

## Gastsprekers marketing

### **Gastspreker 1: Alpro**

#### 1) marketing

→ marketing: science or art?

#### a) marketing is becoming more scientific: out of necessity and helped by new tools

→ out of necessity

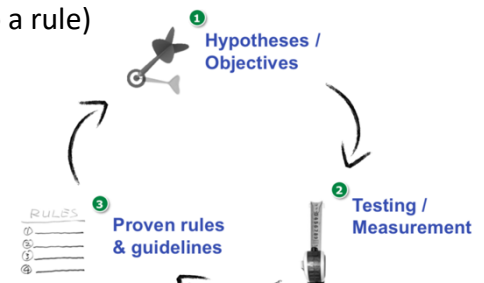
- marketing is a major investment area for most companies
- FOI is not always straightforward of 1 to 1 matched
- required to move 'faster'

→ helped by new tools

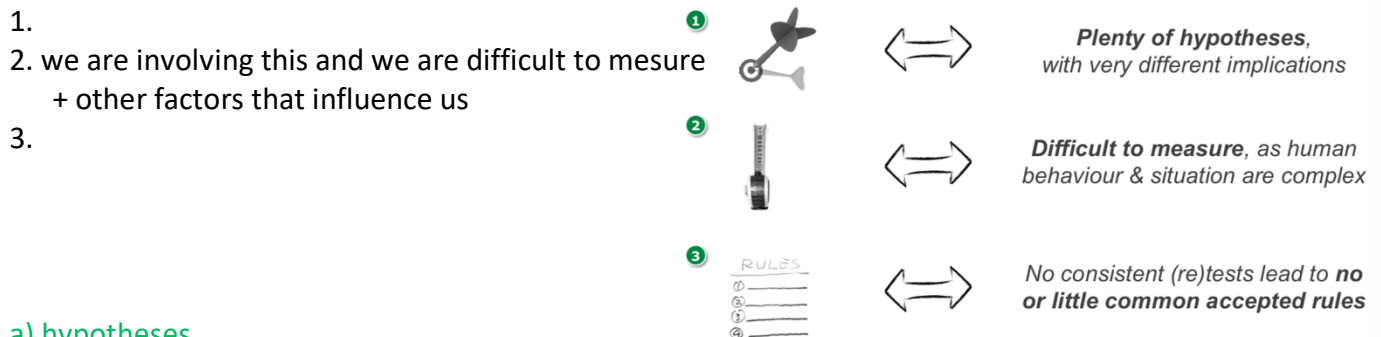
- big data (patterns out of randomness)
- neuroscience
- behavioral science

#### 2) scientific implies clear objectives, consistent (re)testing & rule generation

1. hypotheses: you have ideas => experiments (makes the idea into a rule)  
objectives: yes that makes science
2. testing/ measurement
3. proven rules & guidelines



#### 3) marketing is typically stuck at the 'hypothesis phase' of science



#### a) hypotheses

\* forming hypothesis is a brilliant part of science, even if they turn out to be wrong

→ **J.J. Becher** - Phlogiston: some stuff that burns gain weight

→ flat earth society

\* there are plenty of hypotheses about marketing which might or might not be wrong

→ 3 theory for the way to marketing:

- **penetration**: getting more people to buy more (loyalty is linked to penetration)
- **relationships**: to get people have emotional relationship to our brand
- **influencers**: find people and convince them, stop advertising to a mass, instead advertise only to a few people

→ we don't know exactly which theory is right

## b) testing/ measurement

\* people are irrational lying animals:

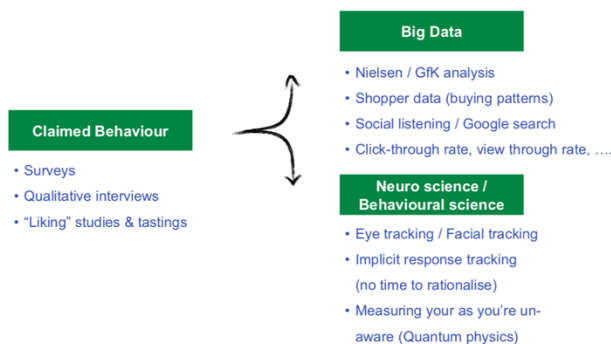
- all of our behaviour is NOT rational but sensorial and habitual
- we don't know what we want=> we are very influential
- cannot predict our own behaviour
- lie, lie, lie (not necessarily on purpose)

→ example wine:

- experts couldn't differentiate the taste of white & red wine when coloured
- lighting in the room affects our palate of wine

\* we need to step away from claimed behaviour, to measured & real behaviour

→



→before you launch an advertisement you test how people will react on it

## c) proven rules / guidelines

\* there are already a couple of 'rules' out there, but not yet centralised

## 4) packaging

→ the single most important asset a company can have, if radiates your brand and product 24/7

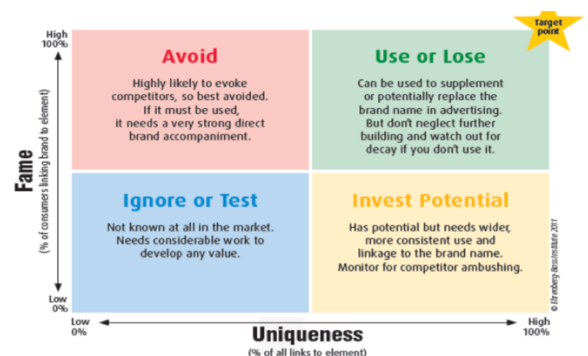
→ packaging (like brands) has assets, which are built over time

→every category and product, has semiotics. Codes which explain implicitly you are shopping a certain category

→ people mainly shop habitually, unless prompted through promotions, location changes, advertising

→ if prompted, people make their choices lightning fast: packaging stand-out and 'shoppability' is therefore essential

→ brand logos install assets similarly with packaging



## 5) conclusion



- Marketing **will need to become more scientific**, but there's still a **long road ahead**

- We've typically been **stuck at hypotheses**, the time has come to **measure more**

- Part of the problem is you and me: we are **irrational, lying, animals**

- We need to move **from measuring claimed behaviour to real behaviour**: using big data & neuroscience

## **Gastspreker 2: bain brand accelerator**

### **Bain & company**

→ Guy Brusselmans

### 1) driving sustained brand growth is tough

→ in strategic plans, most brands are planned to gain share in their category

→ but the reality is harsh:

- less than 5% of brands succeed to grow and outperform competition over the long run
- less than 15% of brands consistently outgrew their category in last 4 years
- 9 out of 10 new brands fail: 80% fail straight away within the first months, another 10% within 5 years after introduction

→ we live in turbulent times

→ 2 big topics dominate boardroom of CP companies

- **age of the millennials**: the millennials are now becoming adults
- **big data**: we are connected all the time, we are generating massive amount to data

→ fundamentally: human behavior has not changed!!

### 2) winners consistently do 3 things right

#### a) get inspired by actual behaviors

→ 'what consumers say is not what they do'

→ consumers have '2 sides in there brain' : (otherwise multitasking is not possible)

- explicit rational choices (**conscious part** of the brain: 15%): complex
- subconscious choices (**subconscious part** of the brain: 85%): random but highly predictions

#### b) think multi-year asset-building

→ think of a brand as a long-term asset

### c) make clear choices

→ 'you can grow anything but NOT everything'

→ which are the brands I believe in, and in these brands I'm going to invest

### 3) the capital sins of marketing

→ people have clear brand preferences ... based on specific brand-choice drivers

→ turning shaky insights into direct action

- consumers are constantly influenced

→ people like what they buy..., they don't buy what they like

- marketing makes you what is familiar with a brand
- preferences are being built!!!

### 4) 5 insights are common to all categories when you observe actual behaviours

1. people spend most of their time NOT thinking about our brand

- most brands get bought only once or twice a year
- consumers are bombarded by thousands of commercial messages each day, most of them do not get noticed
- stores offer 3 to 10K items, on average 22 get bought on a shopping trip and the most often purchased number of items is 1

2. most of the people that bought your brand this year will NOT be buying you next year

- **penetration**: how many people have this product at home (example: Nutella)
- most brands have a penetration of less than 5%
- **Nutella**: 56% of the people buy it once a year
- small brands (5- 10% penetration) ⇔ leading brand (30% penetration)
- niche brands: low penetration and big loyalty of the consumers

→ amount of churn: on average brands have a churn of 40 – 50%

- there is NO such thing as loyalty

3. the only way to grow a brand sustainably is by having more people considering and buying it, NOT by having a few buying more of it

- try to get 1 more consumer instead of convincing your consumer of being loyal



4. most people are NOT exclusive to a particular brand, they buy within fairly broad repertoires, often beyond 'traditional' category boundaries

5. brand choices are random, but therefore highly predictable

→ penetration is predictable:

- brand choices are random at individual level
- they are therefore predictable at aggregate level

6) even if these insights are nothing new and well understood, clients struggle to convert them into action

→ if you understand the laws of marketing you may have a chance to build a brand that might work

7) how are we going to grow?

→ building consideration + penetration

→ a brand is an asset, a house =>

- it has been build over the years
- it has a value
- you need to invest in it every year to keep the value
- if you change too much => you might destroy the house

8) 3 assets

a) brand memorability

→ example:

- logo of nike: we know it because we
- using actors (nespresso)
- slogan
- shape of a bottle (coca cola)

→ how do you build memory structures?

- things that stand out, that are different
- things that are familiar (try to become something that people have learned to memorize)

→ if you change something in a brand => bad => all the memories disappear

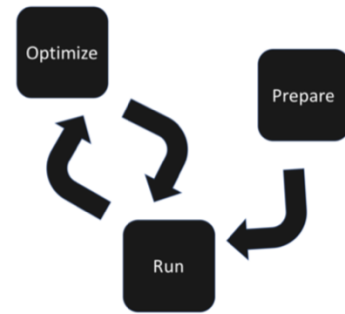
b) shopper visibility

c) range productivity

### **Gastspreker 3: a crash course in digital marketing strategy**

#### **1) digital marketing like a pro**

- prepare (all the thinking you need to do)
- run (how are we going to do it? Channels and tactics)
- optimize



#### **2) why having a digital strategy is important**

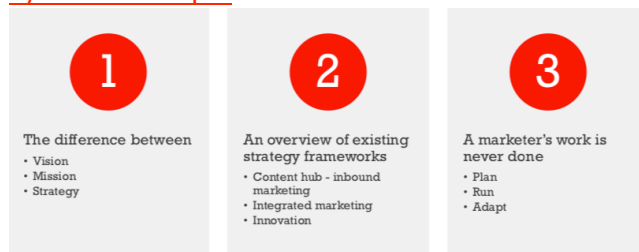
→ it's 2018. Digital is now an integral part of marketing and communication

- digital ≠ online
- devices: web, email, social, search, mobile, AR/VR, gaming, billboards...

→ allows you to measure results (and ROI) more accurately

→ your customer is already there

#### **3) main concepts**



#### **a) the difference between vision, mission and strategy**

##### **\* vision statement**

= a declaration of an organization's objectives, ideally based on economic foresight, intended to guide its internal decision-making

→ a typical vision statement is brief and succinct

- it will say a lot in just a few words, so those words must be very carefully chosen

= what the world will look like after you finished changing it

→ think of things in a long-term, broad sense, but without sounding generic

→ don't be too specific, you will limit your vision and won't be applicable 5 years down the road

→ triple bottom line



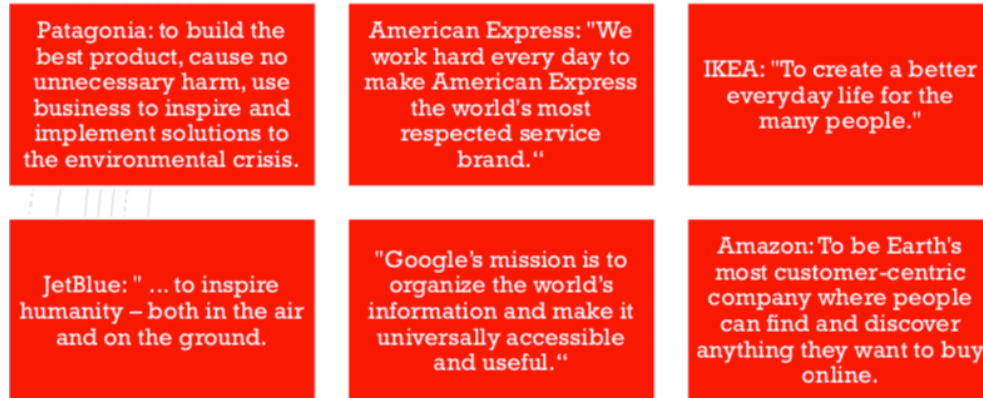
##### **\* mission statement**

= a short statement of an organization's purpose, identifying the scope of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation

→ where do we want to be with our company?

→ usually starts with "to..."

→inspiring mission statements, **examples**:



→patagonia: planet

→american express:

→IKEA:

→Jetblue:

→Google:

→Amazon:

### \* strategy

→your digital marketing strategy is the series of actions that are going to help you achieve your objectives using digital marketing

→it's about **choices**: what you will focus on and what you will NOT do

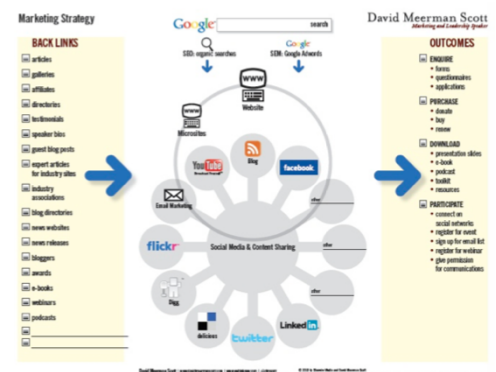


### b) an overview of existing strategy frameworks

#### \* content hub

→ framework: **David Meerman Scott**

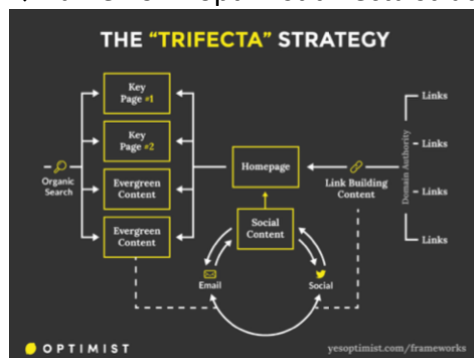
→you use content and wheel them in on your website



→framework: Moz Content: marketing beginners guide

→framework: quicksprout.com advanced guide to content marketing

→framework: optimist trifecta strategy



→content hub: other resources



\* integrated marketing/ omnichannel / multichannel

→ **integrated marketing**= an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise, it attempts to meld all aspects of marketing communication such as:

- advertising
- sales promotion
- public relations
- direct marketing
- social media

→through their respective mix of:

- tactics
- methods
- channels
- media, and activities

→ so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer

\* innovation as a marketing strategy

→ dark social and chatbots

→ artificial intelligence

→ marketing innovation strategy:

- augmented reality **example:** Pokemon Go
- virtual reality
- mixed reality

→ a marketer's work is never done:

- plan
- run
- adapt

Figure III: Converged Media Workflow





#### 4) practical implications



##### a) setting objectives, KPIs and metrics

Brand centric	Commercial	Customer centric
Brand identity Brand awareness Brand loyalty	Get Keep Win back	Customer identity Customer behavior Customers reaching out

##### \*brand centric:

- **brand identity**: employer branding is the process of promoting a company, or an organization as the employer of choice to a desired target group, one which a company needs and wants to recruit and retain
- **brand awareness**= the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. Brand awareness is particularly important when launching new products and services
- **brand loyalty**= positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment

##### \*commercial:

- **get**: customer acquisition
- conversion

----->



- lead scoring / nurturing: you can put a score on every single visitor
- big data: data management & CRM

- **keep**: customer retention
- confirm
- upsell/ cross sell
- loyalty/ turn into advocates

- **win back**: increase market share



\*customer centric

→ customer identity: - CRM = customer relationship management



- DMP= decision making process

- ABM= account based marketing



→customer behavior: - customer journey



- buyer personas:  
° what does our ideal customer look like?

**BACKGROUND:**

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

**DEMOGRAPHICS:**

- Skews female
- Age 30-45
- Dual HI Income: \$140,000
- Suburban

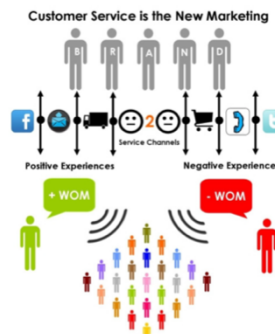
**IDENTIFIERS:**

- Primary
- In near future
- To be explored

- customer touchpoints



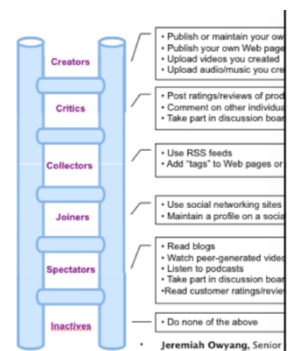
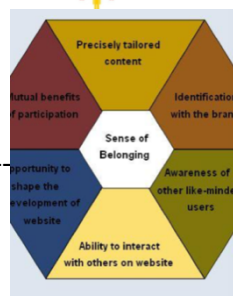
→ customers reaching out  
- customer service/ experience



- community:  
° sense of belonging: ----->

° ladder of participation ----->

- customer channels/ monitoring  
° social media  
° antennas



### b) choosing channels and tactics

- paid media
- owned media
- earned media

### c) digital marketing planning

- when
- where
- what

## 4) measuring success: KPIs and ROI

### a) KPI

= key performance indicator

= a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs at multiple levels to evaluate their success at reaching targets

### b) ROI

= return on investment

= a measure of the profit earned from each investment. Like the 'return' or profit that you earn on your portfolio or bank account, it's calculated as a %. In simple terms, the ROI

formula is: 
$$\frac{(\text{return} - \text{investment})}{\text{investment}}$$

→ it's typically expressed as a %, so multiple your result by 100

### c) digital KPIs

1. reach: the size of the audience that has (theoretically) been exposed to your message

- blog/ size: pageviews
- social media: followers, fans, subscribers
- advertising: impressions

2. relevance: match with your target group

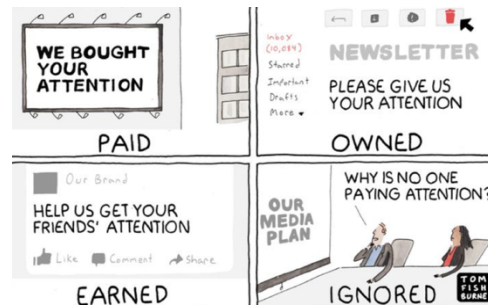
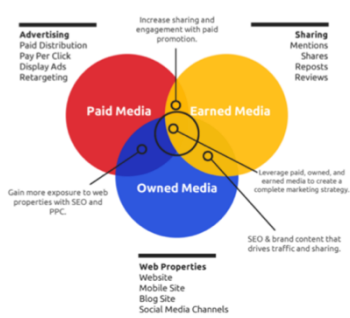
3. reactivity: measured engagement

- blog/size: clicks
- social media: shares, comment

### d) practical implications



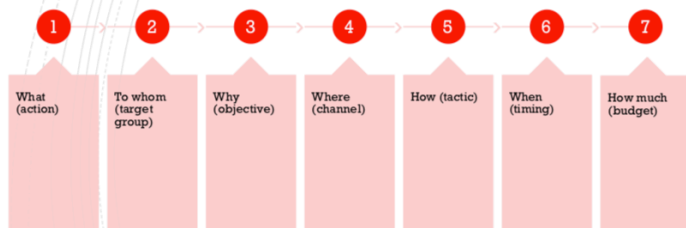
### e) paid, owned, earned, media



### f) digital marketing planning



### g) marketing roadmap dimensions



→ a digital marketing plan?

→

### CONCLUSION:

- \* digital strategy = strategy in a digital world
  - \* use (a mix of) existing frameworks
  - \* match your personas' journey to your channels and content
  - \* a marketer's work is never done
- (\*tip: please don't use excel for content plans)

## **Gastspreker 4: Joyn: how brands become personal again**

\* Koen Delveaux

### 1) Joyn

=a loyalty system for the local merchants

→ our purpose: we keep the local commercial heart beating because a city without a commercial beating heart, is NOT a city. It's just a residence

→brands can use Joyn in their campaign

### 2) the origin of brands

→ 5 phases in branding:

- 1) functional
- 2) social status
- 3) identify
- 4) brand as media
- 5) a new religion

#### a) Phase 1 in branding: functional

→ focus on product qualiteis

→mechanism: only the product itself is branded

→function: the brand is a label that reassures the buyers

#### b) phase 2 in branding: social status

→the brand becomes a badge

→mechanism: advertising is used

→function: the brand is a label that seperates you from the masses (status)

→example: Rolex is better than another watch

- not anymore: there are digital watches who are much better

=> Rolex: let's make sure that we separate use from the mass

#### c) phase 3 in branding: identify

→the brand becomes a dream

→mechanism: storytelling is used

→function: the brand defines your identity and the image  
you have from yourself

It creates belonging to a group



→ example Marlboro: they are trying to make sure that you feel like the guy on the advertising (example: Marlboro: as long as I smoke Marlboro I feel like the cowboy)

→ new evolution: your brand values are what people think of them

You don't own your brand: if people think that McDonalds makes you fat, they won't buy it anymore

→changes in society: we are using services instead of buying things (example: bike rents)

- consumerism is out

- local is back

- being different is what counts

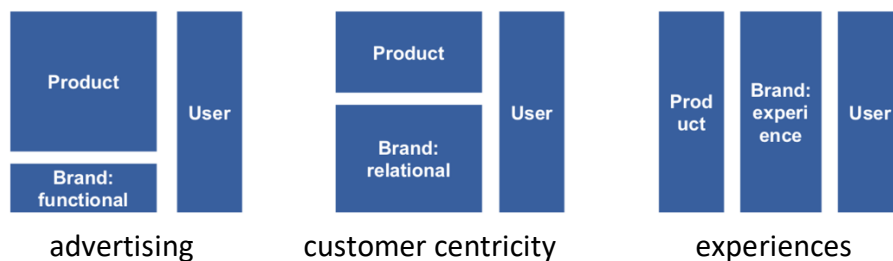
#### d) phase 4 in branding: brand as media

- the brand becomes a media outlet
- mechanism: own content is created and distributed with social media tactics. The medium is the message
- function: the content becomes the brand value with the products taking second row

#### e) phase 5 in branding: a new religion

- the brand has a social responsibility
- mechanism: activism is setup under the brand umbrella using communities / social media
- function: the brand brings meaning to your meaningless product purchases  
'start with the why'
- example: Coca Cola: they are trying to make the world a better place by giving flowers

### 2) delivering brand value in 2018



- advertising: spread your message
- customer centricity
- experiences (did you see the movie about the coca cola add?)

### 3) what is an 'experience'

- experiences count when you interact with people

### 4) How NOT to create an experience?

- take away all friction points (bakje met bankkaart)
- then let the customer do the work (betalen met gsm)
- and become irrelevant (Mcdonalds: pay at machines, no interaction with the brand)  
=> brands becomes irrelevant

### 5) solution

- brands need to use the power of the people who are in the street
- use the power of the local retailer
- all of the brands must try to interact by people (NOT by advertising)  
=> local retailers can create an experience  
=> retailers become the branding
  - local retailers will earn money from the personal and authentic experiences they create for brands even if they don't sell stuff directly

## 6) conclusion:

1. the function of a brand has changed over the years
2. brands need to offer personal experiences to stay relevant
3. there is NO channel to do this in a scalable way
4. local retailers can create these brand experiences
5. BUT you need a way to organize them with digital technology

**Gast spreker 5: leave a legacy or leave a stage** → Luc Suykens

### 1) P&G

- **global** company (↔ locals)
- they are in each categorie (Gillette, head and shoulders, tampax) leading
- the consumer is our boss
- purpose: they will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come

\* winning the consumer value equation

- innovating

\* branded innovation drives consumer relevance and value

- stimulates growth and prevents communication
- reduces costs, increases productivity and enables sharp pricing
- differentiates brands
- extends product life-cycle

\* innovation

≠ invention

= the conversion of a new idea into consumer delight and ultimately into revenues and profits

Example: first dash in powder, but now it is in smaller sizes which works at lower degrees

Purpose inspired, peak-performing culture will result in highest levels of productivity and employee fulfilment in our industry

\* example: pampers

- technology focused
- keep babies dry
- reduce leaks
- Helping mothers in the happy, healthy development of babies

### 2) consumer is boss

- urbanization
- digital revolution

**Gastspreker 6: Big Data and data science** → Bart van der Vurst

## 1) what's happening? Which technology trends drive change?

### 1.1 increase in data generation

- apps have boomed the generations of unstructured datastreams (pictures, video, tweets)
- through the increased ability to track, there is a lot more data-to-capture (smart energy meters)
- at supply side, storage technology evolution does allow to collect, store and structure ever-larger and more complex data sets ('cloud' as solution for increasing data-sizes)

### 1.2 boost in connectivity

- connectivity allows us to connect to any device and manage them
  - as source of insight: a phone or sensor
  - as tool of insight: spread the load of computation across multiple machines
  - as solution provider: a mobile app can be a solution provider for basis running bank operations
- ability to do all of the above instantly and simultaneously across millions of devices

### 1.3 access to analytics

- widespread availability of analytical algorithms and tools
  - complex algorithms have been translated into simple tools (Microsoft azure machine learning, IBM Watson)
  - equally powerful versions of previously expensive software are now freely available as open-source (SAS vs R.)
- technical evolution to leverage machines do the analytics (computer are better and faster in reaching the optimal solution)

### 1.4 enhanced computational power

- through the evolutions in computational technology we work...
  - on larger data sets through new ways of applying computational spread (spark)
  - in a fraction of the time through astonishing evolution in speed (from CPU to GPU to TPU)
  - at a lower cost (major drop price of chips)
  - abstracted (in the cloud without even the need to do any set-up)
- any connected device offers computational power

### 1.5 cognitive human-machine interactions

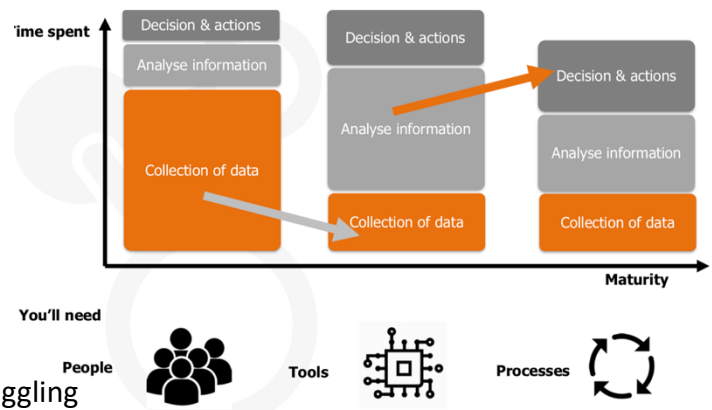
- technology allows to use robots to replace human labor
  - manual tasks (manufacturing)
  - ... and knowledge tasks (customer-service bots)
- many software companies enabled technologies to respond directly to human commands (speech and gesture recognition: Siri (apple), Google now (google)...)
- these technology trends urge businesses to think about 2 new concepts
  - these new technologies force us to make reflections and urge us to (at least) think about 2 new concepts



## 2) winner's price?

- gain insight and agility
- build competitive edge
- open new business opportunities
- redefine customer service

→ reality is that big organizations are struggling



→ questions for a CIO: 4 questions to ask

- drivers: why do we need to do this?
- use-cases: what should we do?
- technology: how?
- organization: who?

→ challenges to overcome:

- limited management understanding
- unknown choice of technology
- scattered 'enthusiasts' across teams
- no consolidated efforts
- limited hands-on experience

## 3) what's big data? Enormity in 6 dimensions

→ challenges in tackling big data

- volume
- variability
- velocity
- veracity
- variety
- value

### 3.1 volume

### 3.2 velocity

### 3.3 variety

→ structured: - pos data

- CRM
- financial data
- loyalty card data
- trouble tickets

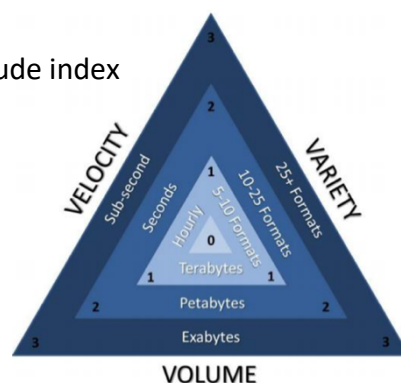
→ unstructured:

- email
- pdf files
- web log data
- gps
- photos
- blogs
- mobile data
- website content
- RSS feeds
- audio files
- videos
- CML data
- call center transcripts
- social media data
- RFID tags

→ **example:** available data for marketers

- demographic data: name, address, gender, age, socio-demo
- customer data: transactions (RFM), customer service interactions, payment history
- marketing data: response to marketing actions, opt-ins, campaign history
- behavioural data: content interactions, likes, shares, posts, tweets

→ the gartner data magnitude index



### 3.4 variability

→ refers to data whose meaning is constantly changing

→ examples:

- linguistic interpretation: great on its own is not a sufficient signifier of positive sentiment
- sensor interpretation: a high temperature value on its own is NOT a sufficient signifier to monitor fridges
- sales interpretation: 'zero items sold' on its own is not a sufficient signifier of concluding on sales

### 3.5 veracity

→ big data can be highly inconsistent

- different sources with different credibility
- biases and abnormality in data

### 3.6 value

→ more data does NOT guarantee more value:

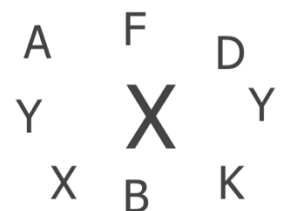
- relevant information vs 'noise'
- which actions and processes can I improve with the data

\* from a statistical point-of view, there are 5 types of machine learning

- regressions
- classifications
- clustering
- anomaly detection
- recommenders

#### a) regressions

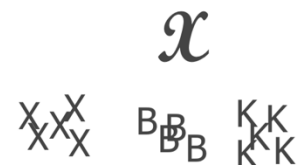
→ the analyst aims to predict a numeric value and/or understand the drivers of a specific variable



#### b) classification

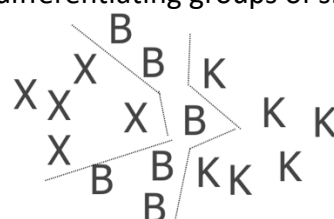
→ the analyst tries to bucket observations in categorized outputs

- binary = 2 options      example: credit risk prediction, twitter sentiment analysis, flight delay prediction
- multiclass = more than 2 options



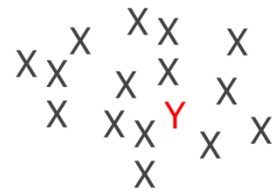
#### c) clustering

→ the analyst tries to leverage math to create the best differentiating groups of similar customers, products...



#### d) anomaly detection

→ the analyst tries to scan a dataset for outliers (anomalies) which are worth further investigating



#### e) recommenders

→ the analyst tries to define an automatic approach to create recommendations

$X \Rightarrow Y$

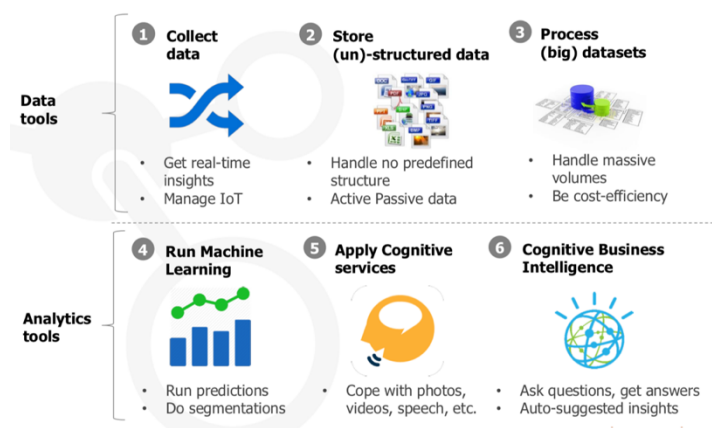
$A \Rightarrow B$

$K \Rightarrow ?$

#### 4) what's machine learning?

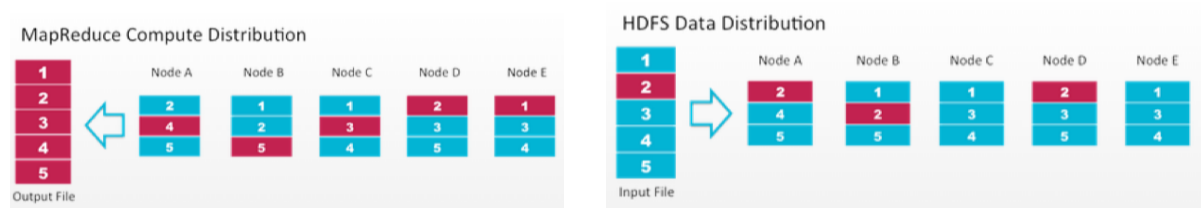
#### 5) the technics: what's needed to do this?

\* new tools



→ data-tools:

- open-source platform for storage and processing of any type or amount of data
- Hadoop is able to store data in its native format and to perform a wide variety of analyses and transformations on that data
- the main components of Hadoop are:
  - ° HDFS (storage)
  - ° MapReduce (processing)



#### 6) big data, personal data?

→ there are laws which protect the customer

### Gastspreker 7: Showpad

#### 1) Showpad: sales and marketing

→ they make salespeople more relevant, smarter => salespeople can sell their product at a better price

- focus on improving the sales experience
- vision: the best buyer experience wins
- the mission: empowering sales and marketing to sell the way buyers want to buy

→ their ideal customer profile:

- **firmographics**: key verticals: manufacturing, technology, medical devices, construction, chemicals, banking
- **persona**: sales, marketing, and IT management
- **readiness**: CRM system, content management system, marketing automation

→ 2018: 89% of consumers make buying decisions based on experience, ahead of price and product

↔ 2012: only 12% of consumers make buying decisions based on experience, ahead of price & products

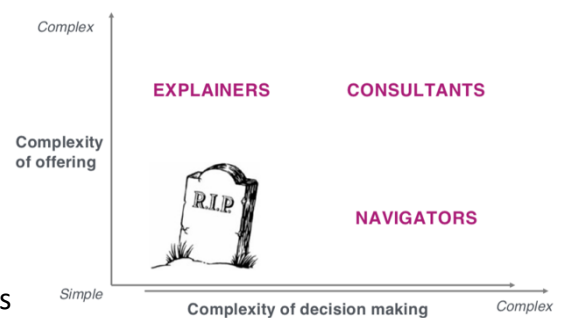
→ 53% of B2B buyers choose a vendor based on the buying experience

### 1.2 3 pillars of growth

- broaden product offering
- grow existing markets
- enter new territories

### 1.3 impact of the mobile revolution:

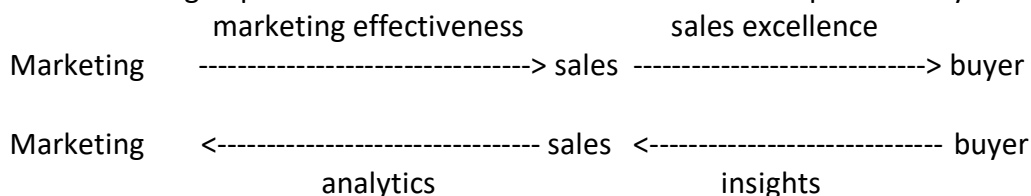
- the relationship with their buyers has changes
- the buyer of today does NOT like the old style sales rep
- => death of the salesman => Is replaced by computers/phones
- most low value tasks [bankdwerk] are replaced by digitalization and automation,  
BUT for certain high value tasks, the human element will remain critical



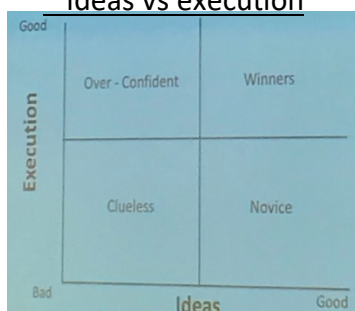
### 1.4 the old sales conversation ↔ the new sales conversation

- |                         |                |
|-------------------------|----------------|
| - standard conversation | - personalized |
| - feature- driven       | - value driven |
| - product               | - insights     |
| - price                 | - consultative |

→ improve marketing impact in the sales channel and increase sales productivity



#### \* ideas vs execution



### 1) Alpro

- marketing: is stuck at the hypotheses phase of science, it will need to become more scientific
- we are irrational, lying animals
- move from measuring claimed behaviour → **real behaviour** using **big data and neuroscience**

### 2) Bain brand accelerator

- few brands succeed
- 2 big changes:
  - age of the millennials (they are becoming adults)
  - big data (internet)
- human behaviour is NOT changed (our behaviours are predictable collectively (NOT individually))
- 3 fundamentals to make a brand successful
  - look at what people really DO (actual behaviour), not what they say they will do
  - think multi-year asset-building (LT)
  - make clear choices
- brand size = penetration \* frequency \* amount per occasion
- small brand (5-10% penetration) have more churn than leading brands (30% penetration)
- amount of churn: 40-50% churn
- how growing? Build consideration + penetration
- 3 assets:
  - brand memorability
  - shopper visibility
  - range productivity

### 3) a crash course in digital marketing strategy

- digital marketing: prepare, run, optimize, run, optimize...
- vision (where do we want to be in x years) ≠ mission (to...) ≠ strategy (choices)
- content hub= your own website
- use a mix of existing frameworks
- tip: please don't use excel for content plans

#### 3.1 practical implications:

##### → setting objectives, KPIs and metrics

- **brand centric:**
  - ° brand identity
  - ° brand awareness
  - ° brand loyalty
- **commercial**
  - ° customer acquisition
  - ° customer retention
  - ° customer win back
- **customer centric:**
  - ° customer identity:
    - . CRM= customer relationship marketing
    - . DMP= decision making process
    - . ABM= account based marketing
  - ° customer behaviour
    - . customer journey (google ZMOT)
    - . buyer's personas
    - . customer touchpoint (she/he wants...)
  - ° customers reaching out
    - . customer service/experience
    - . community
    - . customer channels: social media

→ **choosing channels and tactics**

- paid media
- owned media
- earned media

→ **digital marketing planning**

- when
- where
- what

3.2 measuring success: KPI and ROI (= (return-investment)/investment)

- digital KPIs:
- reach: size of the audience (followers, fans, subscribers, pageviews)
  - relevance (match with your target group)
  - reactivity: measured engagement (social media: share, comment)

4) Joyn: how brand become personal again

→ origin of the brand:

- functional: focus on product qualities
- social status: brand creates a status (Rolex)
- identify: brand creates a group (Marlboro)
- brand as media: brands bring people together
- a new religion: brand has social responsibility

→ create an experience: use the power of the local retailer

- brands interact by people (NOT advertising)

→ the function of brand has changed over the years

→ brands need to offer personal experiences to stay relevant

- there is NO channel to do this in a scalable way
- local retailers can create these brand experiences

5) leave a legacy or leave a stage: P&G (=global company)

→ branded innovation drives consumer relevance and value

→ **pampers**: baby development is about understanding the mother

→ consumer is boss: urbanization (by 2020: 65+ = biggest group) , digital revolution

6) big data and data science

6.1 technology trends

→ **increase in data generation**: many apps, ability to track, connected devices

→ **boos in connectivity**: IoT= internet of things

→ **access to analytics**: computer are better and faster

→ **enhanced computational power**: chip size decreases + power increases, larger data sets

→ **cognitive human-machine interactions**: robots (Siri)

6.2 4 elements of winner's price

→ **gain insight and agility**

→ **build competitive edge**: Colruyt extra card is also for Dreamland, Bioplanet => data

→ **open new business opportunities**: Amazon Go: pick the product and walk out the store

→ **redefine customer service**

### 6.3 6 dimensions of big data

- volume → variability: meaning of data is constantly changing
- velocity → variety: e-mail, text, blog,gps, photos,website content, audio...
- veracity → value: more data ≠ more value (credibility of the sources, noise)

## 7) Showpad: sales and marketing

- make salespeople more relevant => salespeople can sell their products at better price
- shows the company what's happening in the field
- vision:
  - **buyer experience** (booking.com, air bnb, Iphone)
  - sales experience
  - stay ahead of competition
- B2C: 90% of decisions are influenced by buyer experience ⇔ B2B: 53%
- 2018: 89% of consumers make buying decisions based on experience (⇔ price & product)
- ideal customer profile:
  - firmographics (manufacturing, technology, medical devices)
  - persona (sales, marketing, IT management)
  - readiness (CRM system, marketing automation)
- 3 pillars of growth:
  - broaden product offering
  - grow existing markets
  - enter new territories
- mobile revolution => computers, automation=>dead of salesman
- **old sales conversation** ⇔ **new sales conversation:**
  - standard conversation
  - personalized
  - feature- driven
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