ACT STRATEGIC

ADAM CONLEY & EMILY ROGERS OPPORTUNITY IN UNCERTAIN TIMES

Think Strategic POWERED BY Coca-Cola

KEY TAKEAWAYS

LANDSCAPE

- **Consumers maximize value** to combat economic uncertainty
- **Americans 50+ are thriving** and don't want to be defined by generation or age
- **Gen Z are foodies,** and it shows in their habits and spending
- Alpha already has huge spending power
- Gen Z and Alphas are ethnically diverse and proud
- Multigenerational and single-person households on the rise

DISCOVERY

- **Rethink where people are finding you** – and where they *could*
- **Cash in on the value of more niche channels** for ads and partnerships
- **Co-create content** – partner with consumers to create authentic content and engage fans
- **Consider small moments of Discovery** over single, watershed moments
- **Make it fun** to surprise and delight guests – tap into employees, especially younger staff and crew, for fresh ideas

VITALITY

- **Don't write anyone off** – it shows up differently, but this space transcends demographics
- **Skip one-size-fits-all approaches**
- **Highlight Vitality in your menus and marketing** (but that doesn't mean making everything "healthy")
- **Get creative about what Vitality could look like** and how it can work for your brand

PERSONALIZATION

- **Eliminate data silos** – combine all data sources to better understand and serve guests
- **AI is the future of guest Personalization** – start small and expand as you figure out what works for your brand
- **Invest in digital and social marketing** – targeting maximizes impact for you and delivers Personalization for them
- **Early dinner is happening** – from meal deals to marketing, make sure you're getting in on the action
- **Help families find ways to connect,** regardless of what time everyone is eating
- **Bring whimsy** into promos, packaging, and communication – people need easy, but they *want* fun

Where can your brand have some FUN?