



VDZ Direct Marketing Summit

6. VDZ Direct Marketing Summit

03. - 04. September 2014, Hamburg

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Von Digital zum Dialog

*Warum wir nicht zu Anonymen
Appaholikern werden dürfen*



MOBILE



Laptop
Feature Phone
Desktop



2.5

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Laptop

Feature Phone

Desktop

Smartphone

Smartwatch

eBook Reader

Tablet

STB

5

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love - hate



Mobile Phone



53%



Engagement ring?
Mobile phone?
Passport?
Facebook profile?



Engagement ring?

Mobile phone

Passport?

Facebook profile?

18%



APPS



1,200,000



26,000

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30%

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0%

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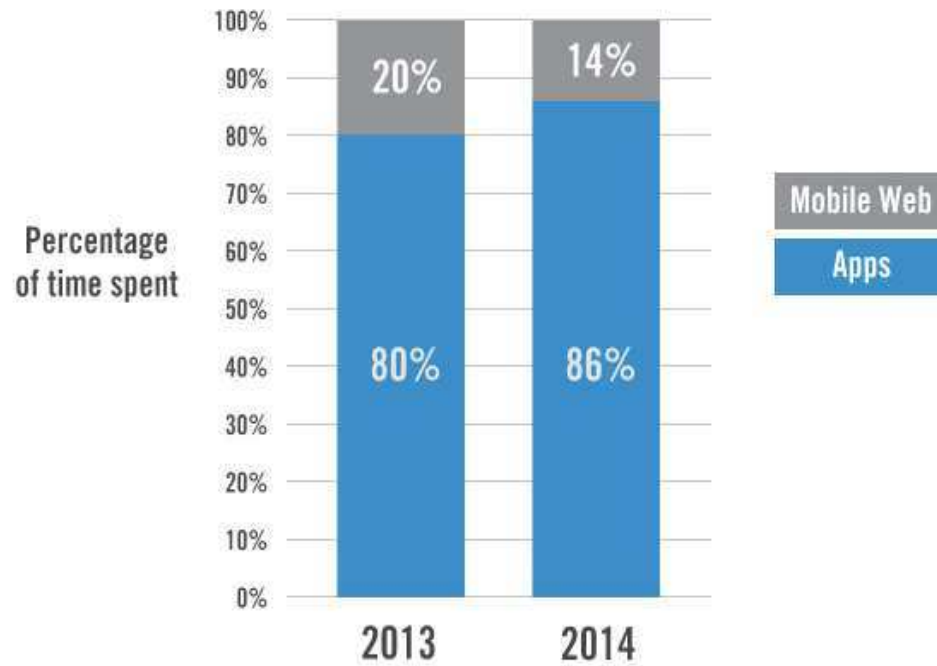
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Apps Continue to Dominate the Mobile Web



© FLURRY

Source: Flurry Analytics

42%

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relevance



SOCIAL



facebook =
unhappiness?



Teenager Reportedly Tried to Kill Himself Because He Wasn't Satisfied With the Quality of His Selfies

Samantha Grossman @sam_grossman March 24, 2014



Okay, this whole selfie craze is actually becoming a problem

You know those friends you have on Facebook or Instagram who seem like they could possibly be addicted — truly *addicted* — to taking selfies? Well, for most people, that compulsion is relatively harmless, but for 19-year-old Danny Bowman, it reportedly led to an attempted suicide.

The British teen spent up to 10 hours each day taking photos of himself on his iPhone, the *Daily Mirror* reports. The addiction became so debilitating that he dropped out of school and retreated into his home for six months.



Getty Images/Lorely Plénet

510

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150

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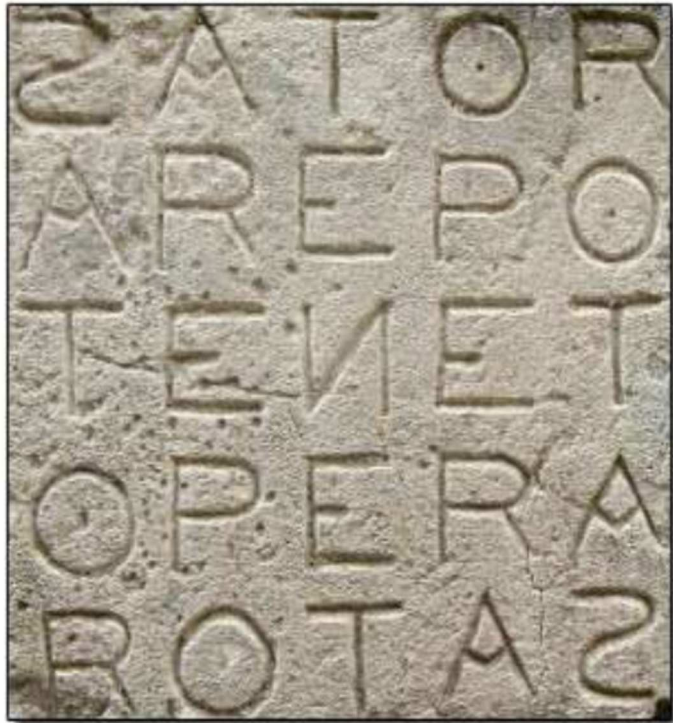


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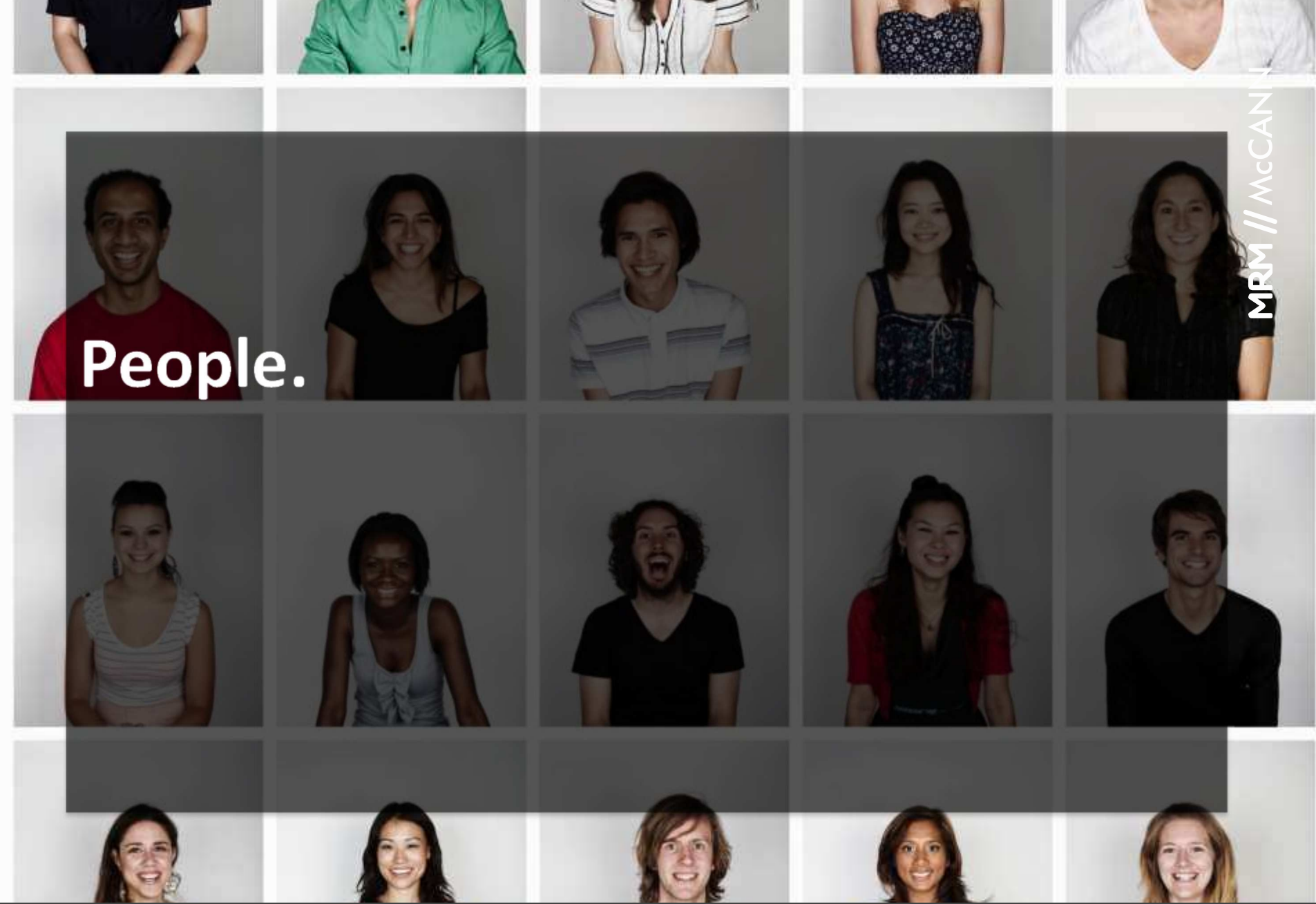
...that the industry is driving the
...that the industry are driving
the revolution.

PEOPLE FIRST





<https://www.youtube.com/watch?v=sHe0vNVLm20>



People.

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We believe
in starting with **people** first.

Why?

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Because focusing on people helps us develop **ideas with purpose** and **enable experiences** that create value for people and brands.

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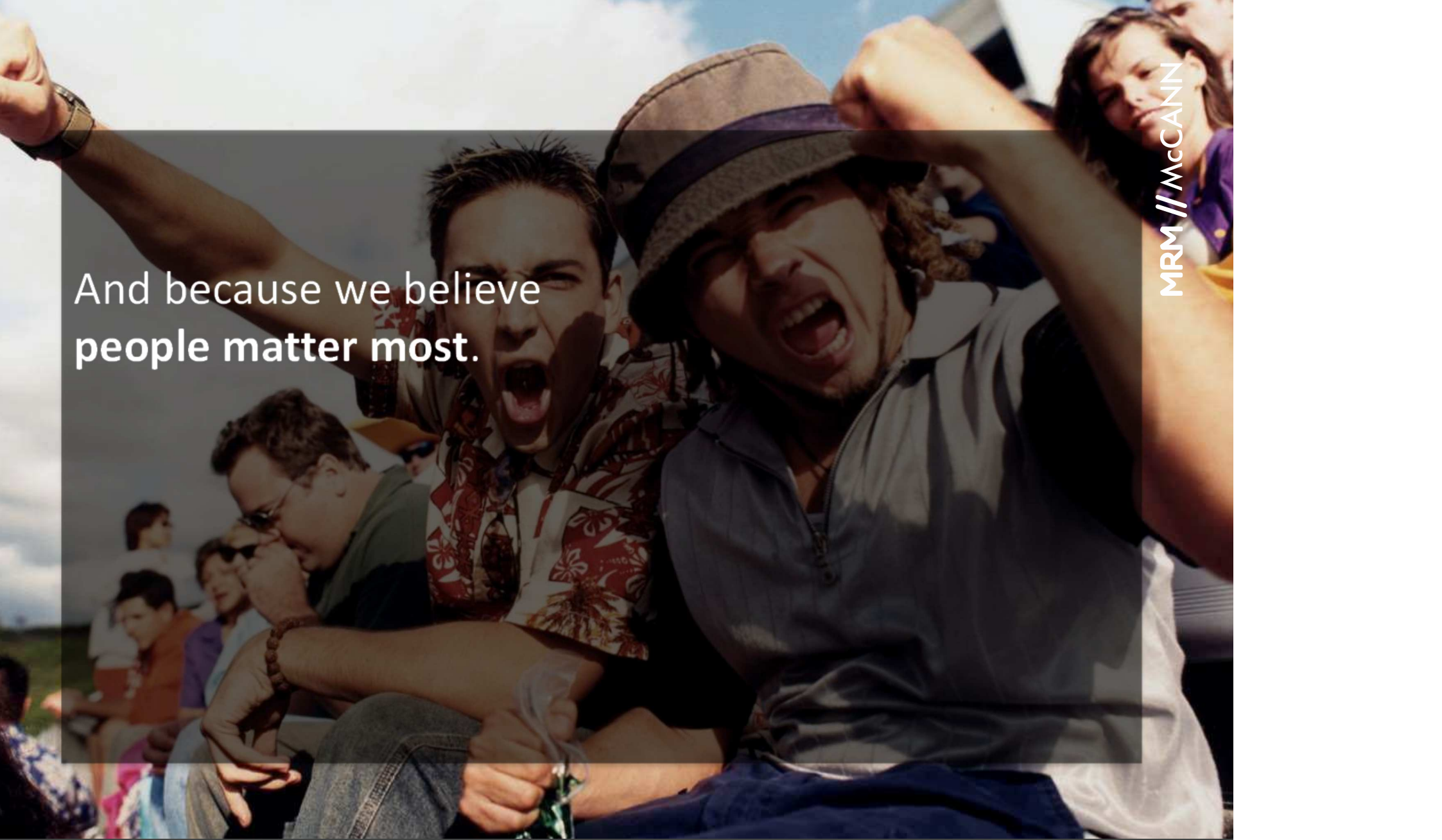
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And because we believe
people matter most.

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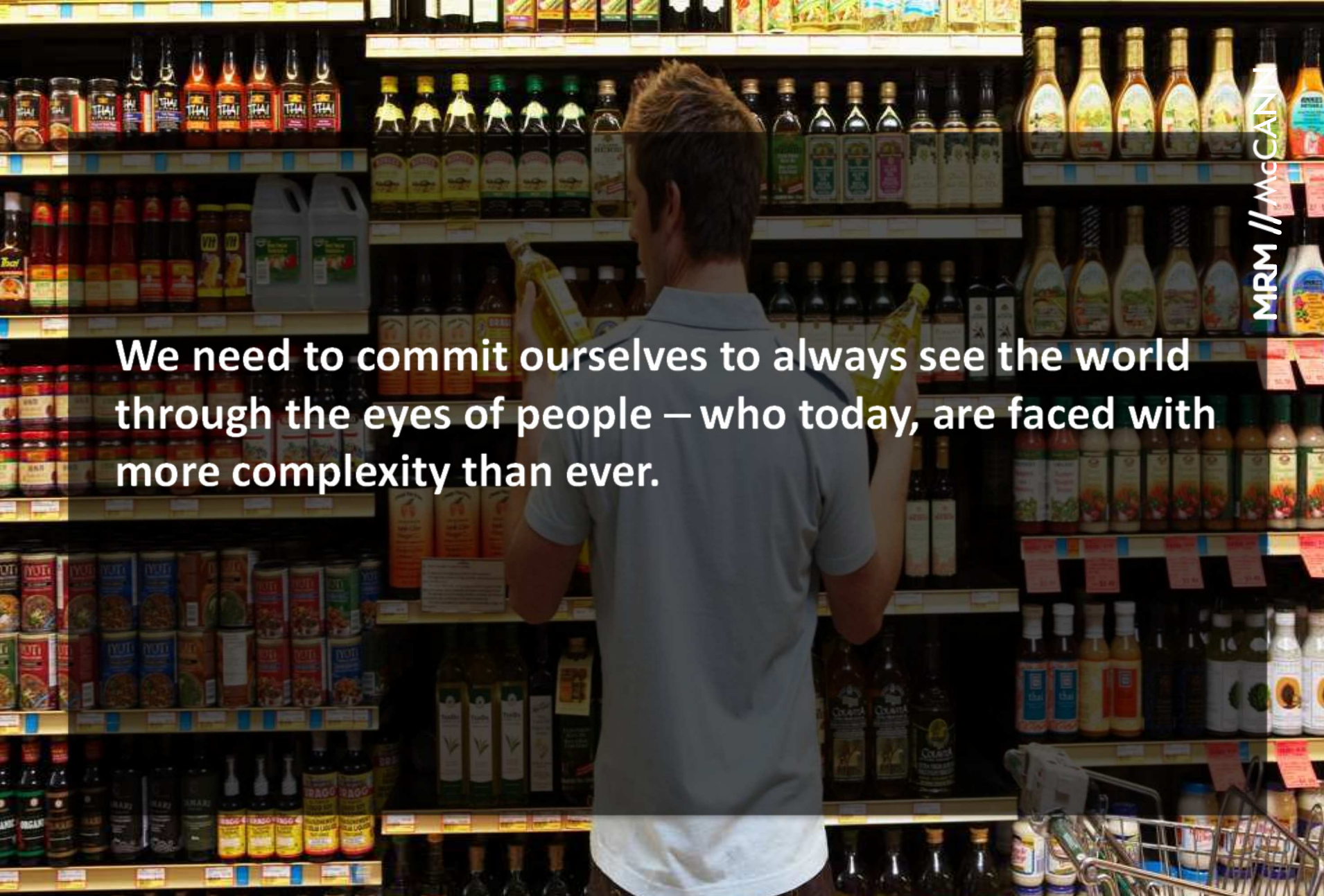


We have to recognize that customers care about experience, not channels, and all our efforts must evolve accordingly.

Fatemeh Khatibloo, Senior Analyst, Forrester

Your consumers now build affinity and preference for brands through the entirety of their brand experience ...

... across channels, devices, pre-store and post-store experiences, word of mouth etc. — the entirety of the brand persona.



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We need to commit ourselves to always see the world through the eyes of people – who today, are faced with more complexity than ever.

Make the complex simple and make
the simple compelling



We have to create
experiences **that matter**

To move towards becoming
**A customer experience
provider**

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Für die “hanabi” t die “hanami”



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Being part of the people revolution

From:

To:

Consumers ▶ **People**

Advertising ▶ **Experience**

Digital ▶ **Smart**

Fragmented ▶ **Seamless**

Multichannel ▶ **Omni-Channel**

Real Time ▶ **Predictive**

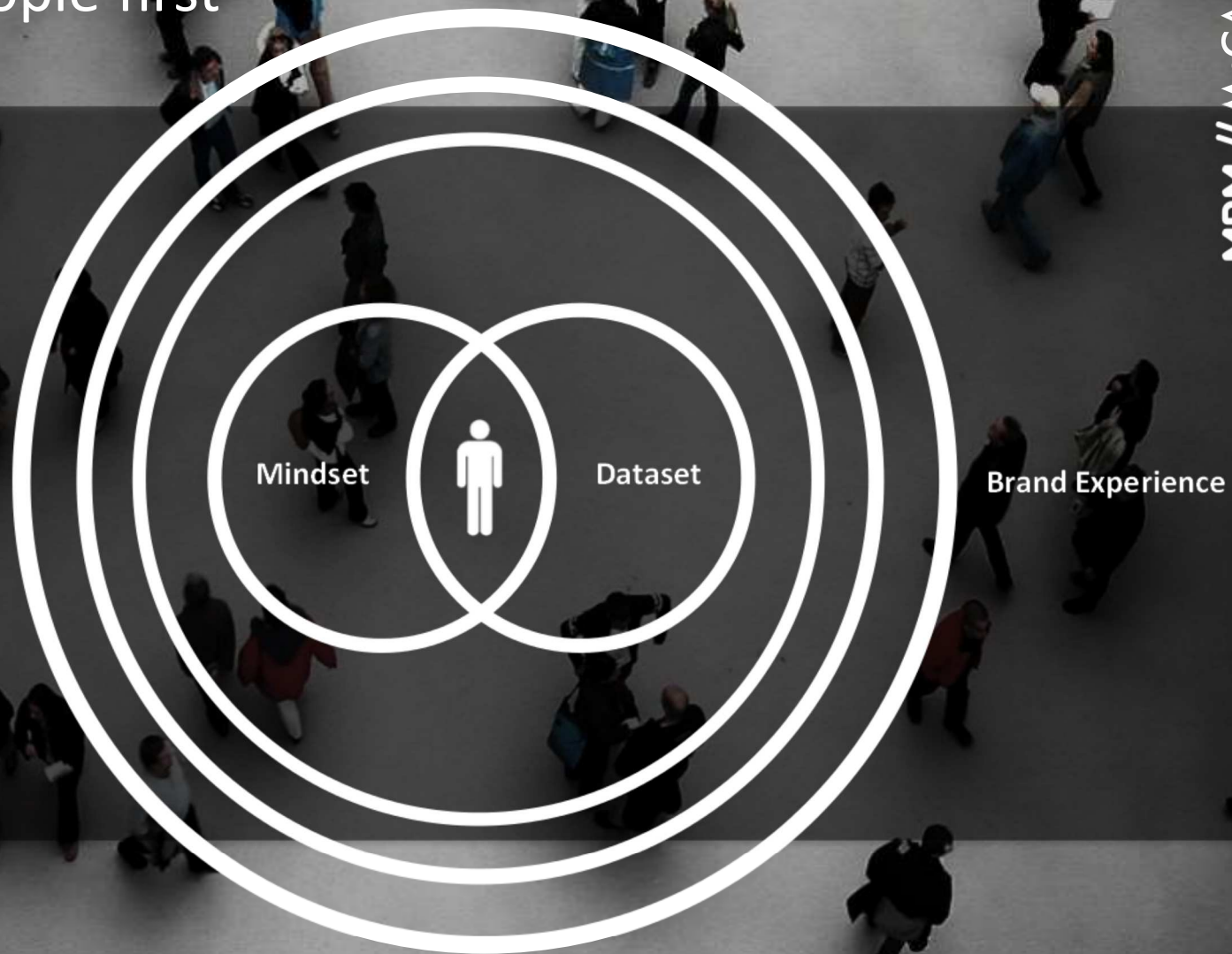
Bringing together what matters

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Putting people first

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Understanding the Mindset



Understanding the Mindset

Deriving qualitative insights that can help direct our clients strategy.

Insight has been described as the art of removing the obvious to reveal the meaningful.

We have to do this by constantly going beyond assumptions of what consumers think.

Understanding the Mindset

Three important principles to keep in mind:

Immersion

Get close to people, understand how they live by being present in their world

Attunement

Understand what matters to them and why

Clarity

Simplify the moments that matter.
Determine touch points that offer an opportunity for our brand to add value to the customer experience



Phil Smith

“I am a father of two young children, I am super connected via smartphone, tablet and I regularly check brand social network pages for deals, coupons, share product reviews and more likely to purchase from brand.”

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PROFILE

- Age 40-50, Married, Affluent
- FATHER of two young children
- SUPER CONNECTED via smartphone, tablet



GOALS

- Send children to SPORTS CAMP
- Purchase them the best equipment

MOTIVATORS

- O NING ○ HE “BE” BRAND ○ ○ ○ ○ ○
- IMPRESSIVE LIFESTYLE [145]
- NEW TECHNOLOGY [137]
- FAMILY TIME [126]

SOCIAL MEDIA

- DAILY  
- Regularly check brand social network pages
 - For deals, coupons, share product reviews
 - More likely to purchase from brand

buyer journey

RESEARCH MINDSET

RESEARCH PRODUCTS TO

1. COMPARE PRODUCT SPECS
2. COMPARE PRICES
3. GET RECOMMENDATIONS
4. FIND DEALS

RESEARCH METHOD

RESEARCH SPORTING GOODS VIA

1. SPEAKING TO FAMILY/FRIENDS
2. PRINT CATALOG
3. TRADITIONAL STORE
4. INTERNET

PURCHASE PHASE

- BUY SPORTING GOODS ONLINE & IN-STORE
- REGULARLY SHOP ONLINE
- 11% MOBILE APP TO PAY FOR SPORT GOODS
- RECENTLY SPENT \$100 - \$150 ON SPORT GOODS

SHOPPING ONLINE

○ ○ ○ ○ ○

CANADIAN TIRE [364]

LAND’ END ○ ○ ○ ○

SPORTCHEK [271]

SHOPPING IN-STORE

LAND’ END ○ ○ ○ ○

○ ○ ○ ○ ○

SPORTCHEK [178]

WINNERS [120]



Understanding the Dataset



Understanding the Dataset

The dataset seeks to define and refine insights by leveraging data **based on consumer engagement with our clients brand.**

This dataset is a powerful diagnostic in determining **what matters to people** and in shaping the customer experience strategy.

Understanding the Dataset

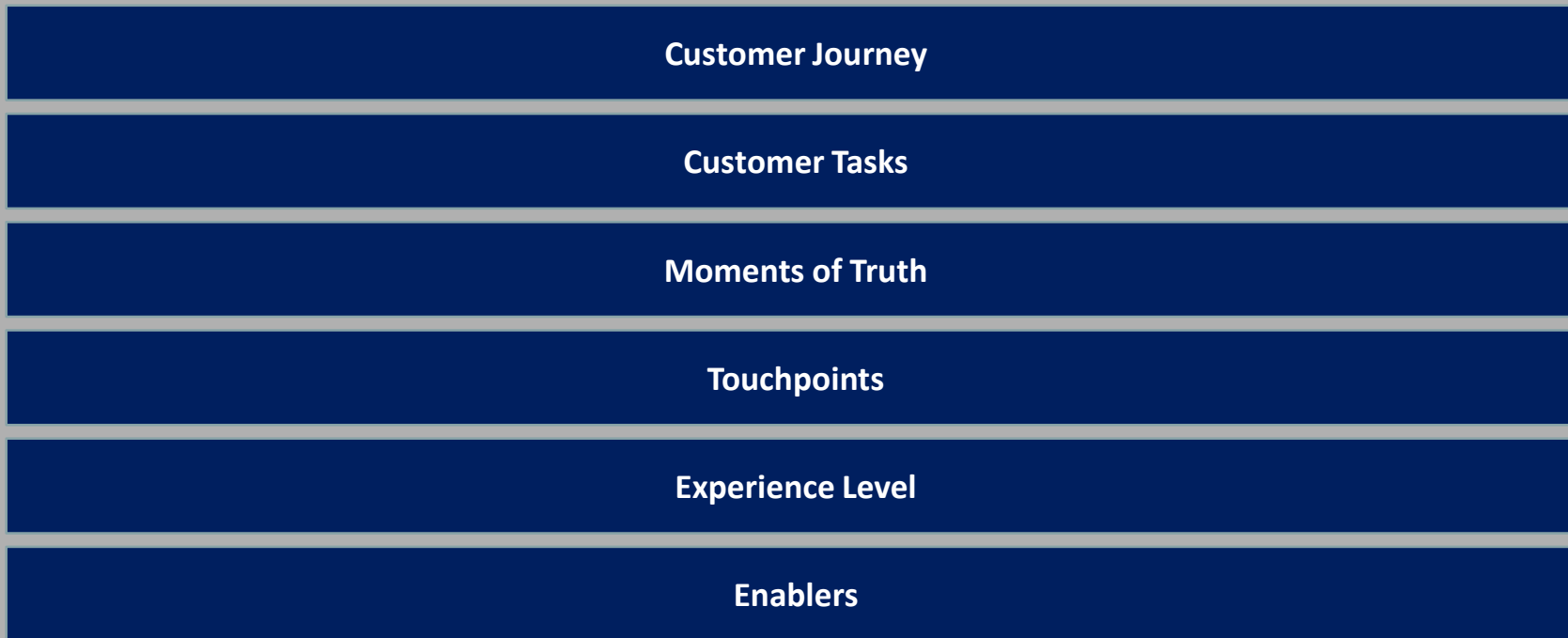
	Looking at historical and current behavior.		
Questions to ask?	How have people acted?	How are people acting?	How are people likely to act?
Information	What happened? (Reporting)	What is happening? (Alerts)	What will happen? (Modeling)
Insight	How and why did it happen?	What is the next best action?	What is the best/worst that can happen?

Creating the Brand Experience



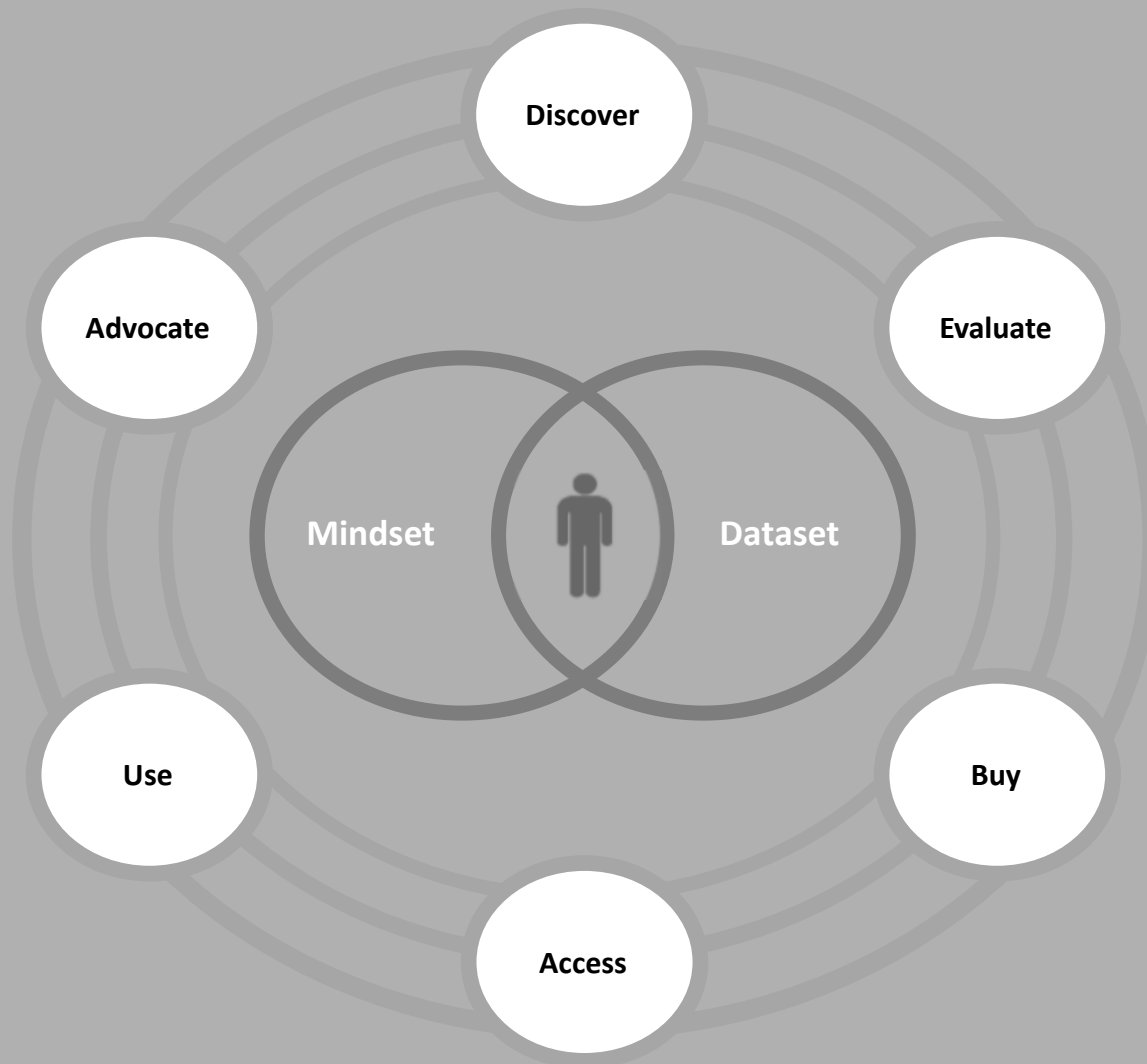
Creating the Brand Experience

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Creating the Omni Channel Brand Experience

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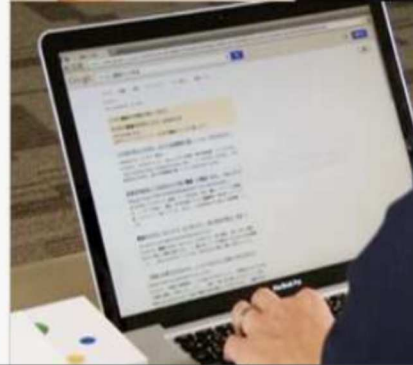
Omni-Channel
Brand Experience

Example of a Customer Journey

	PRE		SHOP					POST				
	Identify Need	Awareness	Familiarity	Consideration	Preference	Purchase	Receive	Use	Service & Support	Dispose	Loyalty	
STAGES												
DRUG	<ul style="list-style-type: none"> At home At work Traveling With friends On the phone Online chat Socializing / via social media Checking email Surfing the web Reading news, blogs, online magazines Sorting / making a shopping list Product wear-out & damage An ending context / memory 	<ul style="list-style-type: none"> Browsing bookmark Landing page from an ad Landing page from an email newsletter Discovering the latest products Conversation with a friend Text / chat (SMS) From search engine From press/news From favorite blog/writer/feed Product placement Get code on a traditional ad Was shared / discussed on social media In a brick and mortar 	<ul style="list-style-type: none"> Browse the catalog Keyword search General product information Detailed product information Photos and videos Looking at new / featured products Looking at products on sale Save / bookmark / print 	<ul style="list-style-type: none"> Compare prices Compare brands & models Pick a size / fit Read / seek ratings & rankings Saving expert opinions via social media Share favorite item or new discovery with friends Share / "like" on social media Have a gift card Product looks attractive Location of manufacturer Digital showrooming Time spent on website (quick and efficient) The in-store experience with brand & product Willingness to return as a loyal customer 	<ul style="list-style-type: none"> Location Shipping times Pick up location Shipping cost Coupon / discount code Brand loyalty Quick check-out 	<ul style="list-style-type: none"> Shopping cart Checkout screen Impulse purchase Promo Recommended products / addons Intent for next purchase Abandon shipping cart Log in or check out as a guest 	<ul style="list-style-type: none"> Delivered to my house Pick up / receive Gift wrapping 	<ul style="list-style-type: none"> Enjoys the product Revisiting an option / product review Submitting ideas for new products Talking about it on social media blog 	<ul style="list-style-type: none"> Questioning the product Engaging my Chat / email / call customer support / technician Happy / less than 10 minutes to fix the problem 	<ul style="list-style-type: none"> Deciding if it's not needed Return / refund product Making a decision to replace 	<ul style="list-style-type: none"> Accept trade-in? Upgrade? 	
THOUGHTS	<ul style="list-style-type: none"> Mine is old Best price I am behind the times I have a status need I want to try a new product My needs have changed I need change in my life Something makes my interest I want to buy a gift I want to support somebody's work 	<ul style="list-style-type: none"> What are my options? Who should I ask? Should I google my options Which website/blog/magazine should I check out? Like & respect this person's opinion and taste Do I trust the quality of the products in this store? Do they have a sufficient selection of products? What did I buy last? Where did I buy? Did I have a good experience last time? Do I like / trust this website / ad? Place my interest? People are talking about this, it seems popular I feel connected to the brand I feel connected to a community of shoppers Is this website accessible? 	<ul style="list-style-type: none"> What's new? What's in season? I want to know its uses and see its functions Visually appealing website / layout Is this a legitimate website / product? Too many / few items in the search results / catalog I'm not getting relevant search results I can't find the right button There's not enough / too much information I get back to viewing this product / website later I can't remember where that page / product was Can't find the checkbox? This store doesn't have what I want / need Too much too click through, interest is fading 	<ul style="list-style-type: none"> What do I want? Need? Do I have a status need? I want to try something new I want to try / test this product What are other people saying about this product? What do my friends think about this product? How popular is this product? Do I have to leave the website to find out more? I need to ask an expert Can't I respect this person's opinion & taste? This website is easy to use I do associate with this brand messaging? Is it easy to find the information I'm looking for Is it easy to share this with my friends 	<ul style="list-style-type: none"> Can't apply my discount code / coupon? Is this product item to make my decision? How is it in stock I need to read about the shipping / return policies How quickly does customer support respond? Is it the right size / fit / model? I want to stick to a brand I'm familiar with Are there add-ons? Do they offer free delivery? 	<ul style="list-style-type: none"> I need to review the items in my shopping cart Is the total cost within my budget? Do those everything I need in my shopping cart? I want to check out the recommended products Are there any mistakes or duplicates in my cart? The registration/checkout process is long, tedious I need help with account registration/checkout I don't want to register an account just to check out Do I trust the payment system? Can I commit to buying a product I've never seen? I hope they accept paypal / my credit card Is my cart easy to use? I need a rain check Would I shop here again? 	<ul style="list-style-type: none"> Do they gift wrap? I want what I paid for Do they offer express delivery? How long am I willing to wait? 	<ul style="list-style-type: none"> Is it as good as I imagined? I want to share my opinion Will my feedback be heard / appreciated? What will I get out of sharing my feedback? Is it worth to share my feedback? How many friends to know about my new product? I want to discuss it on a blog, forum or magazine I feel connected to the brand I feel connected to a community of consumers 	<ul style="list-style-type: none"> Who do I contact? Can I phone someone? Should I read the FAQ? Are they useful? Have they logged my case? I want to know the status of my case Can they answer my question intelligently? How long they respond Where can I get my item repaired? 	<ul style="list-style-type: none"> Who do I contact for a refund? How out of my return? 	<ul style="list-style-type: none"> Was the experience good the first time? 	
FEELINGS	<ul style="list-style-type: none"> I am discontented with my existing product I am unfilled by my existing product I am irritated by my existing product I am feeling charitable 	<ul style="list-style-type: none"> I am uncertain in my knowledge I am discouraged by poor experience I am overwhelmed by all the options I am intrigued by a new product I am excited to learn more 	<ul style="list-style-type: none"> I am optimistic about my shopping experience I am surprised by my lack of product knowledge I am annoyed by distractions in the website I am frustrated that I can't find what I'm looking for I am overwhelmed by all the products and info I am intrigued by a new product I am excited about a sale I am bored with this website I am impressed by the website 	<ul style="list-style-type: none"> I feel tense trying to decide between products I am overwhelmed by having to compare products I am disappointed that I couldn't find the info 	<ul style="list-style-type: none"> I am hopeful of finding a good product I am nervous about a new shopping experience I am worried that I may make wrong choices I am hesitant when I'm stuck in between choices I am happy with a pleasant shopping experience I am afraid that I may not like it when I receive it I am afraid that I won't live up to its claims 	<ul style="list-style-type: none"> I am joyful about my newest product I am relieved to have reached a purchasing decision I am delighted by my choice of purchase I am excited to start using my new product actually I am concerned about the security of my transaction I am happy with a pleasant shopping experience I am proud of an impulse purchase I am sorry about the payment & delivery options 	<ul style="list-style-type: none"> I am enthusiastic about receiving my product I am pleased to receive what I ordered online I am content with the simple & easy process I feel successful that everything went smoothly 	<ul style="list-style-type: none"> I am joyful about owning and using a new product I feel fulfilled by how this new item fits into my life I feel pleased about having a high-quality item I am frustrated that it's not exactly what I imagined 	<ul style="list-style-type: none"> I am embarrassed by my lack of knowledge I am afraid of not being able to fix the problem 	<ul style="list-style-type: none"> I am discontented with my product I am sad to lose my product 		
DISRUPTIVE E-COMMERCE												
REMARKS	<ul style="list-style-type: none"> Optimize marketing & operations Measure performance (triggers, events) Understand and manage risks Have operational backup, a simple trusted source of data Allow for result-based experimentation Understand influencers of your market (e.g. exchange rates, etc.) Find actionable patterns in data, identify opportunities 											

The approach in action





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THANK YOU

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