

Powered by **Ogilvy Consulting**

Conversations That Matter: *How to win in marketplaces*

Ogilvy

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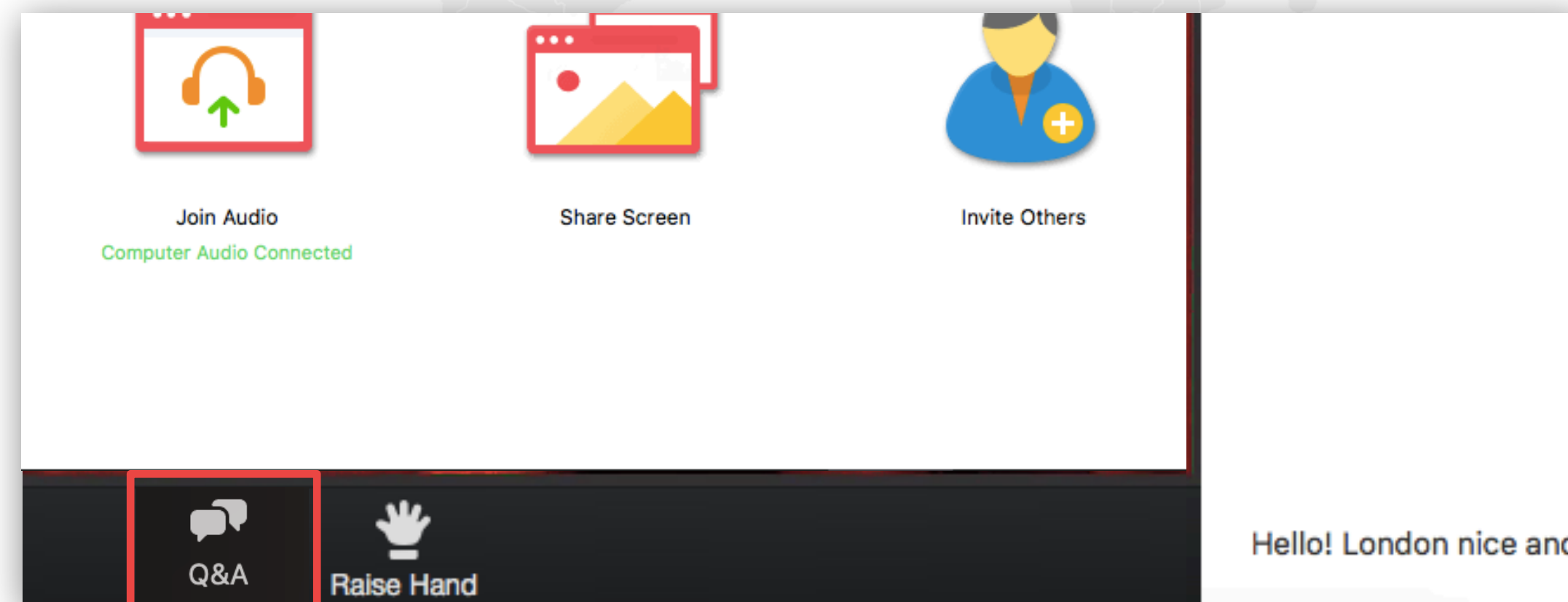
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Managing Director, Brazil
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Sheilen Rathod
President,
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**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



Do you
want this
deck?

Global Ogilvy Website

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

ABOUT — Ogilvy Team Ideas Careers

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CONTACT

Ogilvy USA 06/18/20

Episode 3 of The Queerantini
at the media that made us, and
media we make.

Watch →

PRESS

Ogilvy Named
Network of the Year
by The One Show

Staff Writer 06/09/20

The One Show has named Og
2020 Network of the Year in
recognition of outstanding wo
across disciplines on behalf of
clients.

More →

Watch

Conversations That Matter – Nudgestock 2020: Necessity is the Mother of Reinvention

CONVERSATIONS
THAT MATTER

CURATED BY
OGILVY CONSULTING

*Nudgestock 2020:
Necessity is the Mother
of Invention*

Ogilvy

Ogilvy USA 06/18/20

Following is a memo sent from
USA Leadership to all USA
June 18, 2020.

IS

Index Names
Ivy Most
ective Agency
works in North
erica and Asia
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uonng 06/09/20

ed the rankings in several
es, including most effective
network in North...

Ogilvy Consulting

How To Win in Marketplaces

Now present in all regions of the world, marketplaces have fundamentally changed the commerce landscape, the way we shop, and how businesses go to market with their products and services. And although marketplaces are based on the same concept of first- and third-party selling, they are vastly different from each other.

But how do brands accelerate growth? And what are the requirements for success?



Setting the scene

Marketplaces have been dominating the eCommerce landscape

- **\$1.97Tr** spent globally across marketplaces in 2019
- Marketplaces account for **57% of global online retail sales**
- Marketplace GMV grew **18% 2018-2019**
- Alibaba achieved **1T GMV in 2019**

Top marketplaces by region (users per month):

Asia

- Taobao: 580M
- JD: 284.7M
- TMALL: 177.1M

US

- Amazon: 2.3B
- eBay: 637.9M
- Walmart: 446.4M

Europe

- Amazon: 1.6B
- eBay: 633.8M
- AliExpress: 220.2M

MENA

- Trendyol: 80.2M
- N11: 76.9M
- GittiGidiyor: 46.6M

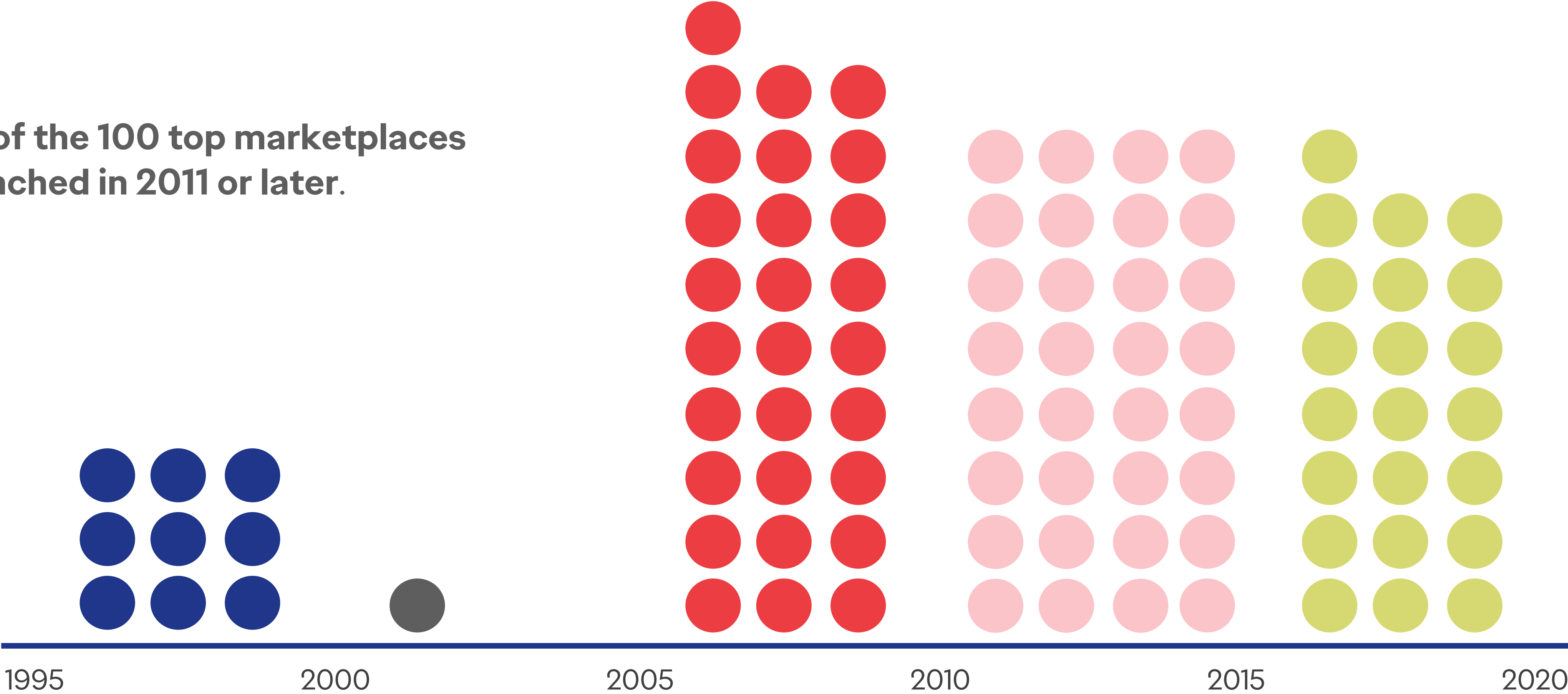
LATAM

- Mercado Libre: 519.8M
- Americanas: 133.8M
- Amazon: 56.6M

More than half of the marketplaces we know now were launched in the last 7 years

Online marketplaces broken down by year launched

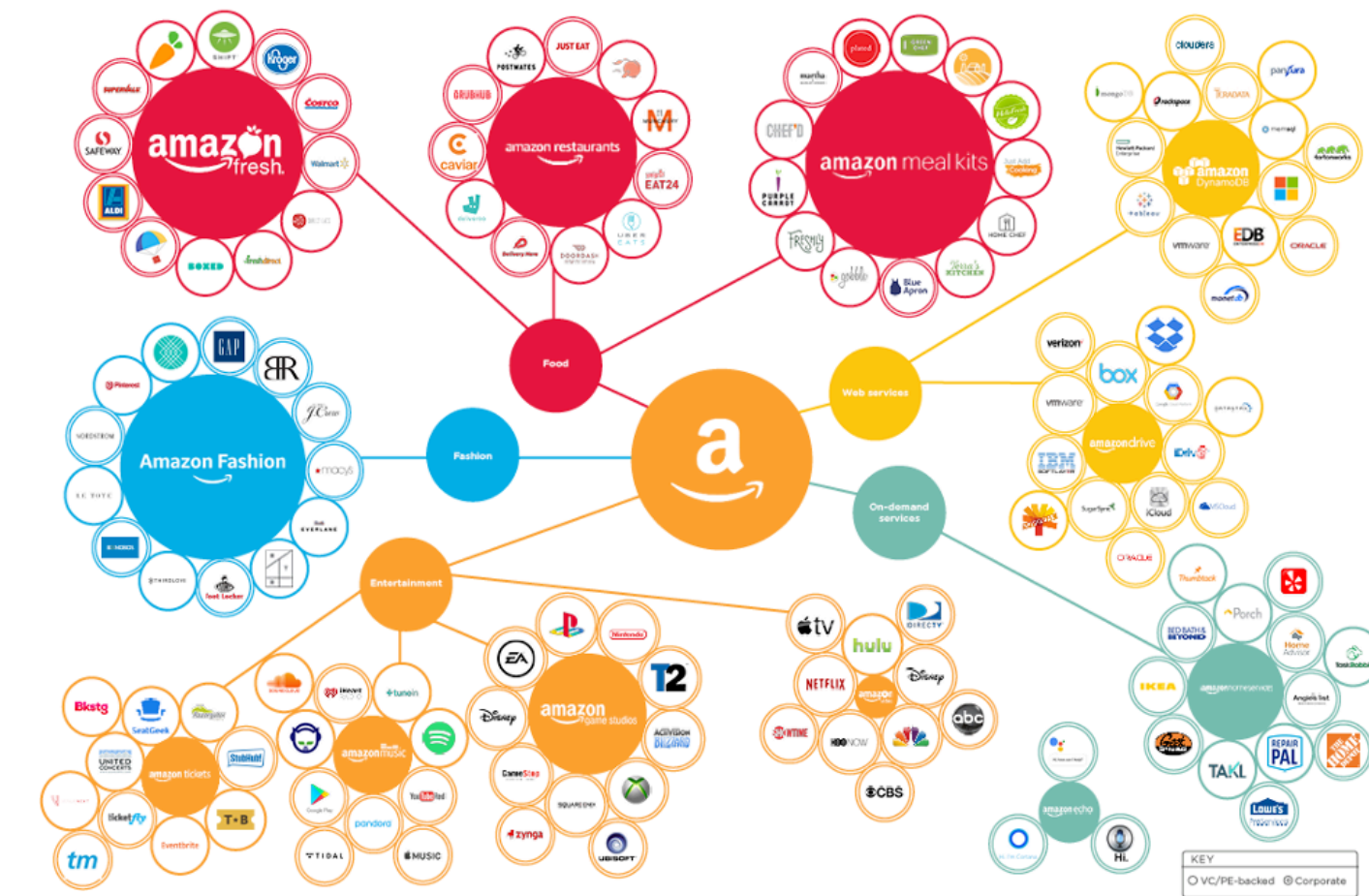
54 of the 100 top marketplaces launched in 2011 or later.



Marketplaces create stickiness to drive engagement, loyalty & revenue



Alibaba's ecosystem



Amazon's ecosystem



JD.com's ecosystem



Mercado's ecosystem

COVID-19 Acceleration

While the coronavirus pandemic has plunged the globe into widespread economic downturn, eCommerce sales are still growing by **16.5% globally**.

With more than **90% of consumers** in UAE and Saudi Arabia switching their **shopping to online**, and a **129% year-over-year growth** in U.S. & Canadian eCommerce orders as of **April 21 2020**, consumers are turning to online retail for their shopping needs.

Despite supply chain challenges, in Q2, Amazon's revenue increased 40% in Q2 and profits by \$2.7b YoY

The coronavirus pandemic has shown how important **online consumer services and technology** are for society and the economy.

Consumers are turning to online marketplaces for **their low prices and convenience**, and marketplaces are evolving to meet growing demand.

Retail Ecommerce Sales Growth Worldwide, by Region, 2020

% change

Central & Eastern Europe	21.5%
Middle East & Africa	19.8%
Latin America	19.4%
North America	18.1%
Western Europe	16.9%
Asia-Pacific	15.5%
Worldwide	16.5%

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

T11091

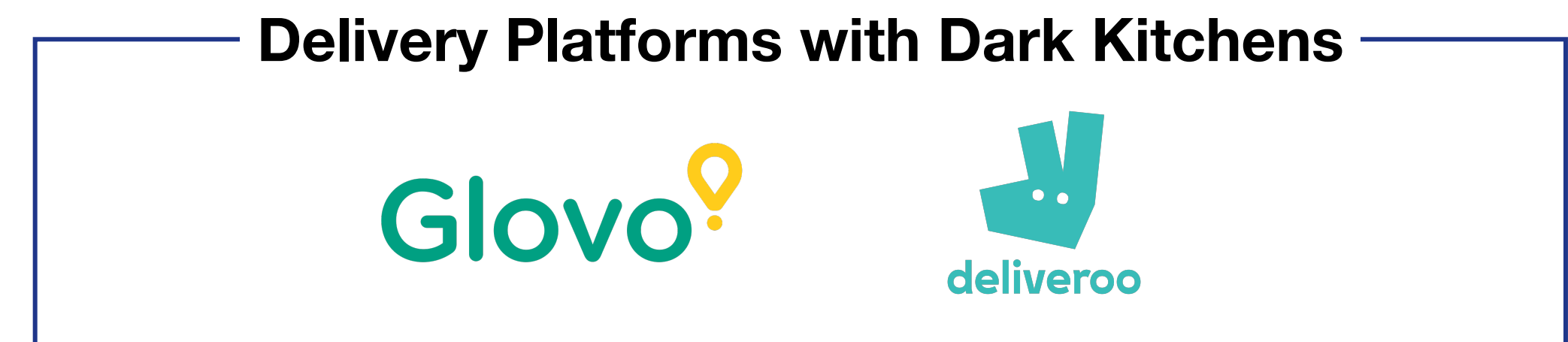
www.eMarketer.com

Marketplaces are not just retailers

Food Aggregators have seen tremendous growth and they cover many sectors and present opportunities for FMCG companies.

Revenue in the Online Food Delivery segment is project to reach **\$136M in 2020**.

The revenue is expected to show a **CAGR of 7.5% between 2020-2024** resulting in a project volume of **\$182M by 2024**.



Although marketplaces are different their success is based on being reactive, efficient, and - most of all - obsessive about the consumer

*To win the focus must be on
the Commerce Customer Experience*

In this session we will cover 4 case studies that illustrate how focusing on the commerce customer experience led our clients to success

Winning in
Marketplace
Festivals in
Asia

Establishing
Partnerships
with Food
Aggregators in
LATAM

The
Importance of
Localisation
in MENA

The importance
of operations to
drive
performance
Amazon in EMEA

How to win – *Events and Promotions (ASIA)*

Winning in marketplace festivals

WHAT IS HAPPENING ACROSS ASIA?

Finding the sweet-spot between brand, shopper & platform

Driven by changing consumer behaviour, and hastened by the outbreak of Covid-19, the marketing landscape in Asia is quickly transforming.

By 2023, online sales will reach **2.5tln** USD in Asia

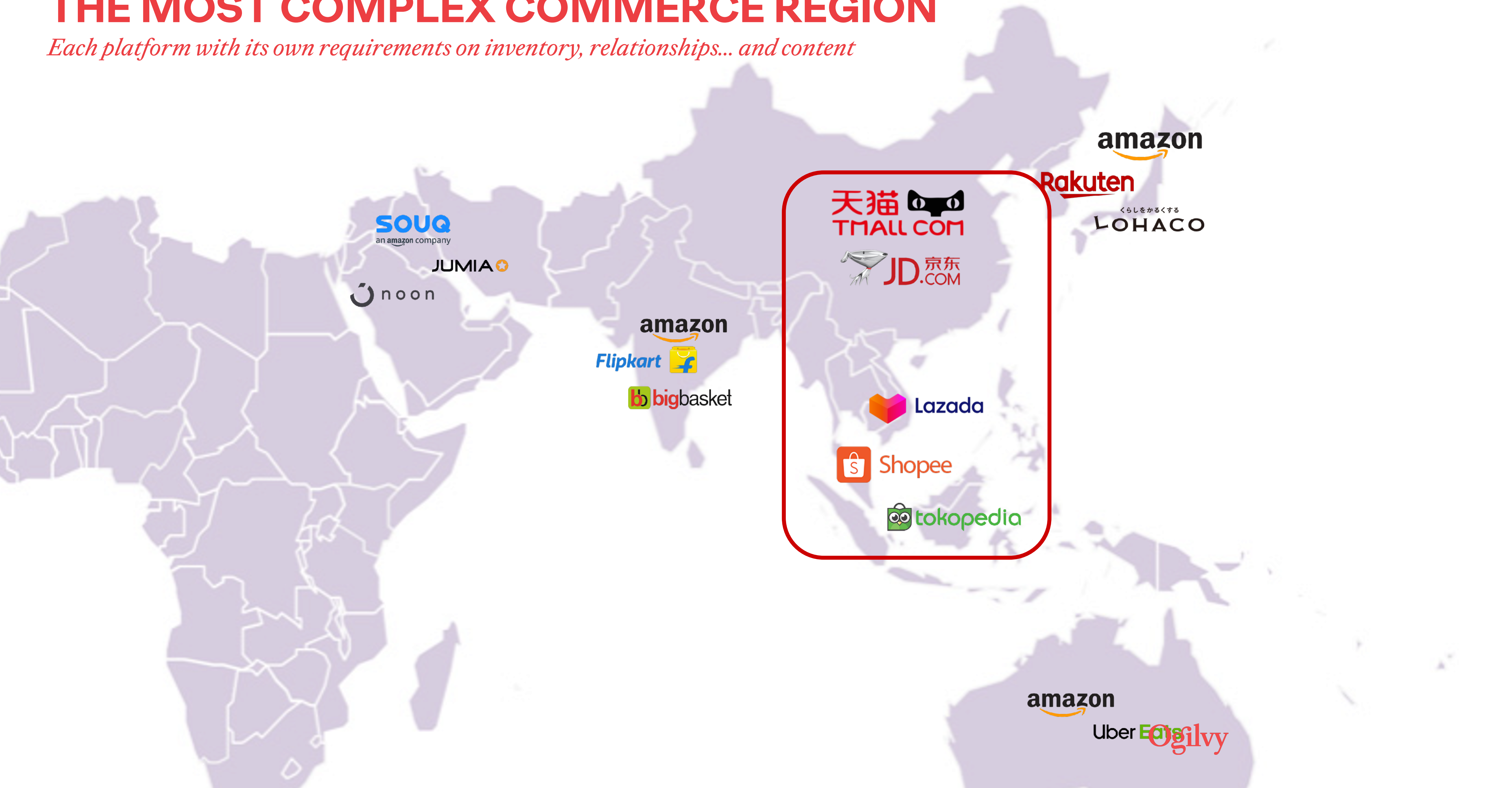
By 2023 online will make up **28%** of total retail sales in Asia

Grocery is the fastest growing category **260bn** USD by 2023

With a CAGR of **26.5%**

THE MOST COMPLEX COMMERCE REGION

Each platform with its own requirements on inventory, relationships... and content



FESTIVALS DOMINATE THE MARKETING CALENDAR

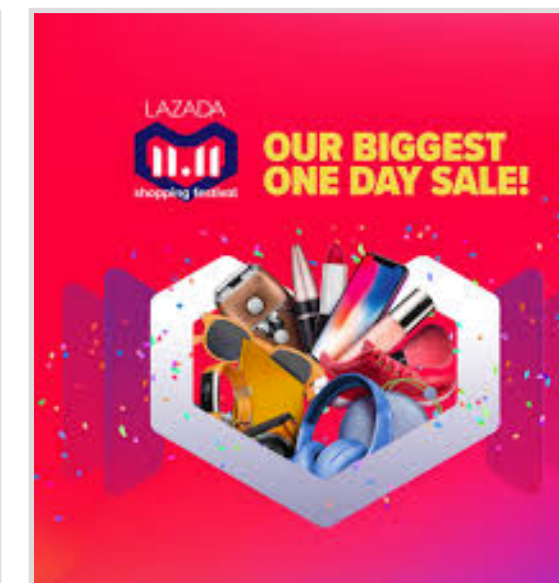
48+ major festivals across Asia



Festivals have become a significant part of the eCom landscape in Asia.

Some see them as a sales and promotional 'evil' that cannot be avoided.

We see them as a way penetrate new audiences, grow brand and drive sales.



EXECUTING FESTIVALS FOR THE LARGEST BRANDS

Clients across platforms

DTC	TMALL		JD	WECHAT	LAZADA	SHOPEE
Nestlé	Hennessy	JIM BEAM 225 YEARS OF FAMILY	轩尼诗 Hennessy 新点 CLASSIVM	IHG	Wyeth®	Wyeth®
MIKIMOTO	ELIXIR	d program	NESCAFÉ	Ermenegildo Zegna	Pop Me!	Pop Me!
INDIGO	ANESSA	CHANDO 自然堂	Nestlé	H&M	Nestlé	Indofood
	perrier	SC Johnson		ELIXIR	Unilever	
	TOMMY HILFINGER	ALDI 奥乐齐				

WE HAVE AN APPROACH TO BUILD BRAND AND DRIVE SALES

On commerce platforms - during festival peaks

Build Brand in Digital World

Generate Leads, Sales & Drive Loyalty

Scaleable & Repeatable

Data

- Business
- Category
- Customer
- Platforms & Channels
- Persona & Journey

Distinct outcome & experience

Connections

- Search
- Connections Planning
- Content Co-ops
- Gaming Co-ops

More effective acquisition of customers

CRM / Relevance

- Relevance at each Touch
- Progressive Profiling
- Segmentation
- Re-marketing
- Personalisation

Higher ROI against customer segments

Commerce

- Transaction
- Maturity Assessment
- Festival Activation
- Brand day activations

Visibility and cut through conversion during shopping seasons

Martech

- Advertising Technology
- Marketing Technology
- Dash-boarding
- Light Automation

Technology enablement & personalization at scale

THE MARKET PLACE VALUE EXCHANGE

Finding the sweet-spot between brand, shopper & platform

Opportunity/Challenge

- Increasing importance of marketplaces and festivals, especially multi-brand
- Intense competition for platform festivals
- Brands must “pitch” platforms, which they struggle with

Why Clients Struggle

- Requires thorough understanding of platform needs and what’s worked in the past
- Complex politically within client organisations

Our Solution

- 3-way value exchange: Shopper, brand & platform
- Sold as a workshop to bring together various stakeholders



评审要素2——站内投入

1. 流量结构: 8日投入 2,000w, 占4月总投入 25.7w
日常月度使用90w 环比+2.0%, 17年4月使用 87w

2. 站外种草: 100w, 占比44%
日常月度使用10w 环比+20%

评审要素1——成交爆发

分类	日号	3日	6日	9日	11日	13日	18年1月收官日
成交	XX	XXXX	XXXX	XXXX	XXXX	XX	XX
		80	85	120	XX		
		X.X%	X.X%	X.X%	XX%		X.X%
							780
							X
							55%

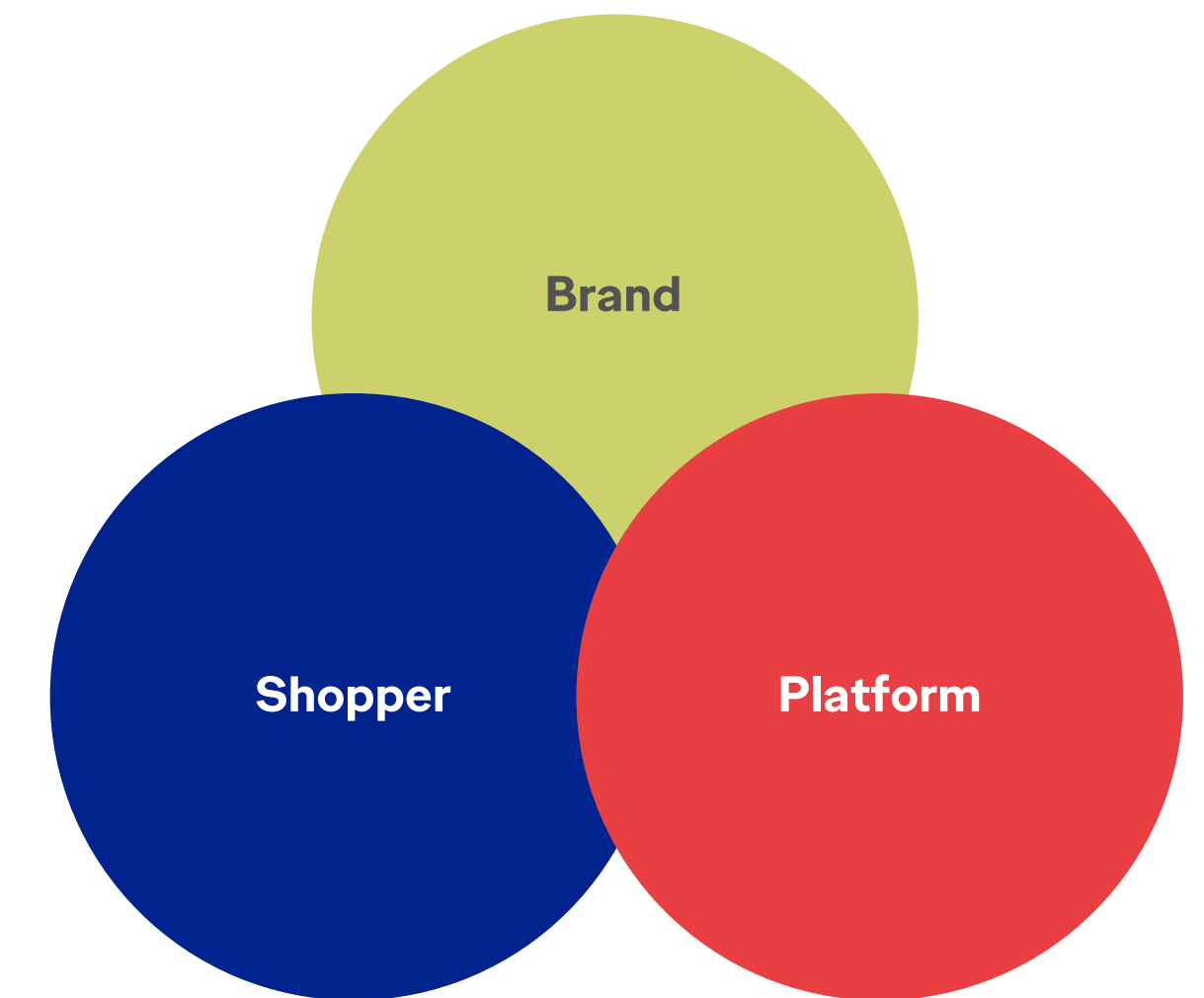
From Brand: Regional value-add on top of local requirements

From Shopee: Assets top-up, Project Management, and KV Support

Benefits of Regionally Coordinated Campaigns:

- Potential assets top-up
- Regional project management
- Key visuals support

Area	Type of support
Commercial	Regional assets
	Regional Project Management
	Regional targets tracking to ensure Shopee Senior Management is involved
Marketing	Regionally Aligned Creatives
	Draft for PR (if applicable)



THE MARKET PLACE VALUE EXCHANGE

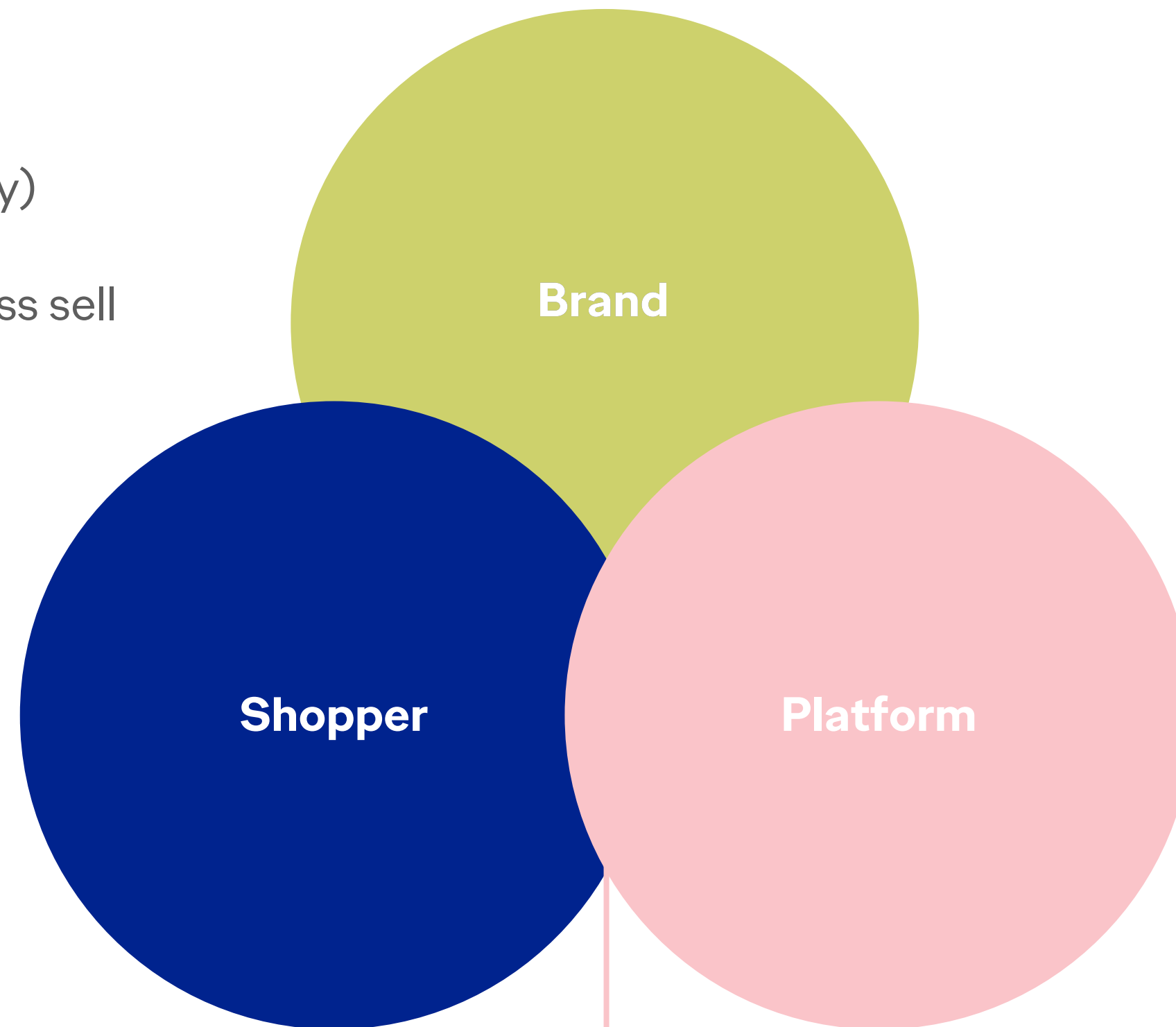
Finding the sweet-spot between brand, shopper & platform

Needs of the Brand:

- Sales: Basket size, traffic, conversion rate
- New vs existing customers
- Brand customers to owned store (vs 3rd party)
- Store follows, reviews, etc
- Conversion to higher-margin SKUs/lines, cross sell
- Brand building: Brand message
- ...

Needs of the Shopper:

- Price: Discounts, vouchers etc
- Product discovery
- Content & experience
 - Passion points
 - Personalization
- Pain/gain points across journey
- ...



*A Winning Value
Exchange, Concept &
Platform Pitch*

Needs of the Platform:

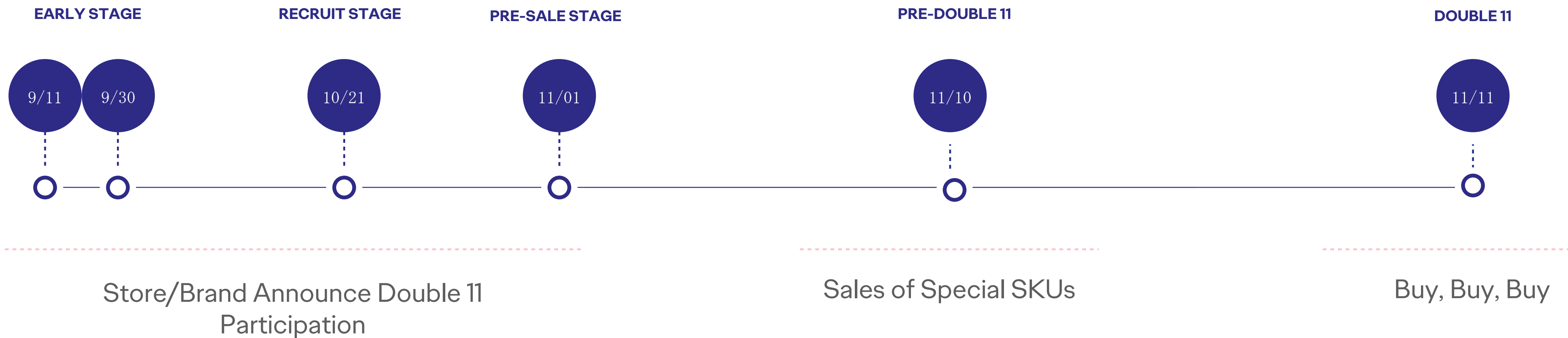
- New users
- Exclusive products, bundles, discounts
- Publicity & PR
- Innovation
- Engagement on shopper-tainment etc
- Ad spend

THE BIGGEST FESTIVALS

Are long in the making

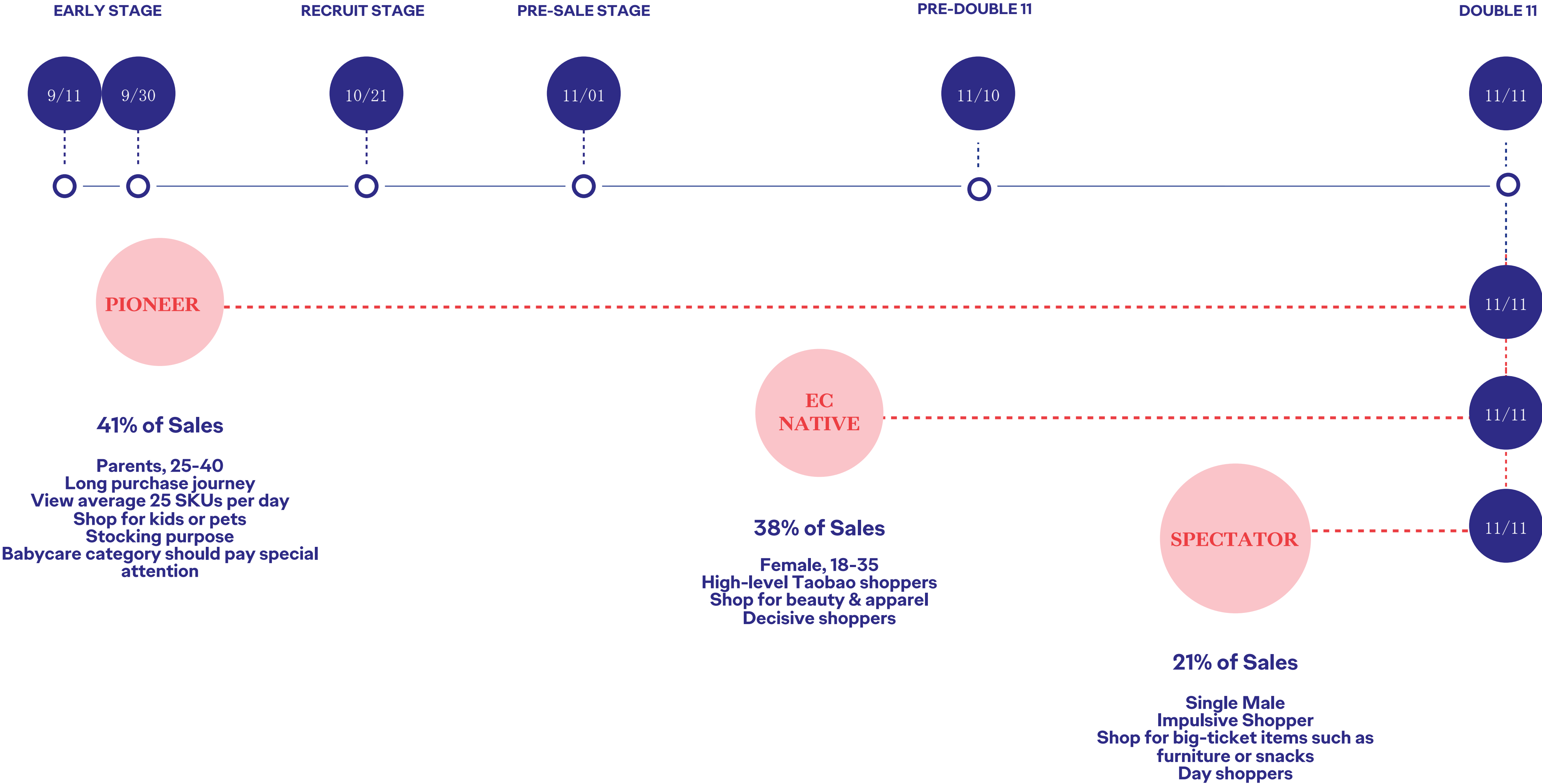
Engaging Consumers And Anticipate the Event

Encourage Add-to-Cart for On-sale products



THE BIGGEST FESTIVALS

Attract different customers at different times



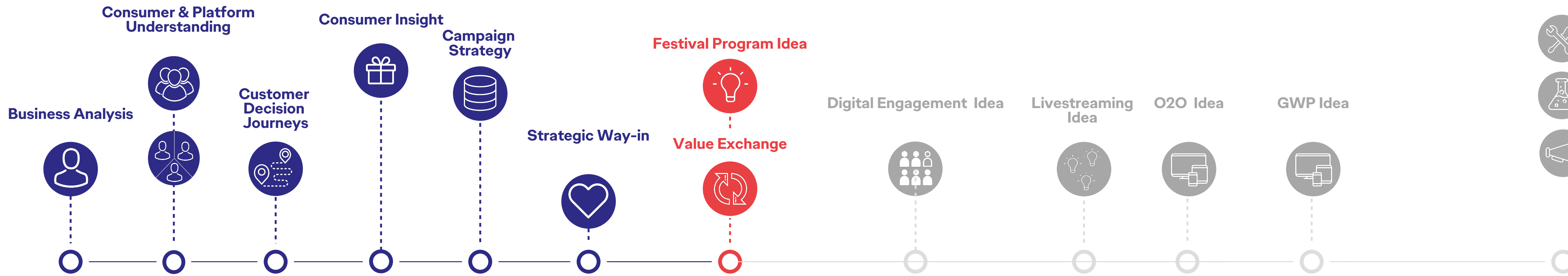
SERVICES THAT DELIVER BRAND ON FESTIVALS

Established process with multiple outputs

THINK

CREATE

REALIZE



Aiming for SBD 2020
We Have Multiple Tasks at Hands

As It Fits Tmall's Agenda: To Increase Their Loyalty to the Platform by Fashion

Ecosystem at A Glance

They Are after Modern Illustration on Classic Elements

They Wear Positives for Personality Build-up

They Are after Modern Illustration on Classic Elements

Everywhere Could Be the Stage for the Creativity

They Wear Positives for Personality Build-up

Modern brand with pioneering spirit, championing a constant clash of fresh ideas to move popular culture forwards

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Delivering Brand Messages in 360 by Paid Media Investment

By Platform Outbreak to Deeply Engage with Young Consumers on Social Media

Budget Estimation & KPI Measurement

Channel	Estimate	Actual	Variance
TV	100	100	0
Radio	50	50	0
Print	20	20	0
Outdoor	30	30	0
Digital	100	100	0
Direct Mail	50	50	0
Events	100	100	0
Sponsorship	50	50	0
Publicity	50	50	0
Other	50	50	0
Total	500	500	0



+212% SALES
COMPARED TO 2018

*key
learnings*

▶ *Festivals are a must to grow audiences, generate sales but brands must not lose their purpose*

▶ *You must find the sweet-spot between brand, shopper & platform*

▶ *Don't do it last minute. Success in Festivals requires planning*

▶ *Know your consumers and when they shop*

▶ *Think omni-channel. Demand generation is not just on the platform*

How to win - *Leveraging Partnerships (LATAM)*

Growing through strategic partnerships with Marketplaces

Different and multiple merchants across markets



Largest marketplace in LATAM



#1

eCommerce LATAM
and in every country
we play in



1 out of 3

online users enters
Mercado Libre



90% +

of items are
NEW products



Source: Mercado Livre LATAM Internal Data

Business Overview Q2 2020



#1 e-Commerce LATAM

\$5.0Bi

+49% vs Q1

16

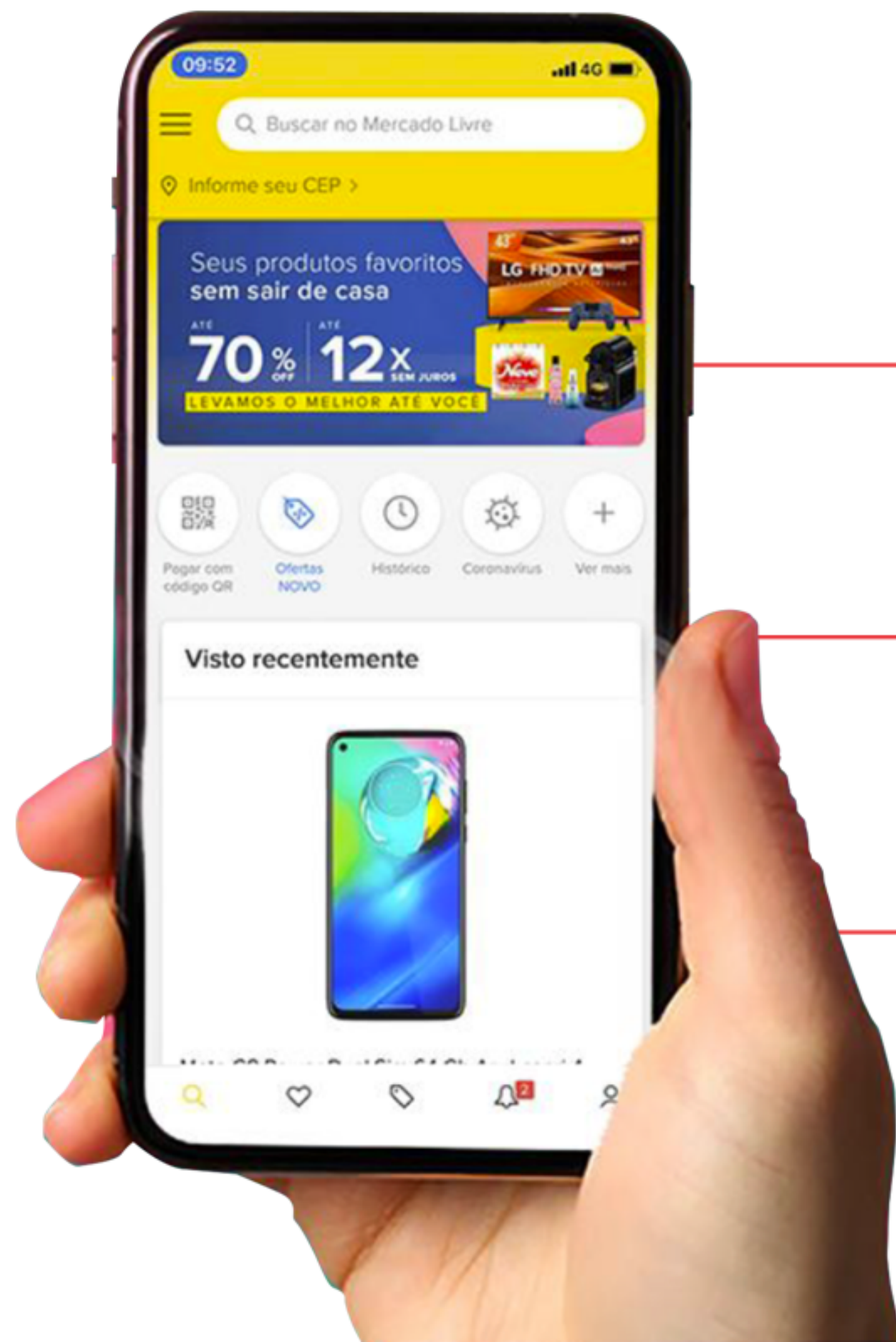
purchases per second

178M

items sold, +101% v Q1

52M

shoppers LATAM, 45% vs Q1



The number of new buyers on Mercado Libre continues to grow

5 MM

New Buyers

There was an increase of

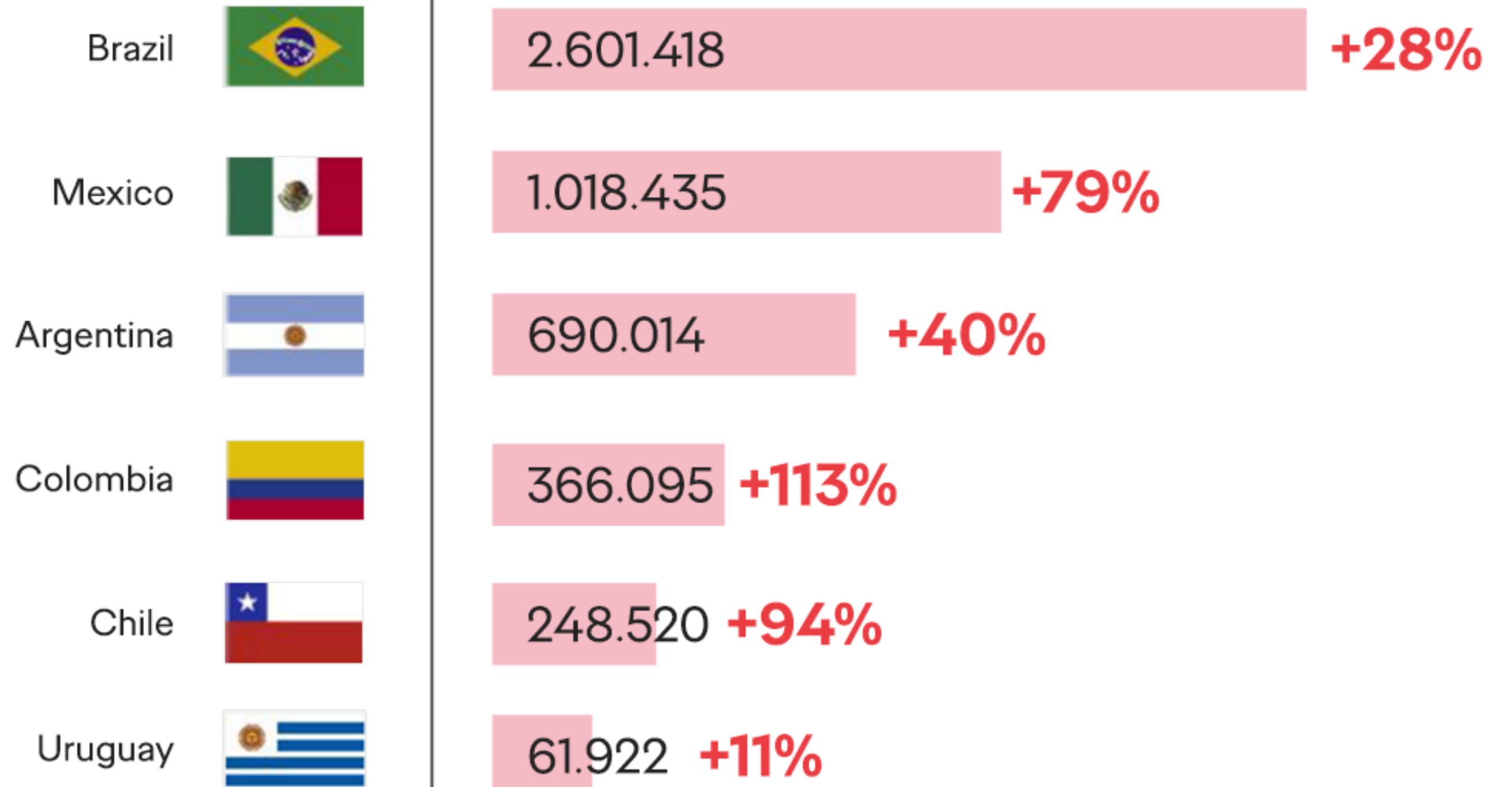
45%

during this period vs. same period last year



New buyers

% Change vs previous year

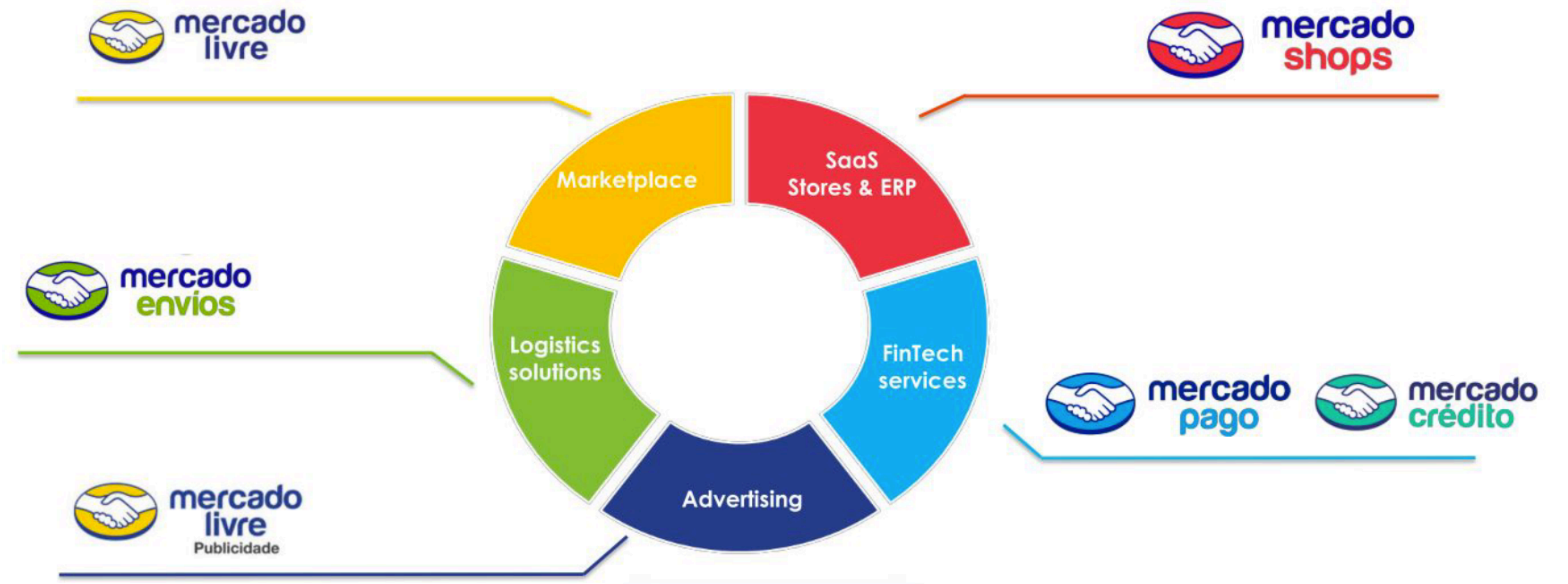




In LATAM region, different from other mature eComm markets, there is room for special agreements and negotiations. We at Ogilvy can support you win in Mercado Libre establishing long term partnerships.

Mercado Libre Ecosystem

Ogilvy can support you in setting up your store and services properly

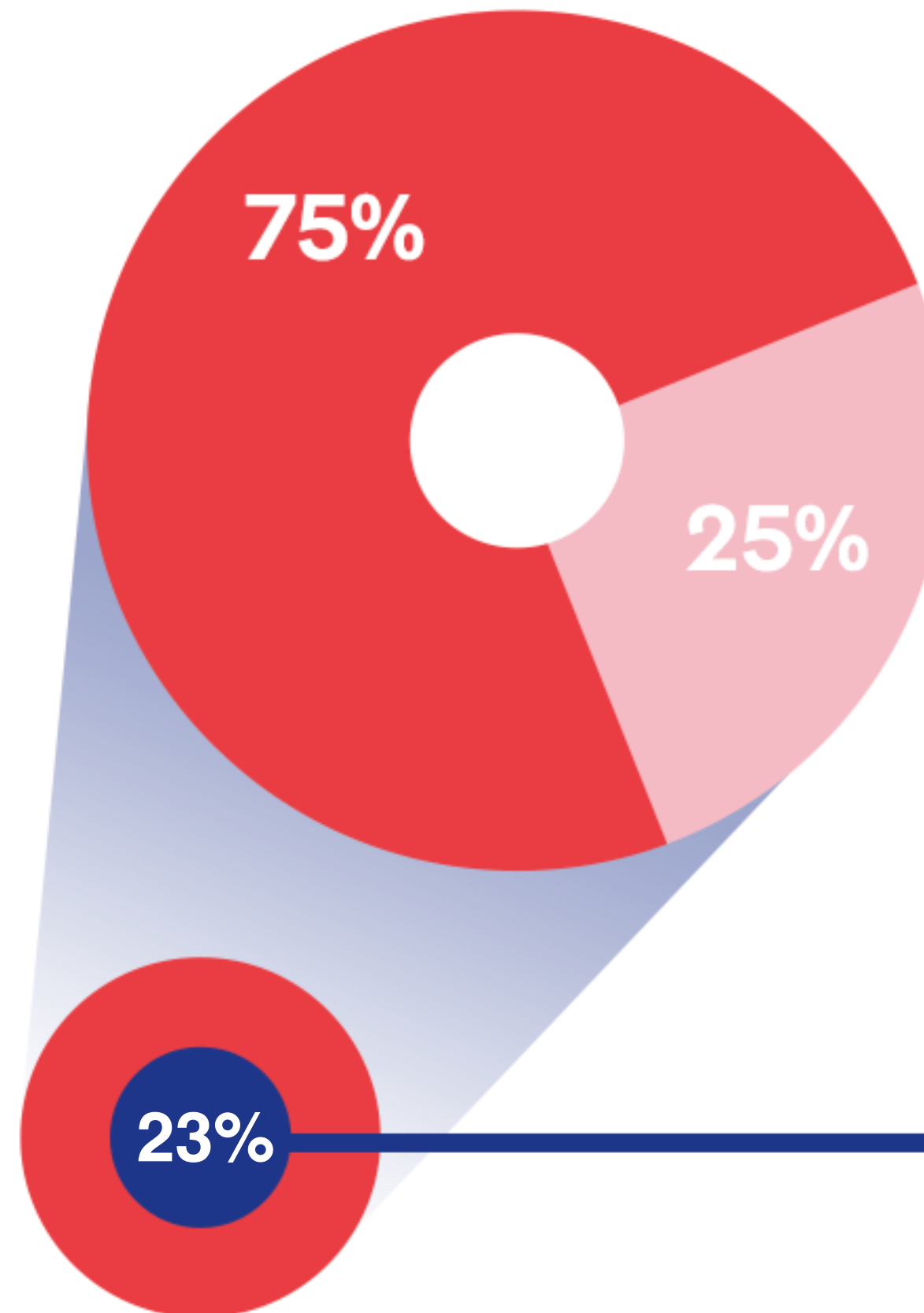


Biggest product search engine



75%

of consumers
e-commerce is by far the
biggest product search
engine in Brazil



Mercado Livre
is their #1 choice
*among ecommerce sites

Source: "A primeira vez que você vai buscar um produto, por qual site você começa? Estudo GFK, 2019"

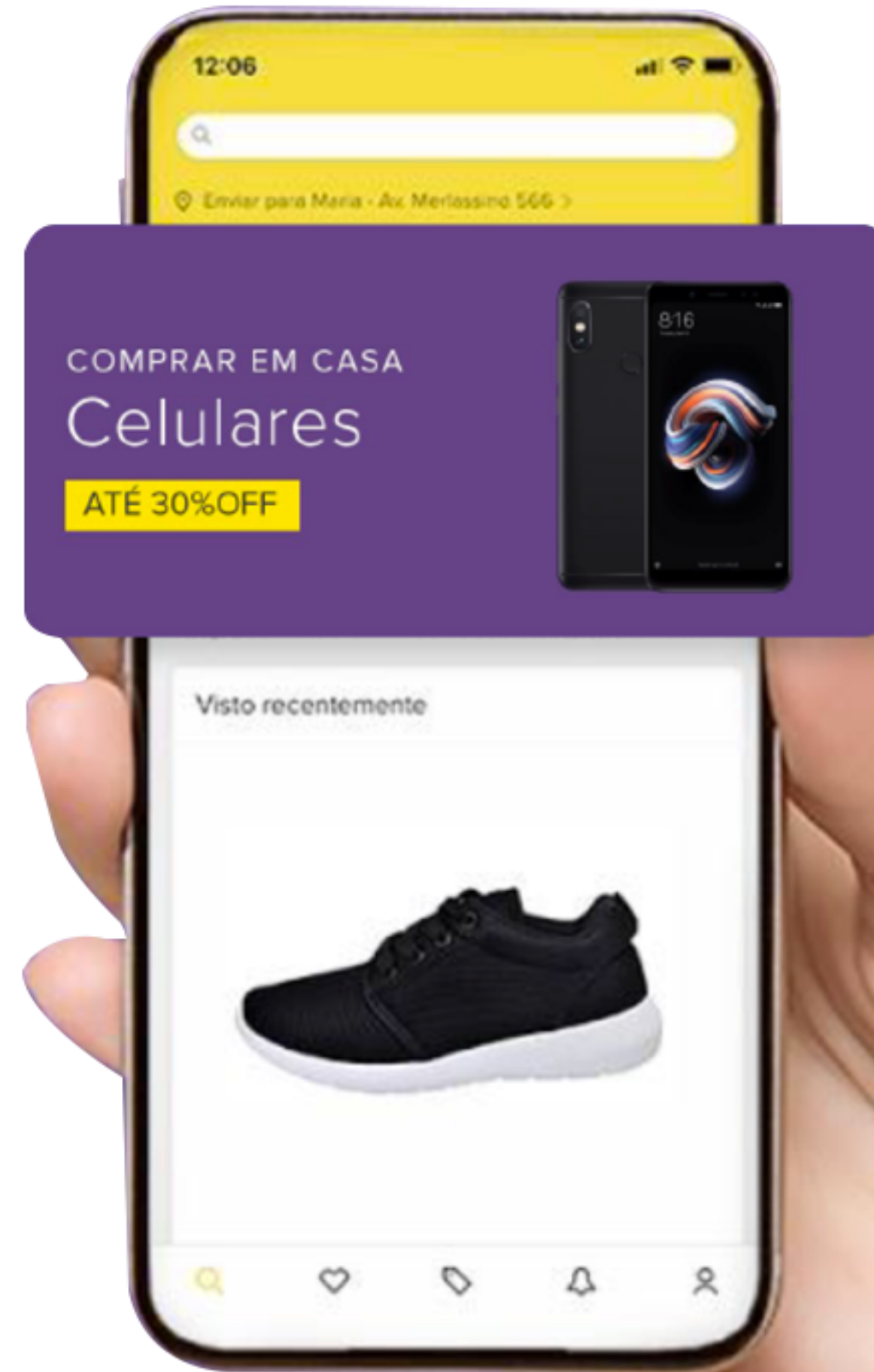


Opportunity to position the brand on the platform



7 out of
the top 10

searches are “unbranded”



Brands must **build awareness** inside the marketplaces at **discovery** stage.

Source: MELI Internal Data

Beyond the online store and regular banners

1

Huge shopper
audiences in a
purchasing mindset

Beyond the online store and regular banners

1

Huge shopper audiences in a purchasing mindset

2

Solutions for Branding & Performance

Brand Lift

Performance Marketing

Audience Deals

Beyond the online store and regular banners

1

Huge shopper audiences in a purchasing mindset

2

Solutions for Branding & Performance

Brand Lift

Performance Marketing

Audience Deals

3

Data analytics & insights

Impact of COVID-19 on Shopping Behavior



Mercado Livre offers welcomes opportunities for partnership and negotiations to develop customized mid and long-term projects, where brands can perform at their best.

Coca-Cola
DIGITAL COMMERCE

&

Ogilvy
Consulting



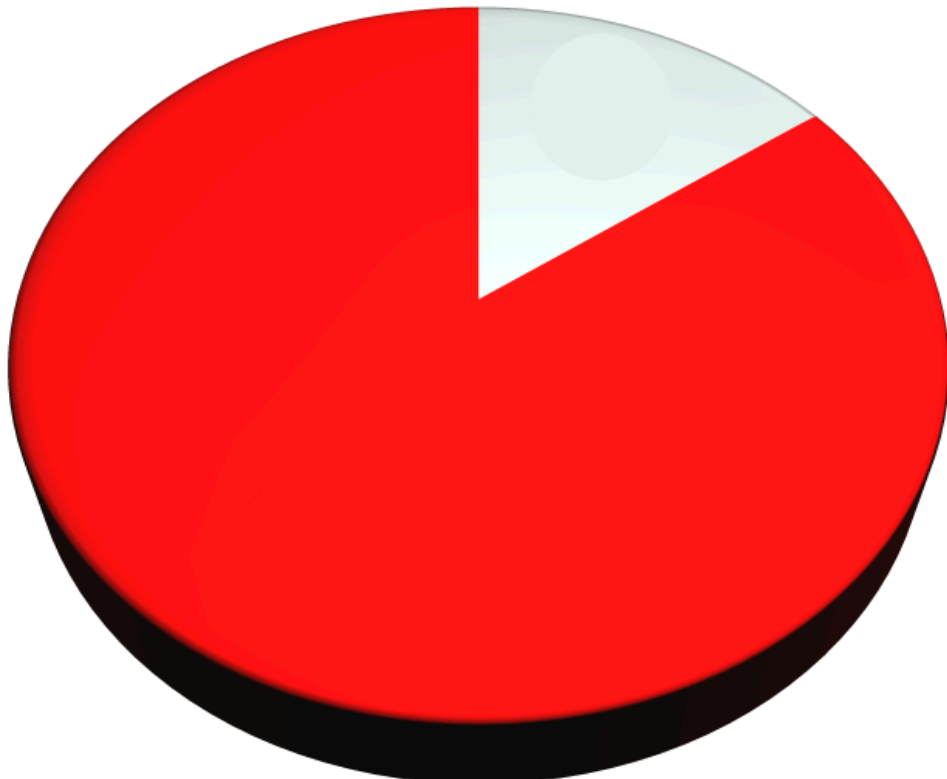
Coca-Cola B2B Digital Commerce saw a great opportunity in a particular segment: delivery platforms or food aggregators

Food aggregators has an exponential growth opportunities

E-RETAILERS



SALES MIX PARTNERS



FOOD AGGREGATORS
E-RETAILERS

FOOD AGGREGATORS



Home delivery orders

represented 7% of the medium Brazilian annual budget



Main order detractors

74%

Of consumers believe the drink is very expensive in the platform

18%

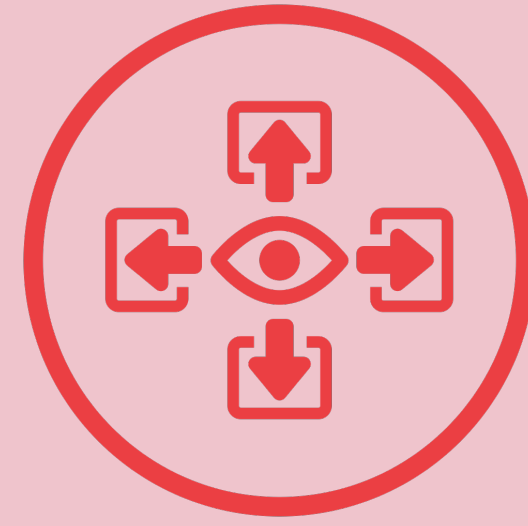
Don't find the packing is the right one

17%

Simply forget to order



*How to increase relevance on delivery, growing incidence of
Coca-Cola products in the orders?*



In this complex world of multi-brands and multi-business ambitions, we at Ogilvy Consulting support Coca-Cola in their strategic partnership with business plan and decision making.

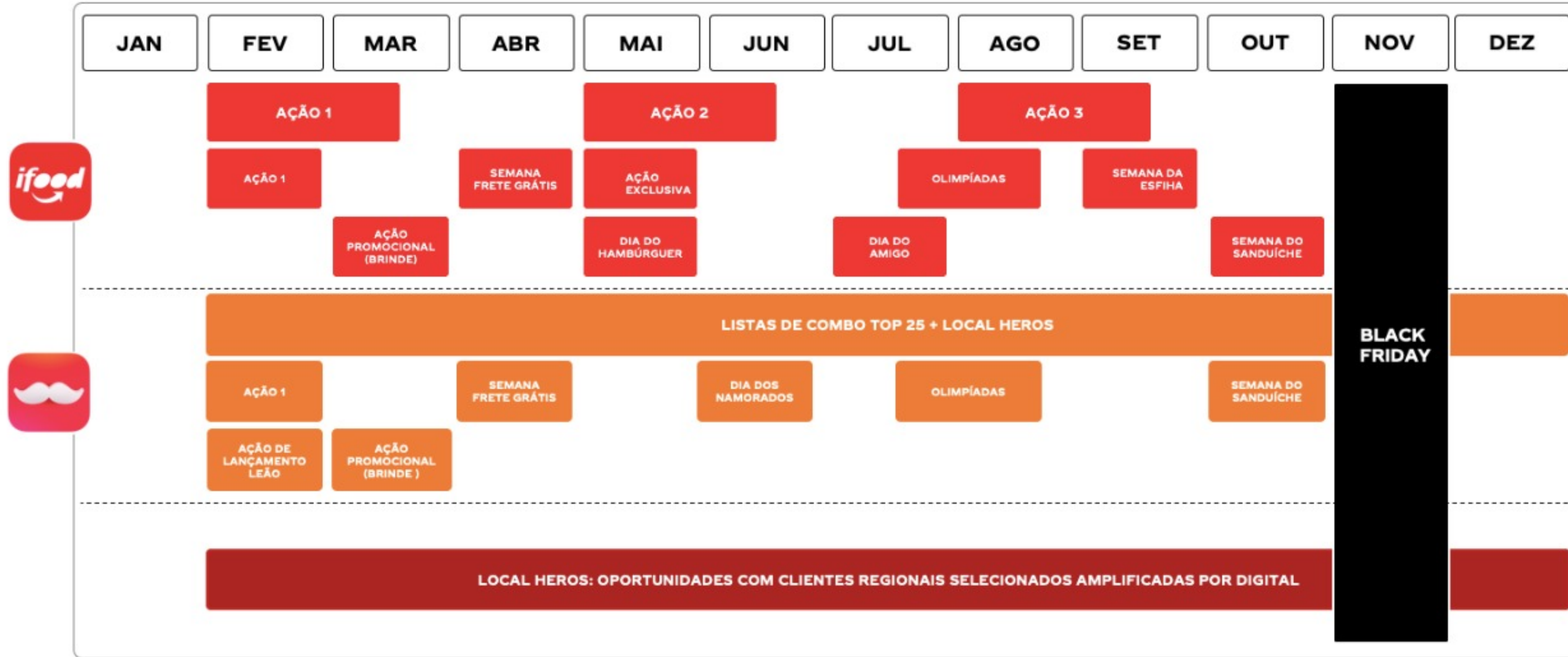
A COMPLEX
WORLD TO
NAVIGATE





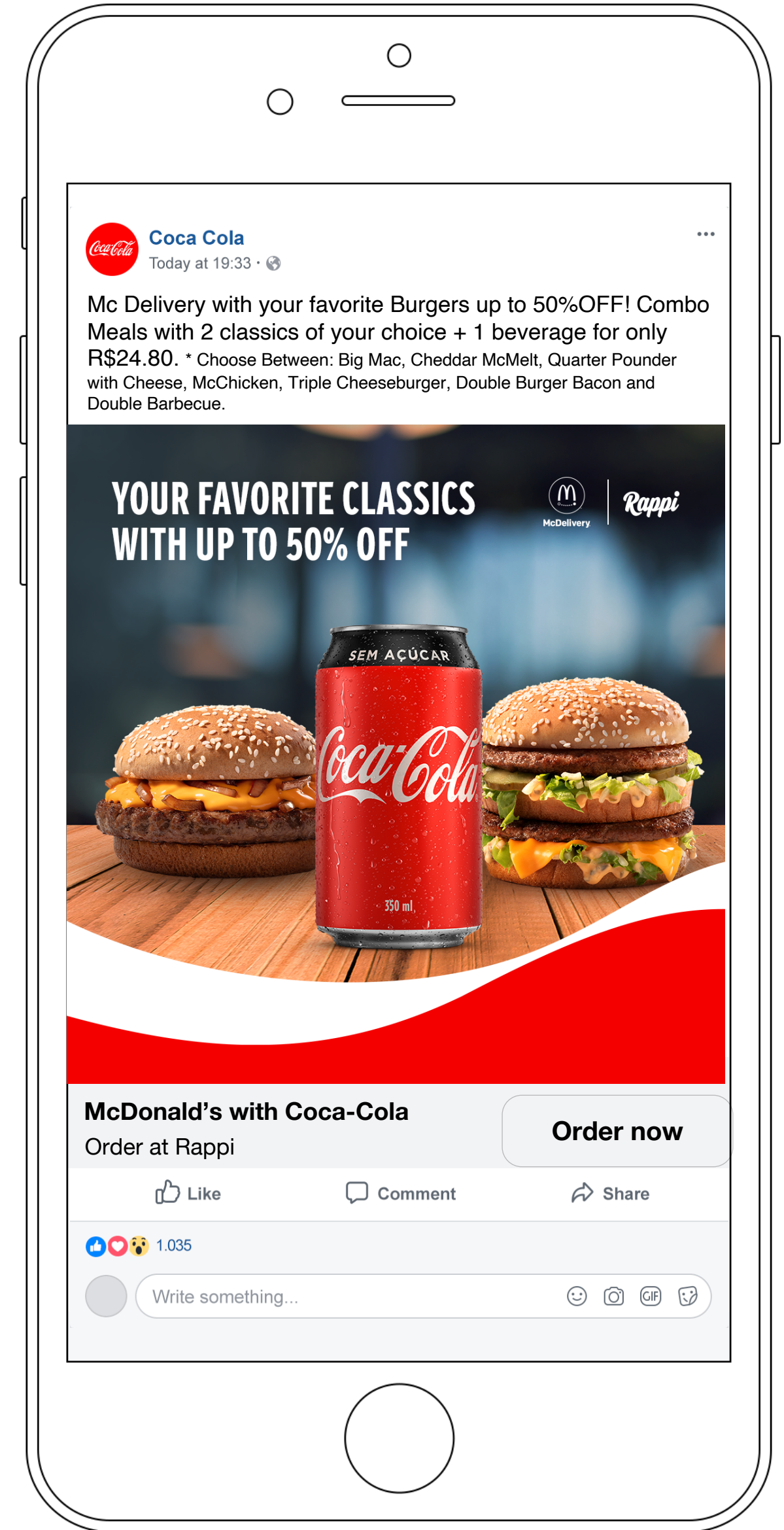
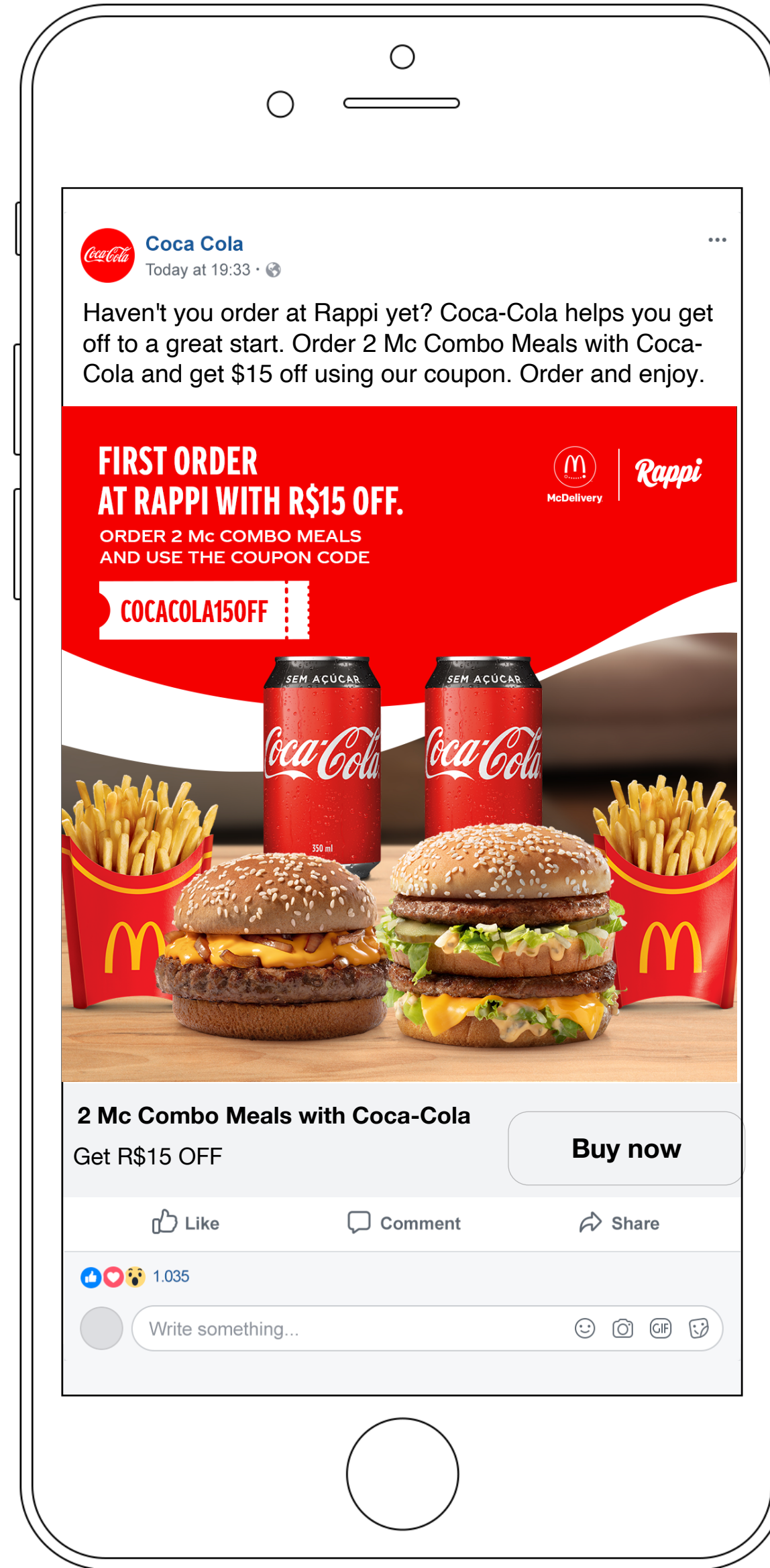
To prevent people from scheming Coca-Cola drinks in their orders and promoting its business growth, it was necessary to build up a win-win relationship between brand, key accounts and food aggregators.

Annual Callendar



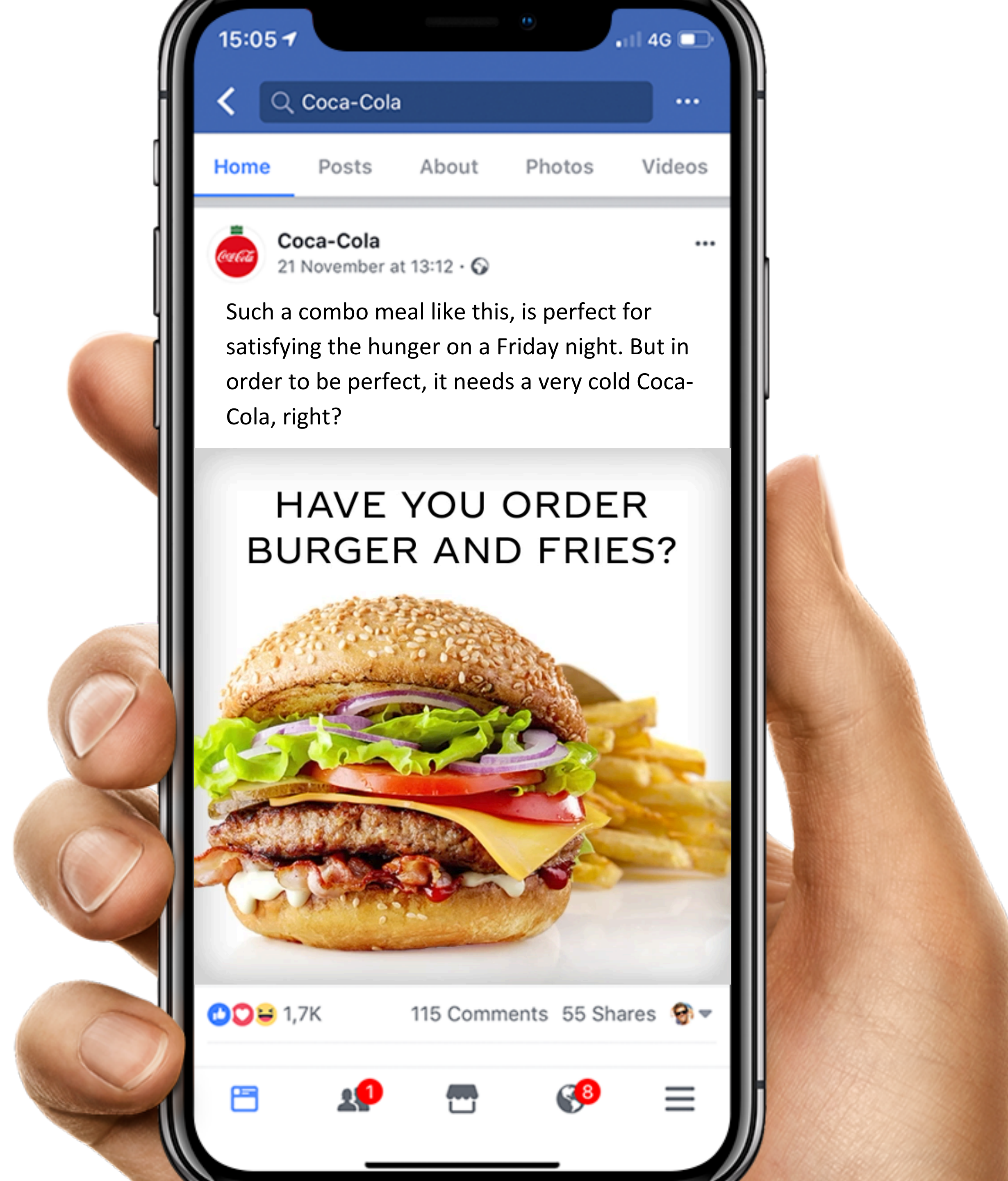
Key Account

Special negotiations addressed in the annual plan



Combo

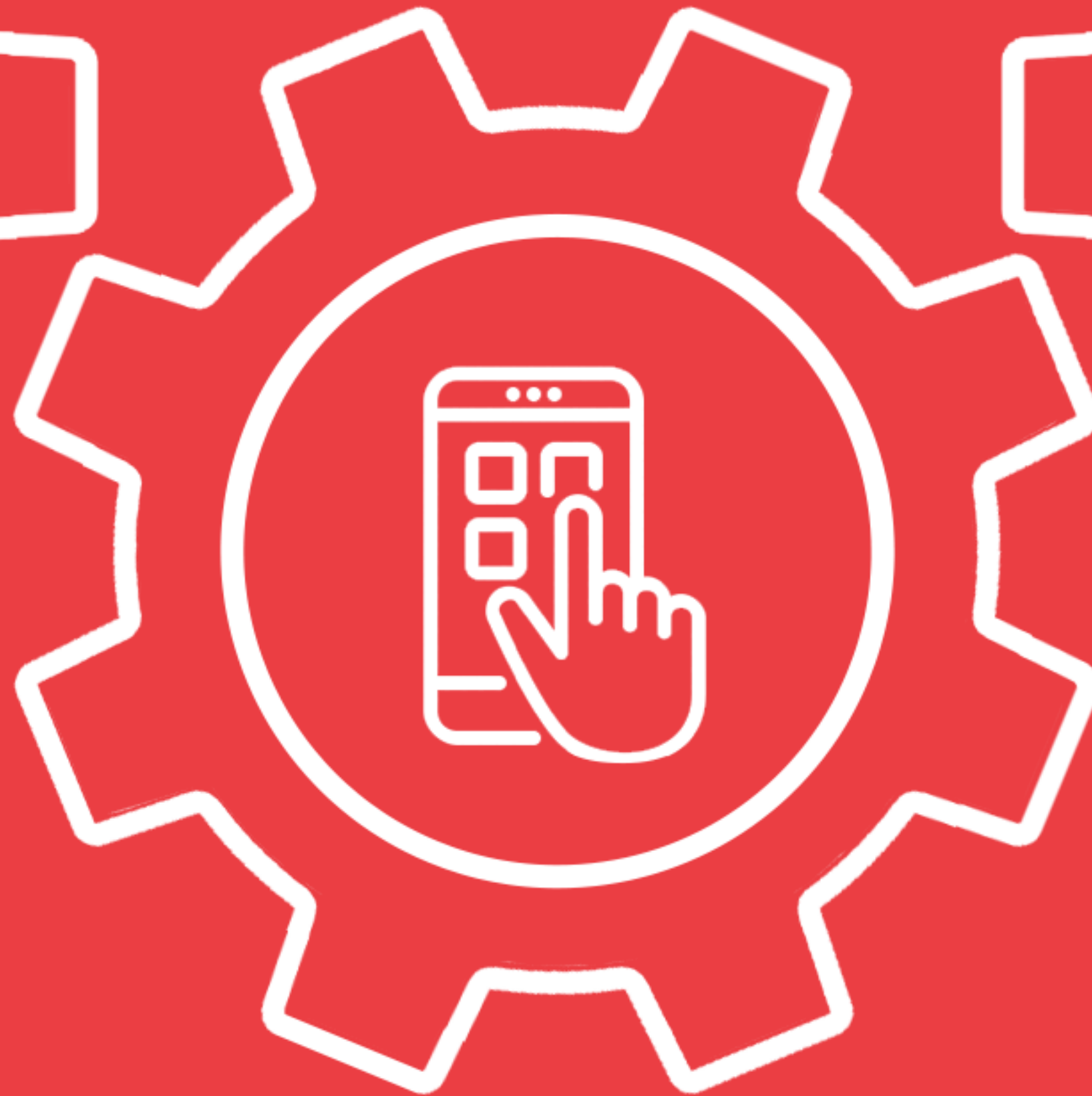
Negotiation with Key Account that mitigates consumer barriers to order Coca-Cola





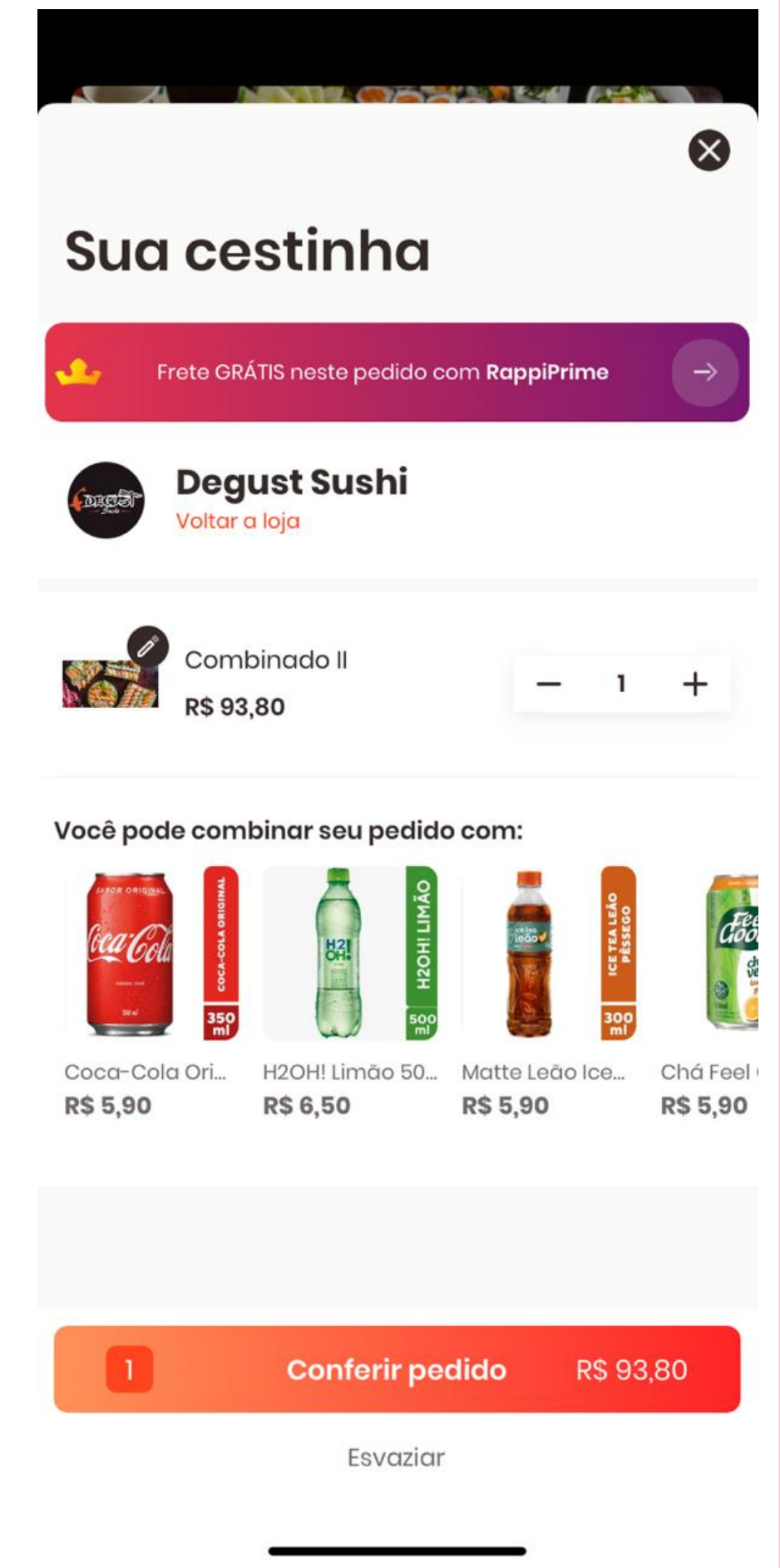
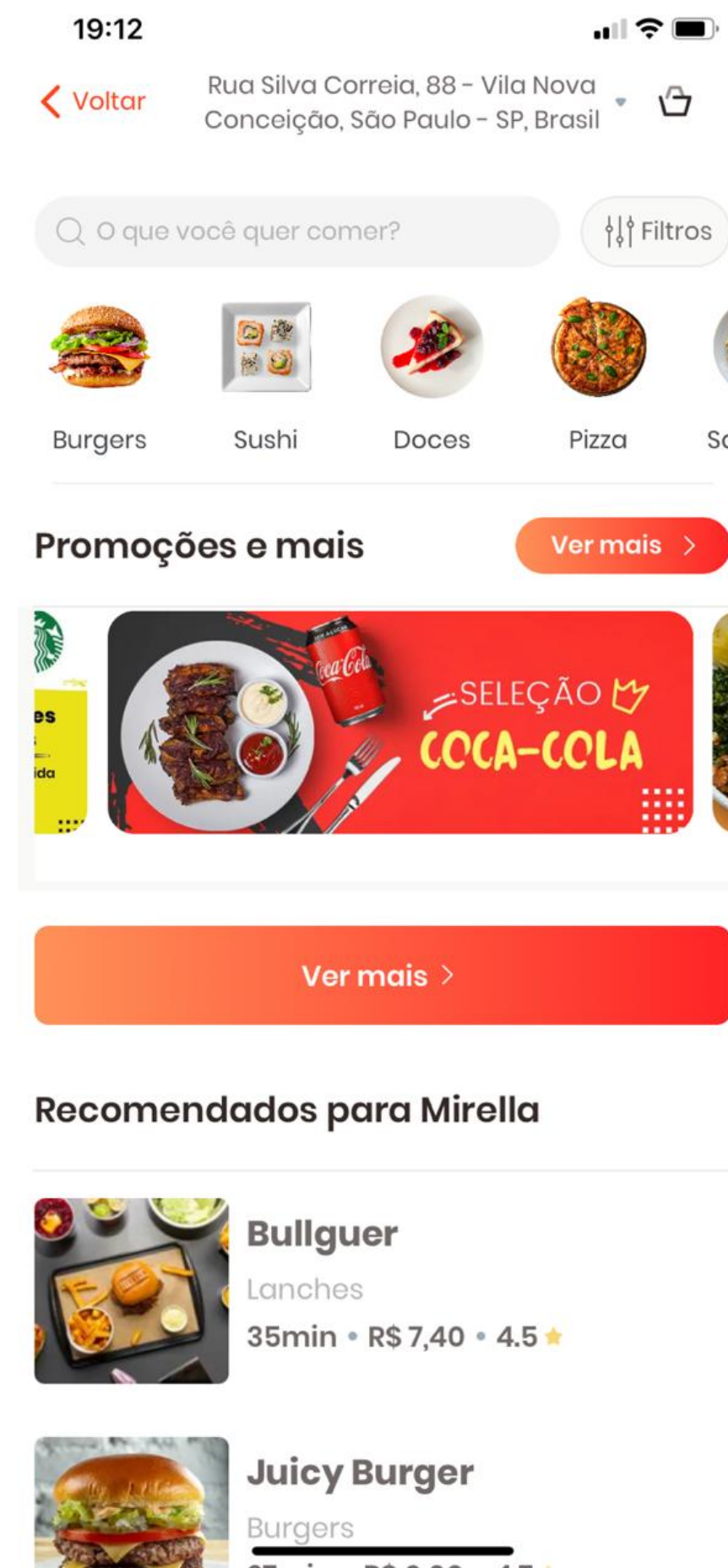
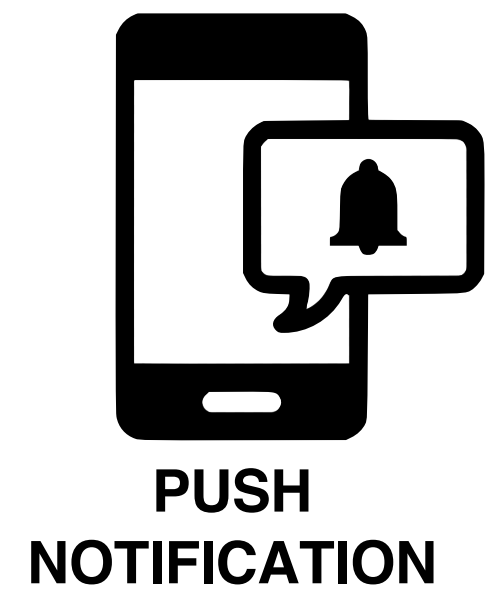
Right assortment and special price list to delivery customers

Tool to facilitates assembling images to small restaurants



Dashboard measuring 100 thousand delivery restaurants

Leveraging the user journey in the app increased Coca-Cola products relevance and sales



Global Award 2019

"The Battle of Yakisoba" gamification between the largest Chinese restaurant chain, Coca-Cola and iFood.



HAVE YOU VOTED FOR THE NEXT WEEK'S **DISCOUNT COMBO?**

25% OFF AT THE COMBO

IMAGENS MERAMENTE ILUSTRATIVAS

HAVE YOU VOTED FOR THE NEXT WEEK'S **DISCOUNT COMBO?**

BEEF WITH ONION | BEEF WITH BROCCOLI

25% OFF AT THE COMBO

IMAGENS MERAMENTE ILUSTRATIVAS

LAST WEEK TO CHOOSE YOUR COMBO FOR R\$19,90

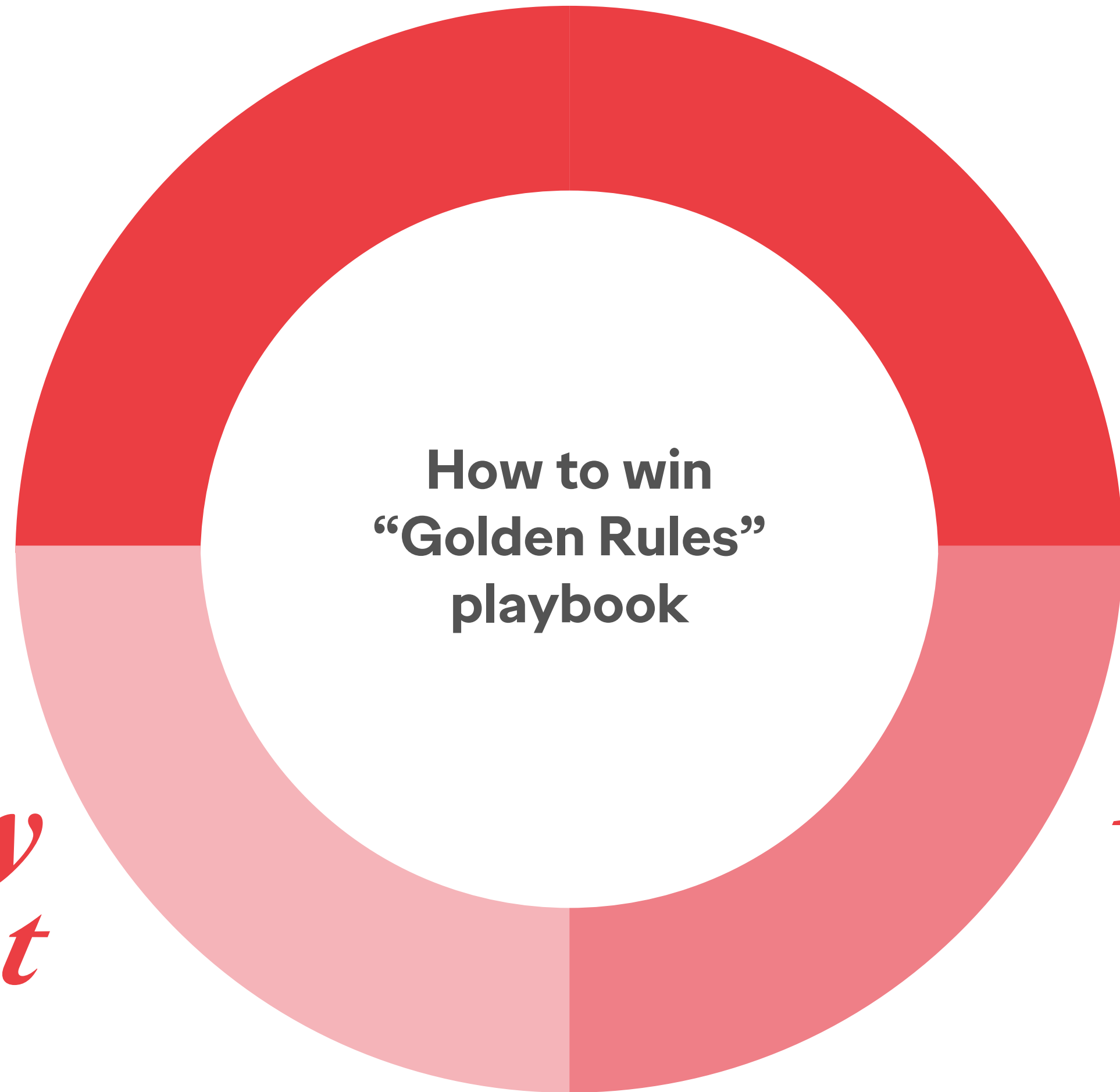
IMAGENS MERAMENTE ILUSTRATIVAS

Coca-Cola

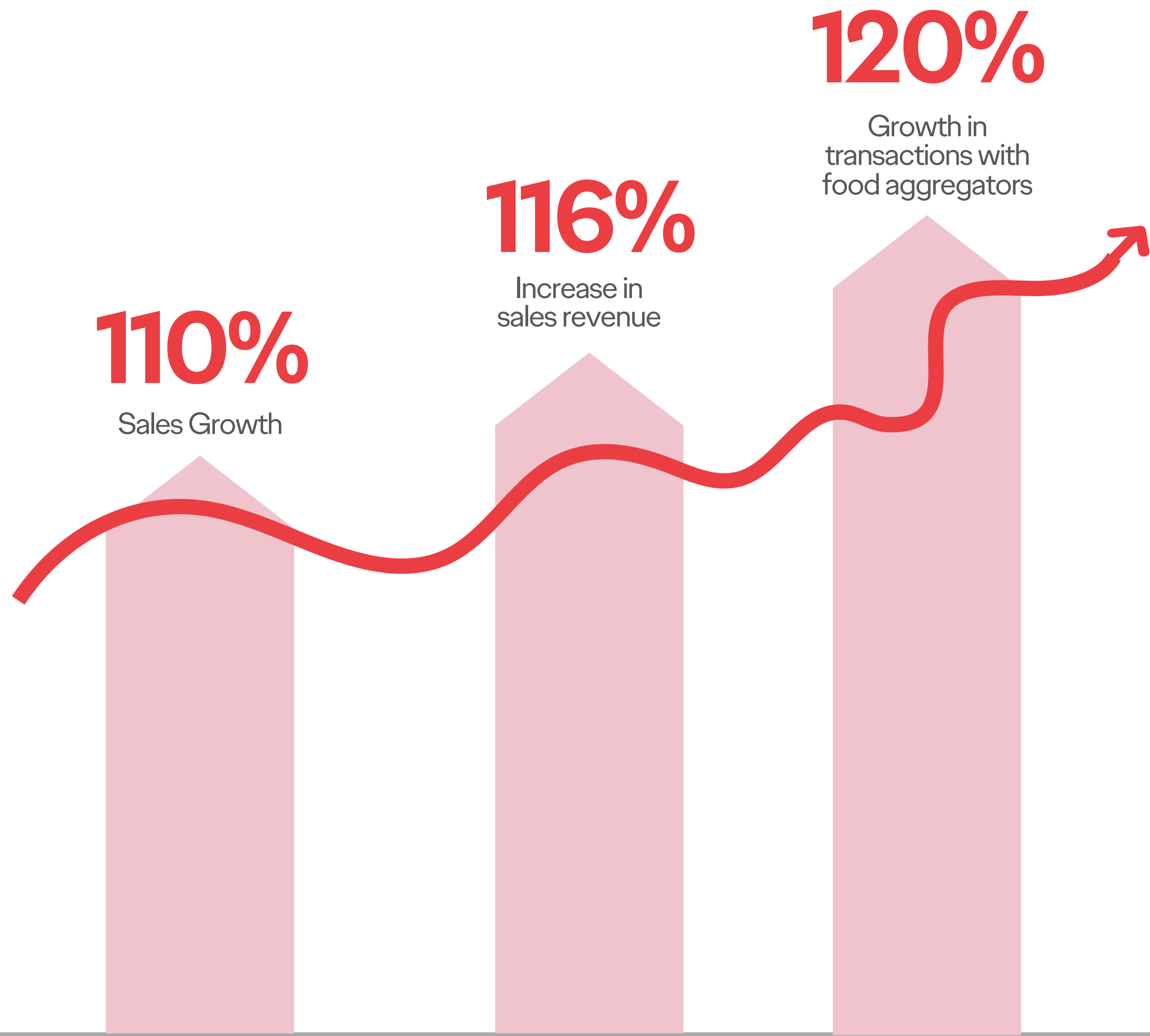
How to win
“Golden Rules”
playbook

*Key
Account*

*Food
aggregator*



2019 main results



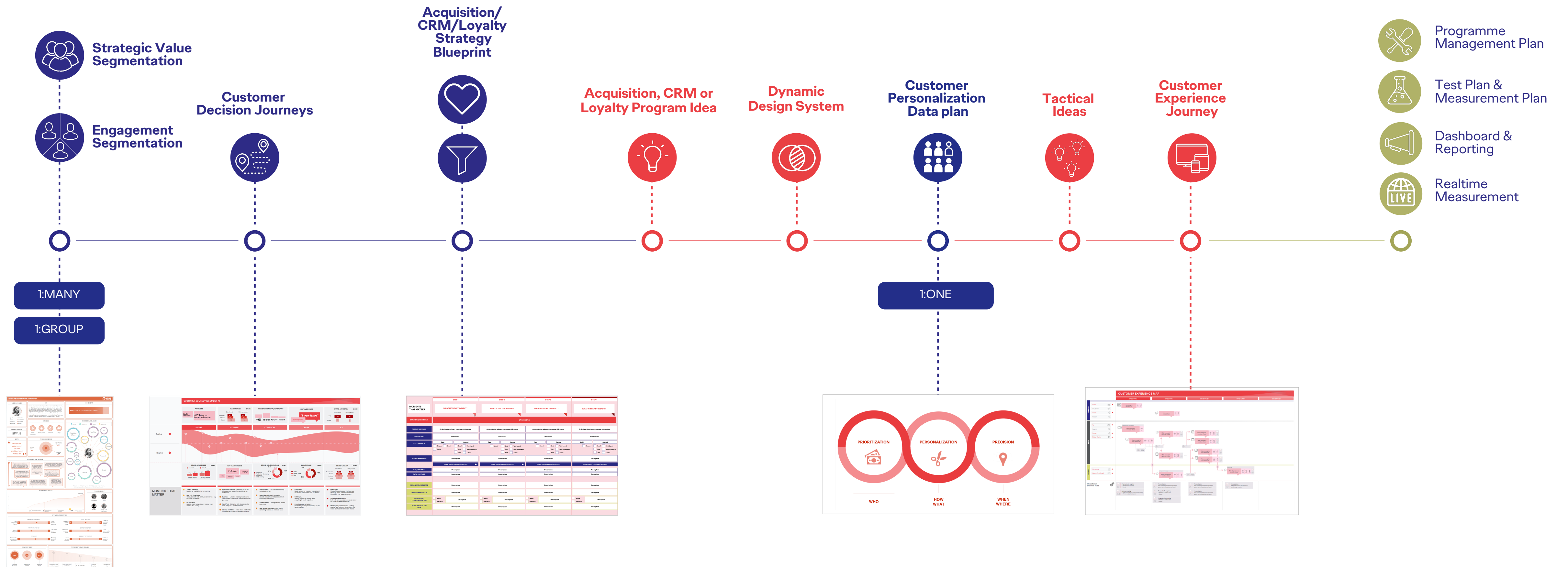


Growing in incidence while building relevance through CX

THINK

CREATE

REALISE



Personas who are adept to delivery services

Personas

PROMOLOVERS



Pedro, 25 anos

PRÁTICOS



Elaine, 45 anos

INDECISOS



Mariana, 29 anos

LATE ADOPTERS



Claudio, 42 anos

14

Personas

Mosaic - perfil de representatividade populacional

PROMOLOVERS



Pedro, 25 anos

- E17 Ascendentes do bairro
- D14 Juventude de baixa renda do interior urbano
- H28 Jovens da informalidade

PRÁTICOS



Elaine, 45 anos

- A02 Elite Urbana Qualificada
- E15 Esticando a Renda

INDECISOS



Mariana, 29 anos

- C06 Construindo uma carreira
- C08 Jovens protagonistas da classe média
- D13 Independência na casa dos pais

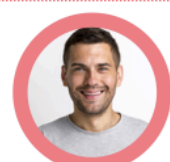
LATE ADOPTERS



Claudio, 42 anos

- B05 Assalariados de grandes cidades
- H25 Carteira assinada nas regiões metropolitanas

15



PROMOLOVERS
Pedro, 25 anos

O que o define

"Sou fascinado por descontos e promoções busco sempre quem oferece a melhor oferta para realizar meu pedido em aplicativos de Delivery"

Representação populacional Mosaic

E17 D14 H28



GOALS

- Busca a melhor opção de combos com o preço baixo;
- Antes de comprar gasta seu tempo procurando a melhor oferta, caso não ache perde o interesse;
- É super conectado;
- Costuma aguardar datas como a Black Friday para realizar suas compras.

DEMOGRÁFICO



MOBILE INTENSITY

O Mobile intensity determina se o consumidor está maduro para ser impactado por celular

SOCIAL LISTENING

Uber Eats mandando cupom de desconto. Querido eu não tenho maturidade pra isso

Se tem felicidade maior q desconto de 20 reais no almoço eu não conheço

Eu e rannon fazemos um ano de namoro amanhã. Mas pra comemorar uma promo do food que se vai até hoje e pela live de marília Mendonça, adelantamos para hoje

Eu amo as quartas do 2 por 1 deles no Uber Eats :V

INSIGHTS

COMPORTAMENTAL

Eles são verdadeiros caçadores de descontos. Fazer com que eles se deparem nas suas jornadas com cupons ou qualquer tipo de vantagem, pode engajá-los. Principalmente se esse cupom parecer uma vantagem que ele descobriu sozinho.

DOR	REALIZAÇÃO
Necessidade de poupar seu dinheiro	Sentir satisfeito com o retorno do investimento

MENSAGENS VERBAIS

- economize;
- ganhe;
- super desconto;
- vantagem, para você;
- só hoje;
- curta duração;
- mais por menos.

MENSAGENS VISUAIS

- Linguagem mais de splash de ofertas
- Sensação que o combo é maior para ampliar a sensação de vantagem
- Foco total no combo.

16



PROMOLOVERS
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Representação populacional Mosaic

E17 D14 H28

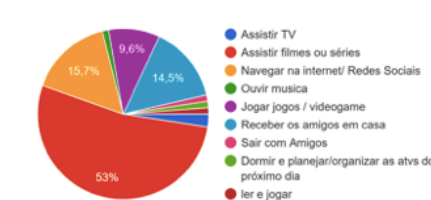


O DELIVERY EM SUA VIDA

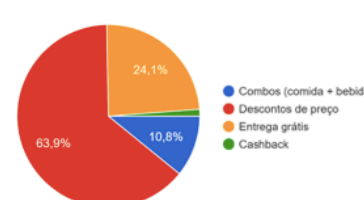
SOBRE DECIDIR SOBRE UM APP DE DELIVERY



SOBRE HORAS VAGAS



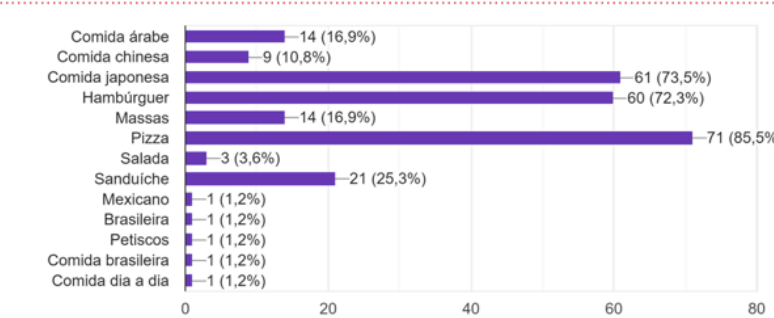
PROMOÇÕES PREFERIDAS



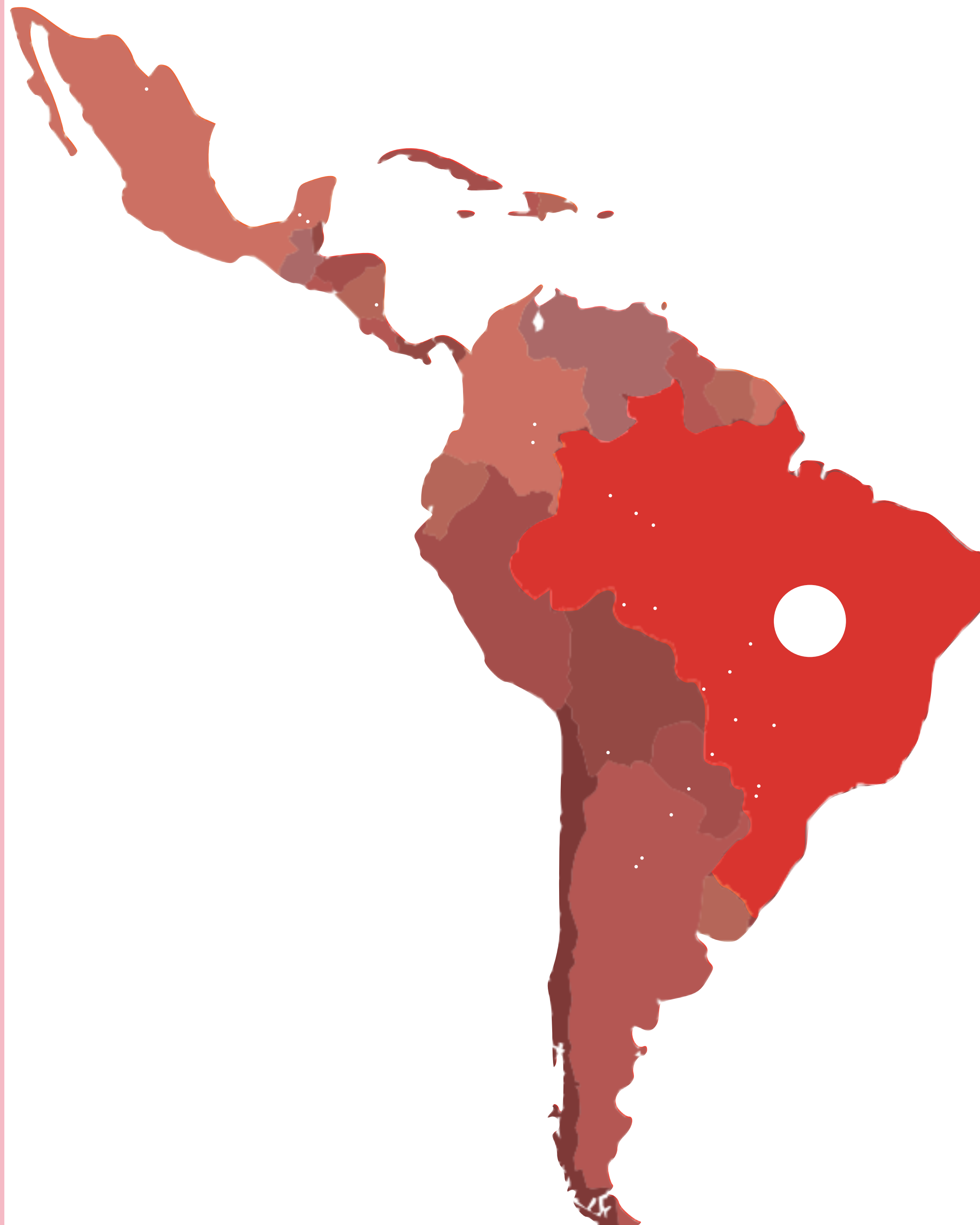
SOBRE MELHOR MOMENTO DO DELIVERY

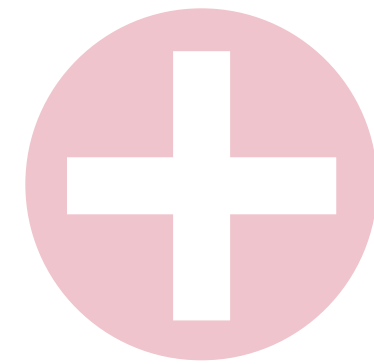


SOBRE QUAL TIPO DE COMIDA PEDE-SE MAIS

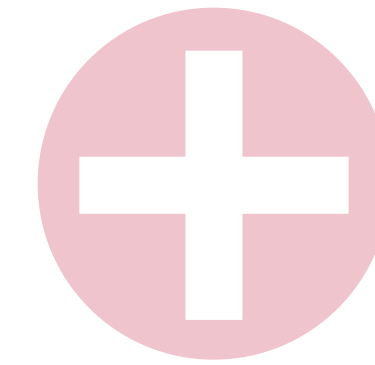


*Regional
Expansion*





AGGREGATORS



KA'S



*key
learnings*

▶ *Marketplaces are highly competitive environment with a great opportunity to grow in scale but your brand must do the right thing in order to stand out*

▶ *In LATAM there is room to negotiate and join marketplaces strategically. Choose the right partner to support you on that.*

▶ *You must concentrate your efforts and join marketplaces that matter - your brand does not need to be in all marketplaces.*

▶ *In case of delivery platforms, build long-term partnerships where there are 3-way value exchange: brand, key-account & platform*

▶ *And grow your business increasing opportunities to deliver brand experience that delights consumers*

How to win -
Expanding presence
The importance of localisation

What is happening in MENA?

eCommerce in MENA is witnessing a major transformation in consumer behavior on account of the pandemic.

More than 90 percent of consumers in the UAE and Saudi Arabia have shifted their purchases online.

Retail outlets are under pressure to expand their online presence — and eCommerce players need to step up their game.

eCommerce market is worth

\$8.3bn

As of now, online makes up

2.5% of total retail sales in MENA

Market expected to reach

\$9bn by 2022

With a CAGR of almost

30%

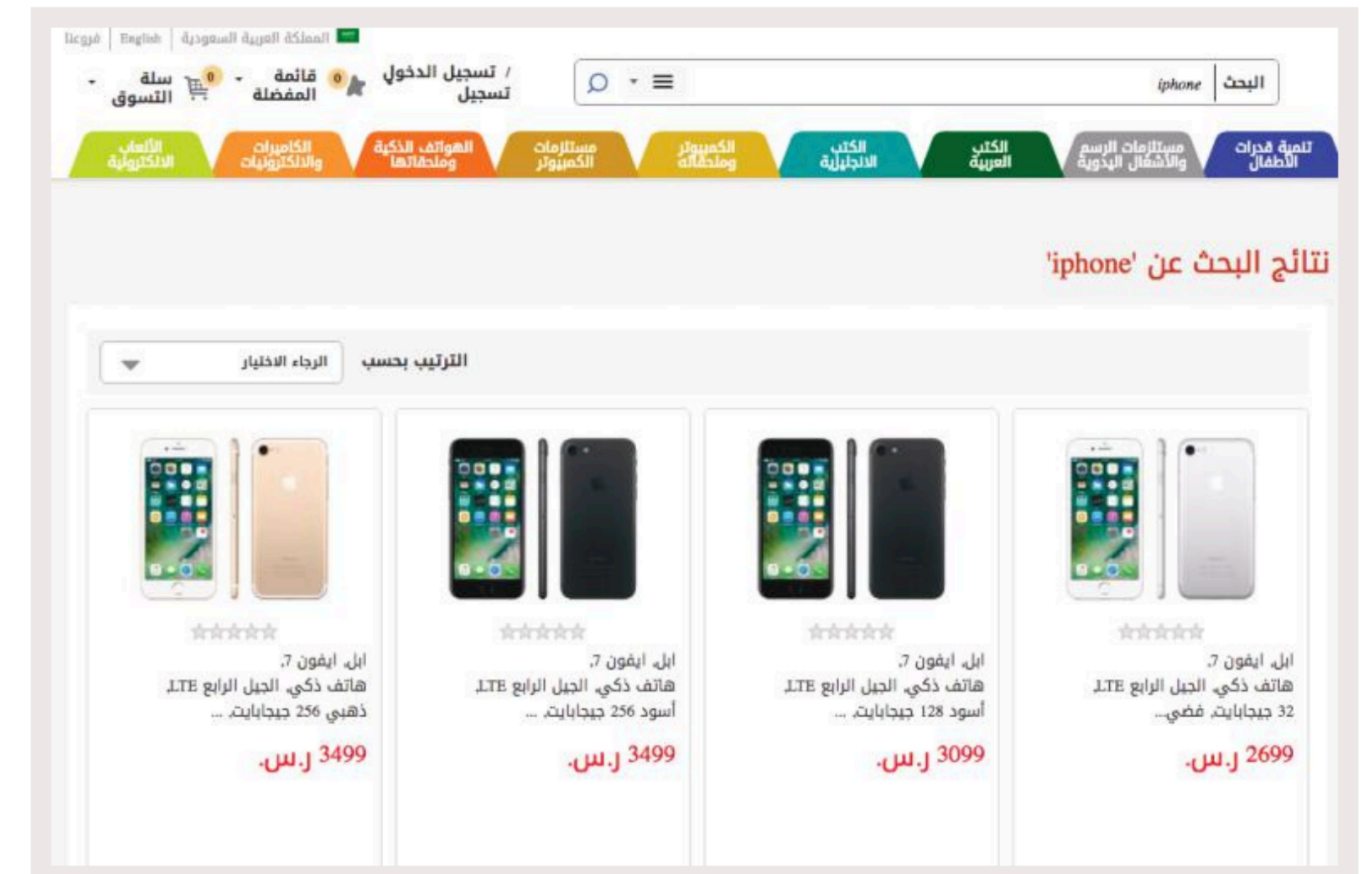
What do we mean by Localization?

- Arabic is the fourth most commonly used language on the Internet
- 237 million Arabic speaking internet users
- There are over 30 Arabic dialects/variants and spoken & written vary too, & there is no single Arabic culture
- 60% of Arabic speakers prefer browsing content in Arabic (this number jumps to 97% when you look at Saudi Arabia and Egypt alone)
- When delivering an experience specifically for Arab users, you need to apply UX and usability considerations that are specific to users in the region

Localization is the process of adapting an existing solution to local language and culture in the target market. It involves much more than the simple translation of text.



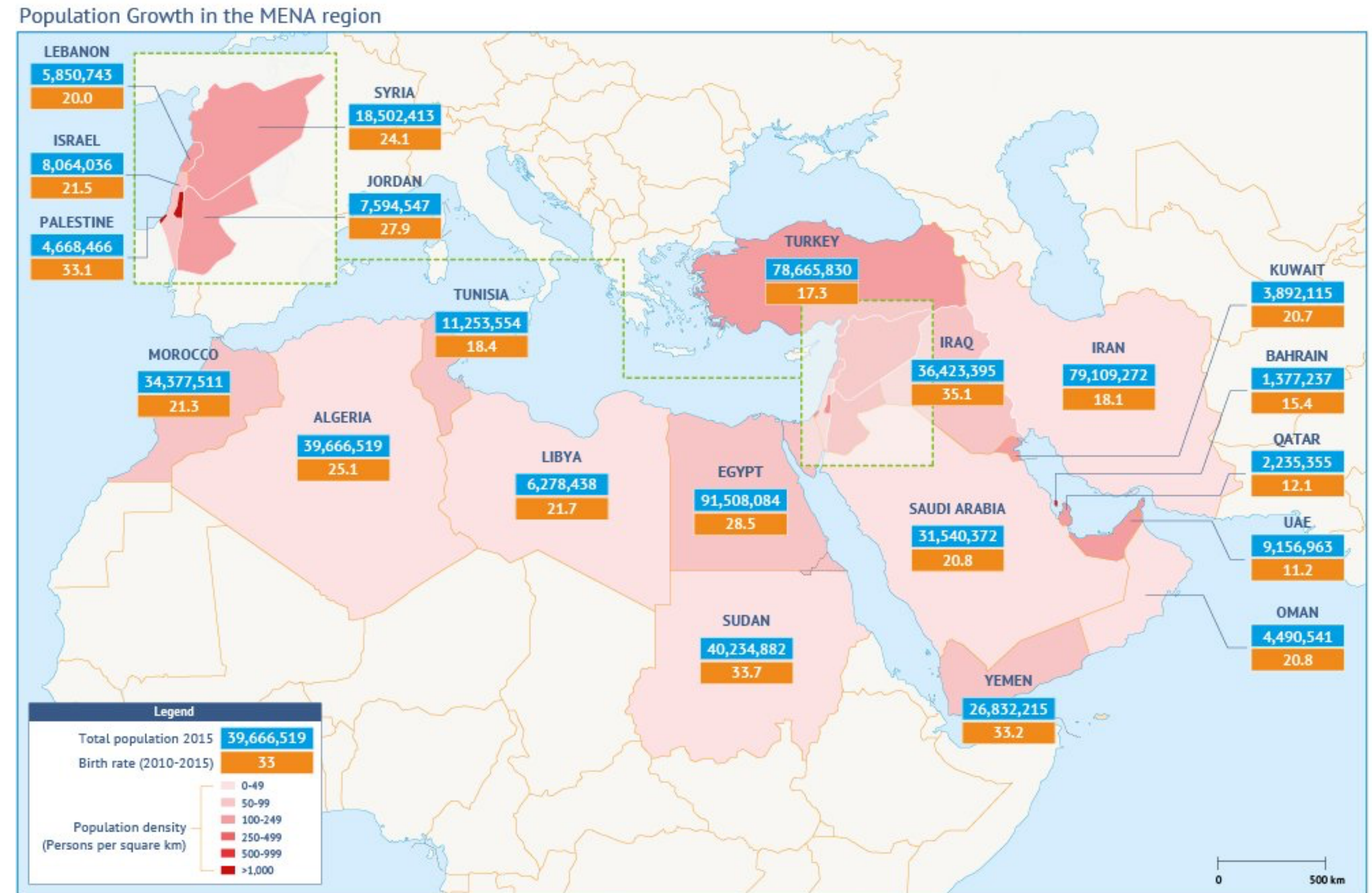
The objective is to seem "natural" to its viewers despite any differences between the creators and the audience.



MENA – A 0.5 Billion Market

The first strategic mistake companies fall into while entering the MENA market is treating the 500 million Arabic-speaking population in the same way.

Having a strong awareness of the unique cultural characteristics of Arab nations is a vital first step for eCommerce businesses targeting expansion in the MENA region.



Source: The United Nations 2015 Revision of World Population Prospects.

Beyond Translation

User-Centricity

Just like designing for a Western Audience, **keeping the user at the center of what we deliver is key to ensuring we get the experience right.** Consulting with end users at different parts of the project is key and delivers better results as opposed to designers assuming they know what users want and how they behave.

Being Mindful

Whereas the Internet and many digital solutions originated in the Western world and users became accustomed to how they can engage with them, that does not mean that these 'standards' apply fully to an Arabic audience and hence **being mindful of the mental models for Arabic users** is very important and helps deliver a more accurate experience.

Understanding the Culture

The culture of one country or region has an impact on how a website is designed and the type of content it communicates. **The culture from one Arab country to another (and in some cases within the same country) can vary massively.**

Language

Language is key to your website success. **More often direct translations don't work** or don't lend themselves to the channel the content is being used on. For example the translation of a 'shopping cart' may differ for a supermarket than for an online retailer. In addition, the spoken **Arabic language varies from one country to another (and within a single countries' regions in some cases).** Which is the right version of Arabic to use for the market(s) you are targeting? Or should classical Arabic be used? Whereas, it is commonly understood by all Arabic speakers it is often considered a formal way of communication and may not lend itself to your brand identity and character.

Right-to-left Layout

It's not about flipping every template and every image. **Certain elements may not require this based on how users interact with them.** For example logos, icons, buttons, may need consideration before jumping into flipping them.

Imagery

Images need to be culturally appropriate and fit for purposes. For example, **not all imagery would work in Saudi.** Using Arab looking models may create a better connection with customers, etc. And going back to culture, **Arabs don't all look the same.**

Font & Text Size

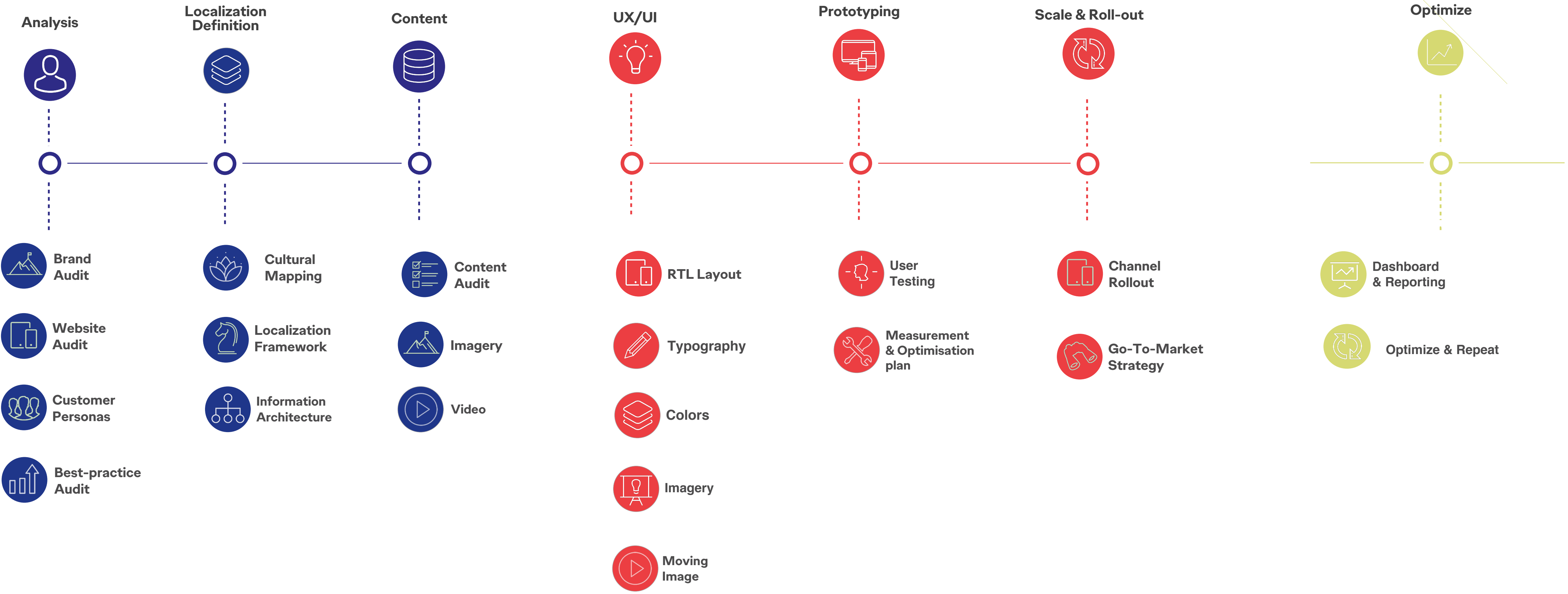
Along with the issues with translation and localization, there's also a visual element to consider when it comes to using Arabic for your interfaces in the form of Arabic typography. **Arabic characters tend to be shorter and wider than Latin characters.** This means that they take up more space horizontally.

Established Process with Multiple Outputs

THINK

CREATE

REALIZE



Not Always Done Right

amazon.ae

متجر الأثاث | خصم حتى 40%



أثاث غرفة المعيشة



مفروشات المكتب



متجر الأثاث



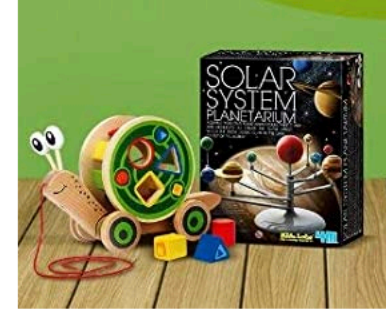
أثاث غرف النوم

استكشف جميع العروض

خصم إضافي 40% | الألعاب



روبوتات



ألعاب تعليمية



ألعاب الركوب



ألعاب الطاولة

استكشف جميع العروض

اشترِ احتياجاتك اليومية بأسعار الجملة



تشكيلة منتجات أقل من 30 درهم



تشكيلة منتجات أقل من 50 درهم



تشكيلة منتجات أقل من 70 درهم



تشكيلة منتجات أقل من 90 درهم

استكشف عروض السوبرماركت

خصم حتى 30% | المطبخ



زجاجات الماء



أواني تخزين الطعام



صناديق الطعام



الحاملات والموزعات

شاهد جميع العروض



FASHION
LOOK YOUR BEST
Shop clothes, shoes & accessories
Explore now >

مدعوم

الأفضل مبيعاً من منتجات الجمال شاهد أكثر



Not Always Done Right

Amazon.com screenshot showing various promotional banners and product categories. The main banner features a camera and headphones with a 50% discount. Below it are smaller banners for electronics, laptops, and tablets. A search bar at the top right shows a search for 'أنت بتدور على أيه؟' (Are you looking for anything?).

Key elements highlighted with red boxes:

- أشترى دلوقتي (Buy now)
- خصومات لحد %50 عروض الالكترونيات (Up to 50% off on electronics)
- أحذية خصم حتى 50% (Shoes up to 50% off)
- تسوق الآن (Shop now)

Product categories and their respective discounts:

- الالكترونيات (Electronics)
- أجهزة اللابتوب (Laptops)
- زيونات (Tablets)
- ألعاب (Toys) - خصم حتى 30%
- شبكات (Networks) - خصم حتى 43%
- عطور (Perfumes) - خصم حتى 50%
- مستلزمات الطفل (Baby products) - خصم حتى 40%
- amazonbasics - خصم حتى 35%
- تليفزيونات (Televisions) - خصم حتى 23%
- العناية الشخصية (Personal care) - خصم حتى 40%
- مكياج (Cosmetics) - خصم حتى 40%

Not Always Done Right

Shopping cart icon | Search bar | شيبب نسائي | AliExpress™

العلامات التجارية المميزة

تخفيضات حتى 90%

باتي قريبا

يبدأ التخفيض في: 1 أيام

تخفيضات حتى 68%

تسوق الآن مع الخصومات

ينتهي التخفيض في: 1 أيام

Store You'll Love

JaneKelly Factory Store

الأناقة

Beidao Glasses Store

ملابس كاجوال ذكية

الفئات المميزة

أجهزة البروجيكتور المنزلي

تكنولوجيا

الألعاب

هدايا المجوهرات

سكوير فون الابتكار

مبدعون ومصممون

تصاميم المرح بجميع الأشكال

Shopping cart icon | Search bar | شيبب نسائي | AliExpress™

عرض المزيد

- Great Value**
We offer competitive prices on our 100 million plus .product range
- Worldwide Delivery**
With sites in 5 languages, we ship to over 200 countries & .regions
- Safe Payment**
Pay with the world's most popular and secure payment .methods
- Shop with Confidence**
Our Buyer Protection covers your purchase from click to .delivery
- Help Center 24/7**
Round-the-clock assistance for a smooth shopping .experience
- Shop On-The-Go**
Download the app and get the world of AliExpress at .your fingertips

تابعنا على

تسوق معنا
عمليات الدفع
خيارات التسليم
حماية المشتري

خدمة العملاء
خدمة العملاء
اتفاقية الخدمات المصرفية
شاركنا في استبيان الآراء

تعاون معنا
الشركاء
برنامج الولاء

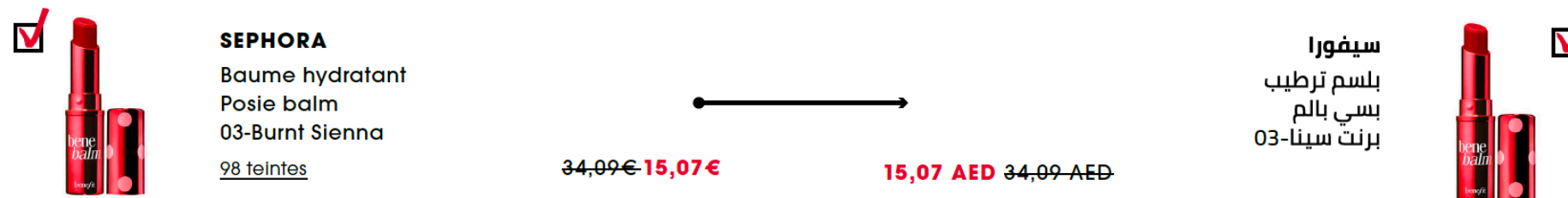
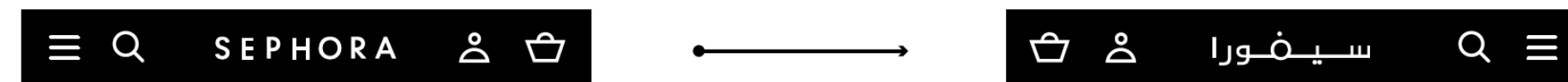
Help
Customer Service, Disputes & Reports, Buyer Protection

AliExpress Multi-Language Sites
Русский, Portuguese, Spanish, French, German, Italian, Dutch, Turkish, Japanese, Korean, Thai, Vietnamese, Arabic, Hebrew, Polish

Browse by Category
All Popular, Product, Promotion, Low Price, Great Value, Reviews, China Brands, Blog, Seller Portal, BLACK FRIDAY

Alibaba Group
Alibaba Group Website, AliExpress, Alimama, Alipay, Fliggy, Alibaba Cloud, Alibaba International, AliTelecom, DingTalk, Juhuasuan, Taobao Marketplace, Tmall, Xiami, AliOS, 1688

Examples



Mirroring Icons

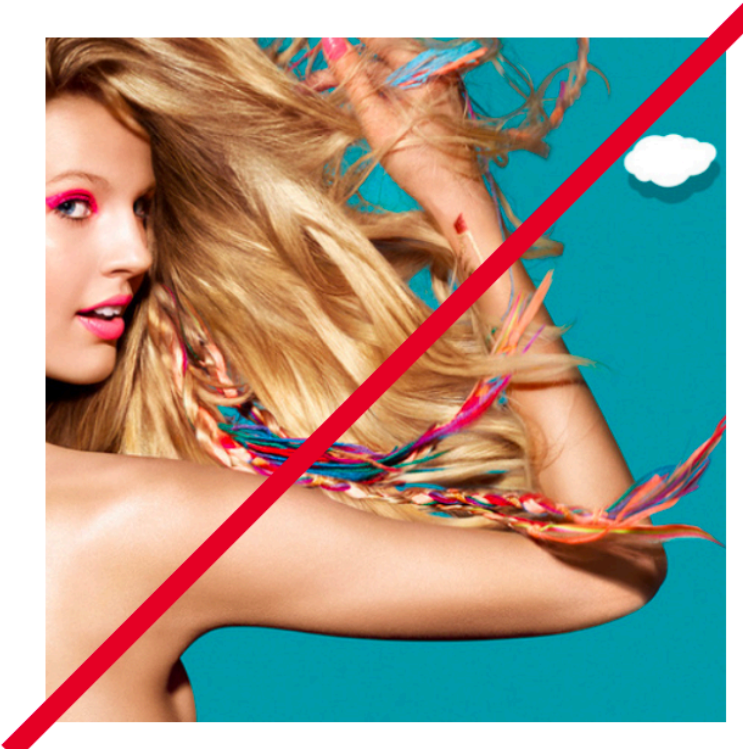
Mirroring icons in an Arabic interface should be done with proper caution. Sometimes mirroring or flipping isn't necessary and sometimes it is. Basic guidelines are as follows:

Symmetrical icons, as well as icons without an explicitly specified direction (such as camera, download, user profile, etc.), don't need to be flipped.

Icons with an explicit direction should be mirrored. For example, the back button should point to the right in the RTL version.

Icons that depict movement or text direction should be mirrored (such as text alignment icons, progress charts, etc.)

Icons featuring English characters don't need to be mirrored, but should be localized.



Nudity or exposure

Avoid using any nudity due to the country's cultural and religious restrictions.



Drinks

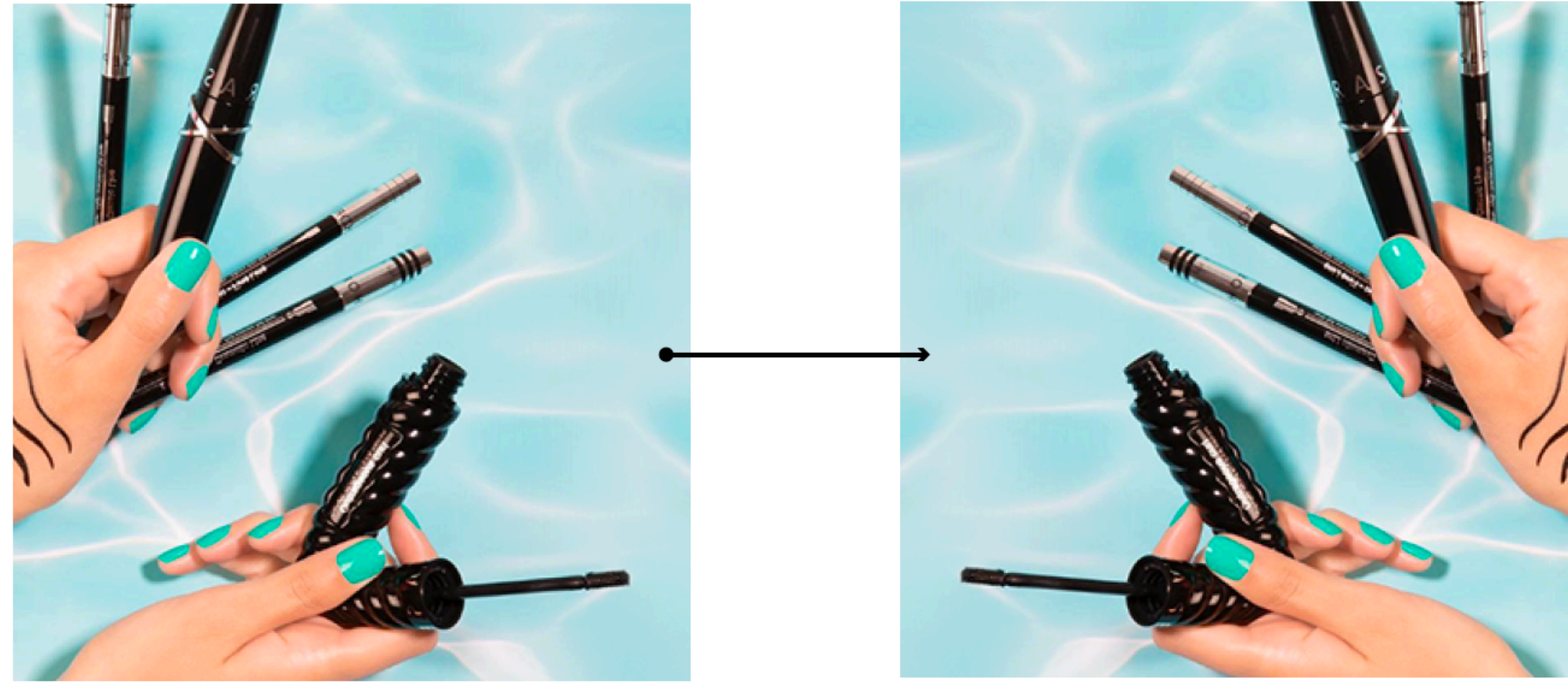
Avoid any alcoholic drinks or glasses in your pictures due to the country's cultural and religious restrictions.



Transgender and/or LGBT

Avoid referring to LGBT or Transgender models or references due to the country's cultural and religious restrictions.

Examples



Flipping images

As the text alignment and direction changes in Arabic from Left to Right, to Right to Left, images can also be flipped to accommodate with the design.

Best practices recommend selecting individual images for each version of a website instead.



Flipping images with text

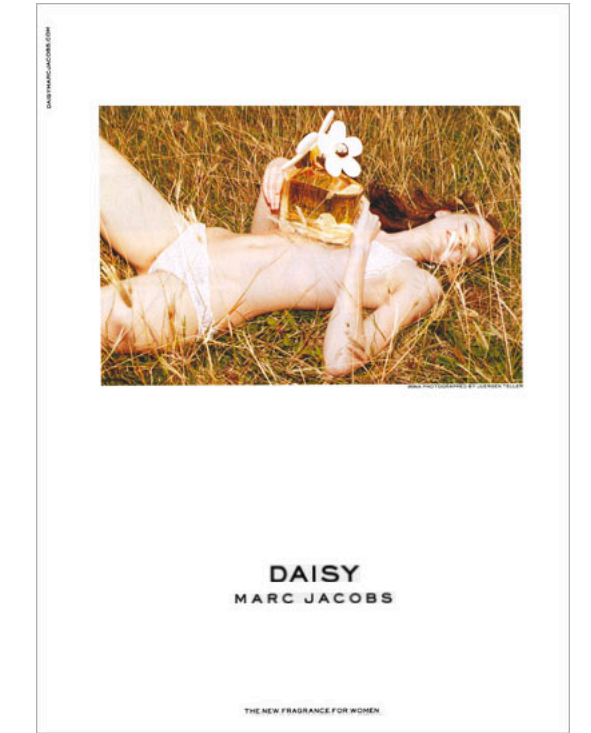
Avoid flipping any image with text included in it as flipping will cause the any text or logo or symbol to become unreadable.

Instead, adapt your image or design based on that image whenever needed.

Daisy by Marc Jacobs



KSA Campaign



International Campaign

طلب الشراء المُقدَّم على التطبيق N° 23514
مُقدَّم في 23 فبراير 2017
✓ تسليم طلب الشراء
في 10 ايار 2017 في نقطة المتابع

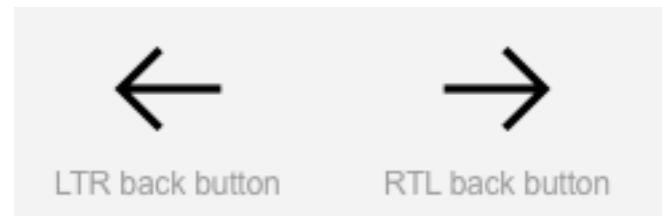
15,07 AED

Digits (like phone numbers with international dialing codes).
These are still displayed on RTL websites as they would be on LTR websites.

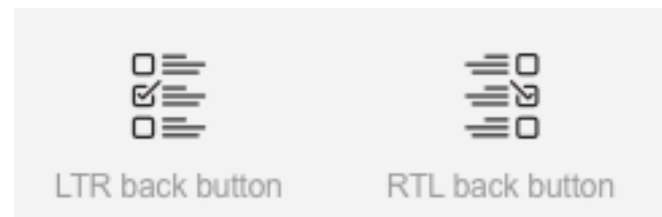
User Interface Elements



Symmetrical icons, as well as icons without an explicitly specified direction (such as camera, download, user profile, etc.), don't need to be flipped.



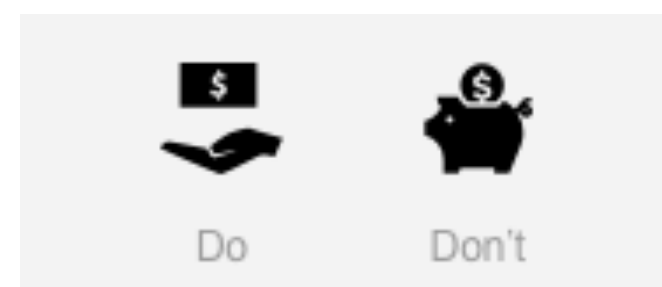
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Icons that depict movement or text direction should be mirrored (such as text alignment icons, progress charts, etc.)



Icons featuring English characters don't need to be mirrored, but should be localized.



The semantics of icons should be considered, with special focus placed on cultural peculiarities or alternate meanings of symbols being used. Potentially problematic icons, such as a piggy bank icon to symbolize thriftiness or a champagne glass to indicate a restaurant, may be appropriate in LTR sites, but might be inappropriate in RTL ones. It's important to double-check if the icons used are easily understood in each culture they are being displayed in and, sometimes, this can only be done with the help of a native speaker.

Proof Points

Top apparel retailers in the UK see

70%

of traffic from outside the UK

UK online retailers see about

\$28bn

of sales from outside the UK

Karen Millen increased
conversion by

25%

by changing the word 'autumn'
to 'fall'

On average, brands witness a

20%

increase in conversion when
campaigns and landing pages
are localized

And

70%

increase in conversion when
when a website is fully localized

*key
learnings*

▶ *Localisation doesn't just mean translations. Consider the entire interface*

▶ *Think locally and be mindful of the mental models for Arabic users*

▶ *One language doesn't fit all. Arabic differs from country to country.*

▶ *The big players are not necessarily the benchmarks*

How to win -
Ways of Working & Performance (U.S. & EMEA)
Creating the right operating model to launch a brand on Amazon

What is happening in the U.S. and Europe?

Driven by changing consumer behaviour, and hastened by the outbreak of Covid-19, the eCommerce landscape in is transforming at speed

By 2023, online sales will reach **\$6.5t** in U.S. & **\$5.9t** Europe

By 2023 online will make up **\$16.2%** & **\$13.8%** in U.S. & Europe respectively

Online sales accounted for **57%** of all gains in the retail market in 2019

Marketplaces accounted for **\$3.7t** of sales in the U.S and **\$363b** in Europe

The European landscape is diverse and complex

Although Amazon is the dominant player with €32b in sales, there are several local prominent platforms across the continent due to the varying levels of digital maturity between countries, inconsistent logistical infrastructure, different languages and currencies.



The U.S. landscape is dominated by few players

Although there are several marketplaces in the U.S., 3 retailers account for the lion share of sales.

Amazon accounts for 38.7% of sales, which dwarfs its competitors Walmart 5.3%. eBay 4.7% and Target 1.2%.



Despite a varied marketplace landscape, to perform and maximise sales and grow your brand, the principles are the same



Be Available

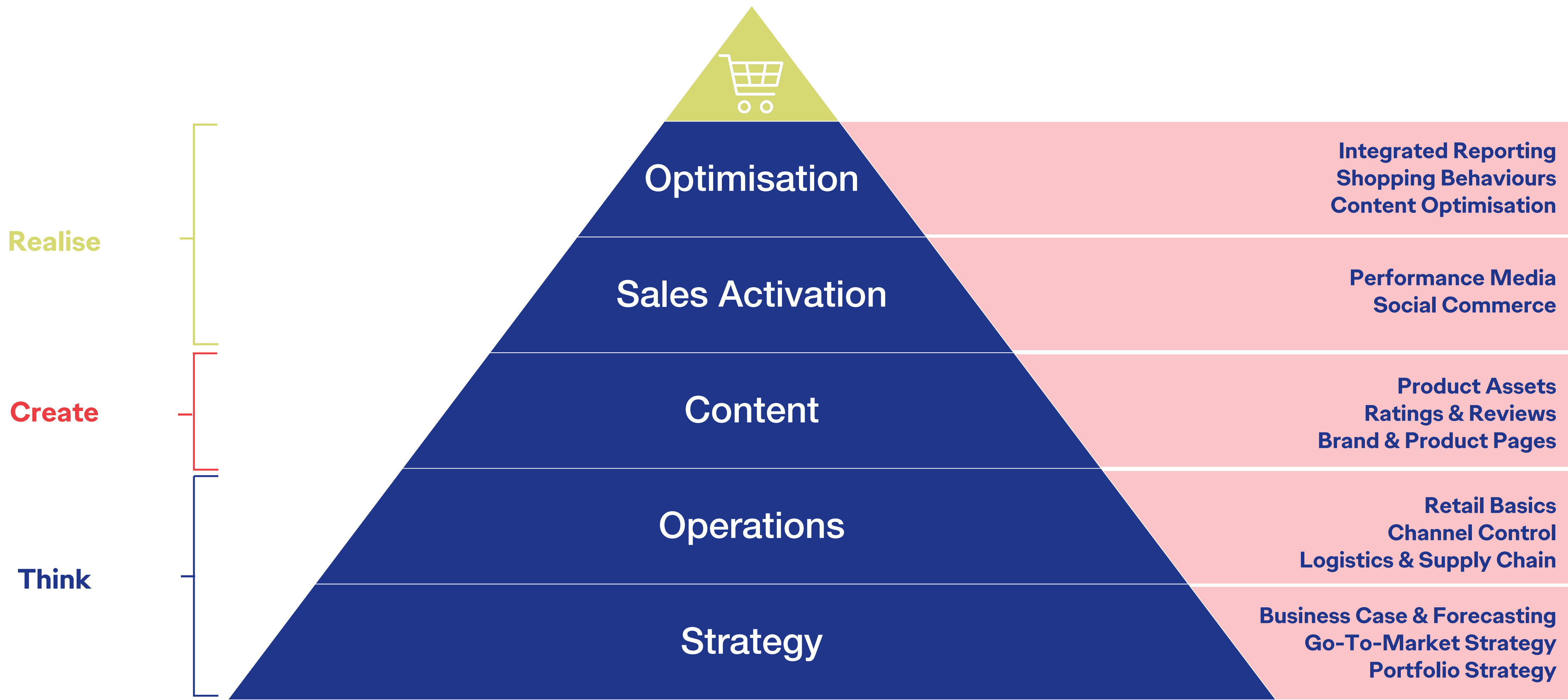


**Be
Discoverable**



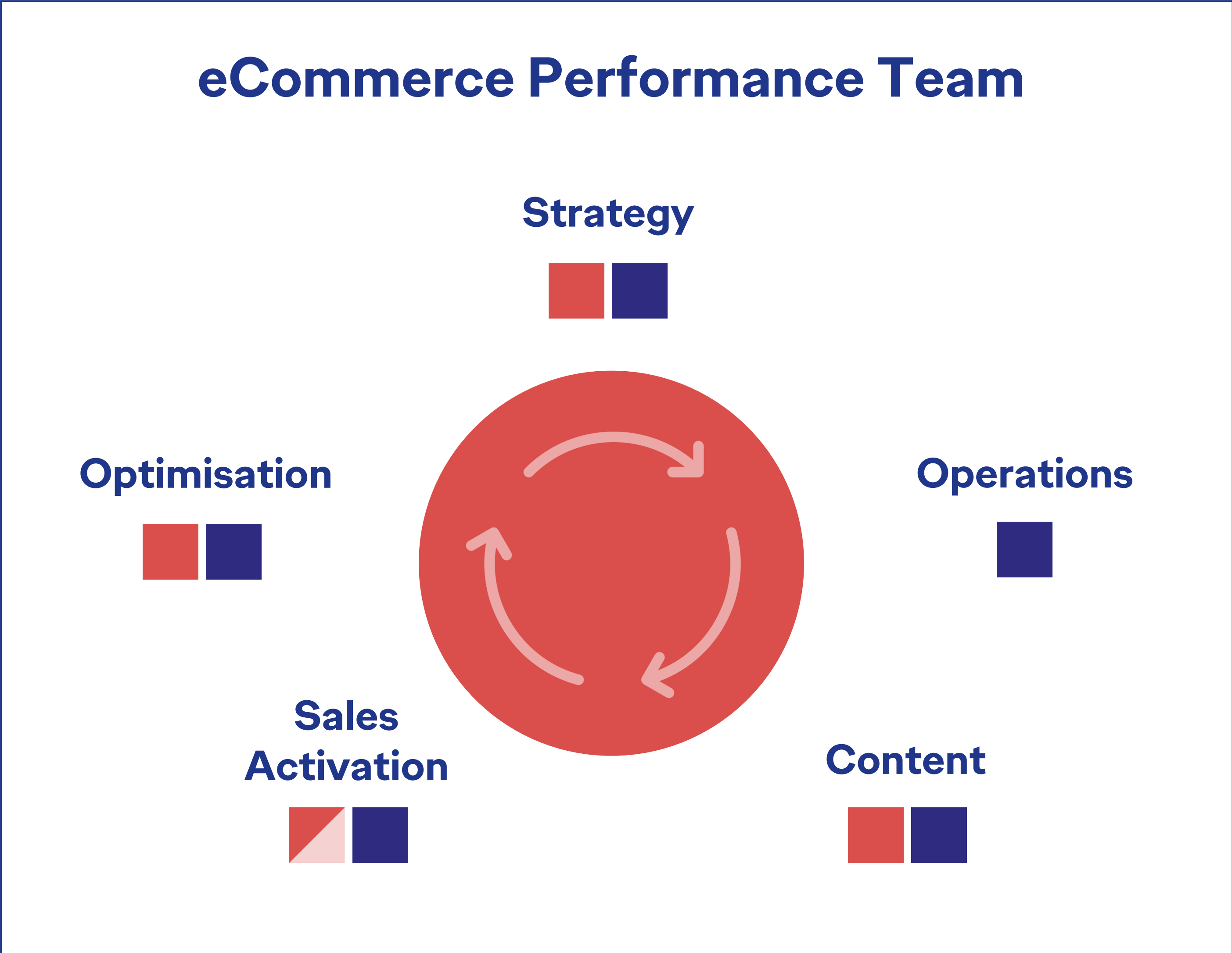
**Be Customer
Focused**

To this end, we developed a cross-platform customer-centric marketplace framework to maximise success



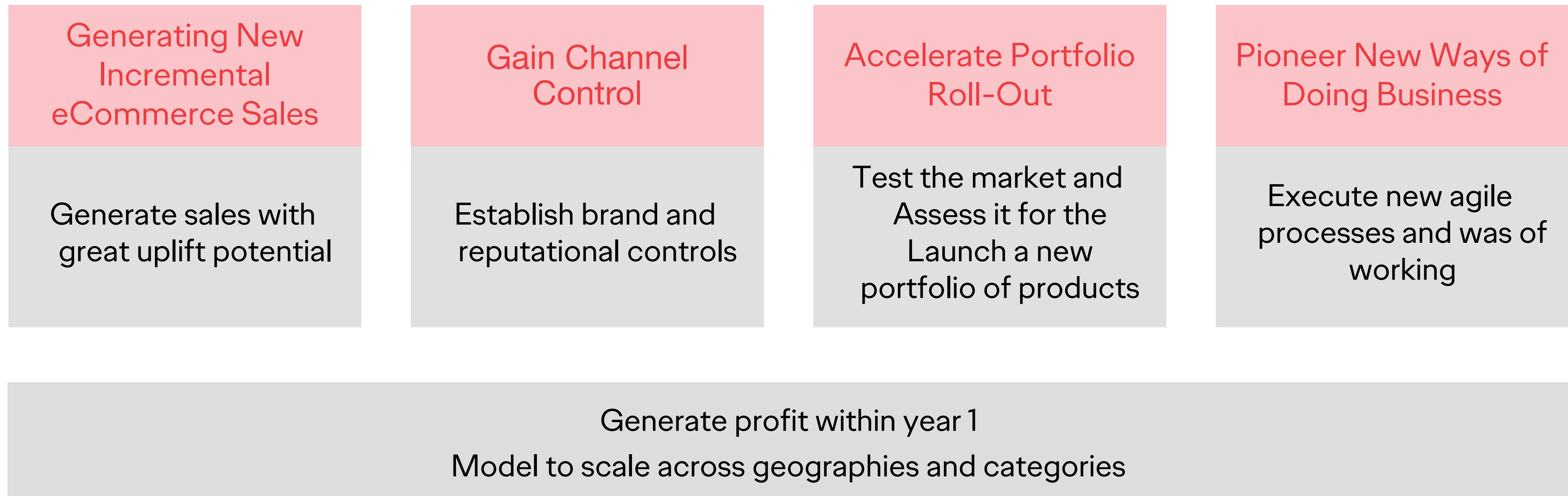
*WPP ACE Marketplace Framework

And an agile growth focused operating model that leverages resources across the Ogilvy and WPP network to bring it to life



How we helped a FMCG brand launch on Amazon in the U.K

The project had 5 clear objectives



Which we mapped against our marketplace framework and defined the key deliverables

THINK

CREATE

REALISE

Business Case & Forecasting

Go-To-Market & Communication Strategy

Product Portfolio Strategy

Logistics, Supply Chain



Operating Model



Channel Control



Product Assets & Brand Pages



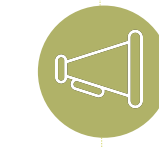
Shopping Behaviour & Content Optimisation



Test Plan & Measurement Plan



Dashboard & Reporting

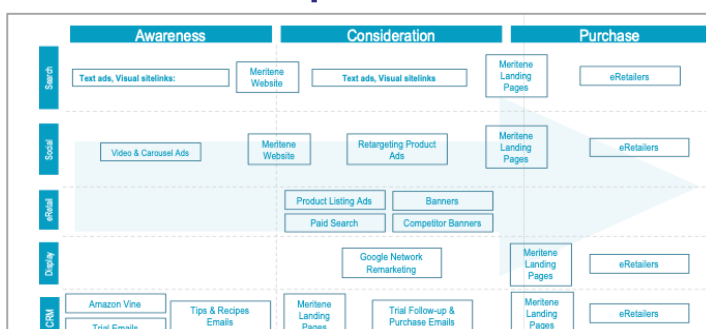


Realtime Measurement



Sales Forecast Phase 1 (March - May 2019)				
	Budget	Units Sold	Revenue	
retailers				
Boots	£ 7,000	4,622	£ 46,220	
Amazon	£ 4,000	992	£ 9,920	
CD	£ 1,250	127	£ 1,270	
Ocado	£ 2,000	120	£ 1,200	
Totals	£ 14,250	5861	£ 58,810	
Media				
FB	£ 25,525	225	£ 2,250	
Search	£ 14,585	245	£ 2,450	
Totals	£ 40,110	765	£ 7,690	
Total Investment	£ 54,360		Total Sales	£ 66,260

MEDIA PLAN: PHASE 1 (THREE MONTHS ACTIVITY)							
Tactic	Impressions	Clicks	Cost	CTR	CPC	Buy Now	Conversion
Brand Main	8,275	1,122	£ 606	12.1%	£ 0.54	0.54	
Brand Products	3,707	409	£ 266	11.0%	£ 0.85	0.85	
Brand Nutrition	2,694	411	£ 226	14.2%	£ 0.55	0.55	
Generic Aging	89,430	1,002	£ 2,474	1.1%	£ 2.47	2.47	
Generic Nutrition	53,455	417	£ 738	0.8%	£ 1.77	1.77	
Generic Ingredients	129,736	1,700	£ 3,688	1.3%	£ 2.17	2.17	
Total	288,496	5,960	£ 7,998	1.79%	£ 1.58		



Consumer Selling Price (per unit)				
Price	GBP	Month 3	Month 4	Month 5
Product 1	GBP	8.00	8.00	8.00
Product 2	GBP	7.98	7.98	7.98
Product 3	GBP	12.00	12.00	12.00
Product 4	GBP	7.00	7.00	7.00
Product 5	GBP	13.50	13.50	13.50
Target Margin	%			
Meritene Just Protein	%	32%	32%	32%
Meritene Mobilis	%	50%	50%	50%
Meritene Active	%	71%	71%	71%
Meritene Strenght & Vitality	%	76%	76%	76%
Meritene VitaSpray	%	79%	79%	79%

Summary of Healthy Aging Products on Amazon.co.uk for Meritene

Objective: In February 2018, Nestle UK and Ogilvy asked me to examine the performance of the Healthy Aging offerings on Amazon.co.uk. My research looked at the relative performance of brands in terms of:

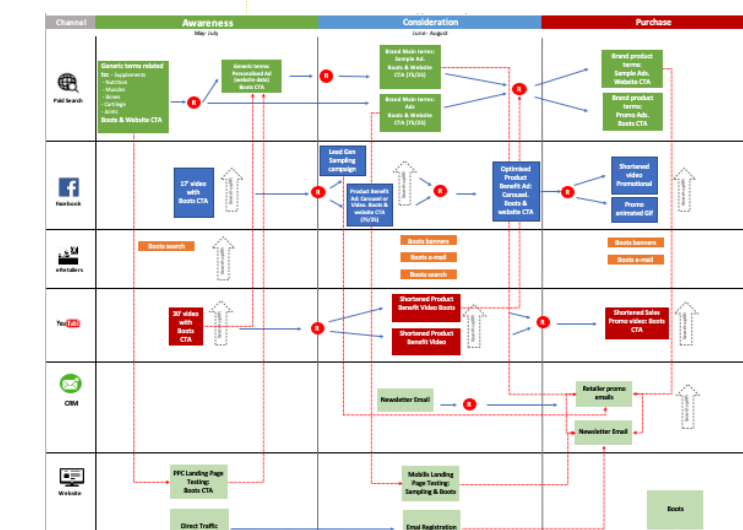
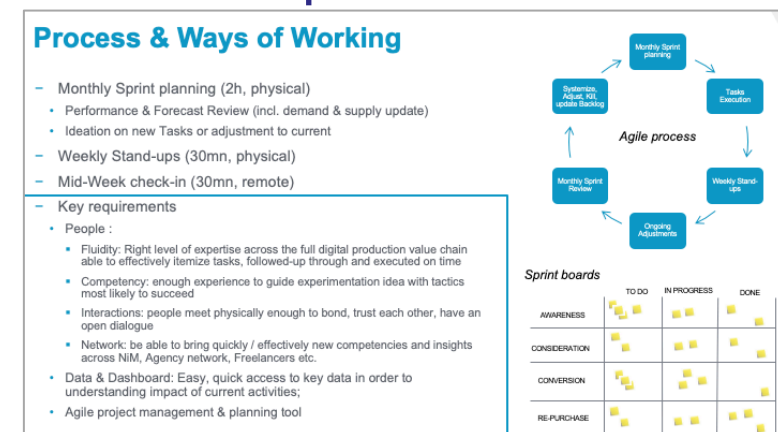
- Sales volume
- Average number of sellers per listing
- Amazon Retailer's role in selling each brand
- Average feedback score per brand
- Catalog quality
- Channel control
- Advertising

1. Client Story:

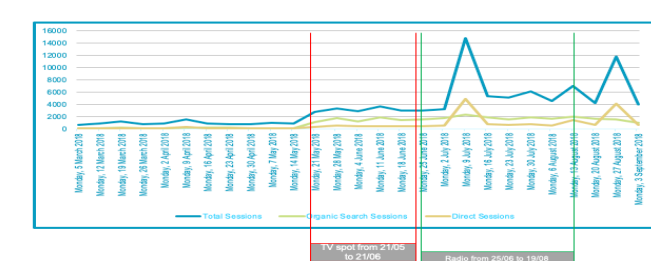
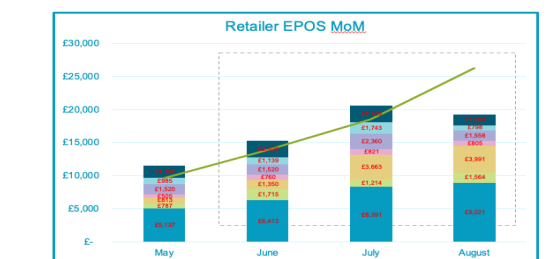
a. **Sales Revenue:** I compiled the past 30 days of sales for "healthy aging" items in the "Vitamins, Minerals & Supplements" subcategory of Amazon. There were fewer than 3 dozen items listed, and they had a combined revenue under £14,000. So, I expanded to look at all items in the "Vitamins, Minerals & Supplements" category to get a better sense of what similar items Amazon customers are using. I pulled the top 400+ products, and found a total of about 200 brands. The top 4 brands accounted for more than 20% of all sales in this category:

- Nu U Nutrition
- Solgar
- Optimum Nutrition
- Natures Aid

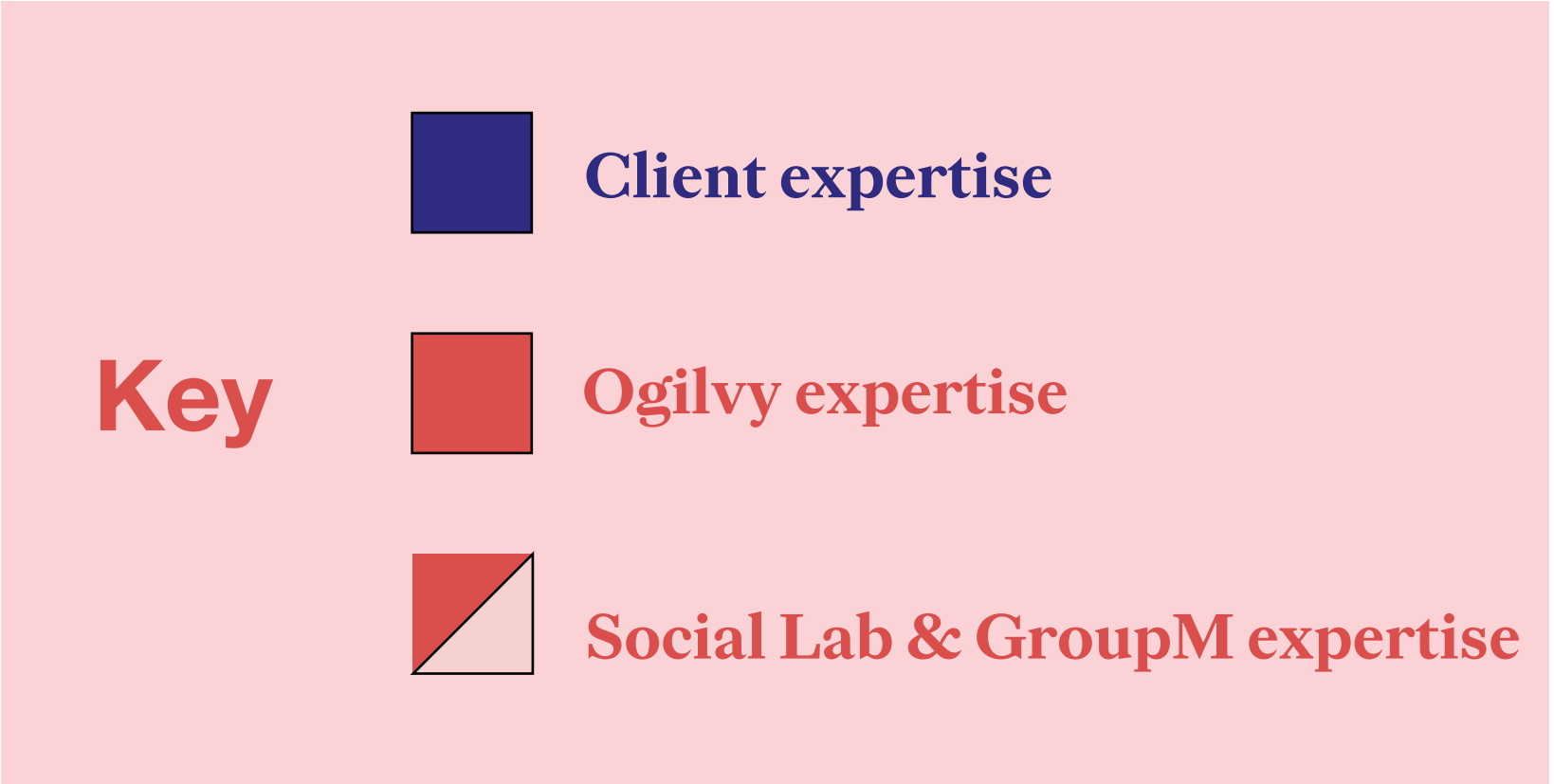
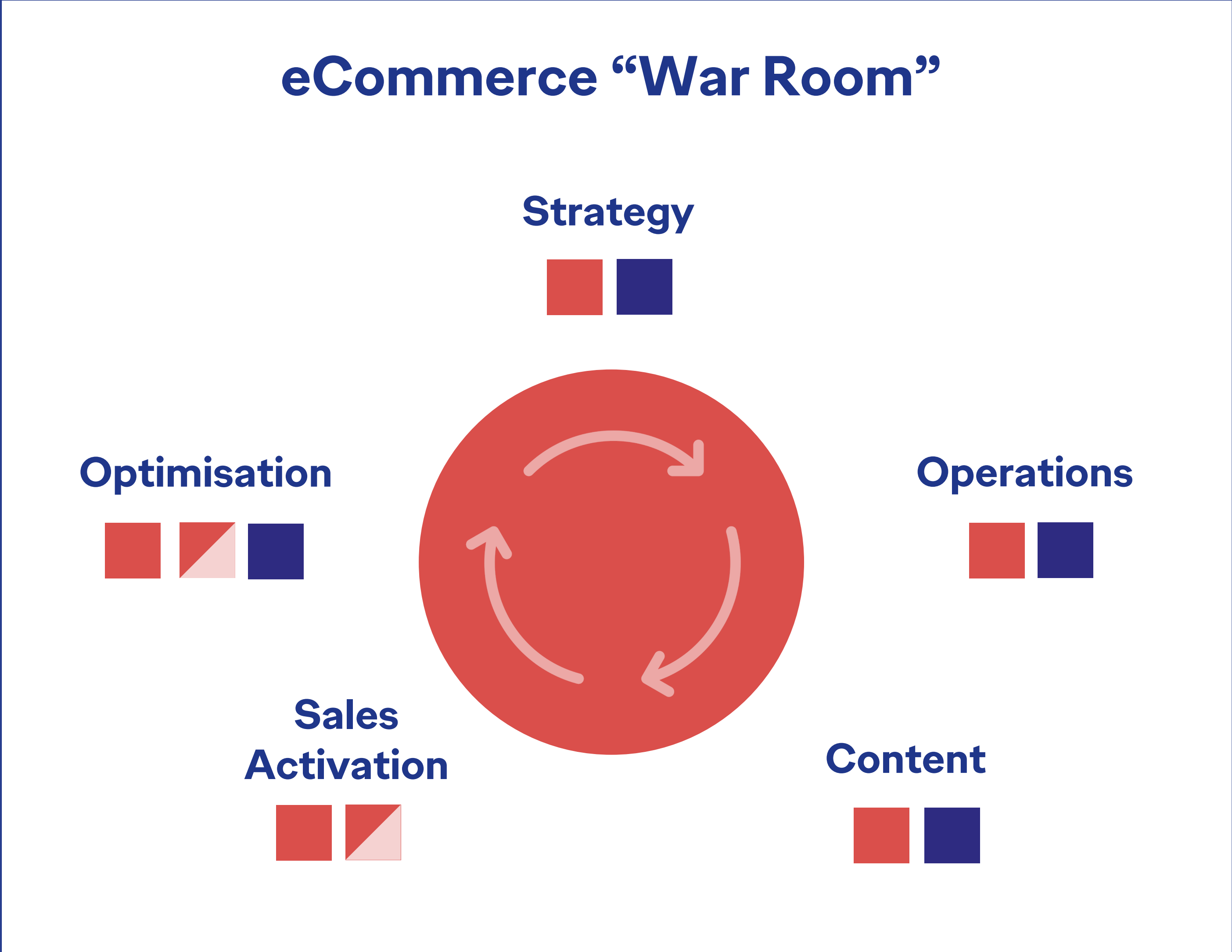
Next, I looked at the "Vitamins, Minerals & Supplements" performance of these 4 brands on Amazon.co.uk (all listings, not just the top 400+ products in this subcategory) - this analysis gives a much better sense of relative competitive alignment.



Channel	Brand	Test Name	Start	End	Frequency
Amazon	Meritene	Test 1: Search	2019-03-01	2019-05-31	Weekly
Amazon	Meritene	Test 2: On-Page	2019-03-01	2019-05-31	Weekly
Amazon	Meritene	Test 3: Content	2019-03-01	2019-05-31	Weekly
Amazon	Meritene	Test 4: Seller Page	2019-03-01	2019-05-31	Weekly
Amazon	Meritene	Test 5: Product	2019-03-01	2019-05-31	Weekly
Amazon	Meritene	Test 6: Brand Page	2019-03-01	2019-05-31	Weekly



We implemented a cross-functional team to maximise performance and drive efficiencies



The results were unequivocal and confirmed that not selling on Amazon is not an option

**+135%
MoM from
launch**

**250%
ROAS**

**+1,200%
sales
increase in
6 months**

**3x higher
performance
than
eRetailers**

This pilot was subsequently launched on the Lazada platform to test its viability in the Asia market.

*key
learnings*

▶ *Understanding the Amazon environment and gaining control of the channel is critical*

▶ *Have a simple and phased Go-To-Market strategy. Start small and scale*

▶ *Sales do not just happen because you are on Amazon. Paid media is critical in and out of the platform*

▶ *Analyse customer and sales data to optimise your product offering*

▶ *Have a small, committed and empowered team to act fast*

▶ *Do not underestimate your competitors no matter how small. Amazon allows everyone to perform even on small budgets*

How Ogilvy Can Help

Brand | Experience | Media

Commerce Strategy

GOALS: Revenue Margin Market Share Brand Lift Roadmap/Geographies

Commerce Channel Distribution

D2C

Consulting CX
XD Build Launch

(e)Retailers

Analytics
Conversions

Marketplaces

Conversions Analytics
Operate Optimize

Social Commerce

Conversions
Build Launch

Ogilvy
Commerce
Framework



Customer

Our Commerce Offering

Global & U.S.



Ed Kim
Global Managing Partner
Ogilvy Consulting

UK & EMEA



Pierre Kremer
Consulting Director
Ogilvy Consulting

LATAM



Alessandra Dal Bianco
Managing Director, Brazil
Ogilvy Consulting

ASIA



Sheilen Rathod
President, CE&C
Ogilvy Asia

MENA



Hazem El Zayat
Chief Digital Officer,
Ogilvy MENA

Questions?

Ogilvy Consulting

Thank you.

Ogilvy