

The Global Affluent Tribe

"Connected more by what they love than by where they live"

Mark Miller, chief strategy officer at Team One, an ad agency with global expertise and proprietary research in premium categories and affluent consumers, would be the first to admit that people can be clearly segmented by the things that make them different. However, he firmly believes that today's affluent and influential class has grown increasingly connected by the things they share in common.

In fact, he calls them the Global Affluent Tribe, a term that emerged after several years of study, based largely on research launched in 2010, and since maintained, in mature, evolving and emerging economies, including the United States, Western Europe, Japan, Brazil, China, India, Russia and the Middle East.

The research identified that there is a growing Global Affluent Tribe who are more united by what they love than by where they live, and are connected by five core unifying values: **MOBILITY, SUCCESS, STATUS, BELONGING AND CONSUMPTION.**

According to Miller, these five priorities have long been among the concerns of the wealthy. Today, however, the Global Affluent Tribe is reinterpreting how they are expressed, particularly after experiencing the recent Great Recession. And that transformation makes a difference to brands that embrace such changing values as they can achieve a new global relevance in our modern, connected world.

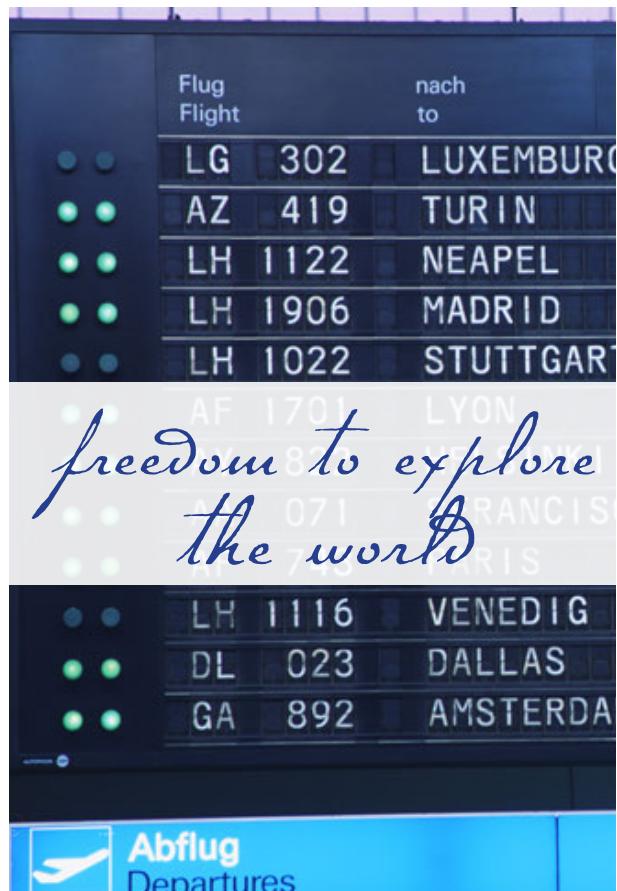
According to Miller, these five priorities have long been among the concerns of the wealthy. Today, however, the Global Affluent Tribe is reinterpreting how they are expressed, particularly after experiencing the recent Great Recession. And that transformation makes a difference to brands that embrace such changing values as they can achieve a new global relevance in our modern, connected world.

According to the research,

- Mobility once prioritized portability; today it is the freedom to explore the world.
- Success was once about what was passed down; today it is about the things you create yourself.
- Status once meant collecting rare objects; today it is experiencing and sharing rare stories.
- Networking was once exclusive and alienating; today there is more value in inclusion.
- Consumption was once opulent and ostentatious; today it is more purposeful and meaningful.

Mark Miller underscores that both marketers and consumers are far more conscious of the interconnectedness among economies of the world. “We are more educated about the impact of local choices surrounding consumption on the global environment. And we are more culturally fluent as a result of growth in social, mobile and digital technologies. So, while the world remains large and diverse, the modern context suggests that we have also never been more connected.”

Yet despite these sweeping similarities, the study also shows how there are quite tangible differences in regard to notions of wealth. According to Miller, “Following the recession, we saw affluent Americans demonstrating more resourcefulness in spending in areas of high personal value, while saving in other areas. In contrast, in the Middle East, there was more conspicuous consumption; personal value mattered, but public recognition mattered as much or more.”



METHODOLOGY:

Launched in 2010 to understand post-recessionary wealth, Team One’s exploration into the Global Affluent Tribe has been informed by a combination of syndicated research, cultural explorations and qualitative consumer engagements from around the world. Including three global research partners, the study consists of data, interviews and insights from North America, Europe, UAE, Brazil, India, Russia, Japan and China.

Here's snapshot of the five core unifying values that unite today's growing Global Affluent Tribe:

Mobility—Travel & Self-Discovery

Today, the Global Affluent Tribe continues to be increasingly connected, not separated, by their expanding global footprint. They lead mobile-anchored lives and do not define themselves by their ZIP or postal code. They seek brands that arm them for their lifelong journeys rather than simply acknowledging them.

Success—The Many Routes to Success

To the Global Affluent Tribe, success means carving your own path and shaping your own interpretation of luxury. Where you come from no longer defines where you are going. They seek brands that champion their own alternative routes and exhibit their own rich and unexpected stories.

Status—Knowledge as Currency

For the Global Affluent Tribe, expertise and connoisseurship are today's currency of status. They take pride in uncovering the world's best-kept secrets and sharing them. Rare knowledge has become today's most precious stone. The experiences they have collected are more valuable than the things they own. While they continue to appreciate brands that

sell expensive things, today they increasingly seek out brands that offer opportunities to learn.

Networking—Inclusiveness as Specialness

Special privilege and elite access were once staples of affluence, the Global Affluent Tribe now equally values inclusive access and connection among like-minded members. While The Global Affluent Tribe continues to value brands which offer elite experiences, they increasingly appreciate brands that find ways to offer larger, cultural value which can be enjoyed at all levels of wealth.

Consumption—Meaningful & Purposeful

Discerning shoppers, the Global Affluent Tribe recognizes their wealth has influence. They don't just think about the short-term effects of their choices but consider the care and quality that goes into a product. While the Global Affluent Tribe once placed increased value on opulence and ostentation, now they value goods that are increasingly purposeful and meaningful. While in the past this has meant preferring more socially conscious goods, today it also means valuing brands that offer personalized and specialized products.



They lead mobile-anchored lives and do not define themselves by their zip or postal code.

