

# Transcript\_Zogo\_Sponsored\_Video\_Two\_Things\_Gen\_Z\_Wants

June 2022

By Bolun Li

**Bolun Li** 00:13

So I think I think that's a great question. Really excited to kind of share some of my thoughts around this. And I'm sure a lot of you are probably wondering how do young people pick financial institutions.

**Bolun Li** 00:25

And, you know, today, I wanted to kind of share two things that are really important to Gen Z and might be helpful as your credit unions look to market to them. Number one is trustworthiness. And number two is reward.

**Bolun Li** 00:40

So trustworthiness, many of you might have no like, fintechs are there select, they're everywhere, right? They're coming up. And they have these beautiful-looking apps much, much more beautiful than the mobile banking apps. And they offer a very simple, intuitive experience to open an account, put money in, and so on, and so forth. But, and by the way, they are targeting just Gen Z, like that's actually their target demographics. But if you look at some of the report, you'll you'll realize actually a lot of Gen Z are not banking with neobanks, even though they have the best technology. In fact, most people are banking with neobanks are millennials, a lot of Gen Z are still choosing traditional financial institutions. But more so the Bank of America of the world. And that is because Gen Z really cares about where they park their money, and they want to make sure that that place is safe. And a lot of the fintechs, although they have really beautiful technology, they don't have a long history.

**Bolun Li** 01:37

And they don't have you know, this trustworthy brand that are, you know, to have a physical presence to have branches near near young people. By the way, branches is another really important thing to increase the trustworthiness. So a lot of the times, you know, you'll see Gen Z, so going with traditional financial institutions. So I will say, as a financial as a credit unions, you know, when you market to young people, make sure to emphasize that you're trustworthy, and make sure you emphasize that, you know, that they're safe with you, and you will take good care of them.

**Bolun Li** 02:12

And I think that's sometimes missed when you know, there's too much salesy stuff going on in the marketing materials, which doesn't really work for young people, we have to keep it very genuine. And one suggestion we have is to really talk about the story of your credit unions, and the value of the credit unions. And we think that Gen Z will really relate a lot with this message that credit unions, people

helping people so on so forth. And a lot of the time that message is now being delivered across from the credit unions to the audience. That's, you know, that's number one, trustworthiness.

**Bolun Li** 02:49

And number two rewards.

**Bolun Li** 02:51

So to tell you guys a really interesting story, when I graduated from school, not not so long, not so long ago, like last year, from college, I got so many mails in my mailbox, and you know, there's one from Citibank, one from Bank of America, one from from everywhere, and you know, it's a little envelope, and on the envelope, it just says, earn, you know, 60,000 points, if you do this, or earn 300 bucks, if you do this, there's a lot of, you know, a lot of promotion and rewards associated with all these, you know, financial products. And, and, you know, I think I think it's really interesting to know that this generation, young people cares a lot about deals and making money. So these rewards are actually extremely attractive.

**Bolun Li** 03:42

But there's the catch is because we also have internet at our fingertips, and there are websites like, you know, nerdwallet, or so on and so forth, that provides really easy access to, you know, to compare different rewards that different banks offer. So in that situation, you know, a lot of times the larger traditional financial institutions are going to win in this numbers game, they're just simply going to offer more money. So what I recommend for credit unions is just think about some more innovative rewards to offer young people and something that's differentiating, but still rich, a rich reward.

**Bolun Li** 04:22

So you know, just to give some example, there was one credit union that I saw that was offering students rewards for getting, I think straight A's. Like that is a great idea. And it's very differentiating, It's very cool.

**Bolun Li** 04:36

You know, there's also credit unions, obviously, what our company does is we allow credit unions to reward young people for learning financial literacy. And there's many, many other ideas out there that can be very differentiated, and, and create kind of a lasting impact on the members not only just in their wallet, but also in their life.

**Bolun Li** 05:00

So I, you know, all in all, I recommend that credit unions look into these two things to be more and more trustworthy, and to offer very differentiated and very interesting rewards to their members.

05:13

And we at Zogo believe that the next generation has the same value as credit unions and next generation should bank with credit unions. And I think it's just a matter of getting the message out there and for credit unions to really begin to understand how young people think and how to attract and market to this generation.