MEET THE ASPIRATIONALS
Shifting Sustainability from Obligation to Desire
#aspirationals
@rbemporad
Sustainability has reached a tipping point for consumers from obligation to desire.
THE MOMENT OF OPPORTUNITY

OBLIGATION  DESIRE

EASE

TIME

NOVELTY

UBIQUITY
CHANGING EXPECTATIONS

Consumer perceptions are changing

FROM OR TO AND

Performance
Accessibility
Style
Price

& SUSTAINABILITY
FUELED BY ASPIRATIONALS
ASPIRATIONALS SEGMENTATION

- Materialism
- Social and Environmental Values

- PRACTICALS: 10%
- INDIFFERENTS: 17%
- ASPIRATIONALS: 39%
- ADVOCATES: 26%

BBMG + GlobeScan 2015
**ASPIRATIONALS: BY THE NUMBERS**

**Global Population**
- 39%

**Top Market**
- India (51%)

<table>
<thead>
<tr>
<th>Average Age</th>
<th>Average Education</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>HIGH SCHOOL</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>46%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Generations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MILLENNIALS</td>
<td>35%</td>
</tr>
<tr>
<td>GENERATION X</td>
<td>34%</td>
</tr>
<tr>
<td>BABY BOOMERS</td>
<td>21%</td>
</tr>
<tr>
<td>SENIORS</td>
<td>10%</td>
</tr>
</tbody>
</table>

BBMG + GlobeScan 2015
ASPIRATIONALS GLOBAL PRESENCE

22 COUNTRIES  N = 22,000  20% – 39% ASPIRATIONALS  40% – 60% ASPIRATIONALS

BBMG + GlobeScan 2015
HAPPY SHOPPERS

Shopping for new things excites me

81%

Total Respondents 57%
Aspirational 81%
Practical 72%
Advocate 34%
Indifferent 26%

BBMG + GlobeScan 2015
STYLE & STATUS

I want to stand out by the way I look, my style.

Total Respondents 48%

- Aspirational: 74%
- Practical: 61%
- Advocate: 27%
- Indifferent: 15%
I believe we need to consume less to preserve the environment for future generations.

Total Respondents: 75%

Aspirationals: 88%
Practicals: 52%
Advocates: 93%
Indifferents: 50%

BBMG + GlobeScan 2014
I encourage others to buy from socially and environmentally responsible companies

Total Respondents: 66%
- Aspirationals: 86%
- Practicals: 43%
- Advocates: 86%
- Indifferents: 23%

BBMG + GlobeScan 2014
WHY ASPIRATIONALS?

A FORCE FOR CHANGE

+ Culture
+ Materialism
+ Sustainability

MATERIALISM  CULTURAL INFLUENCE  SUSTAINABLE VALUES

BBMG + GlobeScan 2014
THE TAKEAWAYS
HONOR UNIVERSAL ASPIRATIONS

- Purpose
- Belonging
- Voice
- Status
- Participation
- Impact
INSPIRE A NEW COLLABORATION

+ Strategy
+ Marketing
+ Sustainability
+ Product Development
+ Consumers
+ Producers
THANKS!

RAPHAEL BEMPORAD

BBMG
@rbemporad
rbemporad@bbmg.com
#aspirational