



# The Millennial Consumer

THE IMPLICATIONS FOR THE  
FINANCIAL SERVICES & BANKING INDUSTRY

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Shopper Behaviouralist  
& Keynote Speaker

# Speech summary

Digital continues to disrupt every industry, challenging the way things have always been done and altering business models. The financial services and banking industry is no different.

When organizations think 'digital' the arising conversation often focuses on the Technology – the hardware, software, the tablets, mobiles and apps. But technology is only ever an enabler for change, a catalyst for how we better connect with our customers. Because the technology is exciting and more visible, we often take our eye off the real shifts – the global cultural and societal shifts that are taking place around the millennial generation, and what that might mean for the financial services industry.

As these social and cultural norms shift, the differences relating to the consumer expectations of this generation become evident. Those consumers born Before Google (BG) are a world apart from the After Googlers (AG). As the Digital Natives of today enter their 30's, we are set to witness one of the biggest shifts in consumer expectations in history. They want it all. They want it now. They want it peer reviewed and they want it personalised.

As this new shopper and consumer emerges, it is evident that their very 'consumer DNA' is

different from anything that has come before. This means that the financial services consumer is about to step change their expectations, as are the young adaptive businesses within the industry. The changes apply as much to the business community as they do to personal banking services. The Millennial generation are simply hard-wired differently. They will not react to the same stimulus that previous customers have. It is time to future proof and understand what these shifts mean for the industry and your business.

Using a blend of social and cultural anthropology, futurology and global consumer behaviour shifts, we will examine where this is all heading for the industry. How will peer-to-peer lending evolve? What are the implications for the industry for this Instant Gratification generation? How will Digital Wallets and Apple Pay change the competitive environment? How will Big Data change the financial services very product offering?

If your consumer DNA is changing, don't you think it makes sense to examine this new blueprint to truly understand the implications to your industry and business?





## Some quotes from this speech

*"Digital is who they are, not how they shop. If the conversations that you are having in your own business around omnichannel and digital are focused on seeing the opportunity as a distribution strategy, as another channel to reach the market, you are already behind. You are missing the point "*

*"This generation are self-centric and self-obsessed. Personalization is already a core expectation for the digital native and businesses that fail to build this in to their strategy are going to find themselves lost in a cold wilderness of mass market irrelevance over the next 3-5 years"*

*"This generation is all about instant gratification. They want it now. Over the next 18 months you are going to witness a shift in consumer expectations. Same day delivery is not an 'extra'. It is set to become a requirement. This is such a shift for traditional business models that it strikes fear into most"*

# Testimonials

*"We have had a number of other presentations on this topic previously but none approached the subject as Ken did. The way in which he brought the millennial consumer to life for the leaders of our business in this keynote speech was as challenging and informative as it was entertaining. This is a must-see speech for anyone in financial services, a real eye-opener"*

- John Keegan,  
Director of Distribution Channels. BANK OF IRELAND

*"We booked Ken as our keynote speaker for a Financial Services Investor conference, where his presentation on the new consumer DNA really engaged delegates and gave our event a fantastic interactive and thought-provoking kick-start. I'd highly recommend any financial services audience to see this"*

- Claire Olsen, Head of European Corporate & Research Marketing, BERNSTEIN (INVESTMENT PORTFOLIO MANAGEMENT)

# 3 Key Learnings From This Talk

1 The millennial shoppers blueprint has changed thereby impacting on their fundamental behaviours, needs and requirements as shoppers. What are the implications for your business and what you need to do to survive?

2 This generation are less interested in buying 'things' and far more interested in having 'experiences'. How can we use our brands to deliver the kind of life experiences this generation expect, and add real value within the new emerging 'Sharing Economy'?

3 If peer networks have overtaken the brands own voice in terms of relevance, how best can we build conversations with our target market in the future?



# About Ken Hughes

Leading Consumer, Shopper Behaviouralist & Keynote Speaker

As one of the world's leading Consumer and Shopper Behaviouralists, Ken Hughes blends his vast expertise in consumer psychology, social anthropology, behavioural economics and neuromarketing to answer the question to which he has dedicated most of his career: Why do shoppers buy and how can we make them buy more?

While his boutique consumer insight organisation, Glacier Consulting, began life as a market research agency, he soon identified his key area of interest was people, not markets. How humans express their desires and expectations through how and what we buy has become his sole focus, resulting in his agency advising a global client base of some of the world's biggest brands - Unilever, 3M, IKEA, Coca-Cola, AXA and Heineken to name a few.

Ken is acknowledged as one of the most respected thought leaders on Shopper Marketing and Shopper Centricity, Omnichannel & Digital Strategy alongside Retail Futurology. He is a part-time professor in consumer behaviour and a board member & strategic advisor to many organisations on the future of consumerism and shopper trends.

His latest TED talk also showcases his unique approach as a Playologist, motivating individuals and his corporate clients to unleash their creativity and innovation through a blend of discovery, fun, play, mischief and risk.

Voted best speaker at most conferences he has the honour of being invited to attend, it is for his international career as a keynote speaker he is most famous. His keynote speeches deliver thought disrupting and inspiring content in a captivating and highly energetic manner, all served with a generous helping of Irish wit.



# Book this keynote speech

Please contact us to book this keynote speech for your event, or to find out more about this, or any of the other talks from Ken Hughes. We are happy to discuss how this talk might suit your agenda or how it could be further tailored for your event, and as always are happy to know more about your conference so that we may assist you appropriately

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