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TIMING IS EVERYTHING

APRIL 2017

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Consumers know brands are collecting their data!
In return they seek products, tools and services that provide the

right information at the right time

Progression in the field of artificial intelligence has meant that consumers have a thirst for more information and expect this to be delivered in surprising and innovative ways.

WHY IS IT HAPPENING?

EMPOWER ME

Information can be empowering, especially when it puts consumers in control. It allows them to make sense of scenarios and situations and make the right decision. At the same time, information provides businesses with rich context on each unique customer's needs and they are expected to use it!

FILTER FAILURE

The smartphone revolution – and the products and services it enabled – allowed consumers to satisfy their information cravings almost instantly, and in real-time too. And although there has been seemingly endless evolution around information relevance and timeliness, many consumers still struggle to find the data they really need. They seek brands that will help them filter ever-more intelligently for the right information, that's easy to understand, respond to, and share.

FAIR USE POLICY

Brands that can satisfy consumer's INFOLUST cravings will become essential and trusted lifestyle assistants. But in the rush to offer info-assistance, don't forget, consumers are aware of the value of their personal data, and will demand greater transparency – and clearer benefits – from the services they share it with.

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3 KEY TRENDS

INTIMATE INFO
DATA DIVINITY
RAMPANT REAL TIME

INTIMATE INFO

Consumers will embrace brands that focus on the intuitive and the immediate. Data will evolve to understand what consumers feel on top of what they know.

Context and feeling will be built -into new off-screen delivery channels and information will reach (or touch) consumers in new ways.

How would you feel about getting therapy from a robot? Emotionally intelligent machines may not be as far away as it seems. Over the last few decades, artificial intelligence (AI) has become increasingly good at reading emotional reactions in humans.

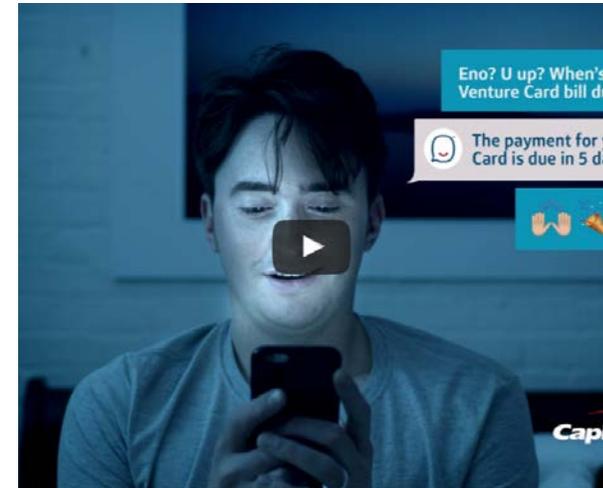
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CASE STUDY: BANK BRINGS HUMANITY TO BANKING VIA SMS AND EMOJIS

In order to bring a little bit of “humanity to banking” and inspired by the types of responses the bank was receiving to simple SMS alerts, Capital One piloted an AI powered chatbot who customers can chat with via SMS to complete basic banking tasks, such as checking account balances and paying bills. Not only can Eno respond to chats, but will also respond to emoji's, sometimes even responding with humor! A cash bag emoji, for example, prompts a summary of the user's accounts.



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DATA DIVINITY

Consumers will respond to brands who help them make decisions.

With so much personal data now available, brands now have the ability to collect, analyze and interpret this information to help make recommendations

Brands have the opportunity to help time poor consumers make choices and in return win loyalty.

Netflix Roulette randomly picks a film or TV show for users to watch, helping to reduce choice paralysis. It also offers a filtering service, allowing people to narrow the search by director, genre, actor or keyword.

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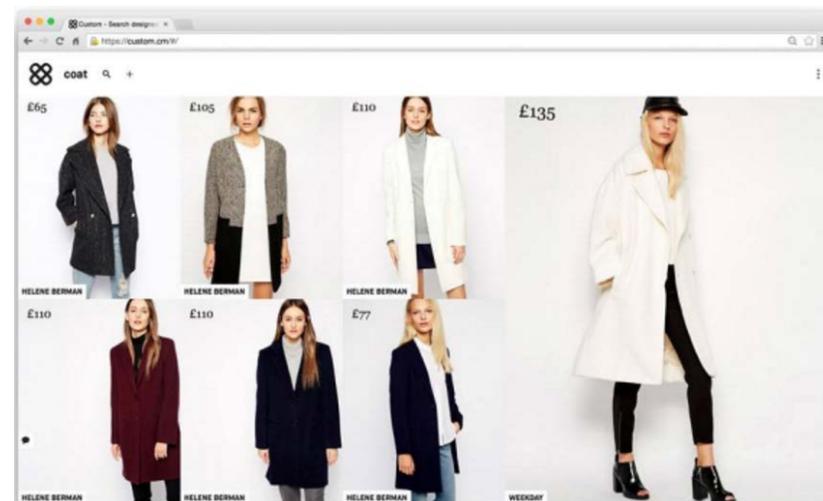


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CASE STUDY: FASHION SEARCH ENGINE MAKES SHOPPING PERSONAL

Launched in the UK during November 2015 and developed by a former Google executive and two business partners, Custom is a search engine providing users with a personalized shopping experience. Custom was developed to help remove the complexity, frustration and time lost when shopping for clothes online and is tailored to its users tastes, brand preferences as well as size.

After selecting their gender and inputting details of apparel and shoe sizing, shoppers can select their favourite fashion brands and then carry out searches. The search algorithm in Custom learns the consumer's style preference to offer a more personal shopping experience with each search by understanding what consumers like and dislike.



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RAMPANT REAL TIME

The digital revolution has increased consumer demand for real-time information and media experiences.

Delight consumers by delivering these in surprising and innovative ways.

The potential applications are endless, from 'live' billboards, to embedded social streams and interactive news broadcasts.

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CASE STUDY: BEER BRAND USE LOCATION TO INFORM, EXCITE AND INSPIRE

Thanks to Guinness, punters in London were able to use location-based posters during March 2017's 6 Nations Rugby Tournament to find out the nearest pub screening live matches. Information shown included kick-off times and distances to bars nearby, while in-pub sensors captured footfall data and showed people the best pubs at that moment.



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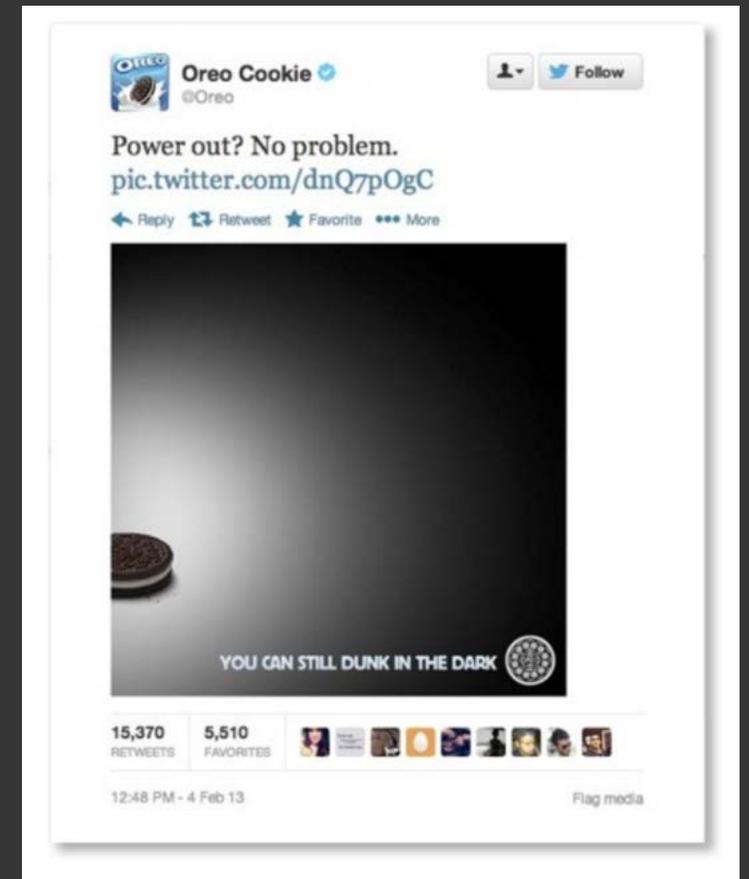
REAL TIME OR RIGHT TIME?

Real-time marketing — with eyes out for opportunities to market and score — is hot. Think of Oreo's "Dunking in the Dark" campaign. When the lights went out during the Superbowl in 2014 Oreo jumped on the opportunity,

In a matter of minutes Oreo moved this little Tweet thousands of times and within hours there were more than 14,000 retweets on Twitter.

Oreo just capitalized on an opportune moment to use real time marketing to connect their brand with their consumer.

As we now use data to isolate the best moment to connect with consumers, real-time can also be right-time.



SUMMARY

Consumers have a thirst for information and are engaging with brands that deliver real time campaigns in surprising and innovative ways.

Information provides businesses with rich context on each unique customers' needs and they are expected to use it 😊

Consumers are more than willing to share their personal data with brands when there is a clear and transparent outcome.

Delight and surprise your customers by delivering campaigns in real time and at the right time. Brands that do will reap the rewards of a more engaged and loyal consumer.

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get in touch

For more information on delivering brand messages with **relevance at scale** contact us today.

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