

CULTURE SHOT

FAMILY FINANCIAL WELLNESS



COMMUNITY INSIGHT

**FAMILY-FOCUSED
COMMUNITIES ARE
TAKING ACTION TO
IMPROVE THEIR
FINANCIAL
WELLNESS**

A woman with dark hair is adjusting a black face mask with a white cat face design on a young girl. The woman is wearing a light-colored sleeveless top, and the girl is wearing a light-colored button-down shirt. They are indoors, with a window and curtains in the background.

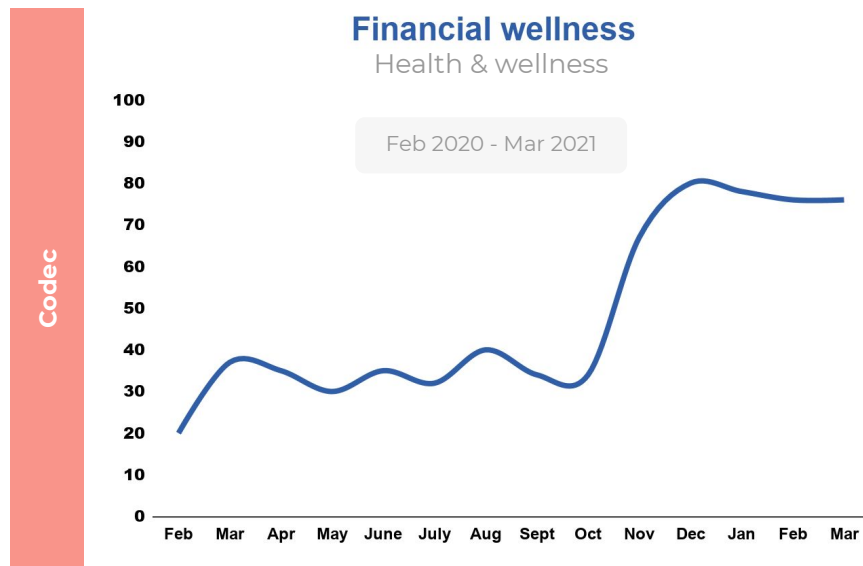
A NEW WORLD OF INSTABILITY

Covid has shown how vulnerable systems are, and how easily people's livelihoods can be upended. We have quickly learned that certainty is not a given.

Parents are taking control by finding ways to become more informed about their finances; taking action to protect and prevent against future shocks.

Unlike younger generations, they are thinking big picture and long-term. They want to secure a good future for their families.

WE'VE SEEN A STEADY INCREASE IN ENGAGEMENT WITH FINANCIAL WELLNESS CONTENT ACROSS 'FAMILY' COMMUNITIES TRACKING ON CODEC



Family-focused communities are engaging with content that supports their need for better planning and management of the family wallet.

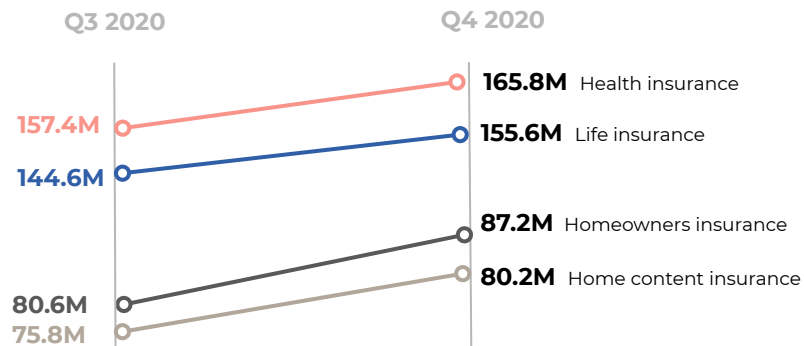
Using a unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

We track cultural communities; groups of consumers linked by shared values, leaders, symbols and behaviours.

MIRRORING SHIFTS IN ATTITUDES AND BEHAVIOURS

Families are taking action to build resilience and future-proof through upskilling

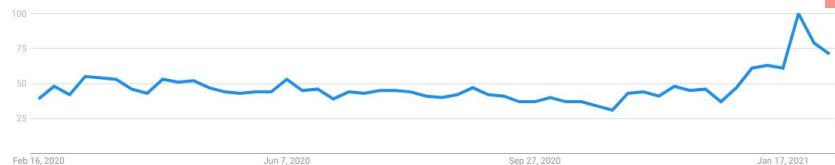
GWI



“ Which of these financial products are you planning to buy in the next 3-6 months? ”

(GWI); action to protect against ongoing pandemic uncertainty and future shocks.

Google trends



Worldwide searches for “investing” are following similar patterns; speaking to a desire for greater knowledge and control when it comes to personal finance.

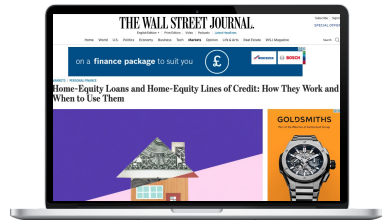
THE FAMILY WALLET

Engaging with content that encourages planning + upskilling

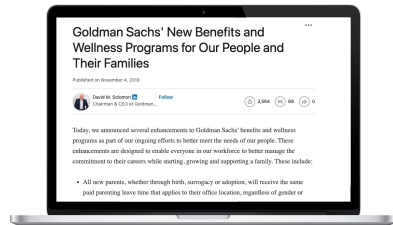
Empowering parents (and children) to take more control of their financial wellbeing

Highly engaged content across communities tracking on the Codec platform

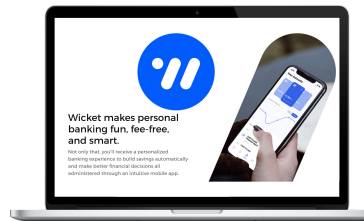
Informative financial articles, helping them feel secure in their decisions



Navigating changes in the new world and the new workplace



New financial services and resources to upskill across generations





**FINANCIAL WELLBEING
AS A FORM OF
SELF-CARE.**

**FAMILIES ARE TAKING
ACTION TO BUILD
FINANCIAL RESILIENCE;
AN INCREASED FOCUS
ON STABILITY + AGENCY
IN AN UNCERTAIN
WORLD.**

OPPORTUNITY FOR BRANDS

Facilitate family learning

Create content that serves to inform and de-mystify traditionally complicated subjects.

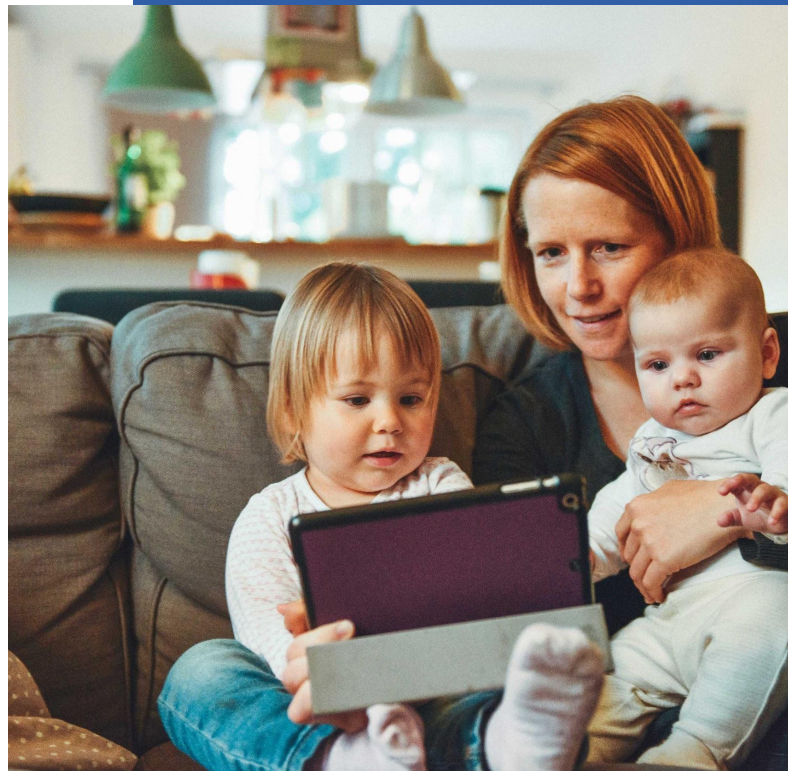
Give parents tools and resources to teach children about money management.

Connect the community

Give them ongoing reassurance through services or platforms where like-minded individuals navigate through the messiness of adult life.

Contribute to their future

Empower them to make decisions today that will secure their tomorrow; personal assessment tools that provide a starting point to understanding what services are best for them.



WE ARE A CULTURAL INTELLIGENCE PLATFORM

Fusing AI-driven cultural intelligence with human imagination, Codec helps brands to discover and tap into the pockets of culture that drive growth.

We harness cultural data to inform every step of the marketing process - from brand strategy through to creative approaches, to activating in media.



2 x increase
in sales



51% engagement
rate increase



3 x brand awareness
increase

**“Codec-powered
media strategies have
led to an over 2X
increase in sales
versus our approach
in targeting generic
audiences.”**

Reckitt Benckiser Health UK

GET IN TOUCH



Speak to a
strategist
info@codec.ai

