

Powered by **Ogilvy Consulting**

**Conversations That Matter:
Drive ROI through seamless
social commerce experiences**

Ogilvy

Welcome



Dayoán Daumont
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Mathieu Gillain
Global Head of Media
Social Lab



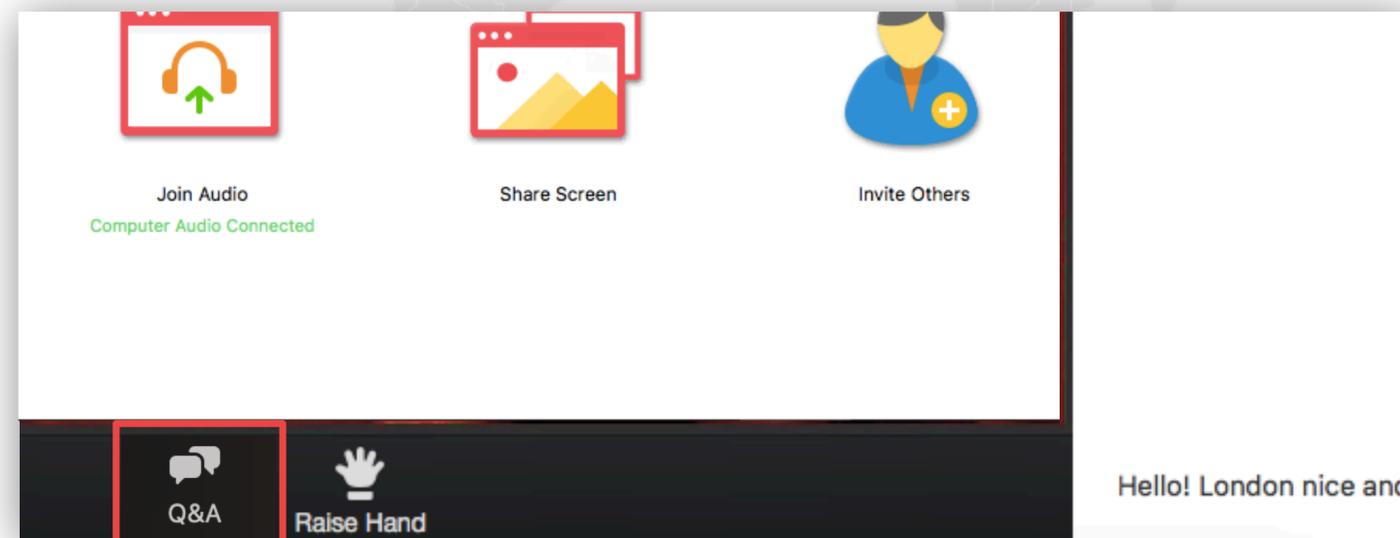
Jordanna Murray
EMEA Product Marketing Lead
Facebook



Rachel Tipograph
CEO
MikMak

**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?

ABOUT — Ogilvy Team Ideas Careers

Ogilvy

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 Ogilvy
2020 Network of the Year in
recognition of outstanding work
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*

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Ogilvy USA 06/18/20

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

IS

Brand Index Names
Ogilvy Most
Effective Agency
works in North
America and Asia
Pacific

Young 06/09/20

led the rankings in several
categories, including most effective
network in North...

Ogilvy Consulting

SPEAKERS

Jordanna Murray
EMEA
Product Marketing
Lead Facebook



Rachel Tipograph
CEO
MikMak



Mathieu Gillain
Global Head of Media
Social.Lab

Conversation Overview

1.

**Living in an
omni-channel
world**

2.

**Social &
Commerce**

3.

**Creative that
sells**

4.

**Conversational
Commerce**

1.

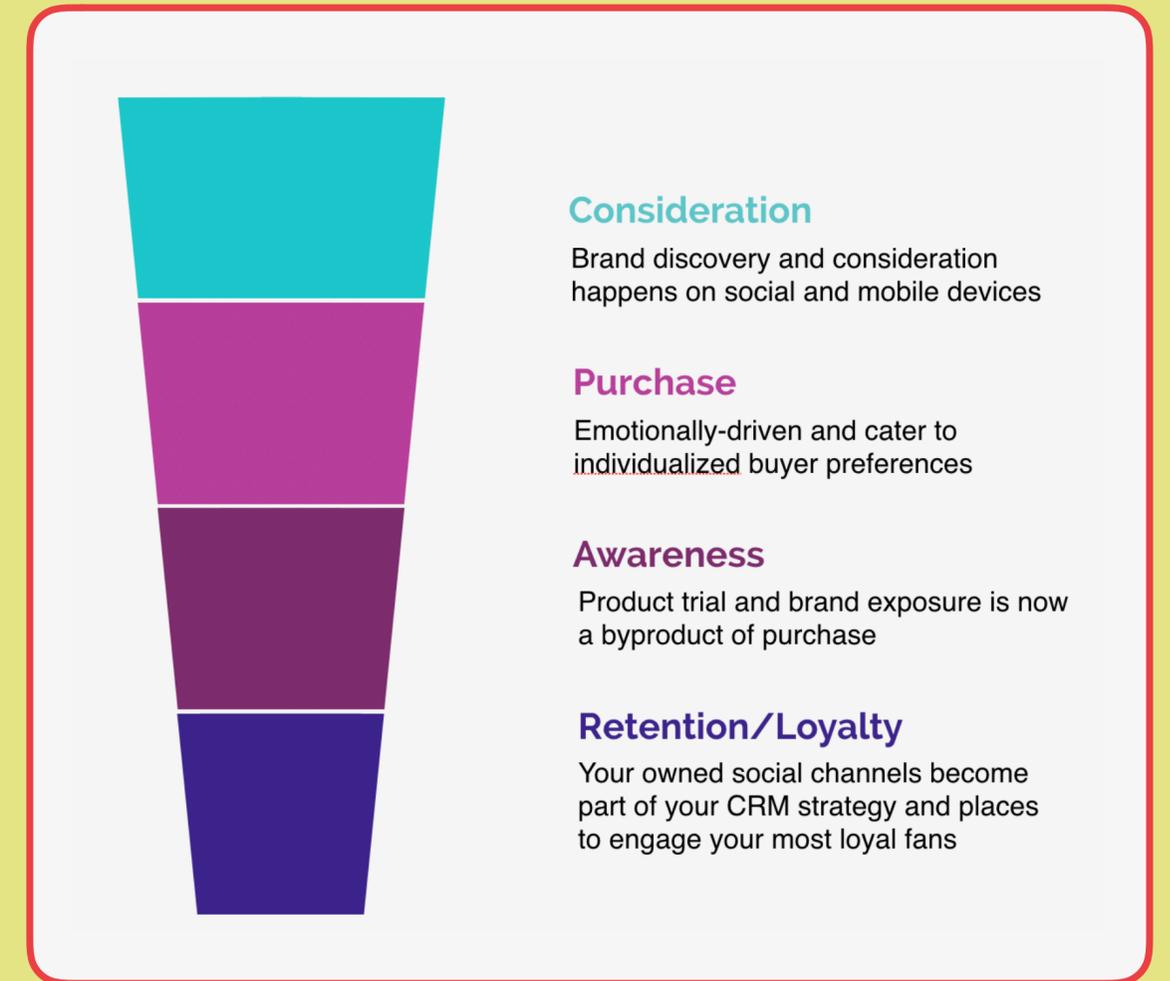
*Living in an
omni-channel world*

COMPLEXITY OF BEING A MULTI-CHANNEL BRAND



**The traditional funnel is dead.
These market shifts have created a new funnel.**

If you want to reach your consumer, you need to be sure you're running media where your consumer are; and make sure it only runs to where your product is in stock.



CHALLENGE OF ADVERTISERS BEING ORGANIZED IN SILOS



This is a systemic issue to overcome.

Introduction of commerce means we are no longer strictly in a marketing and media buy world. Businesses that we have seen to be successful have been able to pull together across multiple teams. Importance for a customer to NOT feel your org chart .

Silos don't work.

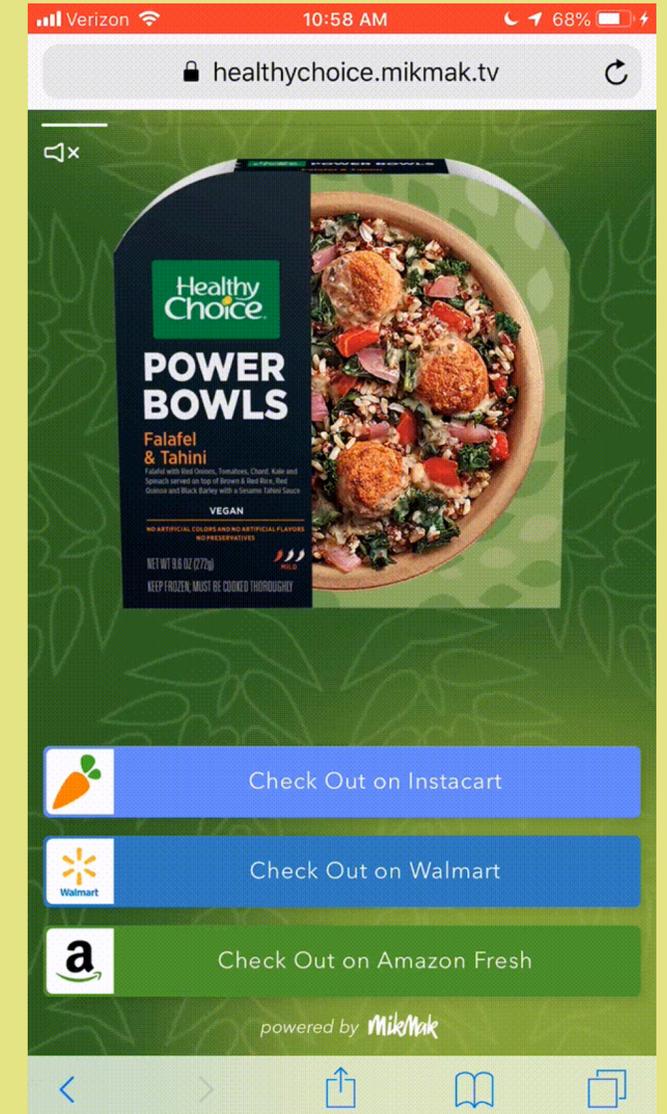
Brand and shopper marketers need to come together to address the new funnel.

THE NECESSITY OF BUILDING ECOSYSTEMS GIVING FLEXIBILITY TO CONSUMERS ABOUT WHERE THEY PURCHASE



Retailers are the new marketplaces.

If you want to defend your market share against your competitors, you need to allow your customers to purchase your products at their preferred retailers.



2.

Social & Commerce

CONSUMER TRENDS THAT WE ARE NOTICING IN REGARD TO SHOPPING AND EXPECTATIONS OF THE ROLE SOCIAL PLAYS



DISCOVERY - How people discover products has changed

IMMEDIACY - People's expectations around convenience have changed

PERSONALISATION - The likes of Netflix and Spotify have created a new expectation for one-to-one personalisation

SAFETY & SECURITY - When people shop online, they want to know that their payment information will be kept safe

DISCOVERY

52%

of online brand discovery happens in public social feeds¹

IMMEDIACY

85%

of retail ecommerce carts are abandoned on average in Europe, rising to over 90% in the Middle East and 94% in Africa²

PERSONALISATION

91%

of consumers say they are more likely to shop with brands that provide offers and 1:1 recommendations³

SAFETY AND SECURITY

65%

of Global online shoppers express extreme concern about data privacy⁴

THE ROLE OF SOCIAL IN THE CONSUMER JOURNEY

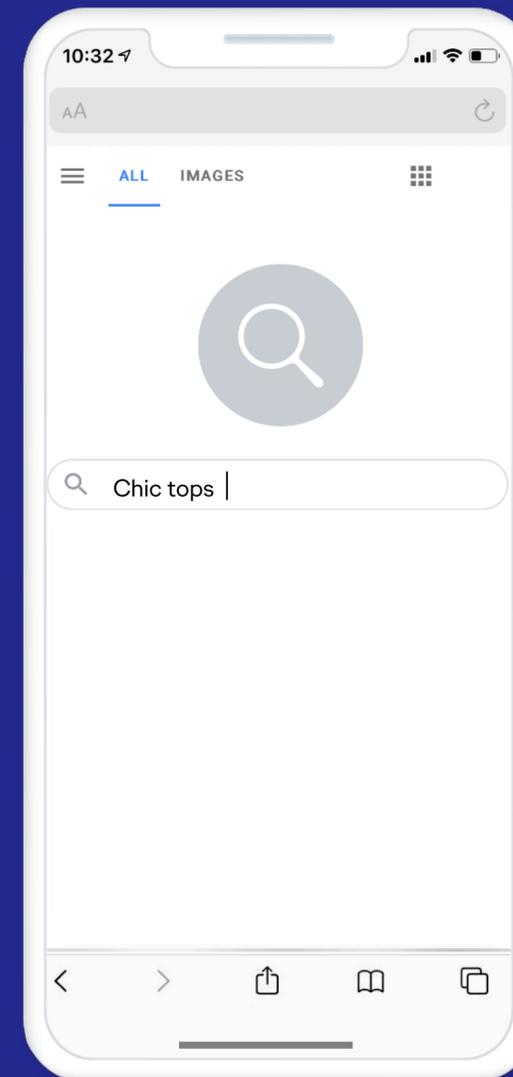


Discovery Commerce is about products finding people, and the joy of discovering things that people are most likely to love.

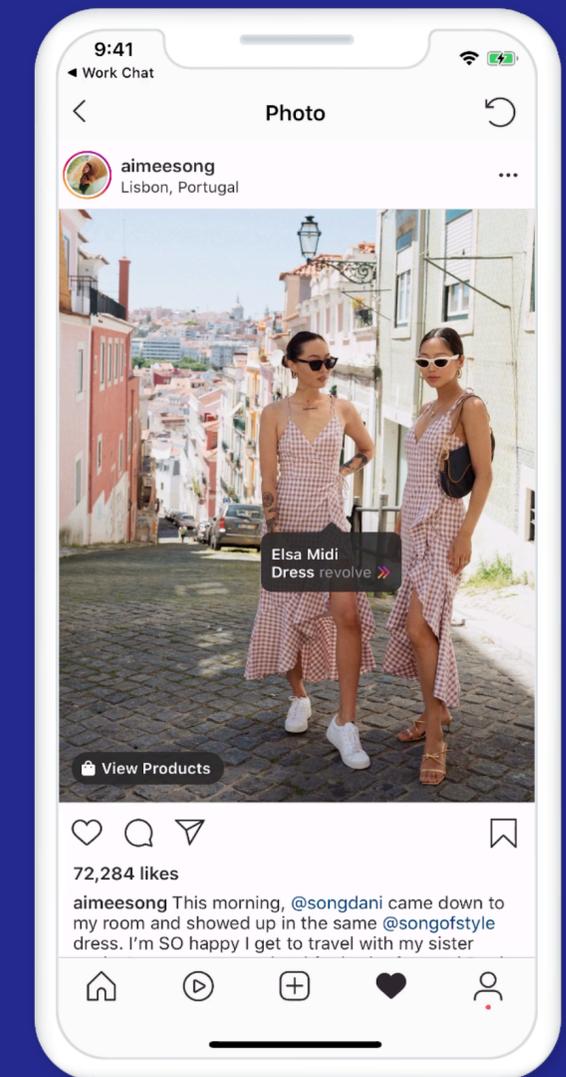
At the start of social media, we weren't used to relevant content finding us – today it is the expectation.

Organic and ads are of equal importance.

ECOMMERCE
People find products



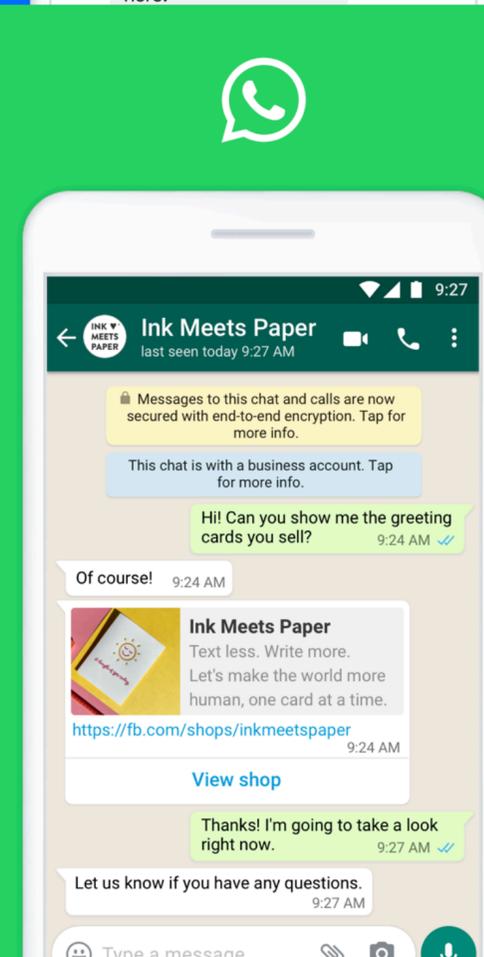
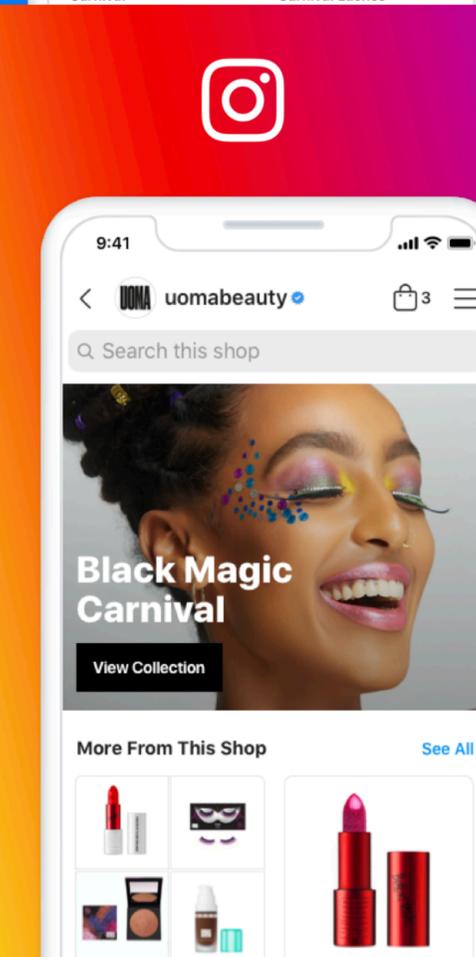
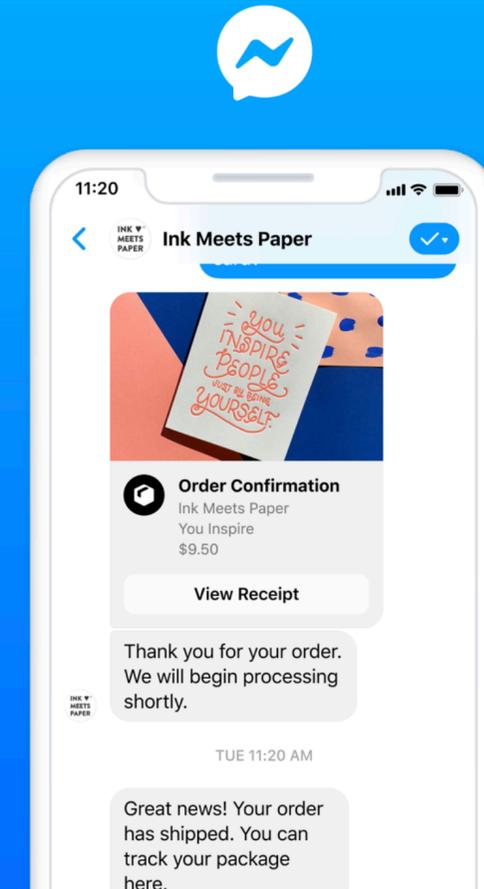
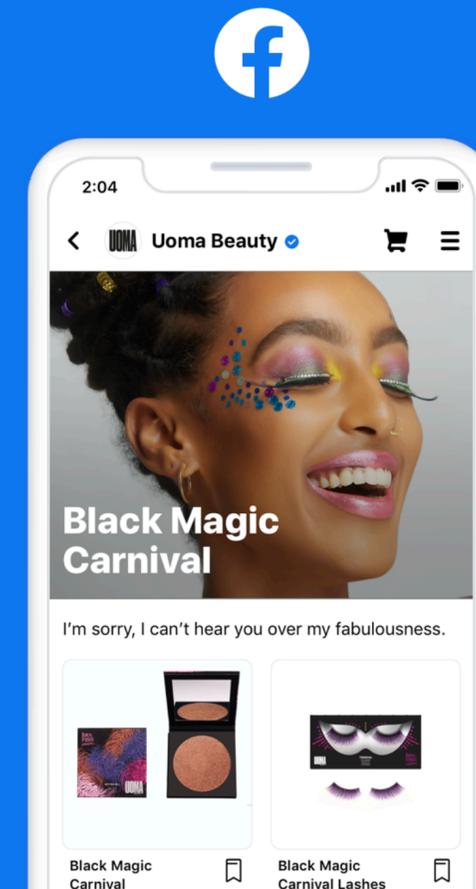
DISCOVERY COMMERCE
Products find people



THE OPPORTUNITY TO LEVERAGE SOCIAL FOR CREATING SEAMLESS AND SHORTER PATHS TO CONVERSIONS

We want to make shopping easier for people and empower anyone, from an entrepreneur to the largest brand, to use our apps to connect with customers and grow their business.

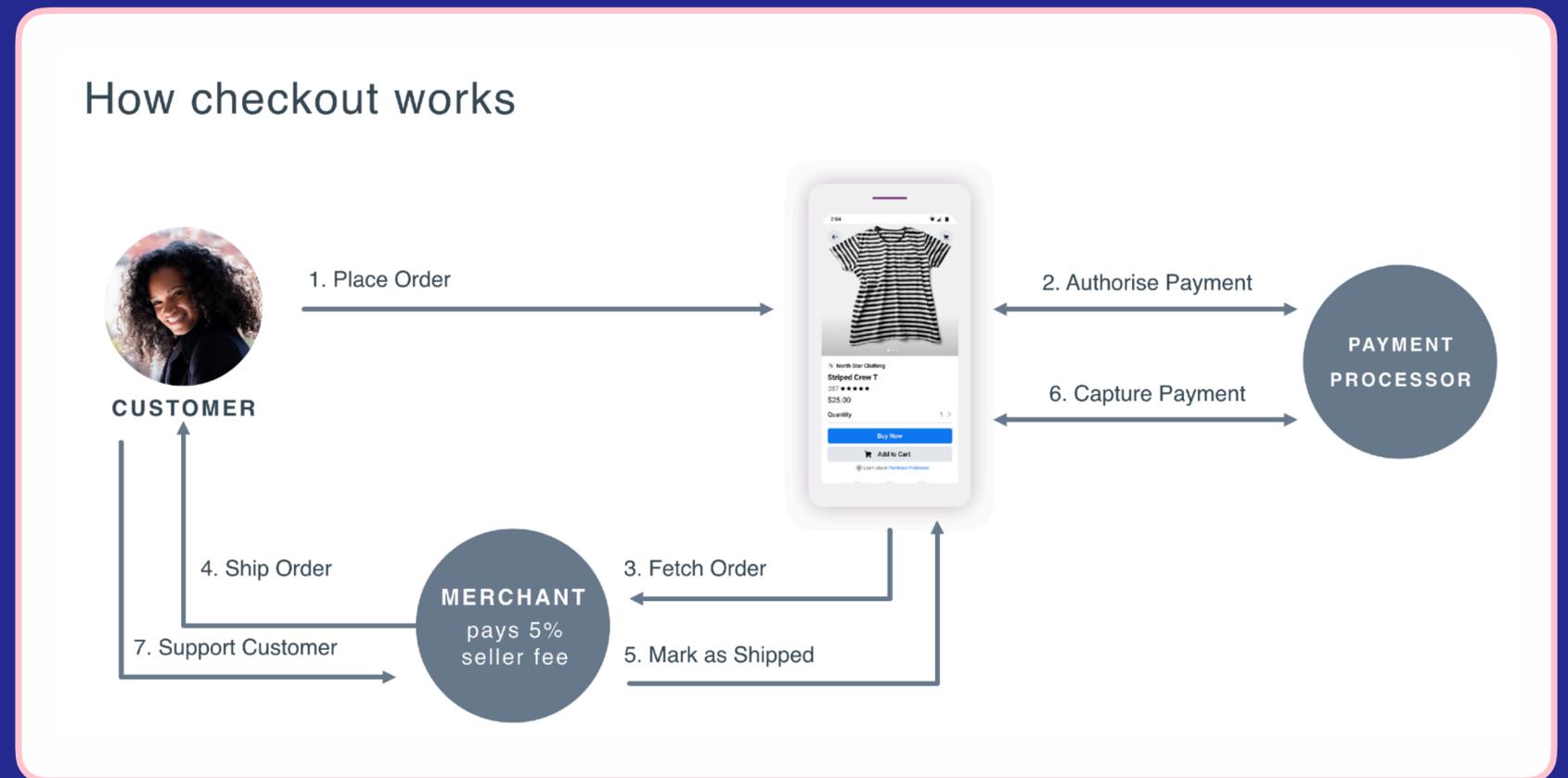
With Facebook Shops, we are moving towards a seamless experience from Discovery to purchase – across FB, IG, WA, MSGR.



THE OPPORTUNITY TO LEVERAGE SOCIAL FOR CREATING SEAMLESS AND **SHORTER PATHS TO CONVERSIONS**



In-app checkout: Importance of giving advertisers and merchants options. Seamless, integrated, zero friction, secure/safe.

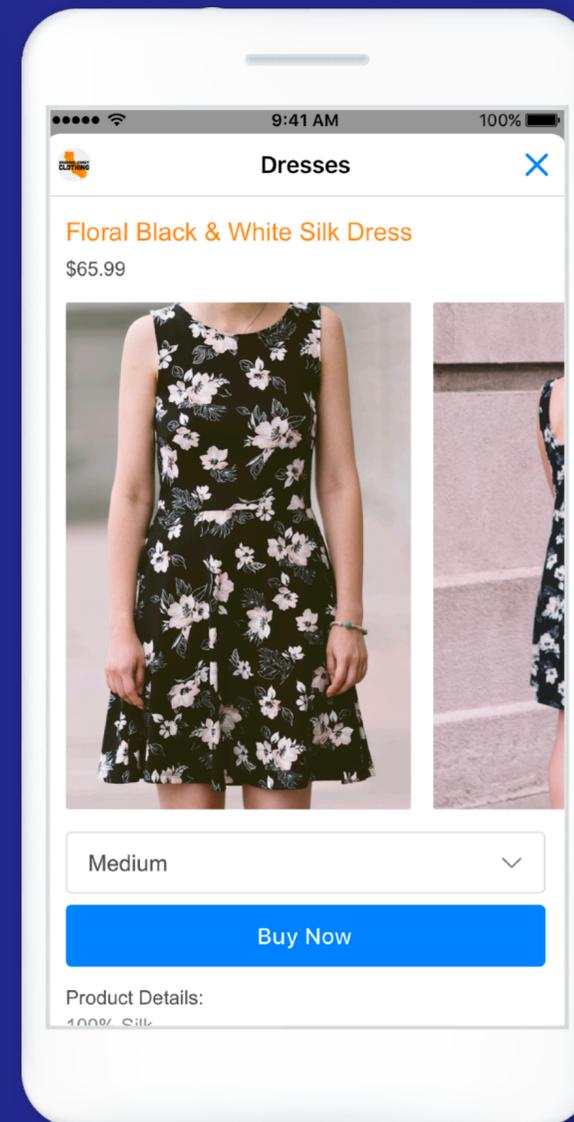
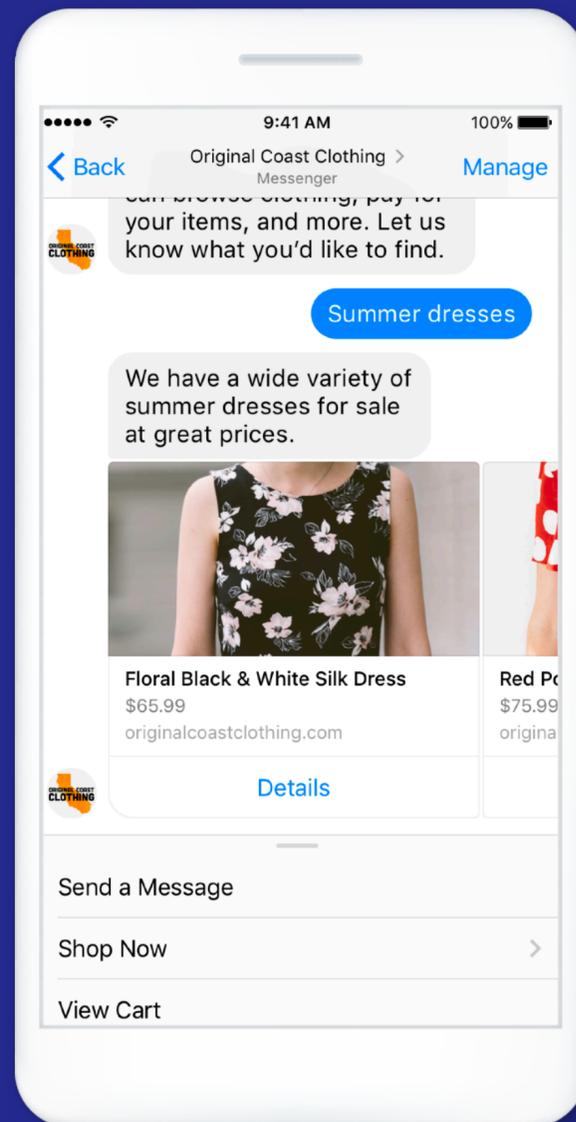


THE OPPORTUNITY TO LEVERAGE SOCIAL FOR CREATING SEAMLESS AND **SHORTER PATHS TO CONVERSIONS**

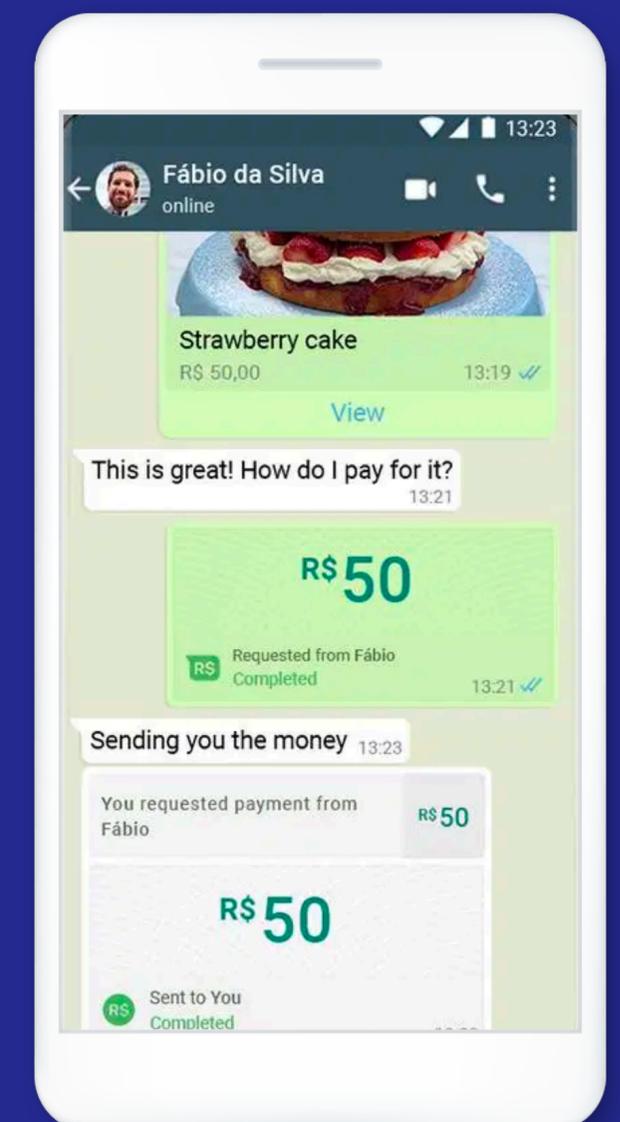


Facebook Pay stores your credentials, so you can add your preferred payment method once then use Facebook Pay where available to make payments and purchases on our apps.

LIVE IN THAILAND



SOON IN BRAZIL



3.

Creative that sells

THE IMPORTANCE TO **CREATE FOR MOBILE**



Importance of creating for where people are consuming

By 2022, online videos will make up more than 82% of all consumer internet traffic.

Importance of displaying your brand at the outset for video.

Time of scarcity, key is capturing attention and holding it.

FEED



HIGHLIGHTS

STORIES



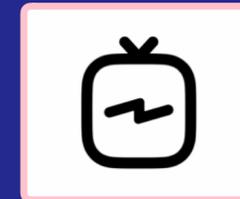
EVERYDAY LIFE,
BEHIND THE
SCENES

REELS



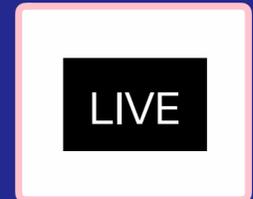
ENTERTAINING
+
TRENDING

IGTV



LONGER
STORYTELLING

LIVE



IN THE "NOW"

SOCIAL CONTENT **BEST PRACTICES**

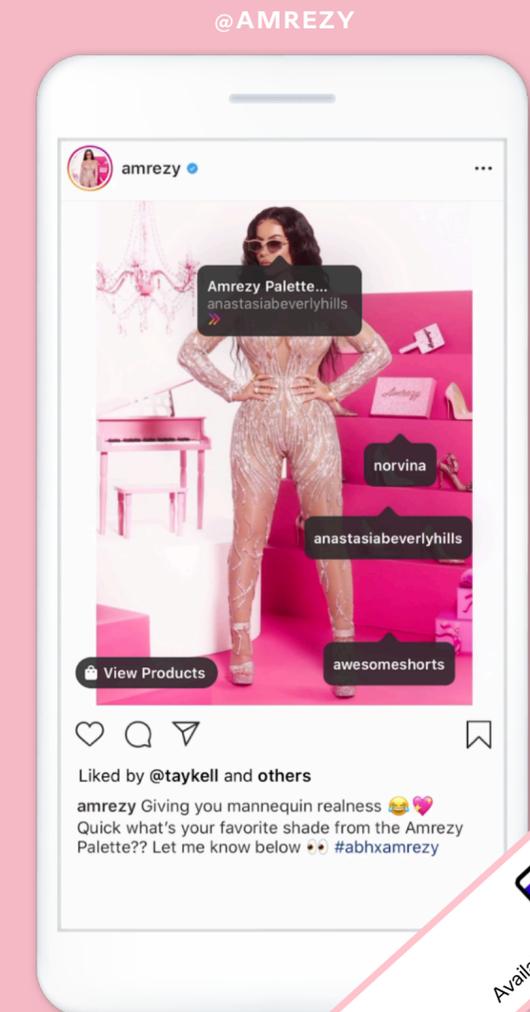
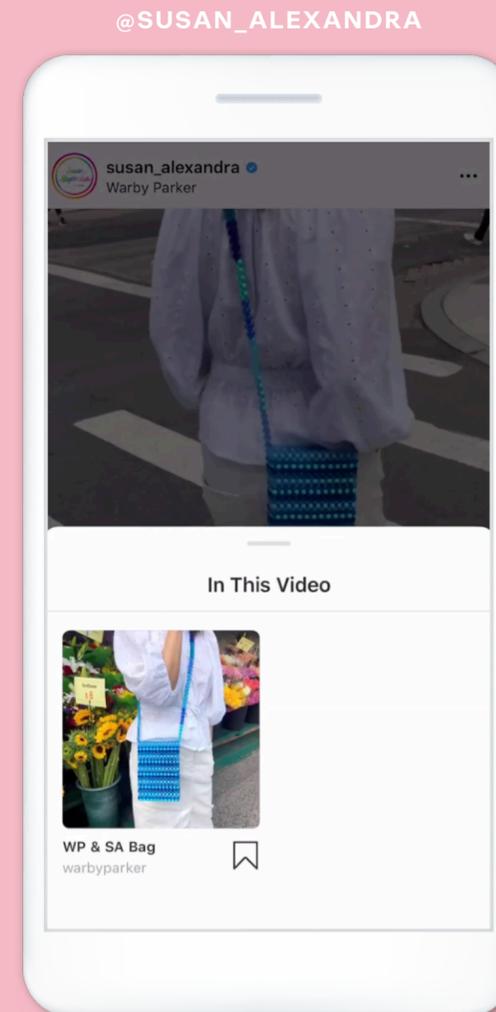


Tell stories, appeal to an emotional connection, create desire.

Product tagging. Making content shoppable, and then driving discovery.

Shopping from creators in the US – importance of influencers to drive emotional connection.

Always test new formats.

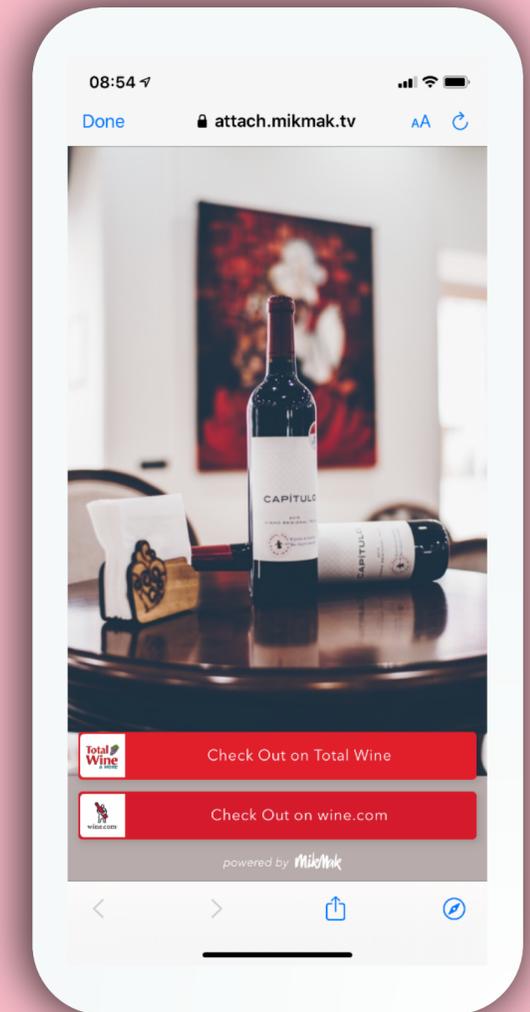
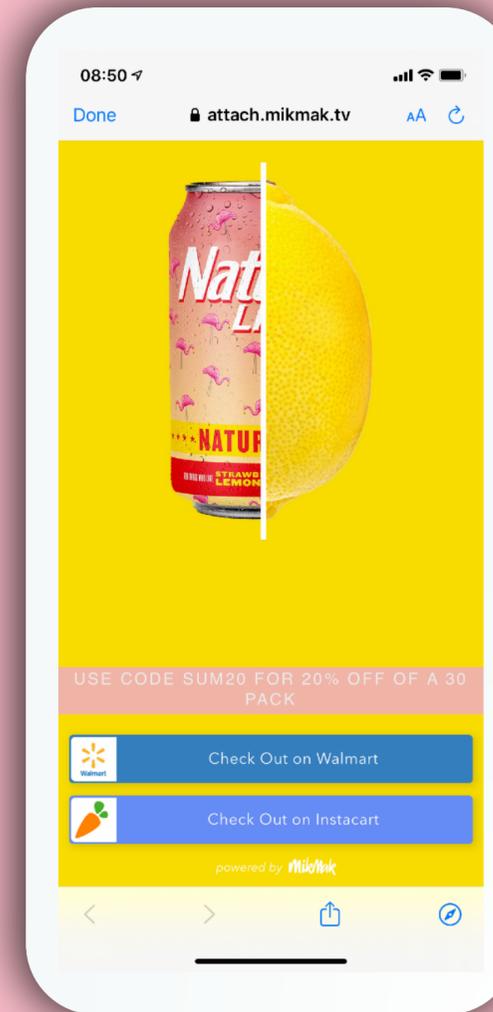


Available with checkout

PERFORMANCE BEST PRACTICES



Product focused.
Clear CTA.
Showcase benefits.



4.

Conversational Commerce

FROM DISCOVERY TO LOYALTY: IMPACT ON THE WHOLE CUSTOMER JOURNEY

People have lost their tolerance for friction in any form. They demand a different kind of relationship with brands.

People prefer the ability to chat over call or email.

People have lost their tolerance for friction in any form. They demand a different kind of relationship with brands.

Shoppers chat to shorten the distance between wanting and having.

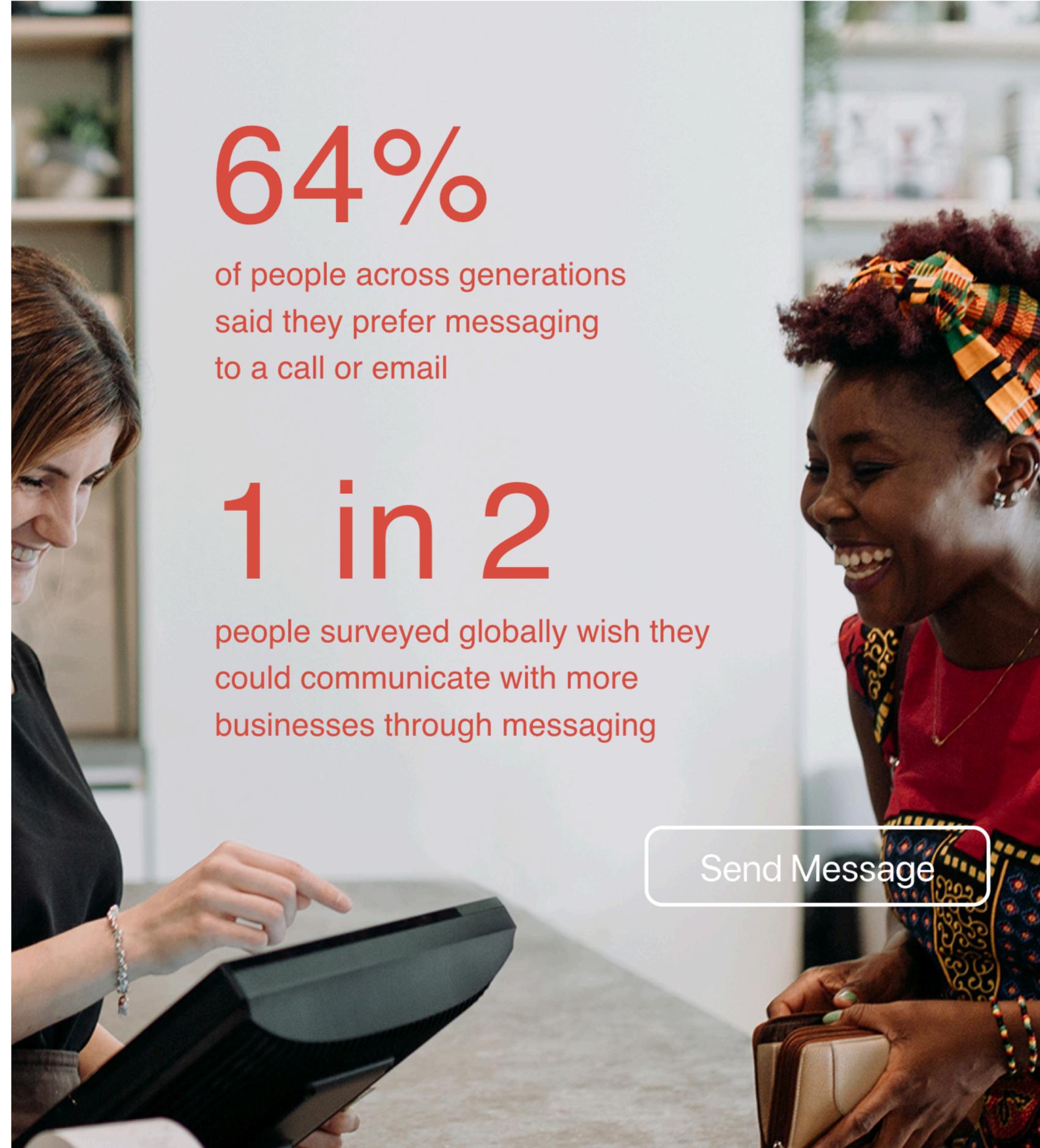
64%

of people across generations said they prefer messaging to a call or email

1 in 2

people surveyed globally wish they could communicate with more businesses through messaging

Send Message



Questions?

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Thank you.

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