

A vibrant, futuristic cityscape at sunset or sunrise. The sky is filled with flying cars and drones. The city features tall, sleek skyscrapers with green terraces. Numerous glowing blue digital interfaces float in the air, displaying various icons like a person, a cloud, a gear, and a bar chart. In the foreground, a wide road with multiple lanes is filled with sleek, silver cars. Pedestrians are walking on the sidewalks, and some are sitting on benches in a green park area. The overall atmosphere is one of advanced technology and sustainable urban living.

GLORY

MAY 2045





Hey CHAT GPT!

*What will I look like in 20 years?*

**Builders**

Born: 1925-1945

Age now: 80+

Age in 2045: 100+

**Boomers**

Born: 1946-1964

Age now: 61-79

Age in 2045: 81-99

**Gen X**

Born: 1965-1979

Age now: 46-60

Age in 2045: 66-80

**Gen Y**

Born: 1980-1994

Age now: 31-45

Age in 2045: 51-65

**Gen Z**

Born: 1995-2009

Age now: 16-30

Age in 2045: 36-50

**Gen Alpha**

Born: 2010-2024

Age now: 1-15

Age in 2045: 21-35

**Gen Beta**

Born: 2025-2039

Age now:

Age in 2045: 6-20

# PREFERENCES FOR CASH IN SHOPS



18-24

20%



25-39

20%



40-54

21%



55-65

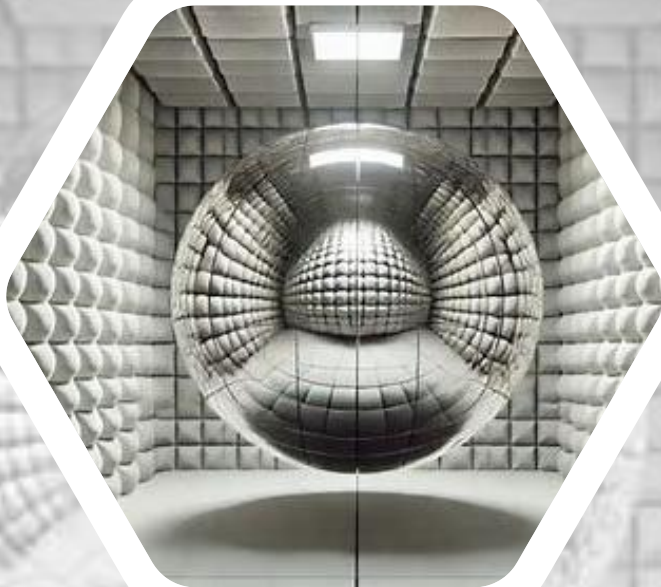
24%



65+

24%







A.N.Y. BANK





**“ICK” in the eyes of GEN Z**





## Nationwide – Advertiser of the year

Monday 2 December 2024

Agency: Wavemaker UK

Category: Advertiser of the year



# Nationwide achieves 'exceptional' short-term brand uplift score for relaunch ad

*Nationwide's ad unveiling its rebrand scores within the top 10 percent of consumer banking ads, according to data from effectiveness firm System1.*



By Chris Sutcliffe | 31 Oct 2023

Share this article



GLORY



24 - 26 OCTOBER 2021, SEVILLA, S





# *Meet Generation Z*







# Meet Generation Z

**81%**

use cash to minimise data sharing

**57%**

pay in cash at independent stores to help them avoid card fees

GLORY

## Solutions that enhance the customer experience you deliver

In retail stores, restaurants, hotels and banks around the world, Glory's solutions enable customer choice, automate routine processes and release staff time to focus on delivering the best experience to customers.

After all, it's the experience you deliver that sets you apart from your competitors and keeps your customers coming back.



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