From eCommerce to TCommerce

How the world's largest brands are adapting to post-pandemic consumer behaviour

dentsu

Navigating the Future by Understanding People

We help your brand to grow and develop responsibly by knowing people

We know how to reach people

We know how to captivate people's attention

We know how to create meaningful encounters and experiences

We know how to enhance and nurture relationships

We know how people think and how to influence them

Adapting to a Post-Pandemic World

The world has changed

We anticipate a 5 year period of adjustment as consumers adapt to new ways of living, socialising, working travelling and shopping.

Here are four ways that brands can benefit from the new world

1. OmniChannel Everything

2. New Ways to Buy

3. The End of Anonymity

4. Virtual Worlds

1. OmniChannel Everything

- **Retail** – Buy online, collect in store, research online, buy in store etc

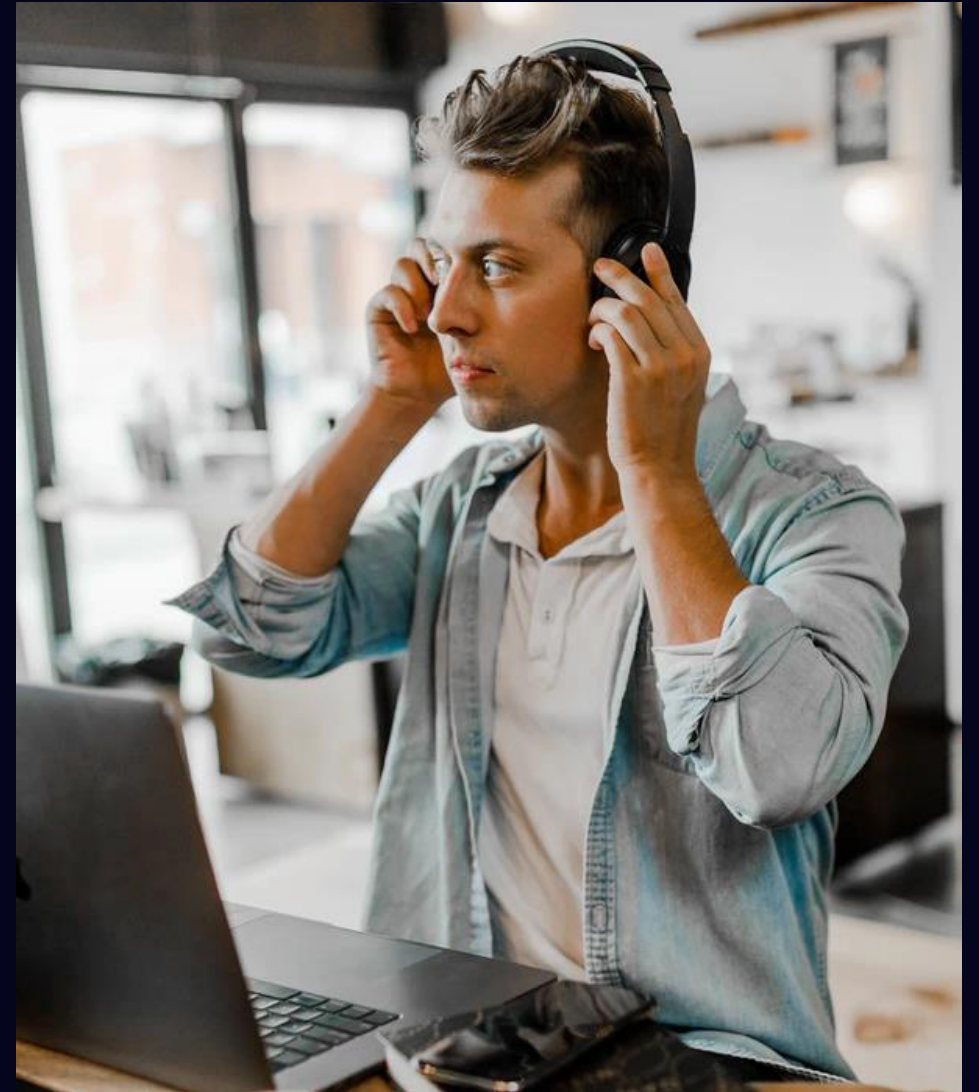- **Entertainment** – Films are being released simultaneously in cinema and on streaming channels

1. OmniChannel Everything

- **Events** – Conferences & festivals now have real world and virtual elements

1. OmniChannel Everything

- **Work** – People are returning to the office, but still working some days at home

- **Health** – Online consultations, apps to report your health

1. OmniChannel Everything

- Ikea's global festival this month includes in-store and online elements:

- In-store - talks and classes on wellness, upcycling and design.

- Online - short films, shows, live streams, and DJ sets from DJs in their own homes

- Visitors to both will get coupons for their next purchases

What Brands Should Do

- Offer flexibility as standard

- Test and learn with existing audiences

- Develop new economic models to save costs

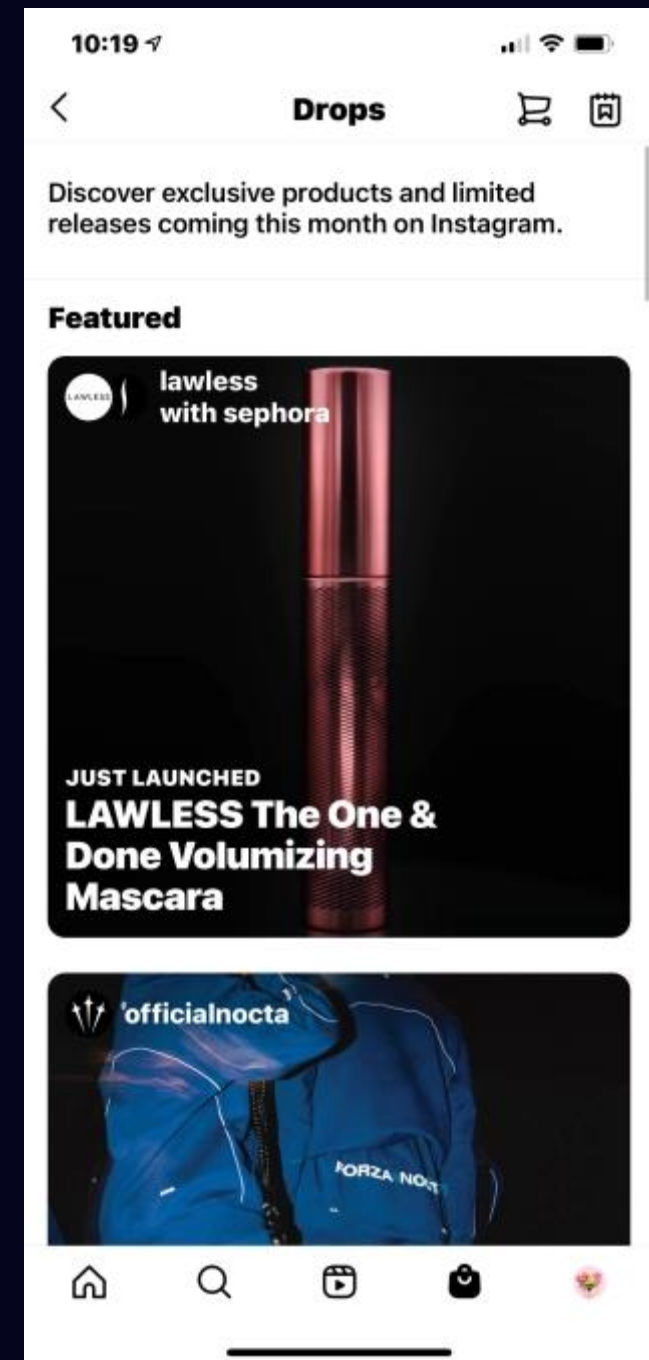- Identify new audiences who can now become customers

2. New Ways to Buy

- Lockdowns accelerated the development of new shopping services and technologies

- **On demand grocery shopping** can deliver in less than 10 minutes within some metropolitan areas.

2. New Ways to Buy

- **Social commerce** became more common and much easier

dentsu

2. New Ways to Buy

- **Live video shopping** arrived in the West through Facebook, Instagram
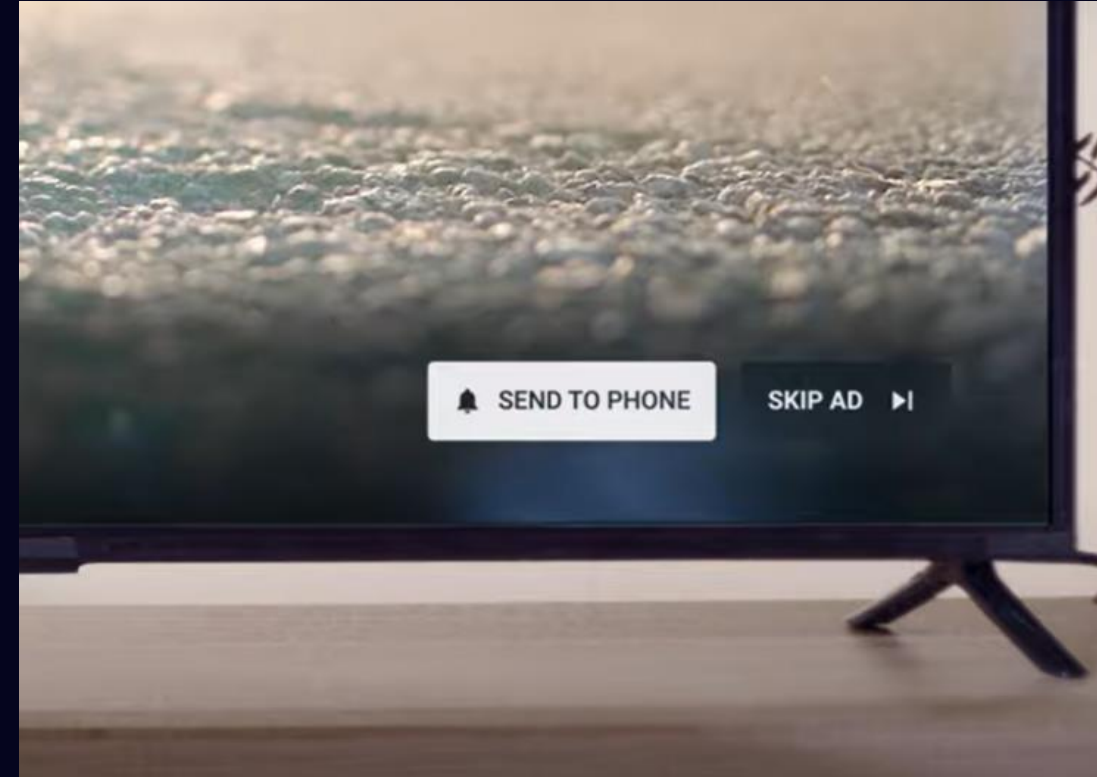
    and Alibaba's AliExpress

2. New Ways to Buy

- **Augmented reality** made shopping by phone more experiential

2. New Ways to Buy

- **TV became shoppable,** with experiments from YouTube, Amazon and others

- YouTube started testing **product detection in videos**

2. New Ways to Buy

- British retailer Boots tested an on-screen shopping technology with LG and broadcaster ITV.

- Technology within LG TVs was able to identify tagged products and provide on-screen prompts to tell viewers what products were on screen.

- It also provided links to buy online, and also to send information to the viewers' phones.

-
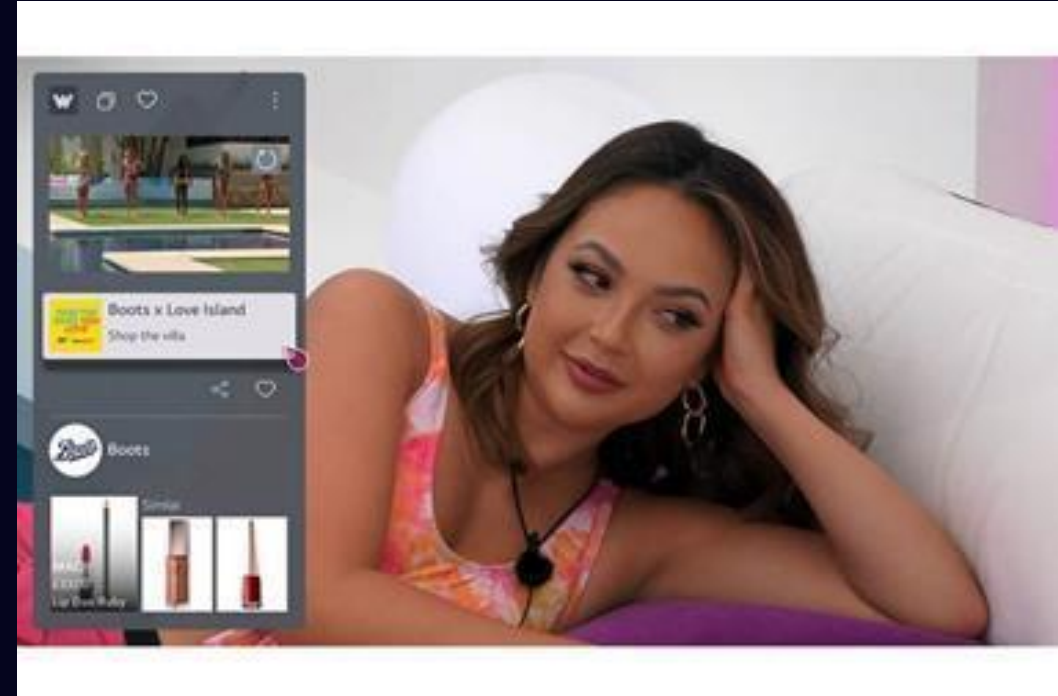
What Brands Should Do

- Monitor news and blogs for future developments

- Develop tests in advanced and early markets

- Test the applicability for different categories and audiences

3. The End of Anonymity

- The pandemic has created a greater need for a provable digital identity – 'vaccine passports'

- Anonymity has been in decline for years – Facebook insists on real names, and 'walled gardens' make you sign in.
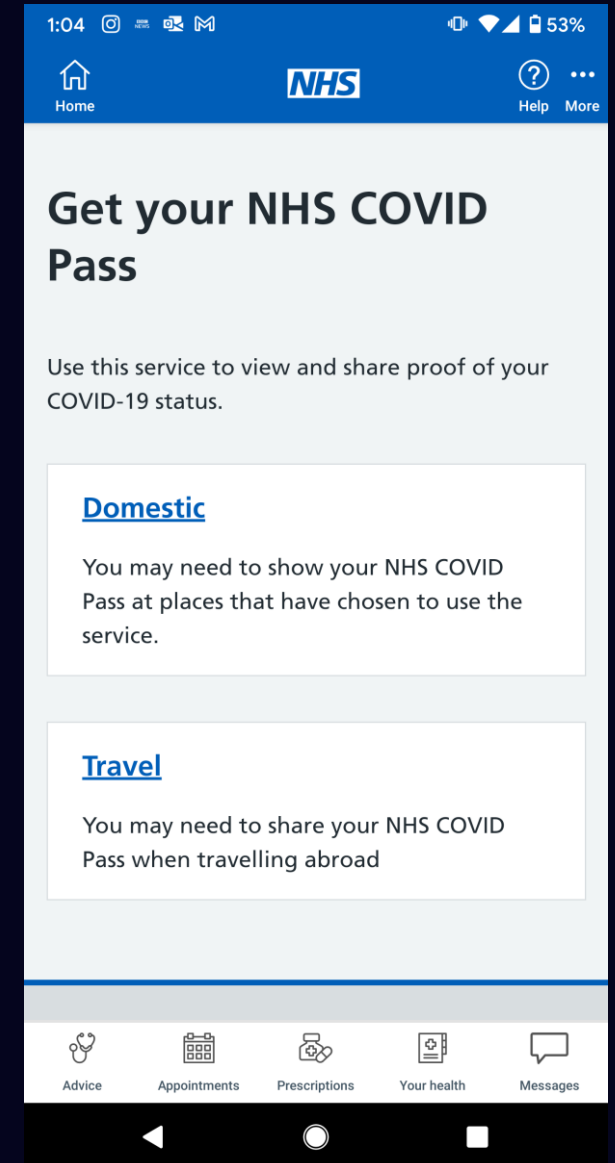
3. The End of Anonymity

- Amazon's new 'just walk out' stores make customers prove their identity before entering.
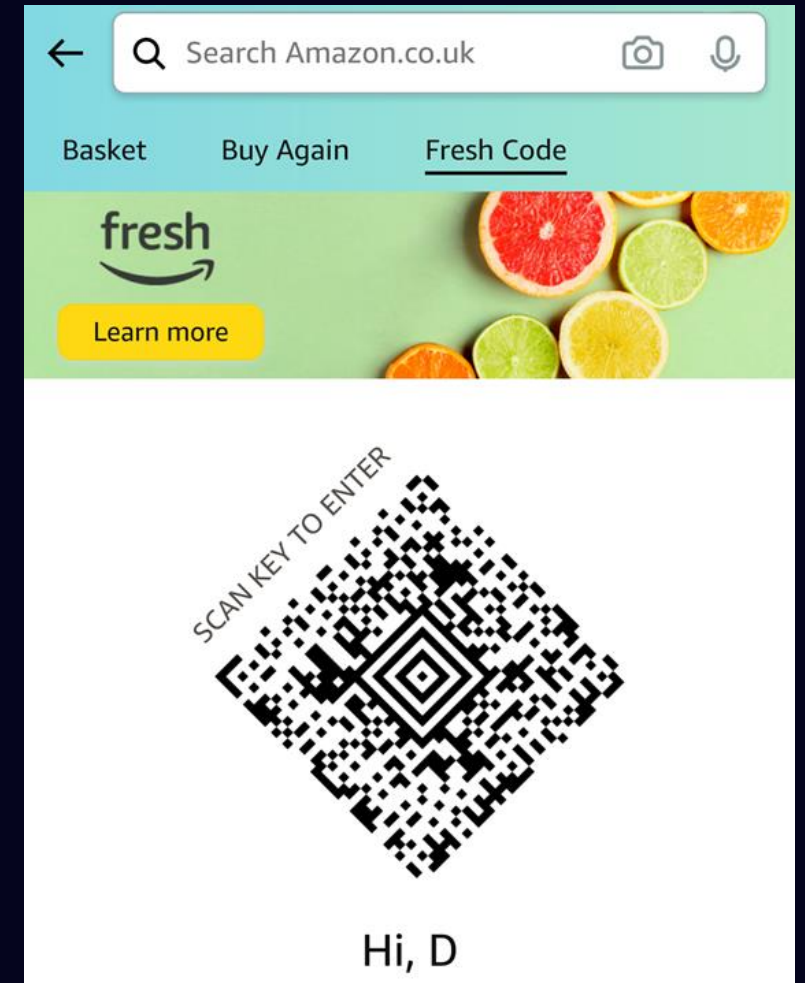
3. The End of Anonymity

- Proven identity is good for speed – especially in commerce

- It is also good for safefy – Tinder's new (voluntary) 'blue tick' verification gives members extra peace of mind.

3. The End of Anonymity

- Amazon's 'Made For You' service in the US asks customers to upload photos and use technology that works out their precise measurements so that they can get made to measure T-shirts.

- Snapchat has integrated a similar technology so that users only see ads for clothing that is in their size.

Get measured easily

Our 3D technology uses your height, weight, and two photos to create a precise fit.

"I got to create a virtual body double with my measurements. So much fun."
@scoutthecity

What Brands Should Do

- Be transparent to be trusted

- Show a clear value exchange for proving proof of identity

- Upgrade loyalty programmes to give extra benefits for verified identities

- Demonstrate speed savings available to signed in users

4. Virtual Worlds

- Virtual worlds in games like Fortnite and Roblox are growing in popularity.

- Facebook's Horizon Workrooms VR workspace is trying to move this into a workplace setting.
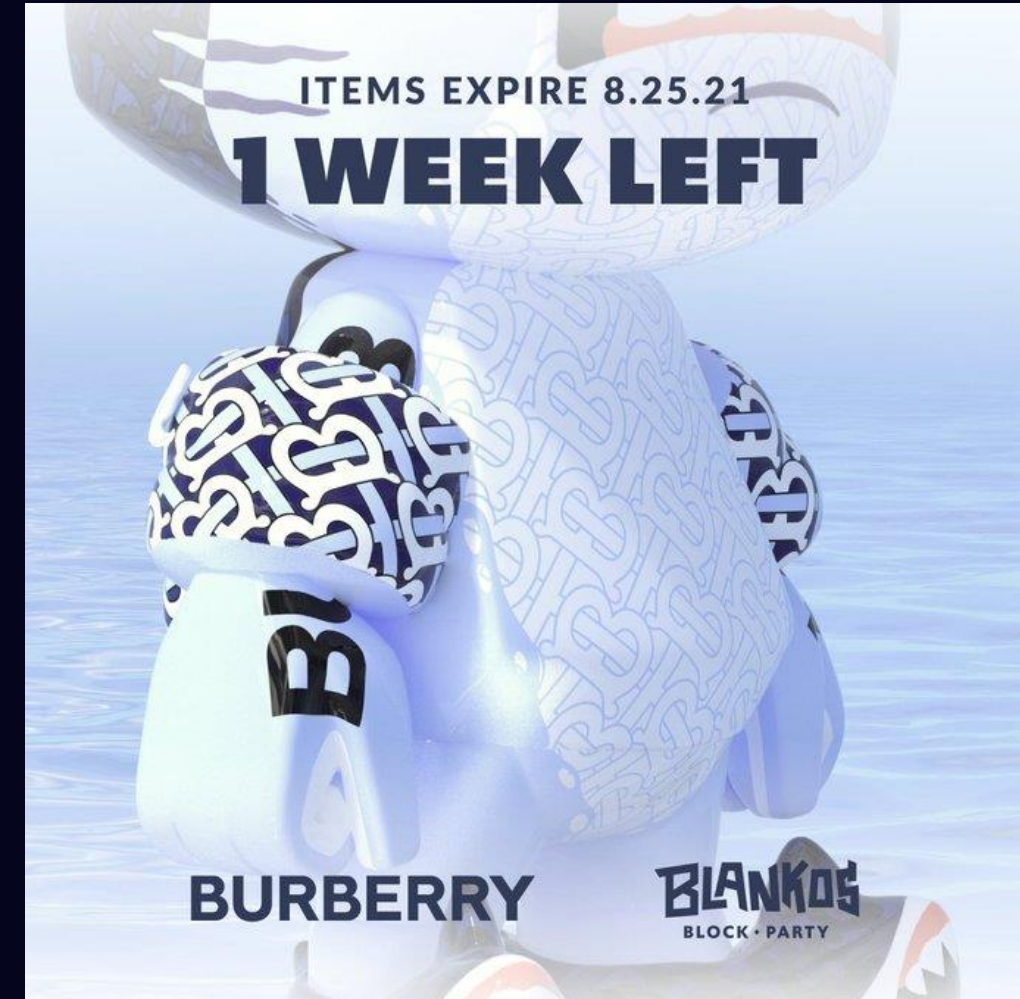
4. Virtual Worlds

- VR is also gaining traction, with new use cases including

- **Socialising** – for example attending events together

- **Fitness** – Apps like FitVR now let people workout at home on a number of activities including climbing.

4. Virtual Worlds

- We see lots of innovation around commerce within virtual digital worlds.

- NFTs – non fungible tokens – allow brands to create unique digital assets, and sell them to fans.

- Burberry created a range NFTs within Blanko's Block Party.

- The Burberry NFTs are in-game jetpacks, armbands and pool shoes, which players can apply to any 'Blankos' character that they own.

- Only 1,000 'jetpack' accessories were made, and sold for $99.99 each.

- The total value of all items made was nearly $400,000.

ITEMS EXPIRE 8.25.21
1 WEEK LEFT

BURBERRY   BLANKOS
BLOCK · PARTY

What Brands Should Do

- Assess your brand and customers' fit in virtual worlds

- Identify brands with a 'fandom' – passionate fans

- Develop strategies for content, products and events

- Test and learn on a small scale

Thank you for listening

Dan Calladine, Head of Media Futures

dentsu