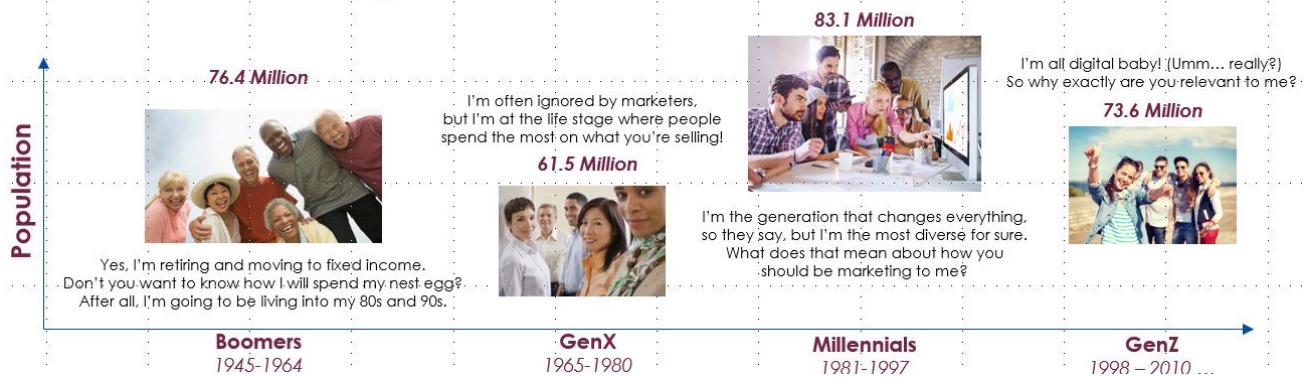


## GenZ to Boomers

### *Segmenting High-spending Personas for Increased Share of Wallet*

2018 Multi Client Study (US market)

## Understanding the Path to Increased Share of Wallet



調査目的：

- ◆ **Identify high discretionary spend segments in each generation**
  - › Motivators and interests that drive discretionary spend
- ◆ **Create *high-spender personas* within each generation**
  - › Levels of engagement with product categories and brands
  - › Lifestyle choices
  - › Online behaviors
  - › Preferred purchase paths
- ◆ **Dissect discretionary spend, and how *technology & brand engagement* is changing**
  - › Imaging, technology, electronics, entertainment & lifestyle, hobbies, and travel
- ◆ **Explore how younger influencers (GenZ) and buyers will change the *buyers of tomorrow***
- ◆ **Examine ways to capture greater share of wallet**
  - › Ways to drive awareness, consideration and brand loyalty

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