

Ipsos Marketing

EMPOWERING

THE EMPOWERED CONSUMER

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GAME CHANGERS



Empowered consumers
seek innovations that

**FUEL THEIR DESIRE
FOR CONTROL**

Our global survey revealed that empowered consumers...



**MAKE
THE RULES**



**LUSTR FOR
THE LATEST**



**HUNGER
FOR HEALTHY**

MAKE THE RULES



75%

try to find time
to switch off



USA 76%

FEELING OVERWHELMED

66%

I wish my life
was more simple

63%

I spend too much
time online/on screens

62%

I wish I could slow down
the pace of my life

59%

I often feel overwhelmed
by all the choices
I have as a consumer

65%

In a world of so much choice,
BRANDS I TRUST ARE MORE IMPORTANT
to me than ever

II Pause Pod

Raised 10x
its goal with

KICKSTARTER



GAME CHANGERS



\$35 Million
invested in Marley



**MARLEY'S MELLOW MOOD
RELAXATION DRINK**

75%

buy products that
make them feel safer



USA 74%



LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

INTRODUCING MY UV PATCH

The first-ever wearable patch
that allows you to measure
and monitor UV exposure

GAME CHANGERS

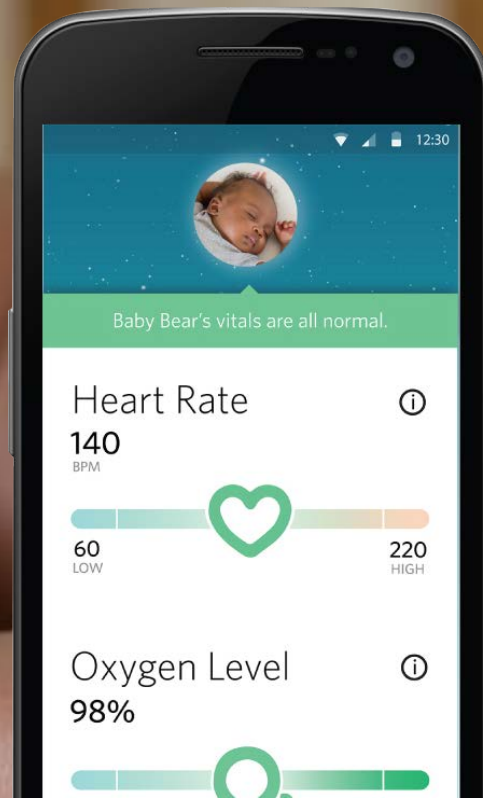




BABY SOCK MONITOR

100,000

Devices
Sold Globally



ALLERGEN-FREE

MERINGUE KISS SWEETENER



World Food
Innovation
Awards 2016
@
HOTELYMPIA
EXCEL LONDON

World Food
Innovation
Award Finalist

68%

don't want companies to
choose their options



USA 71%

“Brands that create personalized experiences see revenue increases of 6% to 10%: 2x – 3x faster than those that don’t.”

Boston Consulting Group, 2017



Le Teint Particulier de Lancôme Customized Make-Up



Personalized Nutrition Delivery



Investing
\$32 Million



GAME CHANGERS



LUST FOR THE LATEST

76%

believe technology
makes life better



USA 78%



flow
CLEAN AIR, ONWARDS

AMAZON PREPARED FOOD - NO REFRIGERATION -



GAME CHANGERS



68%

seek inspiration from
unexpected places



USA 63%



PEPPER HUMANOID ROBOT

In One Minute
1,000 Sold
In Japan

McDonald's Jeweled Burger Box

High Fashion
Meets Fast Food



56%

always look for new
products to try



USA 60%



”

*I am always looking for
new products to try.*



Millennials and Gen Z

Most Open to Innovation

Gen Z



59%

Millennials



62%

Gen X



55%

Baby boomers



44%



MINTEL

Most
Innovative List

JIMINI'S INSECT SNACKS



PEPSICO looking for
insect-based snack ideas

GAME CHANGERS



NEW YORK CITY
Up to 3 hour wait on line!

dō

GAME CHANGERS



A close-up photograph of a dark-colored bowl filled with fresh blueberries. The bowl sits on a rustic, textured wooden surface. The lighting is warm, highlighting the blue and white tones of the berries. The text 'HUNGER FOR HEALTHY' is overlaid in white, bold, sans-serif capital letters across the center of the image.

HUNGER FOR HEALTHY

NOT FEELING SO HEALTHY

75%

**Worry About
Their Health
As They Get Older**

(vs. 61% 3 years ago)



48%

**Eat More
Sugar Than
Recommended**



33%

**Dissatisfied
With
Weight**



80%

say eating right is most
important for good health



USA 82%

How do people eat right?

67%



Avoid products
bad for health

63%



Sacrifice
convenience

68%



Eat locally
grown products

47%



Make it a priority to
eat organic foods

WILD ZORA
THE ORIGINAL MEAT & VEGGIE BAR™

Amazon sales grew 20x!





**3 MEALS.
2 SNACKS.
1 BOX.**

*Founded 2005
100+ locations globally*

53%

would pay more for packaging
that keeps food fresh



USA 58%



Best New Packaging at Produce Innovation Awards



fenugreen

FRESH PAPER™



TED Conference
The Economist
Innovation Award
Oprah's Wow List

GAME CHANGERS



52%

say children's health is more
important than happiness



USA 60%



GAME CHANGERS





16 Markets

\$120 Million Revenue



Are brands delivering

INNOVATION?

Consumers underwhelmed by branded products



50% constant quality



48% reliable products/services



24% regular innovations/new products



16% better understanding of my specific needs

Are You Empowered to **LEAD CHANGE** *in* INNOVATION?



GAME CHANGERS



Empowering yourself to lead change



BE EARLY



BE REAL



BE FAST

BE EARLY



Collective
Innovation

Is a cohesive
philosophy &
approach to
innovation.

It is **data-driven**,
tech-enabled &
expert-informed.

Most importantly,
it **places**
consumers at the
heart of everything
we do.

GAME CHANGERS





BE REAL

Up to 55%

of communication
is non-verbal

GAME CHANGERS

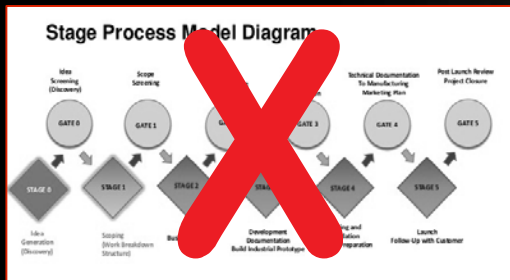




Faster Tools

BE FAST

Faster Processes





THANK YOU

GAME CHANGERS

