



new™

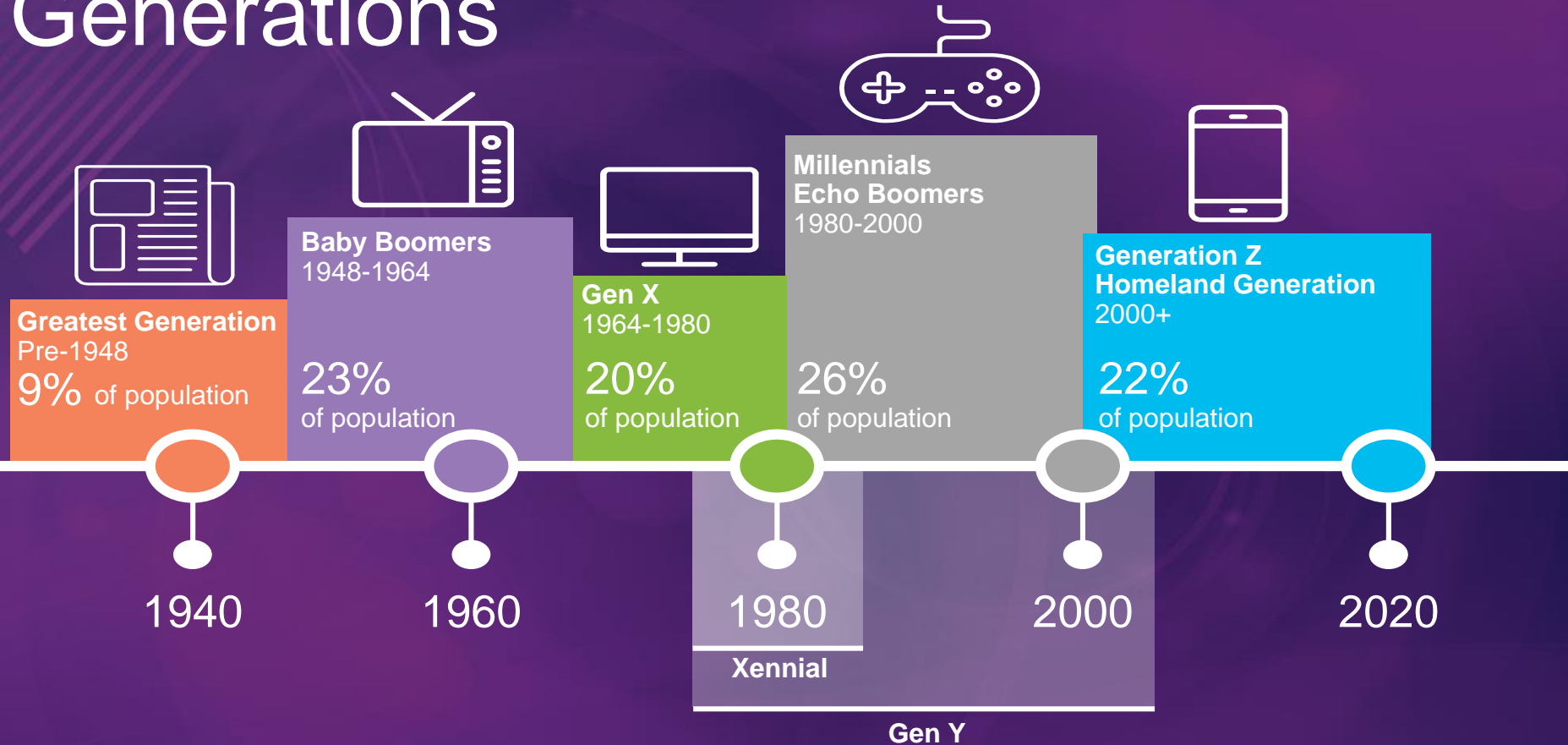
EXECUTIVE LEADERS FORUM

Driving Equality 10th Anniversary

# Engaging the New Generation Consumer & Employee

Accenture

# Generations



# Millennials and Next Up...Gen Z

**\$200B**

annual spending power



Accenture says they will spend 1.4 Trillion annually by 2020

Price is a factor-perceived value

Later teens to mid-30s

**MILLENNIALS**

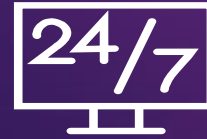
Born 1980-2000



**26%**  
of population

**On-demand culture**

Almost all new moms are now Millennial moms



Fusion retail experiences

**22%**  
of population

Born 2000 and after

**GEN Z** Kids to mid-teens



Most Entrepreneurial of all  
Perceived as more determined than Millennials

**Mash-up culture**

**\$44B**  
annual shopping power



# Winning the Race

## Consumer

Personalization

Experience

Positioning

Loyalty

## Employee

Personalization

Experience

Positioning

Loyalty

2016 Adaptive Retail Research

Accenture 2012-2016 Tech Vision

Accenture 2012-2016 College Graduate Study



# Consumer Theme 1: “Personalization”

Millennials and Gen Z value uniqueness

1980



x6



x50

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TODAY



x800+

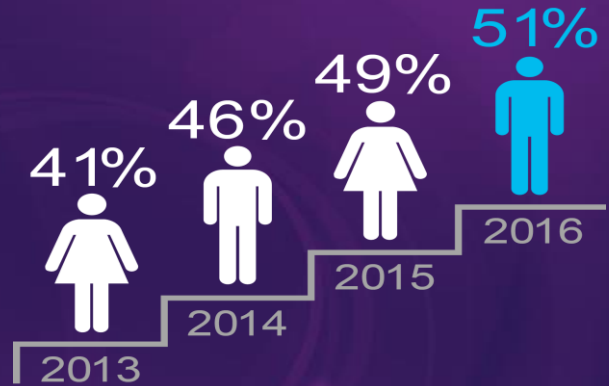
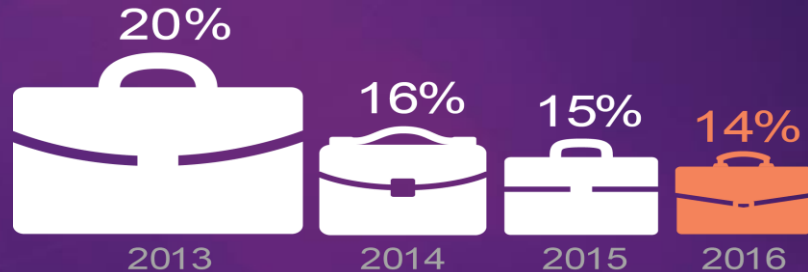


x4,000+

# Employee Theme 1: “Personalization”

Millennials are looking for careers personalized to their interests.

**More than half**  
of recent graduates surveyed  
in 2016 feel they are underemployed



**Only 1 in 7**  
graduates wants to work  
for a large company

# Consumer Theme 2: “Experience”

Digital has enabled new consumer experience



Discovery

Mobile  
Apps



Engage

Targeted  
Marketing



Convert

Conversion on  
online store /  
e-Retailer



Fulfill

Loyalty  
Programs



Re-engage

Social

# Employee Theme 2: “Experience”

Define and focus on “The Moments that Matter”



**74 percent**  
of recent grads choose  
to work at an  
organization with an  
engaging, positive  
social atmosphere



Initiate



**64 percent**  
Looking for more  
education: on-the-job  
experiences and  
coaching





# Consumer Theme 3: “Positioning”



Good for you/local/good for environment/  
good for the world

From clever jokes,  
hip urban atmosphere, focus on  
environment, the entire experience  
works to build  
brand equity



# Employee Theme 3: “Positioning”

92% of 2016 graduates  
say it is important to be  
employed at an organization  
that demonstrates social responsibility



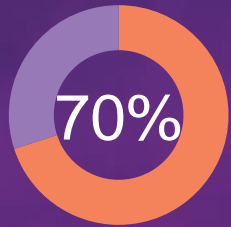
Gen Z:



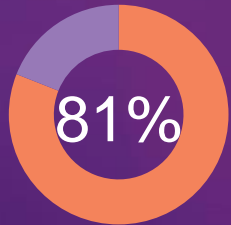
Coming to an Internship Near You

# Consumer Theme 4: “Loyalty is Earned”

83% of Consumers say TRUST is the cornerstone of the digital economy



suffered from at least twice as many privacy or security breaches compared to two years ago



agree that organizations need to include human factors-based security (e.g., cognitive fingerprinting, hardware authentication).

# Employee Theme 4: “Loyalty is earned”

69% of this years grads expect to stay with their first job for at least 3 years.

1/3 say they would stay for 5 years or longer



A new type of  
Leader/Coach



Grads are looking for stability  
and longer-term commitment  
from employers

# Call to Action

Millennial

Think Small

Security

Loyalty

Gig Economy

Coach

Seamless

ME

Millennial

Moments that Matter

Trust

Gen Z

Experience

Social

Customization

Positioning

Leader Focused

Value pools



# Thank You

