30 SEPTEMBER 2024 | REPORT

2025 FINANCIAL SERVICES MARKETING TRENDS

A look into how financial institutions are addressing decreasing interest rates, prioritizing flexible solutions and relating to Gen Alpha in 2025 and beyond.

evōk advertising

Table of Contents

Our trends are rooted in competitive marketing intelligence, industry expertise and shi ting consumer behaviors

Comperemedia's 2025 Trends are developed by a group of experts across evok's consumer research and Comperemedia's competitive marketing intelligence. We consider recent developments in the industry, as well as consumer-reported behavior and attitudes, to forecast what will come in the year ahead and beyond.

INTRODUCTION

What informed the creation of these trends?

Key themes from 2024 inspired our trends for 2025

Federal interest rate cuts

How will the recent rate cut, and the upcoming cuts projected through 2026, impact financial services?

Product evolutions

How is innovation driving the industry and meeting consumer need?

Regulatory actions

How can financial institutions adapt to the many changes facing the industry?

Generational shifts

How are generational shifts in financial need impacting the industry?

2025 Financial Services Marketing Trends

No Debt About It

With non-housing debt at $4.9t trillion and credit card delinquency rates rising, the Federal Reserve's interest rate cut will encourage spending, prompting financial institutions to offer innovative solutions like cash back debit cards and enhanced debt management to prevent consumer overextension.

Flex Appeal

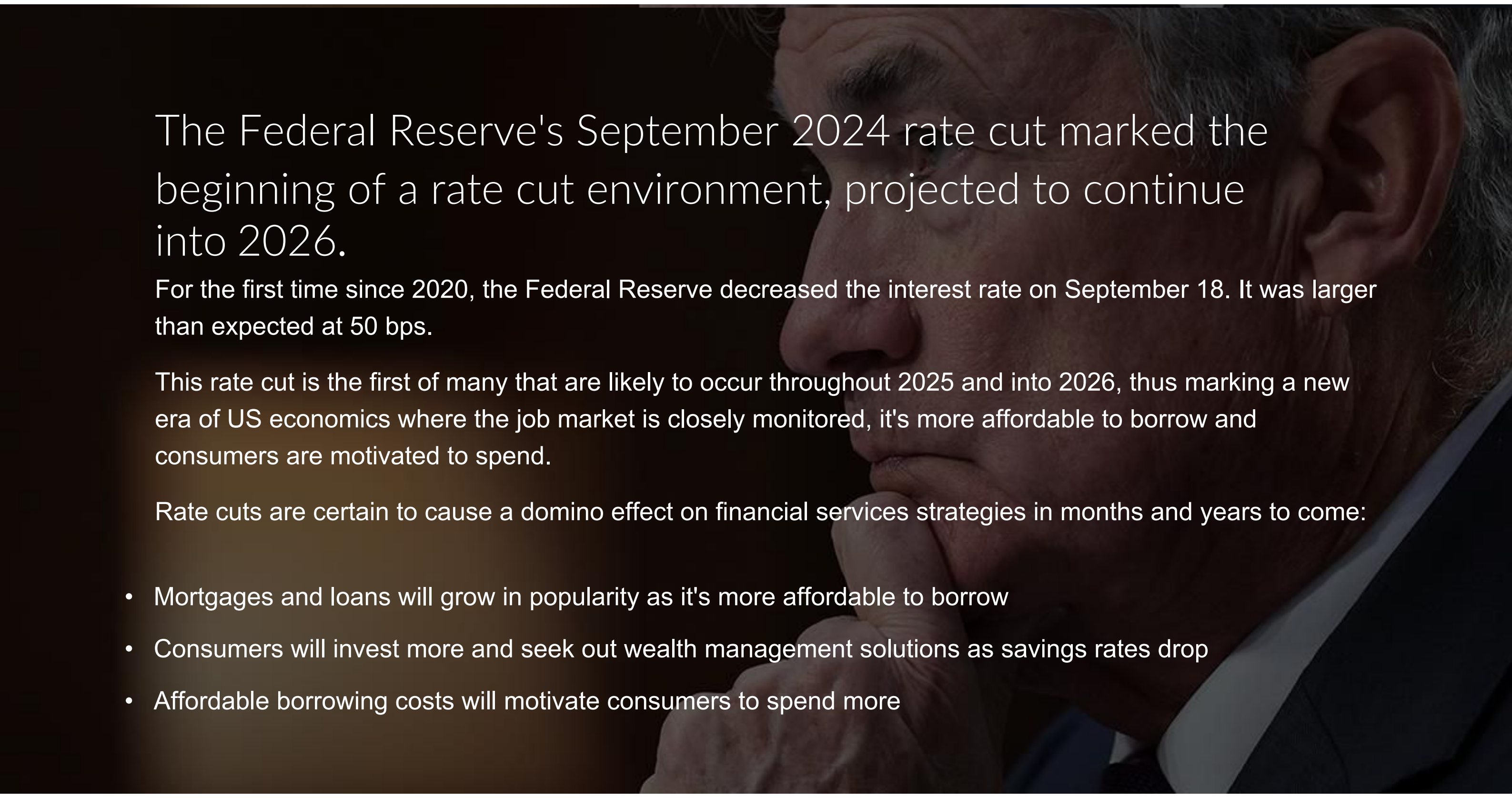
As financial boundaries blur, consumers demand flexible, integrated solutions, prompting brands to offer empowering, multipurpose financial products that address industry challenges of incorporating new revenue streams amid increasing fee regulations and meet evolving consumer need.

Respect the (Gen) Alpha

As Generation Alpha emerges with a $5.4 trillion economic impact, family banking flourishes, offering diverse financial products and literacy resources, leading to Gen Alpha's distinct financial relationship shaped by early exposure to finance and parental guidance.

NO DEBT ABOUT IT

As the Federal Reserve's interest rate cuts will encourage spending, FIs will innovative debt and credit solutions to prevent consumer overextension.



The Federal Reserve's September 2024 rate cut marked the beginning of a rate cut environment, projected to continue into 2026.

For the first time since 2020, the Federal Reserve decreased the interest rate on September 18. It was larger than expected at 50 bps.

This rate cut is the first of many that are likely to occur throughout 2025 and into 2026, thus marking a new era of US economics where the job market is closely monitored, it's more affordable to borrow and consumers are motivated to spend.

Rate cuts are certain to cause a domino effect on financial services strategies in months and years to come:

- Mortgages and loans will grow in popularity as it's more affordable to borrow
- Consumers will invest more and seek out wealth management solutions as savings rates drop
- Affordable borrowing costs will motivate consumers to spend more

However, while interest rate cuts motivate borrowing and spending, many consumers are already financially overextended

According to the Federal Reserve Bank of New York:

TOTAL NON-HOUSING DEBT REACHED	CREDIT CARD DEBT REACHED	CREDIT CARD DELINQUENCY RATES REACHED
$4.9 trillion	**$1.14 trillion**	**10.9%**
An all-time high	An all-time high	The highest since Q2 2010

Source: *New York Fed*

Thus, a delicate balance is needed in order to settle debt while still allowing access to purchasing power

Prediction: debt management in product offerings

As loan affordability increases following drops in the federal interest rate, many brands will use this as a way to connect a solution to the consumer's growing debt problem. From debt consolidation loans to debt management benefits in credit cards, many products will have a leading value proposition of addressing the onslaught of debt. Some brands will also use this positioning as a way to inspire financial wellness and cultivate long-term loyalty.

Prediction: provide credit – without the credit

Consumers will be motivated to spend, particularly as more favorable APRs come to light. However, mounting credit card debt may become debilitating for some. Thus, select brands will market products that are similar in benefits to credit cards, like cash advances and debit cards with rewards, but do not require credit to use. While these solutions are typically reserved for thin-credit consumers, products that enforce responsible spending may adopt a mass-market appeal.

Debt management integrated in product offerings

Loans are already on the rise in marketing as brands build equity for the category

AUG NATIONAL TV SPEND FOR PERSONAL LOANS

$23.3 million

A two-year high

PROMOTING DEBT CONSOLIDATION INCREASED

30%

Year-over-year (Jan-Sep 2023 vs Jan-Sep 2024)

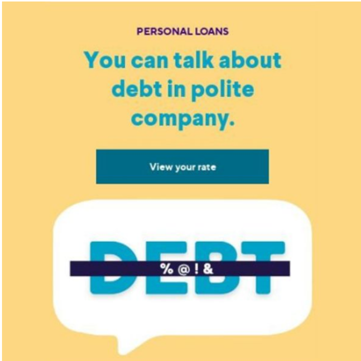
Source: *Comperemedia Omni [01/01/2023-09/12/2024], as of 09/13/2024*

Normalization of debt comes hand-in-hand with the investment in brand awareness for personal loans

SoFi shows this normalization by erasing the taboo of debt. Its September 2024 campaign uses data to enforce that "we all have [credit card debt]."

By removing the stigma and using data to empathize with the consumer, it better motivates the consumer to find a solution to their debt.

Other brands can use a similar approach via QR codes in direct mailers to motivate consumers to come in-branch for a safe, confidential discussion over effective solutions.



SoFi | email

Chase | direct mail

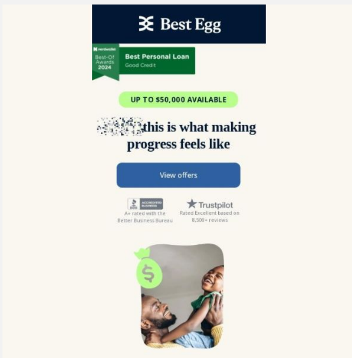
Source: *Comperemedia Omni [09/01/2024-09/12/2024], as of 09/13/2024*

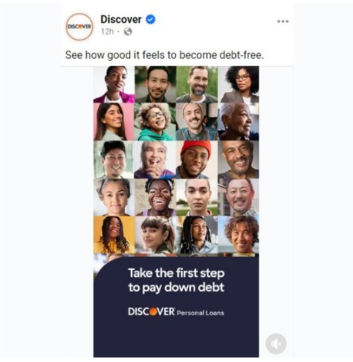
Brands pair mental health – and the joy that comes with having control over debt – with debt consolidation services

Debt repayment is a facet of financial wellness, and these creative approaches allude that it's also a part of overall wellness.

The joy of progress

Best Egg, a purveyor of financial wellness solutions, launched an email campaign in July 2024 illustrating the feeling of making financial progress through the cheer between a father and son.



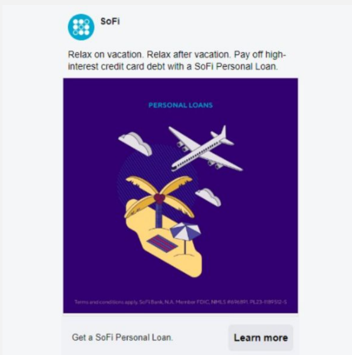


The joy of being debt-free

Discover's paid social campaign, launched in Q2 2024, used 20 different faces to describe the happiness associated with a debt-free life, implying that the viewer could join the group too.

The joy of a stress-free vacation

Through a paid Facebook campaign, SoFi noted that a benefit of paying off credit card debt is the ability to be present and relax on vacation and beyond, something many viewers can relate to.



Source: *Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

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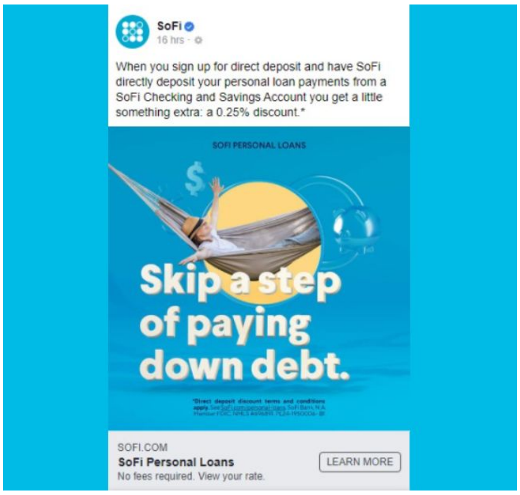
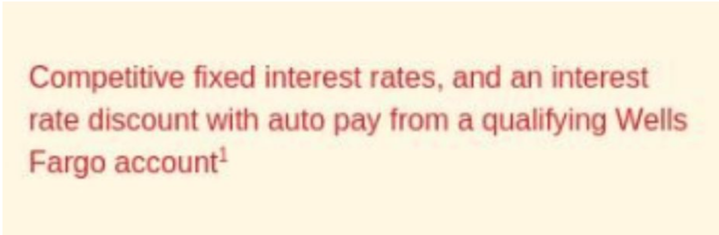
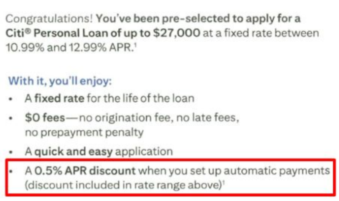
As loans become more popular, offering discounts will be key to edging out competition; many will leverage discounts as a way to reward loyalty





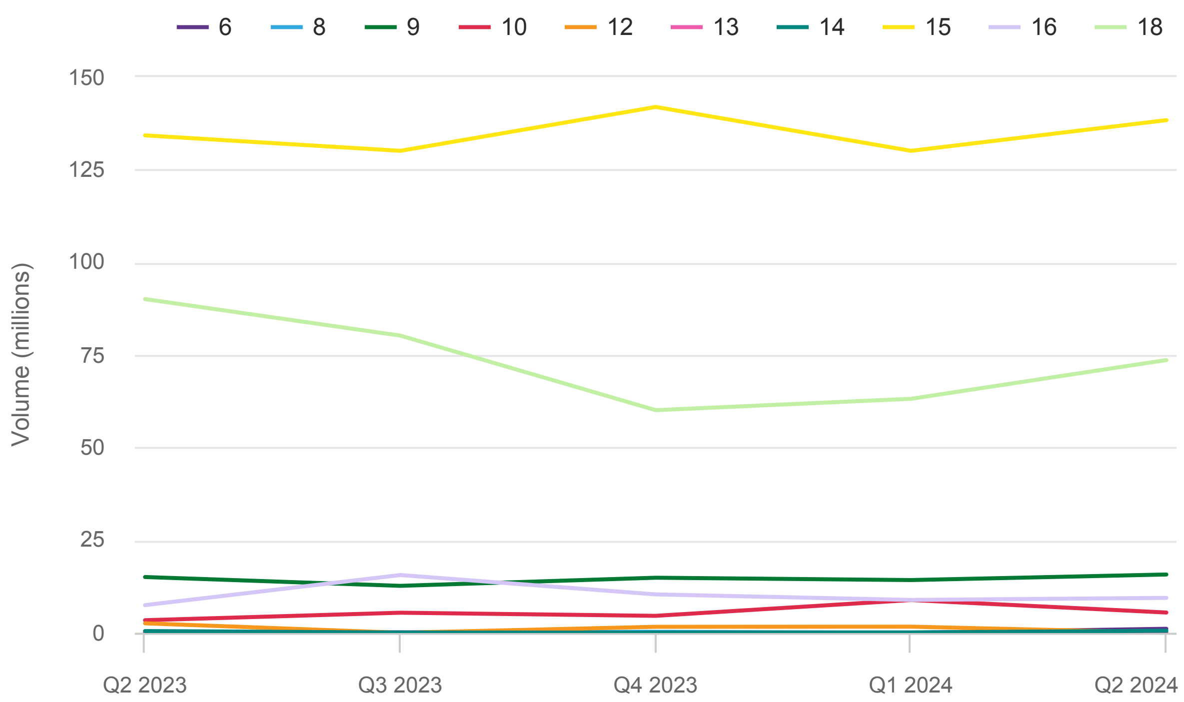


***Source:** Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

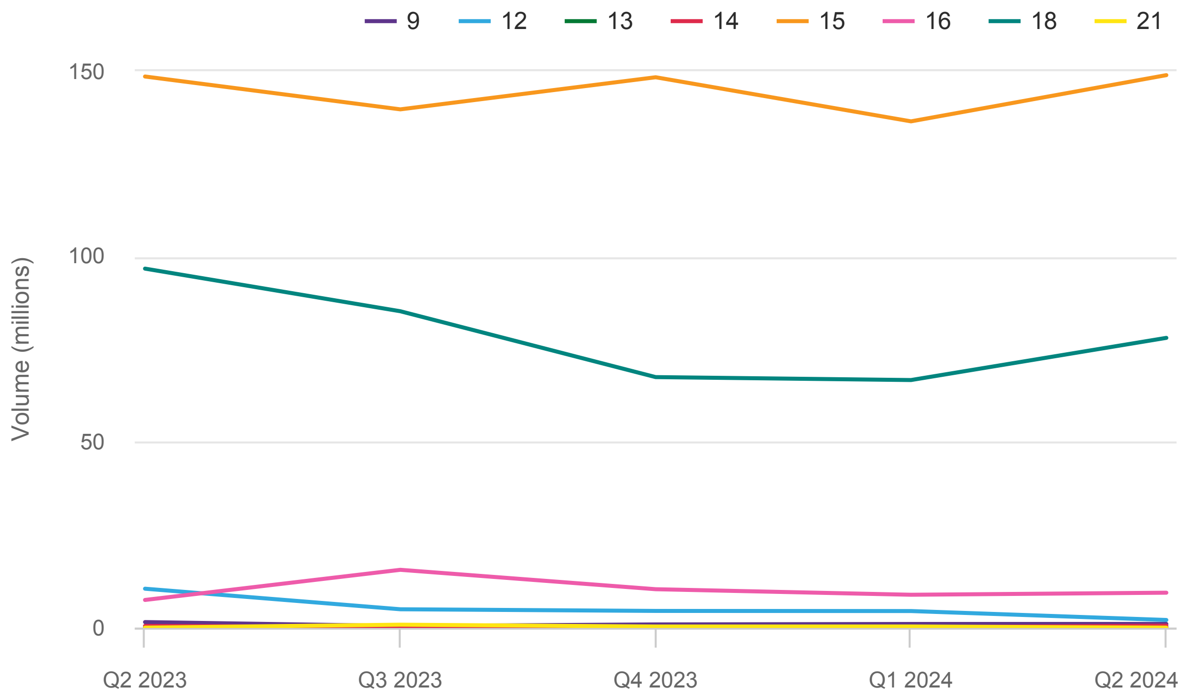
Debt management will become a focal point in credit card offerings, with 0% intro offers being coupled with extended offer lengths

In Q2 2024, brands increased their share of 15- and 18-month 0% purchase and balance transfer intro APRs.

Competitive set 0% purchase intro APR offer length, Q2 2023-Q2 2024



Competitive set 0% balance transfer intro APR offer length, Q2 2023-Q2 2024



Source: *Comperemedia Direct [04/01/2023-06/30/2024] as of 08/09/2024*

Messaging around 0% intro offers will focus on the benefits of greater financial flexibility and debt management

Citibank Double Cash Card | direct mail | July 2024

Fifth Third 1% Cash/Back Card | direct mail | September 2023

While both Citibank and Fifth Third offered 21-month 0% intro APRs, Fifth Third's mailer detailed how to use the offers for purchases and debt repayment, whereas Citibank focused solely on its cashback rewards.

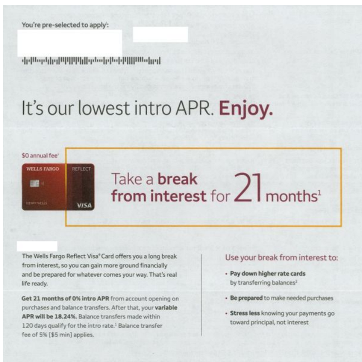
Fifth Third's approach is likely to become more popular in 2025; expect other FIs to educate potential cardholders on how to leverage these offers and differentiate themselves in a competitive market through long-term offer lengths.

Source: *Comperemedia Direct [04/01/2023-06/30/2024] as of 08/09/2024*

Wells Fargo's Reflect exemplifies this positioning; Comperemedia's Offer Index rates it among the strongest offers

Wells Fargo Reflect's strong average purchase intro APR and annual fee make it a top individual offer.

The offer was a pure acquisition campaign that beckoned consumers to "take a break from interest for 21 months," with a variable APR of 18.24% following the intro period.



Estimated mail volume: 476K

Offer Score: 61.90

To learn more about Comperemedia's Offer Index, reach out to your account manager
Source: *Comperemedia Direct [04/01/2024-06/30/2024] as of 8/1/2024*

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Provide credit – without the credit

Many fintechs are carving a niche in the cash advance space, offering a no-strings 0% APR service that's typically tied to credit cards

As many cash advance services are tied to high fees, fintechs are using the offering as a way to attract consumers wanting a financial reprieve without the fees. 0% APRs are the norm, while revenue is mainly tied to charging for immediacy or requiring a membership.

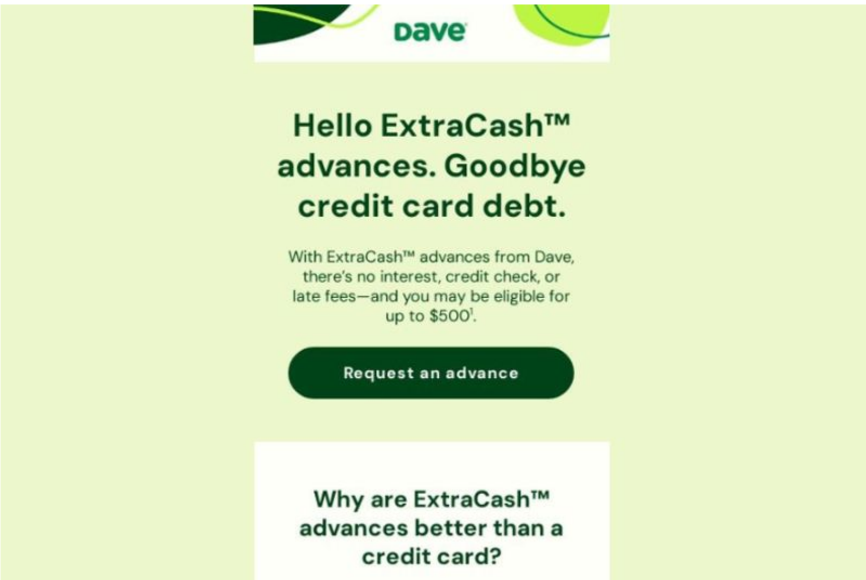
While all aim to provide financial flexibility, fintechs typically take on an empowering yet reassuring tone to assuage consumers.

Cash advance details by fintech

Company	Amount	APR	Fees
Brigit	$50 to $250	0%	$0.99-3.99 Express fee, depending on subscription tier
Chime	up to $500	0%	$2 Express fee
Dave	up to $500	0%	3% of advance or $3 minimum
Empower	$10 to $300	0%	$1 - 3% of amount for Express fee
FloatMe	$10 - $100	0%	Membership fee needed; $3-7, Express fee, depending on amount
KoHo*	$20 tp $250	0%	$2/month subscription fee
MoneyLion	up to $500; $1000 available for RoarMoney customers	0%	$1.99-8.99 Express fee, depending on amount
Varo	$20 to $250, possibility of $500 based on on-time payments	0%	$1.60-40, depending on amount

*Scroll for creative examples; * available in Canada only*

Fintechs stay relevant by showing they make everyday tasks, like paying for groceries, easier and more straightforward than credit cards



Dave | email

Empower | paid Facebook

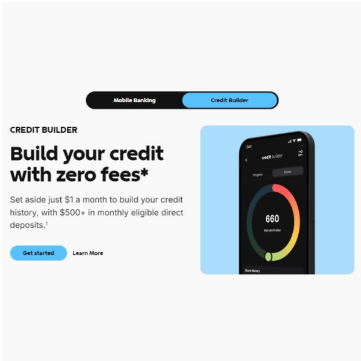
Source: *Comperemedia Omni [07/01/2024-09/12/2024], as of 09/13/2024*

FIs like One Finance and Self Financial are promoting credit building without the use of a credit card

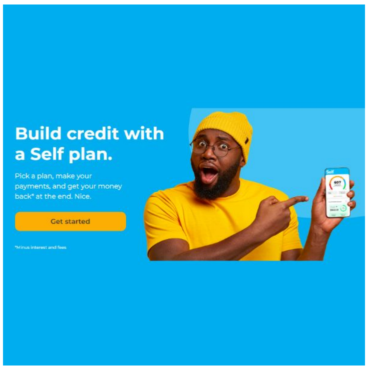
Both companies offer a credit builder through the use of a loan repayment. Through taking out a modest loan and incorporating automatic, planned payments, the companies report the payments to the credit bureaus to improve credit.

Both companies require fees to start, but repay most or all fees over time.

Self is bullish on this service, investing in national TV campaigns with the tagline, "Increase your score, without increasing your debt."



One.App



Self.inc

PROMOTING DEBIT REWARDS INCREASED

286%

in volume* Y/Y (Jan-Sep 2023 vs Jan-Sep 2024)

Cash back debit cards may be the future.

Led by Discover, One Finance, a myriad of credit unions, and most recently PayPal, debit cards with rewards has grown exponentially in marketing as a way to provide the benefits to those wary or unable to open a credit card.

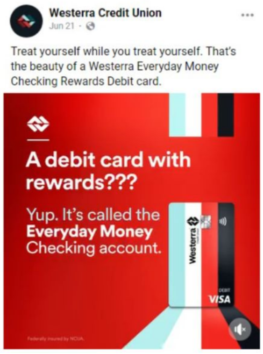
Cash back debit cards could be key in creating more tangible and approachable methods of tracking spend and financial wellness. According to evok consumer research, both Gen Z and Millennials are more skeptical about tracking credit card spend and consider debit cards the easiest payment method to track, with Gen Z at 42% and Millennials at 35%.

** volume includes direct mail, email and paid social (Facebook, Instagram and X)*

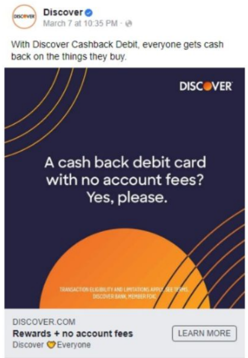
***Source:** Mintel Report Gen Z, Millennials and Finance – US – 2023; Comperemedia Omni [01/01/2023-09/12/2024], as of 09/13/2024*

FI's cash back credit cards tout accessibility, no fees and rewards access through everyday purchases

Both Westerra Credit Union and Discover use questions in their ad content to both address the novelty of the product and confirm the reality of the offering to the viewer.



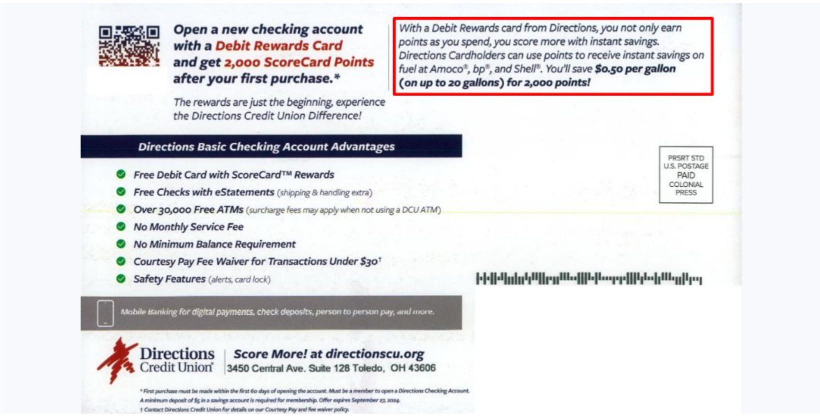
Westerra Credit Union | paid Facebook



Discover | paid Facebook

Source: *Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

Cash back debit cards currently target thin credit consumers, but could evolve to appeal to a broader audience



Directions Credit Union | direct mail

Currently, cash back debit cards are geared toward accessibility in banking. In the future, this product could have more mass market appeal as cash back debit cards are positioned as a tool that prioritizes financial responsibility.

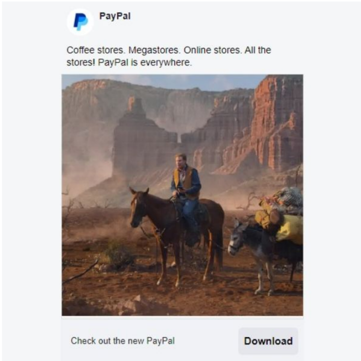
Directions Credit Union's direct mail campaign alludes this shift: its leading benefit isn't just about earning rewards, it also offers customers savings opportunities.

Source: *Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

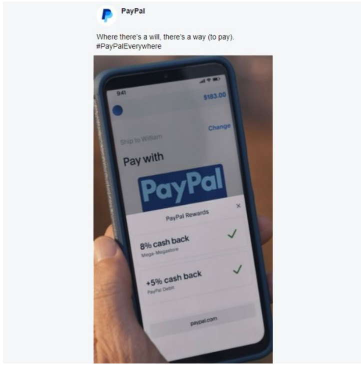
PayPal Everywhere shows that cash back debit can have mass market appeal through trust, lucrative rewards and money management

PayPal launched "PayPal Everywhere" in September 2024, a new cash back debit product offering flexible payments, 5% cash back on select categories, stackable offers and an auto-reload payment feature.

This launch, with a campaign featuring Will Ferrell, leverages PayPal's trusted reputation to reach a broader audience. Reports state PayPal is the most trusted FI, with 70% of consumers finding it trustworthy.



PayPal | paid social



PayPal | paid social

***Source:** Comperemedia Omni [09/01/2024-09/23/2024] as of 09/24/2024; Mintel Report Trust in Financial Services – US – 2024*

FLEX APPEAL

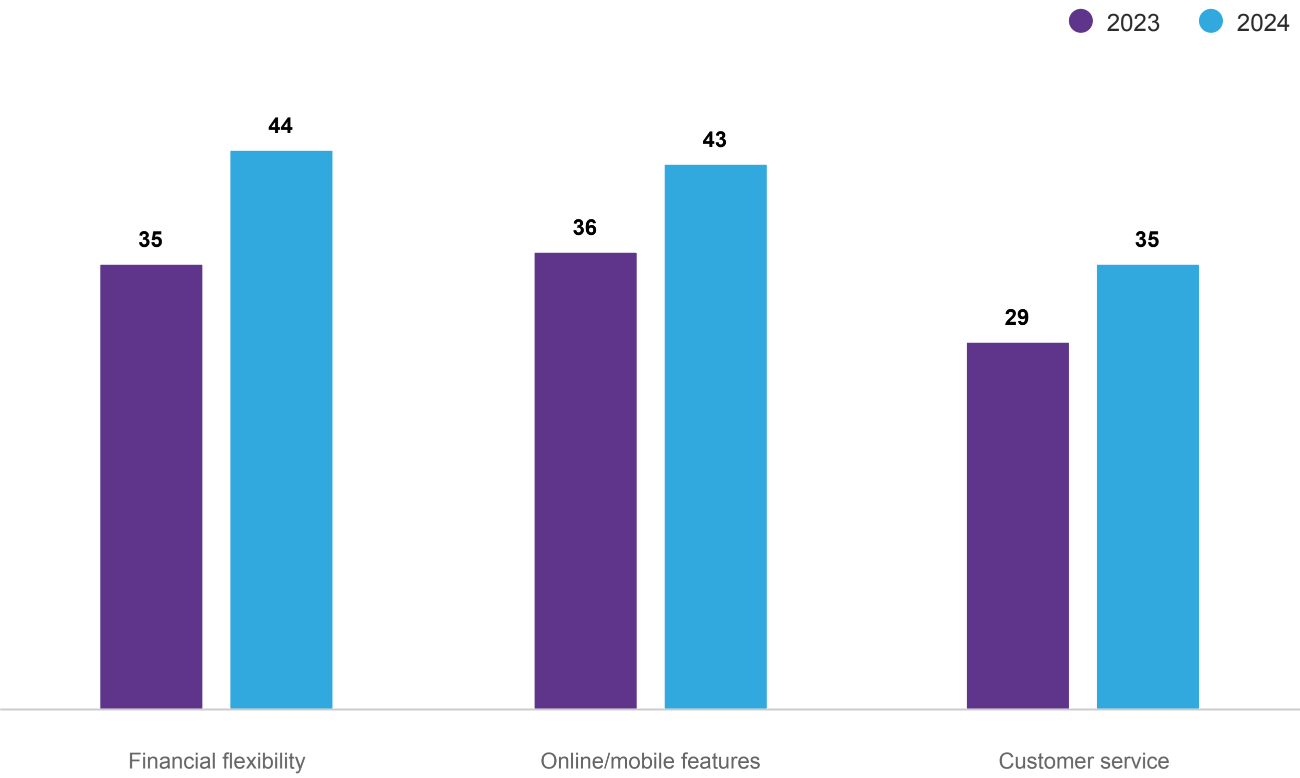
Brands are offering flexible, integrated solutions that blur traditional product lines within their ecosystems.

Financial flexibility is a top desired feature, with consumers increasing focus on features beyond pure earn and savings rates

In 2024, consumers prioritized savings and flexibility in new financial products, reflecting a focus on navigating budget constraints rather than earn rate increases. While quantifiable benefits like improved rates traditionally drove account changes, the growing emphasis on financial flexibility indicates a desire for features offering value beyond pure numerical upgrades.

Millennials are leading this shift, as 47% ranked financial flexibility as their top priority in 2024, a significant change from the previous year when quantitative features dominated their preferences. Financial flexibility rose from the seventh-most prioritized feature among Millennials to the most prioritized, an astonishing rise that illustrates the more complex financial outlooks Millennials are facing.

Desired features from new financial accounts, 2023-24



Base: *2023: 983 internet users aged 18+ who plan to open a new financial services account; 2022: 880 internet users aged 18+ who plan to open a new financial services account*
Source: *Mintel Report Financial Services in 2024 – US – 2024*

Though the proposed cap on late fees was overturned, the CFPB is intent on reducing industry fees, prompting FIs to seek new revenue streams

In 2024, litigations involving banks' late fees were mercurial: while fees became capped at $8 in early 2024, the ruling was overturned in May, and most banks have late fees ranging from $38-41. However, the CFPB's continued target of "junk fees," along with competitive pressure, has caused many banks to drop overdraft fees. In addition, the CFPB is targeting fees relating to remittance payments.

As fees continue to be scrutinized, FIs are considering subscriptions and memberships that create new value to consumers and new revenue streams for the FIs.

Source: *CFPB Newsroom*

Bundling could be the key to new revenue opportunities, as two thirds of consumers preferred to have all accounts within the same mobile app

This is particularly true for younger consumers; when asked if interested in bundling multiple products for a monthly fee:

OF 18-24 YEAR OLDS,	OF 25-34 YEAR OLDS,	OF 35-44 YEAR OLDS,
65%	**68%**	**63%**
Agreed	Agreed	Agreed

Source: *Mintel Report Marketing Financial Services – US – 2024*

Consumers will have access to flexibility and a bundled experience via product innovations and membership offerings

Prediction: prioritizing multipurpose products

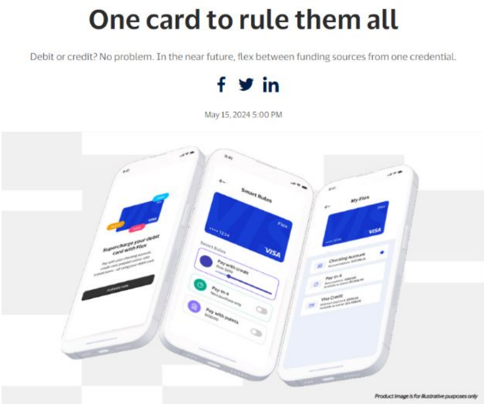
As consumers crave financial flexibility, this will manifest into innovations that blur the lines between front-end and back-end tech, product use cases and purchasing power.

Prediction: the rise of memberships

To create new revenue streams, FIs will provide membership ecosystems where subscription tiers, deposits and loyalty unlock more lucrative and convenient benefits for the consumer.

Prioritizing multipurpose products

Affirm will launch the Visa Flex Credential service later in 2024, with one card that automatically shifts between different payment options



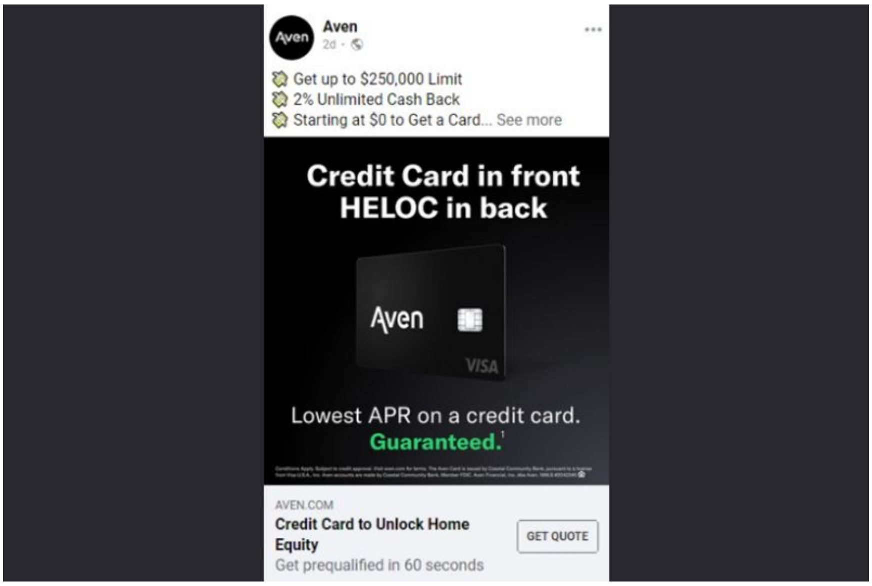
Visa

In May, Visa announced the launch of its Visa Flexible Credential, which allows cardholders with a single card product to shift between various credit, debit and BNPL payments.

Visa has also referenced using this Flex Credential for other payment options, like pay-by-bank service and crypto.

Launching later in 2024, its initial partner will be Affirm, which now offers a debit card alongside its initial BNPL offering.

Aven's HELOC credit card blurs product lines, making it easy for customers to unlock home equity

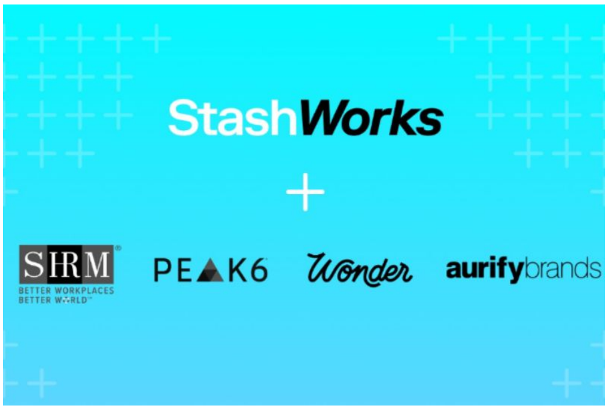


Paid Facebook

Direct mail

Source: *Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

StashWorks sponsors well-rounded employee benefits, including saving and non-retirement investing



Owned Facebook

Another brand exploring B2B is fintech Stash, known for its positioning as an investing app for beginners. Stash launched a SHRM-backed workplace benefit in May 2024 that "partners with companies to power savings for American employees."

This B2B play enables employees of partner companies to take advantage of automated, recurring contributions from their paycheck straight to their banking, retirement and investment accounts.

While employee benefits that enable retirement are nothing new, the consolidated trinity of offerings that not only promotes saving but also non-retirement investing is notable, as part of a suite of workplace products that offer more utility and more value.

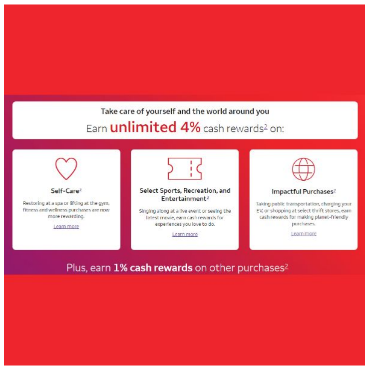
Source: *Comperemedia Omni [01/01/2024-09/01/2024] as of 09/01/2024*

Wells Fargo's new Attune card integrates benefits and altruism into one product, satiating the needs of the mindful, ecological consumer

In the Little Conversation podcast, CMO of Consumer Lending at Wells Fargo, Krista Phillips, shared her team's approach to developing the Attune card:

"As we were looking at the marketplace and doing a lot of customer listening and research, there was a segment of the population that was really intriguing to us. They wanted to do good for themselves, for the world and for their communities. And we thought, 'What if we designed a card around that?'"

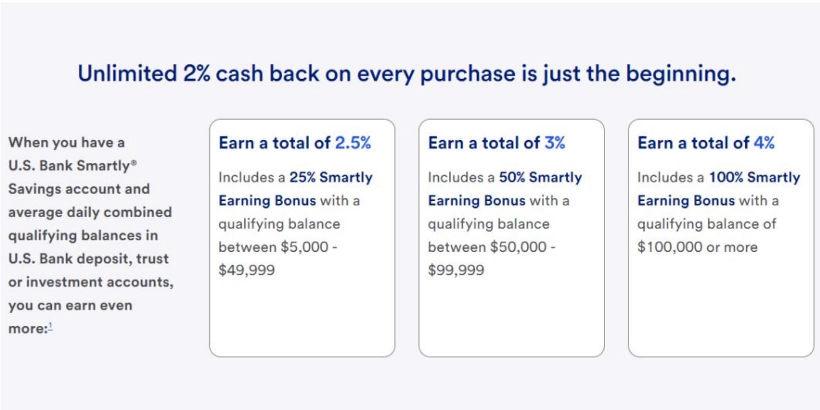
Wells Fargo Attune landing page



Wells Fargo Attune landing page

The rise of memberships

Like Bank of America's Preferred Rewards, US Bank is now rewarding customers based on deposit amounts through its Smartly Visa Signature Card

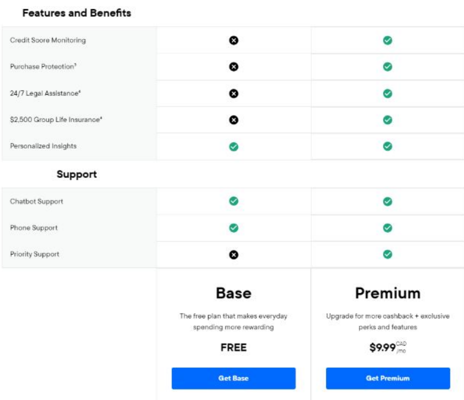


Source: *U.S. Bank*

Users with $100K in deposits with US Bank unlock 4% cash back.

This mirrors Bank of America's "Platinum Honors Tier," which requires the same deposits and offers 75% credit card rewards bonus, a 10% savings booster and interest rate discounts on HELOCs and auto loans.

In addition to quantitative benefits, customer service drives the value behind Canada's Neo Money Premium tier



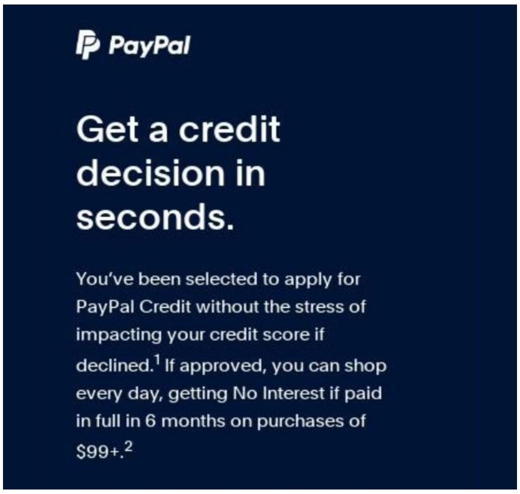
Neo Financial

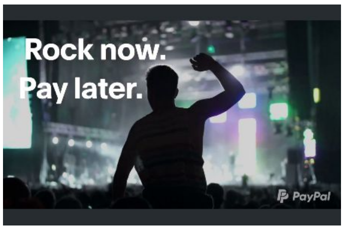
For those paying top dollar, Neo Money provides "priority support" and 24/7 legal assistance for its Premium Plan customers.

When choosing a financial service provider, 47% of consumer prioritize strong customer service. Providing exclusive service, like a member-only hotline, can help justify a higher membership fee and keep customers locked in longer.

Source: *Mintel Report Marketing Financial Services – US – 2024*

PayPal's omnichannel marketing emphasizes customer use cases and their ecosystem's flexibility that meets consumer needs





Source: *Comperemedia Omni [01/01/2024-09/01/2024] as of 09/01/2024*

RESPECT THE (GEN) ALPHA

Generation Alpha's large financial impact boosts family banking, offering diverse products and literacy resources, shaping their financial habits through early exposure and parental guidance.

A GROWING PURCHASING POWER

$5.4 trillion

Gen Alpha's economic footprint by the end of 2024

Financial services is poised to look very different as Gen Alpha takes center stage

The impact of Gen Alpha, the generation born between 2010 and 2025, is becoming more prominent, especially as its oldest members begin to enter their teens.

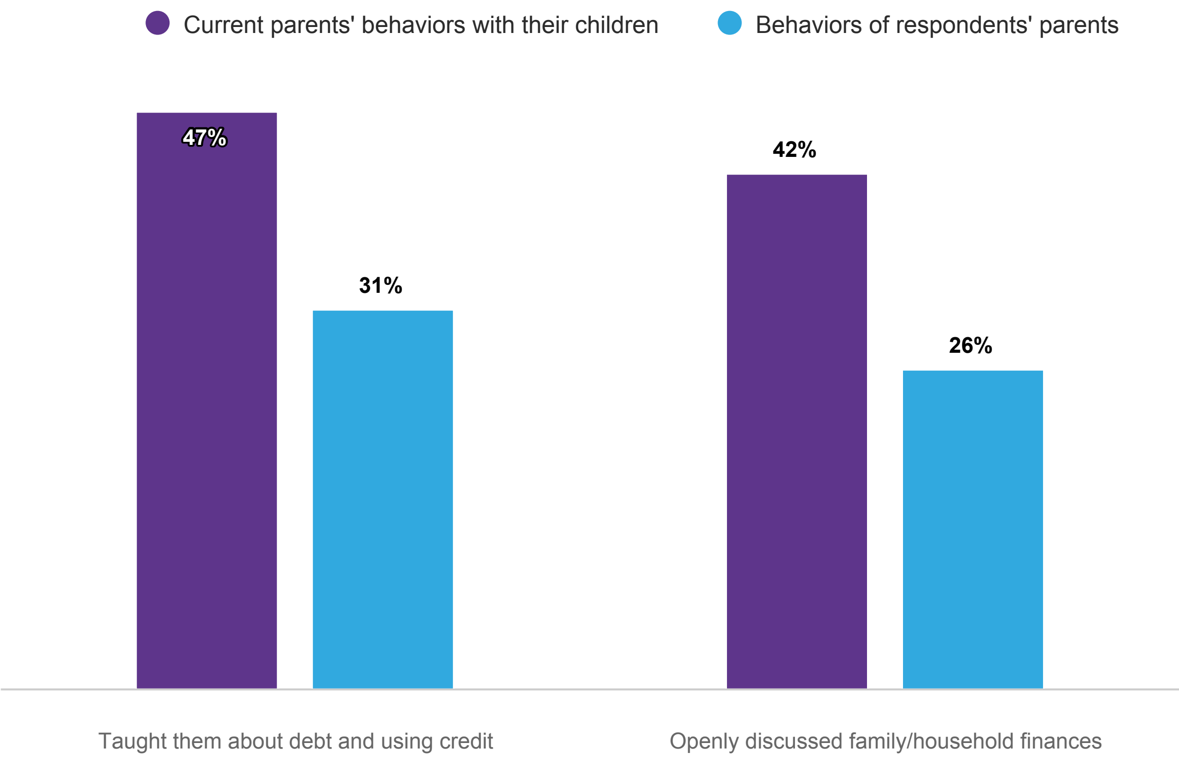
It's a generation unlike any prior: technology has infiltrated both social and school life, they are hitting puberty at a faster rate, and many are noted as self-assured and have mental health as a top priority.

The best way to understand Generation Alpha is to analyze their parents and their approach to parenting this new generation. The parents, the majority being Millennials, highly value mental health support and a more democratic approach to parenting.

Source: *Harvard Business Review (via McCrindle)*

From parents' family chats to TikTok social circles, finance is no longer taboo to younger audiences

Both on- and offline, Gen Alpha is exposed to financial discussions, resulting in a greater awareness and maturity in the category.



Loud Budgeting 101 from Chime

View Original Post

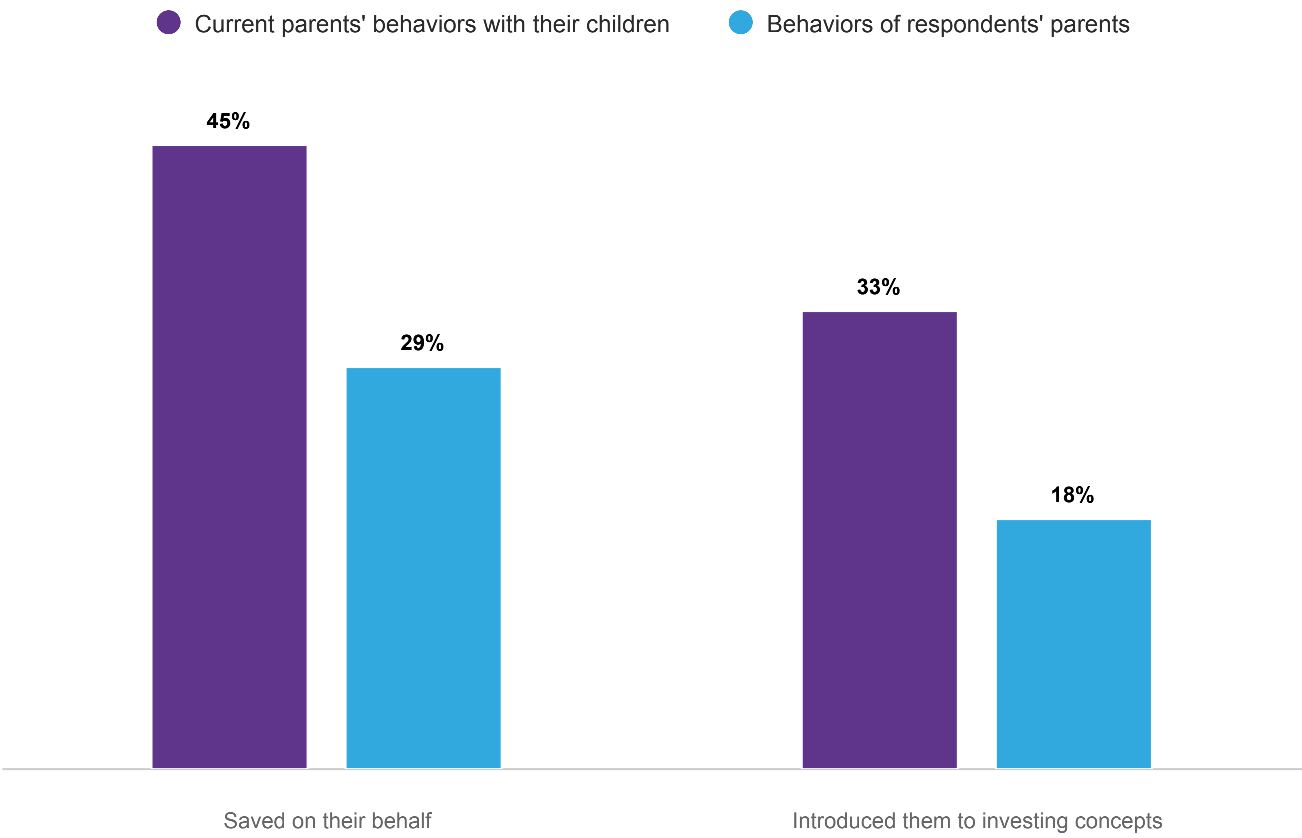
Chime | TikTok

Base: *1,435 internet users aged 18+ who are parents; 2,000 internet users aged 18+*
Source: *Mintel Report Family Finance – US – 2024*

As parents prioritize building wealth for their kids, Gen Alpha is poised to become the Casual Trust Fund Generation

The greatest generational changes in finance involve saving on behalf of children and introducing investing concepts to them. Interestingly, saving on behalf of children is not dependent on income for younger parents; 41% of 18-34 year old parents making less than $75K and 40% of 18-34 year old parents are saving for their kids.

However, teaching about investing concepts more heavily depends on income and more likely to occur with families making more than $75K annually.



Base: *1,435 internet users aged 18+ who are parents; 2,000 internet users aged 18+*
Source: *Mintel Report Family Finance – US – 2024*

This generational shift has made Gen Alpha more financially fluent, causing the "starter" age to begin before the typical college timeline

Gen Alpha's impact is sparking a golden age in family banking, where FIs use family banking propositions to connect with Gen Alpha and their parents.

FAMILY BANKING SPEND INCREASED

51%

Y/Y (Jan-Sep 2023 vs Jan-Sep 2024)

"FOR KIDS" MESSAGING INCREASED

691%

Y/Y (Jan-Sep 2023 vs Jan-Sep 2024)

"FOR TEENS" MESSAGING INCREASED

169%

Y/Y (Jan-Sep 2023 vs Jan-Sep 2024), reaching $5.2 million, an all-time high

Source: *Comperemedia Omni [01/01/2023-09/12/2024], as of 09/13/2024*

Demonstrating the product relevance to parents for their children requires addressing parenting stressors and tapping into Gen Alpha's zeitgeist

Prediction: connecting with parents

While providing financial control to parents is a common value proposition, burgeoning value propositions stress safety control features in tandem with financial tools, which is in line with Millennial parents' prioritization of mental health. There is an opportunity to incorporate more savings and investing concepts, particularly leveraging savings as a way to solve future stressors like paying for college.

Prediction: connecting with Gen Alpha

To connect with Gen Alpha, FIs must align with their individuality and freedom, and a bank account is this generation's version of getting keys to a car. Brands like Venmo and Cash App address young teens directly through self-expression and autonomy in products, marketing campaigns via TikTok and creative forms of financial literacy. Opportunities exist in providing rewards and benefits to this financially savvy group whose needs extend beyond starter products.

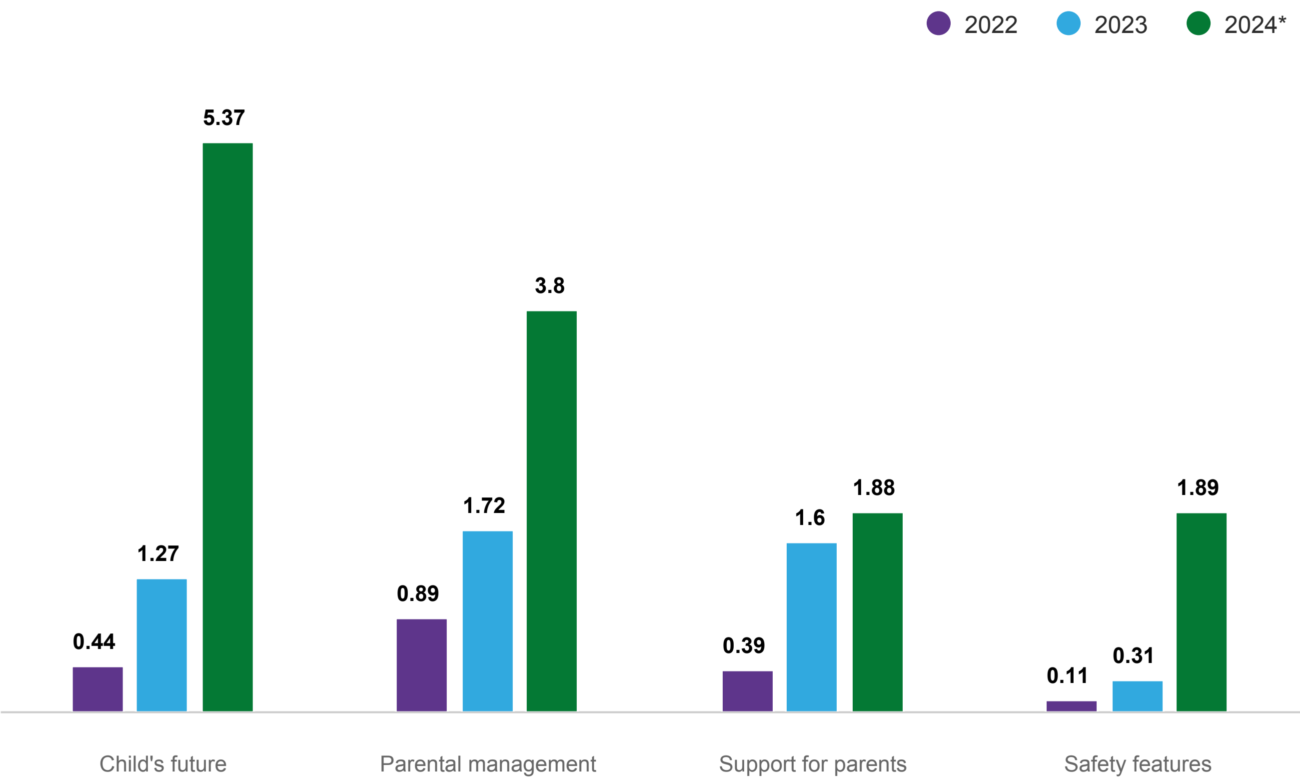
Connecting with parents

To convey trust, rising marketing themes in family banking address a child's future, management tools and the safety features included

The growing trend of stressing safety features is not a coincidence.

According to data, trust in a financial institution is directly tied with safety: "My money has remained safe and secure" is top reason why consumers trust banks, with 56% of consumers noting that as the main priority.

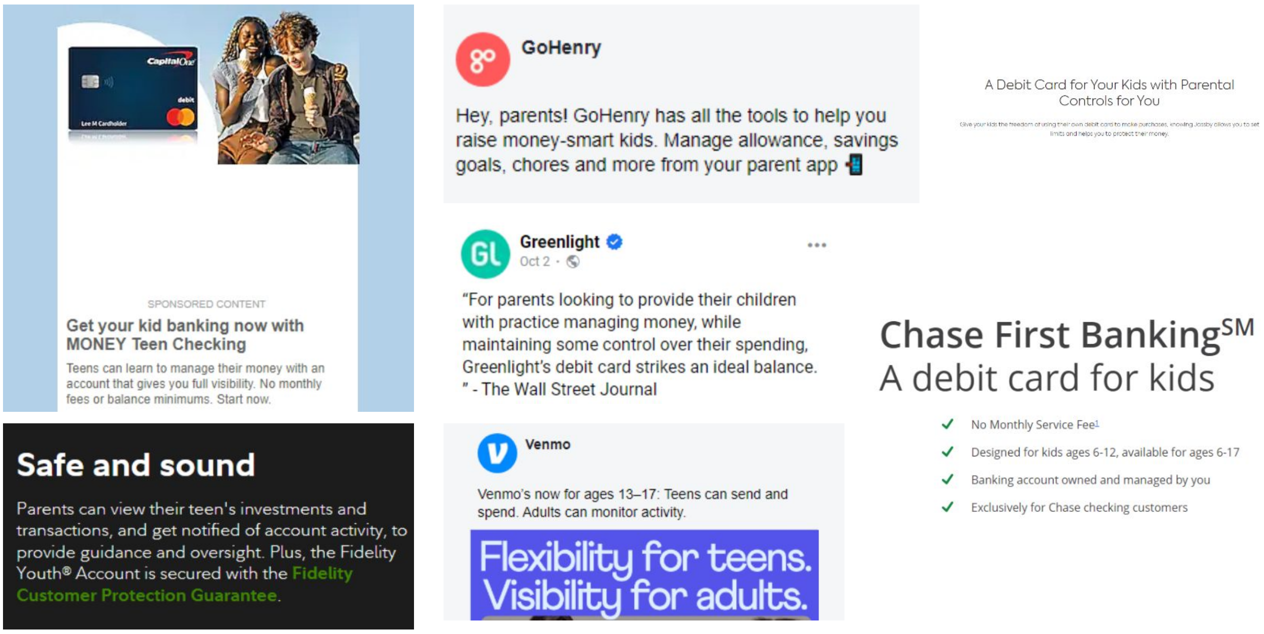
Spend by family banking campaign theme, in millions of dollars, 2022-24



*Channels include: display, online video, paid social (Facebook, Instagram, TikTok); * 2024 data ends on September 12*

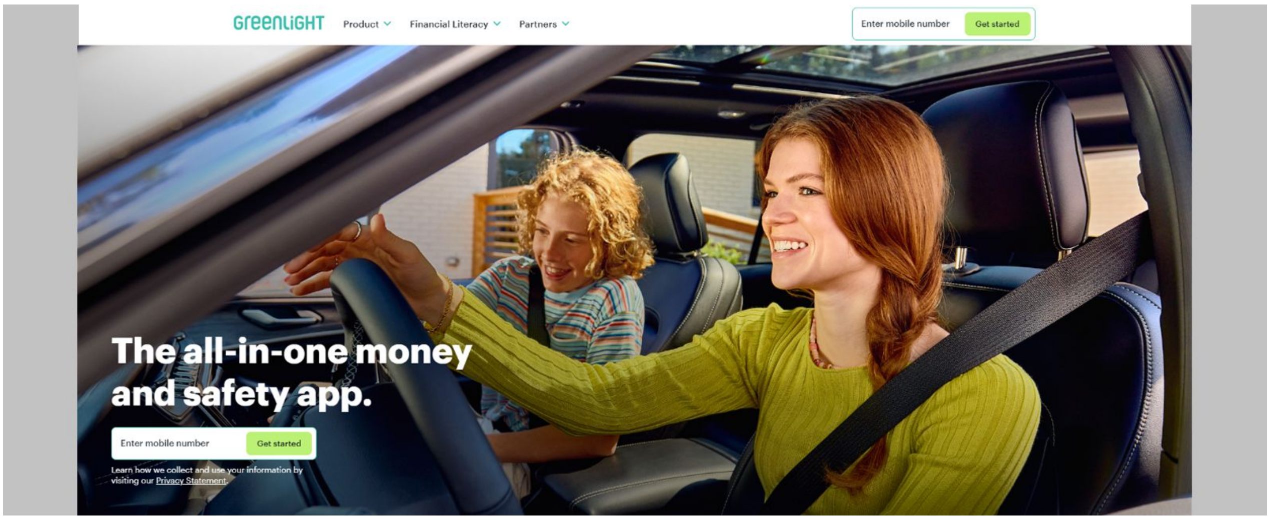
***Source:** Comperemedia Omni [01/01/2022-09/12/2024], as of 09/13/2024*

Giving parents control over their child's financial activity is a very common value proposition



Source: *Comperemedia Omni [01/01/2023-09/12/2024], as of 09/13/2024*

As 37% of Millennial parents prioritize their mental health, stressing safety in tandem with money management can stand out and add value



Source: *Mintel Report Marketing to Millennials – US – 2024*

Greenlight offers peace of mind at a price: its most expensive subscription provides access to crash detection and location sharing

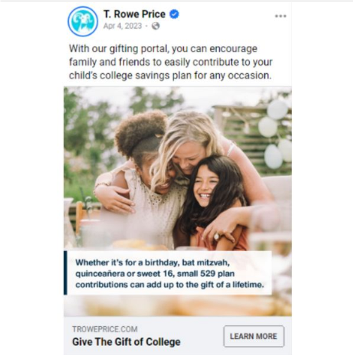
GL Product Financial Literacy Partners Enter mobile number Get started

Plans	Core $5.99/mo	Max $9.98/mo	Infinity $14.98/mo
Debit cards for up to 5 kids	✓	✓	✓
Chores, jobs, and allowance	✓	✓	✓
Financial literacy game	✓	✓	✓
Kids earn on savings***	2%	3%	5%
Investing for Kids	✗	✓	✓
1% cash back on purchases***	✗	✓	✓
Phone*, purchase, and identity theft protection	✗	✓	✓
Driving reports, alerts, and crash detection**	✗	✗	✓
Family location sharing and SOS alerts**	✗	✗	✓

Source: *Greenlight Plans*

However, family banking can be better aligned with the savings and investing needs of parents

Parents want to build nest eggs and introduce investing to their children; products that support these endeavors will edge above growing competition.

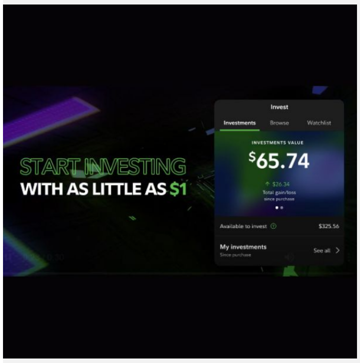


Saving for college

Many investing companies, like T. Rowe Price in this paid social campaign, have created gifting portals for family and friends to contribute to a 529 plan so the saving burden doesn't feel like one the parents must tackle alone.

Giving a head start

Cash bonuses easily attract nest egg-minded parents aiming to secure their child's financial future, as shown in this America First CU paid social ad. FIs can enhance this approach by highlighting potential compound interest from the bonus.



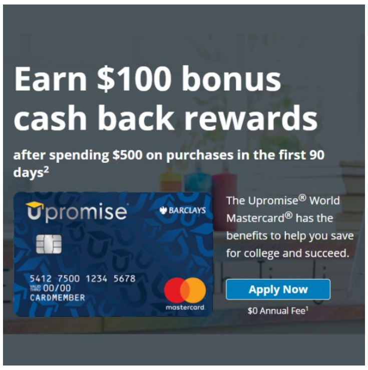
Low barrier to entry investing

Higher-income households are more likely to introduce investing concepts, but Fidelity's inexpensive cost of entry makes investing feel more approachable and applicable to younger audiences wanting to dabble with cheaper stocks.

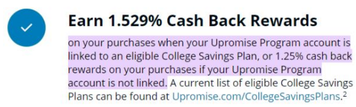
Source: *Comperemedia Omni [01/01/2024-09/12/2024], as of 09/13/2024*

Optimal campaigns leverage quantitative benefits to solve major stressors of parents

As the cost of college is expected to increase 62% by 2040, cash back rewards that funnel into a savings account, or providing better cash back rates as a reward for opening a college savings account, are an effective way to address that growing pain point.



Upromise



Upromise

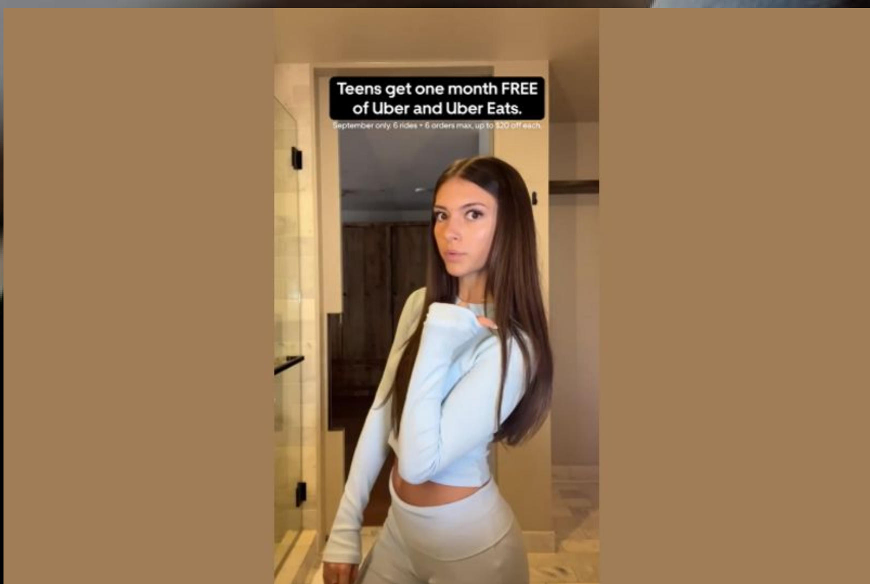
Source: *MEFA*

Connecting with Gen Alpha

A debit card (and access to apps) is this generation's version of getting keys to a car

When speaking directly to young audiences, brands like Venmo and Uber focus on freedom.

Venmo: "Having my own card lets me feel free.”

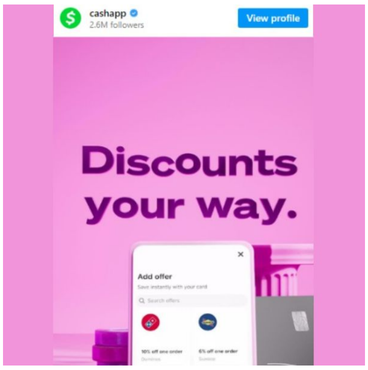


Uber: "With an Uber Teen Account I can order my own rides and my own favorite food."

Source: *Comperemedia Omni [01/01/2024-09/22/2024] as of 09/23/2024*

Cash App wins over young teens through self-expression and stressing autonomy

Cash App | paid Instagram



Cash App | paid Instagram

Individuality is of the utmost importance for Gen Alpha:

- 89% of kids are confident expressing who they are
- 65% of Gen Alpha said it's important to be themselves

Cash App not only provides users 13 and up access to its product suite and benefits, but its marketing is hyper-focused the individuality of the user.

Cash App is gaining trust among young audiences, with 64% of 18-24 year olds finding it as trustworthy as Chase and Capital One.

Source: *Comperemedia Omni [01/01/2024-09/21/2024] as of 09/22/2024; Mintel Report Activities of Teens and Tweens – US – 2024; Mintel Report Trust in Financial Services – US – 2023; Viacom/ADWEEK*

TIKTOK SPEND IN FAMILY BANKING INCREASED

557%

Y/Y (Jan-Sep 2023 vs Jan-Sep 2024); Venmo led investments in the channel

TikTok has a bigger role in marketing as brands speak directly to younger audiences that use it

TikTok is hugely popular with young audiences: according to reports, 70% of US teens and tweens aged 10-17 visit TikTok daily, making it one of the most frequently used social media platforms in this age group.

Brands are leveraging this popularity with both brand awareness investments and financial literacy campaigns. TikTok was a pillar in Venmo Teen Account's product launch, and brands like Cash App use it to engage with their consumer base via financial literacy.

Source: *Comperemedia Omni [01/01/2023-9/12/2024] as of 09/13/2024; Mintel Report Teens and Tweens – US – 2024*

To make financial literacy digestible, Cash App speaks in a language this generation can understand: themselves

Venmo takes a different approach, informing audiences of the social cues involved with Venmo activity, adding value beyond financial know-how into social currency.

ETF and the Self

View Original Post

Cash.App | TikTok

Be a better Venmo Friend

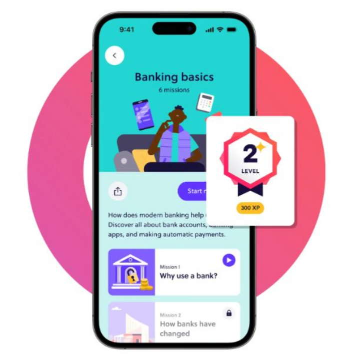
View Original Post Venmo

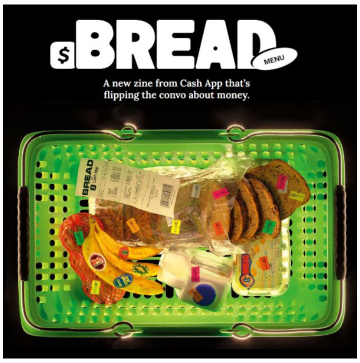
| TikTok

When it comes to financial literacy for young teens, brands are thinking outside the blog

Financial gaming

Both Go Henry and Greenlight created apps for kids to learn about money and allow their partnered banks access to the tech. As 98% of teens and tweens played video games in Q4 2023, this is a seamless way to integrate in a youth's lifestyle.



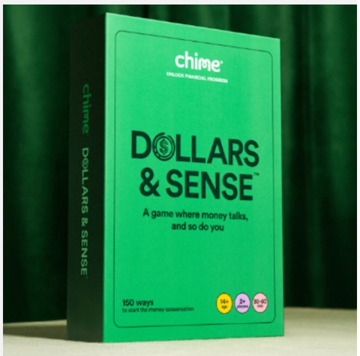


Financial magazine

Cash App launched a 'zine' to its users that's all about crypto. Crypto is becoming a more tangible idea to young audiences, as 52% of households making $75K+ have had their child ask them about cryptocurrency.

Financial card game

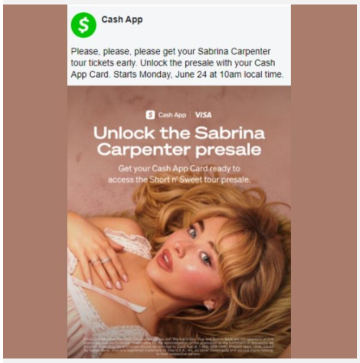
In their attempt to resolve taboo around finance, Chime launched a Dollars & Sense card game in December 2023, where players can discuss different money situations. This game is aligned with the overarching trends seen on social media.



Source: *Mintel Reports Family Finance – US – 2024; Teen & Tween Gaming – US – 2024*

Opportunities exist to connect more with young audiences via aligning benefits with high-profile events, rewards and gift cards as tender

As only 3% of teens and tweens are saving their money, providing benefits for spending money is an easy way to connect with Gen Alpha.



Presale access

Cash App provided presale access to Sabrina Carpenter's summer concert for all Cash App Card owners. Presale is a coveted benefit as concert tickets become competitive and expensive, and this can enforce loyalty with young consumers.

Shopping rewards and discounts

Many family banking brands do not pair rewards with card usage, though Cash App notes all users have access to their discounts. A card that provides shopping benefits can help draw the eyes of young audiences and keep them engaged.

Earn gift cards as rewards

Using gift cards as rewards can encourage responsible spending and match interests. Teens and tweens spend on gaming (49%), clothes (36%), beauty (22%) and dining (38%), offering many ways to connect with their interests.

Source: *Comperemedia Omni [01/01/2024-09/22/2024] as of 09/23/2024; Mintel Report Teen & Tween Gaming – US – 2024*

LOOKING AHEAD

How will these trends continue to evolve?

No Debt About It will facilitate health

Brands will see debt management and creative credit solutions as a way to build financial health of their customers. Expect more messaging directly relating these products with a healthy lifestyle as well as bundling these categories together to further ingrain consumers in a financial wellness ecosystem.

Flex Appeal will facilitate loyalty

More brands will launch membership tiers as a result of finding new revenue opportunities. The tiers will begin with updating the credit card space: not only can consumers unlock more lucrative rewards with deposits investments, but brands will evolve annual fees to have a monthly payment option to lower the barrier of entry.

Respect the (Gen) Alpha will facilitate wealth

Wealth management is crucial for parents and Gen Alpha in the future. 529 plans will aid college funding, with grandparents directing their wealth transfer toward education. Gen Alpha's financial literacy will advance from basics to managing a nest egg into adulthood.

Orlando	407-302-4416
Tallahassee	855-292-3865
Memphis	855-292-3865