

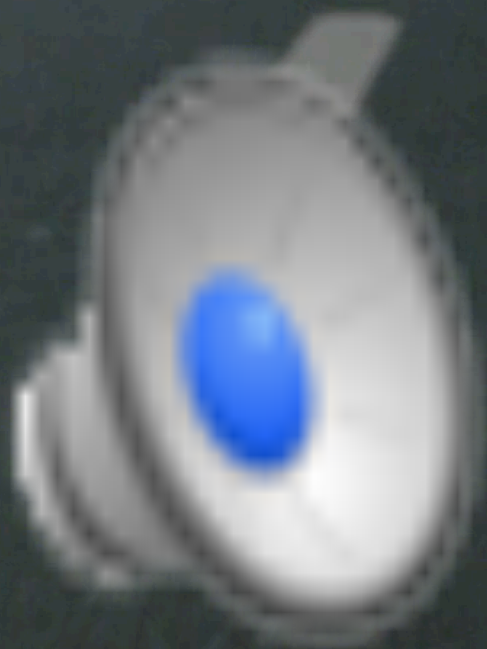


Connecting with Different Generations Across Traditional and Digital Channels





You never forget your first time





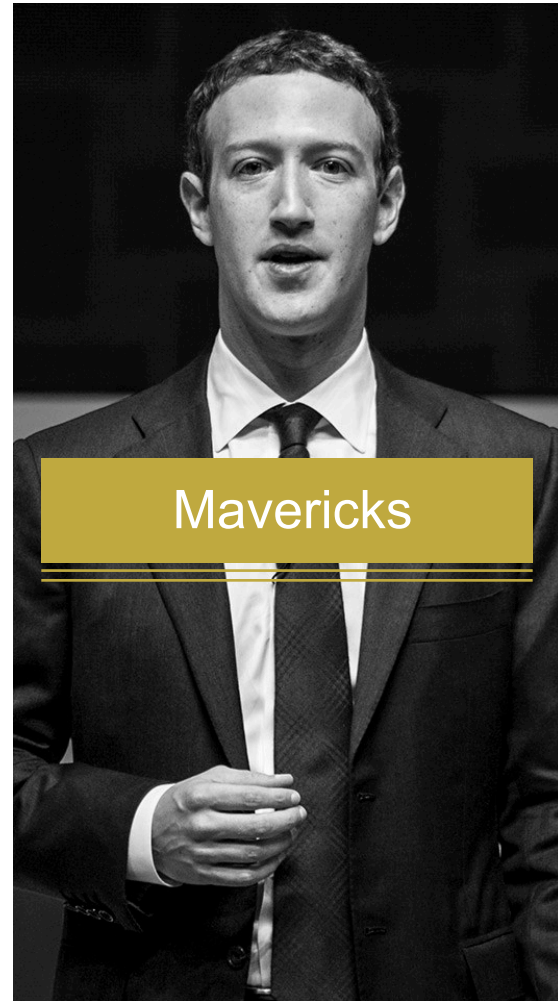
A brand perception shift rooted in the brand's truths



Establishment



Achievers

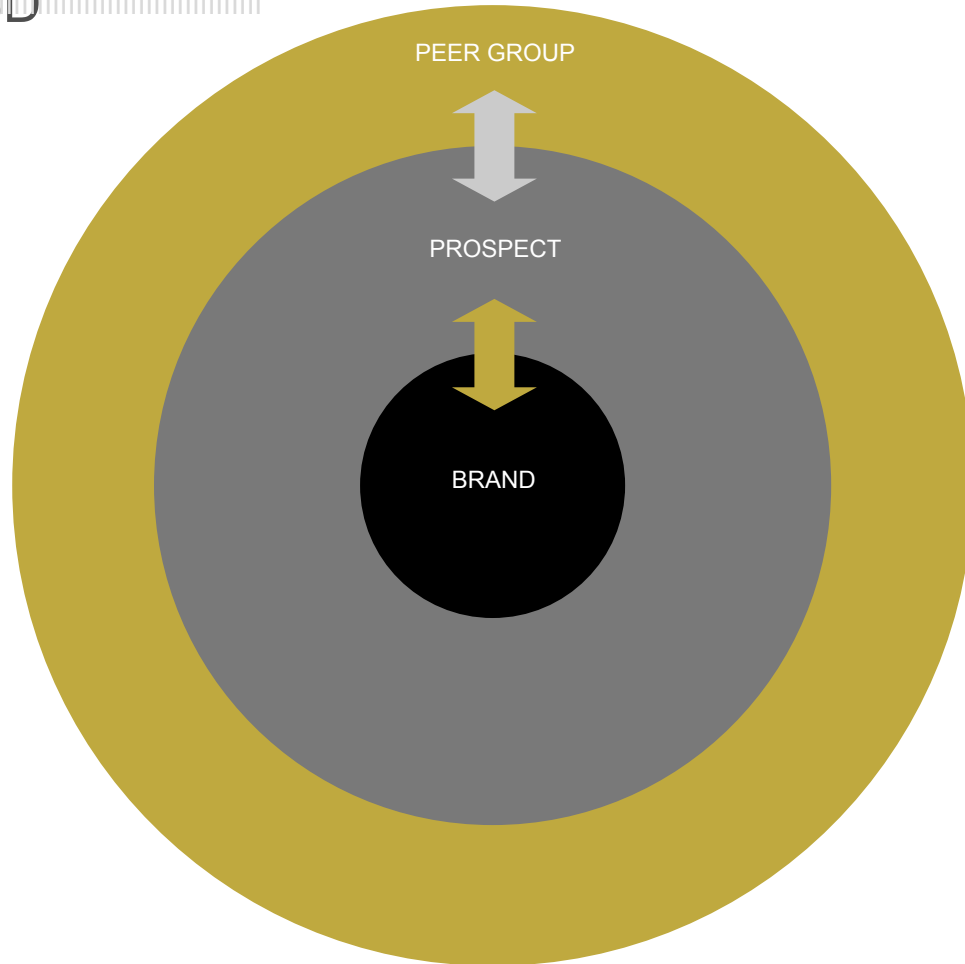


Mavericks

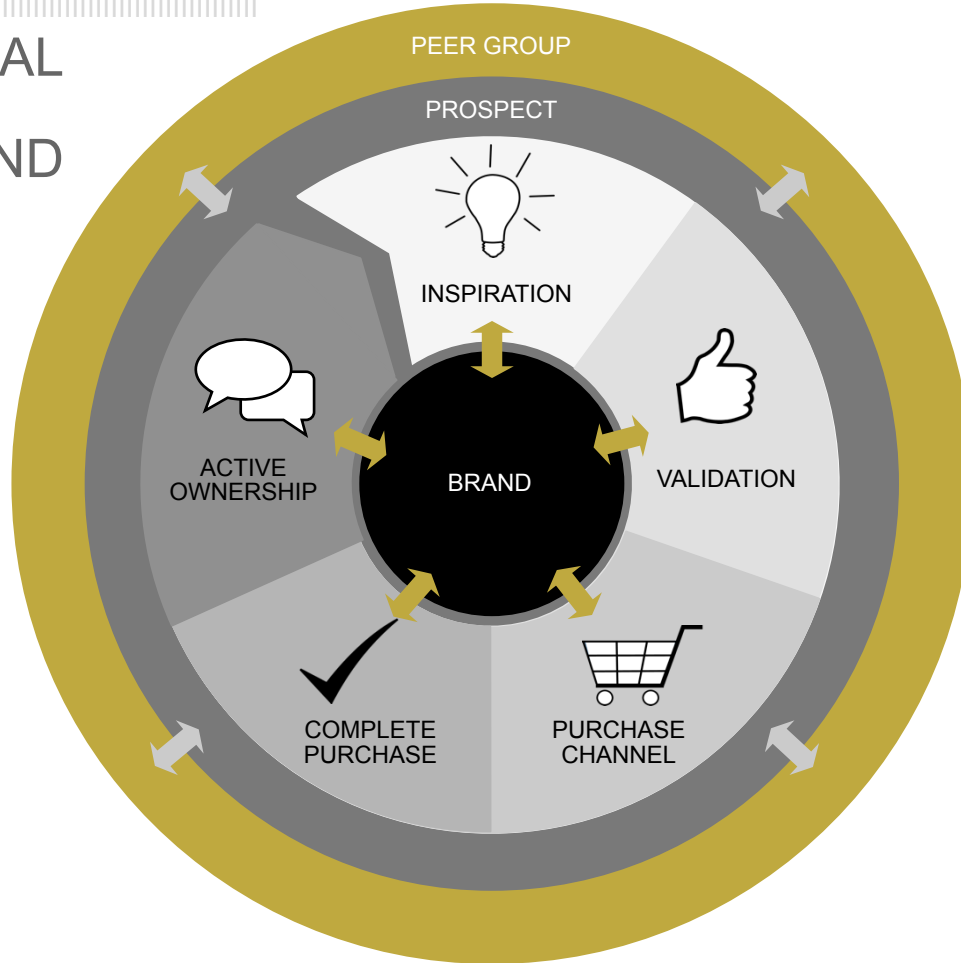


The 5 big implications to become 'a
brand with retail influence' across all
generations

FROM 2D TO 3D INFLUENCE



A FLUID, SOCIAL CYCLE OF INFLUENCE AND INFLUENCING



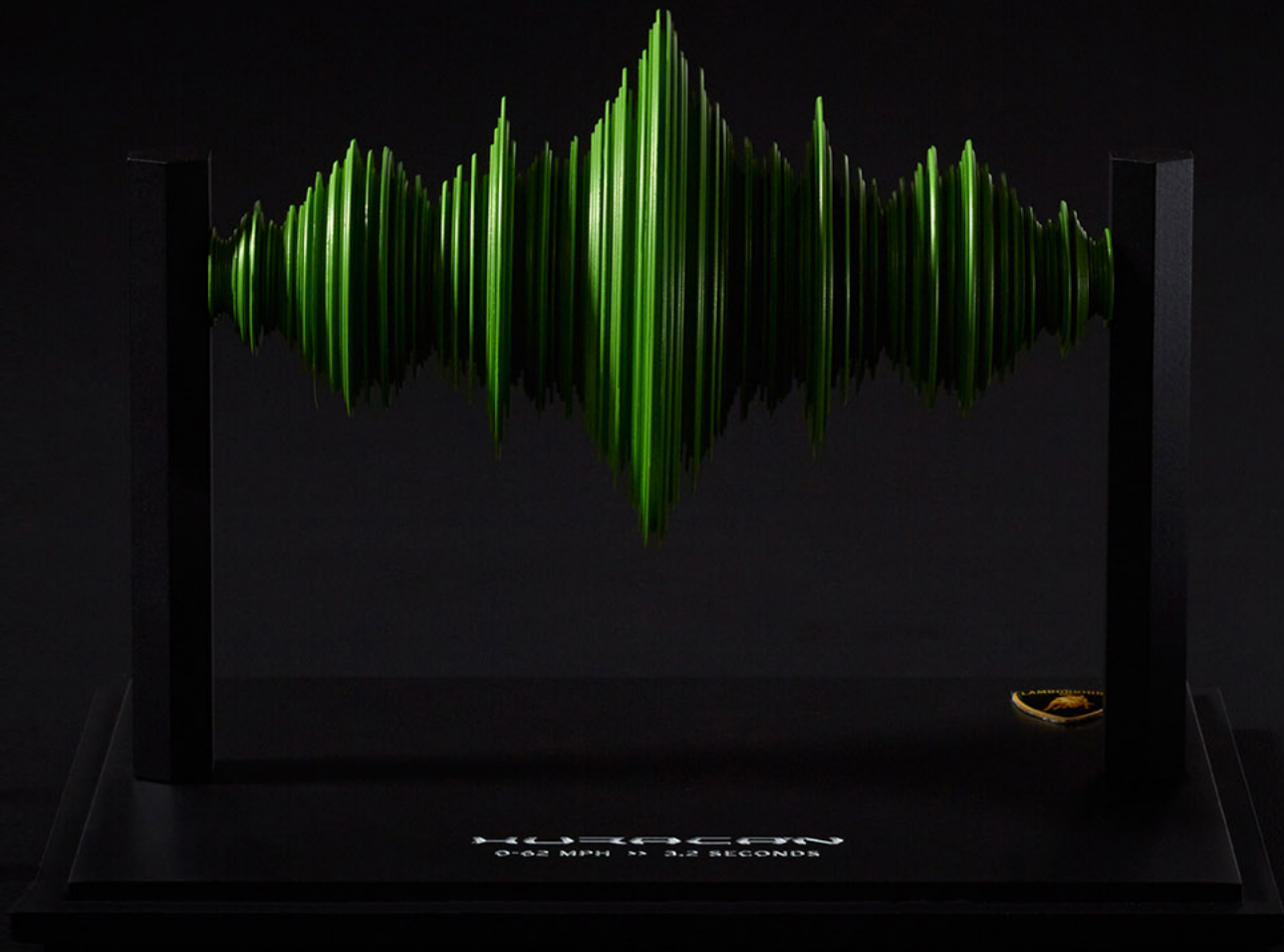


INSPIRATION

They invite and embrace influence from trusted and collective sources

1. Celebrate a community who share the same values





HURON

0-62 MPH ~ 3.2 SECONDS





VALIDATION

They ALWAYS seek to purchase something they have had the chance to screen and vet




2. Give them a collective experience with a personal touch

THIS IS NOT
FOR THE TIMID
LAMBORGHINI
ESPERIENZA
THIS IS THE
THERMAL CLUB



PURCHASE CHANNEL

Moments of authentication that arrive through culture
that reassure and reinforce



GOD CREATED MAN.
MAN CREATED...
IMMORTALITY.

3. Make your product culturally relevant with smart partnerships

SELF/LESS

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DIRECTOR OF PHOTOGRAPHY BRENDAN GALVIN EXECUTIVE PRODUCERS JULIE GOLOSTEIN DAVE POMIER LIA BUMAN PRODUCED BY RAM BERGMAN JAMES D. STERN PETER SCHLESSEL WRITTEN BY ALEX PASTOR & DAVID PASTOR DIRECTED BY TARSEEM SINGH

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ENDGAME
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DIGITAL

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COMPLETE PURCHASE

They just want the moment of purchase to be
as easy as possible



4. Create a memorable buying experience that is simple and social



ACTIVE OWNERSHIP

They warily share purchases as the need for validation reaches its peak



5. Help them enjoy owning their new product: before, during and after purchase



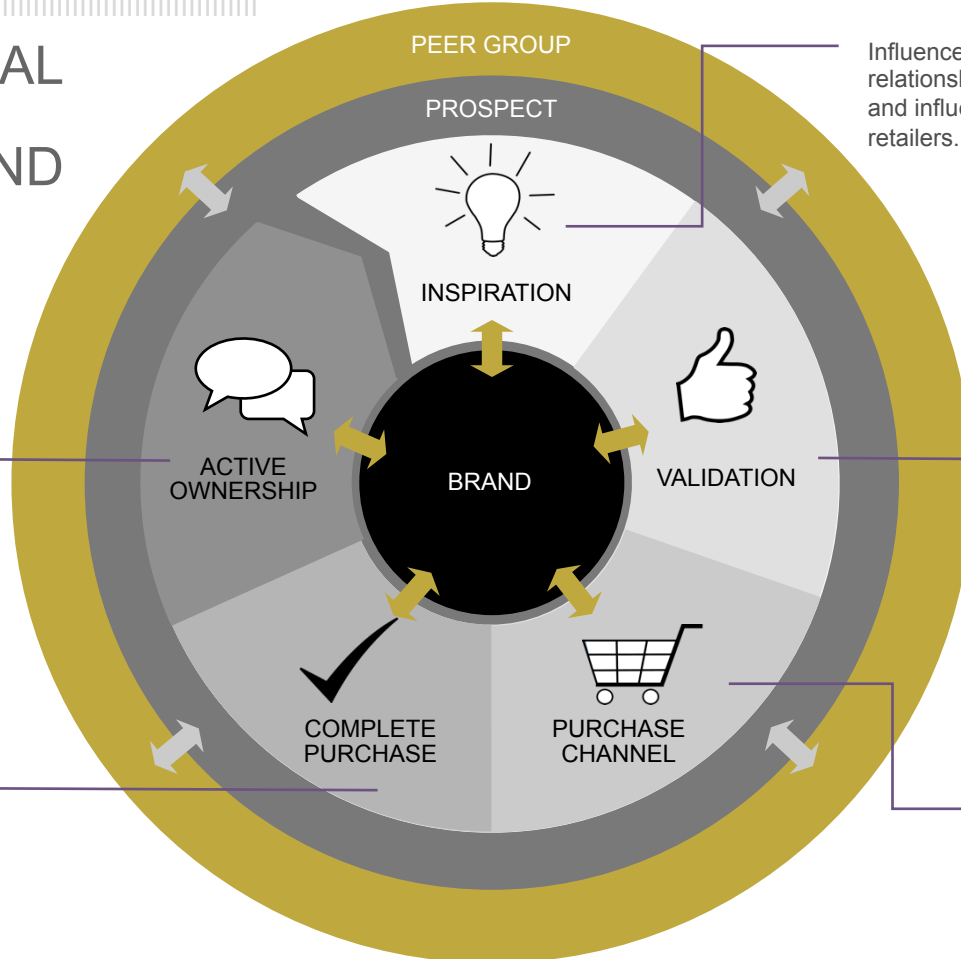
A FLUID, SOCIAL CYCLE OF INFLUENCE AND INFLUENCING

Ongoing need for approval of their choice via feedback from peers.

They look to exert influence by showing off ownership.

Assessment of the brand is still influenced by what others think.

The act of transaction itself must deliver a positive experience and encapsulate the brand's behavior.



Influenced by their personal relationships, trusted sources and influential brands and retailers.

They seek opinions and share discoveries, gaining status through what they know and their potential choice.

The big moments for brands to authenticate themselves, provide reassurance and reinforce the decision.





The Next Chapter

Q&A

