

PATH FORWARD WEBINAR HOST



Steve Levy
Ipsos Canada

- Launched career in sales & brand management
- Since the late 80s involved in the marketing research and information business
- Very involved with the Marketing community via CMA/ACA/CMDC
- Frequent public speaker, conference moderator & facilitator
- Currently craving a juicy burger & fresh fries from Holy Chucks.

TODAY'S SPEAKER



Ray Kong
Senior Client Partner

- Client side and supplier side in the financial services sector for 25 years.
- With Ipsos for 13 years working primarily in financial services strategy and advisory capacities in Canada and abroad.
- Former adjunct professor of marketing at York University
- Frequent public speaker, conference moderator & facilitator
- Currently missing after work beers on a patio

THE PATH FORWARD

The New Financial Services Landscape

Ray Kong, Ipsos Canada

2 June 2020

GAME CHANGERS



THE PRESENT AND FUTURE OF MONEY AND FINANCIAL SERVICES

2022



THE WEST WING

10
WORD
ANSWERS

NEXT
10
WORDS
AFTER THAT



7
SEASONS



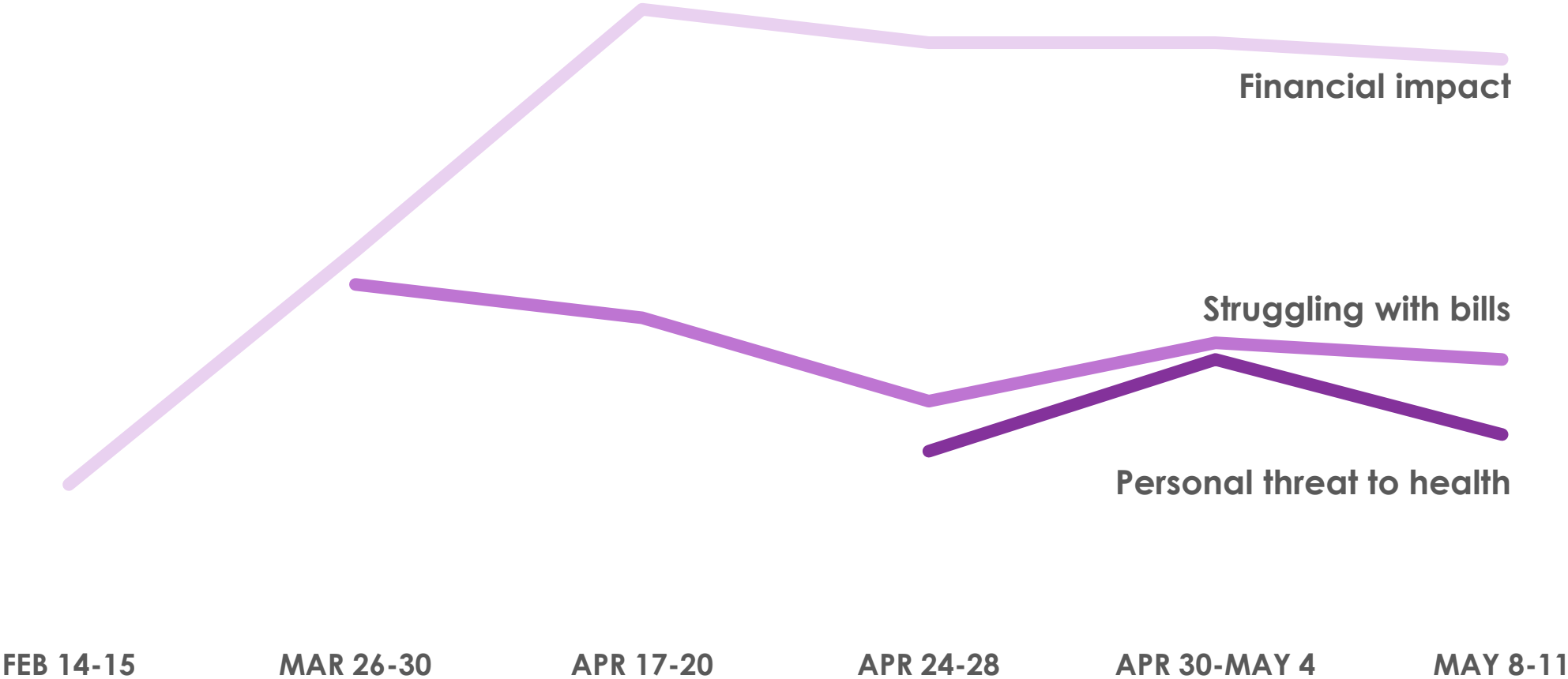
12
EMMYS

**ACCELERATE
CAPABILITY TO
MATCH NEW
BEHAVIOUR. IT'S NOT
GOING BACK.**

THE PANDEMIC IS MORE ABOUT ECONOMICS THAN HEALTH

Concern about personal financial impact

T2B AGREE



SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking, n=varies



GEN Z, MILLENNIALS HAVE BEEN HARD HIT FINANCIALLY



Dipped into savings as a result of the pandemic

T2B AGREE



Borrowed money as a result of the pandemic

T2B AGREE



SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking
n=1,451 (Apr 30-May 4, 2020)

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FIVE DIFFERENT MINDSETS EXIST

SUPPORTED
CONFIDENCE



CONCERNED AND WORRIED
BUT NOT ACTING



OPPORTUNISTIC



MINDFUL AND
CHOICE-FUL



CAUTIOUS/
RISK AVERSE



I am concerned
that I will lose all
or part of my
current source
of income



The current
downturn in the
market will create
investment
opportunities
for me



I am now being
more mindful of
how much I spend
when shopping for
food/beverages

SOURCE: Canadian Path Forward

The next 10 words

YOUNGER CANADIANS MORE LIKELY TO FIND A SILVER LINING

The current economic situation is an opportunity for me to invest and make money

T2B AGREE

33%

Overall

+8%pts

Gen Z

+8%pts

Millennials

SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking
n=1,451 (Apr 30-May 4, 2020)

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INCREASED INTEREST IN ASSET ACCUMULATION

The Star Edition
CHANGE LOCATION

THE STAR

LOCAL

NEWS > TRADING NEWS

Online Brokers See Record Activity Through Volatility

—

Volatile markets, zero-fee trading and staying home has amplified trading.

THE WALL STREET JOURNAL.

English Edition | May 26, 2020 | Print Edition | Video

MARKETS

Coronavirus Turmoil, Free Trades Draw Newbies Into Stock Market

Individual investors try to seize on this year's erratic stock swings

SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking

Mark Ting, On the Coast's financial analyst, amid COVID-19

THE NEW YORKER

THE CORONAVIRUS CRISIS The Latest What to Do at Home Treatment and Testing Economic Impact F.A.Q.s

OUR COLUMNISTS

HAVE THE RECORD NUMBER OF INVESTORS IN THE STOCK MARKET LOST THEIR MINDS?



By John Cassidy

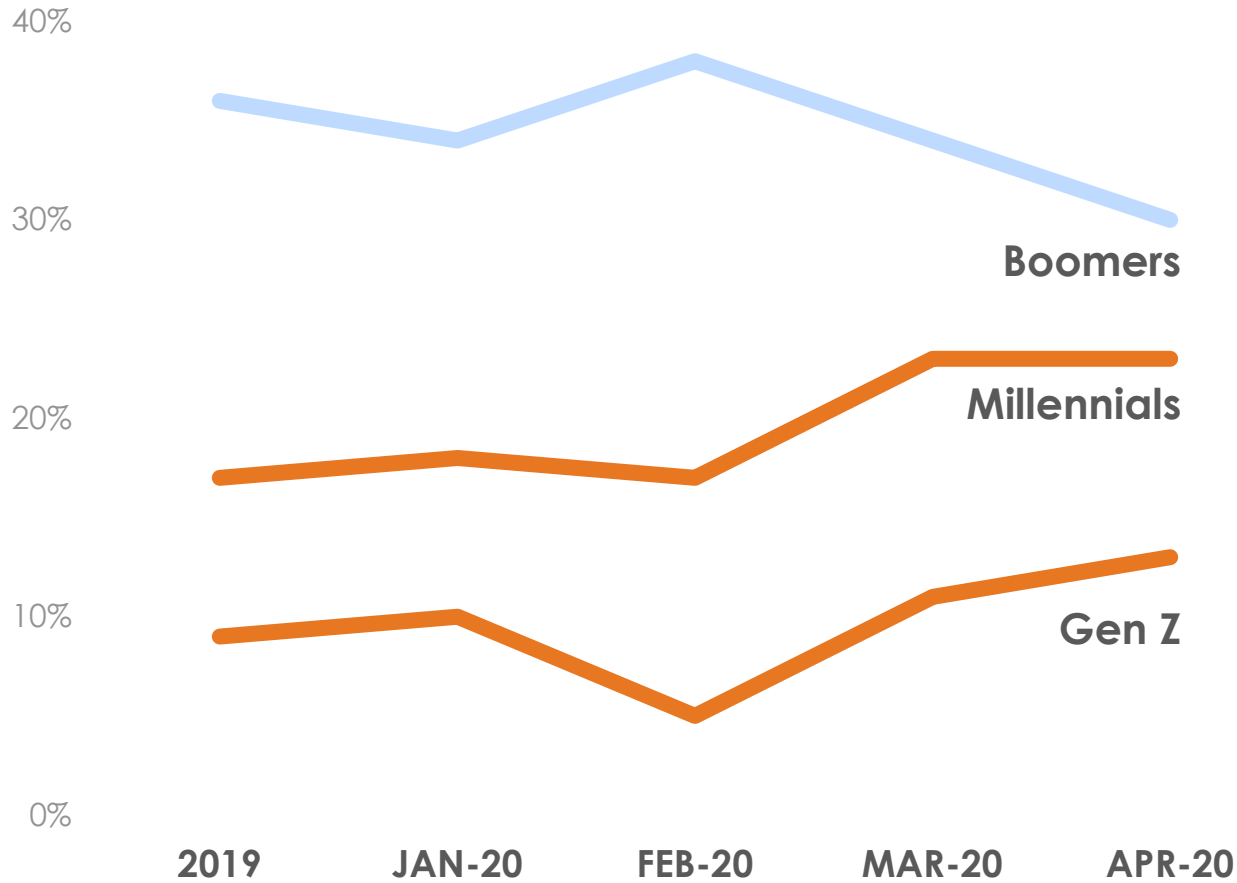
May 15, 2020



Small investors appear persuaded that the markets are headed for a “V”-shaped recovery. But history suggests a more complicated story. Photograph by Jeenah Moon / Bloomberg / Getty

INTEREST IN EQUITIES CLIMBS AMONG YOUNGER INVESTORS

% Canadians owning shares of stocks



SOURCE: CFM, Individuals Canada, n=varies (2019-2020)



ONLINE ACTIVITY SURGES

Canadians doing online activities compared to the month before

INCREASE IN FREQUENCY

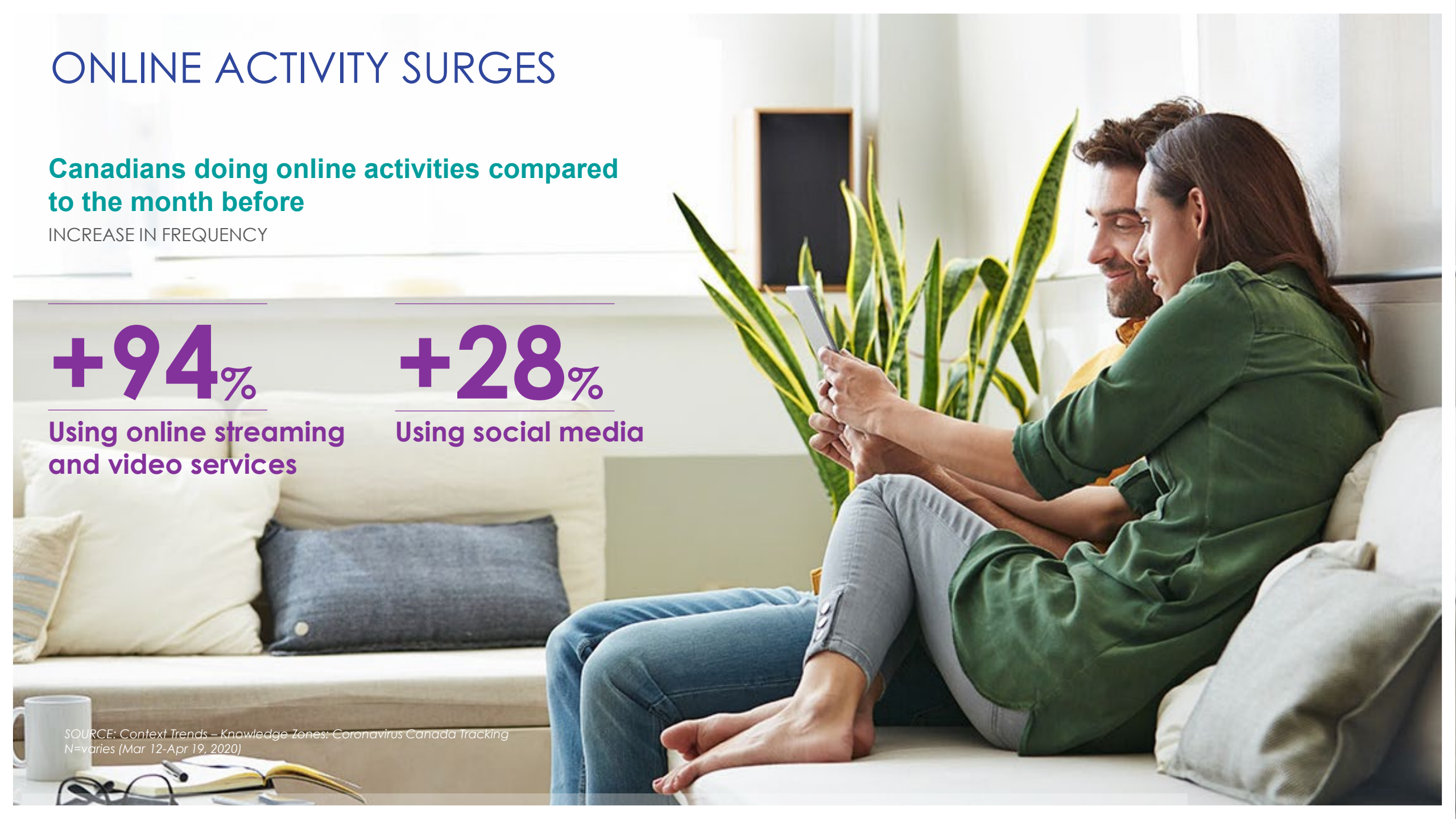
+94%

Using online streaming and video services

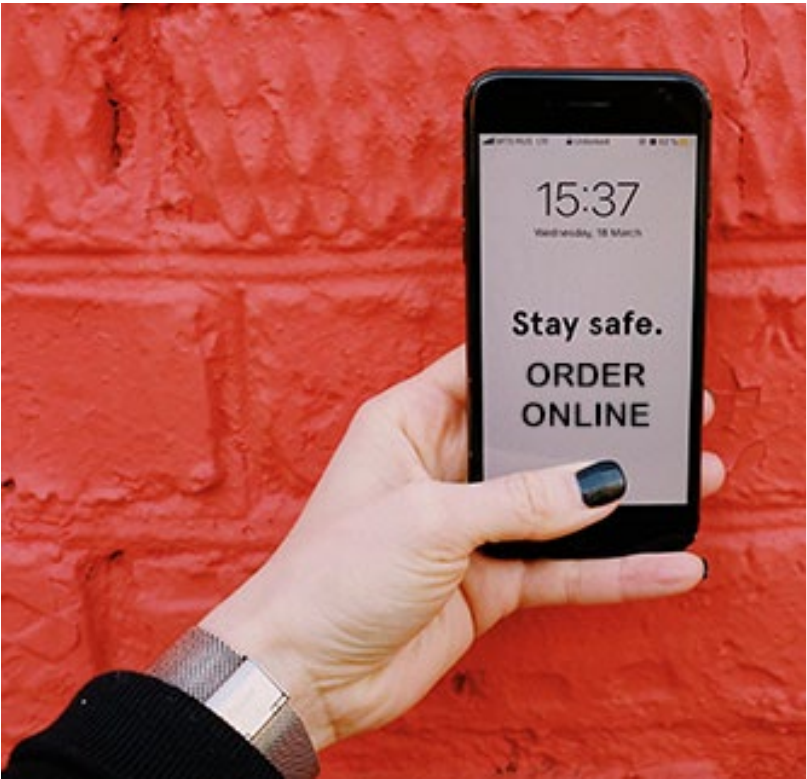
+28%

Using social media

SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking
N=varies (Mar 12-Apr 19, 2020)



WHICH BEHAVIOURS WILL STICK AND WHICH WILL REVERT?



AIR TRAVEL WAS NEVER THE SAME



THE FIVE INFLUENCES ON REAL BEHAVIOUR CHANGE



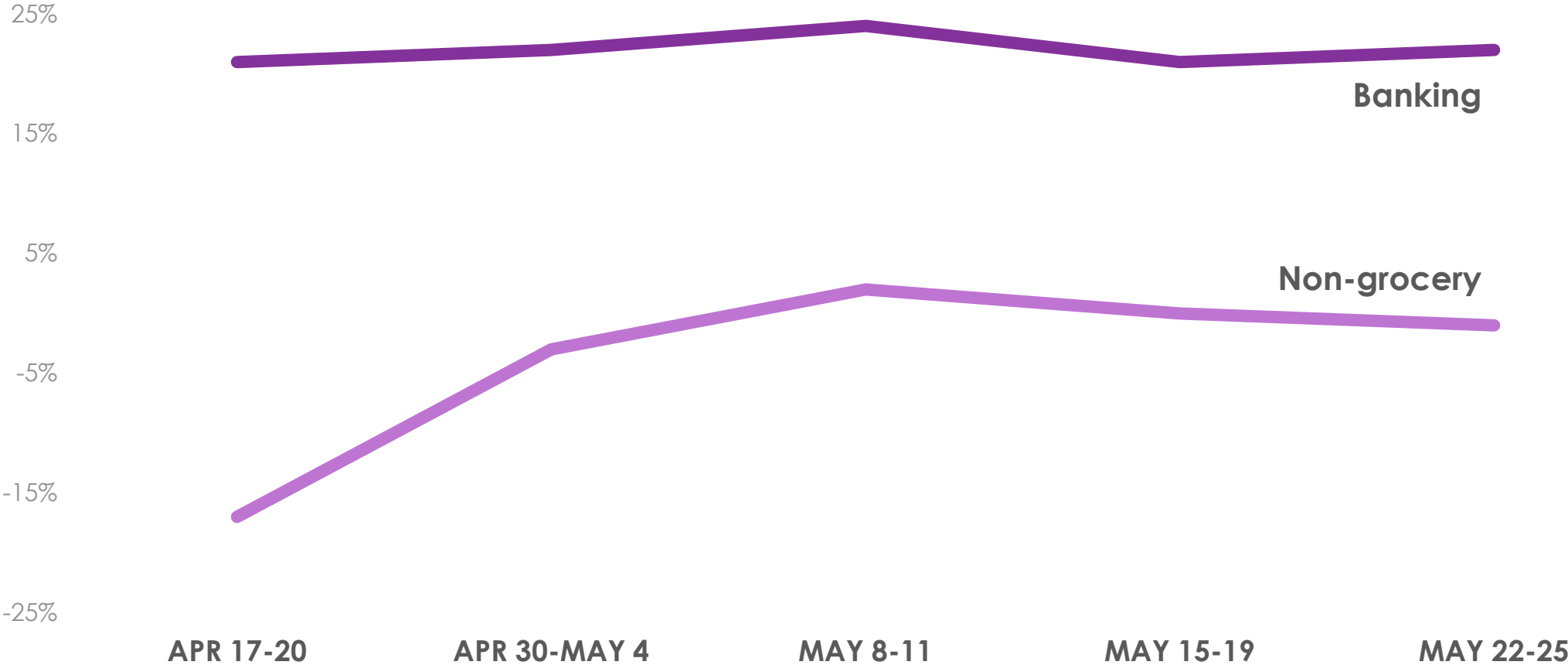
A CHANGE IN DIMENSION CHANGES BEHAVIOUR



INTENT FOR DIGITAL-FIRST BANKING HIGHER THAN NON-GROCERY SHOPPING

Expect to be doing more of the following online

NET OF MORE MINUS LESS



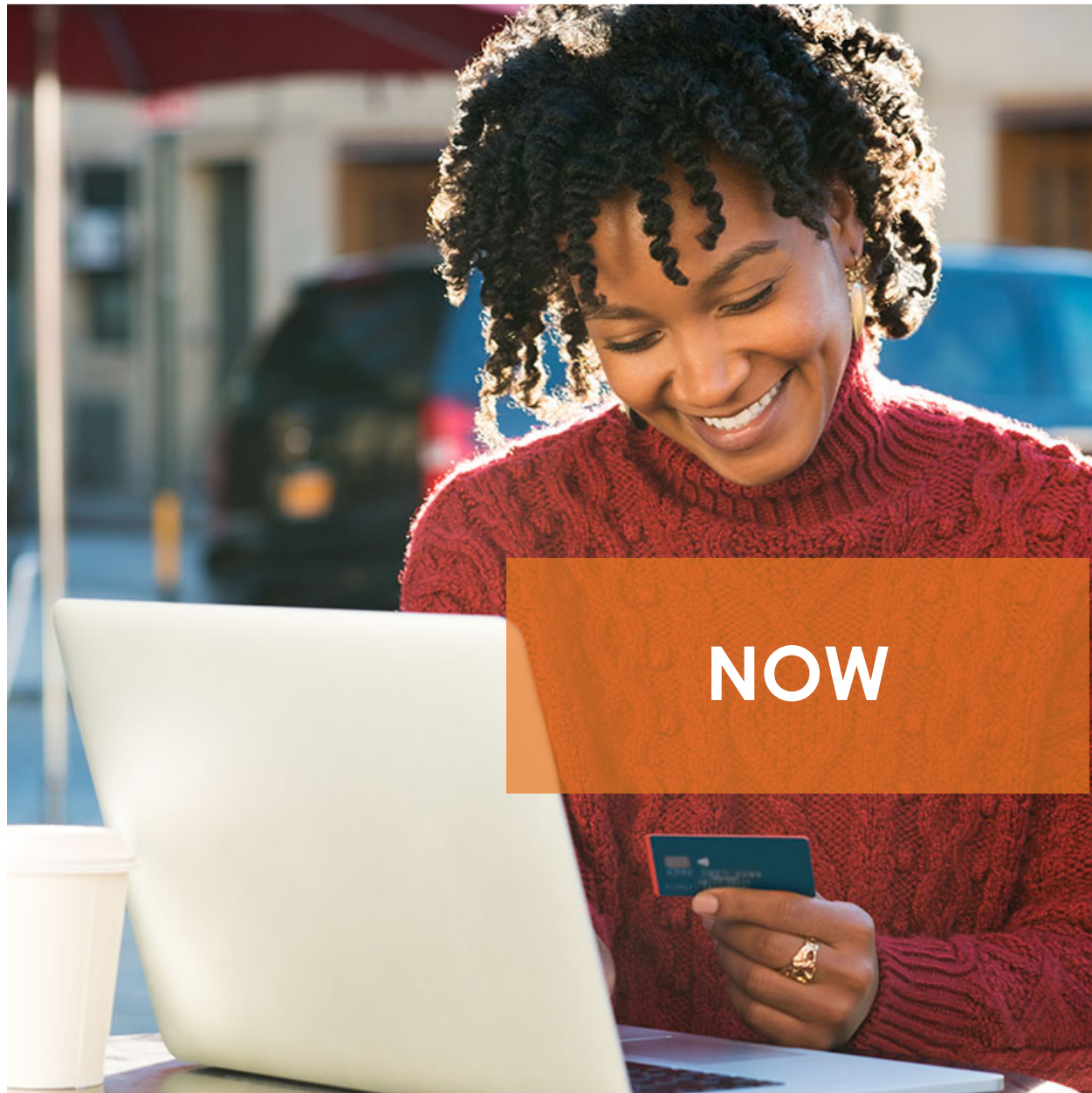
SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking
n=varies, (Apr 17 – May 25)



THEN



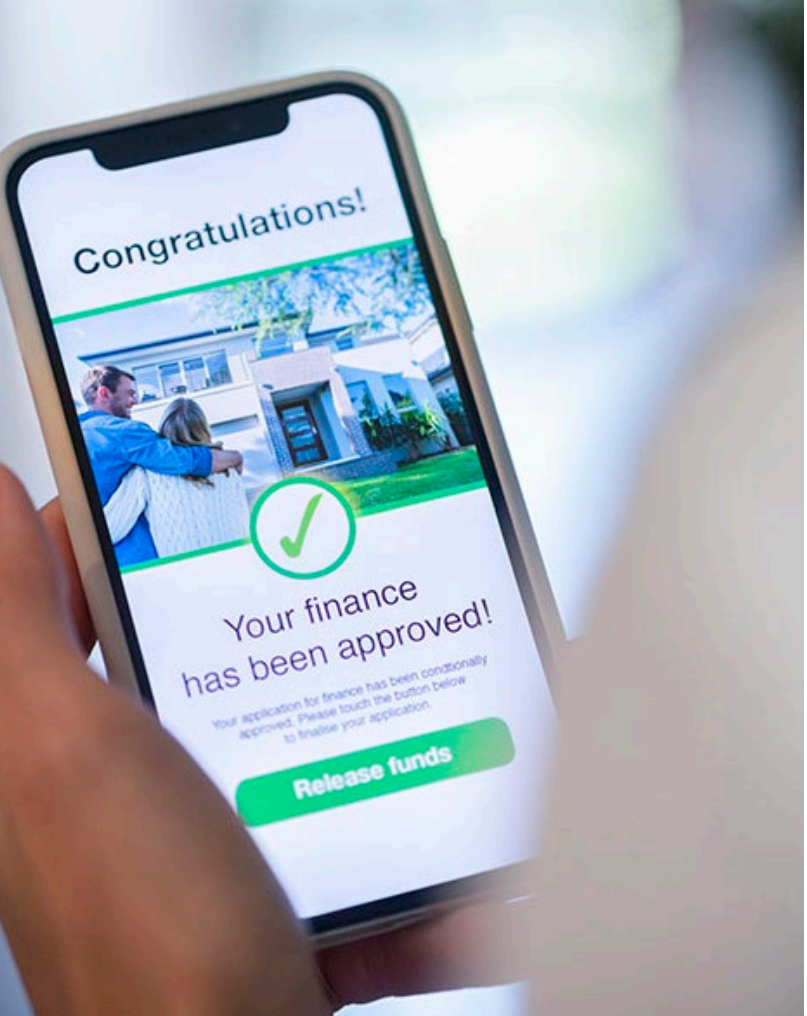
NOW



A photograph of a paved road with a white dashed line, receding into the distance towards a bright sun. The sun is low on the horizon, creating a strong lens flare and a hazy, golden atmosphere. The background is filled with green foliage, which is out of focus. The overall mood is bright and hopeful.

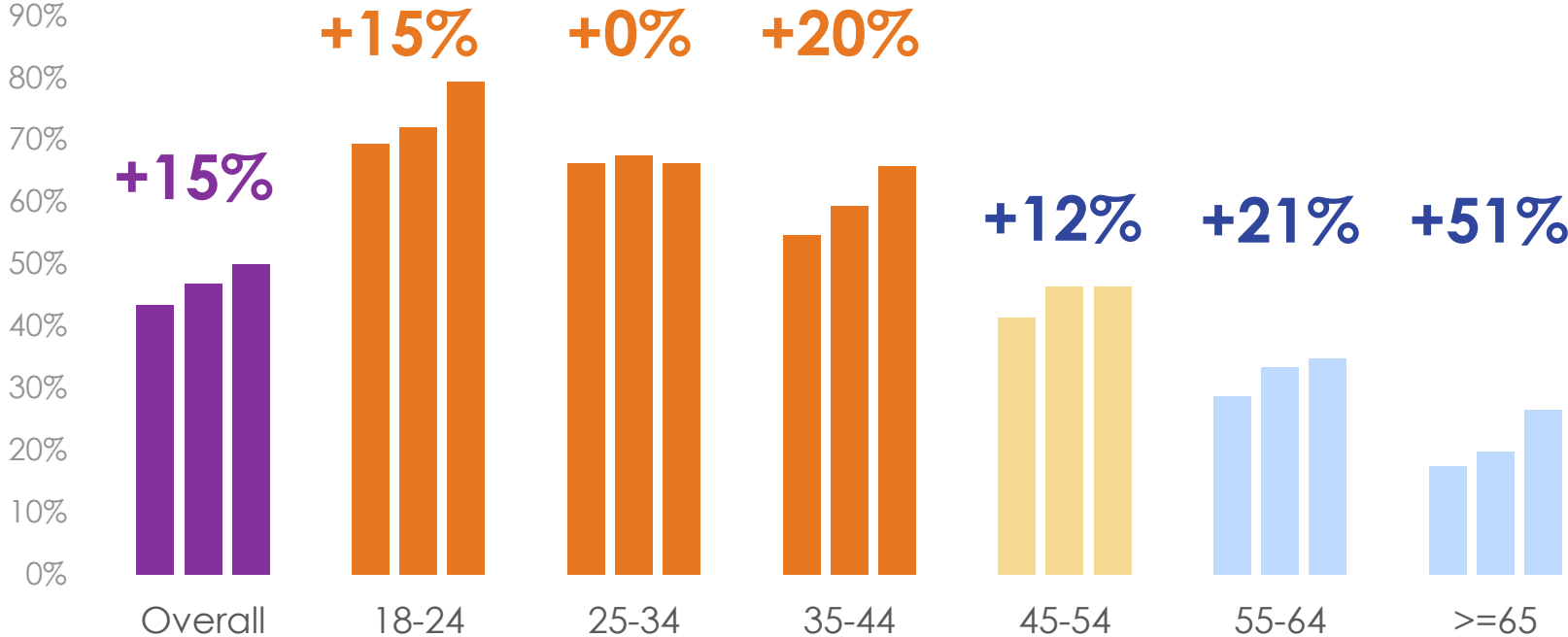
But here's another 10 words

CAN GEN Z PROVIDE CLUES FOR POST-COVID BEHAVIOUR?



% of Canadians using mobile banking in past month

2018-2020



SOURCE: CFM, Individuals Canada, n=varies (2018-2020)



A PARADOX OF ATTITUDES EXISTS





Photo by Chris Liverani





End Meeting



A photograph of a paved road with a white dashed line, leading towards a bright sun in a hazy, green landscape. The sun is low on the horizon, creating a lens flare effect. The road is in the foreground, and the background is a soft-focus green field.

But here's another **10 words**

WOMEN ARE HIGHER TECH SKEPTICS

SKEPTIC – BELIEVER INDEX



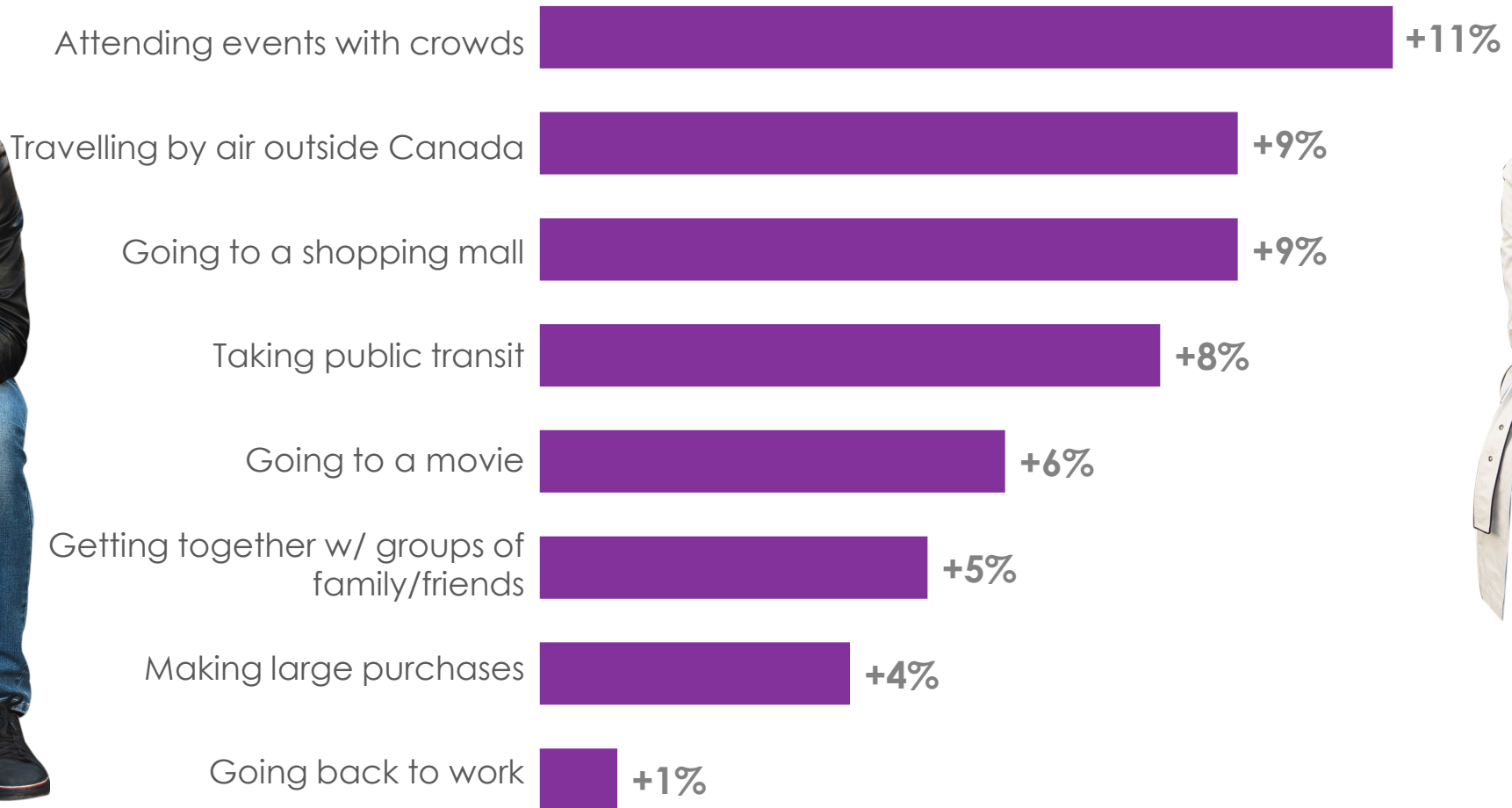
SOURCE: Context Next, n=varies



PERCEIVED RISKS OF RE-OPENING HIGHER AMONG WOMEN

Canadians believe activity is high risk

Percentage point difference (women vs men)



SOURCE: Context Trends – Knowledge Zones: Coronavirus Canada Tracking
N=1,214 (May 8, 2020)

THE FUTURE: REDEFINING VALUE



Photo by Michelle Henderson

THE FUTURE: GENERATIONAL DIGITIZATION



**ACCELERATE
CAPABILITY TO
MATCH NEW
BEHAVIOUR. IT'S NOT
GOING BACK.**

Q&A

UP NEXT

**Innovating During
Unprecedented Times**

June 16th



Kelly Becker
SVP, Innovation Service Line Lead

**Understanding Emerging
Consumer Behaviour**

June 22nd



Naumi Haque
SVP, Market Understanding & Strategy

See you then.

