

# INSURANCE CONFERENCE 2023

INSURANCE AS A CATALYST FOR ECONOMIC  
RESILIENCE AND POSITIVE SOCIAL TRANSFORMATION

Topic: Marketing Insurance in a Changing Demographic Landscape

Speaker: **Ogundipe Adekunle Ayorinde (Principal Consultant)**

Organisation: HN Conseil Limited & BrandComm Limited

+260 965196695

[adekunle.ogundipe@gmail.com](mailto:adekunle.ogundipe@gmail.com)



# MARKETING INSURANCE IN A CHANGING DEMOGRAPHIC LANDSCAPE - MR. ADEKUNLE OGUNDIPE



- Adekunle Ogundipe is a dedicated Researcher and Market Scientist with over 16 years of experience spanning diverse industries, including Insurance, FMCGs, Manufacturing, Telecom, Financial Services, Health, Agriculture, Mining, and Education. He is deeply passionate about the potential of the African Continent and is committed to the overall health of African brands. In addition to his corporate work, Adekunle has been actively involved in human-centred projects for international organizations such as USAID, UNDP, UNICEF, World Bank, and IFC, among others.
- Adekunle's academic milestones include a Masters in Business Administration (MBA) Masters in Agriculture (M. Agric), and a Higher Diploma in Agricultural Engineering. He has also earned several certificates in Market Research (MR) and Project Management. Currently, he serves as an Independent Consultant and Research Partner at HN Conseil Ltd & Brancomm Media & Research Limited.

# Outline

## 1. Changes in the Zambian Demography 2000 - 2030

## 2. Media & Marketing Trends

- Consumption Patterns
- Players & Advertisers (Spend Analysis)

## 3. Characteristics of the New Demography

- Who are they?
- What do they consume?
- How to sell to them

## Conclusion & Remarks

## Marketing Insurance in a Changing Demographic Landscape

- **Tailoring Products and Services:** Tailor insurance products to meet the unique needs of diverse customer groups.
- **Cultural Competence:** Use culturally appropriate communication and partnerships to connect with diverse communities.
- **Digital Engagement:** Leverage digital marketing, social media, and user-friendly online platforms to reach and engage with diverse audiences.
- **Personalization:** Invest in data-driven personalization to enhance customer relationships.
- **Education and Awareness:** Educate customers about insurance benefits within different demographic contexts.



# **PART 1. Changes in the Zambian Demography 2011 - 2035**

## **What Changed?**



# Trends and changes in the Zambian Demography 2011 – 2035

**Growth Rate 2.76%**

Sex	2011	2015	2020	2025	2030	2035
Total	13,718,722	15,473,905	17,885,422	20,574,138	23,576,214	26,923,658
Male	6,786,799	7,655,669	8,852,174	10,184,065	11,668,204	13,319,362
Female	6,931,923	7,818,236	9,033,248	10,390,073	11,908,010	13,604,296

Source: Zambia Population and Demographic Projections, 2011-2035

# Urbanization 45.76%

Projected Mid-year Population by Province, Sex and Year of Projection (Medium Variant), Zambia, 2011-2035

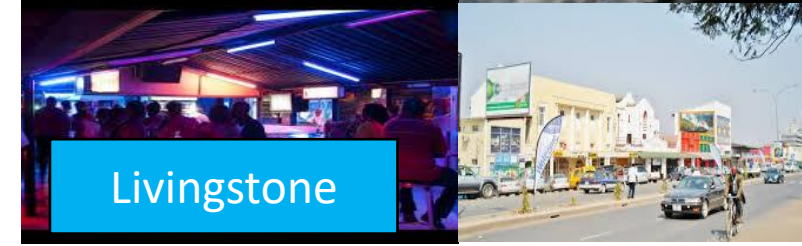
Province	Year of Projection					
	2011	2015	2020	2025	2030	2035
Central	1,355,775	1,515,086	1,734,601	1,979,202	2,254,435	2,565,450
Copperbelt	2,143,413	2,362,207	<b>2,669,635</b>	<b>3,016,344</b>	3,402,007	3,823,642
Eastern	1,628,880	1,813,445	2,065,590	2,344,980	2,655,422	3,001,152
Luapula	1,015,629	1,127,453	1,276,608	1,439,877	1,623,991	1,834,667
Lusaka	2,362,967	2,777,439	<b>3,360,183</b>	<b>4,004,276</b>	4,704,135	5,465,775
Muchinga	749,449	895,058	1,095,535	1,326,222	1,587,414	1,879,642
North Western	746,982	833,818	950,789	1,080,072	1,227,481	1,397,137
Northern	1,146,392	1,304,435	1,520,004	1,763,638	2,040,926	2,355,007
Southern	1,642,757	1,853,464	2,135,794	2,445,929	2,793,523	3,184,855
Western	926,478	991,500	1,076,683	1,173,598	1,286,880	1,416,331
<b>Zambia</b>	<b>13,718,722</b>	<b>15,473,905</b>	<b>17,885,422</b>	<b>20,574,138</b>	<b>23,576,214</b>	<b>26,923,658</b>



Lusaka



Kitwe/ Ndola



Livingstone

- Image-conscious and westernized.
- Aspiring to study and work abroad.
- Active nightlife and socializing.
- Embracing tech and fashion trends.
- High living costs.
- Extensive internet use (social, business, academic).
- Thriving commercial activity.
- Politically engaged.
- Growing arts and online influencers.
- Rapid business pace and increased theft rates.

- Mining-centric economy.
- Growing mining workforce.
- Increasing social activities.
- Affordable living costs.
- Rising internet usage.
- New mall construction.
- Cultural appreciation, sense of community.
- Central link to Copperbelt towns.
- Basic life priorities.
- Blend of culture and religion.
- Traditional cuisine.
- "Kopala swag" trend in music and fashion

- Tourist capital with vibrant nightlife.
- Border town attracting brands from neighboring countries.
- Affordable living costs.
- Rich cultural heritage and crafts.
- Mainly taxi-based public transport.
- Technology aiding tourist attraction promotion.
- Strong focus on family.
- Increasing infrastructure development.



# Economically Viable Individuals - $\pm 10,903,211$

Age	2011	2015	2020	2025	2030	2035
Total	13,718,722	15,473,905	17,885,422	20,574,138	23,576,214	26,923,658
<14 years	6,391,562	7,129,419	8,149,123	9,119,206	10,103,895	11,177,758
15 -24 years	2,799,272	3,205,014	3,598,635	<b>4,151,431</b>	4,859,623	5,506,685
25 - 39 years	2,627,062	2,897,762	3,423,435	<b>4,005,793</b>	4,680,082	5,447,043
40 - 64 years	1,544,260	1,831,895	2,251,171	<b>2,745,987</b>	3,270,349	4,004,472
Above 64 years	356,566	409,815	463,058	551,721	662,265	787,700

Projected Mid-year Population by Province, Sex and Year of Projection (Medium Variant), Zambia, 2011-2035

- Evidence shows growth for the “**emerging & middle class**” over the past two decades

# Economically Viable Individuals - >10,903,211



Urbanization stimulating required infrastructure development



Growing labour force



Promise of Continuous Foreign Investment (USD 116 million in 2022)



Commodity price boom



Increased trade with other developing regions



Continuous peaceful living culture



## **PART 2. Media & Marketing Trends**

### **What Changed?**







## **PART 2a. Media & Marketing Trends**

### **Consumption Patterns**







**8.01M**

Made Phone Calls



**7.29M**

Sent SMS on Phone



**7.14M**

Listens to Radio for at least (5min)



**6.71M**

Watched TV



**3.75M**

Use the Internet



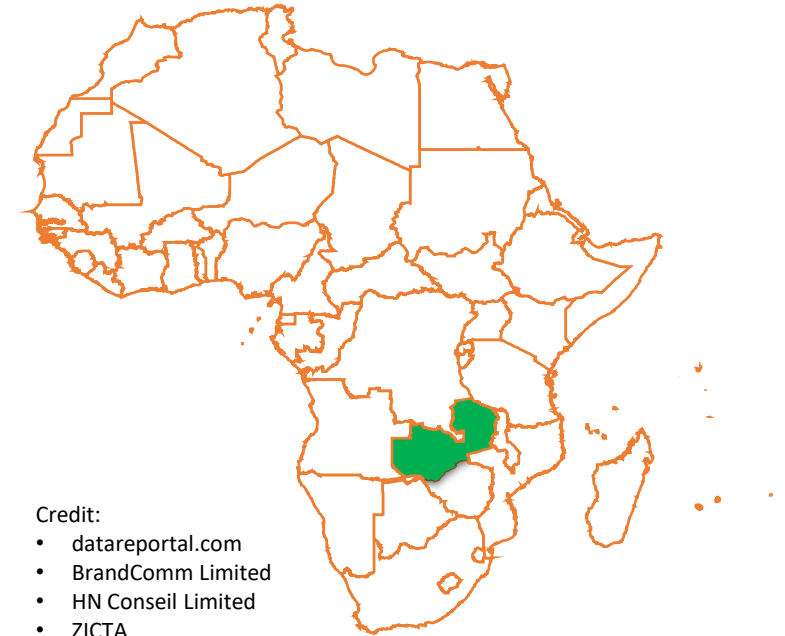
**3.69M**

Social network Users



**8,924,125**

National Population of Adult aged 15 – 64 years



Credit:

- datareportal.com
- BrandComm Limited
- HN Conseil Limited
- ZICTA
- [www.zambiamonitor.com](http://www.zambiamonitor.com)

# Zambia Media Landscape

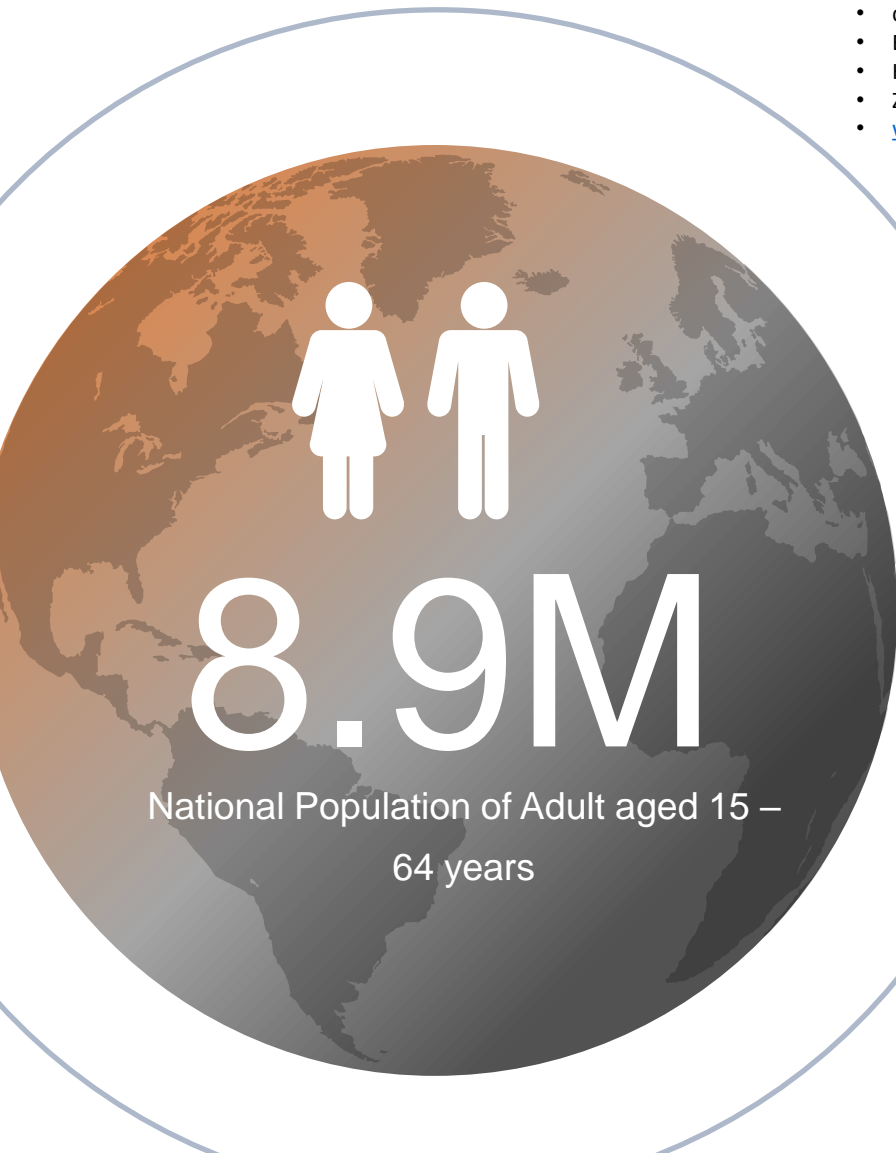
Projected Performance in 2022 in 10 Provinces

# Media User Analysis





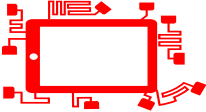


Digital Channels had significant increment in 8 years although usage grew across all media channels

2014

2022



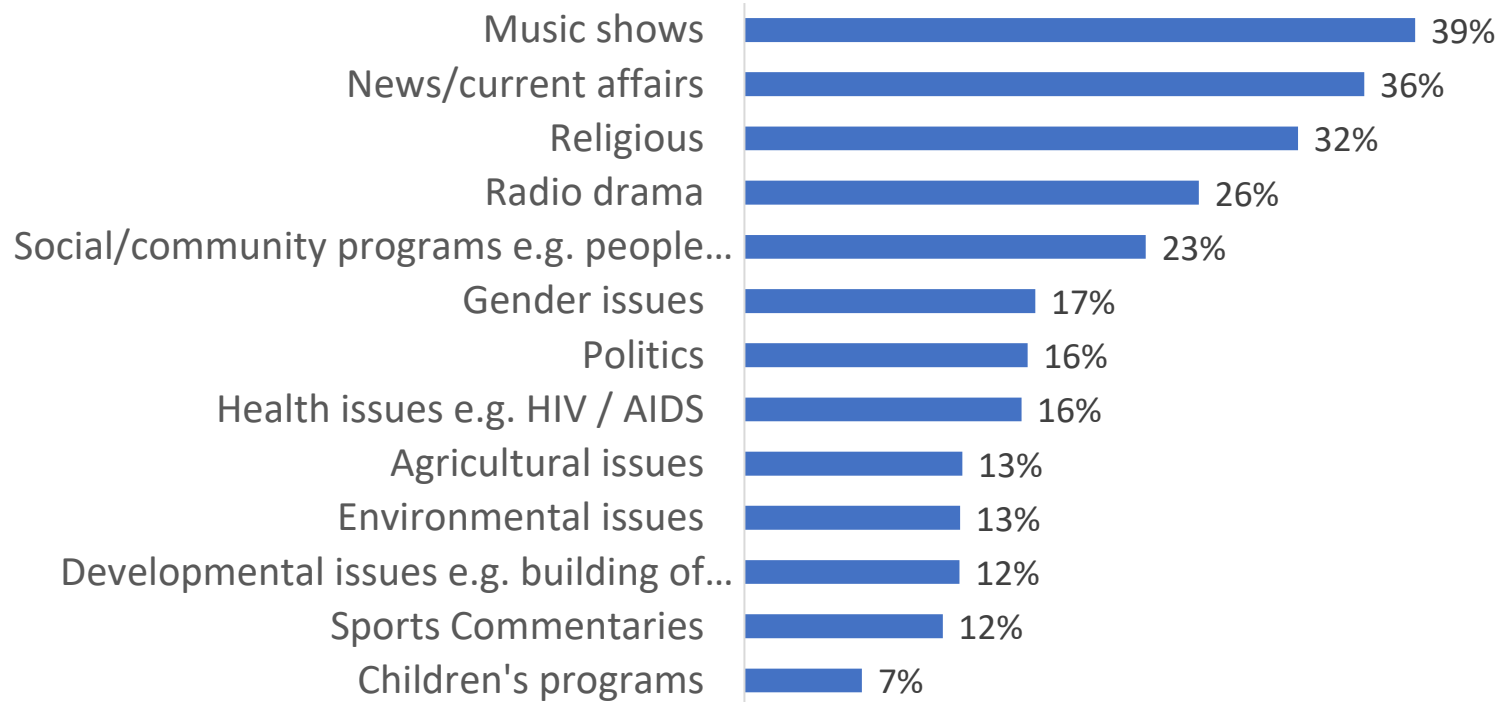
- Credit:
- datareportal.com
  - BrandComm Limited
  - HN Conseil Limited
  - ZICTA
  - [www.zambiamonitor.com](http://www.zambiamonitor.com)

	Call	77%	97% <b>80.6%</b>	20
	Radio	76%	78%	2
	Television	67%	86%	19
	Mobile Radio	41%	53%	12
	Pay TV	34%	74%	40
	Social Network	21%	66% <b>62.8%</b>	45
	Internet Usage	20%	42% <b>21.2%</b> <b>54%</b>	22

# Preferred Radio Content - National

What type of Radio programmes do you like listening to?

Preferred Radio Content (n = 4918)



## Insight

- Across the locations, segments of socioeconomic class, gender, age group and locality, the top four radio genres content listened to by total is Music Shows (39%), News and Current Affairs (36%), Religious Content (32%), and Radio Drama (26%)

5,959,563

Radio Listeners (Past 7 Days)

2,652,974

Radio Listeners (Past 7 Days)

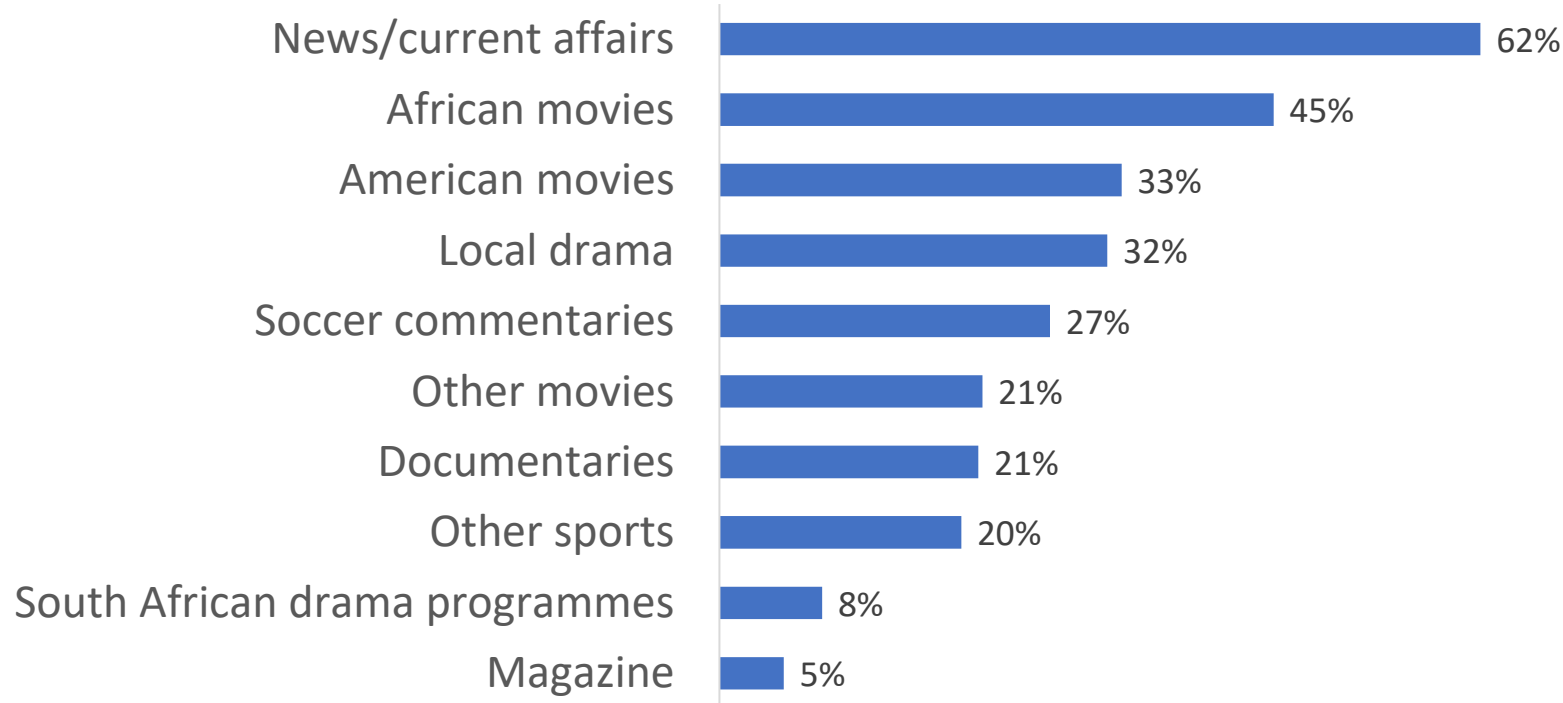
2,991,952

Radio Listeners (Past 7 Days)

# Preferred TV Content - National

What type of Radio programmes do you like listening to?

Preferred TV Content (n = 4918)



## Insight

- Across the locations, segments of socioeconomic class, gender, age group and locality, the top four radio genres content listened to by total is Music Shows (39%), News and Current Affairs (36%), Religious Content (32%), and Radio Drama (26%)
- The middle-low income most preferred content relates to music, news/current affairs, drama and religious content. Differences between gender is obvious in health and political issues.

6,693,094

TV Viewership (Past 7 Days)

2,790,705

Urban TV Viewership (Past 7 Days)

3,858,587

Rural TV Viewership (Past 7 Days)















## **PART 2b. Media & Marketing Trends**

**Players & Advertisers  
(Media Spend Analysis)**



# Media Spend (YTD 2023) in Kwacha by (Industries)

## Top 10 Industries and Spend in Kwacha

FAST MOVING CONSUMER GOODS...		1,229,134,993.1	60%
TELECOMUNICATION		196,881,436.4	10%
FINANCIAL		145,633,626.3	7%
HEALTH		140,599,108.6	7%
GAMING & LOTTARY		104,105,589.5	5%
INSURANCE		<b>73,162,700.1</b>	4%
PUBLIC SECTOR		23,661,990.0	1%
RETAIL & WHOLESALE		22,849,524.0	1%
ALCOHOLIC DRINKS		19,925,448.0	1%
MEDIA & PUBLISHING & ADVERTISING		16,647,779.2	1%

The contents of this report are confidential and may be used solely for the purpose of media analysis services as provided by HN Conseil & Brandcomm Limited. No other use is permitted and the addressee agrees not to disclose all or part of this report to any third party without the prior written consent of HN Conseil & BrandComm Limited.

# Media Spend (YTD 2023) in Kwacha by (Industries Others)

POLITICS	8,632,633.8
CONSTRUCTION & HOUSING	8,463,639.5
TRANSPORTATION	8,375,966.0
ENTERTAINMENT & LEISURE	8,102,484.0
SDG- GOAL # 1-2	8,093,709.0
AGRICULTURE	7,923,898.0
ENERGY	7,126,177.0
EDUCATION	7,102,741.0
MINING	1,887,200.4
REGULATORY AUTHORITY BODIES	1,684,040.1
FASHION & DESIGN	1,579,342.0
MANUFACTURING	1,564,016.0
INFORMATION COMMUNICATION...	571,260.0
SERVICING COMPANIES	303,888.0
SPORTS & RECREATION	268,470.0
RELIGIOUS GROUPS	116,698.0

Disclaimer: This data does not account for discounts, additional, or bonus spots. It is calculated based on the actual number of verified spots, multiplied by the rate provided by the respective media house.

The contents of this report are confidential and may be used solely for the purpose of media analysis services as provided by HN Conseil & Brandcomm Limited. No other use is permitted and the addressee agrees not to disclose all or part of this report to any third party without the prior written consent of HN Conseil & BrandComm Limited.

# Media Spend (YTD 2023) in Kwacha by (Brands)

Insurance Sector	Total	Share of Spend	Television	Radio	Print
<b>INSURANCE</b>	<b>73162700.08</b>	<b>100%</b>	<b>34457143</b>	<b>38583942</b>	<b>121615.08</b>
<b>GENERAL INSURANCE TOTAL</b>	<b>20,723,067.00</b>	<b>28%</b>	<b>8,724,041.00</b>	<b>11,949,415.00</b>	<b>49,611.00</b>
A PLUS GENERAL INSURANCE	8,054,142.00	39%	8,533.00	8,045,609.00	
MADISON GENERAL INSURANCE	6,270,381.00	30%	4,991,981.00	1,233,076.00	45,324.00
PROFESSIONAL INSURANCE ZAMBIA	3,265,244.00	16%	2,402,726.00	858,231.00	4,287.00
MAYFAIR INSURANCE	1,154,557.00	6%		1,154,557.00	
SAVENDA GENERAL INSURANCE	1,077,433.00	5%	1,077,433.00		
ZAMBIA STATE INSURANCE CORPORATION	417,550.00	2%	225,308.00	192,242.00	
SWAN INSURANCE ZAMBIA	298,520.00	1%		298,520.00	
ADVANTANGE INSURANCE	90,494.00	0%		90,494.00	
HOLLARD INSURANCE ZAMBIA	74,122.00	0%		74,122.00	
AFRICAN GREY INSURANCE	18,250.00	0%	18,060.00	190	
AYO ZAMBIA	2,250.00	0%		2,250.00	
GENERAL ALLIANCE INSURANCE	124	0%		124	

The contents of this report are confidential and may be used solely for the purpose of media analysis services as provided by HN Conseil & Brandcomm Limited. No other use is permitted and the addressee agrees not to disclose all or part of this report to any third party without the prior written consent of HN Conseil & BrandComm Limited.



# Media Spend (YTD 2023) in Kwacha by (Brands)

Insurance Sector	Total	Share of Spend	Television	Radio	Print
<b>INSURANCE</b>	<b>73162700.08</b>	<b>100%</b>	<b>34457143</b>	<b>38583942</b>	<b>121615.08</b>
<b>LIFE &amp; HEALTH INSURANCE TOTAL</b>	<b>51,461,607.10</b>	<b>70%</b>	<b>25,733,102.00</b>	<b>25,656,501.00</b>	<b>72,004.10</b>
MTN ZAMBIA	44,520,719.10	87%	24,503,461.00	19,952,970.00	64,288.10
BEST LIFE INSURANCE	2,535,377.00	5%		2,535,377.00	
NHIMA	2,224,872.00	4%	1,058,289.00	1,166,583.00	
SANLAM INSURANCE	1,165,481.00	2%	162,746.00	995,019.00	7,716.00
PRUDENTIAL ZAMBIA	1,006,552.00	2%		1,006,552.00	
CONTINUUM ZAMBIA	8,606.00	0%	8,606.00		

Insurance Sector	Total	Share of Spend	Television	Radio	Print
<b>INSURANCE</b>	<b>73162700.08</b>	<b>100%</b>	<b>34457143</b>	<b>38583942</b>	<b>121615.08</b>
<b>MOTOR INSURANCE</b>	<b>978,026.00</b>	<b>1%</b>		<b>978,026.00</b>	
GARI MOTOR INSURANCE	858,726.00	88%		858,726.00	
NJM AUTO INSURANCE	119,300.00	12%		119,300.00	

The contents of this report are confidential and may be used solely for the purpose of media analysis services as provided by HN Conseil & Brandcomm Limited. No other use is permitted and the addressee agrees not to disclose all or part of this report to any third party without the prior written consent of HN Conseil & BrandComm Limited.

# Media Spend Trends

TV				
SOME PLAYERS	2,018	2,019	2,020	2023 YTD
A PLUS GENERAL INSURANCE				8,533.00
ADVANTANGE INSURANCE				
AFRICAN GREY INSURANCE	8,330.00			18,060.00
GENERAL ALLIANCE INSURANCE				
MADISON GENERAL INSURANCE		1,061,976.00	155,129.00	4,991,981.00
MAYFAIR INSURANCE	73,125.00	70,064.00		
PROFESSIONAL INSURANCE ZAMBIA		417,088.00		2,402,726.00
ZAMBIA STATE INSURANCE CORPORATION	672,529.00	669,186.00	96,782.00	225,308.00
<b>GROUP TOTAL</b>	<b>753,984.00</b>	<b>2,218,314.00</b>	<b>251,911.00</b>	<b>7,646,608.00</b>
<b>%age Change</b>		<b>294%</b>	<b>11%</b>	<b>3035%</b>

Radio				
SOME PLAYERS	2,018	2,019	2,020	2023 YTD
A PLUS GENERAL INSURANCE		2,369,920.0	241,553.0	8,045,609.0
ADVANTANGE INSURANCE	3,555.0	145,194.0	4,708.0	90,494.0
AFRICAN GREY INSURANCE	3,238.0			190.0
GENERAL ALLIANCE INSURANCE	3,431.0	8,330.0		124.0
MADISON GENERAL INSURANCE	384,521.0	1,200,680.0	272,400.0	1,233,076.0
MAYFAIR INSURANCE	99,517.0	167,290.0	1,452.0	1,154,557.0
PROFESSIONAL INSURANCE ZAMBIA	701,629.0	1,372,597.0	77,044.0	858,231.0
ZAMBIA STATE INSURANCE CORPORATION	255,422.0	1,158,813.0	86,781.0	192,242.0
<b>GROUP TOTAL</b>	<b>1,451,313.0</b>	<b>6,422,824.0</b>	<b>683,938.0</b>	<b>11,574,523.0</b>
<b>%age Change</b>		<b>443%</b>	<b>11%</b>	<b>1692%</b>

## **PART 3. Characteristics of the New Demography**

**Who are they?  
What do they consume?**



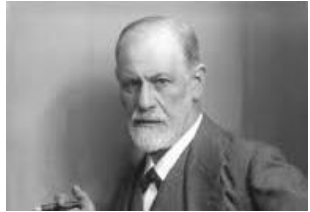
# **PART 3. Characteristics of the New Demography**

**Who are they?**



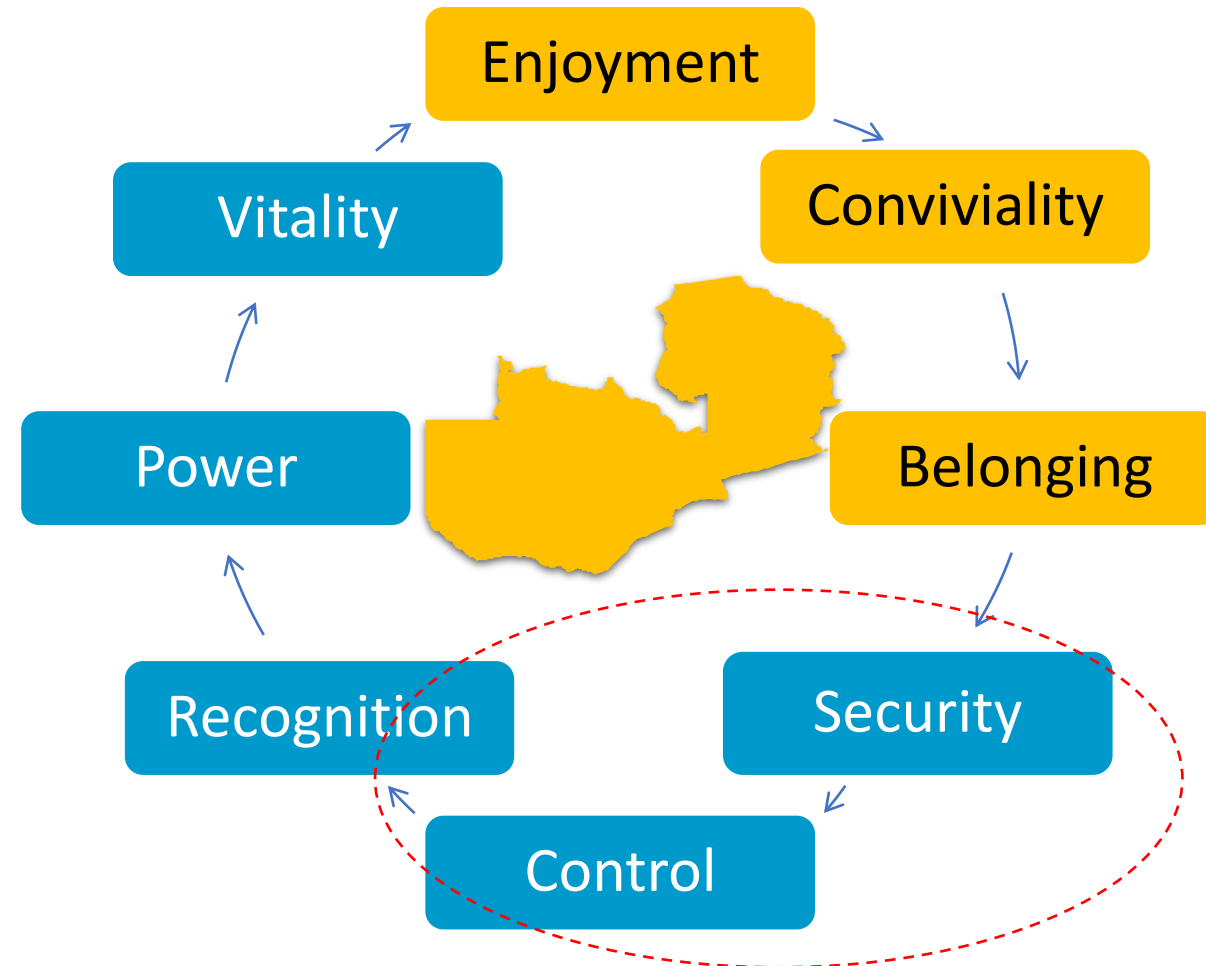


We are people on a personal or social journey and in a pursuit to satisfy our deeper human motivations



**Sigmund Freud (human motivation is personal)**

developed theories about the unconscious mind and the mechanisms of release (enjoyment) and repression (Control)



# The Conviviality People



**Alfred Adler** recognized a double mechanism for satisfaction and that (human motivation is social) : a striving for power & superiority and for belonging & community

# **PART 3. Characteristics of the New Demography**

## **Who are We? Social Classification**



## Social Class Definition

### AB – 6% ± 2% post Covid 19

E.G Top Government Officers, Directors, Senior Managers, Snr.  
Professionals  
Corporate Directors  
Large Scale Farmers

High Income

### C1 – 16%

E.G Middle level management  
Medium business owners  
Corporate managers, Middle level Professionals  
Farmers

High –Middle Income

### LSM 13 - 17



AB



### LSM 9 - 13



C1





## Social Class Definition

**C2 – 20%**

E.G. Semi skilled  
Manual workers, Hotel workers, Primary/Nursery school teachers  
Small business owners, Receptionists, Clerks

Middle Income

**LSM 5 - 8**

**DE – 58%**

E.G Household helps, Petrol Station, Attendants, single  
business owners, Security Guards, Small Scale Farmers etc.

Low Income

**LSM <5**



**C2**



**DE**





## AB

- Not limited financially
- Income is growing faster than the inflation rate

**1% - 6%**

## C1

- At par with any price fluctuation
- Can afford other things, but not everything we would like

**16% - 18%**

## C2

- Income is stagnant but can barely cover any price increases.
- Have enough money for food and clothing, but cannot afford much else

**20% - <26%**

## DE

- May have or may not have enough money for food, but not clothing
- Prices are increasing faster than your income can keep up with.

**<55%**

## **PART 3. Characteristics of the New Demography**

**Who are they?  
Financial Service Used**



## Financial Services Used

Banking	94
Mobile Money Account e.g. Momo, Airtel, Zampay	91
Pension Fund Company	14
<b>Insurance User</b>	<b>8</b>
Village Banking	5
Savings & Home Loans	5
A Microfinance / Community Bank	1

- Funeral insurance (1%)
- Medical aid (1%)
- Life insurance (1%)
- Retirement investment (e.g. annuity, endowment, pension fund, provident fund 2%)
- Medical insurance (2%)
- Vehicle or household insurance (5%)

## **PART 3. Characteristics of the New Demography**

**Who are they?  
Age Classification**





## Non Economically Viable Individuals - $\pm 8,149,123$

Age	2020	2025
Total	17,885,422	20,574,138
<14 years	<b>8,149,123</b>	<b>9,119,206</b>

- Disposable Income - <0.00 Kwacha
- Fully Dependent

- The "<14 years" age group increased by 25.9% from 2011 to 2020
- From 2011 to 2015: increment of 11.6%.
- From 2015 to 2020: increment of 14.3%.

## “Bloomers”

Growing population of children may be an increased

1. **Demand** for Child-Centric Insurance Products
2. **Family Insurance:** comprehensive insurance coverage to protect their children's well-being
3. **Healthcare Insurance:** healthcare insurance that covers pediatric medical expenses. routine check-ups, vaccinations, and specialized care.
4. **Education-Related Insurance:** tuition insurance.
5. **Child Riders:** offer for child riders or endorsements that can be added to existing insurance policies,
6. **Actuarial Considerations:** adjusting actuarial models to account for the changing demographics
7. **Marketing and Distribution:** using channels that focus on family-oriented sales may become more important.

## Economically Viable Individuals - ±10,903,211

Age	2020	2025
Total	17,885,422	20,574,138
15 -24 years	3,598,635	4,151,431

- From 2011 to 2015, increased by 14.3%.
- From 2015 to 2020, increased by 12.3%.

## “Tech savvy millennials”

- Disposable Income - <K3,000
- Education + Side Hustles

- **Mutual Benefits Insurance:** Combines savings, investments, and dividends for long-term financial planning.
- **Future Home and Auto Assistance:** Help with home and car purchases.
- **Health and Accident Coverage:** Comprehensive protection.
- **Educational Insurance:** Safeguard education expenses.
- **Personal Property Insurance:** Protects belongings from theft or damage.

## Economically Viable Individuals - $\pm 10,903,211$

Age	2020	2025
Total	17,885,422	20,574,138
25 - 39 years	3,423,435	<b>4,005,793</b>

## “The Aspirer”

- Disposable Income – Varies with SEC
- Education + Own Business or Side Hustles

- 1. Income Security:** Protect against job loss or disability.
- 2. Family Health & Life Coverage:** Comprehensive family insurance.
- 3. Gadget & Property Protection:** Safeguard valuables.
- 4. Entrepreneurial Ventures:** Specialized business coverage.
- 5. Auto Insurance:** Tailored car coverage.
- 6. Savings & Investment Plans:** Build wealth.
- 7. Work-Life Balance Support:** Sabbatical coverage.
- 8. Family Activities Insurance:** Safety for outings.
- 9. Multi-Policy Discounts:** Save with bundled policies.
- 10. Digital Convenience:** Easy online access and claims.

## Economically Viable Individuals - ±10,903,211

Age	2020	2025
Total	17,885,422	20,574,138
40 - 64 years	2,251,171	<b>2,745,987</b>

## “The Influencer”

- Disposable Income – Varies with SEC
- Education + Own Business or Side Hustles

- 1. Family Security Plan:** Comprehensive coverage for health, education, and finances.
- 2. Career Protection:** Safeguard against job loss or disability.
- 3. Appliance Warranty:** Hassle-free household appliance coverage.
- 4. Family Media Bundle:** Family-friendly streaming and content insurance.
- 5. Health Rewards:** Discounts for maintaining a healthy lifestyle.
- 6. Education Savings:** Secure children's education expenses.
- 7. Balance Benefits:** Work-life balance support and flexibility.
- 8. Financial Guidance:** Expert financial planning services.
- 9. Multi-Generational Travel:** Coverage for family trips.
- 10. Home Business Protection:** Insurance for home-based businesses.
- 11. Customized Policies:** Tailored coverage to match specific needs.
- 12. Elderly Care Support:** Coverage for elderly care expenses.
- 13. Flexible Premium Plans:** Payment plans aligned with finances.



## Economically Viable Individuals - ±10,903,211

Age	2020	2025
Total	17,885,422	20,574,138
Above 64 years	463,058	551,721

## “Senior Advisor”

- Disposable Income – Varies with SEC
- Retired or Own Enterprise

- **Funeral Insurance:** Covers funeral expenses for peace of mind.
- **Pension Protection:** Safeguard pensions against unexpected events.
- **Grandchild Protection:** Ensures grandchildren's well-being and future.
- **Dependent Care:** Provides coverage for dependent care needs.
- **Property Protection:** Protects family homes and valuable assets.
- **Health and Care:** Comprehensive health and long-term care coverage.
- **Home Business Coverage:** Insures home-based businesses and assets.
- **Religious Activities:** Coverage for religious events and travel.
- **Recreational Insurance:** Protection for leisure-related activities.
- **Retirement Solutions:** Tailored investments for financial security.

# Marketing Insurance in a Changing Demographic Landscape

- **Tailoring Products and Services:** Tailor insurance products to meet the unique needs of diverse customer groups.
- **Cultural Competence:** Use culturally appropriate communication and partnerships to connect with diverse communities.
- **Digital Engagement:** Leverage digital marketing, social media, and user-friendly online platforms to reach and engage with diverse audiences.
- **Personalization:** Invest in data-driven personalization to enhance customer relationships.
- **Education and Awareness:** Educate customers about insurance benefits within different demographic contexts.

## As we go...

- Consumers are somewhat or better informed – they are now self aware
- They will challenge anything and everything that compete with their wallet
- The focus today will shift towards a livable world and how to exist within it
- Consumer will seek for solutions that are quick, technology driven, user friendly and highly rewarding (it has to be instantaneous)
- Penalty also exists
  - Any organization not perceived as collaborative will be penalized
  - Goodwill enshrined in CSR will be termed being socially responsible and supportive

# INSURANCE CONFERENCE 2023

INSURANCE AS A CATALYST FOR ECONOMIC  
RESILIENCE AND POSITIVE SOCIAL TRANSFORMATION

## THANK YOU

Speaker: **Ogundipe Adekunle Ayorinde (Principal Consultant)**

Organisation: HN Conseil Limited & BrandComm Limited

+260 965196695

[adekunle.ogundipe@gmail.com](mailto:adekunle.ogundipe@gmail.com)

