

Attracting Gen Z To Your Credit Union

Jeff Fromm, Founder, FutureCast

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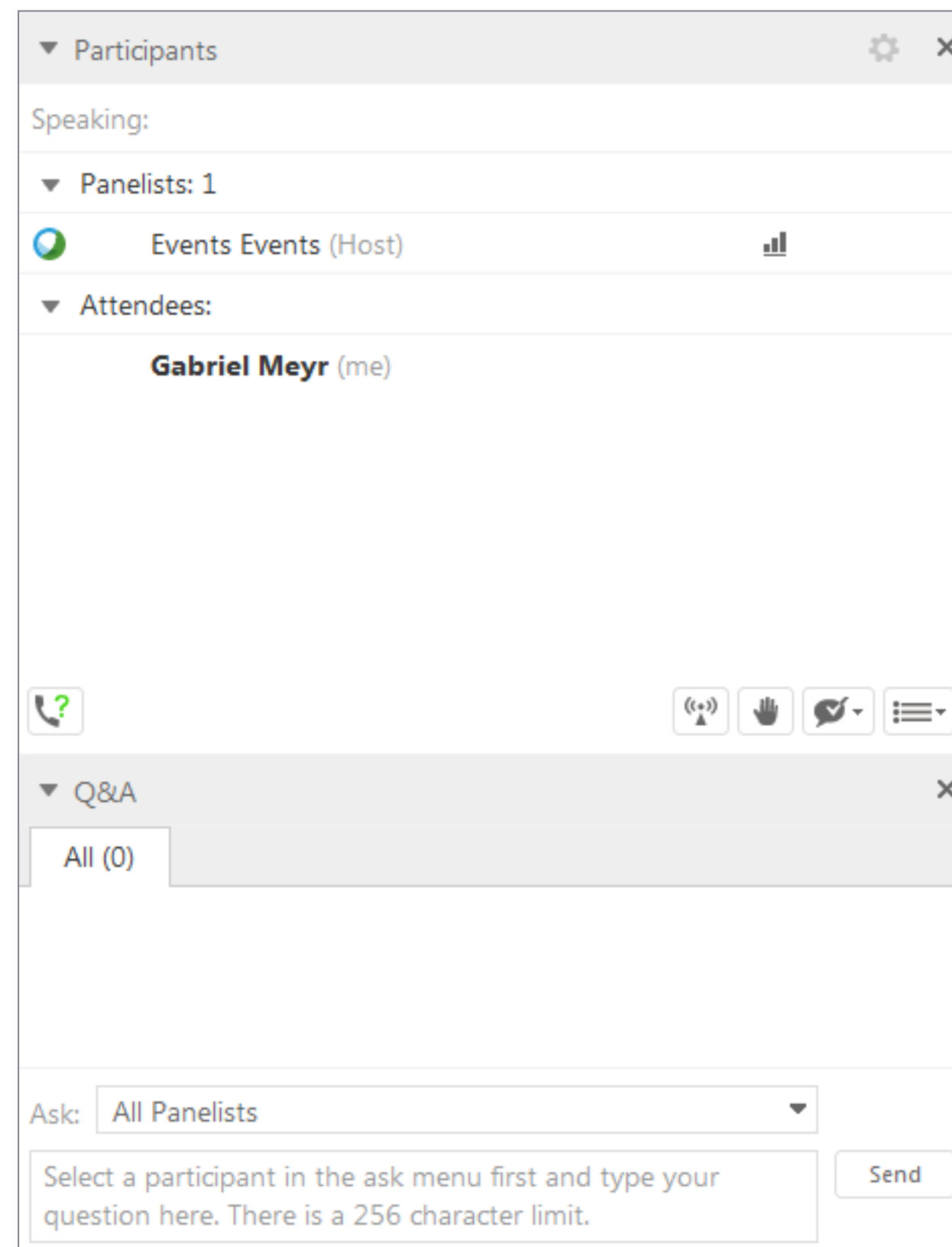
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Slide Link

Today's slides can be found online at:

<http://bit.ly/2019-04-02-attracting-gen-z>

We Encourage Questions



Use the

Questions Box

located on the right side of the screen, to type your comments or questions.

Tell Us What You Think!



Please take our post-event survey. We value your feedback!

Marketing to Gen Z & Financial Brands Are Cool Again



@JeffFromm

Generations At A Glance

Silent
Generation



1925-1945

Great Depression
Dust Bowl
WWII
McCarthyism

Boomers



1946-1964

Vietnam
Woodstock
Civil Rights Movement
Kennedy Assassination
Watergate
Space Exploration

Gen X



1965-1978

Fall of Berlin Wall
Challenger Disaster
AIDS
MTV
Iranian Hostage Crisis
Desert Storm

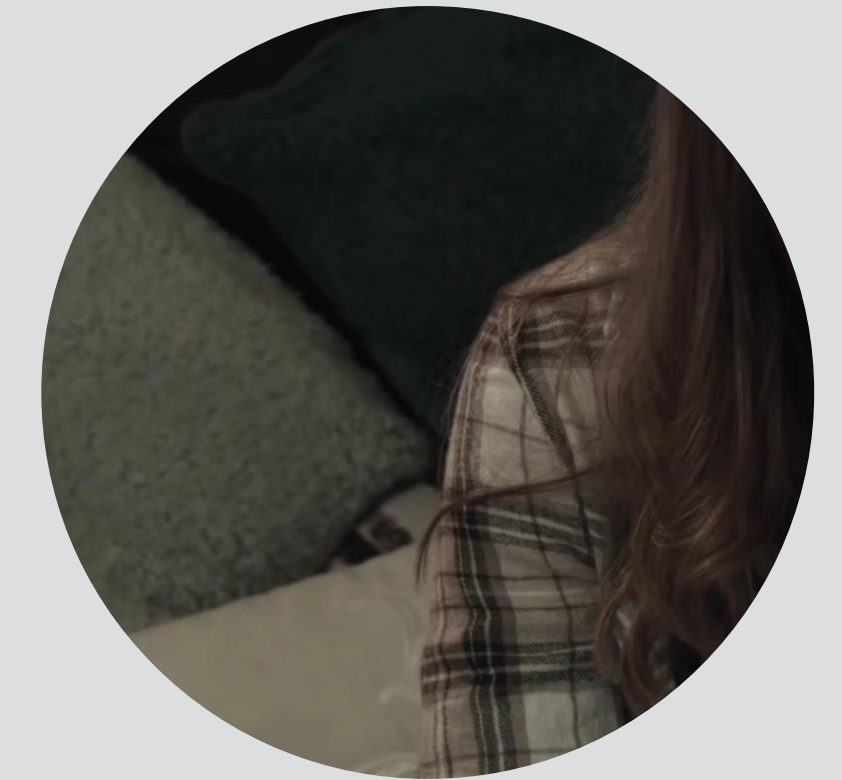
Millennials
or Gen Y



1979-1995

9/11
Columbine
Google
Social Media
Video Games
Y2K

Gen Z
or Pivotal



1996-2010

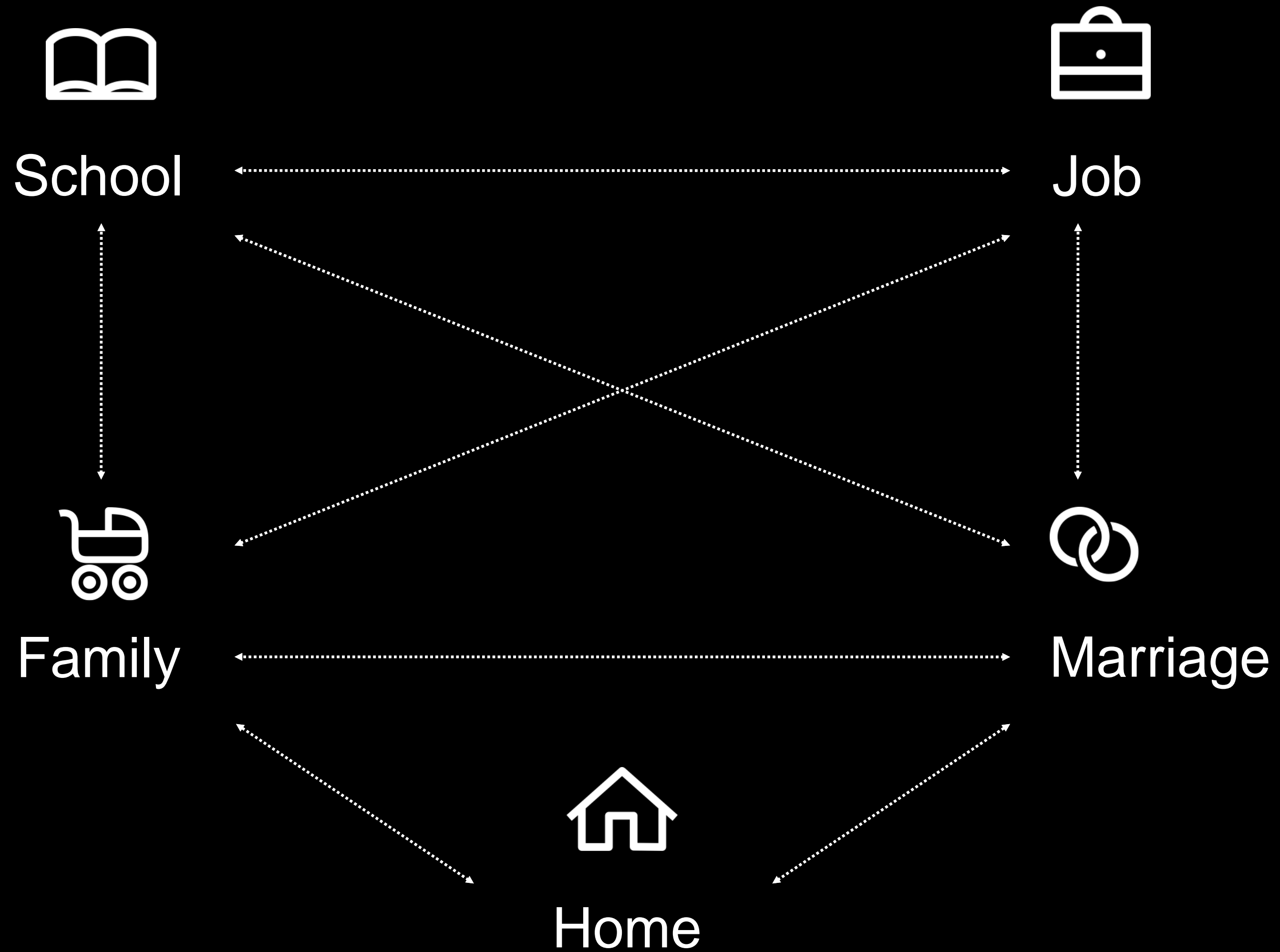
Great Recession
ISIS
Sandy Hook
Marriage Equality
1st Black President
Rise of Populism



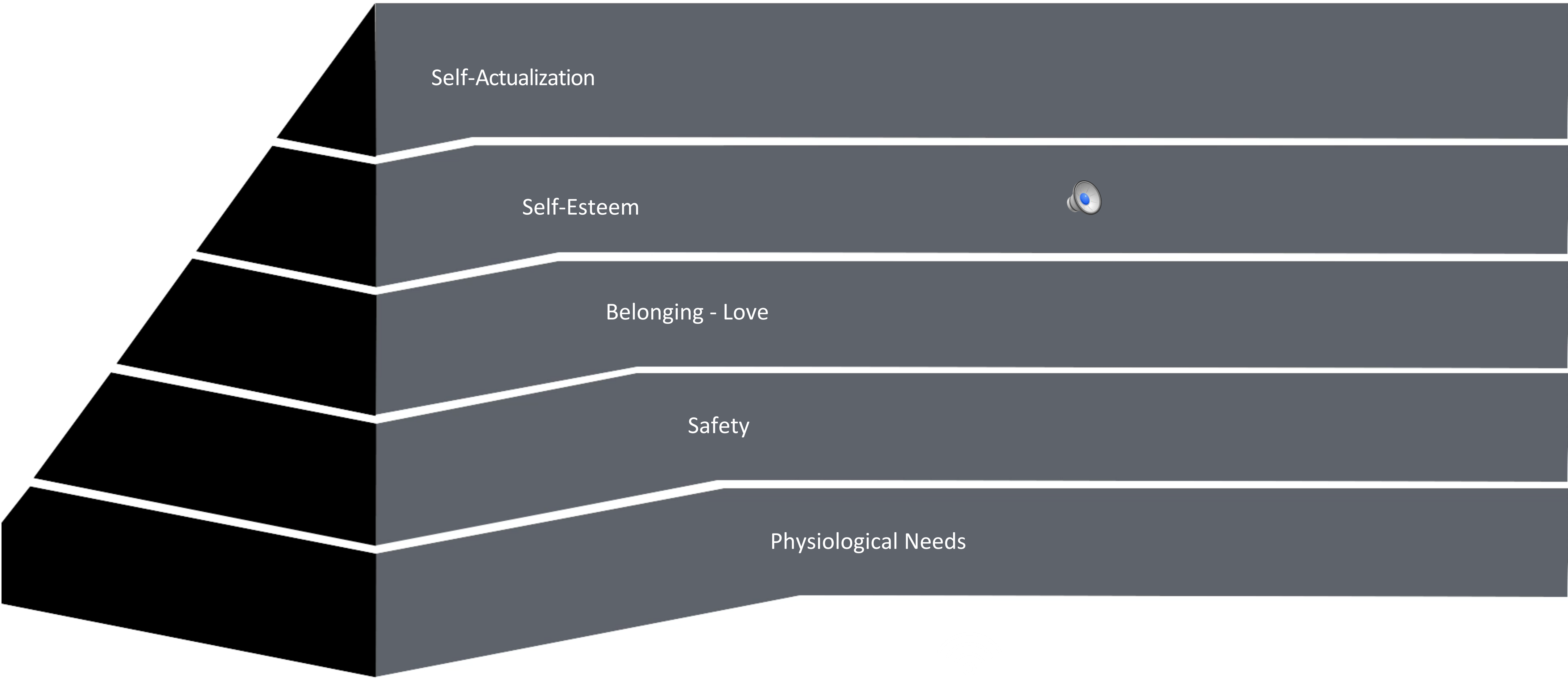
Millennials with Kids



Millennials with Kids







Self-Actualization

Self-Esteem

Belonging - Love

Safety

Physiological Needs





Meet Gen Z

Old souls in young bodies

#NeverAgain

#FreedomMovement

#NeverForget #MeToo

#HumanRights #TimesUp

#VegasStrong

#WaterIsLife



Millennials



Gen Z



Millennials



✖ HDR 🎯 ↻ 📷



📷 SLO-MO VIDEO PHOTO SQUARE PANO



Gen Z



Millennials



Gen Z

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Millennials

Gen Z



61 MILLION



Two-third of you already has a relationship with a financial institution



A Modern Consumer Mindset® Audit

200 Mindset Statements

National Sample

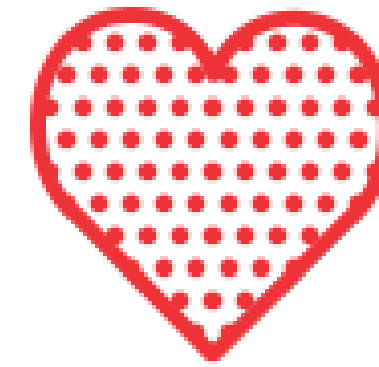
Derived Importance



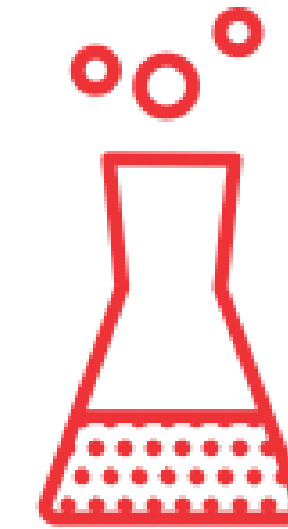
Modern Consumer Mindsets



1 Social Circle
Conversational & Participative



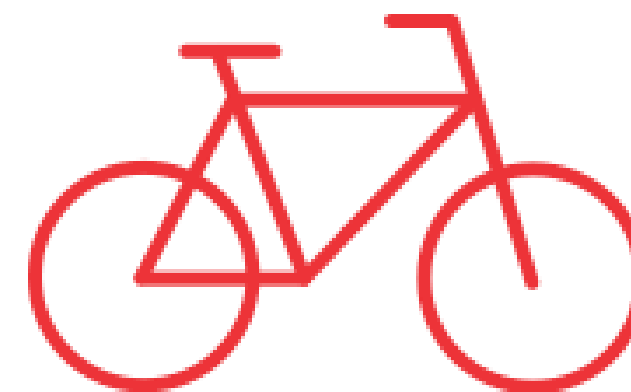
2 Self
Emotional Connection



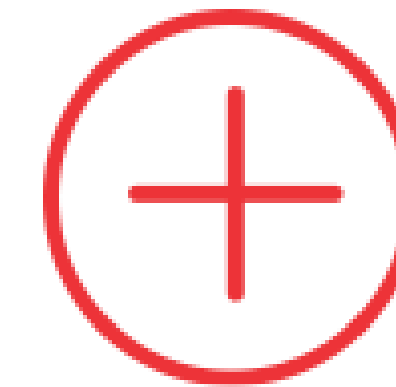
3 Innovative
Reinventing



4 Trusted
Puts Consumer Needs First

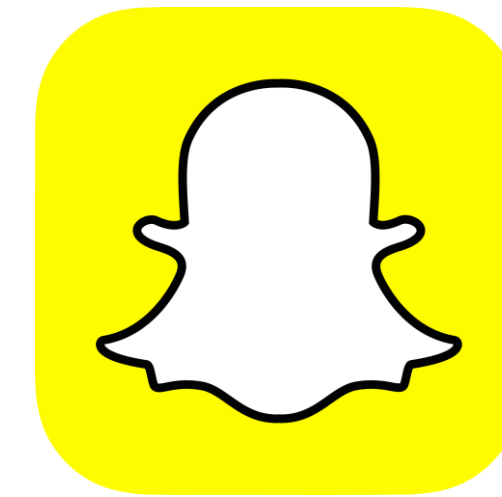


5 Accessible
Simplifies My Life



6 Purpose
Adding Good

Modern Consumer
Mindsets



Social Circle

Self

Innovative

Trusted

Purpose

Accessible

Is my brand part of cultural conversations?



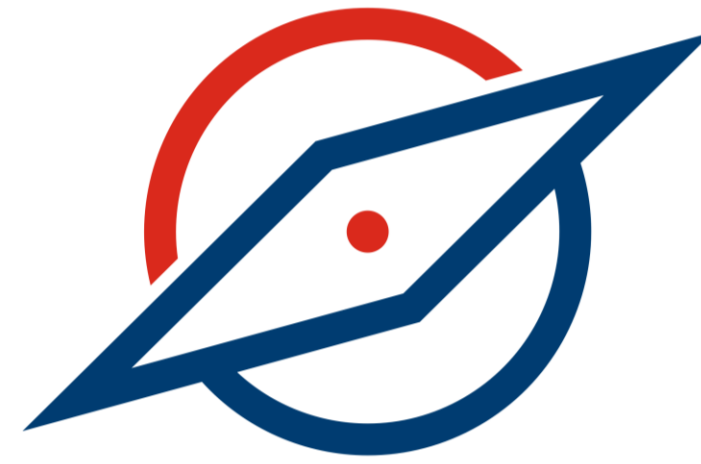
Modern Consumer
Mindsets



Social Circle
Self

Innovative
Trusted
Purpose
Accessible

Does my brand create an emotional connection?



COLLEGE
ROADMAP



Modern Consumer
Mindsets



Google



KRAVE
JERKY

Social Circle
Self

Innovative

Trusted

Purpose

Accessible

Is my brand constantly improving & reinventing itself?

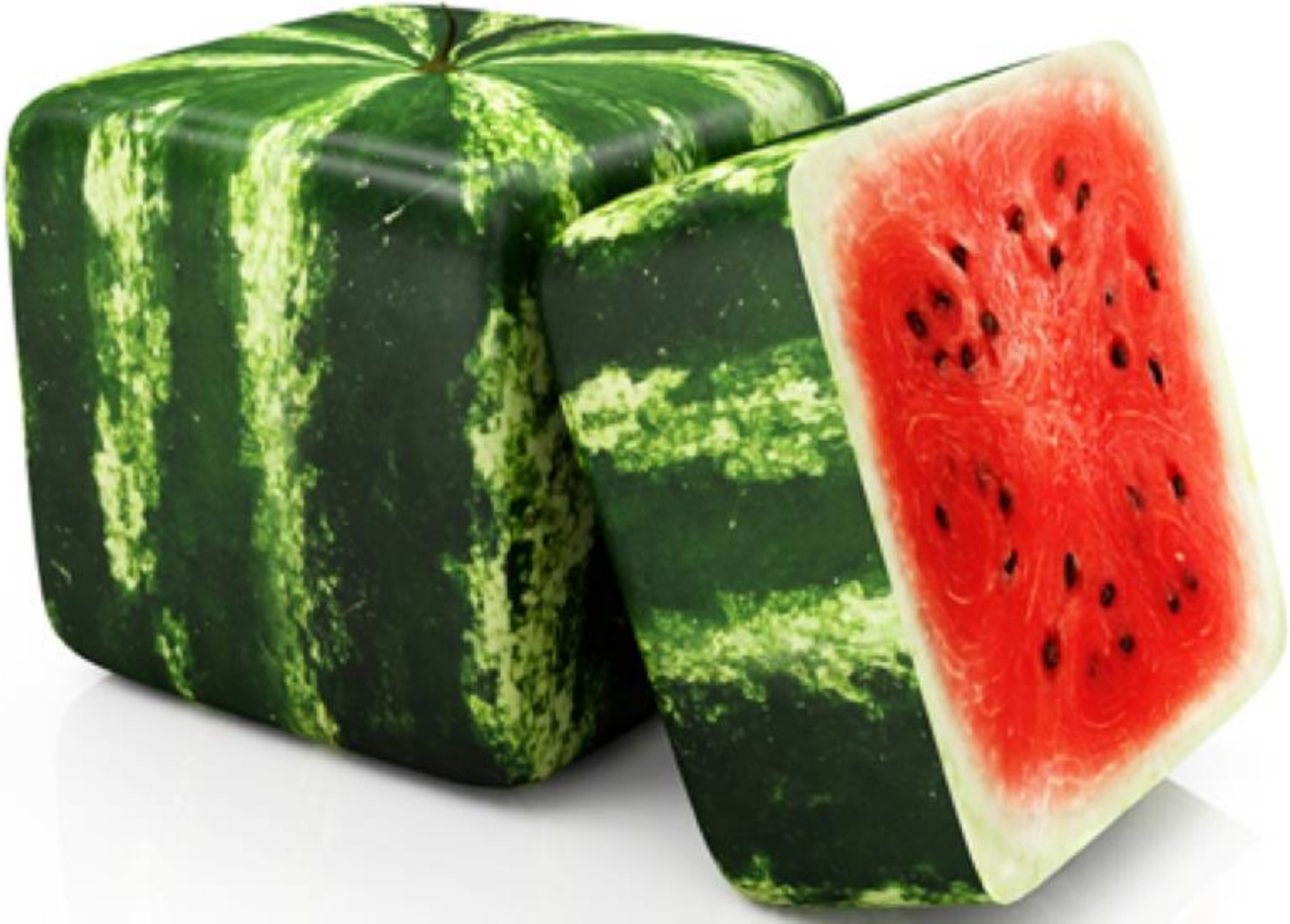


Disruptive Innovation

Sustaining Innovation

Emerging

Core





Modern Consumer
Mindsets



FedEx

Johnson & Johnson

Southwest 

Social Circle
Self
Innovative
Trusted
Purpose
Accessible

Is my brand remarkably consistent?

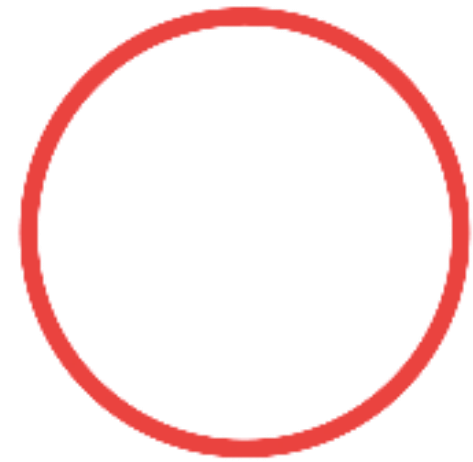


FedEx
Federal Express

WHATEVER IT TAKES.

Late pick up, overnight delivery, across Europe.

Modern Consumer
Mindsets



POSTMATES

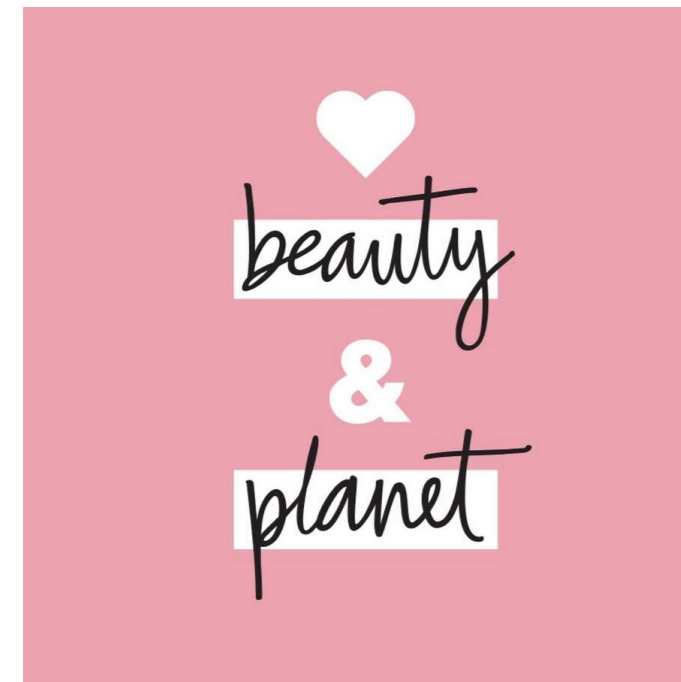


Social Circle
Self
Innovative
Trusted
Accessible
Purpose

Is my brand hyper-useful and hyper-convenient?

venmo

Youth Mindsets



Social Circle
Self
Innovative
Trusted
Accessible
Purpose

Does my brand add good to society?

UN PANEL QUE PRODUCE
AGUA POTABLE DEL AIRE
ES INGENIO EN ACCIÓN.



EXAMEN DE ADMISIÓN:
3 DE MARZO



AGUA

AQUÍ





Credit Union

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