



ACCENTURE CG&S – THE “ERA OFTHECONSUMER” IS HERE

VIDEO TRANSCRIPT

Listen, brands, we need to talk.

And there's no easy way to say this...

The thing is...

Consumers...are breaking up with you...

...because...they've moved on.

And a box of chocolates...

...or even a multipack promotion...isn't going to

fix things this time.

But look. It's not you. It's them.

They've changed.

They just don't want to go out with you anymore.

They want to shop from home

Work from home.

Subscribe online for essentials.

Have someone else prepare dinner.

Focus on health...and wellbeing.

(Not always at the same time...)

On sustainability and social responsibility.

And connecting with other people.

But look. We still think you can make the perfect couple.

If...you're prepared to make a few changes.

Start understanding that in their house it's their rules.

Swap sweet nothings for meaningful brand purpose.

Because, you're in this together

And when you know each other better

You can live better

Experience better

Give them exactly what they need....

When and how they want it

It's all about

Knowing them as people, not consumers

Focusing on experiences, not channels...

...standing for values they...

...really want to live with.

We know you can make it work this time.



And we'll be right here, helping you two get back together again.

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