

# THE NEW CONSUMER



AND HOW THEY ARE POWERING TODAY'S ECONOMY.

# The Neo vs. Traditional Consumer

Has consumer behavior forever changed?



# Highlights

1. Traditional & The NEO Consumers
2. Power of “The Story”
3. Unique, Individual, Authentic = VALUE
4. Aligning Value with the Customer
5. Finding unmet demands of the Customer





**Planet Traditional**



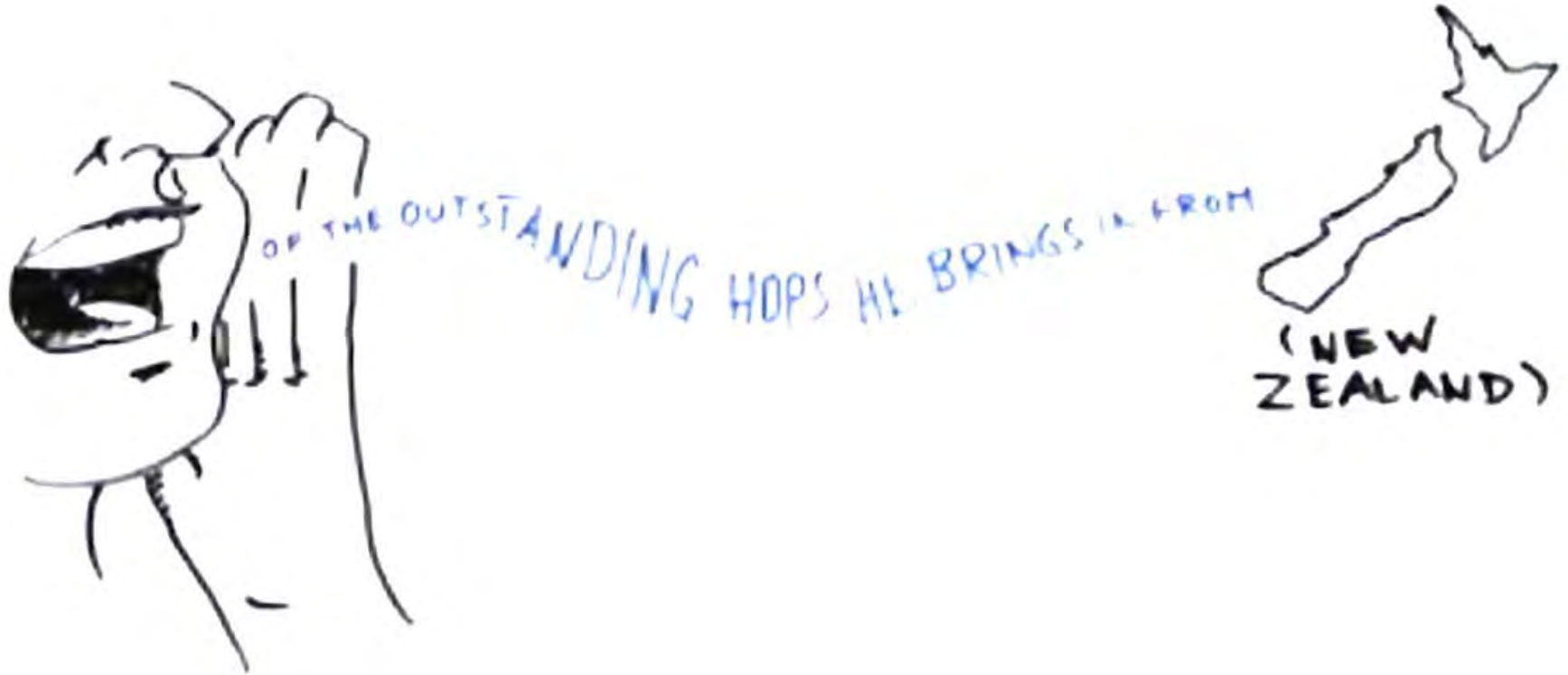
**Planet NEO**

# The NEO's

- **6x** more likely to eat at a restaurant
- **2x** more likely to seek higher education
- Heavy internet users  
*(9x more likely than traditional consumers)*



# Power of the Story



# Power of the Story



# U.S. CRAFT BREWERS'

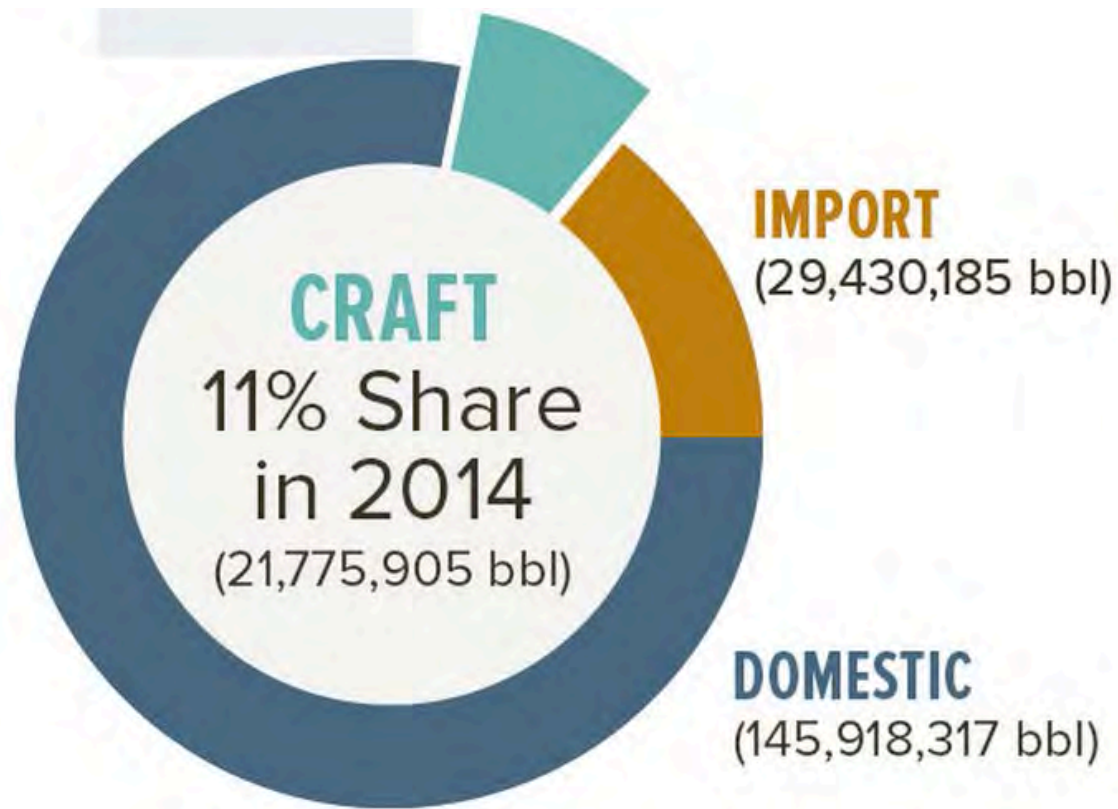
## Growth in the Beer Category

### Volume share for craft brewers



**CRAFT SURPASSED**  **5%**  
*volume share*  
for the **first time** and  
**CONTINUES TO GAIN**  
*at a point when large brewer*  
VOLUMES ARE IN **DECLINE.** 





**OVERALL BEER MARKET**  
**\$101.5 BILLION**

**CRAFT BEER MARKET**  
**\$19.6 BILLION**

22% DOLLAR SALES GROWTH

**OVERALL BEER MARKET**  
**\$101.5 BILLION**

**CRAFT BEER MARKET**  
**\$19.6 BILLION**

22% DOLLAR SALES GROWTH

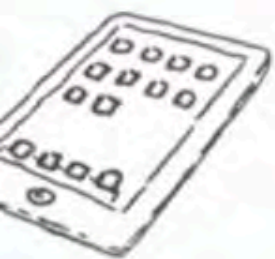
**REPRESENTS**  
**19%**  
**OF THE MONEY**

# Unique, Individual, Authentic = PERCIEVED VALUE



UNIQUE  
INDIVIDUAL  
AUTHENTIC





AUTHENTICITY



# Unique, Individual, Authentic = PERCIEVED VALUE



3rd quarter - up 16%  
to 450 million

Forecast Fiscal  
Year End  
2 billion

THIS JUST IN

**\$690 Million last Q**

# Which Customer do we focus our time on?



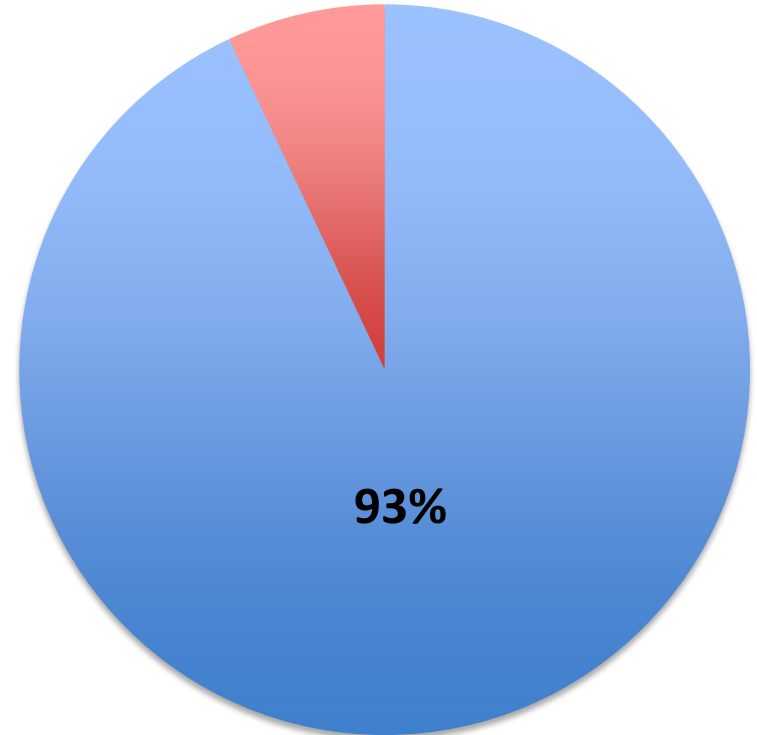
Traditional Consumer - Compete with Price



NEO Consumer- Find and Align Values

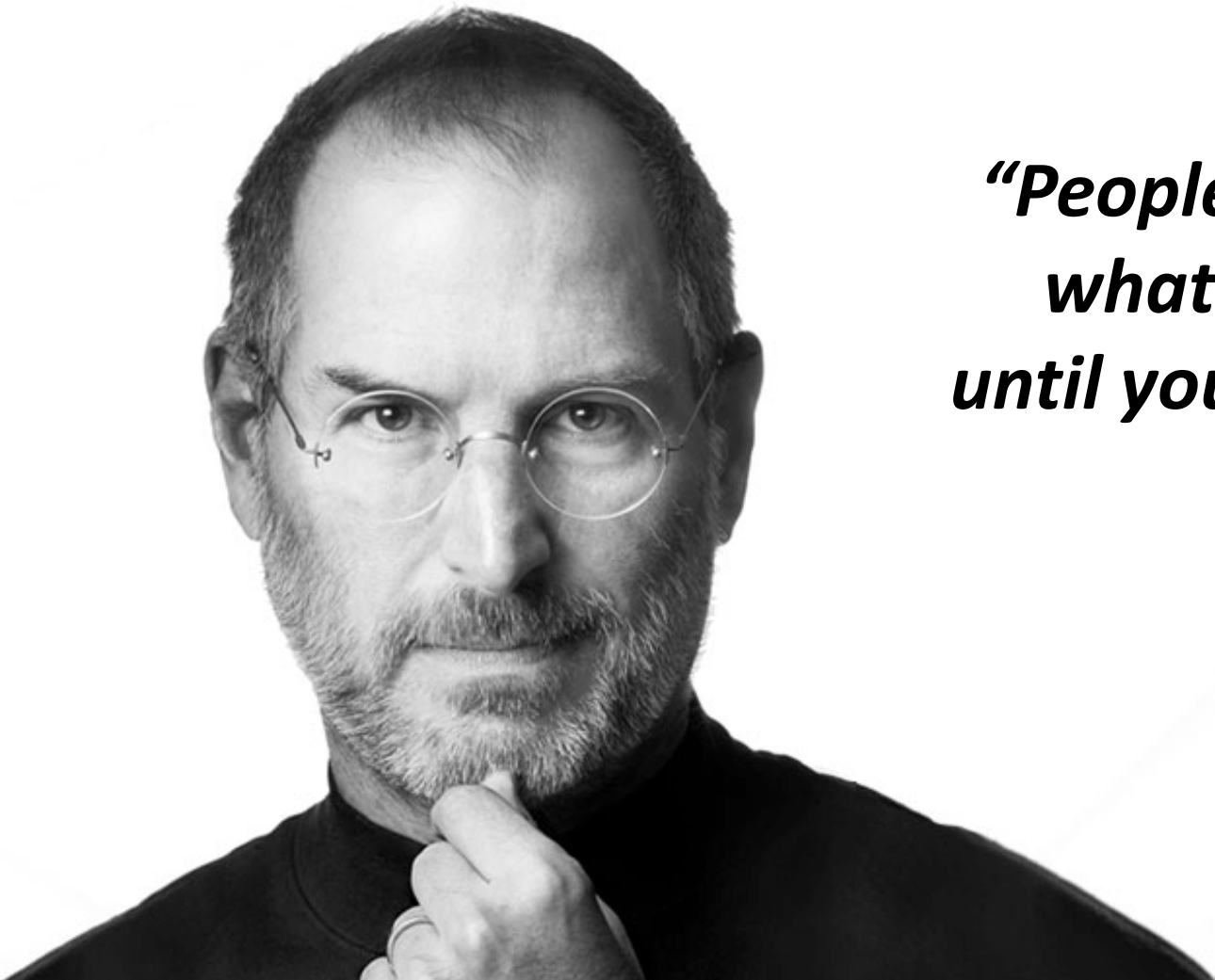
# NEO Discretionary Spending

While only one quarter of the population, they represent the majority of the discretionary spending.





**Where does this  
magical demand  
come from?**



***“People don’t know  
what they want  
until you show them”***

SOME OF THE  
MOST SIGNIFICANT  
OF THESE ARE:



DESIGN



TO THE MOON



ACTUALLY WENT UP  
THAT TRULY CONNECTED WITH THEM  
THEIR EXPENDITURES UPON PRODUCTS + SERVICES  
THAT DIDNT REALLY MATTER TO THEM  
WHILE THEY CUT BACK ON THINGS

NEOS

BECAME MORE



FREE UP



FREE FLAP



FREE SWING



FREE FOLD



THE HÄFELE FREE FAMILY OF PRODUCTS  
THE ELEGANCE OF OPENING



KEEP DOOR  
KEEP CLOSE

Life  
Cherry life, bb

STOSA  
Nuovo pianoforte  
FENIX

Fresh Up  
WILMINGTON







FIRE DOOR

Life  
Charro life, life

FENIX

KNOX BOTTLING CO.  
KNOX BOTTLING CO.  
KNOX BOTTLING CO.



Arrital

35th Anniversary

# NEO Consumer Confidence

- **40% higher** than traditional consumers
- **55%** feel they will be better off next year
- **3x** more likely to generally feel better
- Purchase **3x** more premium wine
- Traditional consumers are fearful of the future

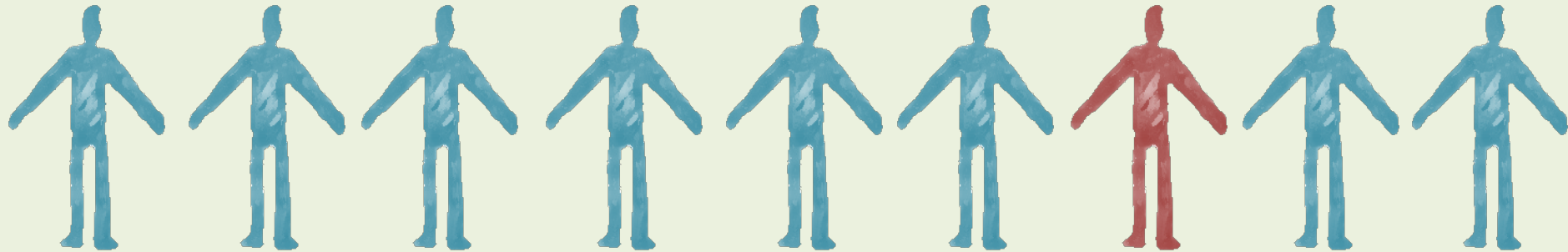




**Communicating  
Differently**

# Being Different

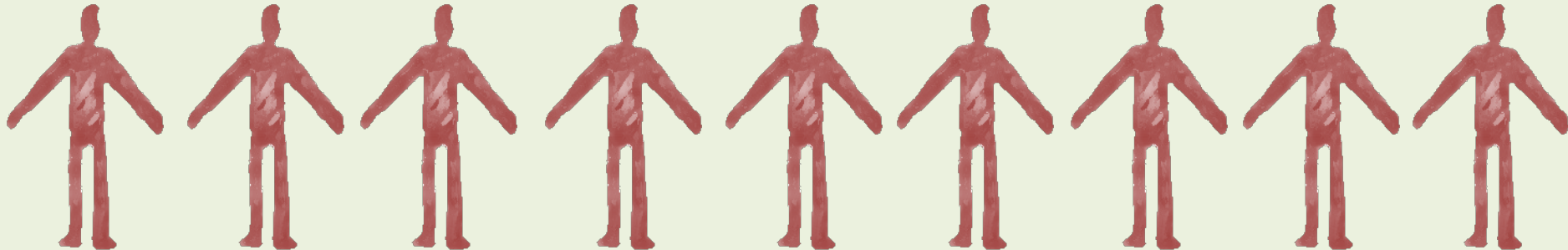
Being **different** – we believe  
that to succeed we need to be different (*raise the bar*)  
vs. the competition – right?



# Being Different

That is until they catch up or get one step ahead of you!

**So now what?**



# Creating a Difference through Influence

Truth is – we can't change how people think, but we can change how people feel.

**Connecting**

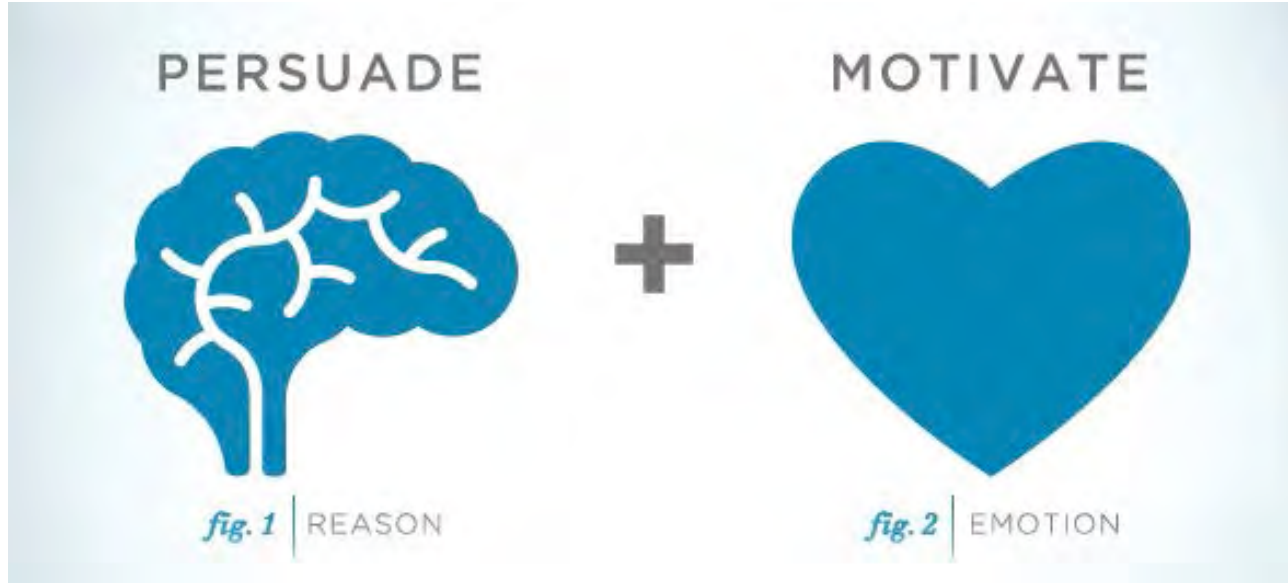
**Persuading**

**Engage similarities**

**Making them believe in you**



# Sales & Marketing



Has **ALWAYS** been an art of how to persuade,  
motivate and transfer emotion.



# Sales & Marketing

It's about changing how people feel, and in turn - *helping them fall in love with a product or service.*

MOTIVATE



*fig. 2* | EMOTION

# Key to Influencing

In order to connect a product, a brand, a service or yourself to someone –



*You must have a “STORY” to tell, a story your customers will want to believe in.*



**Point of  
Transition**















# **A Great story includes:**

- a. Emotion and have empathy
- b. A point of view
- c. Provide value / solutions  
(customer or end user)
- d. Create a “difference” and be relevant  
(customer or end user)



*One for One.*<sup>®</sup>

ONE FOR ONE<sup>®</sup>

THE GIFT OF SHOES

THE GIFT OF SIGHT

THE GIFT OF WATER

With every pair of shoes you purchase, TOMS will give a new pair of shoes to a child in need. **One for One<sup>®</sup>.**

TOMS

# I LOVE COMPANIES THAT GIVE BACK

*and use business to improve lives.*

I AGREE

I DISAGREE

shoes to a child in need. **One for One®**.

With each shoe purchase, a new pair of TOMS Shoes is given to

TOMS offers brand new, made-to-order shoes in a variety of styles

TOMS

SO DO WE

**WITH EVERY PRODUCT YOU  
PURCHASE, TOMS WILL HELP A  
PERSON IN NEED. ONE FOR ONE<sup>®</sup>**

FOR UPDATES AND EXCLUSIVE OFFERS, ENTER YOUR EMAIL BELOW.

Enter Your Email Here

**JOIN THE MOVEMENT**

shoes to a child in need. **One for One<sup>®</sup>**.

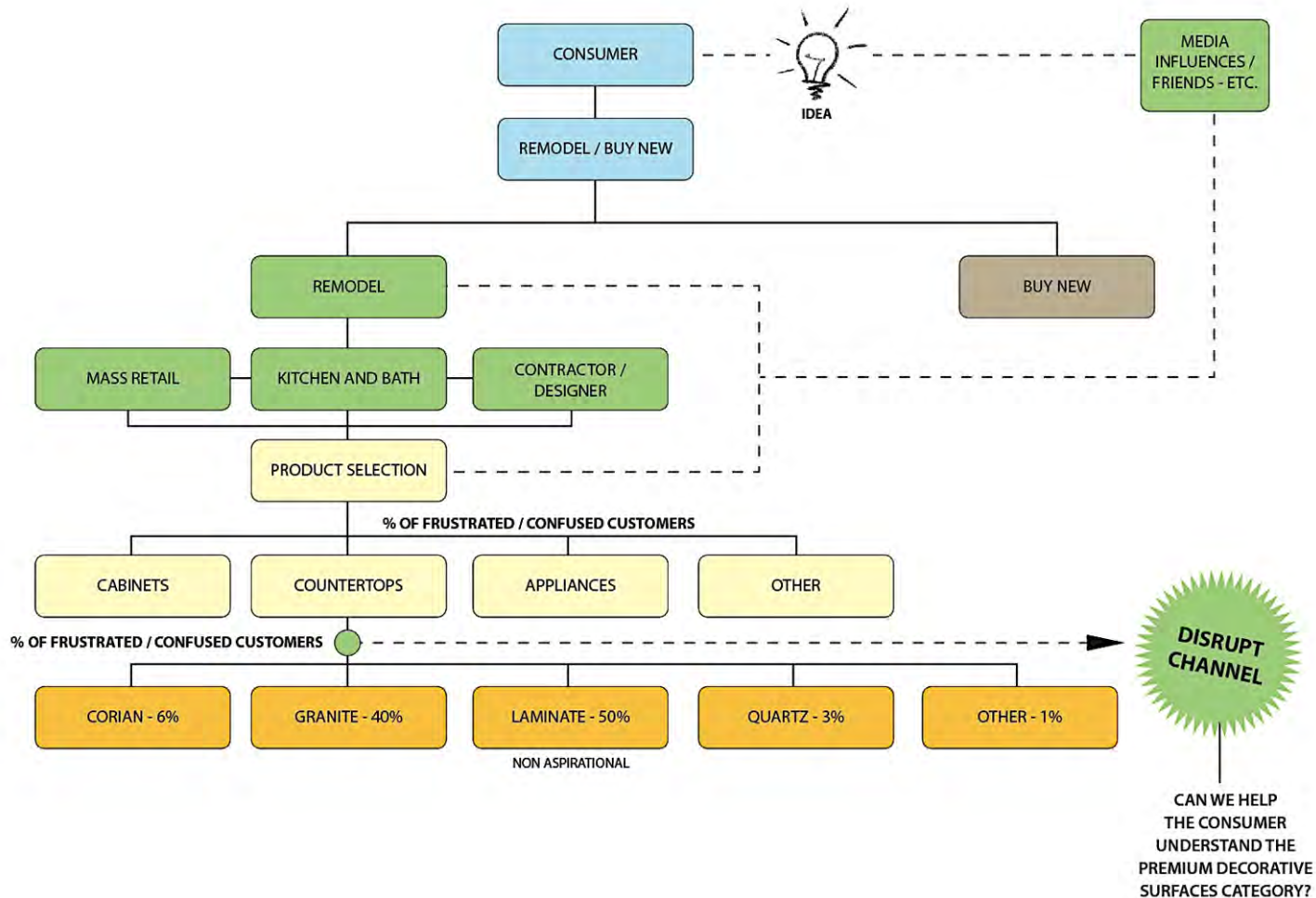
With each shoe purchase, a new pair of TOMS Shoes is given to

TOMS offers brand new, made-to-order shoes in a variety of styles

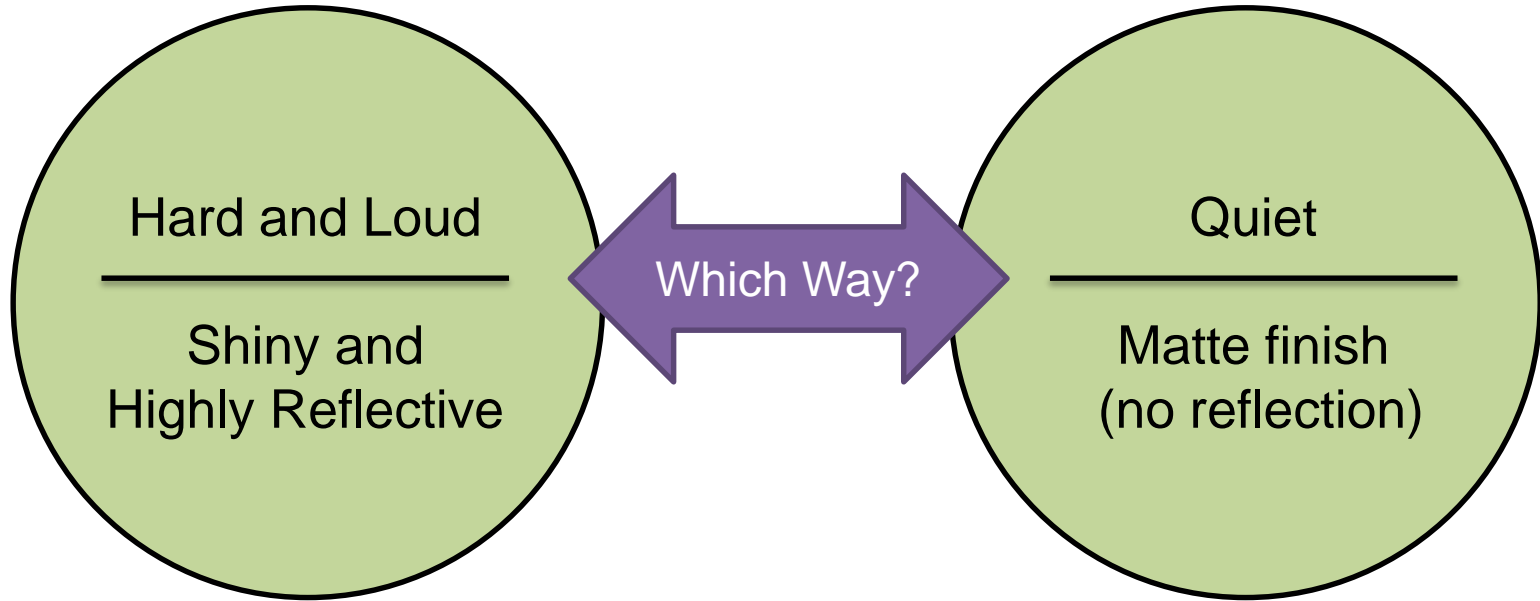


**Alison**

The Confused  
Consumer



# End User Path – Educated Choice



**Hard and Shiny Materials**

**Seamless, Integrated Materials**



# Communicating Your Story

Relevance is the new Remarkable.

## KNOW YOUR AUDIENCE!


- Understand what is relevant for them
- Understand what is the “perceived value”
- Understand what they care about



# Communicating Your Story

Relevance is the new Remarkable.

Its not our products  
people care about –  
it's the journey, the story,  
creating a difference  
which will motivate  
emotion to persuade  
reason.



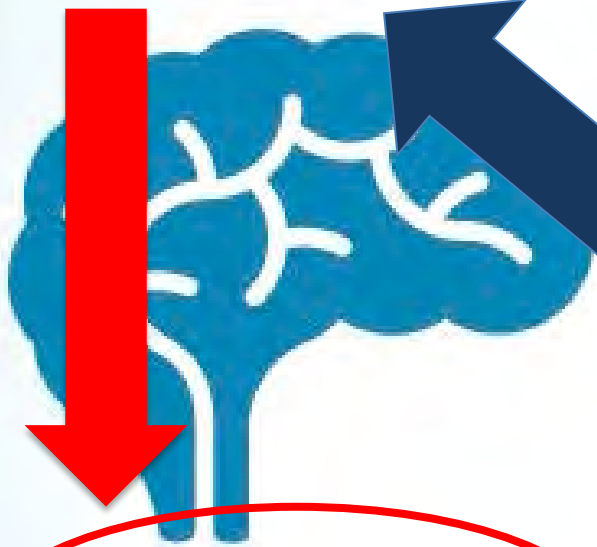
Warm and calming  
environment

I CAN'T HEAR MYSELF DRINK





PERSUADE



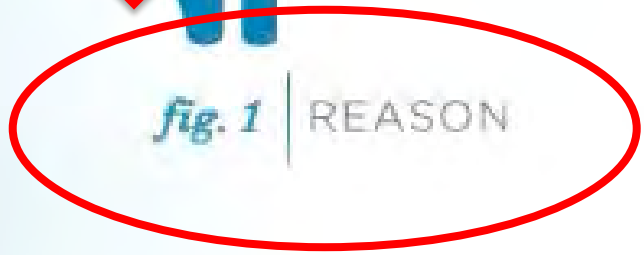
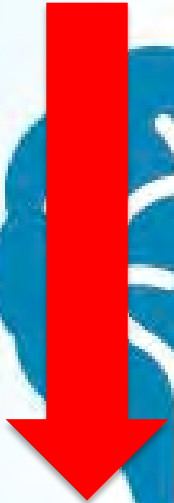
*fig. 1* | REASON

+

MOTIVATE



*fig. 2* | EMOTION

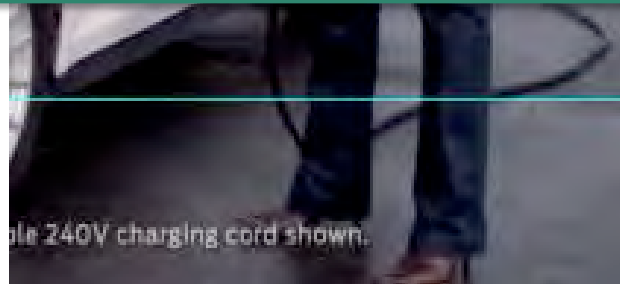




**Planet Traditional**



Who's the target for this story?



**Planet NEO**

# The Story



**It's time to stop speaking in bullet points.**

**Its time for storytelling, influencing,  
persuade, create a movement**

Wrap your pitch and unique value  
in a story your customer wants to hear,  
believe and with real-world value.



A white, cloud-shaped speech bubble with a scalloped edge and a tail pointing towards the bottom left. It is centered on a background of horizontal wooden planks with visible knots and grain.

**RECAP**





**Planet Traditional**



**Planet NEO**



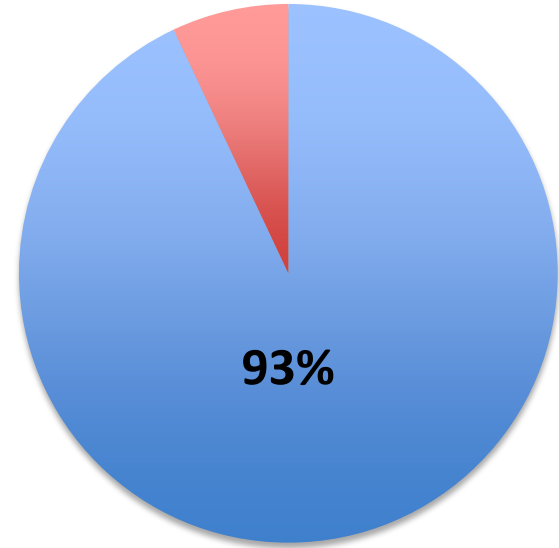
## ON PLANET NEO

- A desire for connection
- Look for uniqueness & authenticity
- Align values to brands
- Part of a movement

# The NEO Power



All spending



Represent the majority of  
discretionary spending.



# Thank You.

## Any final thoughts or questions?

*Lets keep the conversation going  
[mikehetherman.com](http://mikehetherman.com)*

*Mike Hetherman - C.K.D., C.E.O Willis*