




People Watch

GET ENGAGED – CONSUMER GAME CHANGERS

OCTOBER 2017

ADSHL

A person in a white shirt and dark trousers stands on a large map of Europe, pointing their right index finger towards the Mediterranean Sea. The map is detailed with city names and geographical features. The background is a dark, textured overlay.

“The more you engage with customers
the clearer things become and the
easier it is to determine what you should
be doing.”

John Russell, President – Harley Davidson

ADSHL

A horizontal bar at the bottom of the slide, composed of four colored segments: purple, blue, green, and orange.

LET'S GET ENGAGED

Ever felt drawn to a brand and your inner voice says “shut up and take my money!”? Some brands just nail it when it comes to attracting, intriguing and engaging audiences. With an audience-first mantra, the development of consumer experience has become as important as price, colour and 2 for 1 offers.

What was once a simple courtship, between suitor and consumer; is now significantly more complex. With innovation at every touch point; businesses are innovating products alongside consumer engagement methods to intrigue, attract, connect and extend the relationship lifespan.

With this consumer-centric mentality, businesses are creating a more connected and dare say it ‘engaged’ relationship underpinned by a multi-sensory, multi-channel and multi-touchpoint approach. Clever ducks.

Grab the popcorn, sit back (or lean in if you wish) as fierce competition enters the Australian retail sector including ecommerce juggernaut, Amazon. Putting BOPUS, e-tailing, basket sizes and shopper promotions aside, consumer engagement will take the shopping experience next level.

How will they do it, let's take some inspiration from these five trends...



ENGAGING CONSUMERS

FIVE ENGAGEMENT TRENDS

ADSHEL

A person is shown in a starting crouch on a grey tiled floor, likely for a sprint. They are wearing a dark t-shirt, dark shorts, and light-colored sneakers. The person's body is low to the ground, with hands on the floor and feet positioned for a powerful start. The lighting is dramatic, with strong shadows.

“No Pain, No Gain.”

Unknown origin

ADSHEL

1. LET'S GET PHYSICAL


- Get Lost from luxury travel agent Black Tomato, is an interactive experience where travelers use wits and ingenuity to find their way through a range of destinations. Gives new meaning to choose your own adventure!
- Powerade set up interactive rotating rock-climbing billboards in Germany. The challenge was to complete a workout on the billboard to be rewarded with a bottle of Powerade.
- Medibank and Qantas use fitness tracking to reward consumers with free points. Consumers are engaged daily as they log, track and receive rewards.

People **Watch**

Source: Medibank 2017 | coca-colacompany.com | qantas.com



ADSHL

A woman with long brown hair, wearing a white tank top and black shorts, is running away from the camera on a grassy path in a park. The background is filled with large, leafy trees under a soft, golden light, suggesting early morning or late afternoon. The overall mood is peaceful and active.

“Early to bed and early to rise makes a
man healthy, wealthy and wise

Benjamin Franklin

ADSHEL

2. HEALTHY & WISE

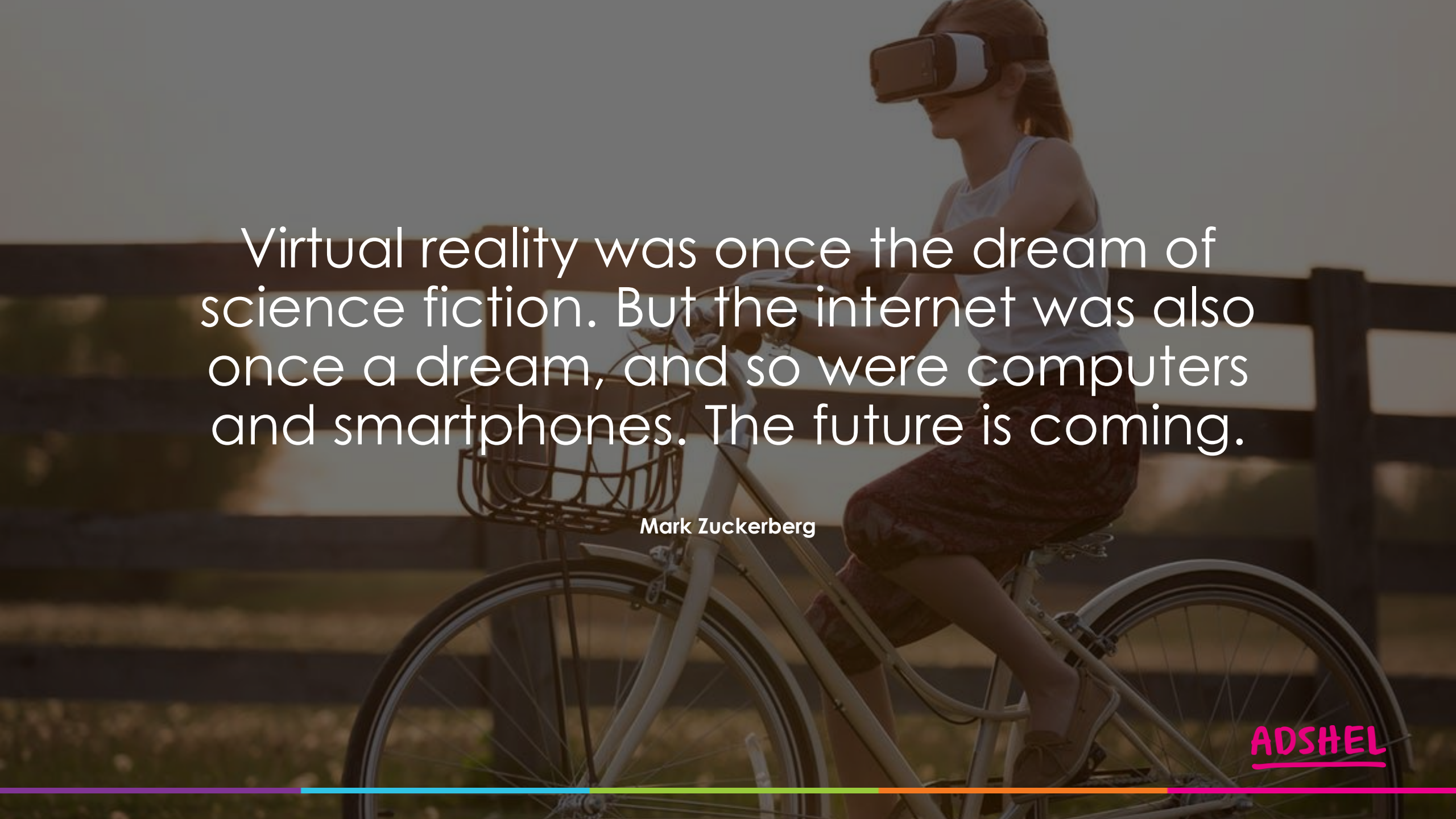
- Time is money as they say and **58%** of Australians think they do not have enough hours in the day.
- Brands that create time, make health improvements are making inroads in consumer engagement as well as setting up a lifetime of connection.
- During the Australian Open, Blackmores debuted their WellBot campaign. Consumers were given an interactive questionnaire and based on the responses received, a sample was dispensed.
- Not only did Blackmores create a more engaging interaction, they also managed to gather valuable consumer insight.

People **Watch**

Source: Trendwatching 2017 | Roy Morgan 2017



ADSHL

A young girl with blonde hair is riding a white bicycle. She is wearing a VR headset and a white tank top. The background is a blurred outdoor setting with a wooden fence and trees. The text is overlaid on the image.

Virtual reality was once the dream of science fiction. But the internet was also once a dream, and so were computers and smartphones. The future is coming.

Mark Zuckerberg

ADSHEL

3. VIRTUALLY ENGAGED


- In 2018, Dubai International Airport will launch a walk through virtual aquarium border control tunnel. The system encourages people to look at the 'fish' to accurately capture their identity using facial recognition.
- Samsung created a 360 Virtual Reality video as part of its sponsorship with Netball Australia. The video showed athletes in a training session and allowed viewers to experience virtual practice with the team.
- McDonalds in Sweden built a version of the Google Cardboard VR Viewer, then created 'Slope Stars', a first person POV skiing game, where kids and adults could enjoy a VR experience dodging obstacles on a ski-slope, going well beyond ... "would you like fries with that?"

People **Watch**

Source: cmo.com | youtube.com/watch?v=VNp-pZPMft4 | North Kingdom 2016 | trendwatching.com



ADSHEL



“Social media is the ultimate equalizer.
It gives a voice and a platform to
anyone willing to engage.”

Amy Jo Martin, Author & CEO – Digital Royalty

ADSHL

4. SOCIAL & SHAREABLE

- Twitter's research found that customers who received responsive tweets from brands will spend **3%-20%** more with that brand in the future and **30%** are more likely to recommend.
- Bonds released a series of 'ballsy' (pun intended) online films, featuring a pair of balls hanging around wicker chairs. The hilariously shareable videos drew attention to relatively low involvement category for men and engaged for a good cause.
- #knowyourlemons campaign by Worldwide Breast Cancer encouraged women to check their breasts regularly. The non-profit exceeded their fundraising by **317%** by creating impactful, shareable creative.

People **Watch**

Source: Twitter 2016 | Digital Marketing Institute 2017



ADSHEL



“People don't care how much you
know until they know how much you
care.”

Theodore Roosevelt

ADSHEL

5. REAL WORLD DELIVERY

- A Dutch cheese store live-streamed for five days in September 2017. Virtual customers could browse actual cheeses, and watch their online orders be cut and wrapped in real time.
- Wal-Mart's delivery service restocks refrigerators using smart lock technology to open customers' doors.
- Customers of Snapdeal's Cash@Home can order cash and have it delivered providing easy access to cash without needing to wait in line at ATMs.
- Sephora's Paris Flash store customers use touchscreens to order online for delivery but also pay for online and offline purchases simultaneously at the cash registers.

People **Watch**

Source: trendwatching.com



ADSHL

A photograph of two people sitting on a teal-colored couch. The person on the left is wearing a blue and white striped button-down shirt and tan pants, holding a white tablet. The person on the right is wearing a light blue denim jacket over a white patterned sweater and red pants, holding a silver laptop. The text "What's Next?" is overlaid in white on a semi-transparent grey rectangular background in the center of the image.

What's Next?

ADSHEL



“ [Companies and their brands] must become architects of community, consistently demonstrating the values that their customer community expects in exchange for their loyalty and purchases.”

Simon Mainwaring, Author & Social Media Specialist

ADSHL

WHAT'S NEXT?

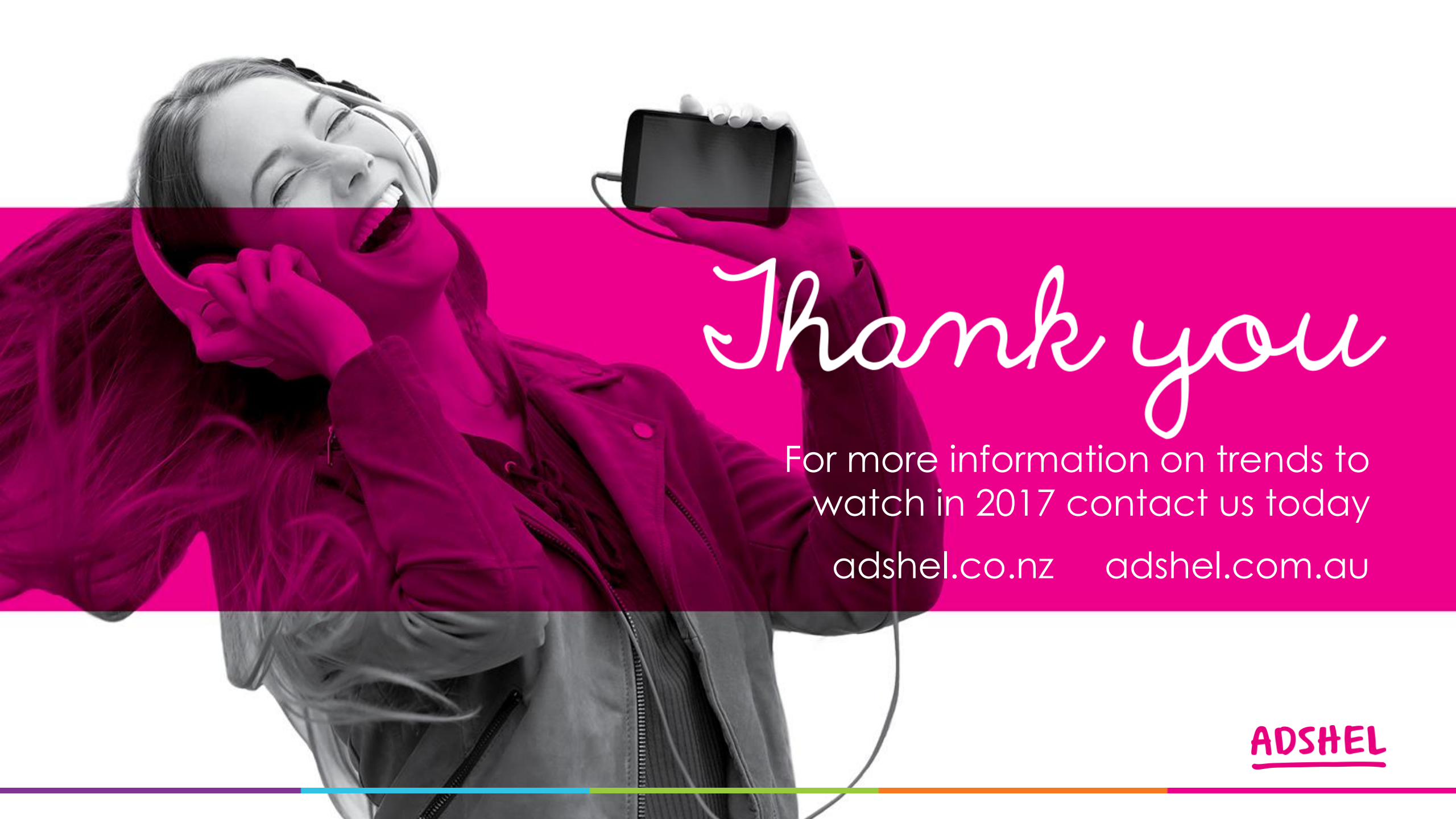
Consumer engagement will continue to be about creating relevancy and empathy with the right audience, then leading them along the path to long term loyalty.

No longer will brands look to 'one to all' communication but 'one to one' communication using research 'to truly understand the mind and mood of potential consumers. 'Neuromarketing' will be the latest buzz word but also uncover neurological and empathetic insights into consumer motivation and brand relationships.

Branding and marketing will move away from traditional methods using sight, sound and call to action to a more precisely targeted, multi-sensory engagement that speaks to the individual with contextually and psychologically relevant information.

Throw in a pinch of artificial intelligence, a dash of marketing automation and the result is adaptive consumer engagement at scale.

The future's so bright you've gotta wear [the latest Michael Kors] shades [delivered in 4 hours with a bonus gift for your second purchase].



Thank you

For more information on trends to
watch in 2017 contact us today

adshel.co.nz adshel.com.au

ADSHEL