

The DNA of the

Digital Native Audience

wd



//
change
everything



Kun-Hee Lee

Chairman, Samsung Electronics

wd

our mission is to drive
and shape the future of
customer experience

WD OFFICES

SNA

irvine

SFO

san francisco

MSP

minneapolis

CMH

columbus

CLT

charlotte

PVD

providence

BOM

mumbai

48+ years
7 offices worldwide
300+ associates



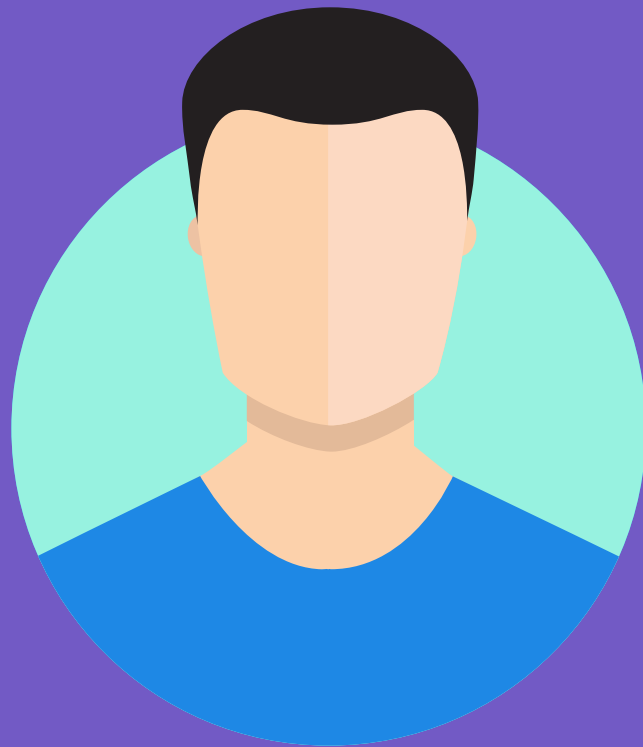
Once upon a time...

The image features a large crowd of people represented by black silhouettes against a bright yellow background. The silhouettes are arranged in two rows, with the front row facing away from the viewer and the back row facing towards the viewer. The text "life was easy" is written in a bold, white, sans-serif font across the middle of the crowd. The bottom of the image has a yellow background with several teal-colored geometric shapes, including triangles and a curved line. In the bottom right corner, the letters "wd" are visible in a small, white, sans-serif font.

life was easy

We knew how people **shopped**

**Males
hunt**



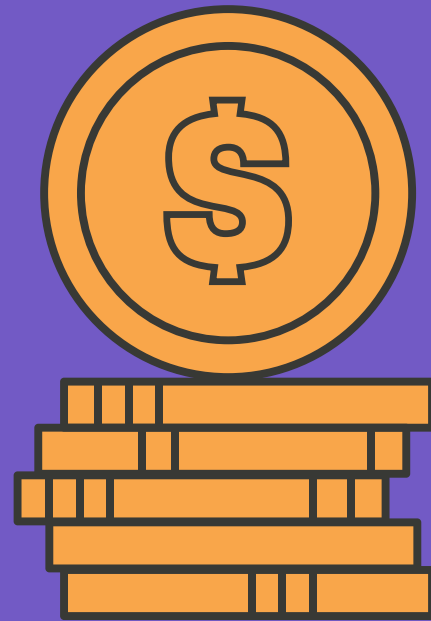
**Females
browse**



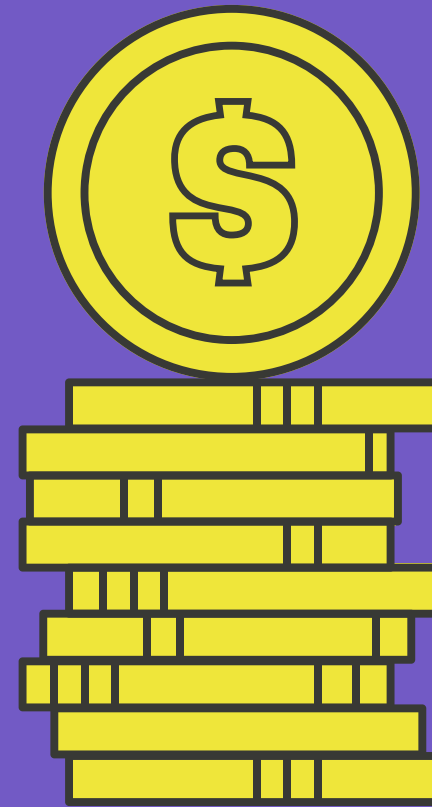
We knew how people **spent**



**Lower
Income**



**Middle
Income**



**Upper
Income**

We knew **who** people were



Generation Z



Millennial



Gen-X



Boomer

We knew **where** people shopped

Box

Walmart 



Specialty

FOREVER 21[®]



Discount

amazon 



We had segmentation

We had big data

Something

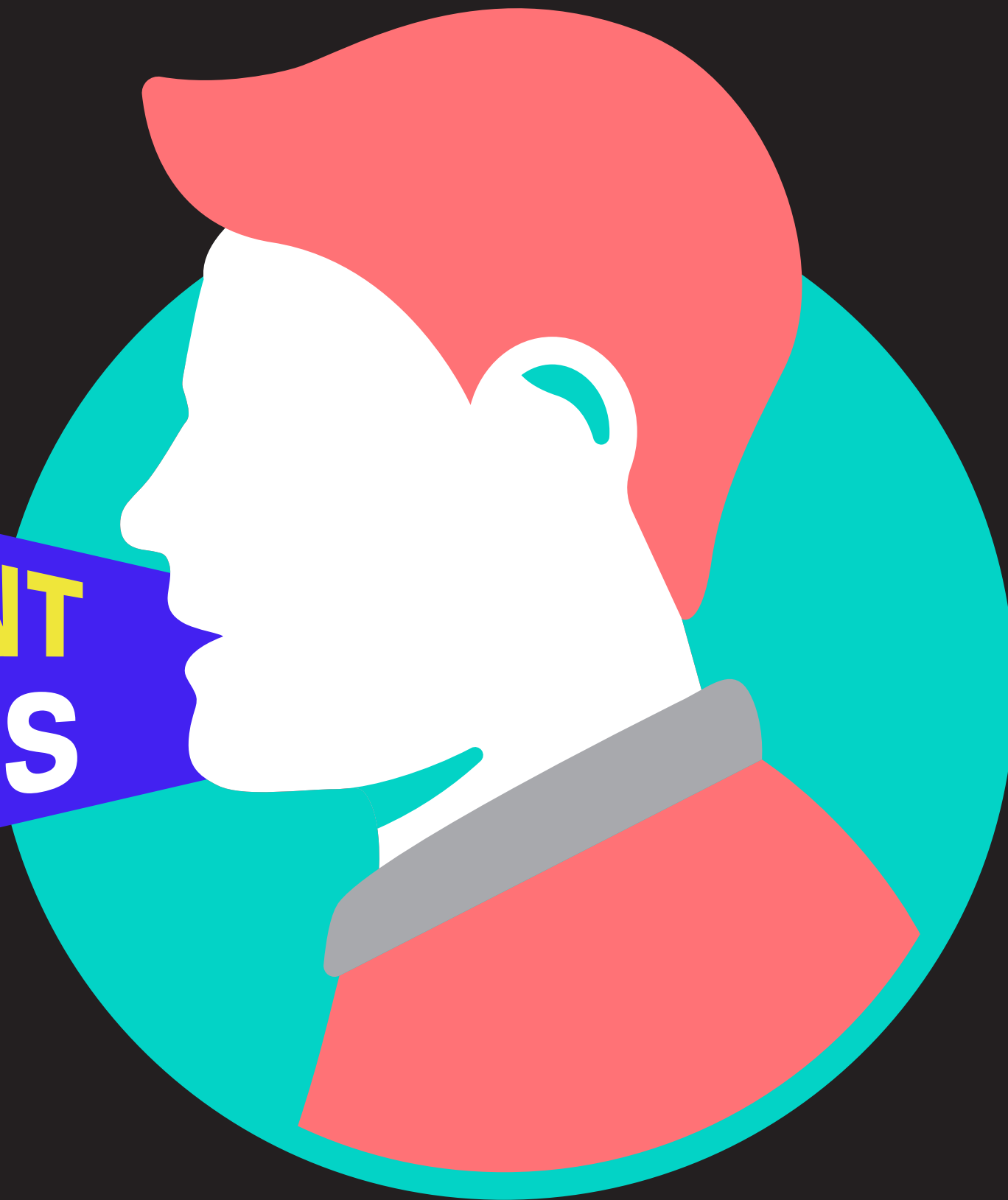
BIGGER

IS happening



PEOPLE DON'T **HAVE**
TO GO TO STORES

THEY HAVE TO **WANT**
TO GO TO STORES



Foot Traffic

10%

**WHAT
(TF)**

is going on?

Are you a...
Digital Native
or
Digital Immigrant?

Digital Natives will dominate by 2025



Digital Immigrants

Digital Natives



2000

2005

2010

2015

2020

2025



Digital Native:

A person who was born after the widespread adoption of digital technology. This exposure has created a greater understanding and adaption to both existing and new technologies and *the speed of tech thinking* than those who came before them.



Digital Immigrant:

Individual who was born before the widespread adoption of digital technology.

**The DNA will soon become the
largest spending generation
with an estimated \$200 billion
in annual spending by 2017**

change is all
AROUND
YOU

Attributes of the Digital Native

Open to that...

Change it NOW

Service

Not an Immigrant

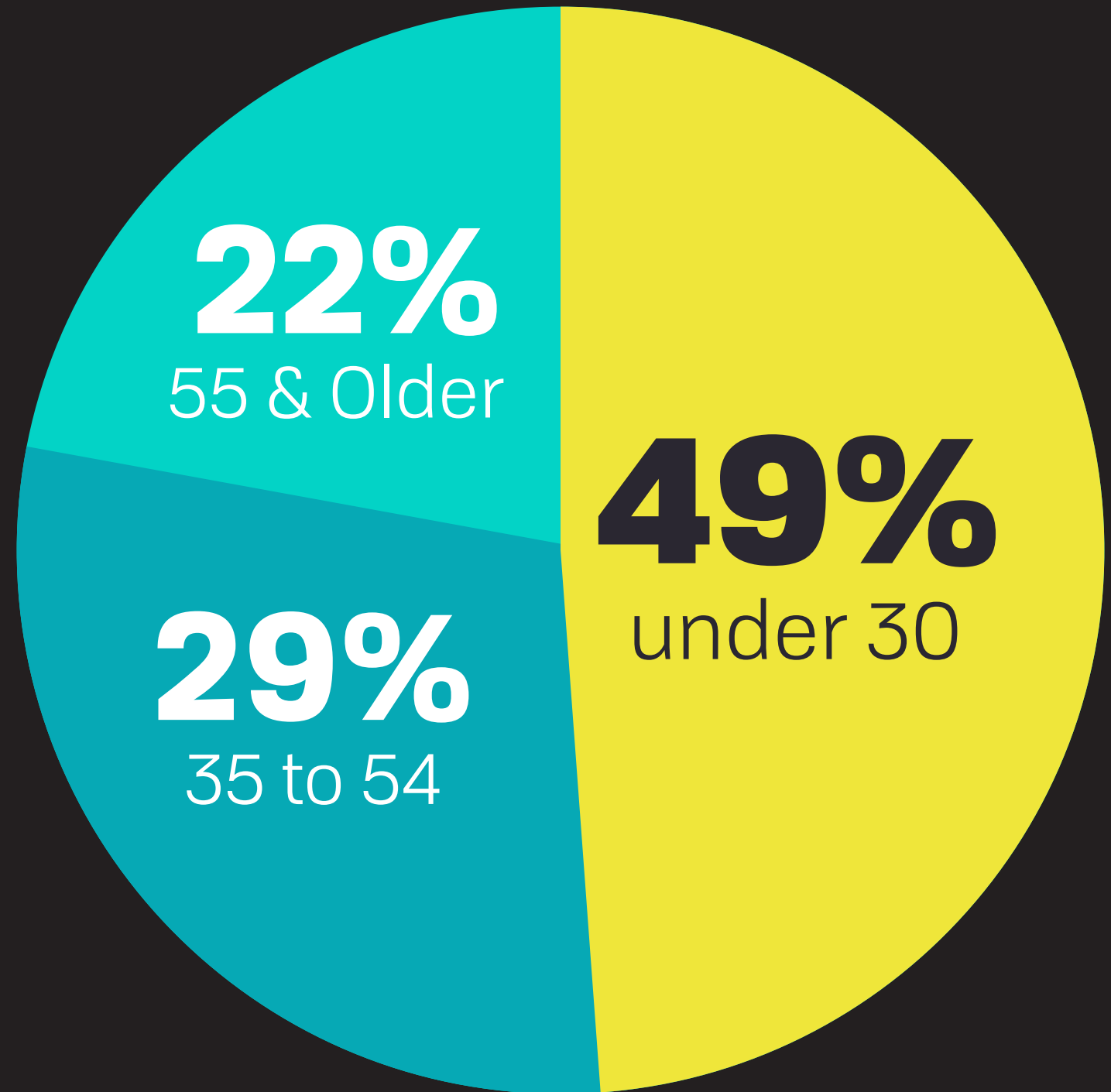


Apple's name change means they know their stores can't be just stores anymore. They want you to think of them as a place to meet friends, a gathering place, an event space, a place you go to for lots of reasons only one of which is to buy Apple products.

Richard Kestenbaum, Forbes

On-Demand Economy Consumers by Age Group

**Digital Natives
make up half of
on-demand
consumers**



“
If you have everything
under control,



“
If you have everything
under control, you're not
moving fast enough.

Mario Andretti





**Text me
614 226 4674**

Thank You