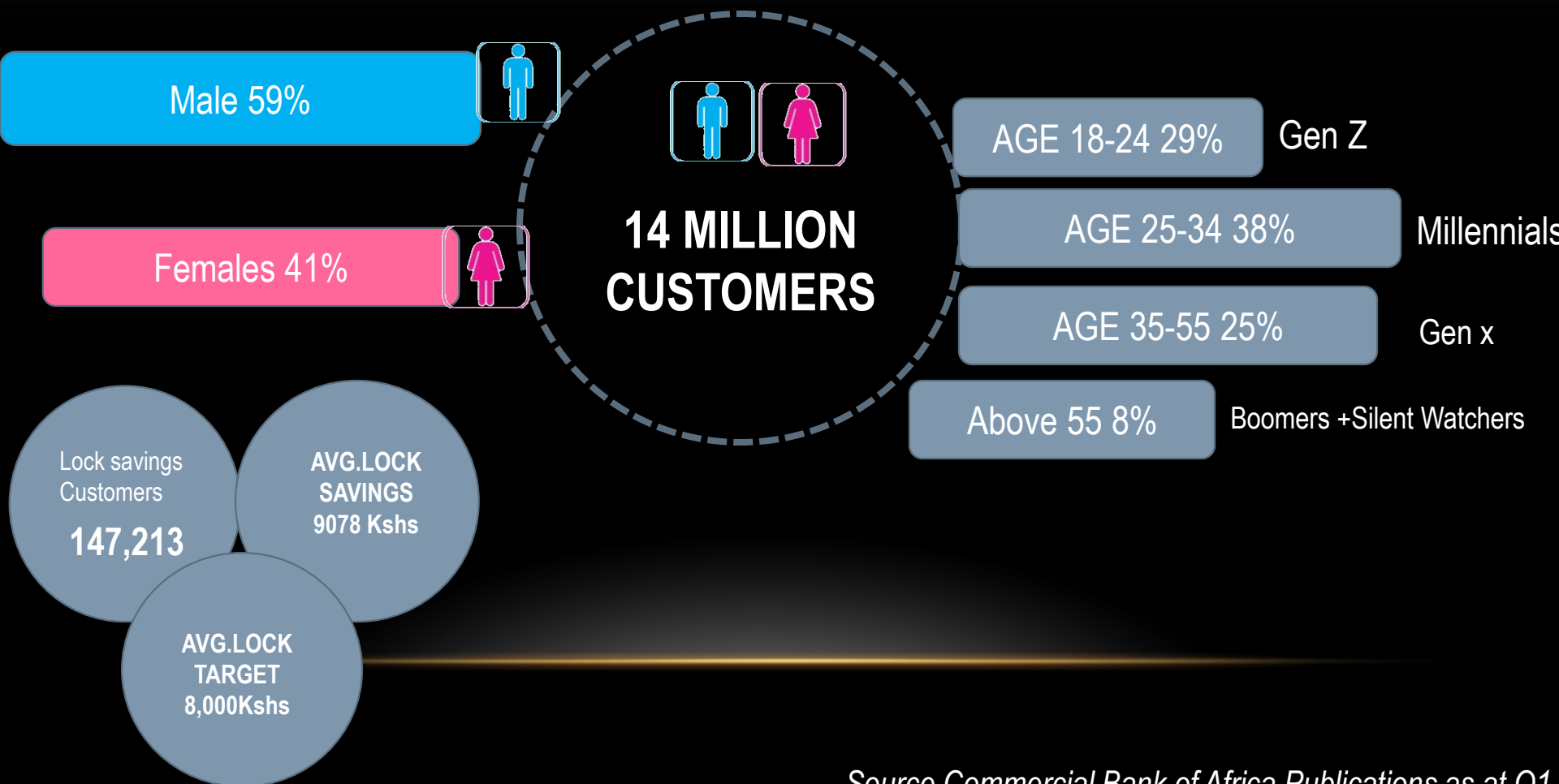
“ CBA was initially worried about their Brand image.... From premium customers to a mass market product affiliation”

WHO BORROWS...

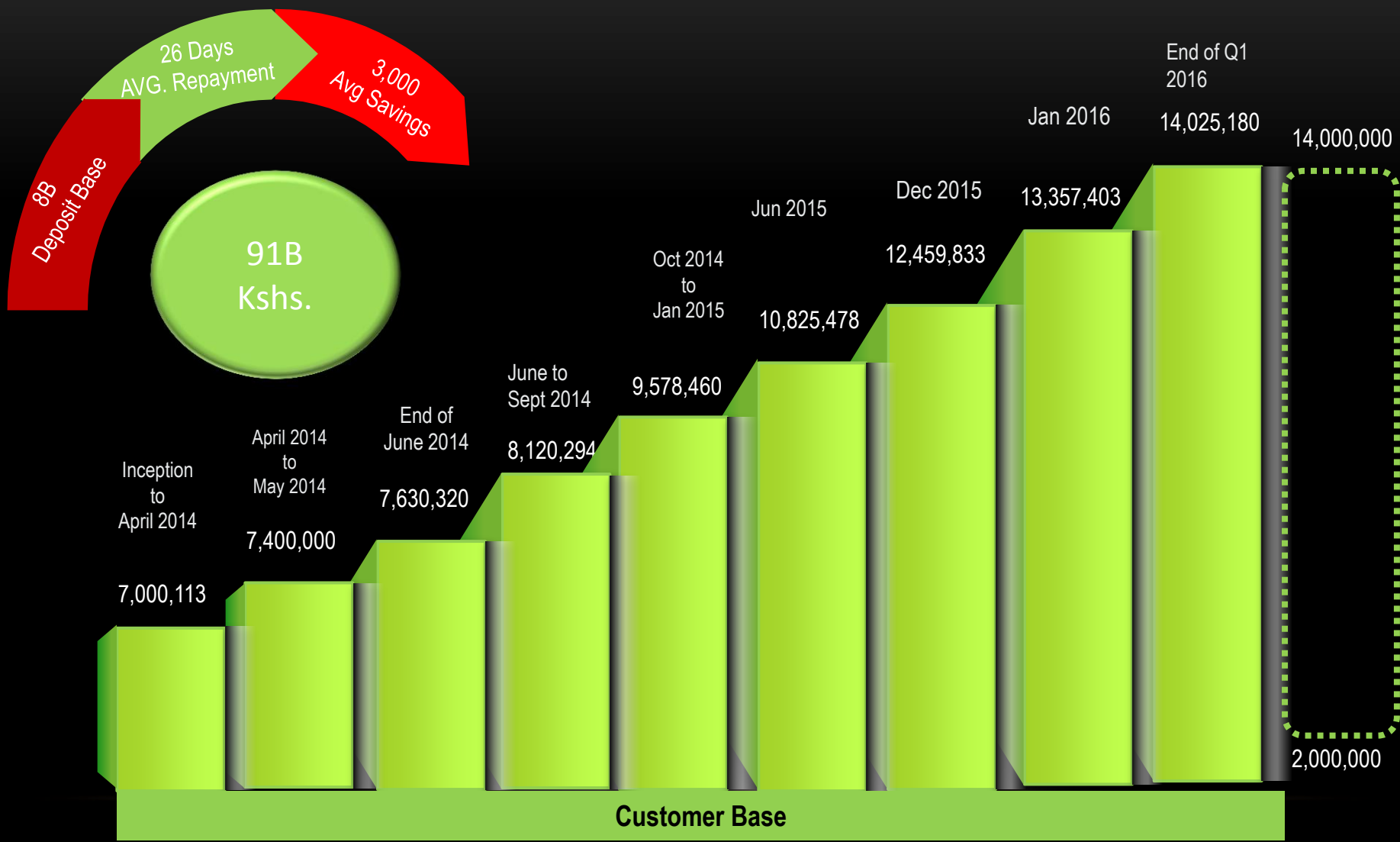
DRIVING A SAVINGS & INVESTMENTS CULTURE

- Females are utilizing the savings product more
- Males over 40 years old are saving at a higher rate
- 25-34 year olds hold the greatest value of loans outstanding across all genders, with males contributing 71% to this value

10,038 customers per day



M-SHWARI THE PRODUCT



Non Performing Loans at 1.92% which is below industry level of 5.3%

Source Commercial Bank of Africa Publications

THE MARKET IS SHIFTING

“

What's best for the customer is best for the business..... *Chris Brown cofounder and CEO, Market Culture Strategies....*

”

- ❖ *The Nielsen Global Survey of Generational Attitudes was conducted Feb. 23 - March 13, 2015 and polled more than 30,000 online consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East/Africa and North America.*
- ❖ *Commercial Bank of Africa 2015 publications*
- ❖ *Purple Cow by Seth Godin*

THANK YOU....

