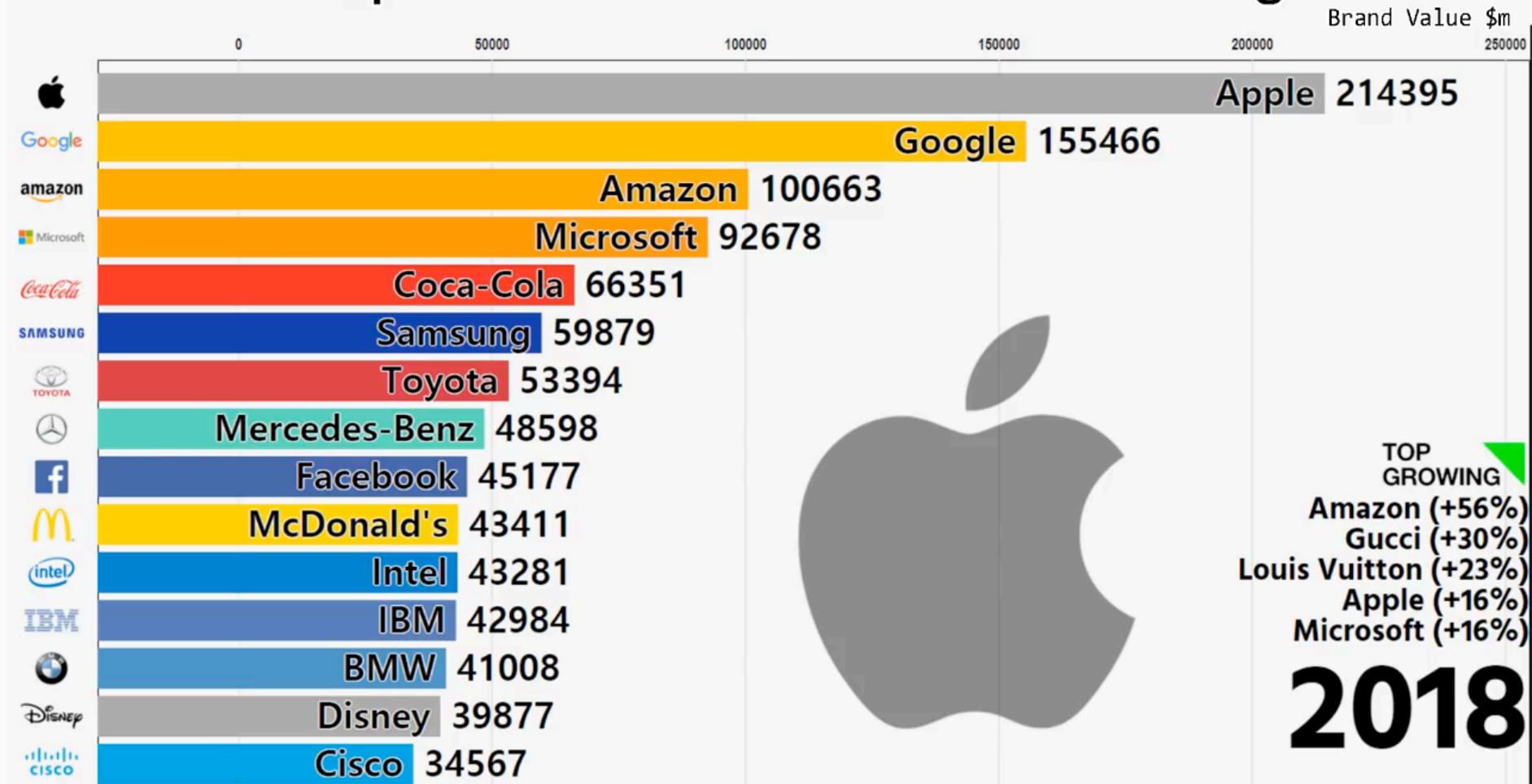


HOW DO WE COMMUNICATE?

Top 15 Best Global Brands Ranking



Boys & Girls



pmd&co

She says

If she says...	She really means
I need.	I want.
I need another five minutes to get ready.	Give me another half an hour.
You are so manly.	You need to shave and you sweat a lot!
We need to talk.	I need to complain.
I'm not upset.	Of course I'm upset!
Nothing...	Something is bothering me. I hope you are sensitive enough to figure it out.
Are you listening to me?!	[Too late, you're dead.]
Do I look fat?	Tell me I'm beautiful.
Don't get me anything.	I need to know that you love me enough to have taken notice of what I like without me telling you.
Do you love me?	I feel insecure and I need you to know that you value me.
It's your decision.	The correct decision should be obvious by now.
Sure... go ahead.	I don't want you to.
You have to learn to communicate.	Just agree with me.

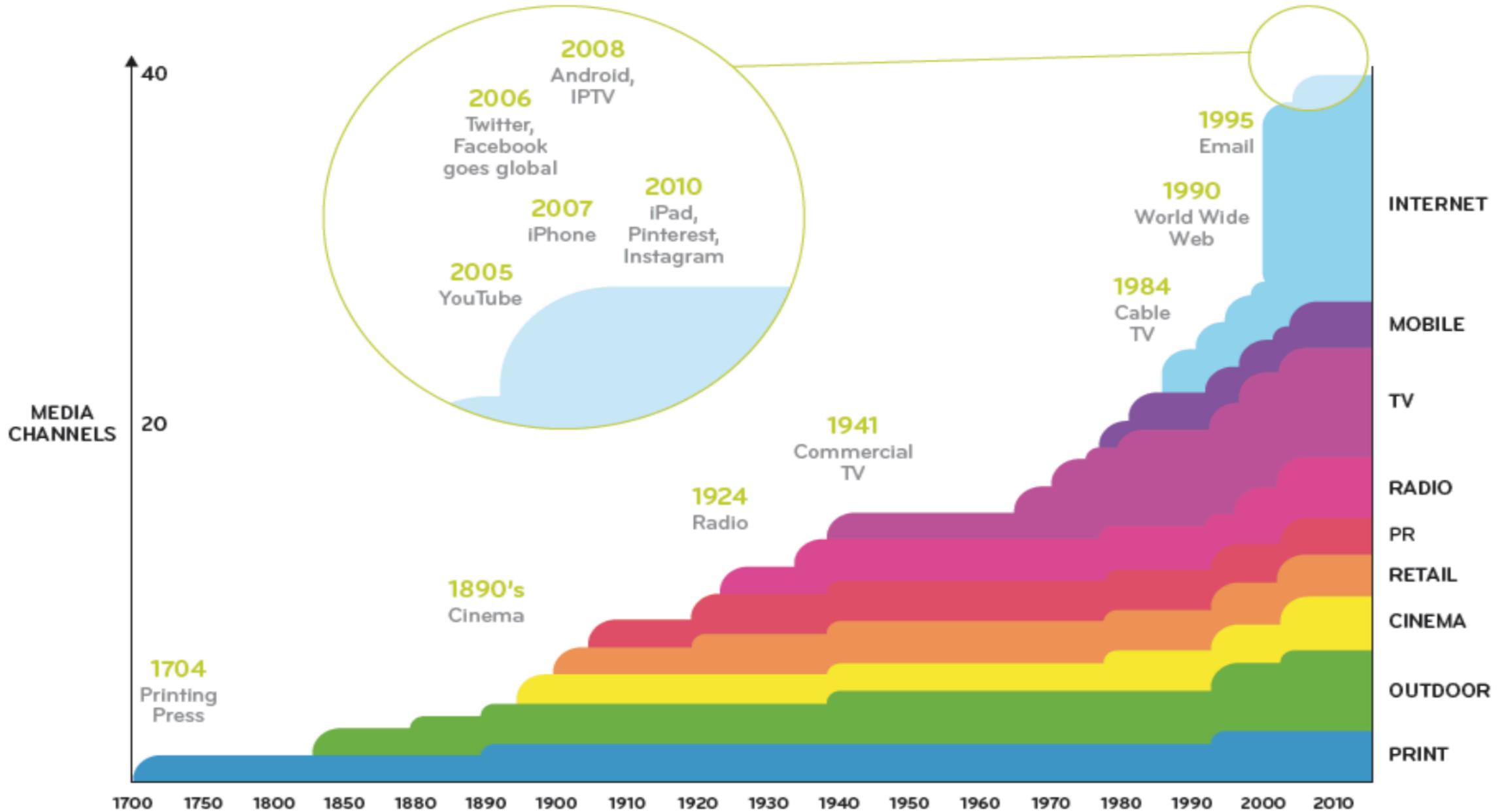


He says

If he says...	He really means
I'm tired.	I'm tired.
I've got nothing to say.	I've got nothing to say.
I don't know.	I don't know.
Nothing...	Nothing...
I'm hungry.	I'm hungry.



**Mediums have
exploded**



Favorite Channel or Multi-channel or Omni-channel?

Multichannel



All channels available to the consumer...
... but not themselves integrated.

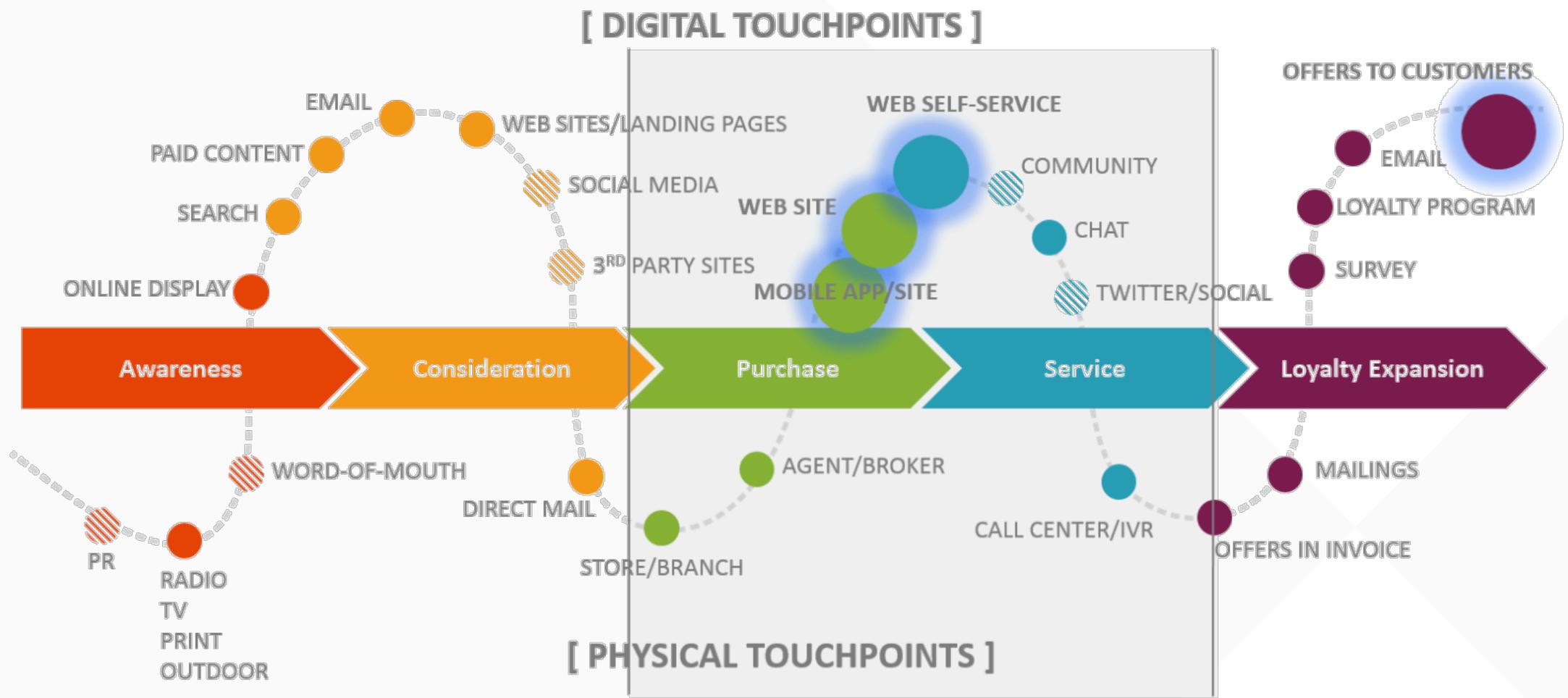
Omnichannel



All channels available to the consumer...
... and are connected.

VS

**Customer
Journeys have
changed**



WHAT HAPPENS WHEN YOU CAN NOT COMMUNICATE?

Retail bankruptcies timeline

A timeline of select retail bankruptcies from 2015 to 2018 YTD (3/19/2018)



What Tools do we use today?

2011

Growth of the marketing technology landscape over 7 years

2012

2014

2015

2016

2017



~150

~350

~1,000

~2,000

~3,500

~5,000

Advertising & Promotion

Mobile Marketing

Display & Programmatic Advertising

Search & Social Advertising

Native/Content Advertising

Video Advertising

Print

Content & Experience

Mobile Apps

Interactive Content

Video Marketing

Email Marketing

Content Marketing

Optimization, Personalization & Testing

DAM & MRM

SEO

Marketing Automation & Campaign/Lead Management

CMS & Web Experience Management

Social & Relationships

Call Analytics & Management

Events, Meetings & Webinars

Social Media Marketing & Monitoring

Advocacy, Loyalty & Referrals

Influencers

Community & Reviews

Bots & Live Chat

Customer Experience, Service & Success

CRM

Commerce & Sales

Retail, Proximity & IoT Marketing

Channel, Partner & Local Marketing

Sales Automation, Enablement & Intelligence

Affiliate Marketing & Management

Ecommerce Marketing

Ecommerce Platforms & Carts

Data

Audience/Marketing Data & Data Enhancement

Marketing Analytics, Performance & Attribution

Mobile & Web Analytics

Dashboards & Data Visualization

Business/Custom Intelligence & Data Science

iPaaS, Cloud/Data Integration & Tag Management

Compliance and Privacy

Customer Data Platform

Management

Talent Mgmt

Product Mgmt

Budgeting & Finance

Collaboration

Projects & Workflow

Agile & Lean Mgmt

Vendor Analysis

Takeaways

- Humans are social creatures. Membership is part of who we are. Enable membership.
- Brands that win, enable Experience
 - In Retail Experience Per Sq. ft (ePerSqf)
 - Retail has become entertainment. Buying has become a secondary desire.
 - In Digital Experience Per pixel (exPerPix)
 - Devices
- When you are losing at a Game, change the Game. Business Model Innovation is how you win.
- Companies must anticipate convergence. Integration is happening.
- Tech is an enabling factor. Not a Disruptor. Companies must build capabilities.