Millennials: Disrupting Consumerism

ICBC
September 20, 2018
Perceptions about Marketing & Consumer Insight

What my friends think we do

What our clients think we do
Perceptions About Marketing & Consumer Insight

What other departments think we do

What my dad thinks I do
Marketing & Consumer Insight Department Goal

“
To uncover unmet and unvoiced consumer needs which can inform and inspire innovation for disruptive growth in the marketplace.
”
Millennials: Disrupting Consumerism

Who are they?

How are they different?

What is their impact?
THE SALAR

There’s a reason it’s our #1 best-seller.
Rated: *****

- Traditional Rise
- High Compression
- New Colors + Prints Every Month
- Available in 3 Lengths
- Over 90,000+ Reviews

LEGGING
Sits at the ankle. Fits like a glove.
Available in short, regular and tall inseams.

CROP
Below the knee. Above the fray.

CROPPED LEGGING
The three-quarter style.

FABLETICS

lululemon athletica
Product Consumption - Educated Eaters vs. Others

Juice Beverage Consumption

- Never
- Rarely
- Once or twice a month
- Once or twice a week
- At least three times a week

Sparkling Seltzer Consumption

- Never
- Rarely
- Once or twice a month
- Once or twice a week
- At least three times a week
Thank You