

Powered by **Ogilvy Consulting**

Conversations That Matter:

20 in 2020:

Trends Worth Remembering

Ogilvy

Welcome



Dayoán Daumont
Consulting Partner, EMEA
Ogilvy Consulting



Peter Klayman
Director, Business Strategy
Bottle Rocket



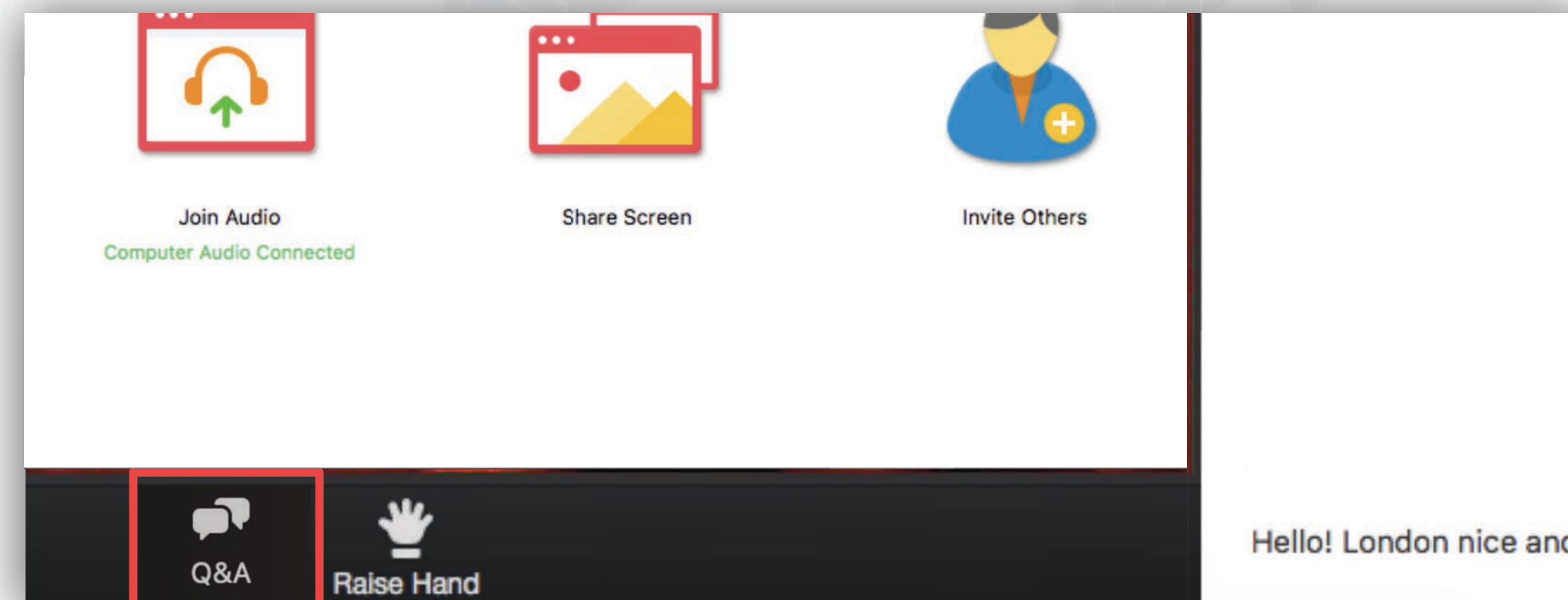
Deb Gelman
SVP, Experience Design
Bottle Rocket



David Harrison
VP, Mobile Development
Bottle Rocket

**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



Global Ogilvy Website

<https://www.ogilvy.com/ideas>

Do you
want this
deck?





Back in December 2020, We Launched an E-book.

Despite the hardships of the year, there was a lot to learn and celebrate. 2020 managed to teach us a few things and forever changed the way brands and consumers interact.



Southwest

Coca-Cola

Chick-fil-A

starwood
Hotels and
Resorts

Animal
Supply Co.

FIESTA
RESTAURANT GROUP, INC.

AXIOS

vivifyhealth

allegiant

Michaels

DUNKIN'

Albertsons

CAESARS
ENTERTAINMENT

Frontier
COMMUNICATIONS

MoneyGram

Robert Half

BLOOMIN'
BRANDS

BaylorScott&White
HEALTH

bottle rocket is an experience consultancy

We provide business strategy, product, design and technology services that drive business results and exceed customer expectations.

we help companies grow

through digital + physical
+ human experiences.

we're part experience expert, part consultancy, part dev shop...all in one

	bottle rocket	traditional agency	typical consultancies	dev only shops
CONSULTING	●	◐	●	◐
EXPERIENCE-FOCUSED	●	◐	◐	○
PRODUCT GROWTH	●	◐	○	○
TRANSFORMATION	●	○	●	○
TECHNOLOGY	●	○	◐	●

our experience services

We help companies increase customer acquisition, engagement, and revenue.



CONSULTING

We create strategy and products to drive business growth.



GROWTH

We enhance acquisition, engagement and retention.



CREATION

We build experiences that increase revenue and profit.

Today, We'll Deep Dive Into 4 of our 20 Trends

01

**Apple
App Clips**

02

**The Internet
of Behaviors
(IoB)**

03

**Personalization
& Retention**

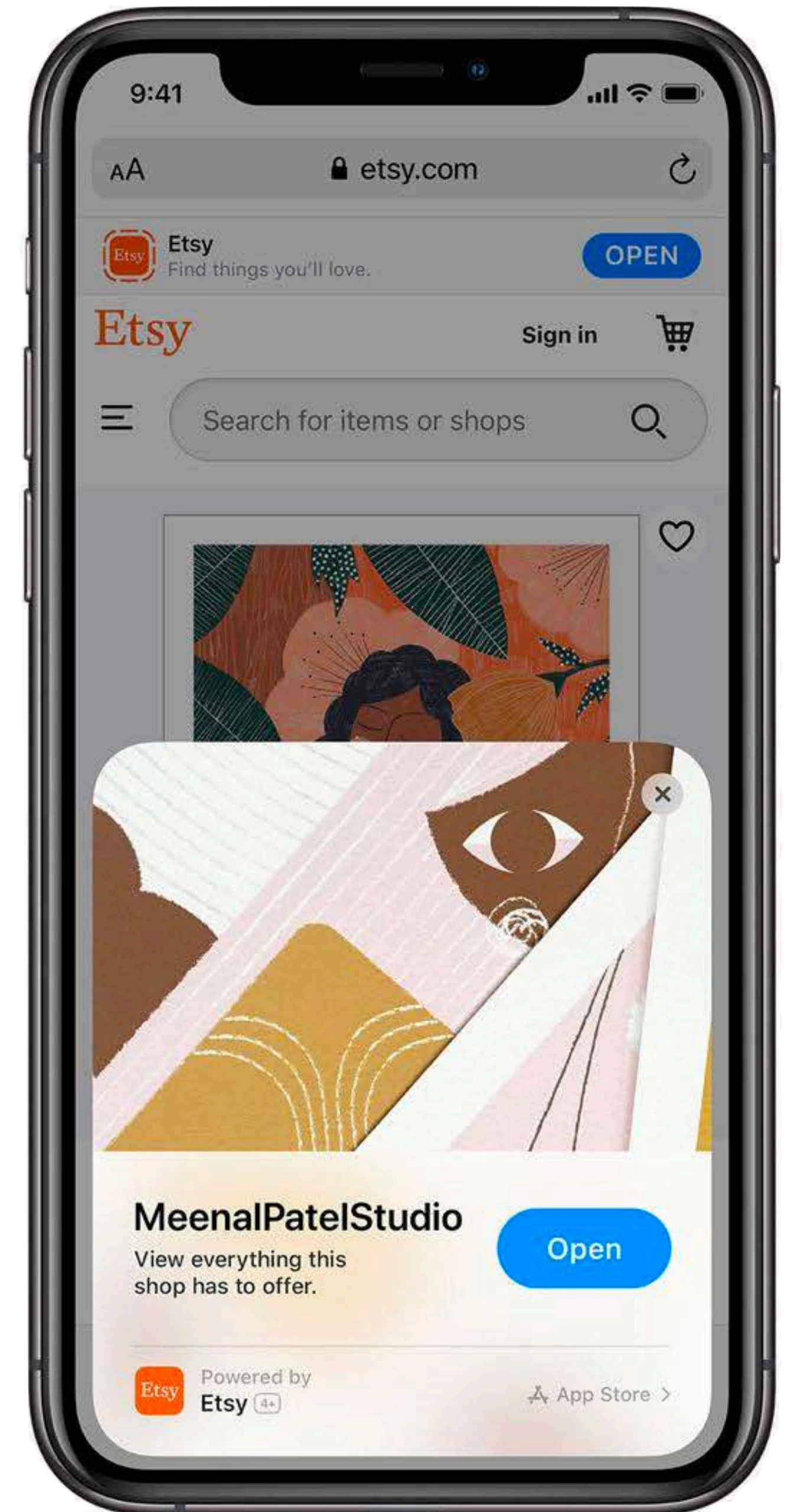
04

**User privacy
& data
protection**

**AND WE'LL SAVE TIME AT THE END TO TALK ABOUT
ANY OF THE OTHER 16 TRENDS THAT YOU WANT!**

01 App Clips Emerged Giving Brands More Ways to Connect with Customers

What's so interesting is that for the first time, brands are able to bring new users into their native app in almost a trial-like fashion without any commitment or effort on the part of the end user.



What Is an App Clip?

- New iOS 14 feature created and launched by Apple following WWDC
- Native app experience without downloading the full app
- Single task oriented
- Accessible via multiple means in the physical world like by scanning a QR code from a poster or flyer
- Similar to Google Instant Apps that emerged in 2017, but Google only made available via Web links and in the Play Store thus leading to low adoption





Leveraged by companies of all shapes and sizes

Caesars Entertainment Was One of the First To Launch Back in December

“Via Caesars’ App Clip, we are able to offer guests a frictionless means of navigating their way through Caesars Palace Las Vegas and an ‘on the spot’ ability to book a restaurant reservation at Flamingo Las Vegas with ease and convenience. Simultaneously, we are enhancing the overall brand experience for our guests, driving trial of our loyalty app and removing barriers to commerce in ways we never could before.”

– Jeffrey De Korte, Senior Vice President of Consumer Marketing for Caesars Entertainment



KEY TAKEAWAYS

Highly contextual.
Simple, Single task.
No download required.
Enhances overall experience.



02

Artificial Intelligence Gives Way to “The Internet of Behaviors” (IoB)

Without us even realizing, the current digital use explosion has created a plethora of “digital dust” that can be used by AI algorithms to personalize experiences moving forward.

What We Mean by Internet of Behaviors (IoB)?

The Internet of Behavior extends from the Internet of Things (IoT), the **interconnection of devices** that results in a vast variety of new data sources. This data might be specific to you as a customer—data you've provided through a company's app. But, more often, companies are gathering non-customer information by "sharing" across connected devices.

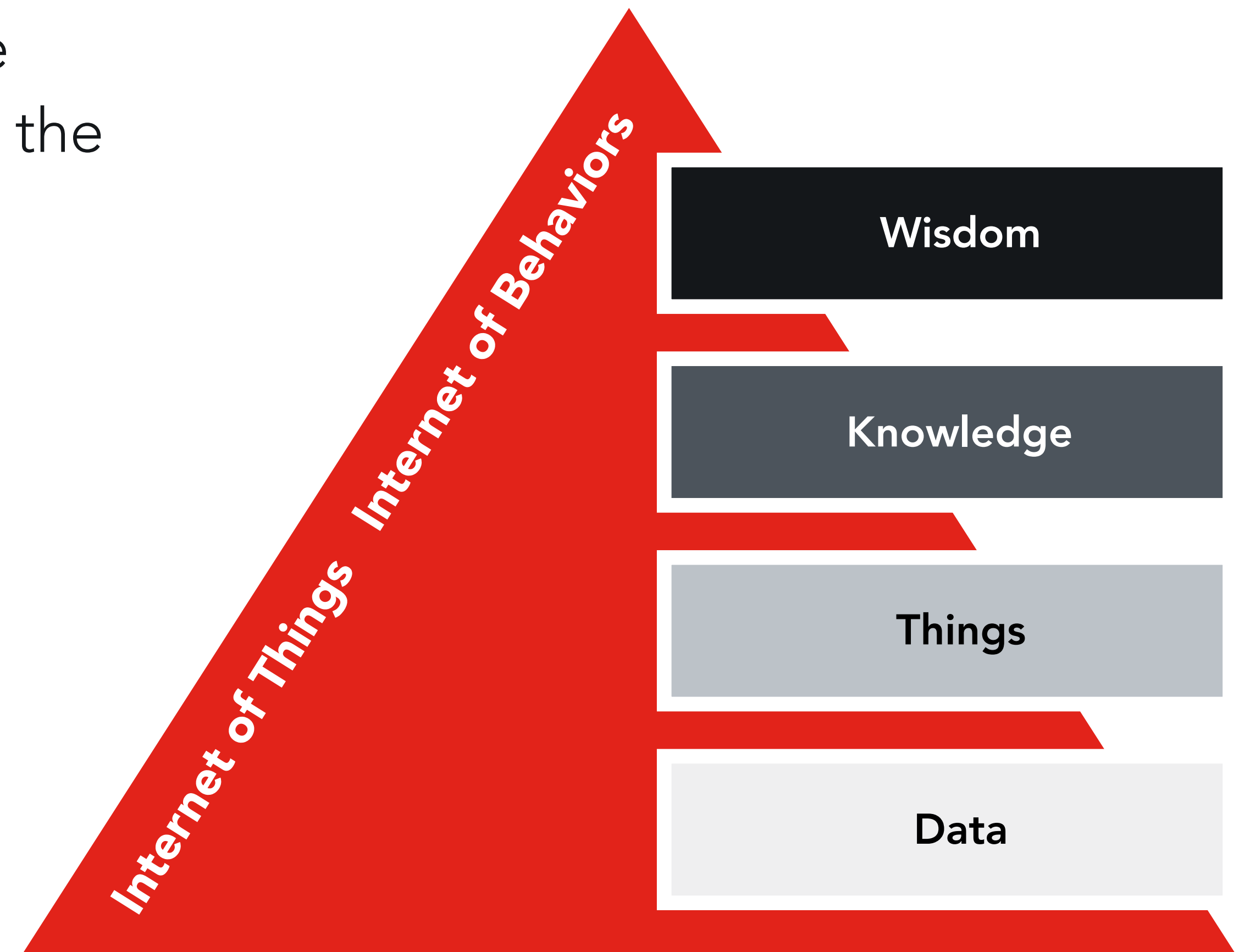


IoT Vs. IoB

As the IoT links people with their actions, we've verged into the Internet of Behaviors. Consider the IoB a combination of three fields:

- Technology
- Data analytics
- Behavioral science

Forrester predicts that in five years, 85% of business relationships with consumers will be managed without human interaction.



What Does This Mean for Consumers?

Consumers will no longer need to change their active daily living patterns in order to get what they need from their favorite brands. Due to AI and machine learning techniques, brands are getting a deeper comprehension of their consumers and will soon be able to provide enhanced and more personalized experiences based off behavioral patterns.

BUT AS YOU CAN IMAGINE, THERE ARE SOME CONCERNS.

According to Gartner, "The IoB presents significant and pervasive social and ethical implications. Collecting data to influence behaviors has the potential to be a powerful tool, and its social reception might depend on just how heavy-handed organizations are with what they're trying to do."

KEY TAKEAWAYS

All digital data is connected.
Personalization on steroids.
More immersive experiences are coming.
Privacy can be a concern.



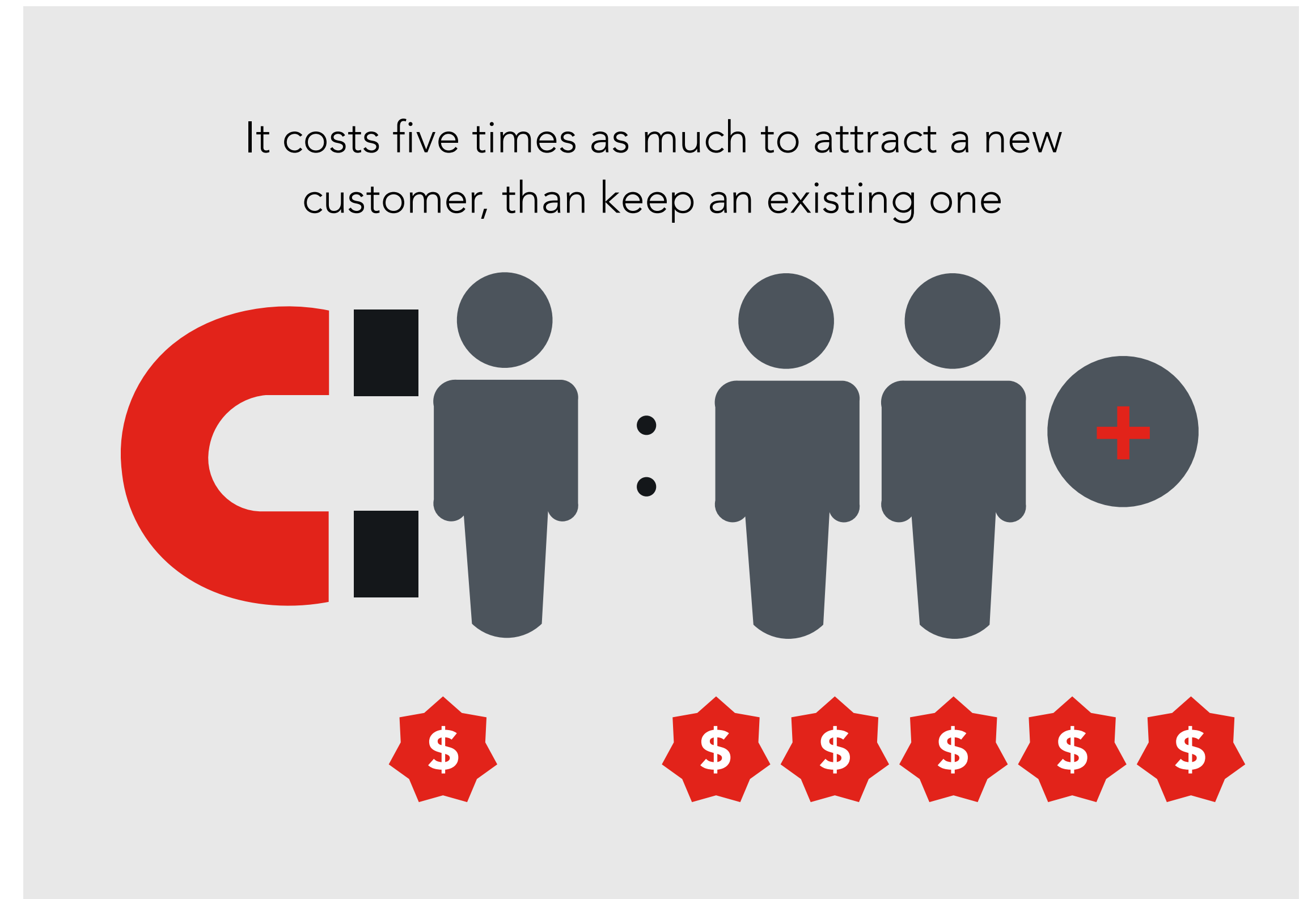
03

Retention and Personalization Became More Important Than Ever

The rise of location data infrastructure and geofencing technology combined with an omni-channel experience is now key to staying competitive and customer retention.

Retention Is Just Smarter Business

- Acquiring a new **customer** can **cost** five times more than **retaining an existing customer**.
- Increasing **customer retention** by 5% can increase profits from 25-95%.
- The success rate of selling to a **customer** you already have is 60-70%, while the success rate of selling to a new **customer** is 5-20%.

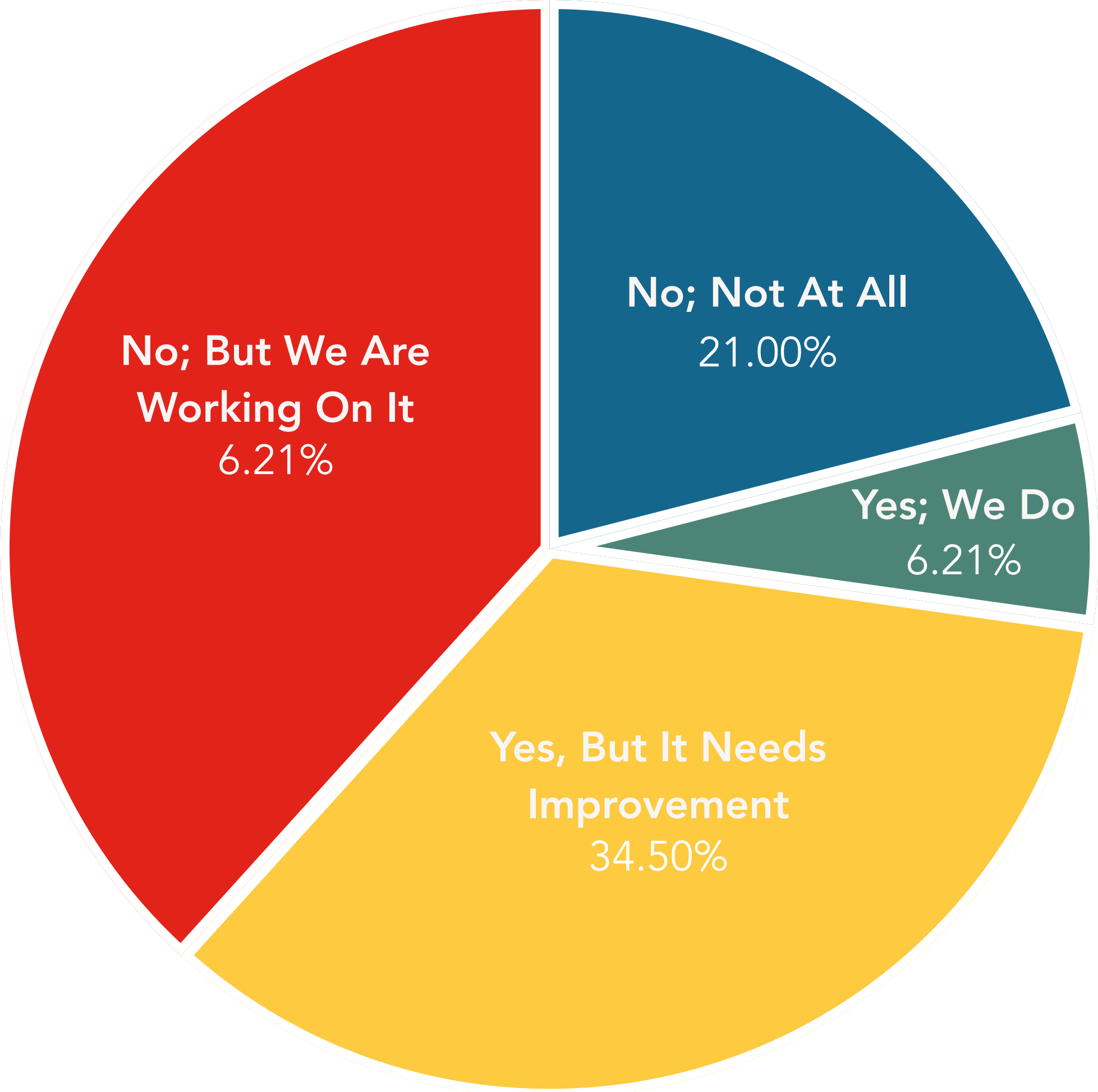


Personalization Is Proven To Drive Significant Returns

State of Personalization Strategy Maturity

Does your organization have an effective personalization strategy and roadmap?

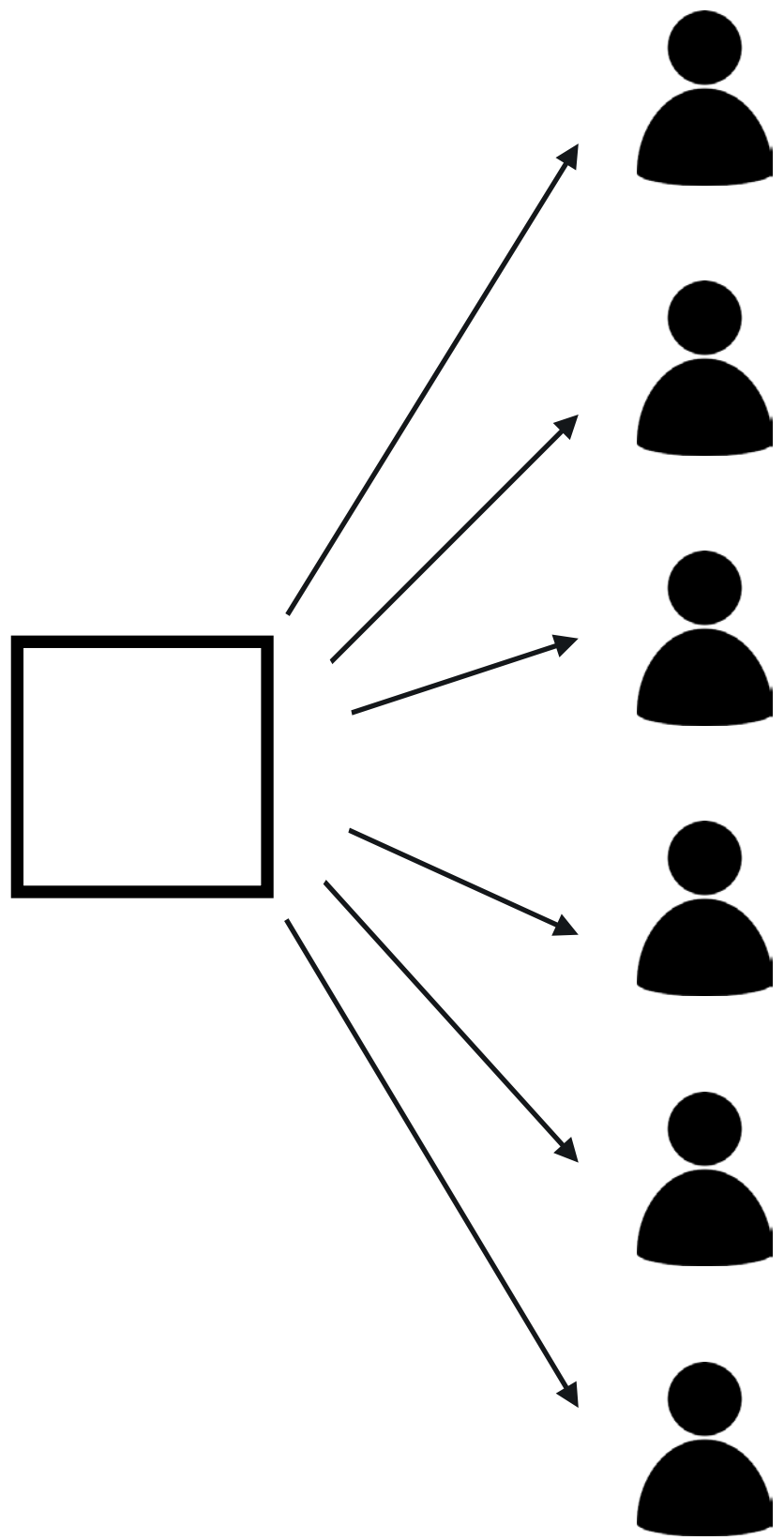
Approximately 60% of marketing leaders feel they do not have an effective personalization strategy and roadmap.



n=145 Marketing Leaders
Source: 2019 Gartner Marketing Symposium Polls

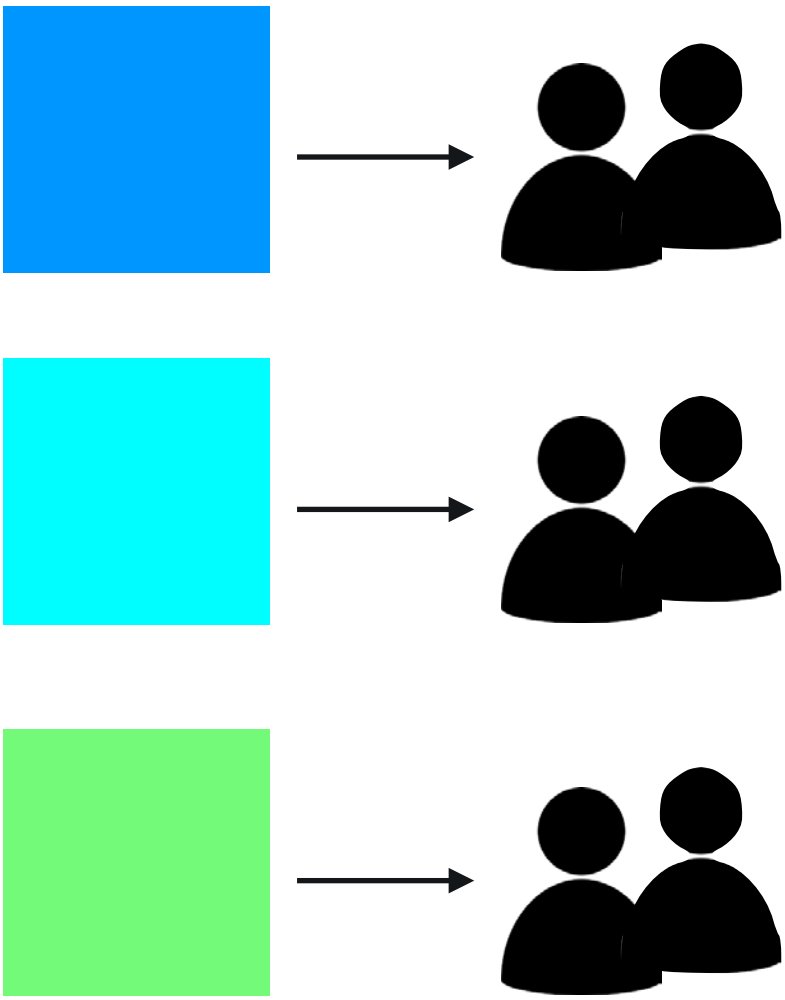
<https://blogs.gartner.com/aparajita-mazumdar/why-your-organization-needs-a-personalization-strategy/>

Levels of Personalization



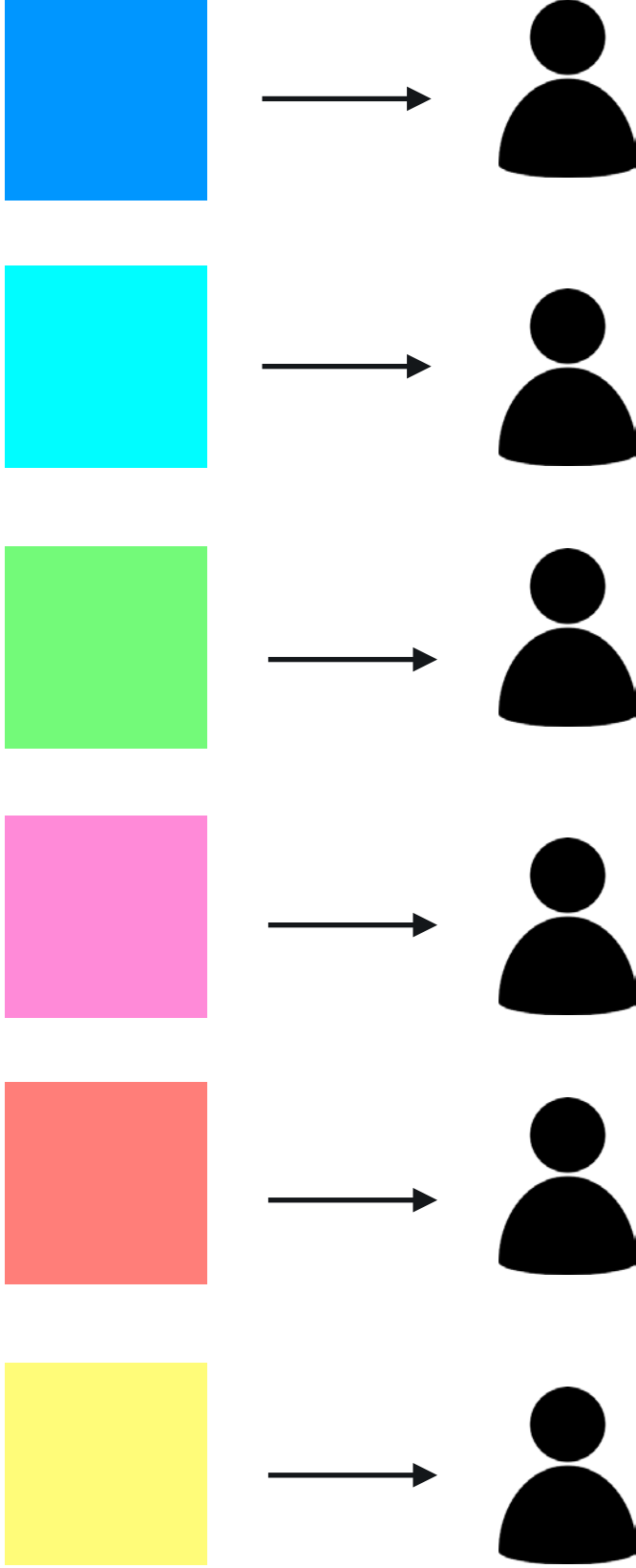
NO PERSONALIZATION

Same experience for every user



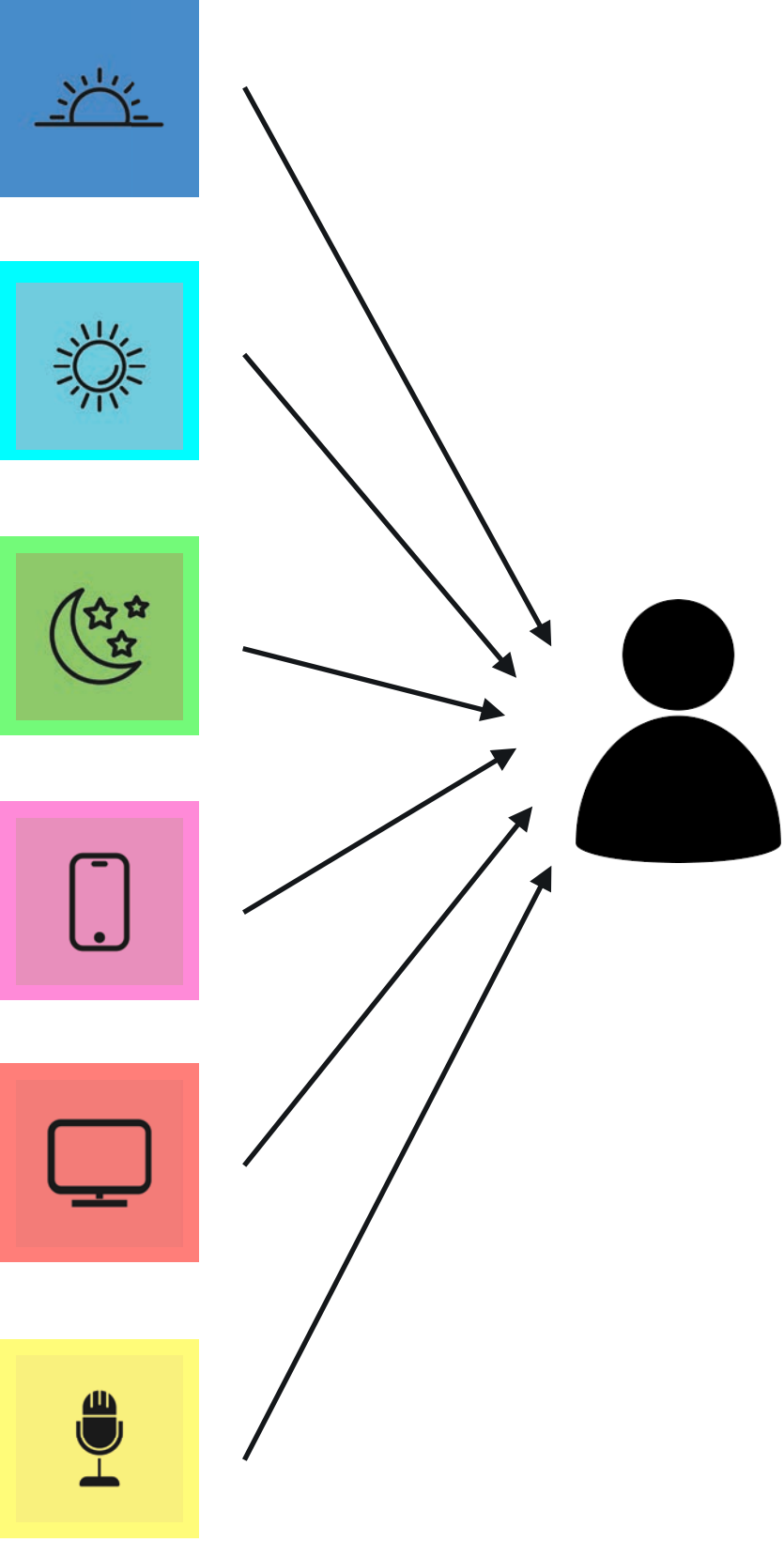
SEGMENTATION

Groups of users get unique experiences



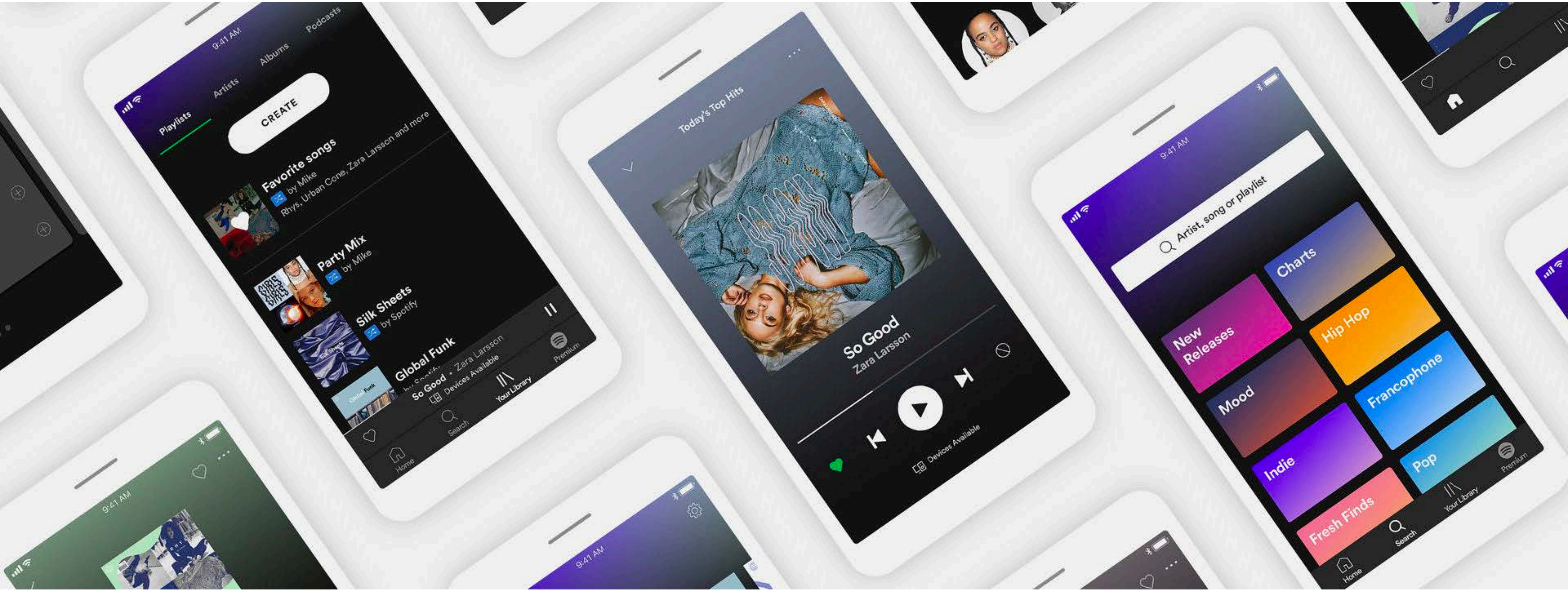
PERSONALIZATION

Every user gets a unique experience



HYPER PERSONALIZATION

User gets unique experience based on context, real-time



How Can You Deploy Personalization To Drive Results

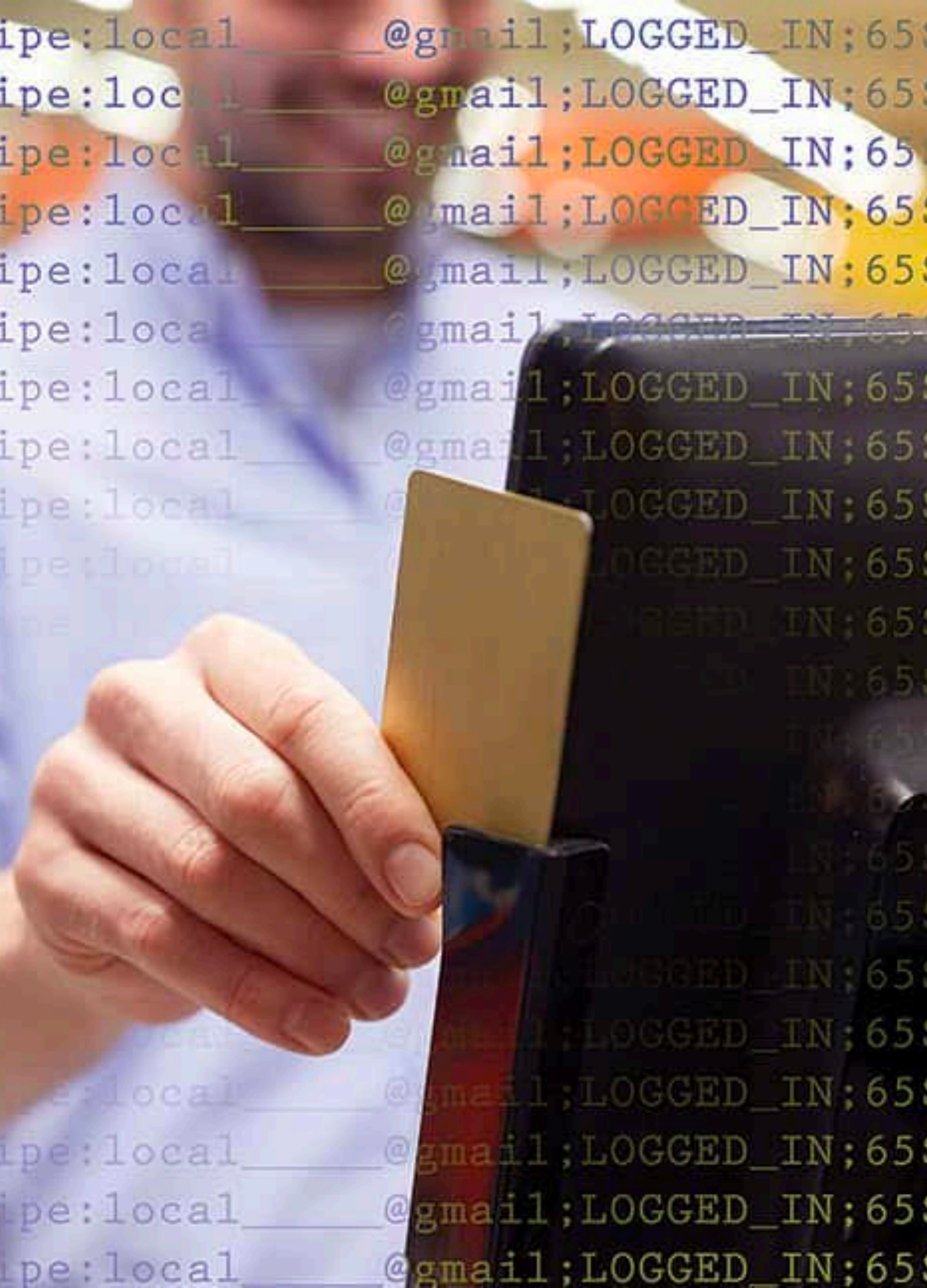
**80% of new users
stop using the average
app just three days
after download.**

What can you do?

- Decrease the time it takes to complete actions
- Drive engagement through omni-channel messaging
- Create personalized offerings
- Leverage location data infrastructure and geofencing

KEY TAKEAWAYS

**Personalization and retention go hand in hand.
Location data infrastructure and geofencing are key.
Make it easy on the customer.
Contextualization matters.**



04

User Privacy and Data Protection Took Center Stage

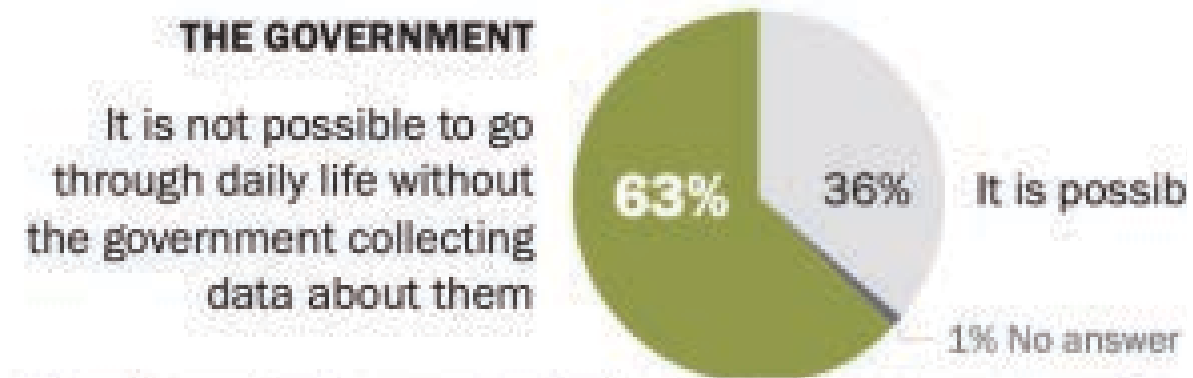
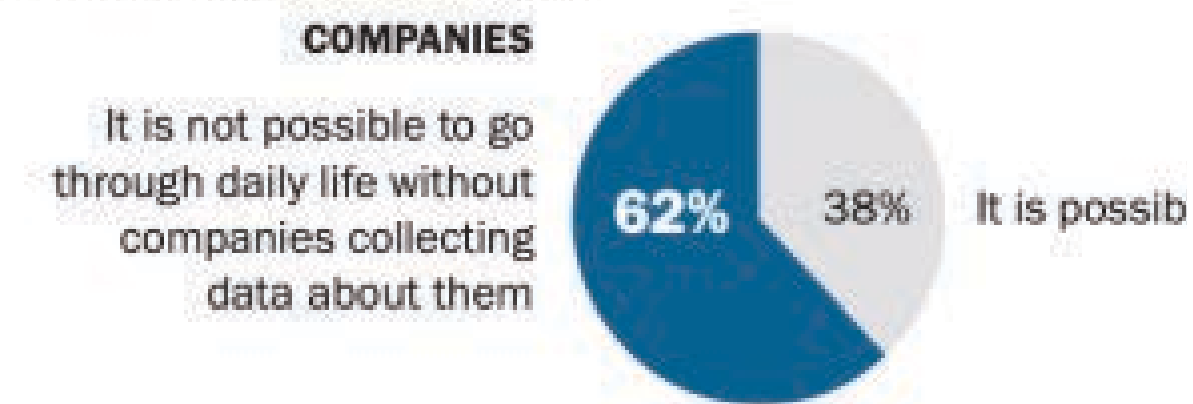
Consumer sentiment on how companies are handling data reached an all-time high in 2020.

Everyone Is Concerned

According to recent research from Pew Research Center, 81% (of respondents) feel they have very little to no control over the data that companies collect about them, 79% are very concerned about how companies use the data collected, and 59% feel they have very little to no understanding about what companies do with the data collected.

Roughly six-in-ten Americans believe it is not possible to go through daily life without having their data collected

% of U.S. adults who say ...



Note: Respondents were randomly assigned to answer a question about whether they think it is possible to go about daily life without having personal information collected from them by "companies" or "the government."

Source: Survey conducted June 3-17, 2019.

"Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information"

PEW RESEARCH CENTER

Majority of Americans feel as if they have little control over data collected about them by companies and the government

% of U.S. adults who say ...

		Companies	The government
Lack of control	They have very little/no control over the data ___ collect(s)	81%	84%
Risks outweigh benefits	Potential risks of ___ collecting data about them outweigh the benefits	81%	66%
Concern over data use	They are very/somewhat concerned about how ___ use(s) the data collected	79%	64%
Lack of understanding about data use	They have very little/no understanding about what ___ do/does with the data collected	59%	78%

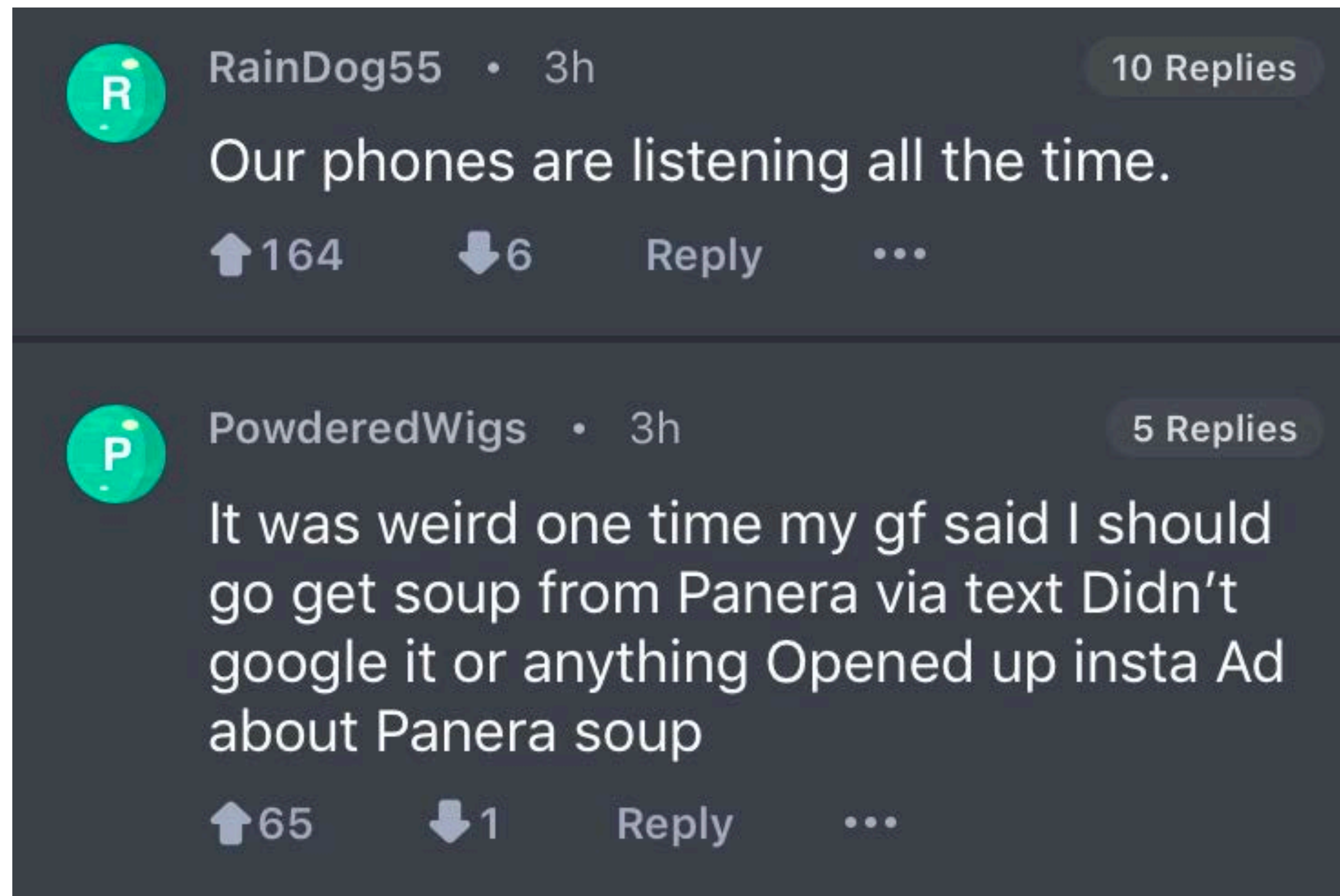
Note: Those who did not give an answer or who gave other responses are not shown.

Source: Survey conducted June 3-17, 2019.

"Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information"

PEW RESEARCH CENTER

I Mean, How Many of Us Have Felt This Way Too Many Times Lately?



The Good News Is Big Companies Are Taking Action

- Google is ditching the Chrome browser cookie
- Apple allows users to block the IDFA
- National ad campaigns from Facebook and Instagram pledging to change things

WHAT SHOULD YOU DO?

- In the EU, Consumer need to understand the individual rights under the new GDPR guidelines: Individuals' rights
- The GDPR is based on the idea that personal data should be protected and individuals should have control over how their data is used. These rights include the right to erasure, data portability, withdraw consent, rectify inaccurate data, access, restriction and objection.
- In the US PII "Personally Identifiable Information" falls under the same data protection right exhibited in the EU's GDPR (General Data Protection Rights) However, unlike the EU, Each state may have different laws protecting individuals and you should understand your states laws.

KEY TAKEAWAYS

**Consumers are waking up.
Governments are trying to help protect you.
Big companies are starting to pay attention.**

Ok So We've Covered These Four...But There Are 16 More!

01

**Apple
App Clips**

02

**The Internet
of Behaviors
(IoB)**

03

**Personalization
& Retention**

04

**User privacy
& data
protection**

Which Would You Like To Discuss Next?



ASK DEB ABOUT

- Re-energizing diversity, equity & inclusion efforts
- Breaking down internal silos
- The importance of employee experiences



ASK PETER ABOUT

- Direct-to-consumer selling
- The forever change to healthcare access
- QSRs surviving and thriving
- Mind-controlled devices



ASK DAVID ABOUT

- Contactless payments going mainstream
- The newest Android phone features
- Blockchain & cryptocurrency

Questions?

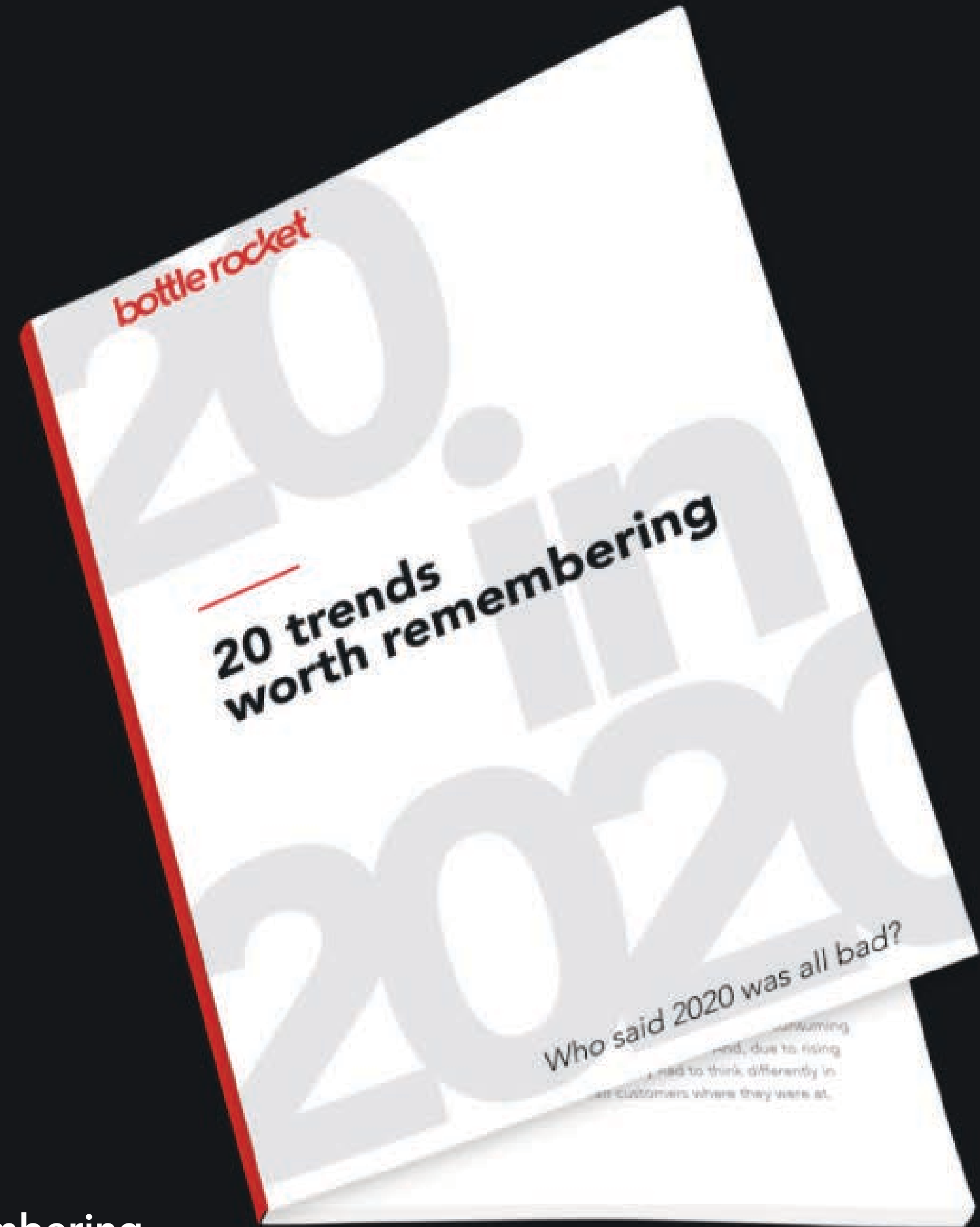
lets face it, 2020 was hard.

Despite the hardships of this year, there was a lot to learn and celebrate. 2020 has managed to teach us a few things and forever changed the way brands and consumers interact.

Now it's our turn to share our learnings with you. Chock full of insights on App Clips, cryptocurrency, curbside ordering, telehealth and more, don't miss out on your free copy today.

[DOWNLOAD NOW](#)

<https://www.bottlerocketstudios.com/20-trends-worth-remembering>



Ogilvy Consulting

Thank you.

Ogilvy