

TARIQ HASSAN

Chief Marketing & CX C-Suite Executive | Advisor & Board Member



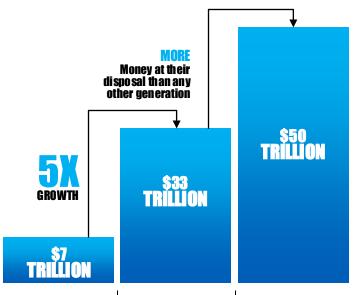






BY THE END OF THE DECADE, GEN Z WILL BE

UNIGNORABLE.



TODAY: Gen Z net income By 2030: Gen Z net income By 2030: Gen Z net income & inherited wealth



When asked who is their primary financial institution

1 IN 6

GenZ consumers named their financial institution that was not a bank.

GEN Z IS MOBILE FIRST

They spend
4x as much
time on their
phones vs. all
types of TV



Technology & Consumer Demand

have reshaped everything.



3 RD WILL MAKE THE FIRST TWO, WHICH WERE HUGE ... LOOK VERY SMALL!



THE WORLD'S LARGEST VIDEO HUB OF ENTERTAINMENT & EDUCATION.

253M

US MONTHLY ACTIVE USERS

41M

HOURS OF WATCH TIME ON FINANCIAL TOPICS*

DAILY "SHORTS"
VIEWS

VIDEOS WATCHED PER DAY









SOCIAL IS NOW THE SOURCE...

AVERAGE AMOUNT OF TIME SPENT ON SOCIAL MEDIA PER DAY

AVERAGE SOCIAL MEDIA ACCOUNTS PER PERSON

GET THEIR NEWS FROM SOCIAL MEDIA

TRUST SOCIAL MEDIA TO HELP THEM MAKE FINANCIAL DECISIONS









ZEROTOONE

IT'S ABOUT TIME

Alisonly as valuable as what you feel it.

Enhance Engagement Metrics

Precise Audience Targeting

Streamline Social Management



THE LOOK I GIVE



WHEN I'M COMPLETELY OVERWHELMED

EVOIVE



• 1

"The most powerful and enduring brands are built from the heart."

Howard Shultz, Starbucks





Big!

36,000 restaurants in **120** countries **14.000** restaurants in the USA ~90% **US A18+** visit 1x per year A McDonald's within **3 miles of ~80% of the US population Serving 26 million customers each day 1 in 10** people use the App in the US every **90 days**









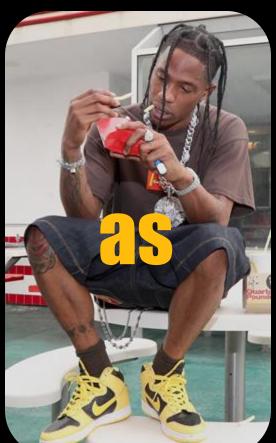






The trick? Not seeing them as GA ANTITIES









6 Years of decline with youth and adults

Traffic Share Change 2014-2020



50%

McDonald's traffic will be multicultural by 2030



We forgot food. place & experience mattered.



Over focused the naters.



Lost brand swagger chasing short term sales.



NOW Whatp







ROAD/TRIP





Learning what should have been known...

And what fans have always known...













No code switching necessary.







TRUTHS ABOUT PRODUCTS & EXPERIENCE.



It's not about winning or losing.



MOMENTS. MEMORIES. RITUALS. BEHAVIORS.









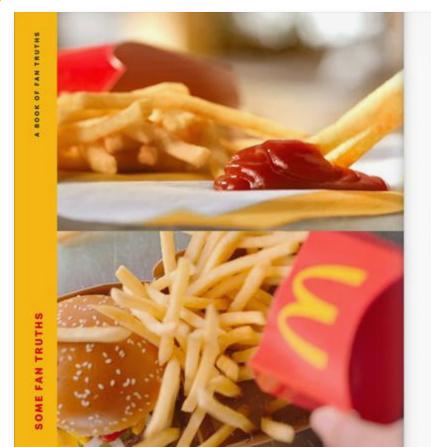
8 exost popular kid in school fo 15 minutes.



8 If you know,



your whole body is taking a screenshot.



01

Your friend will take a fry after they said they didn't want any.



10

Is there anyone out there who doesn't eat the bits of cheese stuck on the wrapper?





you don't worry. You know there's another one seen.

















28 fries, no salt. If you know, you know.



and didn't





Welcome to McDonald's

A Book of Fan Truths





never marry ketchup-on-the-fries



44 Big Mac is my first American burger.





is there any out there wh doesn't eat the bits of





before the Levalty Program.



Fan Truths have become the heart of the will be the strategy.

It's time to talk fan-to-fan about the many small truths that give this huge brand à unique place in American life







The icy princess ? has a new best friend @ #ad Introducing #TheSaweetieMeal at @McDonalds, From a Big Mac to a special sauce, find out what's included in @Saweetie's exclusive meal and see how it came together:



USATODAY.

McDonald's celebrity menu collaboration: J Balvin Meal available for a limited time, following Travis Scott Meal





The New York Times

Travis Scott Meets McDonald's (It's Lit!)

A partnership between the rapper and the fast-food chain is a melding of the merchandising minds.





Each Famous Order has become and Michael Frid out what's look a cultural event in its own righ

es a Happy Meal

rough their collaborations with musicians like BTE, y

McDonald's Partners With Another Music Star-J Balvin-for a Custom Meal

The reggaeton star is encouraging fans to download the chain's app



McDonald's Travis Scott promotion is so popular, it's causing burger shortages



McDonald's Seemingly Straightforward BTS Meal. In Review

The incred's in the second Sweet Chill and Cales a









Brand had called culture & culture was calling us back

How do you keep them on the line?













Make McDonald's A Cultural Icon



Famous to fans for democratizing access, participation & the creation of cultural moments they love.































Highest single week of transaction ever.





















ctus plant flea

And into their wardrobes, democratizing access.



autus plant fles market



McDonald's

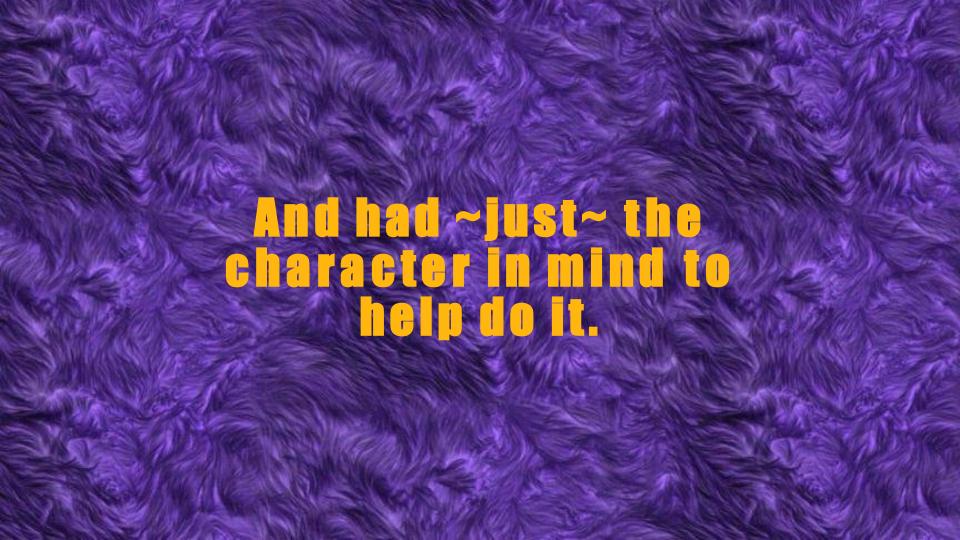
tus plan







my life peaked at my bugs life themed mcdonalds birthday party aged 6





"Whether he's a taste bud, a milkshake or just your favorite purple blob – the best part about Grimace is that he means different things to different people," the spokesperson said. "Whatever he is, we're just proud our bestie makes people happy."

●CBS NEWS

What are people doing with the Grimace shake? Here's the TikTok trend explained.







As the world was changing, it's created an opportunity to modernize the approach to engaging fans.



Reach & motivate consumers



Ability to track buying behavior



Ability to target certain customers

Long term QSR traffic was flat -- Digital Channels represented +20% of business & growing — Had to lead



THE WALL STREET JOURNAL.

MARKETS I HEARD ON THE STREET

McDonald's Is Cool Again

The fast-food giant overcame currency and other economic headwinds with creative marketing, an









petco. THE HEALTH + WELLNESS CO.

OLD DOG LEARNS NEW TRICKS!







- Crowded category
- 'Lack emotional connection'
- In-store experience not reflecting "lifestyle brand"
- Offered little added value to drive lifetime customer loyalty
- Deal-transaction focused
- Not driving sustainable growth

Pet Smarter.







GO AS FAR FOR PETS & PARENTS
AS THEY GO FOR EACH OTHER!







BYE BYE BAD STUFF

IND THE POOD THAT'S RIGHT POR YOU

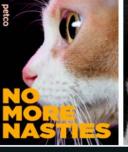
they floy | from Gol

IS BUTYLATED

IN YOUR CAT

THOPE NOT NEVER!

WOULD YOU EAT BUTYLATED IYDROXYANISOLE

















SHOP NOW

petco





petco



social CANIN PER



GIVE YOUR DOG THE NUTRITION THEY CRAVE

FEED THEIR MAGNIFICENCE

Nutritional formulas tailored





Rich combinations of smoked roasted, and fresh proteins.



KEEP YOUR DOG HAPPY AND HEALTHY DAY AFTER DAY



KEEP YOUR CAT APPY AND HEALTHY DAY AFTER DAY petco







We're tak











THEN FROM HEAD TO TAIL

ADOPTION & RESCUE

NEW PET PARENT PLANNING

NUTRITION PLANNING

In-Store
Vet Services

Positive Training

HEALTHY GROOMING

PET COACH
SUPPORT

MEMBERSHIP & SUBSCRIPTIONS



A CONNECTED PET CARE ECOSYSTEM FOCUS ON A PET'S COMPLETE WELL BEING





MENTAL HEALTH

Ensuring pets can lead joyful, enriching lives free from boredom and anxiety.



ACCESSIBLE HEALTH

Getting affordable, convenient access to everything pets need to live their best.



Engage every dimension of health for better pet wellbeing.





SOCIAL HEALTH

Nurturing pets to feel confident and comfortable around other animals and humans.



HOME HEALTH

Creating safe, stimulating environments where pets feel like they belong.



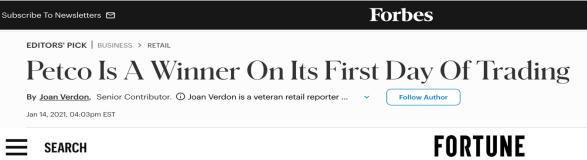






STOP THE SHOCK: PETCO ENDS THE SALE OF ELECTRONIC "SHOCK" COLLARS, DECLARES ITSELF A HEALTH & WELLNESS COMPANY





RETAIL IPOS

Petco jumps 63% in its return to the stock market





Bloomberg

Markets **Petco Leaps in Trading Debut After IPO Raises \$864 Million**

THE WALL STREET JOURNAL.

BUSINESS | RETAIL

Petco Revenue Jumps in First Earnings **Report After Going Public**



Your brand is what people say about you when you're not in the room."

Jeff Bezos, Amazon























But when you do!



That's all Folks!