The untold story of Millennials and why you should listen
Today’s presenter

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John has led the TNS Matrix Americas team since 2007. During this time, he has continuously implemented process enhancements to improve quality for clients, and developed a highly productive client service organization.

John has led strategy and innovation engagements for TNS in a variety of categories, including consumer packaged goods, food service and hospitality, pharmaceuticals, and beverages.

Prior to joining TNS Landis in 2004, John had over 20 years of consumer marketing experience with Heinz, ConAgra, Sara Lee, and other consumer packaged goods companies. As General Manager of Marketing at Heinz, he had a leadership role in the startup of a new division, and led marketing for several pet food brands.

John’s pragmatic brand management orientation ensures effective growth solutions that can be implemented cross-functionally, quickly and efficiently.

John earned a Bachelor’s degree in Marketing from Siena College in Albany, New York.
What is Growth Potential?

The untold story of Millennials and why you should listen
Is it the continuation of an established trend?

The untold story of Millennials and why you should listen
Is it a function of demographic factors?

The untold story of Millennials and why you should listen
Is it a function of economic factors?

The untold story of Millennials and why you should listen
To better identify growth potential you have to understand:

what consumers **want**

what they **do**
To better identify growth potential you have to understand...

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Let’s meet Charlotte – our typical Millennial

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The untold story of Millennials and why you should listen
Charlotte’s market tensions

What she does

The untold story of Millennials and why you should listen
Charlotte’s market tensions

What she wants

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**What she does**

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Charlotte’s market tensions

What she wants

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A breakthrough opportunity is one that eliminates a major tradeoff consumers are forced to make with current product offerings.

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Breakthrough opportunities can be **hiding in plain sight**, so it is important to challenge existing marketplace tradeoffs to qualify them as breakthrough opportunities.
The product choices I have are between convenient products that are quick, cheap and easy to prepare...

...and products with better taste and quality but require more preparation and time.....
A foodservice analogy

If you wanted **quick and cheap** you chose QSR and accepted a **compromise on quality**

If you wanted **full service and better quality** you chose Casual Dining and accepted a **compromise on speed and price**

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A foodservice analogy

The Fast Casual segment

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The opportunity

The untold story of Millennials and why you should listen
How does this story end?

Charlotte’s story is one where the ending hasn’t been written yet.
What is Growth Point?

**Growth Point is a new and better approach to identifying growth potential**

- Derived from the TNS Consumption Universe

- Growth Point focuses on two market factors:
  - Does the category have room to grow
  - Does a category have momentum with consumers

- Growth point is not a prediction of category growth. It identifies categories that have the potential to grow.
Growth Point and Millennials

With Growth Point needs are based on consumers “ideal” requirements for what they want in a food or beverage item, not an assessment of behavior or what they do.

People in all age groups will often say they want something but continue their current behavior, even when what they say they want is made available. This is especially true with healthy food products.

Millennials didn’t tell us they want extremely healthy items. To the contrary they are actually less concerned about health than most other age groups.

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Growth Point and Millennials

What they want is “clean” foods; more natural, less processed, and foods they perceive to be authentic or real food. BUT, they must also have acceptable levels convenience and affordability; two factors they won’t compromise on.

They clearly and strongly told us they can’t get products that meet these requirements today and this represents a huge opportunity for food and beverage brands.
Thank you

For additional questions or comments, please feel free to reach me at your earliest convenience.

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