

# 达曼互动 零售消息月刊

## 下一站 消费者互动的未来



科技



惊喜与愉悦



个人化



本地化导向



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来自 Retail News Insider

传统而言，零售商和快消品业者（CPG）的广告和营销重点是将他们的信息传递给消费者。例如广告看板、宣传单/海报、电视广告和制式的消费者会员制度。

由于整体的销售氛围是由零售商和快消品业者来操盘，他们自然会认为，消费者的购买与忠诚度决策，几乎完全是可由他们来控制的。如今出现了大数据的时代，收集、处理与分析大量消费者信息（根据 IT 企业 EMC，平均每户家庭一年产生的信息足以装满 65 部 iPhone）的能力—内容包罗万象，举凡人口统计信息、消费习惯、品牌偏好

乃至行为倾向等，不一而足。

先进的零售商与快消品业者利用这项科技发现到，消费者可细分成许多不同类型，而且对于各种促销推广和提升忠诚度的手法做出的反应也各有不同。达曼互动副总裁 Nicole LeMaire 说明：“实现这项技术的意义，就是把消费的主控权交还给了消费者。”事实上，类似的信息过去也一直

都存在。只是我们现在可以用更全面的数据进一步的论证。所以，我们正在从经验判断的消费者互动营销手法，迅速的转变从现实数据所做出的决策。”

一项最能从大数据中明确透露的情报是，消费者想要用自己的方式，在和自己相关的生活社交群体中，与各个零售商以及品牌商互动，探索这些信息对于他们个人是否值得进一步关注。当然这对于零售商和品牌也是意义重大的。根据最近的盖洛普民意调查，完全投入营销互动的消费者的花费，占整体消费支出、获利性和营收等三项指标整体平均值的 23%。那么，零售商和品牌商该如何与新

兴的消费者互动呢？本月我们将深入探讨达曼互动公司的消费者互动专家所预测在未来数年将带来成功的四大趋势。

### 惊喜与愉悦—通过颠覆的方式赢得关注

管理顾问公司麦肯锡的报告指出，购买的体验中有百分之七十是取决于消费者对于自己如何被对待的感受。于是可想而知，达曼互动所预测未来消费者互动的一项趋势，便是关于如何营造正面的互动体验。

达曼互动业务发展与创意部门的资深业务企划 Ryan Dee 说：“消费者互动活动中，最应该做的就是让消费者惊喜，并且取悦消费者。”“巡回路演的宣传车与移动店铺是两种很好的做法。这两种行销方式已经开始崭露头角了，但是在未来几年还会更加盛行。”

他继续说：“这些方案有着近乎无穷的商机。”

“例如，全国性的快速消费品业者可以使用路演宣传车将新产品带到会使用

这些产品的场合，再将产品介绍给消费者—例如将运动用品带到运动场。或者，网上超市可以透过建置短期的移动销售点，面对面展示如何透过业者的移动应用程序(APP)来订购商品。”

### 本地化导向—社区群体的关联性

影响未来消费者互动的另一个要素就是，日趋频繁的地方性商店和连锁店的合并与整合。

Dee 说明：“随着零售业者的逐步合并，店铺必须与当地的社区群体继续保持高度的关联性，向消费者证明，他们仍然了解当地群体的独特需求。”“于是，我们在未来将看到零售商更加专注于，为服务的社区提供地方导向的体验活动。其它可能包括捐赠食品给当地的食物银行，或者举办社区活动，同时宣传品牌。”

达曼互动销售和营运总监 Lindsay Holland 指出，这些地方导向的活动，有许多都将结合公益的主题。他说明：“未来几年，80 后和 90 后的购

买力将会达到前所未有的程度。由于对这一代的人而言，意见的反馈是非常重要的，我见到许多活动都结合了地方与公益的主题。”“例如，您可能会看见全国性的快速消费品品牌赞助清扫地方上的公园，在协助社区的同时宣传全新的环保清洁产品。



目前的数据也显示这种结合可能有极大胜算。试想：顾问公司 Accenture 预估，2020 年时，80 后和 90 后将会控制 30% 零售支出一而根据市场调查公司 Achieve 的调查，当中有 87% 的人目前每年都捐款给非营利组织。换句话说，将会有 1.4 兆美元是由这些热心公益的个人所控制，而这些人将组成美国消费者中最庞大的世代。

成功提示

Dee 说：最成功的活动都是具有颠覆性的。当消费者遇到路演宣传车或其它意料之外的活动时，印象会更加深刻，并且会强化对于品牌或零售商的情感互动联系。





个人化一吸引我们所有人当中的“自我世代”

达曼互动的专家也预测，未来数年将有更多消费者互动战略专注于个人化。这主要是因应大幅成长的消费者需求。例如，顾问公司 Infosys 近期的一项调查显示，有三分之一的消费者想要拥有比现在更加个人化的消费体验，而且有过个人化体验的消费者中，86% 的人说决定购买时，个人化扮演了重大角色。

Dee 说：“我们尝试了个人化消费互动的其中一种方式是向社区中的消费者发送个人化的活动邀请，并且通过品牌营销让消费者感受如同电影明星般的待遇。”

例如，达曼互动最近为全国性快速消费品品牌打造了相片营销活动，其中消费者受到邀请拍下经过数码修饰的有趣相片。Dee 说明：“那是一家天然健康杂粮饼公司，所以我们想到的主题是让消费者用垃圾食物‘灌篮’（下定决心要抛弃垃圾食品的动作）并且改吃品牌的杂粮饼。”“我们设计了标上垃圾食物成分的篮球，再邀请人们参加并且在绿萤幕前拍摄他们将垃圾食物灌进篮网的相片。”

2014 年，美国前百大零售商有一半开始了 Beacon 技术的测试，到了 2015 年底，有将近三分之一将 Beacon 安装于店内。（来源：Business Insider）

Holland 补充：“消费者非常喜欢这个活动，而且很开心地通过社交网络分享相片，”“这不但会持续提醒他们与这个品牌的互动，而且还可以鼓励他们的朋友深入了解。”



### 科技—数位营销的互动

上面的例子说明了，科技在未来的消费者互动中也会是重要的角色，包括与消费者联系以及通过这些联系取得有用的信息。

“有洞见的零售商正意识到，他们不可能对抗网上的世界，而是必须顺势而为，”达曼互动全球 IT 副总裁 Lance Eliot 如此说道。Eliot 预期零售商与品牌未来数年会加大使用的一项科技是店内 Beacon。他说明：“这些小型设备可以通过消费者的智能手机进行通信，”

Eliot 继续说：“商店可以藉由这样的互动在正确的时间与地点提供有用的信息，”“这项科技还可以进一步在幕后利用所收集到的消费者数据改善零售商与消费者的互动，也可以改善商店中产品与陈列。例如，Beacon 发送



的信息的频率可以根据消费者使用商店的模式而有所改变。这是一种科技客制化，也就是科技会针对特定消费者的行为做调整。“

对于零售商和品牌业者而言，所有的这些趋势都显现出一个核心的指导原则：为了与消费者建立长久持续的忠诚关系，您必须倾听消费者，并且与消费者建立个人与情感上的联系。而且消费者各有不同，您不能期待用一刀切的方式达成目的。未来的消费者互动将会是如同消费者一样独特而多样化。

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# NEXT STOP— THE FUTURE OF CONSUMER ENGAGEMENT



Technology

Surprise  
& DelightPersonalized  
Experiences

Hyperlocal

By Retail News Insider

**Historically, retailers and CPGs have focused on advertising and marketing efforts that helped them spread their messages to consumers. Think billboards, sales flyers, TV commercials and one-size-fits-all loyalty programs.**

Given that they ran the environment, retailers and CPGs naturally thought they were the ones who were in control of influencing buying and loyalty decisions. Then came Big Data and the ability to gather, process and analyze immense amounts of consumer information (of which the average household generates enough to fill 65 iPhones each year, according to IT firm EMC)—from demographic details and spending habits to brand preferences and affinity patterns.

What progressive retailers and CPGs utilizing this technology discovered was that there are in fact many different segments of consumers and they all react differently to efforts made to drive sales and loyalty. “This realization is what finally put consumers in control,” explains Nicole LeMaire, Vice President for Interactions. “In truth, they had always been there. But now there was the data to prove it. As a result, we’re seeing the landscape of consumer engagement rapidly evolve from one

that was based on intuition to one that is driven by facts.”

One of the clearest insights the data has revealed is that consumers want to interact with retailers and brands on their terms and in their own communities to find out what’s in it for them as individuals. Of course, there’s a lot in it for retailers and brands, too. According to a recent Gallup poll, consumers who are fully engaged represent an average 23 percent premium in terms of share of wallet, profitability and revenue. So just how are retailers and brands supposed to go about engaging newly-empowered consumers? This month, we get an inside look at four trends Interactions’ consumer engagement experts predict will lead the way to success in the coming years.



## Surprise and Delight—Capture Attention through Disruption

Seventy percent of buying experiences are based on how consumers feel they

are being treated, reports management consulting firm McKinsey. So it is little surprise, then, that one of the top trends Interactions predicts will drive the future of engagement revolves around creating positive experiences.

“The one thing that a shopper engagement event should do above all else is surprise and delight consumers,” says Ryan Dee, Senior Account Executive of Business Development and Creative for Interactions. “Mobile tours and pop-up events are two ideal ways to do this. They’ve already started to gain traction, but they’ll become even more popular in the coming years.”

“The opportunities for these kinds of programs are nearly limitless,” he continues. “For example, a national CPG could use a mobile tour to introduce new products to consumers where they’ll actually be using them—such as bringing sports equipment to athletic fields. Or an online grocery retailer could create a pop-up grocery store that showcases how to use its mobile app to order groceries virtually.”



## Hyperlocal—Community Still Matters

Another factor shaping the future of consumer engagement is the increase in mergers and consolidations of regional banners and chains.

"As retailers merge, stores are looking for ways to keep their connection to the local community and to show consumers that they still understand their unique needs," explains Dee.

"As a result, we'll see more focus on hyperlocal experiential events that are meaningful and relevant to the communities retailers serve. This might include things like a retailer sponsoring a food drive for a local food bank or hosting community events, all while promoting their brand."

Lindsay Holland, Director of Sales and Operations for Interactions, notes that many of these hyperlocal events will also likely incorporate philanthropic themes. "The next few years will see Millennials' buying power go through the roof. And because giving back is so important for this generation, I see a lot of events combining both the hyperlocal and philanthropic focuses," she explains. "For example, you might see a national CPG brand sponsoring a cleanup at a local park to both help the community and raise awareness of its newest line of eco-friendly cleaners."

Today's data already makes this combination seem like a winning bet. Consider this: consulting firm Accenture estimates that Millennials will control 30 percent of all retail spending by 2020—and 87 percent of them currently donate to nonprofit organizations each year, according to a survey by research agency Achieve. That's \$1.4 trillion that will be in the control of philanthropically-minded individuals who will make up the single largest generation of U.S. consumers.



### Personalization—Appealing to the "Me Generation" in All of Us

Interactions' experts also predict more consumer engagement tactics focused on individual personalization in the coming years. In large part, this is in response to growing consumer demand. For example, a recent survey by consulting firm Infosys revealed that a third of shoppers want more

Half of the top 100 U.S. retailers began beacon testing in 2014 and nearly one-third are on track to have them installed in their stores by the end of 2015. (Source: Business Insider)

personalized shopping experiences than they currently have—and 86 percent of consumers who have experienced personalization say it has played a role in their purchasing decisions.

"One way we've started experimenting with personalized consumer engagement is sending individualized invitations to consumers in the community for Grand Opening events and creating activations for brands that make consumers the star of the show," says Dee.

For example, Interactions recently created a photo activation for a national CPG brand where consumers were invited to engage with the brand and take fun digitally-enhanced photos. "It was a natural health bar company, so the theme we came up with was for consumers to 'Slam Dunk' junk food and opt for the brand's bars instead," explains Dee. "We designed basketballs marked with junk food ingredients and invited people to come up and have a picture taken of themselves slam dunking the junk food through a basketball net set up in front of a green screen."

"Consumers really got into it and were excited to share their photos across their social media networks," adds Holland. "This not only served as a lasting reminder of their personal interaction with the brand, but also encouraged their friends to check it out."



### Technology—Digital Delivers

As the above example illustrates, technology is also going to be a key player in the future of consumer engagement—both in terms of connecting with consumers and



gathering insights from those connections.

"Insightful retailers are realizing that they cannot fight the online world but instead must embrace it," says Lance Eliot, Vice President of Global IT for Interactions. One technology Eliot expects retailers and brands to make more use of in the coming years is in-store beacons. "These are small devices that allow communication to shoppers via their smartphones," he explains.

"They allow the store to provide useful information at the right time and the right place," Eliot continues. "This can be even further augmented behind the scenes by using data collected about the consumer to better shape the interactions the retailer has with the consumer, as well as the products that are in the store and the layout. For example, the messages a beacon sends out can be made more or less frequent depending upon a consumer's pattern of store usage. This is a kind of 'technological customization' wherein the technology adjusts to the specific behavior of a specific shopper."

At their core, all of these trends reveal one key tenet for retailers and brands: to build loyalty lasting relationships with consumers now and in the future, you must listen to and connect with them on a personal and emotional level. And because consumers are so varied, you can't expect to rely on one single method to do that. The future of consumer engagement, then, will be as unique and varied as consumers themselves.

#### TUNE-UP TIP



The most successful events are those that are disruptive, says Dee. When consumers come across a mobile tour or another event they're not expecting, it makes the experience more memorable and heightens the emotional connection between them and the brand or retailer.