IMI NEXTWAVE™ CONTENT SERIES

Shifting Purchasing Behaviors Through Economic Realities

Presented by Don Mayo | February 9th 2023

ABOUT THE SPEAKER

DON MAYO

Global Managing Partner

Don started his career helping sponsors understand key optimization drivers around the Calgary Olympics. Over the past 25 years he has worked with 1,000+ organizations across 40+ countries to champion the voice of the consumer, accelerating the performance of go-to-market strategies for every stage of the consumer journey.

The driving force behind IMI's focus on innovation, Don is constantly in search of more efficient and effective ways to garner relevant, compelling, better insight for partners… driven by the purpose of INSIGHT.DRIVING.PROFIT.

A dynamic, sometimes provocative, always engaging speaker, Don has appeared on stages the world over and become known for his "straight-shooter" approach. With no lack of passion, he delivers undeniable value by being laser focused on the audience, working to enlighten, expand and empower better, fact-based business decisions.

IMI International Overview

SINCE 1971 OUR CORE PURPOSE

INSIGHT
DRIVING
PROFIT

150+
CLIENT PARTNERS

FROM **45+**
COUNTRIES

FOCUSED
INTEL

GEOGRAPHY
DEMOGRAPHIC
PASSIONS
CATEGORY

MONTHLY INSIGHT **X18** COUNTRIES
OFFICES ON FOUR CONTINENTS

RELEVANT
CONTEXT

50,000+
CASE STUDIES

R Y
G

PERFORMANCE VS.
IN-MARKET
BENCHMARKS

FACT-BASED GUIDANCE FOR EVERY STEP OF THE WAY

DISCOVER
UNCOVER
GENUINE
OPPORTUNITY

CONFIRM
FACT BASED RELATIVE TO IN
MARKET ACTION STANDARD
/ BENCHMARKS'

OPTIMIZE
MAKE THE MOST OF EVERY
DOLLAR WITH CONTINUOUS
ROI OPTIMIZATION

Uncover opportunity.
Set your strategy.
Intercept and engage.

Drive your ROI.

Report sources include:

IMI 24™
GENPULSE
GLOBALPULSE
CATEGORYPULSE

IMI NextWave™ - Looking forward into 2023

IMI NextWave™ continuously dives into salient topics on marketers minds today. **Fact based insight to drive your profit.**

Shifting Purchase Behaviors: TODAY

The Power of Brand: Acceleration through Inflation - March

Pulse on Youth – the Next Generation

Driving Connection through Sponsorship

Spotlight on Health & Wellness and Environmental Well-being

Promotions – How to Win the Game

To stay informed and get first access to upcoming events, follow us on LinkedIn and look out for our emails!

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IMI's Global Content Portal

content.consultimi.com

IMPACTING AND WINNING WITH CUSTOMERS IN 2023 AND BEYOND

ON THE MINDS OF CONSUMERS

Key concerns and trends across North America.

LEADING BRANDS – Unaided

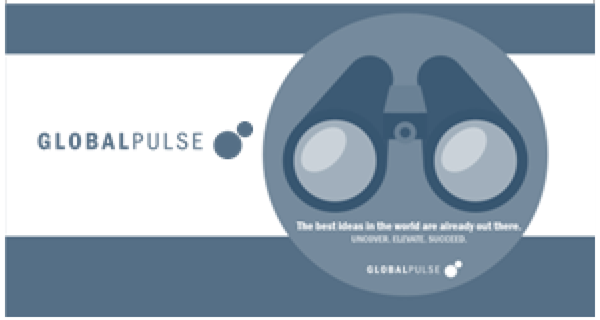
1. Best Value 2. More Interested in Now
3. Future Success 4. Fav Online Store

WHY / HOW PEOPLE BUY – DRIVERS OF PURCHASE

1. Over the Past 13 years 2. Today
3. Looking Forward

CASE STUDIES FROM AROUND THE GLOBE

Learn from what's out there so you don't have to start from scratch



ON CONSUMERS MINDS

ON CONSUMERS' MINDS

Financial Situation and Global Issues

Unaided
Words to Describe your Family's Financial Situation Today

Dec 2022: IMI GenPulse™ : N=5,000 per country

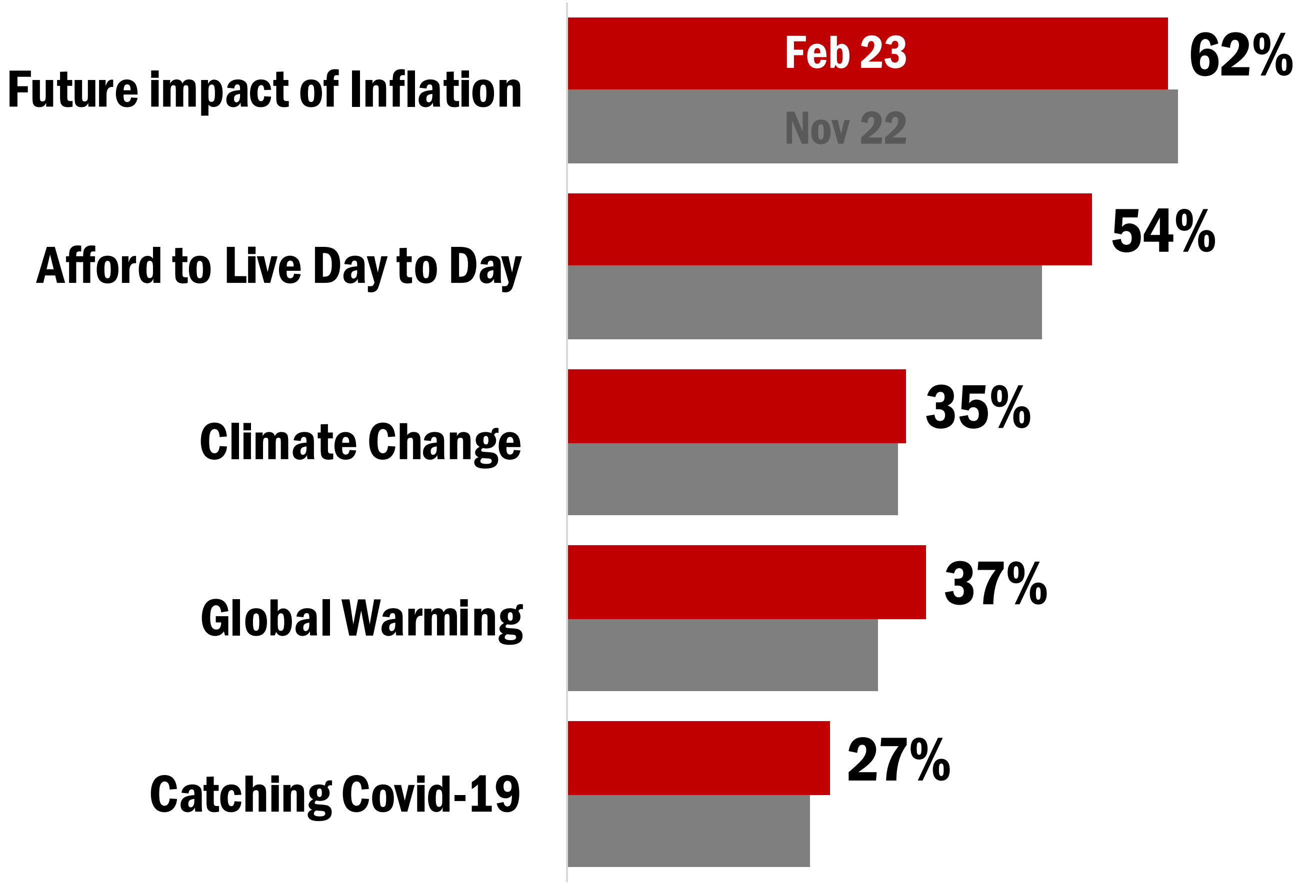
OPEN ENDED RESPONSES – OVER 1,000 TERMS USED

	USA	CANADA
Good/Great/Improving	38%	36%
Stable/Decent/Okay	43%	38%
Terrible/Struggle/Scared/Poor	20%	26%

PEOPLE'S CONCERNS

FEBRUARY 2023

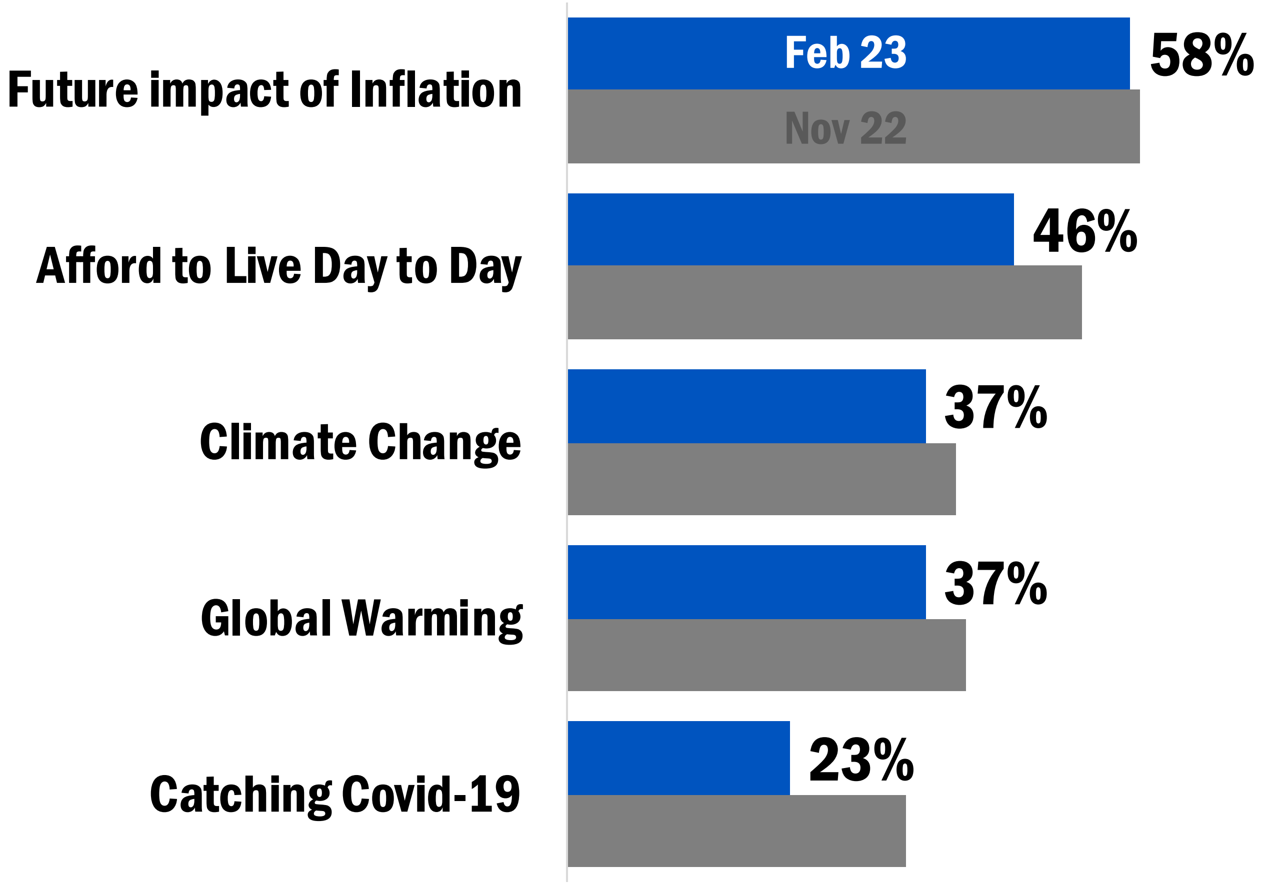
Severe Concern* for Global Issues today



* Severe concern = 'the most I have ever been concerned + extremely concerned'

FEBRUARY 2023

Severe Concern* for Global Issues today



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FEBRUARY 2023

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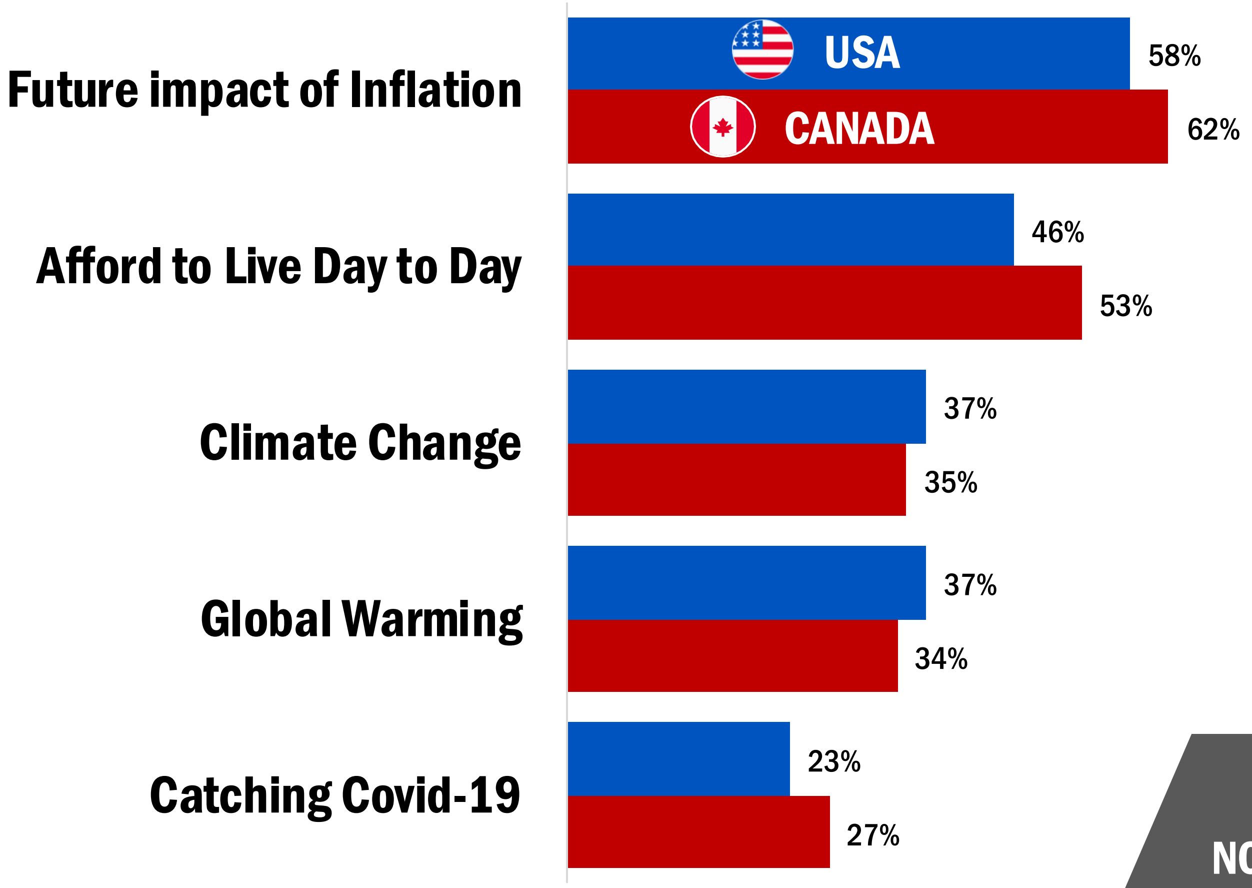


THESE ARE NORTH AMERICAN CONCERNS.

* Severe concern = 'the most I have ever been concerned + extremely concerned'

Concern today among North Americans

Feb 2023 : N=800 per country

	USA: MOST CONCERNED IN MY LIFETIME	USA: CONCERNED	CANADA: MOST CONCERNED IN MY LIFETIME	CANADA: CONCERNED
Covid	9% (-5%)	44%	7% (+1%)	47%
Climate Change	15% (+2%)	60%	15% (NC)	62%
Global Warming	14% (-3%)	59%	13% (NC)	62%
Financial Health	24% (-3%)	74%	23% (+1%)	75%
Physical Health	18% (-5%)	60%	17% (+1%)	66%
Mental Health	17% (-3%)	69%	13% (NC)	66%

Concern today among North Americans

Feb 2023 : N=800 per country

	USA: MOST CONCERNED IN MY LIFETIME	USA: CONCERNED	CANADA: MOST CONCERNED IN MY LIFETIME	CANADA: CONCERNED
Impact of inflation on current prices	31% (+2%)	81%	30% (+1%)	88%
Future impact of inflation on prices next 12 months	27% (NC)	84%	32% (+4%)	90%

Not as different as we may think.

Concern levels across North America are very similar.

TODAY'S CONCERN TO BE ABLE TO AFFORD TO LIVE DAY TO DAY

GenPulse™ Feb 2023 N=800 Canada N=800 USA: Concern

USA

66%

-8% Past Quarter

% Concerned - ANY
Feb 2023

21%

% Concerned
MOST EVER IN LIFE

CANADA

73%

+2% Past Quarter

% Concerned - ANY
Feb 2023

24%

% Concerned
MOST EVER IN LIFE

3 in 4

are **NOT** CURRENTLY paralyzed
by their financial reality

Overall financial concern has **NOT ACCELERATED** over the past six months.

(Sept 22 to Feb 23)

Intention to 'Carefully Budget and buy only what they need' More often in the Future

GEN-Z
(13-24)

28%

MILLENNIALS
(25-39)

45%

GEN-X
(40-55)

42%

BOOMERS
(55+)

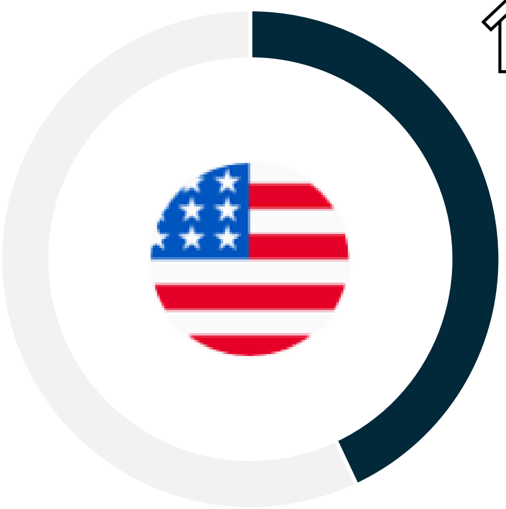
43%

GenPulse™ Feb 2023 N=800 : Concern

25+ are much more likely to be choiceful than the younger generation

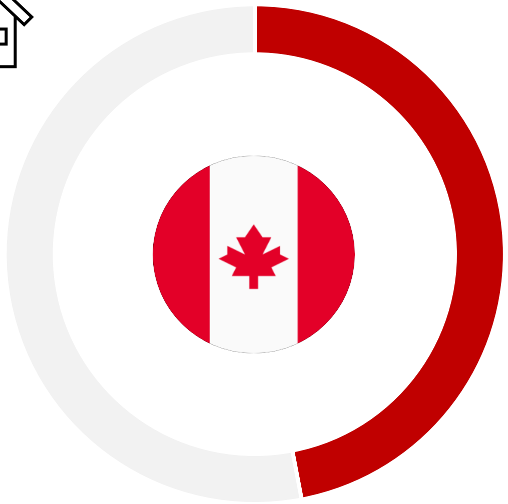
IN THE NEXT 12 MONTHS, INTENTION TO EAT MORE...

AT HOME



+43%

+8% Past Quarter



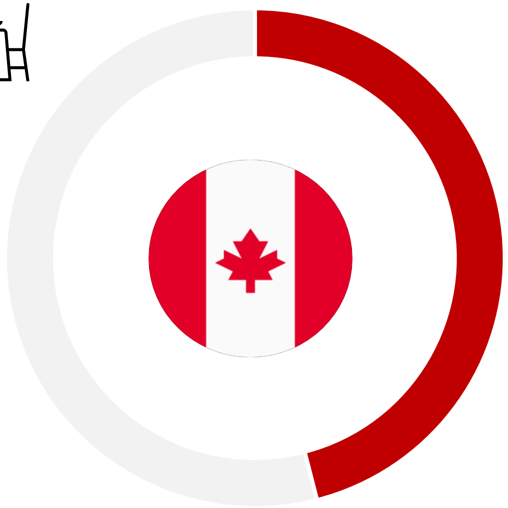
+47%

+8% Past Quarter

OUT AT A RESTAURANT

-27%

-5% Past Quarter



-46%

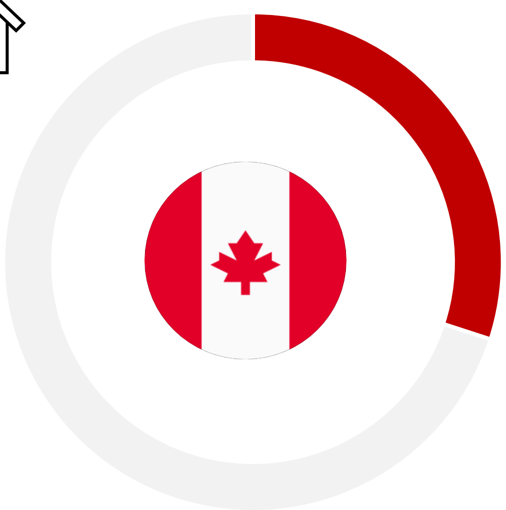
+/-0% Past Quarter

IN THE NEXT 12 MONTHS, INTENTION TO DRINK MORE COFFEE...

AT HOME

+24%

+6% Past Quarter



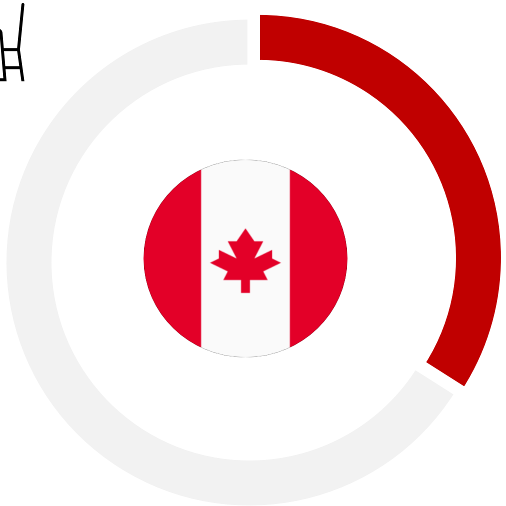
+30%

+4% Past Quarter

OUT AT A RESTAURANT

-13%

-2% Past Quarter



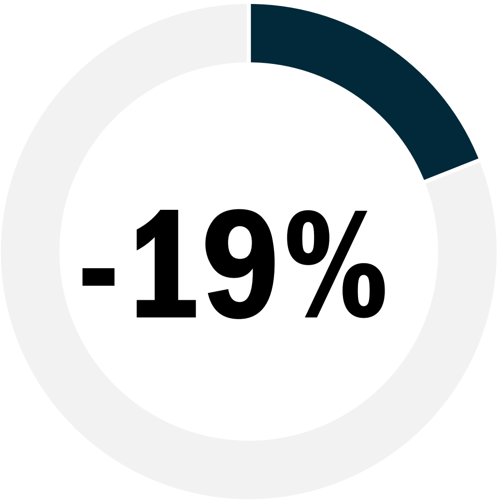
-34%

-1% Past Quarter

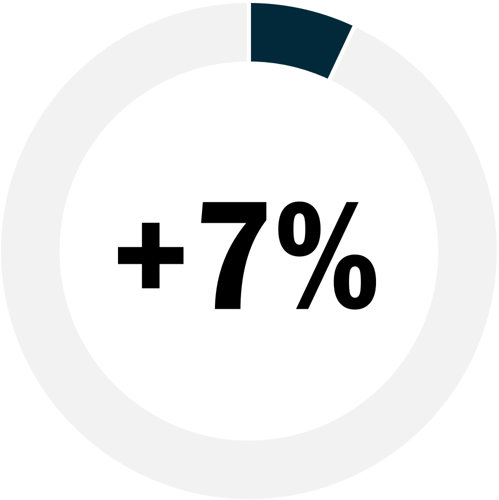
IN THE NEXT 12 MONTHS, INTENTION TO DO MORE OF

PLAN A VACATION - USA

HHI <$50,000

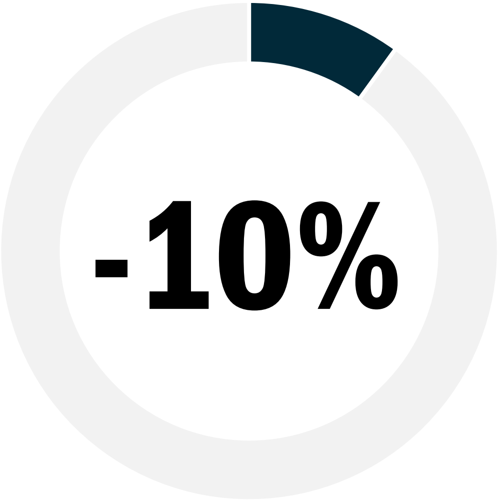


HHI >$100,000

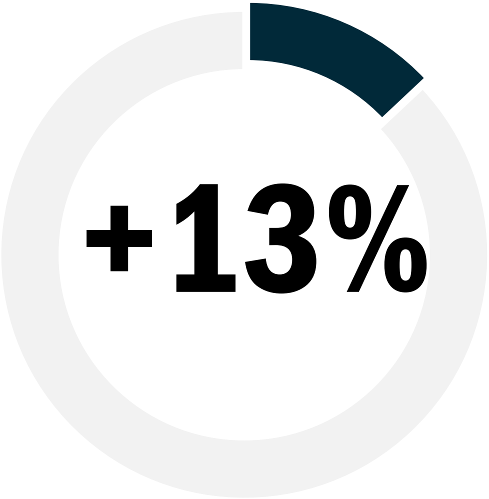


TRAVEL OUTSIDE YOUR COUNTRY - USA

HHI <$50,000



HHI >$100,000



The higher income group has the ability to do more (not surprising), but they are planning on vacationing, predominantly outside of the US

Moving forward, more people will be selective and looking for:

A

The need to buy the category; and then make decisions based upon

B

Your brand's strength and perceived value within that category

Most Concerned EVER in my life to be able to afford to live Day to Day

GEN-Z (13-24)	MILLENNIALS (25-39)	GEN-X (40-55)	BOOMERS (55+)
			
21%	23%	31%	13%

Gen X are the most concerned; Boomers are the most stable. Perhaps an untapped market with the ability to spend.

GenPulse™ Feb 2023 N=800 : Concern

Most Concerned EVER in my life to be able to afford to live Day to Day

GenPulse™ Feb 2023 N=800 : Concern

GEN-Z (13-24)	MILLENNIALS (25-39)	GEN-X (40-55)	BOOMERS (55+)
23%	24%	26%	23%




Canada tells a slightly different story where all generations are in the same boat. Good to be cognizant of the 25% that are in a tough place, we also need to understand that 75% are NOT feeling the same way.

1 in 4

are paralyzed by their financial reality

Remember
3 in 4 are not...

Most Concerned EVER in my life to be able to afford to live Day to Day

HHI Income <$50,000

31%

HHI Income $100,000+

15%

HHI Income <$50,000

24%

HHI Income $100,000+

24%

GenPulse™ Feb 2023 N=800 : Concern

Most Concerned EVER in my life to be able to afford to live Day to Day

MALE	FEMALE	MALE	FEMALE
			
18%	**26%**	**17%**	**29%**

GenPulse™ Feb 2023 N=800 : Concern

Females are the most concerned – pay inequality and lost jobs or more cognizent of financial health?

DRIVERS OF PURCHASE

Price Only – Size Of The Prize

Size Of The Prize

February 2023

Completed across the USA and Canada

N=1,600 respondents

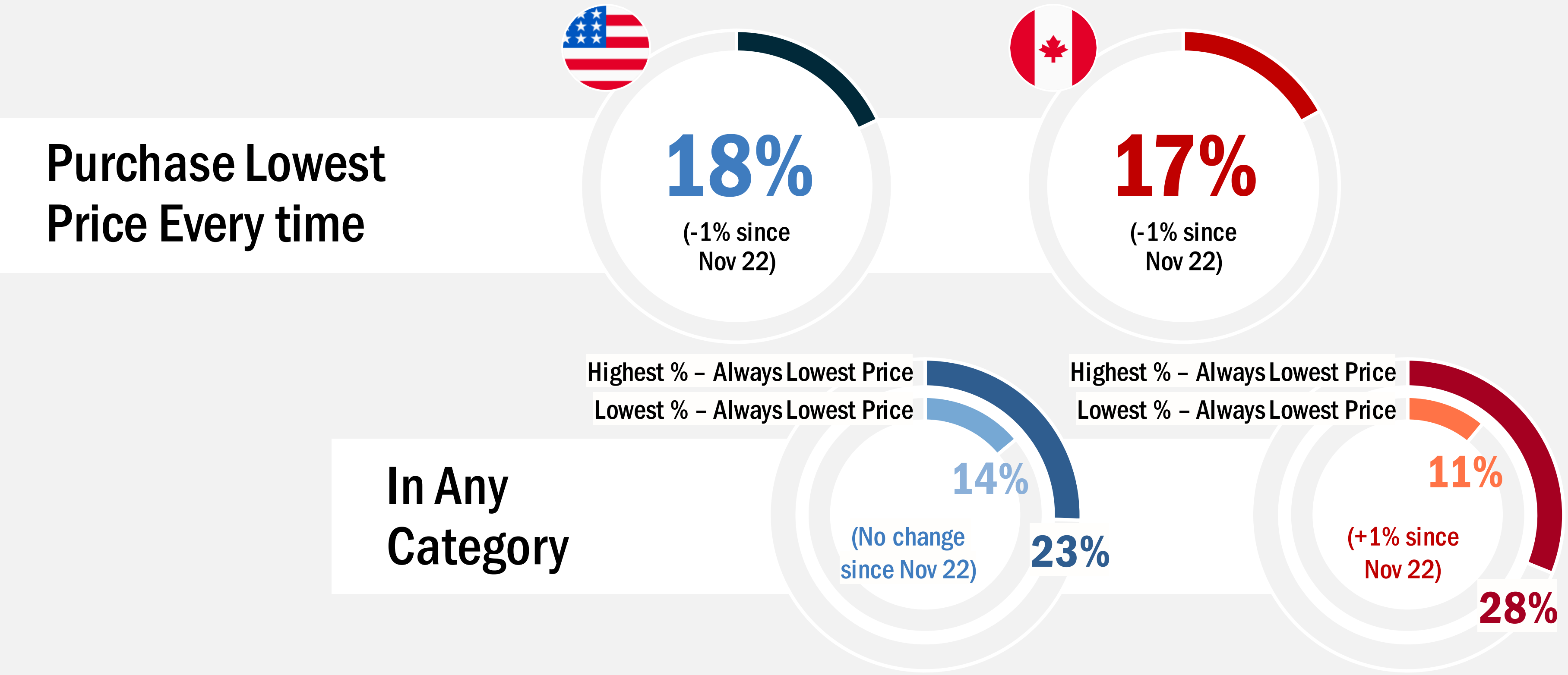
Deep dive across

14 categories

including: Beer, Cheese, chocolate bars, Detergent, Pizza, Coffee, Soft Drinks

Reality of Lowest Price

Feb 2023 : N=800 per country



<1 in 5

are LOWEST PRICE ALWAYS shoppers

LOW NOT LOWEST

>2 in 5

Buy less than 50% of a category based on LOWEST PRICE

This has not changed in a DECADE.
This reality is NOT ACCELERATING

The opportunity

On average 80% of decisions are made **outside of LOWEST price**.

Only 20% (1 in 5) **are made** based on LOWEST price.

(average of 14 categories)

DRIVERS OF PURCHASE

Price, Switching & Private Label

INTEND TO DO MORE OF

BUY MORE PRIVATE LABEL PRODUCTS IN THE NEXT 12 MONTHS

Asked Feb 2023 GenPulse™ Feb 2023 N=800

GEN-Z
(13-24)

11%

MILLENNIALS
(25-39)

25%

GEN-X
(40-55)

27%

BOOMERS
(55+)

30%

Note that brand badge is core to this Gen Z. Remember they are also NOT going to be as careful with their finances as 25+.

GENPULSE

INTEND TO DO MORE OF

SWITCH BRANDS THEY NORMALLY PURCHASE TO PRIVATE LABEL BRANDS

Asked Feb 2023 GenPulse™ Feb 2023 N=800

GEN-Z
(13-24)

19%

MILLENNIALS
(25-39)

22%

GEN-X
(40-55)

27%

BOOMERS
(55+)

33%

GENPULSE

INTEND TO DO MORE OF

TAKE EXTRA TIME TO SHOP FOR THE BEST VALUE IN THE NEXT 12 MONTHS

Asked Feb 2023 GenPulse™ Feb 2023 N=800

GEN-Z
(13-24)

32%

MILLENNIALS
(25-39)

34%

GEN-X
(40-55)

35%

BOOMERS
(55+)

39%

Best value DOES NOT ALWAYS MEAN PRIVATE LABEL.

GENPULSE

INTEND TO DO MORE OF

PURCHASE THE LOWEST PRICE EVERY TIME IN THE NEXT 12 MONTHS

Asked Feb 2023 GenPulse™ Feb 2023 N=800

GEN-Z
(13-24)

32%

MILLENNIALS
(25-39)

33%

GEN-X
(40-55)

31%

BOOMERS
(55+)

35%

Lowest DOESN'T ALWAYS WIN – it's perceived VALUE that counts.

GENPULSE

INTEND TO DO MORE OF

SWITCH BRANDS THEY NORMALLY PURCHASE TO THE CHEAPEST PRICED

Asked Feb 2023 GenPulse™ Feb 2023 N=800

GEN-Z
(13-24)

23%

MILLENNIALS
(25-39)

36%

GEN-X
(40-55)

34%

BOOMERS
(55+)

31%

GENPULSE

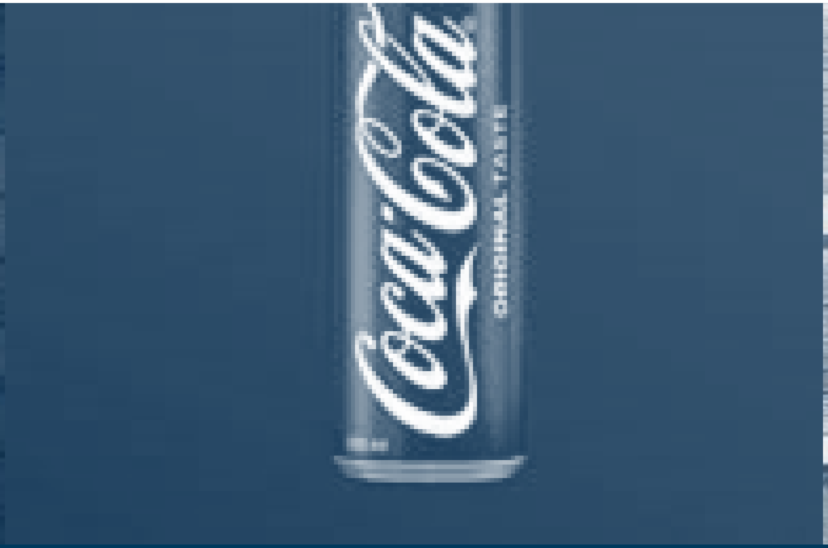
1 in 3

Intend to buy the LOW PRICE / VALUE 'more' but **2 in 3 plan to continue purchasing as they have in the past.**

The Power of your Brand and the effectiveness of your marketing – beyond price – are critically important throughout 2023 and beyond

In the USA, Boomers are **LEAST CONCERNED about finances** today, with the greatest intention to focus on taking time to get the greatest value and are willing to 'trade-off' within categories.


BRANDS THAT LEAD TODAY

BRANDS THAT LEAD TODAY

1. Offer The BEST Value

Unaided
Brands, Products, Services That Offer The Best Value

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 10

OPEN ENDED RESPONSES – OVER 1,000 BRANDS MENTIONED

USA		CANADA
Amazon	1	Apple
Apple	2	Amazon
Walmart	3	Walmart
Nike	4	Costco
Great Value	5	Nike
Netflix	6	Netflix
Target	7	Samsung
Samsung	8	No Name
Spotify	9	Kirkland
Dove	10	Presidents Choice

Unaided

Brands, Products, Services That Offer The Best Value

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 11 - 20

OPEN ENDED RESPONSES – OVER 1,000 BRANDS MENTIONED

USA		CANADA
Aldi	11	Spotify
Costco	12	YouTube
Google	13	Adidas
Adidas	14	Google
AT&T	15	Sony
Kroger	16	Canadian Tire
Hulu	17	Great Value
Kirkland	18	Lululemon
T Mobile	19	H&M
Shein	20	Toyota

BRANDS THAT LEAD TODAY

2. Brands More Interested in today than 12 months ago

Unaided

Brands More Interested in today than 12 months ago

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 10

OPEN ENDED RESPONSES – OVER 1,000 BRANDS MENTIONED

USA		CANADA
Amazon	1	Apple
Nike	2	Amazon
Apple	3	Nike
Walmart	4	Samsung
Samsung	5	Tesla
Adidas	6	Adidas
Target	7	Google
Google	8	Netflix
Netflix	9	Lululemon
Sony	10	Sony

Unaided

Brands More Interested in today than 12 months ago

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 11 – 20

OPEN ENDED RESPONSES – OVER 1,000 BRANDS MENTIONED

USA		CANADA
Tesla	11	Sephora
Microsoft	12	Costco
Shein	13	Walmart
YouTube	14	Toyota
Disney	15	Microsoft
Puma	16	Under Armour
Gucci	17	Shein
Under Armour	18	Zara
Ebay	19	LG
Costco	20	Kirkland

Unaided

Brands More Interested in today than 12 months ago

Dec 2022: IMI GenPulse™ : N=5,000 per country

HONORABLE MENTIONS

- Fashion
- Auto
- Cellular
- Social
- Personal Care
- QSR
- Banking

USA		CANADA	
Gucci	R17	Gucci	R22
Ford	R22	Disney	R23
Jordan	R24	Hyundai	R27
Verizon	R25	Tim Hortons	R31
TikTok	R29	YouTube	R34
Facebook	R31	Air Canada	R35
Twitter	R37	Aritzia	R36
Dove	R46	CTC	R39
McD	R70	McD	R40
Instagram	R79	TikTok	R51
Yeezy	R111	RBC	R84

Unaided
Brands More Interested in today than 12 months ago

Dec 2022: IMI GenPulse™ : N=5,000 per country

VALUE BRANDS

- Value
- Private Label
- Price Discount

USA		CANADA	
Amazon	R1	Amazon	R2
Walmart	R4	Costco	R13
Target	R7	Walmart	R14
Shein	R13	Shein	R18
eBay	R19	Kirkland	R24
Costco	R20	No Name	R26
Aldi	R44	Joe Fresh	R49
Great Value	R60	Great Value	R55
Kirkland	R81	eBay	R59
		Winners	R77

BRANDS THAT LEAD TODAY

3. Huge Success next 5 Years

Unaided
Brands products, services that people believe will be hugely successful in the next 5 years

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 10

OPEN ENDED RESPONSES – OVER 1,000 BRANDS MENTIONED

USA		CANADA
Amazon	1	Apple
Apple	2	Amazon
Nike	3	Tesla
Tesla	4	Nike
Meta/Facebook	5	Samsung
Samsung	6	Google
Walmart	7	Netflix
Netflix	8	Twitter
Spotify	9	Spotify
Google	10	TikTok

BRANDS THAT LEAD TODAY

4. Favorite Place to Shop Online

Unaided Favorite Place to Shop Online

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 10

OPEN ENDED RESPONSES – OVER 500 BRANDS MENTIONED

USA		CANADA
Amazon	1	Amazon
Walmart	2	Walmart
eBay	3	eBay
Target	4	Costco
Shein	5	Shein
Etsy	6	Best Buy
Nike	7	Ali Express
Best Buy	8	Sephora
Macy’s	9	Indigo
Kohls	10	Sephora

Unaided Favorite Place to Shop Online

Dec 2022: IMI GenPulse™ : N=5,000 per country

TOP 11 – 20

OPEN ENDED RESPONSES – OVER 500 BRANDS MENTIONED

USA		CANADA
Costco	11	Canadian Tire
Wish	12	Apple
Apple	13	Old Navy
Google	14	Wish
Nordstrom	15	Etsy
Fashion Nova	16	Nike
Chewy	17	Kijiji
Ulta	18	Lululemon
Wayfair	19	The Bay
Hot Topic	20	Wayfair

DRIVERS OF PURCHASE in Feb 2023

Across 110 Marketing/Brand Activation Tactics

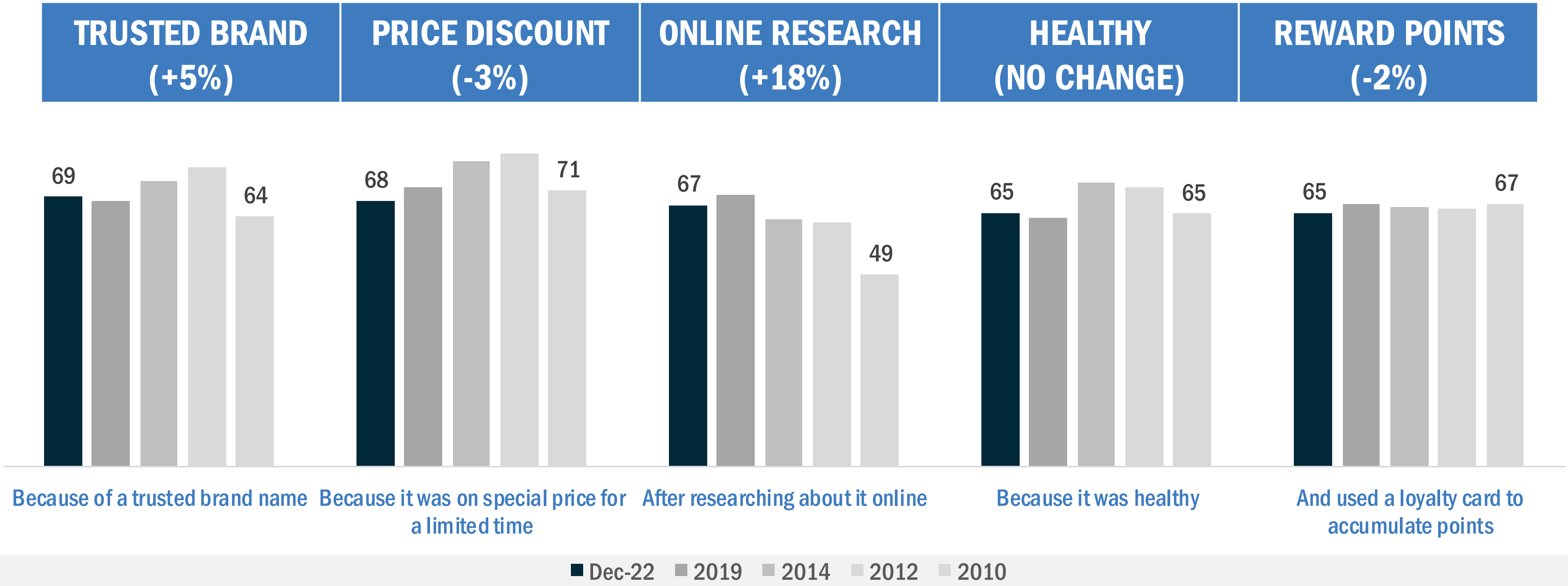
DRIVERS OF PURCHASE

Changes Over a Decade

THE LAST 12 YEARS!

Purchasing a brand, product or service. Purchase drivers 1-5.

NOT a significant amount of change from a high level in 12 years, EXCEPT for the acceleration of online (not surprising).



THE LAST 12 YEARS!

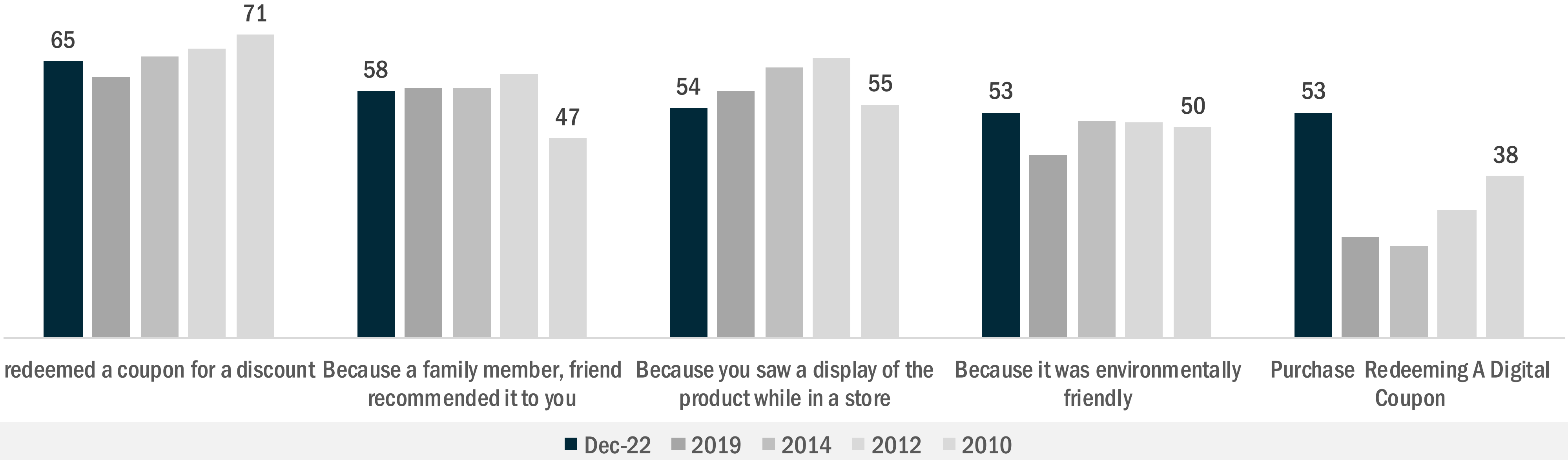
Purchasing a brand, product or service. Purchase drivers 6-10

Never discount the trust and power of a word of mouth and the trust that comes with it

The growth of digital continues but so does the importance of an in-store display.

BOTH IN STORE AND ONLINE HAVE THEIR PLACE IN THE PURCHASE CYCLE

DISCOUNT COUPON (-6%)	RECOMMENDATION (+11%)	IN STORE DISPLAY (+18%)	ENVIRONMENTALLY FRIENDLY (+3%)	DIGITAL COUPON (+15%)



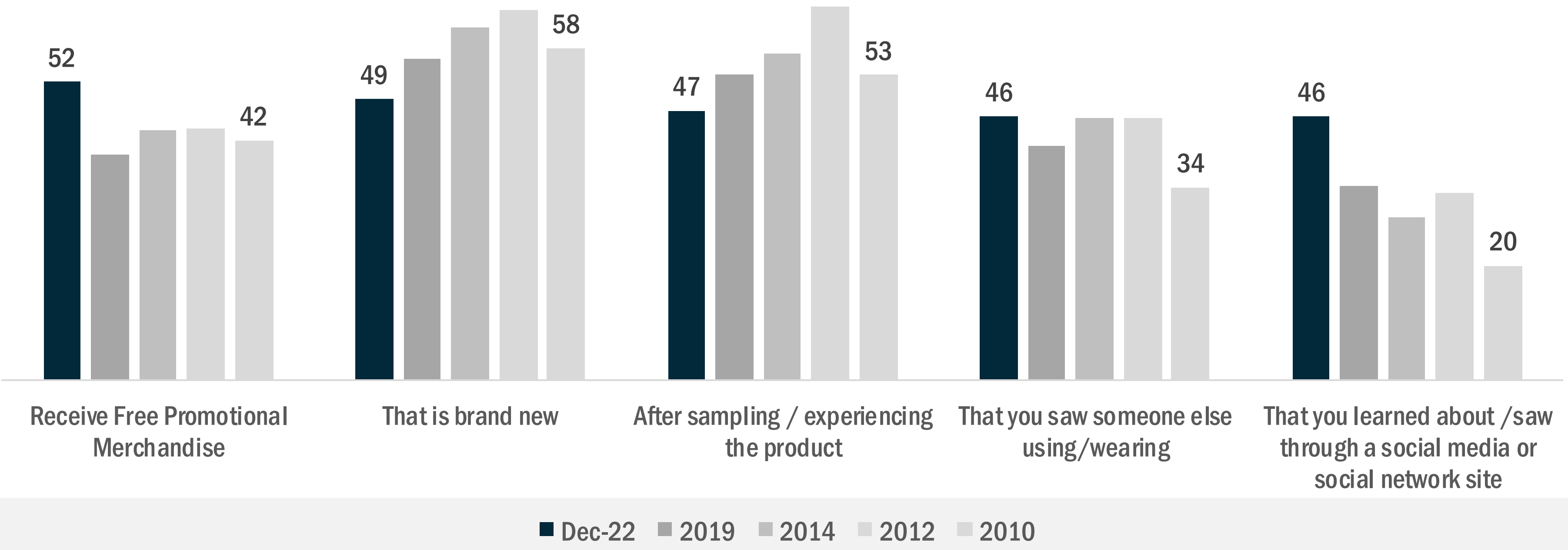
THE LAST 12 YEARS!

Purchasing a brand, product or service. Purchase drivers 11-15

There's power in the influence of others, not necessarily celebrities or "influencers".

PEOPLE STILL LOVE FREE STUFF...even more so than in 2010.

WITH FREE MERCH (+10%)	THAT IS NEW (-9%)	AFTER SAMPLING (-6%)	SAW OTHERS USING (+13%)	SOCIAL MEDIA (+26%)



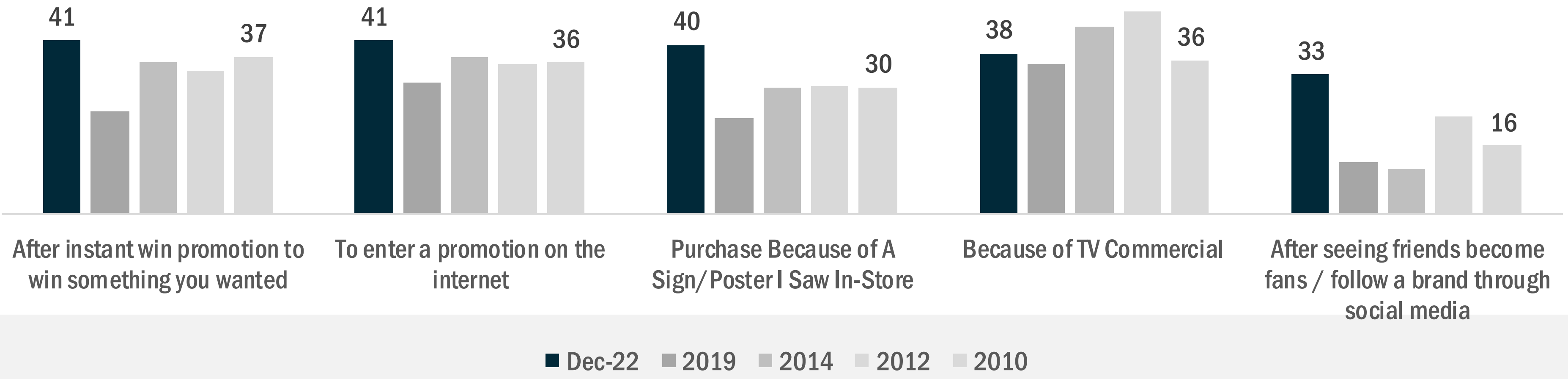
THE LAST 12 YEARS!

Purchasing a brand, product or service. Purchase drivers 16-20

PROMOTIONAL INFLUENCE REMAINS STRONG.

The theme of in store and influence of friends continues throughout the top 20 purchase drivers.

INSTANT WIN PROMO(+4%)	ONLINE PROMOTION (+5%)	IN STORE SIGNAGE (+10%)	TV COMMERCIAL (+2%)	SEEING FRIENDS FOLLOW THE BRAND (+17%)



HOW PEOPLE SHOP

Past 12 months

Impact of Research Online about a Product/Service – Pre-Shop

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

PRE-SHOP RESEARCH IS KEY, especially with Gen X.

Consider your ratings, the information and content that represents your brand online to capitalize on this moment.

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
	%	%	%	%	%
Purchase After Researching **Online**	**67 (+3)**	60 (+3)	64 (-5)	**74 (+10)**	67 (+3)
Purchase After Researching Through **Social Media**	**49 (+8)**	51 (+3)	**59 (+9)**	**52 (+13)**	**30 (+3)**

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

GENPULSE

The Pandemic Accelerated the Online Experience to Stay

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

ONLINE IS HERE TO STAY.

If you're not online, why not? You're missing out on opportunity.

Passion Points – 1+ Times in the P 12 Months		USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
	N=	4,931	941	1,471	1,560	959
Purchase after browsing…		%	%	%	%	%
Online On **Amazon**		**73 (+3)**	68 (+9)	71 (+1)	**82 (+12)**	**68 (-11)**
Online On **Walmart**		**58 (+7)**	52 (+1)	67 (+9)	53 (+3)	**60 (+16)**
Online On **Costco**		**36 (+7)**	**40 (+14)**	**54 (+17)**	23 (-6)	20 (-3)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

GENPULSE

PRICE VS. TIME

Past 12 months

Purchase Drivers: Price vs Time

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Price and convenience are important – but people taking their time to look around TRULY DEMONSTRATES VALUE AS A KEY DRIVER

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
	%	%	%	%	%
Take Time To Look For The Best Price	**83 (+4)**	76 (+5)	83 (+8)	86 (+6)	87 (-2)
Pay A Little Extra To Save Time Shopping	**56 (-1)**	53 (+1)	60 (+2)	56 (-3)	50 (-6)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

GENPULSE

WHERE THEY SHOP ONLINE

Past 12 months

People buy when intercepted in-store with display, experiences and sampling

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Intercepting drives purchase, it drives a moment of truth.

SAMPLING AND EXPERIENCING A PRODUCT ARE ALSO CORE DRIVERS OF TRUST.

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
Purchase	%	%	%	%	%
Because of A Display I Saw In The Store Aisles	59 (NC)	52 (+ 6)	65 (+ 8)	65 (-3)	52 (-11)
After Experiencing A Service/Product	55 (+6)	69 (+26)	51 (- 2)	52 (NC)	53 (+6)
Because The Product Was New	55 (+7)	60 (+13)	60 (+13)	51 (-1)	50 (+9)
Because It Was A Product I Sampled	57(+2)	62 (+15)	63 (+ 2)	53 (-2)	54 (-1)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

CONSIDER HOW YOU CAN BE FRONT AND CENTER OR AS A RETAILER WHO SHOULD BE FRONT AND CENTER TO CONNECT WITH CONSUMERS AND DRIVE YOUR PROFIT.

GENPULSE

IMPACT OF PRICE DISCOUNTS

Past 12 months

Price does and always has driven purchasing...

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

And it has been and will continue to provide a negative ROI across most brands.

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
Purchase...	%	%	%	%	%
Because It Offered Buy One Get One Free	**72 (+3)**	65 (+7)	76 (+6)	72 (+1)	72 (nc)
Because It Offered A Special Price	**67 (+4)**	61 (+1)	67 (+2)	67 (+6)	71 (+3)
Because It Offered A Digital Coupon	**60 (+3)**	61 (+18)	65 (+/8)	60 (+1)	51 (-17)

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GENPULSE

IMPACT OF SHIPPING

Past 12 months

Shipping does not have to be next day, but free with purchase is critical to drive short-term purchasing and loyalty

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
Purchase products online because they offer....	%	%	%	%	%
Free Shipping	**68**	68	71	68	64
Next Day Delivery	**62**	74	60	62	57
Delivers in 3 Days	**62**	58	72	68	64
Live Tracking For Delivery	**51**	45	54	49	58

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

Gen Z's expect a faster delivery but everyone likes FREE

GENPULSE

LOYALTY REWARDS IMPACT

Past 12 months

Loyalty Rewards Drives Purchasing – but it must deliver Incremental ROI

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

INTEREST IN LOYALTY PROGRAMS HAS GROWN ACROSS THE USA, DRIVEN BY GEN Z…our next generation of purchasers.

Loyalty programs drive purchase BUT they have to be mutually beneficial.

Passion Points – 1+ Times in the P 12 Months		USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
	N=	4,931	941	1,471	1,560	959
Purchase…		%	%	%	%	%
After Redeeming Loyalty Points		64 (+2)	57 (+7)	72 (+11)	56 (-10)	71 (3)
Because I Receive Loyalty Points		59 (+5)	54 (+14)	65 (+7)	64 (+6)	44 (-15)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

GENPULSE

IMPACT OF COMMUNITY/CAUSE

Past 12 months

Cause and Charity all have a place – but LOCAL drives the greatest impact

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Passion Points – 1+ Times in the P 12 Months		USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
	N=	4,931	941	1,471	1,560	959
Purchase Because The Product …		%	%	%	%	%
Is Made Locally		58 (+5)	**59 (+15)**	56 (+3)	52 (-5)	**72 (+18)**
Supports the Local Community		52 (+8)	**52 (+15)**	**67 (+18)**	47 (+1)	**33 (-10)**
Support Charities		49 (+5)	**52 (+15)**	54 (+2)	55 (+13)	**28 (-15)**
Support Eliminating Climate Change		32(+1)	**49 (+14)**	36 (nc)	32 (+2)	**10 (-12)**

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GENPULSE

IMPACT OF TRADITIONAL MASS

Past 12 months

Traditional Media Continues to drive purchase – with strong growth for Television Commercials and Magazine across Gen Z and Millennials.

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
Purchase Because The Product …	%	%	%	%	%
I saw on a Television Commercial	**44 (+1)**	**49 (+7)**	**58 (+15)**	49 (+5)	28 (-11)
I saw in a Magazine	**41 (+9)**	**45 (+15)**	**55 (+19)**	35 (+2)	25 (-6)
I saw in a Newspaper	**32 (-1)**	21 (-7)	46 (+4)	32 (+2)	**21 (-10)**
I saw on Billboard / Transit Shelters	**26 (NC)**	30 (+2)	27 (-10)	35 (+12)	5 (-6)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

GENPULSE

IMPACT OF SOCIAL MEDIA

Past 12 months

Social Media does drive purchasing at an increasing rate but stay focused on ROI.

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

Passion Points – 1+ Times in the P 12 Months	USA 13 to 65 Years of Age	GEN Z 13-24 Years of age	MILLENNIALS 25-39 Years of Age	GEN X 40-55 Years of Age	BOOMERS 55 to 65 Years of Age
N=	4,931	941	1,471	1,560	959
Purchase Because The Product …	%	%	%	%	%
I Saw On YouTube	39 (+8)	44 (-6)	45(+7)	33(+6)	28 (+15)
I Saw On Facebook	38 (+5)	41 (+10)	54 (+10)	27 (-6)	27 (+5)
I Saw On Pinterest	35 (+5)	39 (-1)	53 (+15)	28 (+3)	19 (+5)
I Saw On Instagram	34 (+7)	30 (-9)	53 (+15)	25 (+5)	19 (+9)
I Saw On TikTok	30 (+6)	55 (+18)	35 (-2)	24 (+8)	0 (-4)
I Saw On Snapchat	25 (+4)	35 (nc)	31 (+3)	22 (+6)	5 (-2)

'( )' INDICATES % CHANGE SINCE FEB 2020 – PRE-COVID

While social can drive purchase, ad fraud and cost have all increased at a very high rate – ensure that your brand is receiving an ROI on purchasing.

GENPULSE

ACTIONS THAT DRIVE PURCHASING

Consider the Best ROI – not the easiest, latest, coolest
> take ownership of your brand and use every $ to drive impact

IMI GenPulse™ : N=5,000 surveys per Country : Dec 2022

BRAND PLACEMENT	TOTAL USA 13 to 65 Years of Age	GEN-Z 13-24 Years of age
N=	4,931	941
Purchase Because The Product ...	%	%
I Saw In The Store Aisles on Display	59	52
I Experienced for the first time	55	69
I saw on a Television Commercial	44	49
I Saw On YouTube	39	44
I Saw On Facebook	38	41
I Saw On TikTok	30	55

DELIVERING A COMPELLING MESSAGE IS MUCH MORE IMPACTFUL

CONSUMER FIRST - CORE IMPORTANCE	TOTAL USA 13 to 65 Years of Age	GEN Z 13-24 Years of age
N=	4,931	941
Purchase Because The Product ...	%	%
Has a Trusted Brand Name	75	74
Makes me feel good	68	77
Has Positive Consumer Reviews	55	60
Supports the Local Community	52	52

GENPULSE

Passion points – purchased because the product (1+ times in the p 12 m)

DRIVERS OF PURCHASE

Making Fact Based Decisions

Avoid making decisions based on averages
– segment your category by INTENSITY of Purchase and/or Consumption

IMI GenPulse™ -Dec 2022 to Feb 2020	CANADA	Purchase 1+ Per Year	Purchase Daily/Weekly	
CATEGORY PURCHASERS	# of Respondents	Share of Customer	Share of Customer	Share of Volume Daily/Weekly Purchasers
BEER PURCHASERS	**28,564**	**75%**	**25%**	**81%**
ENERGY DRINK PURCHASERS	**19,519**	**76%**	**24%**	**80%**
SOFT DRINK PURCHASERS	**42,919**	**70%**	**30%**	**85%**
COFFEE PURCHASERS	**43,242**	**67%**	**33%**	**90%**

FACT 1 : Using category averages allow <20% of the volume to make up 75% of the decisions

FACT 2: Using national studies that are not category specific, allow for <10% of the volume to make decisions for your brand, product, service

GENPULSE

DRIVERS OF PURCHASE

By Category & Intensity

A dive into the Energy Drink Category…

Know where to be to connect with the people who will drive you forward.

Passion Points – 1+ Times in the P 12 Months	CANADA 13-65	ENERGY DRINK PURCHASERS DAILY/WEEKLY	1+ PER YEAR	Intend to Start
N=	62484	14277	28967	2751
	%	%	%	%
Use Facebook	77	85 (+ 8%)	83	72
Use Instagram	57	76 (+19%)	72	61
Use Pinterest	44	59 (+15%)	54	44
Use Twitter	40	59 (+19%)	54	43
Use Snapchat	36	66 (+27%)	54	37
Use TikTok	28	53 (+25%)	44	32
Buy the Newest Technology when it comes out	26	53 (+27%)	44	35

CATEGORYPULSE

There's potential in connecting through Fashion – a territory not yet capitalized on for the Energy Drink category.

FASHION IS A KEY TOUCH POINT FOR ENERGY DRINK PURCHASERS
- AN UNNATURAL ADJACENCY WITH HUGE POTENTIAL

	CANADA	ENERGY DRINK PURCHASERS		
Passion Points – 1+ Times in the P 12 Months	13-65	DAILY/WEEKLY	1+ PER YEAR	Intend to Start
N=	62484	14277	28967	2751
	%	%	%	%
Follow Fashion Trends	36	62 (+26%)	53	39
Follow Fashion Influencers	25	52	40	30
Read Fashion Magazines	28	52	44	33
Follow Designers On Social Media	24	52	41	31
Follow Fashion Bloggers	22	44	37	27
Attend a Fashion Show	12	33 (+21%)	21	20

CATEGORYPULSE

Regular Energy Drink Purchasers look for "all the feels"

The Energy Drink category "FEEL GOOD" and "DO GOOD" drivers are accelerated.

MAKING THEM 'FEEL GOOD' OR PERCEIVE THEY ARE 'DOING GOOD' IS FAR MORE IMPORTANT

	CANADA	ENERGY DRINK PURCHASERS		
Passion Points – 1+ Times in the P 12 Months	13-65	DAILY/WEEKLY	1+ PER YEAR	Intend to Start
N=	62484	14277	28967	2751
	%	%	%	%
Purchase Because it's a Trusted Brand Name	69	81 (+12%)	77	65
Purchase Because the Brand Makes Me Feel Good	58	82 (+24%)	71	64
Purchase Because It Supports The Local Community	50	69 (+19%)	63	54
Purchase Because a Brand Supports a Cause I Relate To	43	71 (+28%)	65	47

CATEGORYPULSE

They are driven by badge and association with properties they embrace

HOW ARE YOU BUILDING A BRAND BADGE?

Integral to know if your brand category purchaser feels the same.

Passion Points – 1+ Times in the P 12 Months	CANADA	ENERGY DRINK PURCHASERS		
	13-65	DAILY/WEEKLY	1+ PER YEAR	Intend to Start
N=	62484	14277	28967	2751
	%	%	%	%
Purchase Because The Products Support Charities	**42**	**65**	56	43
Purchase Because I Like To Be Seen Using	**35**	**71**	52	40
Purchase Because The Brand Sponsored What I Follow	**32**	**61**	50	35

CATEGORYPULSE

DRIVERS OF PURCHASE

By Brand Users/Purchasers

Significant differences in Purchase Drivers based on the Brands People Purchase

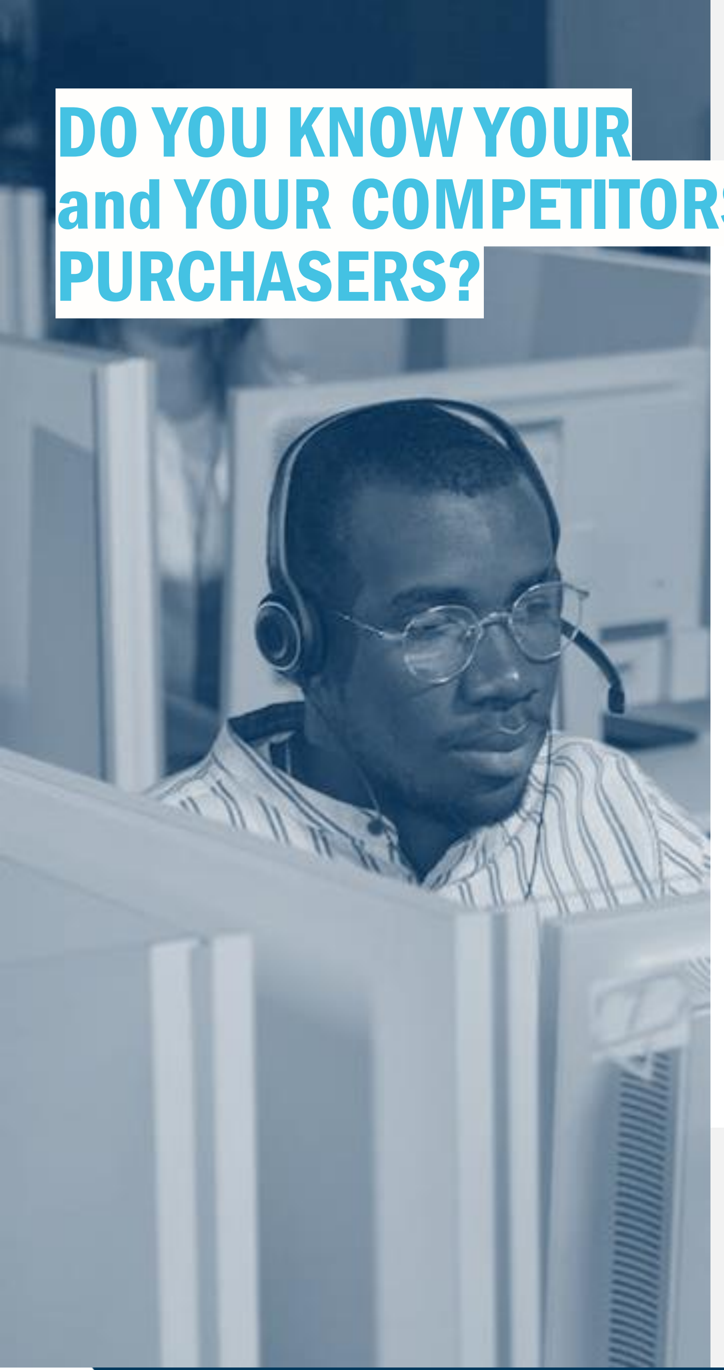
BRAND USERS						
Purchase Because of	USA	Budweiser	GREY GOOSE VODKA	Saks Fifth Avenue	LOUIS VUITTON	Gillette
It Supports Local Community	48%	59%	67%	76%	60%	56%
It Supports Cancer Charities	38%	51%	57%	55%	57%	46%
It Supports Global Causes	35%	40%	50%	69%	25%	36%

IT'S ESSENTIAL TO KNOW YOUR AUDIENCE TO CONNECT WITH WHAT THEY CARE ABOUT.

Community is integral across all brands but you won't maximize your ROI with people who purchase Louis Vuitton if you align with Global Causes.

BRANDPULSE

IMI BrandPulse™ Over 400 Brands People Purchase or Use Studied across 1200+ Passion Points. Ages 13-65.



DO YOU KNOW YOUR and YOUR COMPETITORS PURCHASERS?

Called a MENTAL HEALTH HOTLINE

MORE PEOPLE THAT PURCHASE FROM LOUIS VUITTON, SACKS AND GREY GOOSE VODKA HAVE CALLED A MENTAL HEALTH HOTLINE THAN THOSE THAT PURCHASE BUD OR GILLETTE.

Budweiser	Grey Goose Vodka	Saks Fifth Avenue	Louis Vuitton	Gillette
24%	34%	42%	36%	21%

USA = 23%

BRANDPULSE

RETAIN
RECRUIT
ACCELERATE

Know Your Purchaser to Engage
Know Your Competitors Purchaser to Recruit
Focus on What Matters
Activate It to Drive Growth

CASE STUDIES FROM AROUND THE GLOBE

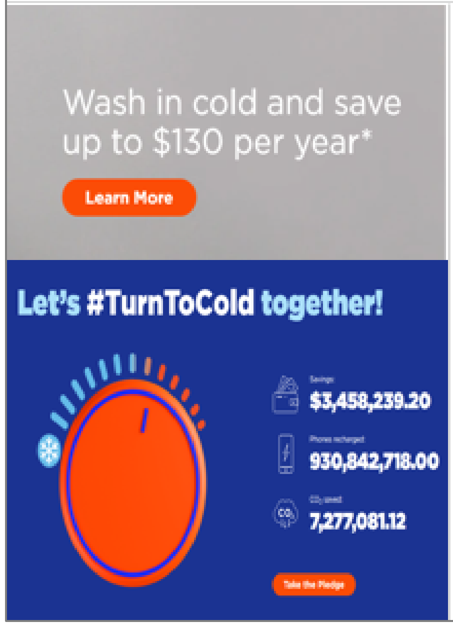
IMI Certainty™ n=300 per concept : North America : 18+ Years of age

Key insight

Effectively communicating a Category Truth is very compelling and potentially impactful

- **Driving Favor**
- **Driving Action**
- **Driving Purchase**

Save $130 Per Year



Tide is promoting washing your clothes in cold water to not only help the environment, but to also save up to $130 a year on your energy bill.

I would feel more positive toward	30%
Stop to learn more	30%
Search for more information online	34%
Talk about this with friends and family	24%
I'd consider buying	38%

IMI Certainty™ n=300 per concept : North America : 18+ Years of age

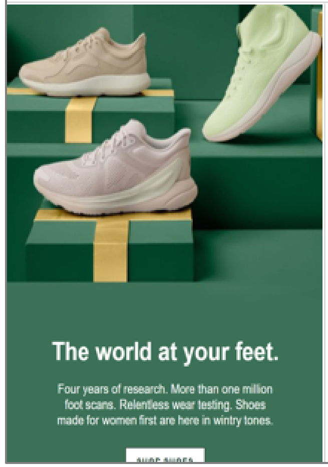
Key insight

Both Initiatives drive favor among North Americans.

Concept 1 drives more purchasing with Women, while Concept 2 Drives more favour with Men.

CONCEPT 1

Made for Women First



Lululemon's first-ever footwear collection, is 'made for women first'. With 4 years of research, over 1-million-foot scans, and relentless wear testing, consumers can enjoy the right fit from the first trial.

CONCEPT 2

50% Women-Led by 2030

Coca-Cola wants to be 50% women-led by 2030.

Concept 1		Concept 2
27%	I would feel more positive toward	38%
25%	I'd consider buying	20%

IMI Certainty™ n=300 per concept : North America : 18+ Years of age

The Potential Impact of an IN PERSON PRODUCT EXPERIENCE

Cold Rooms for Testing

Canada Goose has 'Cold Rooms' in select stores that stimulate freezing conditions for customers to test out the jackets before buying.

I would feel more positive toward	30%
Stop to learn more	26%
Search for more information online	28%
Talk about this with friends and family	27%
I'd consider buying	25%

IMI Certainty™ n=300 per concept : North America : 18+ Years of age

Sharing COMPELLING product initiatives – especially limited-edition wearables can help achieve your sales and brand objectives.

Giving away samples may not do this.

Only at Adidas

Discover unique products, only available at Adidas online and in-store. Special collections, one-time drops, limited edition colourways and more.

Samples with Every Order

Receive 3 complimentary samples with every Kiehl's order.

Only at Adidas		Samples with Every Order
46%	I'd consider buying	30%
25%	I would feel more positive toward	24%

IMI Certainty™ n=300 per concept : North America : 18+ Years of age

INTEGRATING THE LATEST TECHNOLOGY DOES NOT DRIVE IMPACT IN THE NEAR TERM.

Using ChatGPT for Chatbots

Fanatics. Inc has plans to use a customer-service chatbot fueled in part by GPT-3 when it launches an online-sports gambling division later this year.

I would feel more positive toward	13%
Is better than other companies	12%
I'd consider buying/ using	14%

FACT: ONLY 1 IN 8 PEOPLE ARE EARLY ADOPTERS

IMI Certainty™ n=300 per concept : North America : 18+ Years of age

Sharing COMPELLING brand realities from other parts of the Globe can accelerate your brand in North America.

Beer Brewed using 100% Green Energy

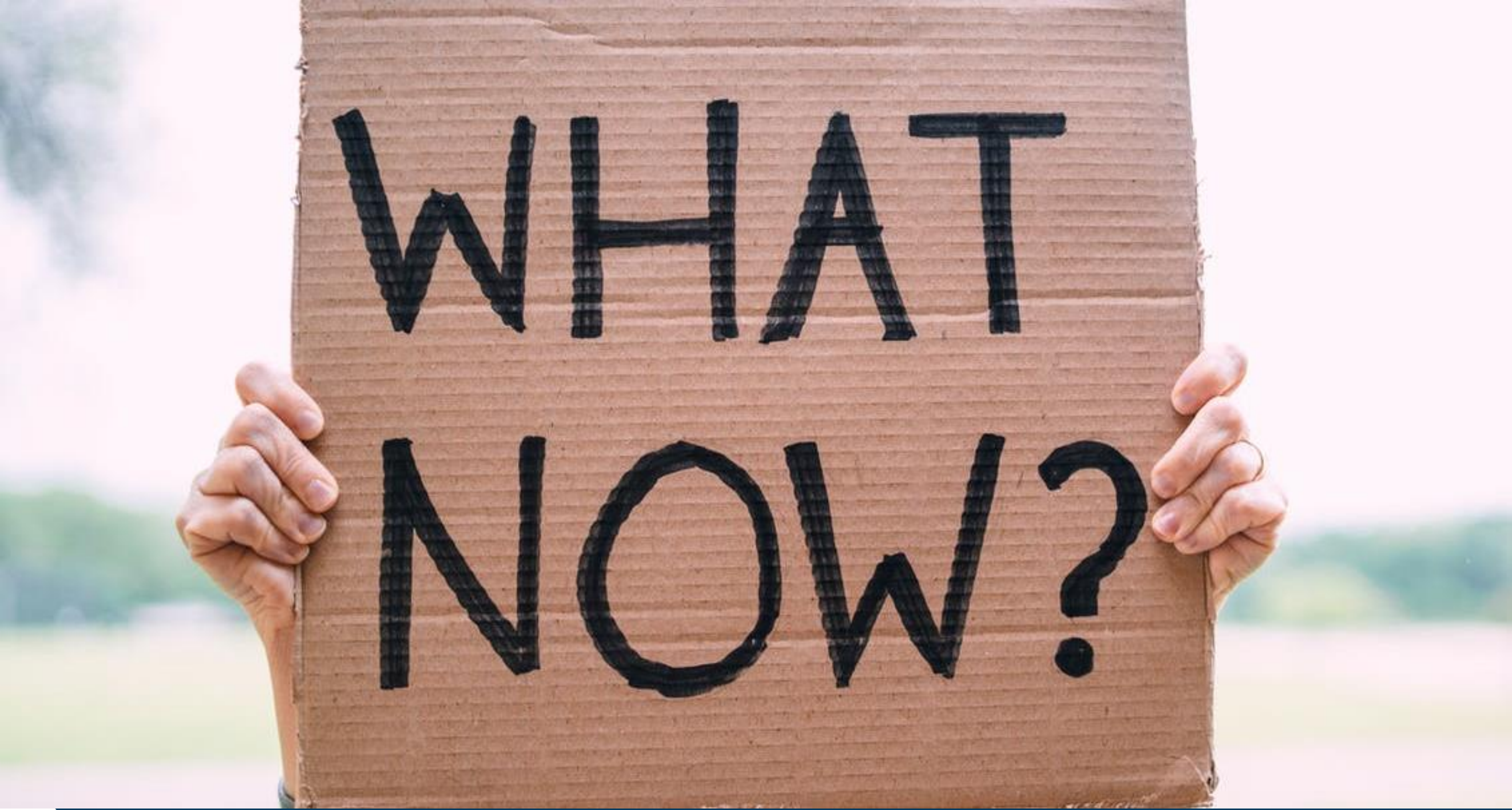
As of July 2020, all Heineken beer in the Dutch market has been brewed using 100% green energy.

Heineken

High Stakes Beer Ad

Fans can bet on various details of Molson Coors' Superbowl commercial ahead of it airing on DraftKings. The prize pool of $500,000 is the largest pool offered in DraftKings History.

37%	I would feel more positive toward	17%


WHAT
NOW?

EMBRACE

- The Power of Your Brand
- Your Customers
- Your Category's Best Customers
- Profitable Segments – 5/30 : 10/50
- Campaigns that have worked
- Campaigns Lasting 6 Weeks
- 8% of Campaigns that drive share
- CFO & RFP's

- The 41% that are guaranteed to fail
- Always On / Media Companies that don't discuss Ad Fraud
- An agency that does not proactively invest in knowing YOUR CATEGORY
- News & Industry Rhetoric
- Treating all consumers equally
- Averages
- Always New
- TPR

AVOID

JOIN US

MARCH 30th, 2023
11:30 AM EST

THE POWER OF BRAND: Acceleration through Inflation

Presented by Vanessa Toperczer, SVP IMI International.

Building from "The Power of Brand" presented in 2022, this presentation will take the insight to the next level, further dissecting THE POWER OF BRAND, what you can do and where you can focus to drive your brand forward in 2023.

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