

# Superconsumers and 20-Year Trends To Help Forecast the Future

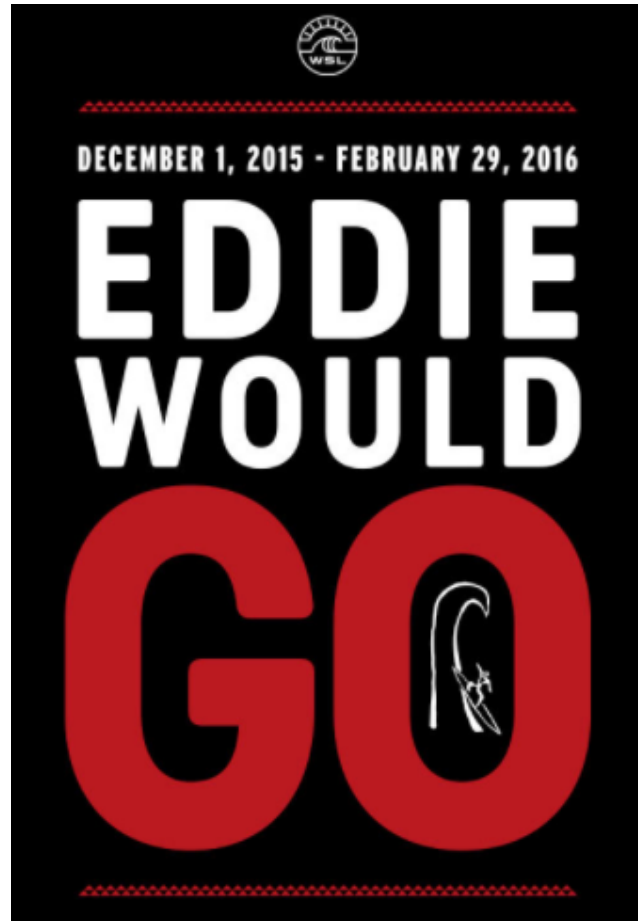
December 4, 2018



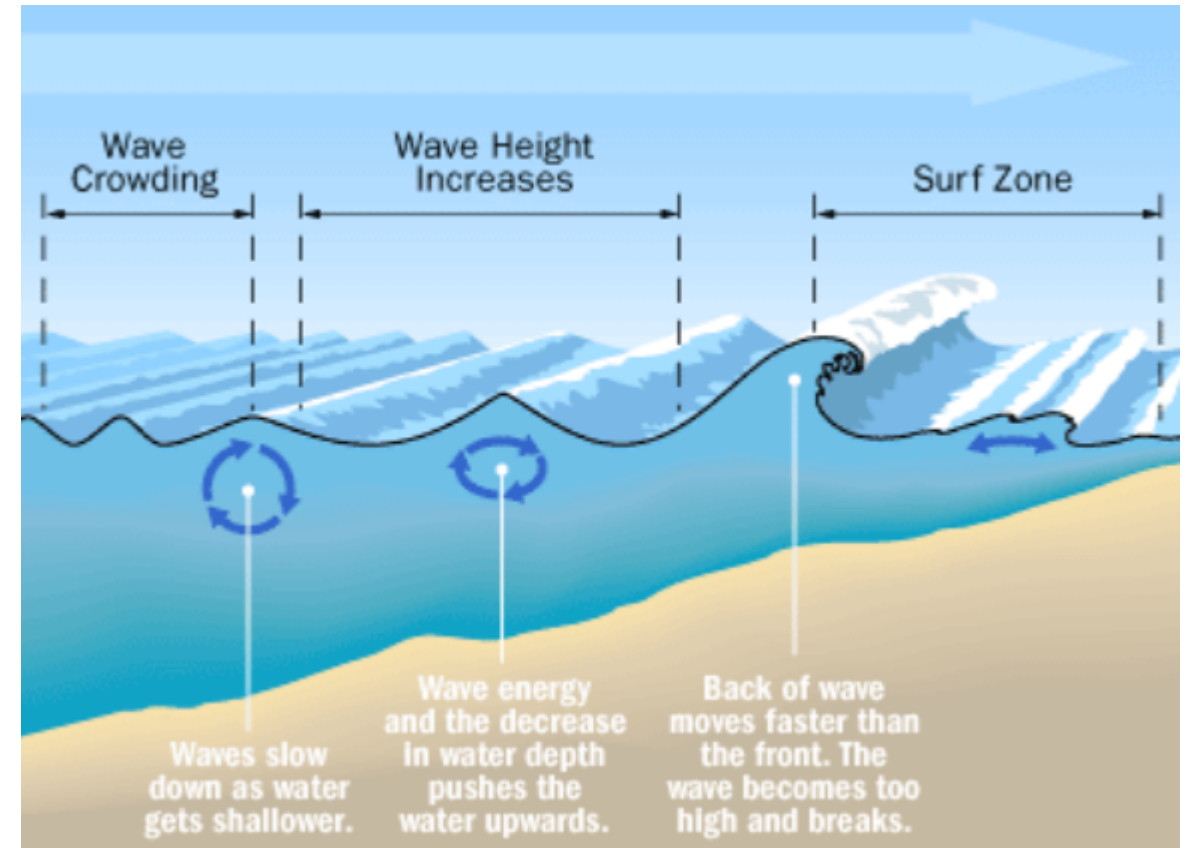
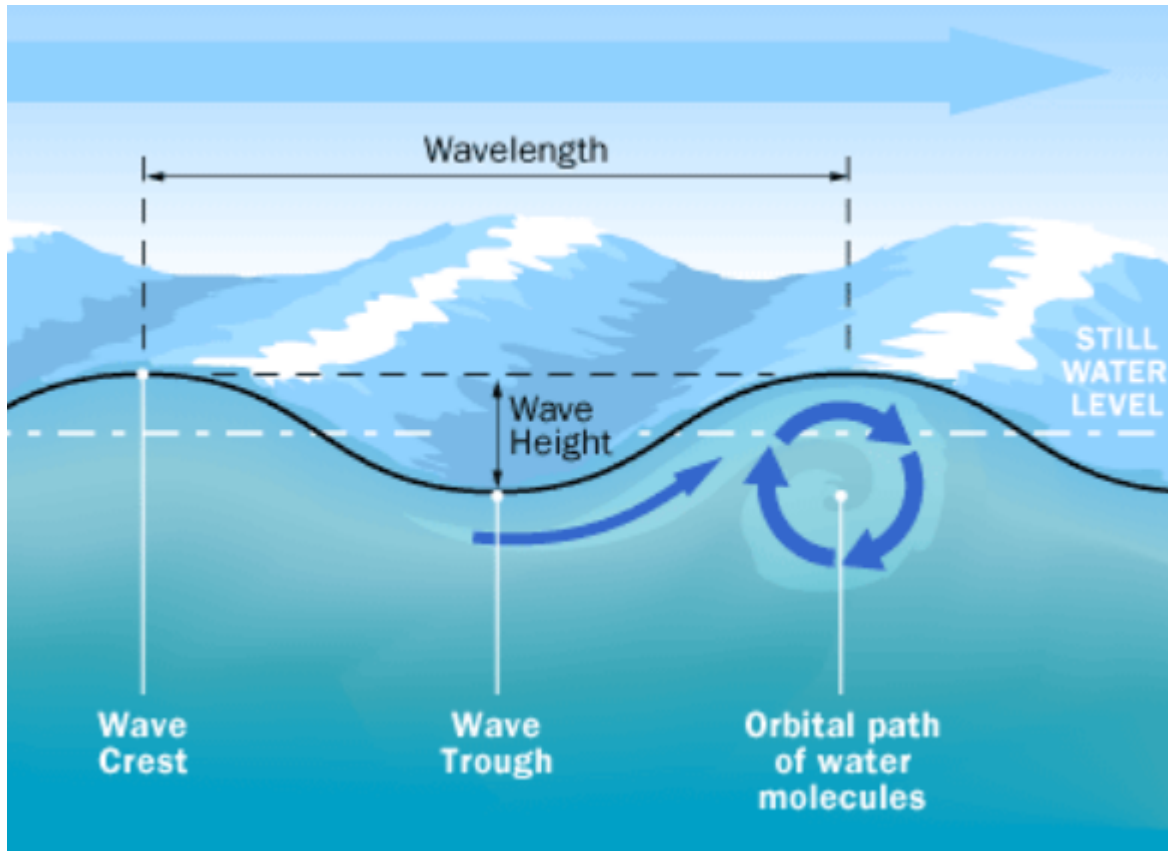
# Executive Summary

- **Always swim with the current, never against**
- 20-year trends will change the market
- Superconsumers identify 20-year trends overall and for C-stores

# Big Wave Riders Have the Answer



# Find the Current Under the Wave



# Category Growth Drives the Majority of Growth

A company growing at 8.7% per year

Averaged sources of growth over 10 years,  
for 822 "Fortune 1000" companies between 1999 - 2011

Market-share gain 0.8%

M&A 2.5%

Portfolio momentum 5.4%



McKinsey&Company | Source: McKinsey analysis

**Only 13% of companies average 5%+ of growth from extended pie splitting**

**>60% of total growth is category growth (e.g., portfolio momentum)**

**So what drives category growth?**

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# 20-Year Currents You Should Be Aware Of

## 20-Year Headwinds



- Everyday Cooking
- Drivers licenses
- College Enrollment
- Traditional Retail Banking
- Win at corporations via pedigree and titles

## 20-Year Tailwinds



- Eat, Drink and Be Merry
- Delivery
- Multi-Cultural 2.0
- Every Brand is a Bank
- 'Personal enterprise' via testimonials/track record

# Will Cooking Become Sewing?



MARKETING

## The Grocery Industry Confronts a New Problem: Only 10% of Americans Love Cooking

by **Eddie Yoon**

SEPTEMBER 22, 2017

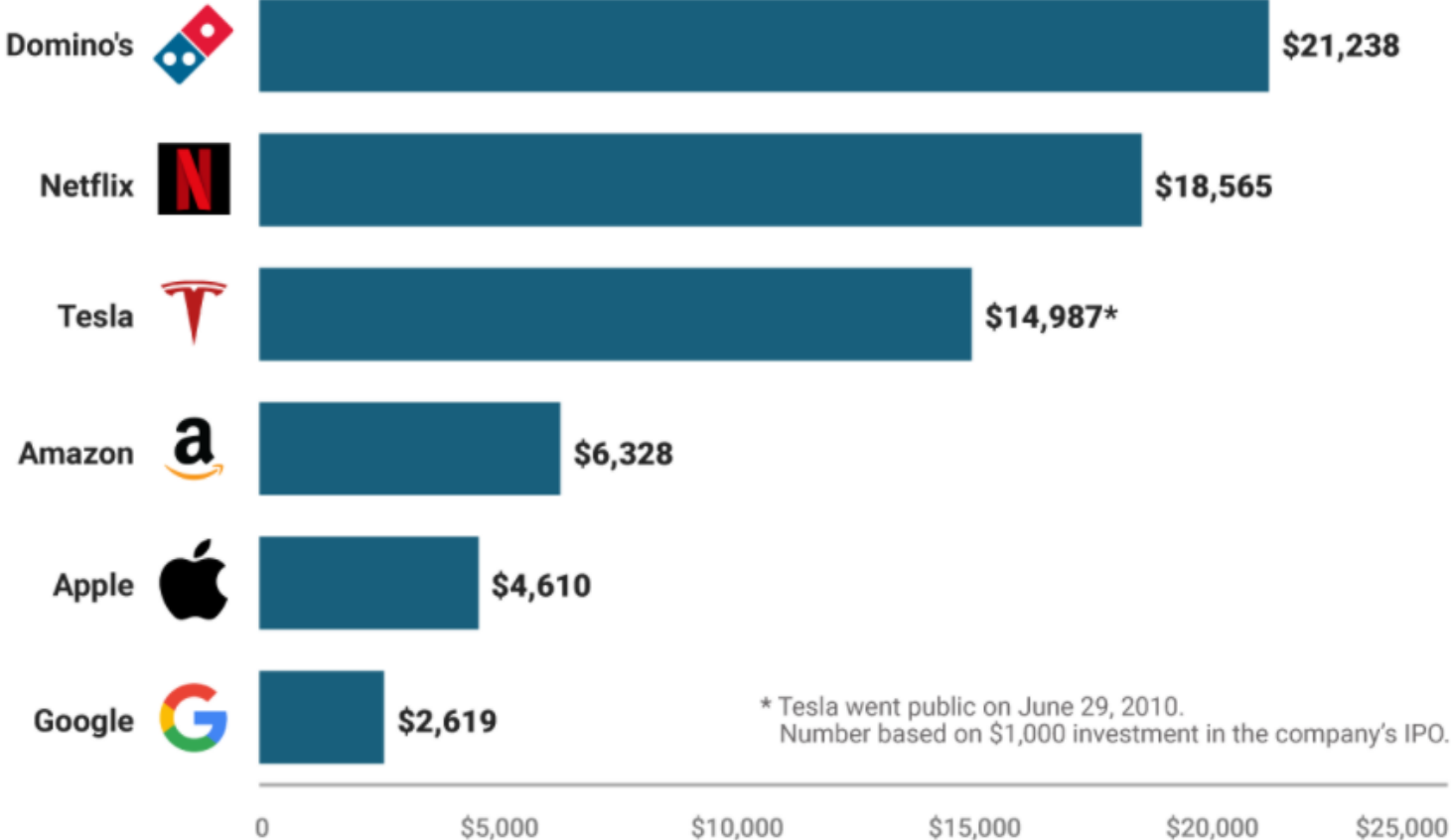




# Delivery + Tech Can Digitize Analog Categories

## PRESENT VALUE OF \$1,000 INVESTED IN JANUARY 2010

Present value as of March 23, 2017; adjusted for splits and dividends.



SOURCES: Statista, Yahoo Finance

statista | BUSINESS INSIDER

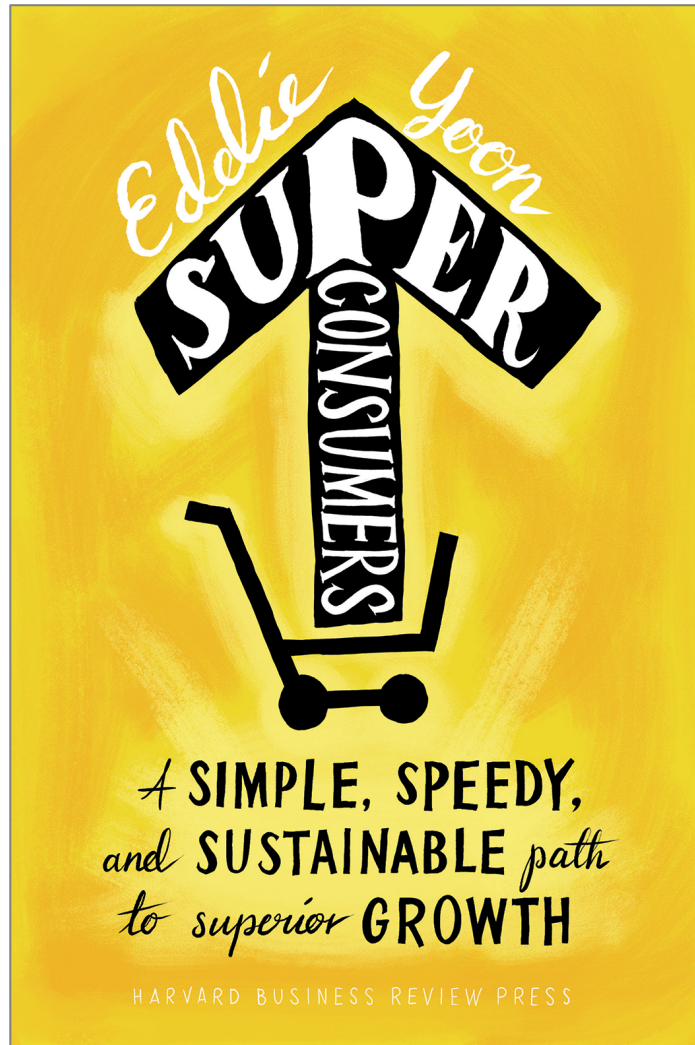
Business Insider/Jeff Dunn



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# Origin Story of Super...and Their Secrets



- Rooted in Vilfredo Pareto's observation in 1896
- Tested over 40+ years, \$20B+ profitable growth & Nielsen big data
- Supers' secrets tell you how to double the category!

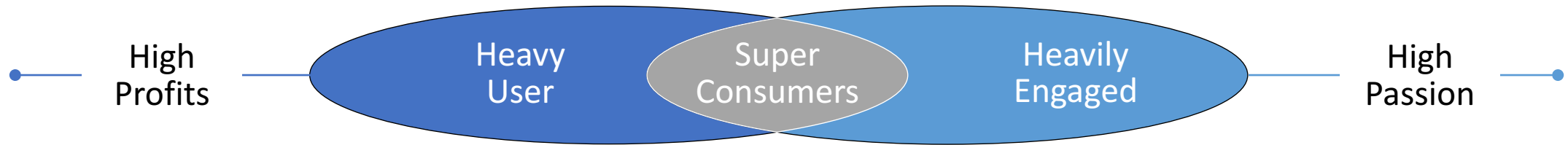


Best Business Books 2017:  
Marketing

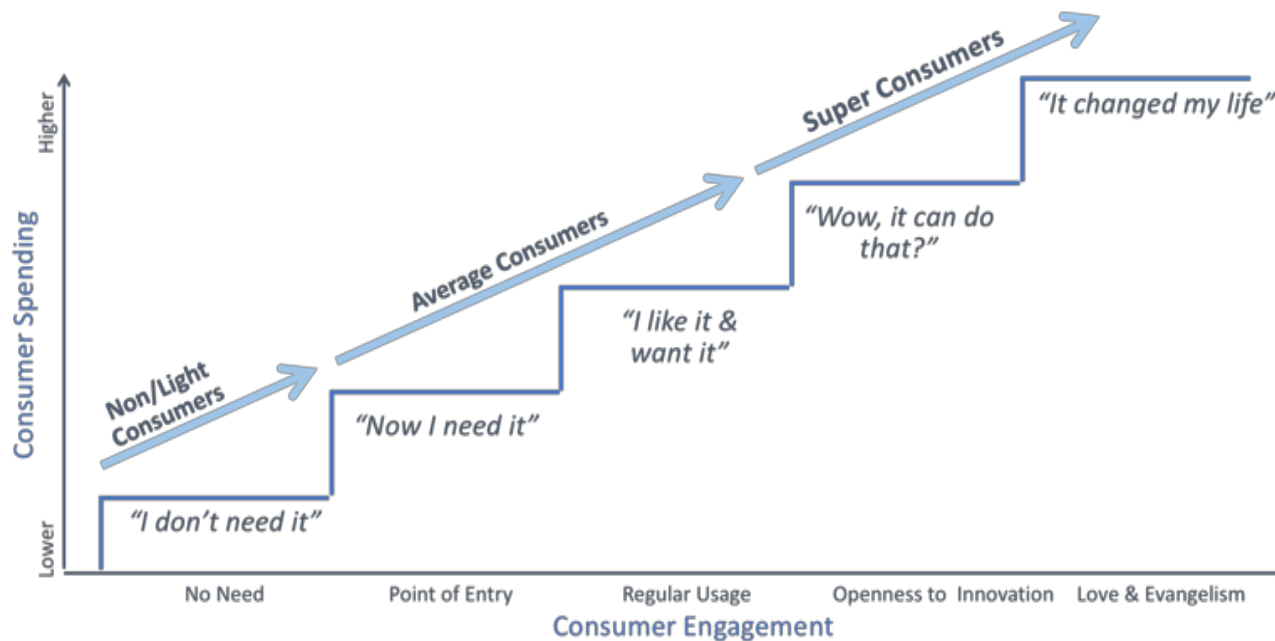
The year's best offering was *Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth*, by Eddie Yoon.

# Supers Synthesize the Story & Turbo Charge the Org

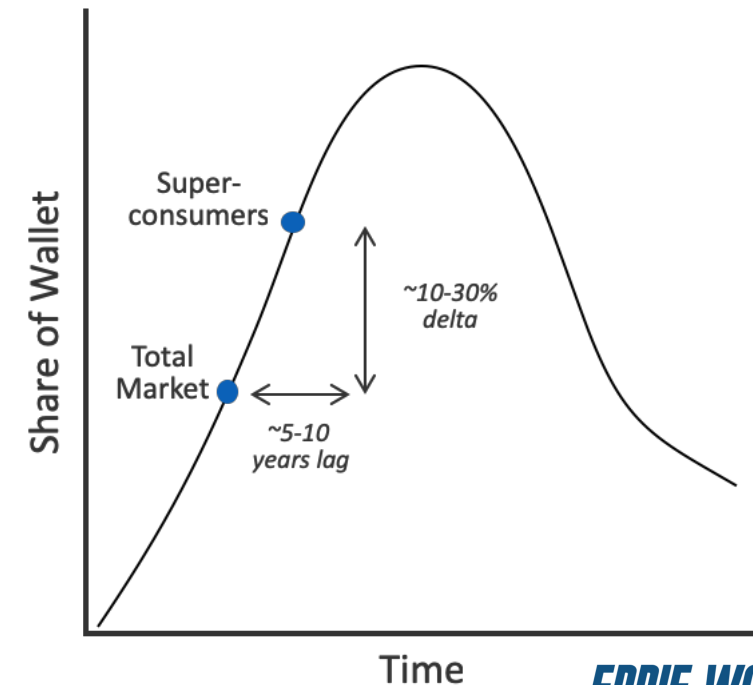
Supers are the smartest, most articulate consumers/shoppers...



...with compelling origin stories excite retailers/organizations



...and forecast the future to prioritize



# A Superconsumer of 1 Category is Super in 9



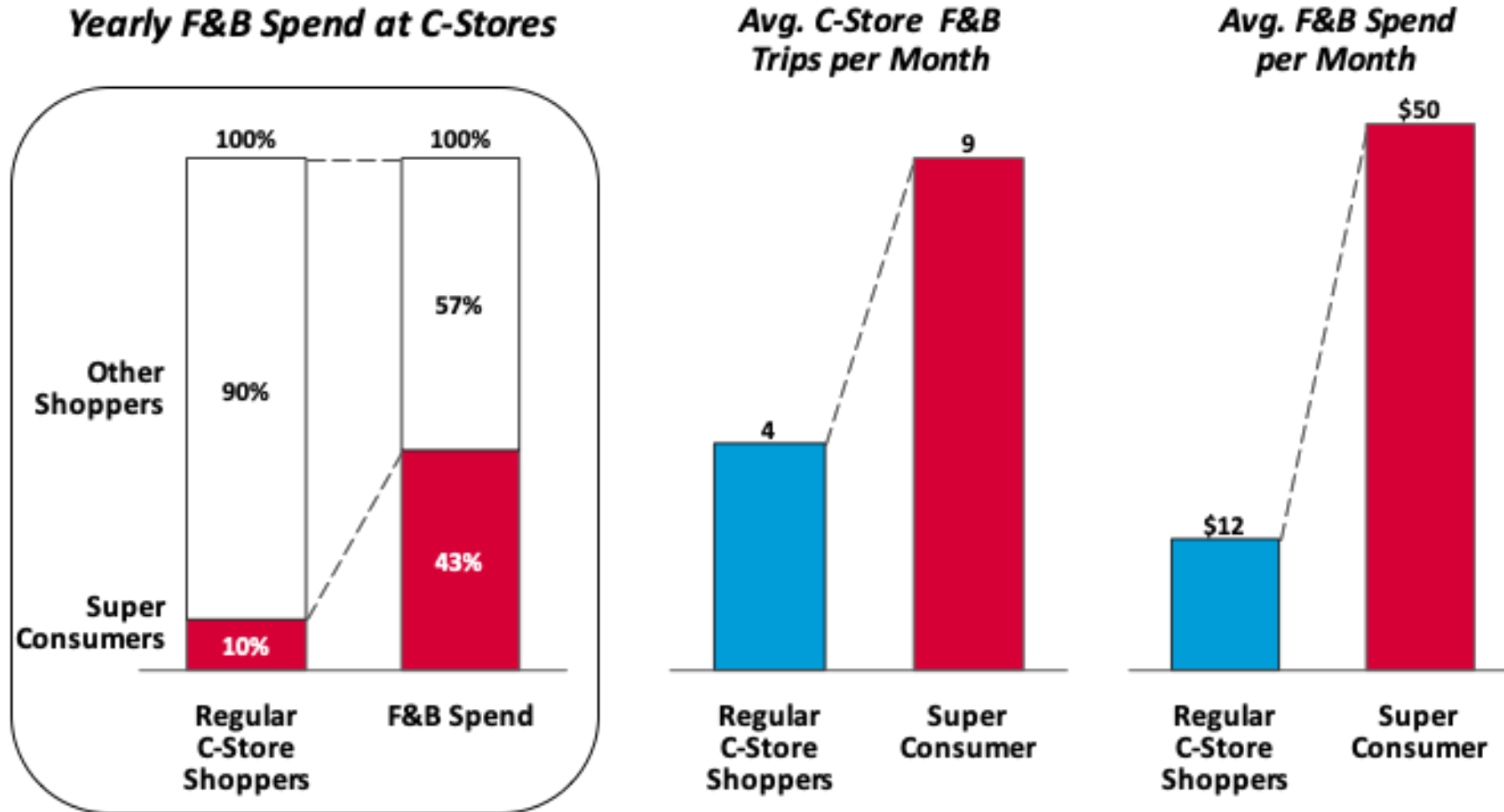
A SUPER CONSUMER  
IN 1 CATEGORY ...

*Generators...*

... IS A SUPER CONSUMER IN AT  
LEAST 9 OTHER CATEGORIES

*Life insurance, Vitamins*

# Supers Exist in C-Stores!



Source: Nielsen Homescan, TCG research among c-store shoppers

# Join Me in San Antonio to Hear the Rest

- **Power**: Too many underestimate the power of Superconsumers
- **Precision**: Supers give 3 lenses & new math for exponential growth
- **Practical**: Supers provide five actionable strategies to grow now

# Mahalo!



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