

THE BLUE DOT CONSUMER:

Understanding the Modern New Consumer



Recently voted **the best speaker** to ever present at **Google EMEA HQ**



**KEN
HUGHES**

Leading Consumer & Shopper Behaviouralist, CX Strategist and Keynote Speaker



Speech summary

Every company and industry is resourcing for disruption, bending rules, breaking moulds and challenging norms. Preparing for change is difficult as by its very nature, change can be uncertain – that's why they call it **DISRUPTION** and not **PREDICTIVE CHANGE**.

The millennials were the warm up act, the generation that drove the switch from analog to everyday digital. Generation Z are now the main event, the tipping point of the first truly digital generation of consumers. Together, these two demographics have fundamentally reset consumer values for every business and brand globally.

Understanding the values of the new consumer safeguards us against fading in relevance. Reflecting these values back at the modern consumer ensures our success. The Blue Dot Consumer is all about placing the customer at the heart of the business, of the customer journey and of the brand experience.

This speech challenges any business to look at their future through the lens of their future consumer. We look at the social, cultural and cyber behavioural forces pressing on humanity, and how changes in consumer expectations have forever changed the game. Today's consumer expects a frictionless and seamless experience at every touch-point, has little tolerance for failure but will become a tribal brand fan if you get it right.

Disruption is a positive force if you harness what is happening around you but an amazingly destructive one if you ignore the changing nature of consumer values.

“Some quotes from this speech

“In today’s fast-changing world, if you feel you’re in control, then you are probably not moving fast enough. You no longer have the luxury of time. You need to leap and grow your wings on the way down”.

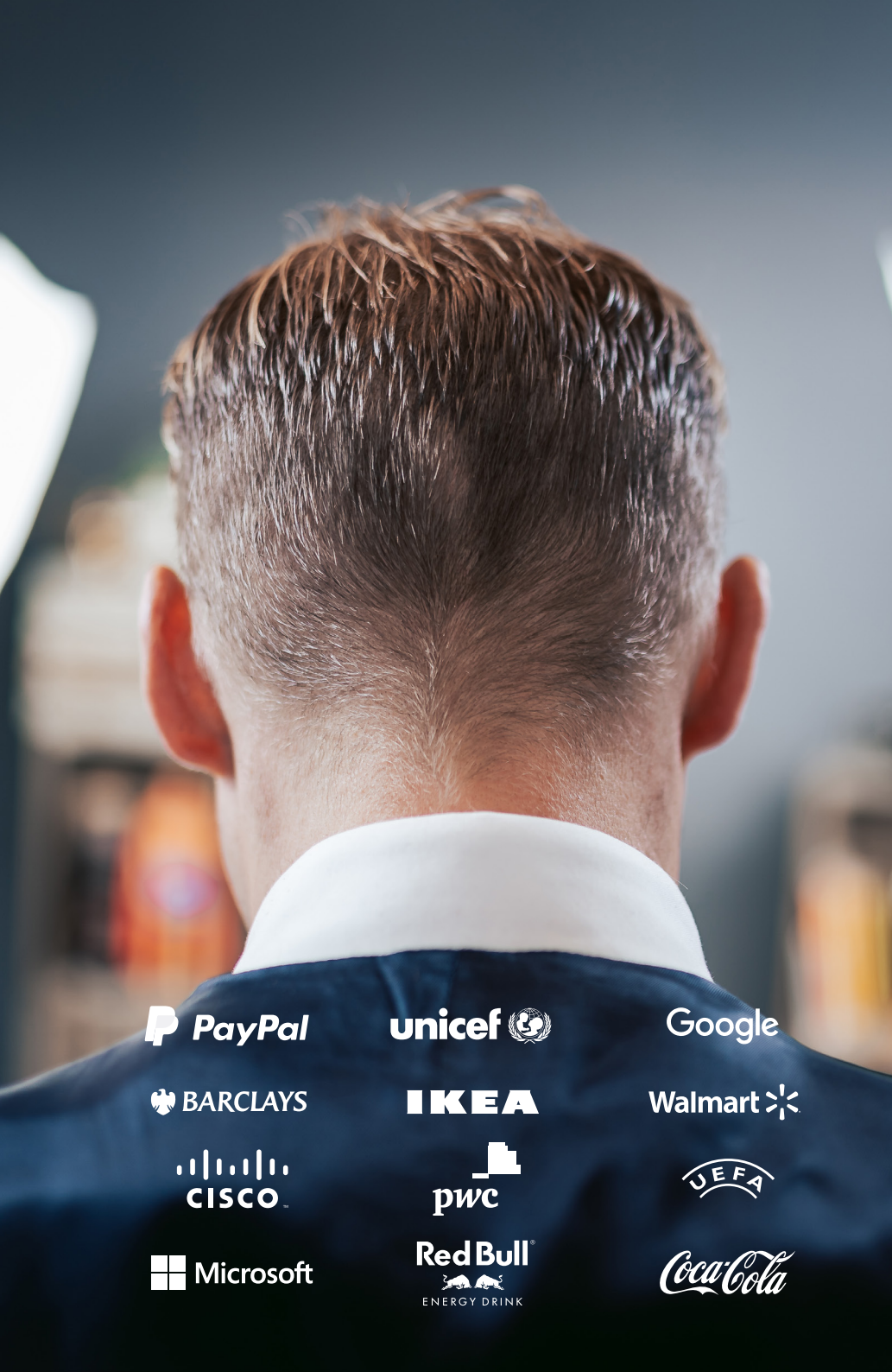
“This is a generation that doesn’t do waiting or complicated. They are the generation that with one click get an Uber car home. They expect everything to come to them when they need it. And this behaviour gets extrapolated to the rest of their lives - their interactions with brands, their relationships, their work life. They are the centre of their own world and you need to re-learn how to be relevant as a brand”.

“This is a generation that no longer values material possessions as much as previous ones did. Today it is all about the Experience - What you are doing, Who you are with, Where you are. This is how people self-define today. We have moved from a “You Are What You Own” world to a “You Are What You Experience” one. Building this Experiential Equity has become a key focus for most brands in their bid for relevance”.

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Key learnings

- 1 Authenticity.** The New Consumer only seems to be interested in brands that are 'real'. We need to go above and beyond what they expect to truly delight them. We need to focus on the human connection, to touch their heart and connect with them in a real way.
- 2 Don't communicate > Converse.** We do not need to communicate. We need to converse. The consumer is now a collaborator. This generation has grown up inside the peer-to-peer economy. You don't own your brand, they do. Learn to collaborate
- 3 Expect the best.** It needs to work first time, every time. This is a generation that has been reared on Instant, Their 'One Click World' informs their expectations regarding every brand and business interaction. We need to learn to deliver above expectations as a default.



Testimonials

"Ken's presentation on the Blue dot consumer Consumer and their expectations made delegates laugh and cry and laugh again. His easy story-telling style meant that delegates were not only engaged throughout but also left with some real thought-provoking content. I would not hesitate to work with Ken again."

KRISTI KAWANNA
G3 COMMUNICATIONS NEW YORK

"Ken's speech at our Sales Leaders Summit really engaged and challenged our members; who are senior Sales Directors across a wide variety of sectors. Ken managed to deliver a presentation that was extremely relevant to our members, his energetic presenting style left everyone feeling equally entertained and eager to adopt the learnings which ably supported our theme of "Disruption, Innovation, Acceleration"

CONOR MORRIS
THE SALES INSTITUTE

"Ken's true talent is the tailoring of his content to our audiences. We have invited him to speak at several different Red Bull events, and his content is always uniquely tailored to that audience and event theme and 'on the money' with our hot topics. He challenges each of us to think outside of the box, and is both an educational and inspirational presenter. His keynotes not only posed some tough questions about the future shape of our industry but he also linked this to the emerging consumer forces evident today. He is as entertaining, and engaging as he is challenging and not to be missed."

BRIAN KUZ
RED BULL

Delegate Testimonials

“Amazing keynote! Great insights. Thanks for sharing @KenHughesIE”

“Such a touching presentation by @KenHughesIE. Thank God I’m working from home and no one can see my tears!”

“Fantastic talk by Ken Hughes today! Lots to think about and lots of ideas down on paper... Thank you!”

“That guy made me feel I was there in a conference hall, but I’m safe at home enjoying my coffee. What a performance”

“One of the greatest perspectives on current and future marketing”

“Wow. Best speaker I’ve heard! Amazing way of explaining consumer behaviours and values, absolutely brilliant. Pretty funny too #GoogleTravelSummit”

“A brilliantly insightful and humorous talk as always”

“I attended Ken Hughes’ lecture and now I feel like a groupie. Literally binging all his blog posts... you should too”



About Ken Hughes

Ken Hughes is now acknowledged as being one of the world's leading authorities on modern consumer and B2B culture. He is internationally renowned for helping his largely blue-chip client base to understand the future of consumerism and the challenges and opportunities that lie ahead.

With 20 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and digital transformation to explore the needs of the new consumer and predict the changes to come.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, artificial intelligence, retail trends, digital transformation, the millennial and Gen Z consumer and the peer-to-peer economy.

As an accomplished author, TED speaker, part-time university lecturer and actor, his performances are not only insightful and thought-provoking but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

As a motivational speaker, Ken also brings attendees on an amazing journey of personal development, challenging them to do more with their lives, both professionally and personally. He is known as one of the most powerful motivational speakers on the circuit relating to employee motivation, delivering a perfect blend of inspiration and energy to any audience.

In 2020, from his purpose-built home studio, Ken performs and beams into homes and offices across every continent. Now considered one of the world's top virtual speakers, he continues to engage and inspire audiences as he did on a live stage.





Book this **virtual/ live speech**

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