


ANTTI TUURI POHJANMAA
BANG
JOHAN BORGEN
SJÖN SKUGGA BALDUR
MARKETING TO THE ENTITLED CONSUMER
ENGLAR ALHEIMSINS
EN DAG I ÖSTERBOTTEN
Friða A. Sigurðardóttir Mens natten går Rhodos
Per Petterson: Jeg forbanner tidens elv
NAJA MARIE AIDT / BAVIAN
Sara Stridsberg
Drömfakulteten
Oceanen


MARKETING
TO THE
ENTITLED CONSUMER
Nick Wurth & Dave Frankland

Marketing Today: Shouldn’t This Be Easier?



Nick Worth – CMO – Selligent Marketing Cloud





A Connected World

Fat Pipes

Processing Power

Mobility

Video


That Future is Now

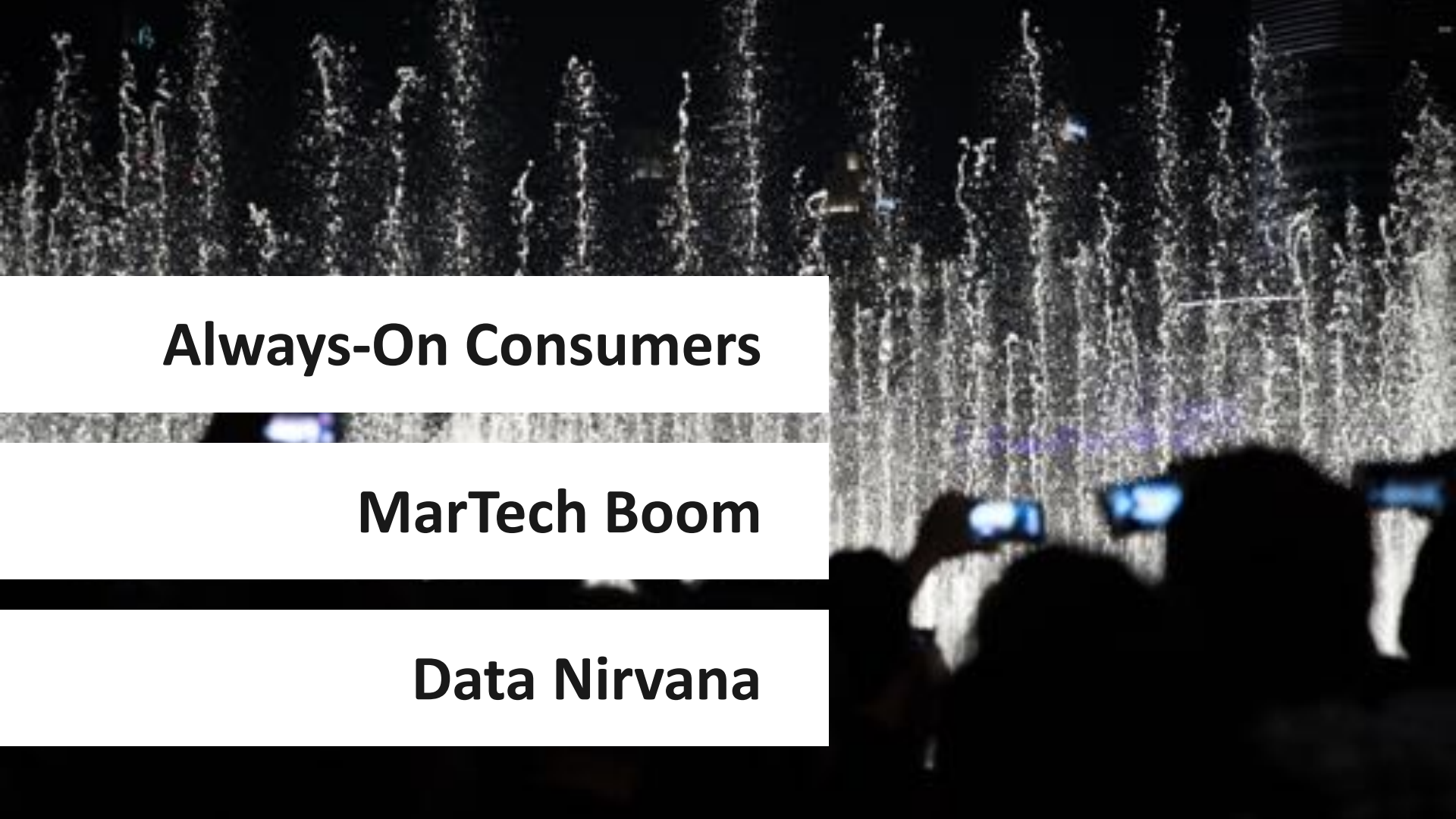


Always-On Consumers



Always-On Consumers

MarTech Boom


Always-On Consumers
MarTech Boom
Data Nirvana


Always-On Consumers
MarTech Boom
Data Nirvana
1 Click to Touch Millions


But Why Does
This Dream Feel
Like A
Nightmare?


en·ti·tled con·sum·er
/in´tīdld ken´soomer/
noun
Believing oneself to be inherently
deserving of privileges or special treatment.




Settings
Wi-Fi
Phantom_622c47
Bluetooth
Off
Cellular
Notifications
Control Center
Do Not Disturb
Wi-Fi
Phantom_622c47
Security Recommendation
CHOOSE A NETWORK...
Acosta
Acosta-5G
HP-Print-73-ENVY 4500 seri
TG1672GF2


FREE
BEACH
VACATION!
CLICK HERE



THE RESEARCH




7000 Surveys


7000 Surveys
4 Focus Groups


7000 Surveys
4 Focus Groups
87 Marketer Interviews


7000 Surveys
4 Focus Groups
87 Marketer Interviews
1754 Cups of Coffee

Indifferents

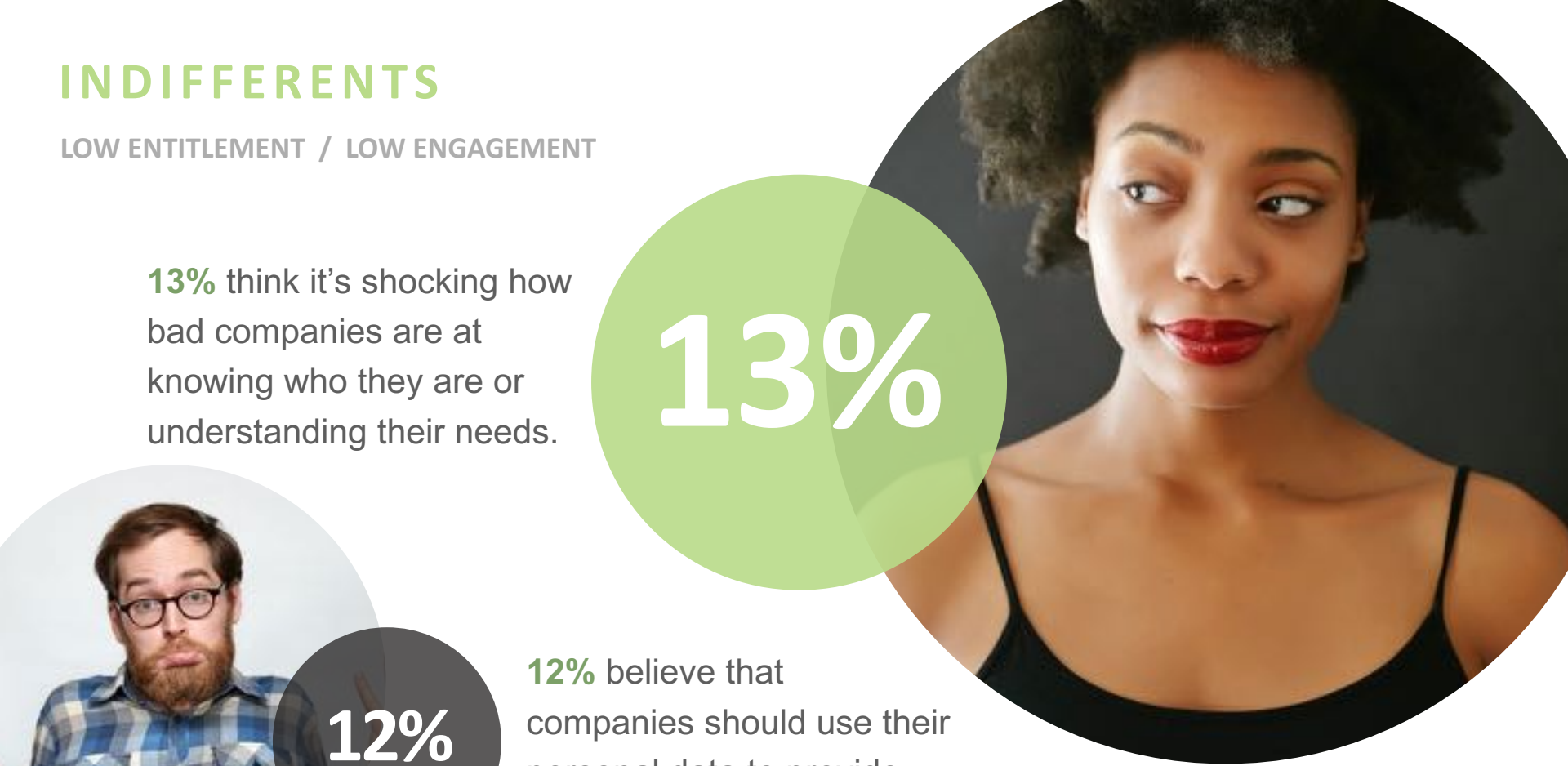


INDIFFERENTS

LOW ENTITLEMENT / LOW ENGAGEMENT

13% think it's shocking how bad companies are at knowing who they are or understanding their needs.

13%

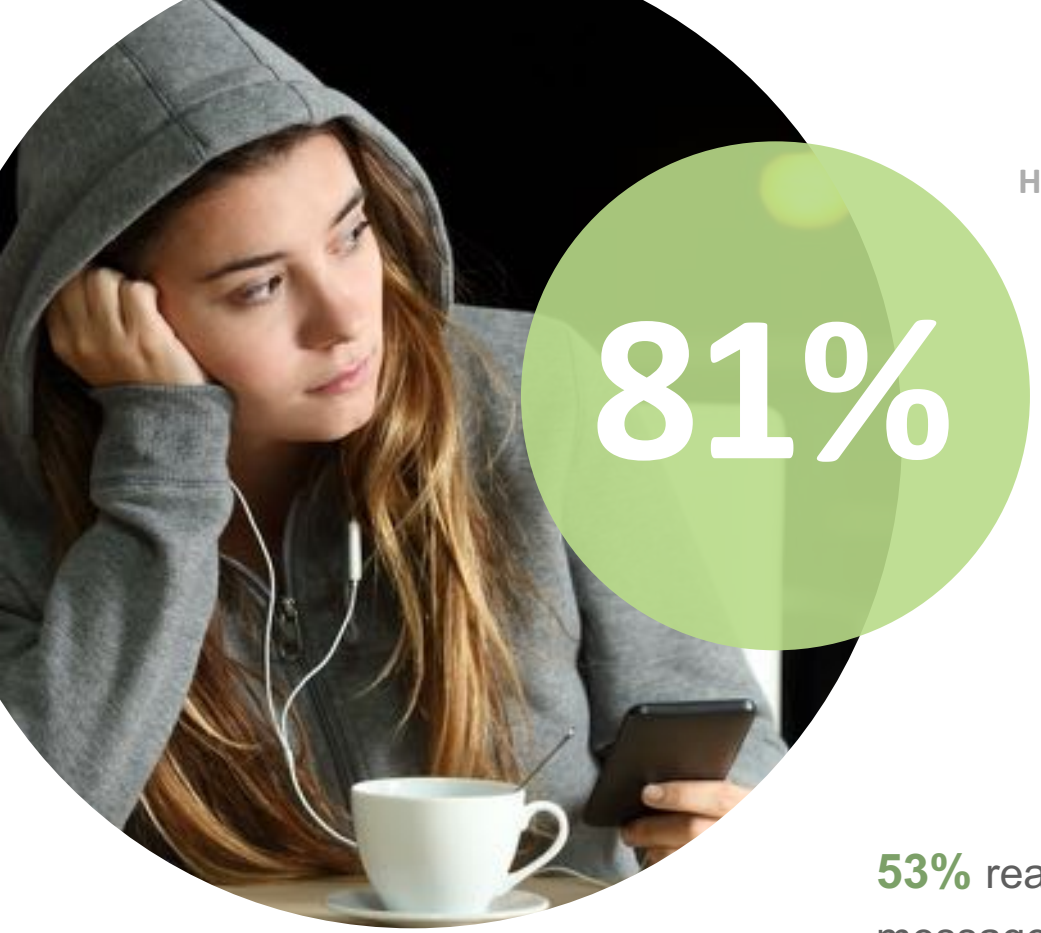


12%

12% believe that companies should use their personal data to provide them with better service.

Anticipators





ANTICIPATORS

HAPPY SHOPPERS WITH HIGH EXPECTATIONS

81% think that companies should use their personal data to provide them with better service.



53% read *ALL* the messages from companies they like.

Demanders



DEMANDERS

IMPATIENT, DEMANDING, AND READY TO BLAME

51% expect the ability to return products or cancel services without penalty when purchasing.

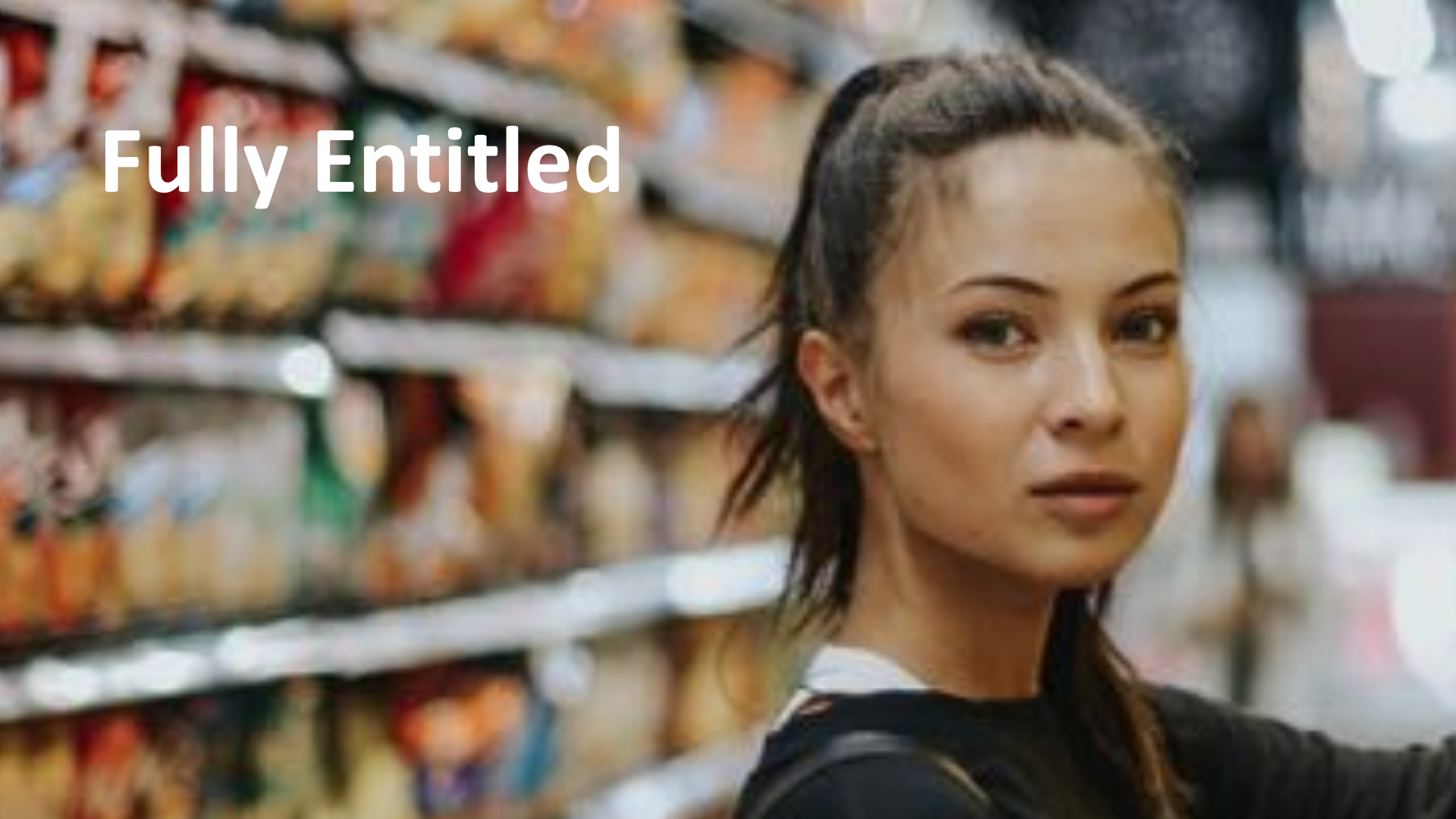
51%



39%

39% would avoid a company that gathers information to deliver personal services to them.




Fully Entitled



FULLY ENTITLED

COLLABORATIVE AND DEMANDING / TECH SAVVY

48%

48% look forward to reading messages from their favorite companies, even if they aren't looking to buy anything.

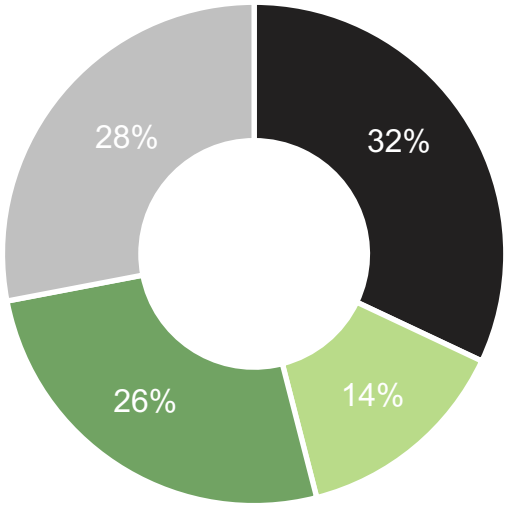
45%

45% think it's shocking how bad companies are at knowing who they are or understanding their needs.



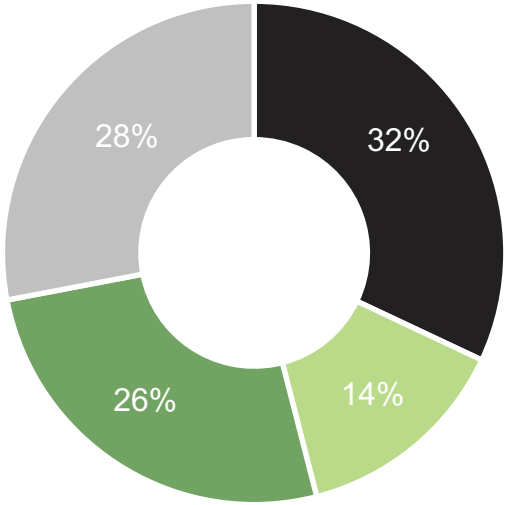
UNITED STATES

68% Entitled



Indifferents Anticipators Demanders Fully Entitled

UNITED STATES



68% Entitled

UNITED KINGDOM



70% Entitled

FRANCE



61% Entitled

GERMANY



65% Entitled

SPAIN

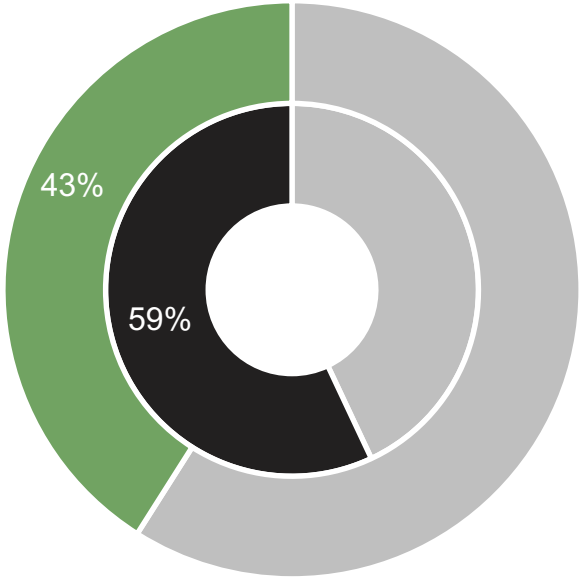


80% Entitled

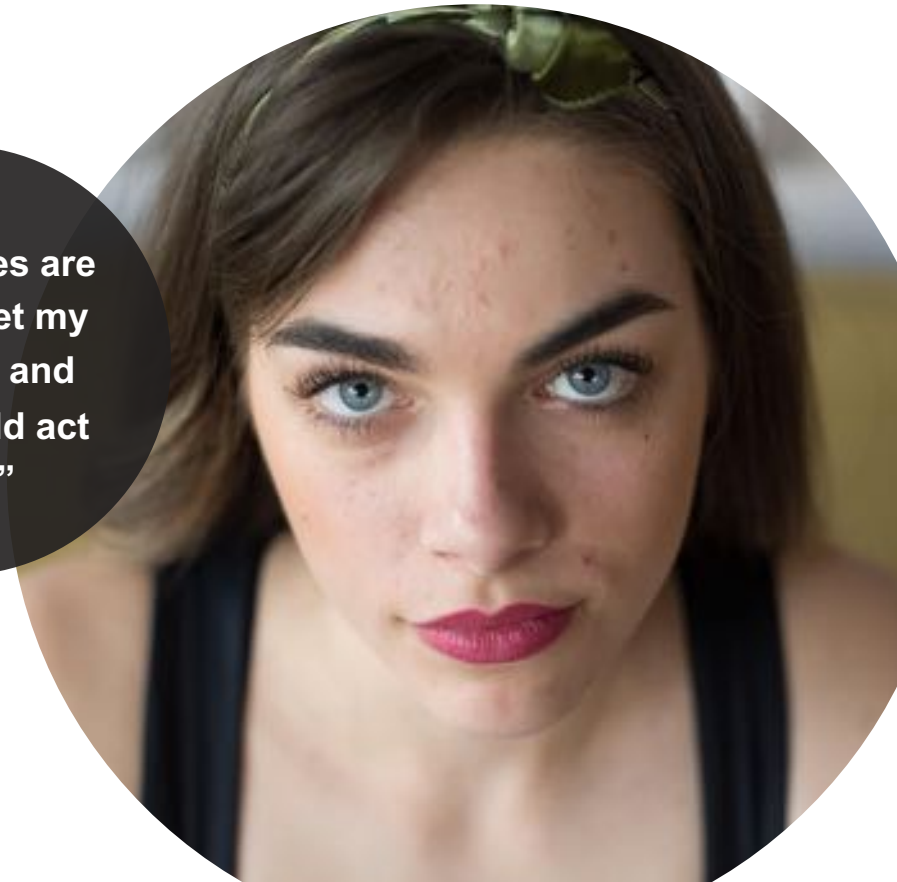
■ Indifferents ■ Anticipators ■ Demanders ■ Fully Entitled

KEY FINDINGS ABOUT CONSUMER ENTITLEMENT

COMPANIES ARE LUCKY TO HAVE ME AS A CUSTOMER

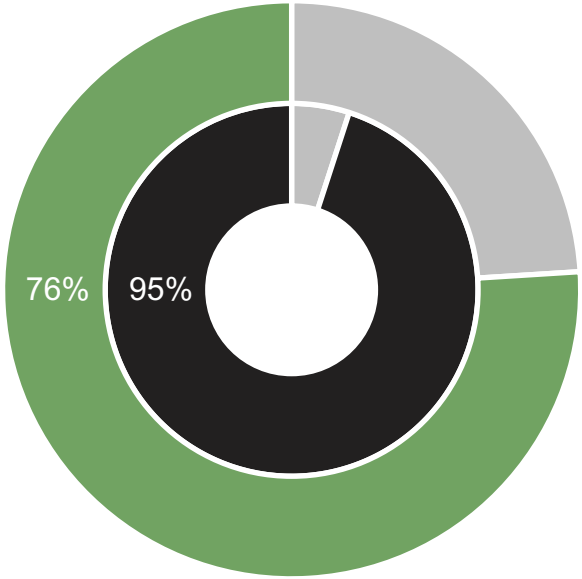


“Companies are lucky to get my attention, and they should act like it.”



KEY FINDINGS ABOUT CONSUMER ENTITLEMENT

I WANT CONTROL

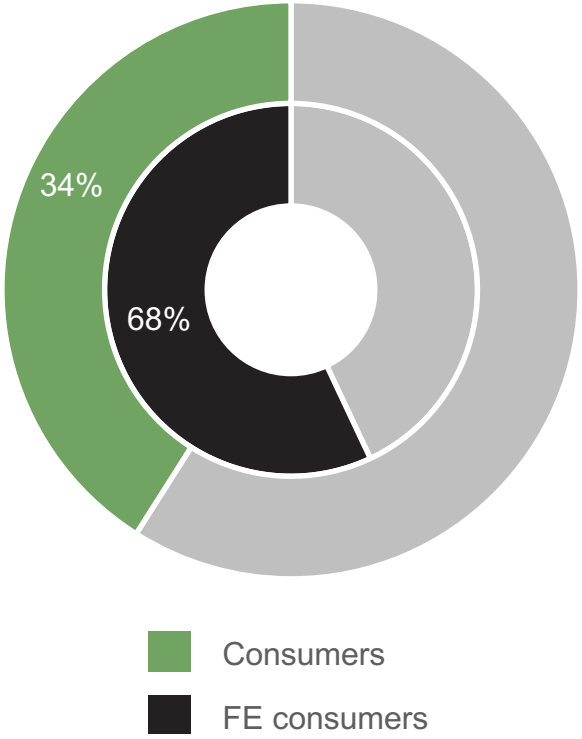


“When I sign up for something, I expect to control how and when the company contacts me (e.g. email, text messages, phone calls, mobile…)”



KEY FINDINGS ABOUT CONSUMER ENTITLEMENT

KNOW ME BETTER THAN I KNOW MYSELF





“YOU EXPECT EVERYBODY TO REACH THE STANDARDS THAT YOU GET USED TO FROM COMPANIES LIKE AMAZON AND TESCO. AND YOU WON’T ACCEPT ANYTHING LESS.”

Will
Financial Counselor
London



Transference of Entitlement





THE CHALLENGE



Diverse Data





Descriptive Data



Social Connections

Descriptive Data

Relationship History

Social Connections

Descriptive Data



Situational Data

Relationship History

Social Connections

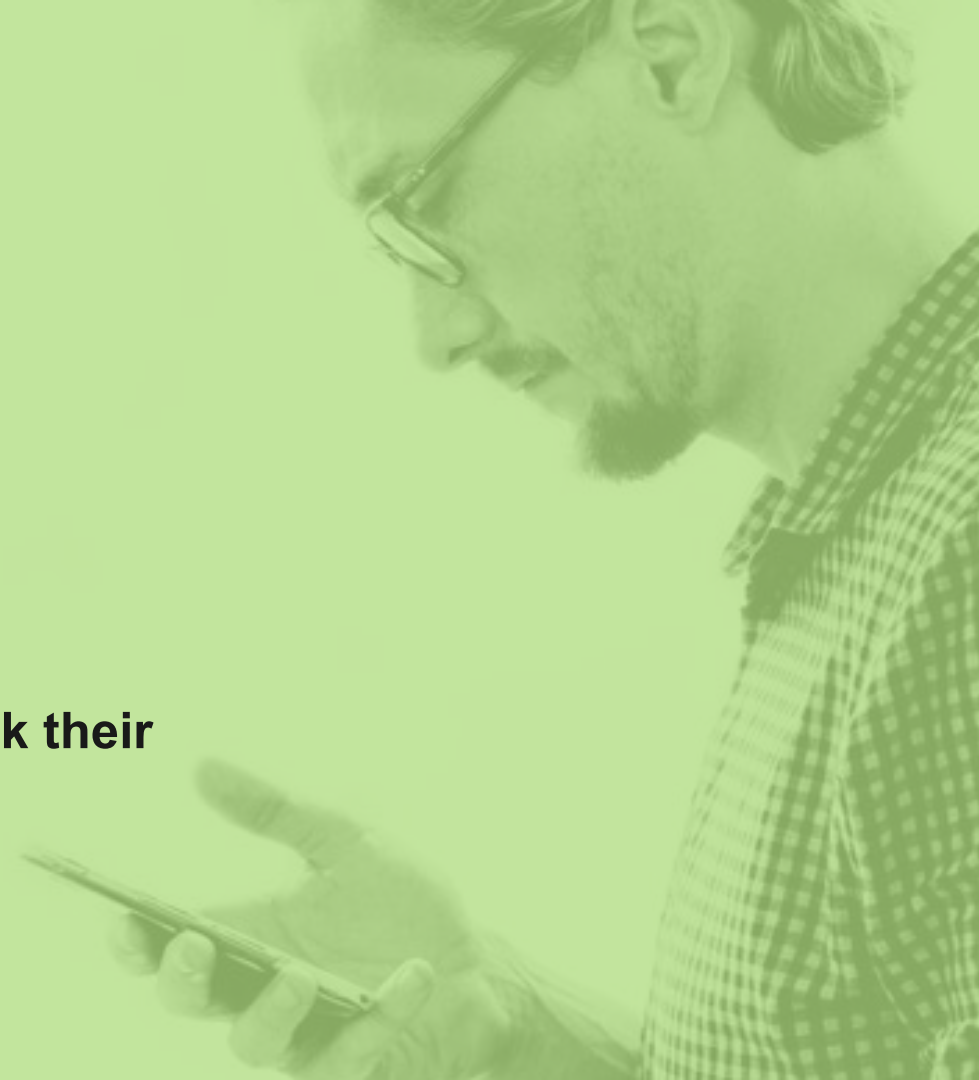
Descriptive Data



83%

of people expect companies to ask their permission when collecting data.

(Microsoft)



54%

of people expect to receive a personalized discount from a retailer within 24 hours of identifying themselves.

(Segment)



“IF YOU HAVE MY DATA, FIGURE IT OUT.”

Ragna
Web Producer
Stockholm



Omnichannel Engagement





ExtraSpace® Storage





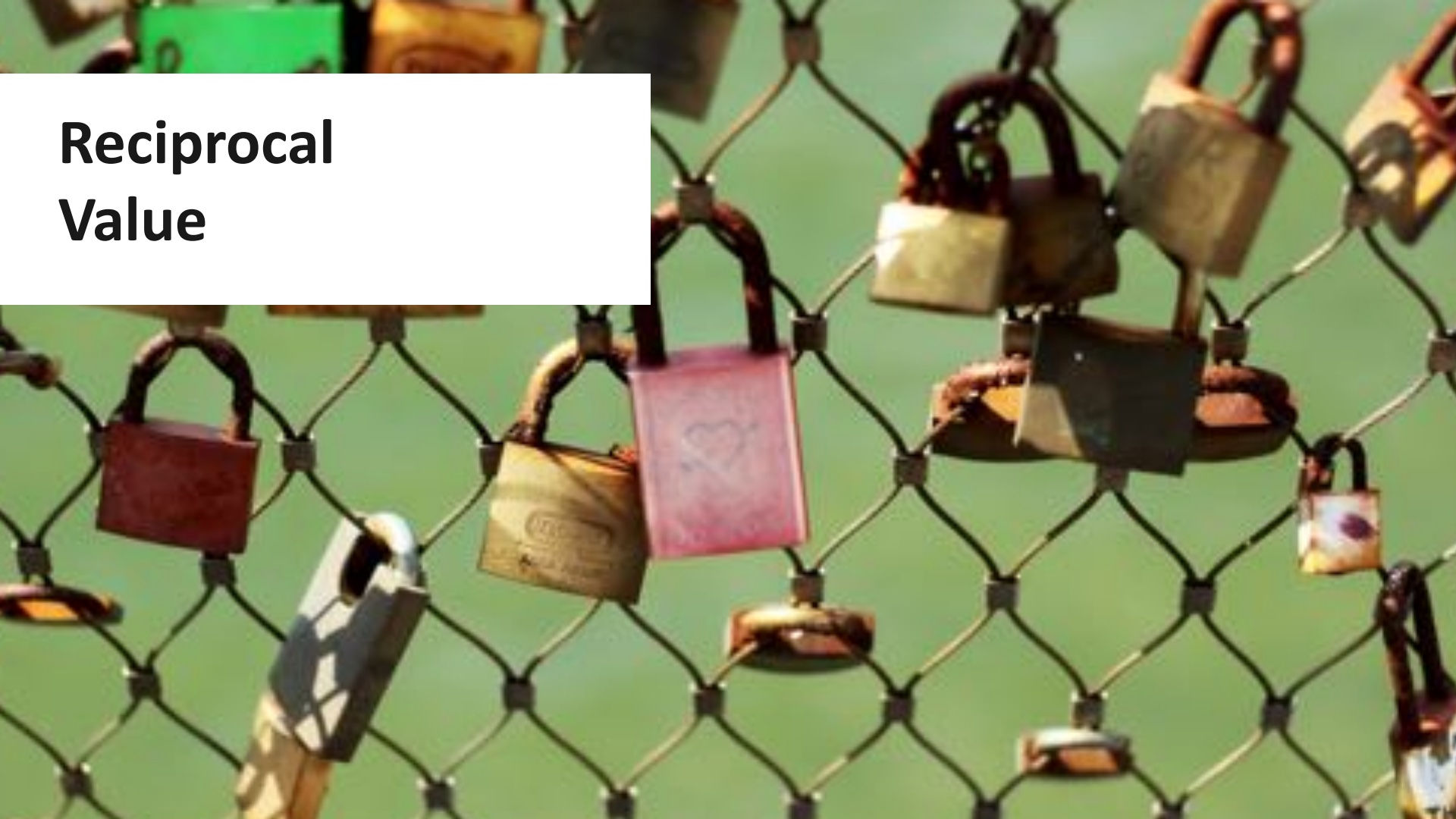
75%

of consumers expect a consistent experience, regardless of what channel they’re coming in from.

(SalesForce)



Reciprocal Value

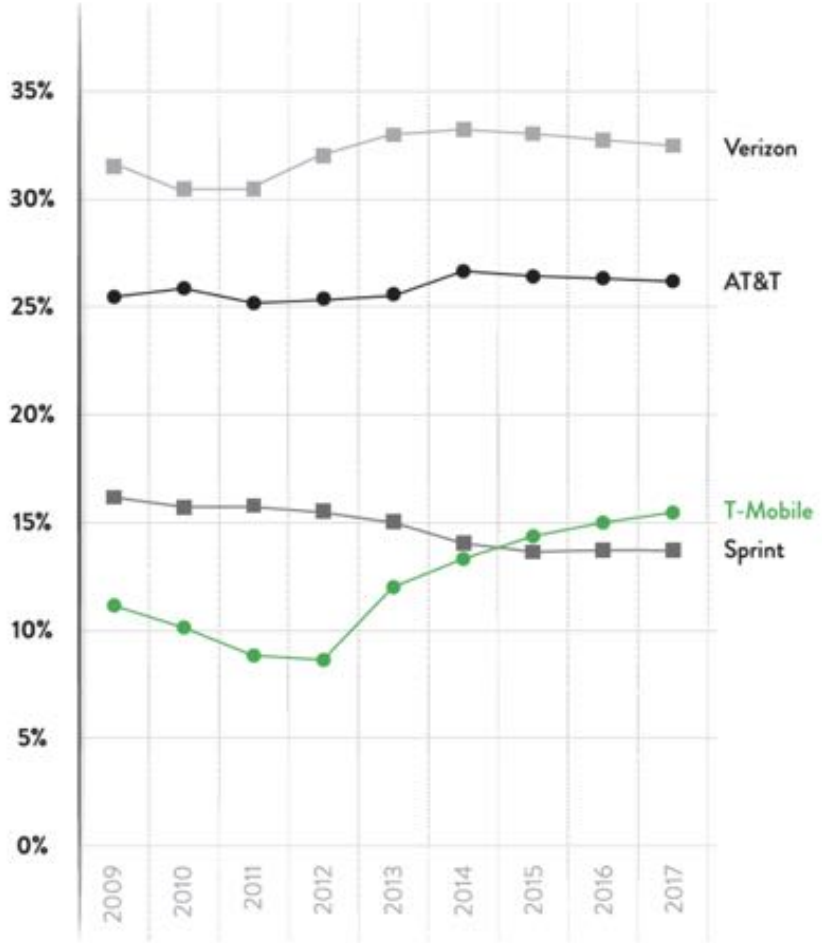




T-Mobile


T · · Mobile
THE UN-CARRIER

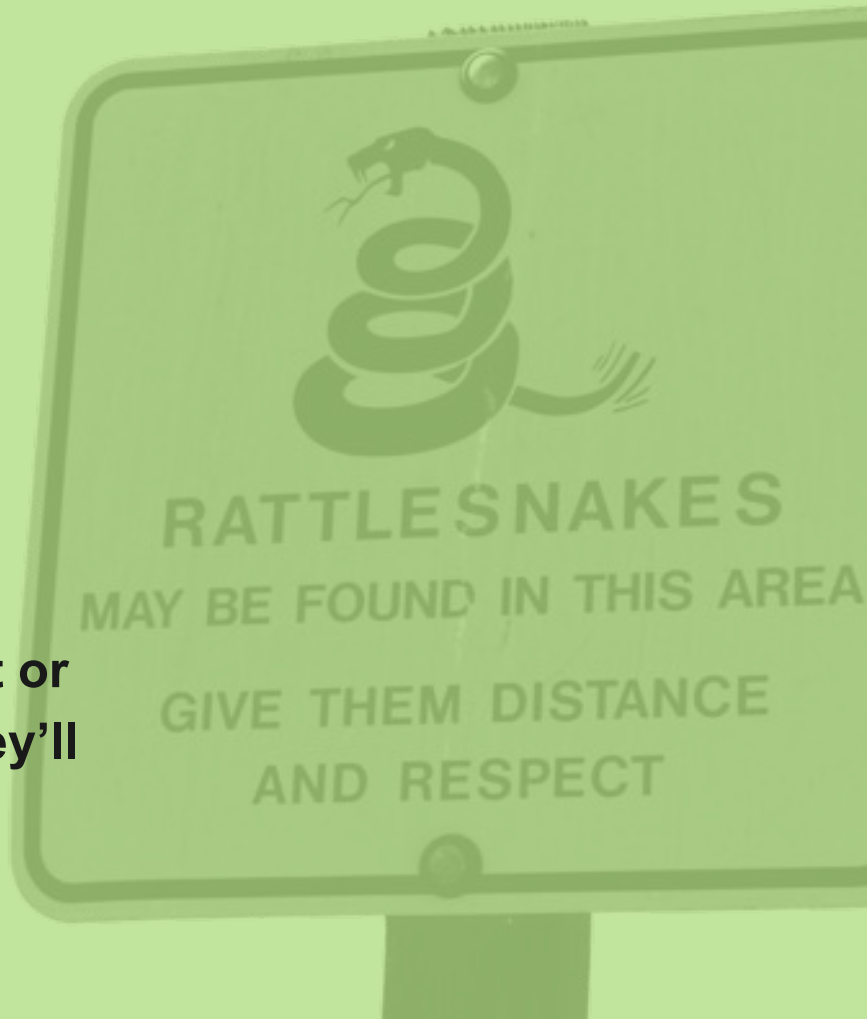
T-Mobile



Source: Data from Strategy Analytics.

34%

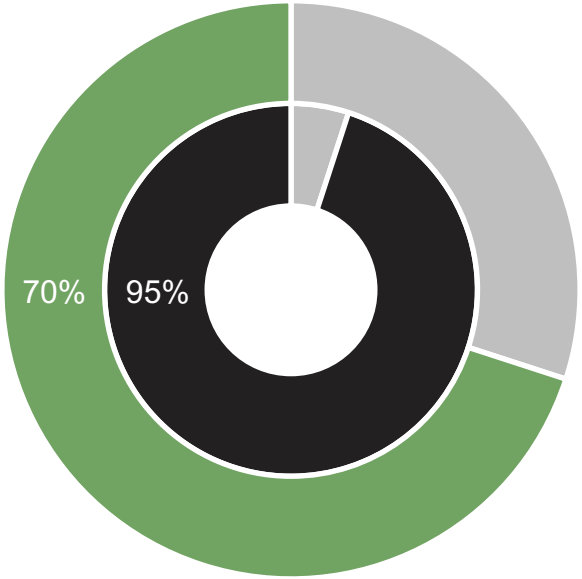
of consumers say that when a product or service doesn’t meet expectations, they’ll never buy from that company again.



Relevance



KEY FINDINGS ABOUT CONSUMER ENTITLEMENT



“When a company interacts with me, it’s important that they understand my current situation and not just try to sell me their product.”





“Auto Club”

Sent
Spam
Trash (175)
Empty



38%

of US consumers have an ad blocker, and 50% actively try to avoid ads.

(Forrester)



“AS SOON AS THE PERSON CALLED ME FROM BOOKING.COM, WHATEVER SHE DID ON THE PHONE, LITERALLY, WITHIN A MINUTE, I GOT 200 SPAM EMAILS. SO I NEVER USED BOOKING.COM AGAIN.”

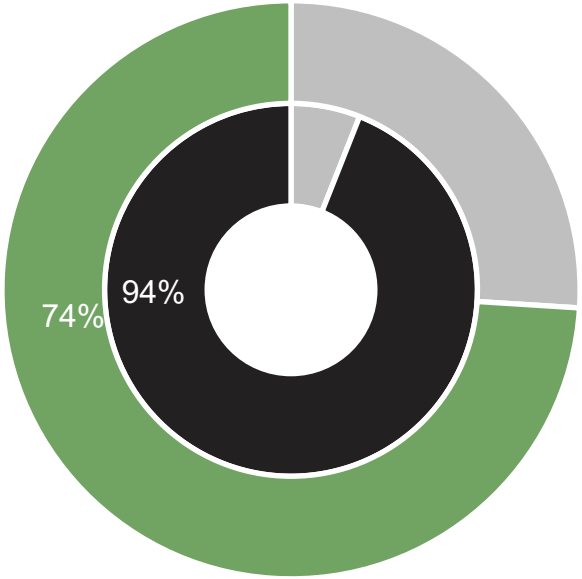
Jess
Admin
London



Respectful
Empathy



KEY FINDINGS ABOUT CONSUMER ENTITLEMENT



“I expect companies to treat me as an individual, not as a member of some segment like ‘Millennials’ or ‘suburban mothers.’”



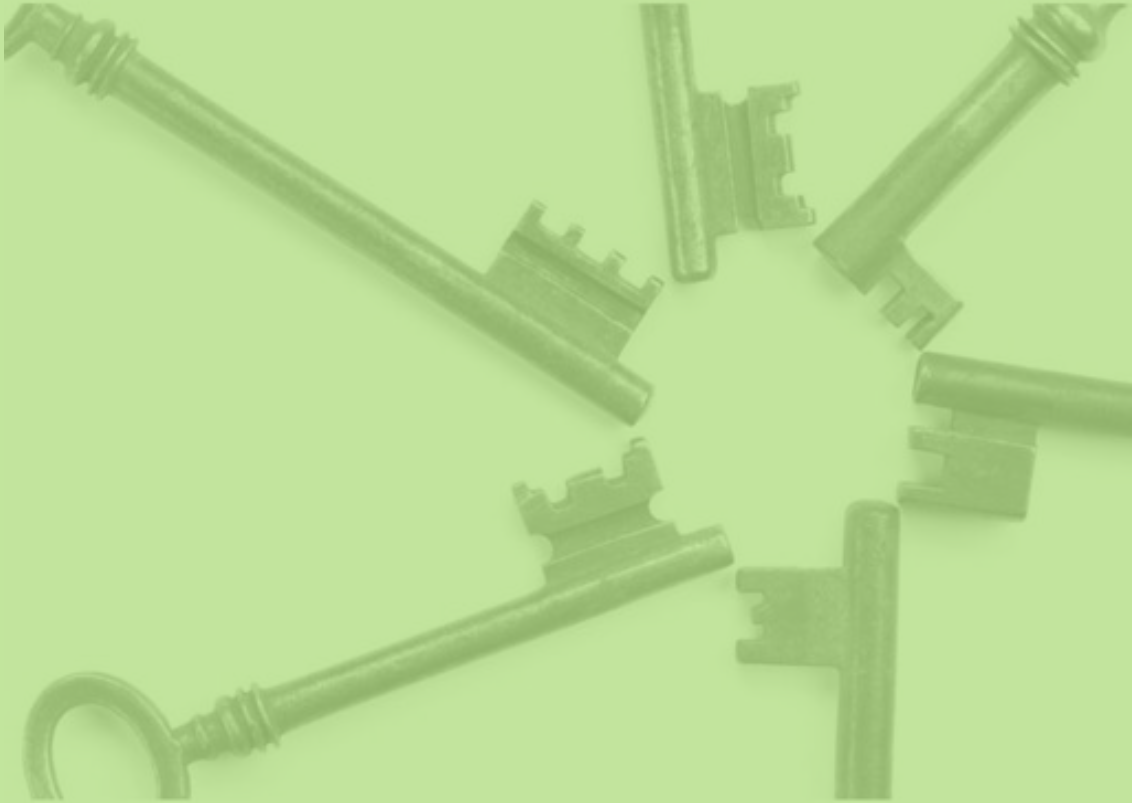


STAPLES®



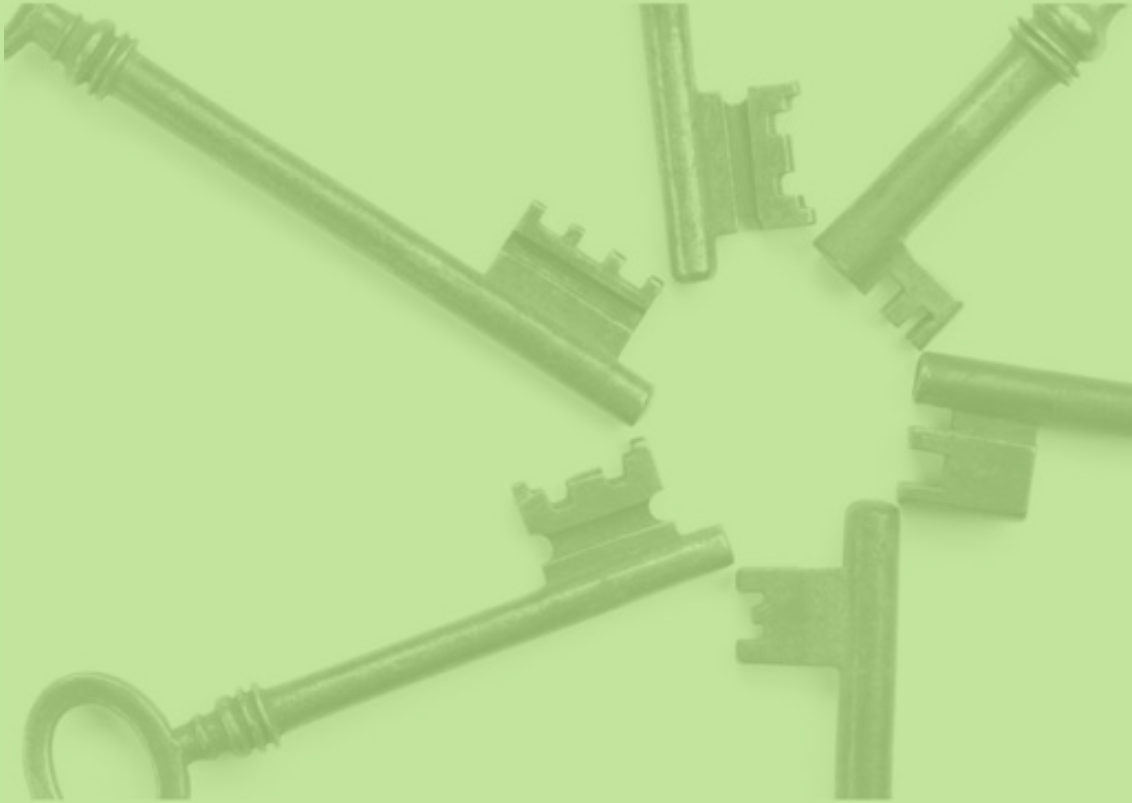

Got it!
$72.99
HP Cartridge
125A, Magenta
Shop Now

Five Keys to Engagement



Diverse Data

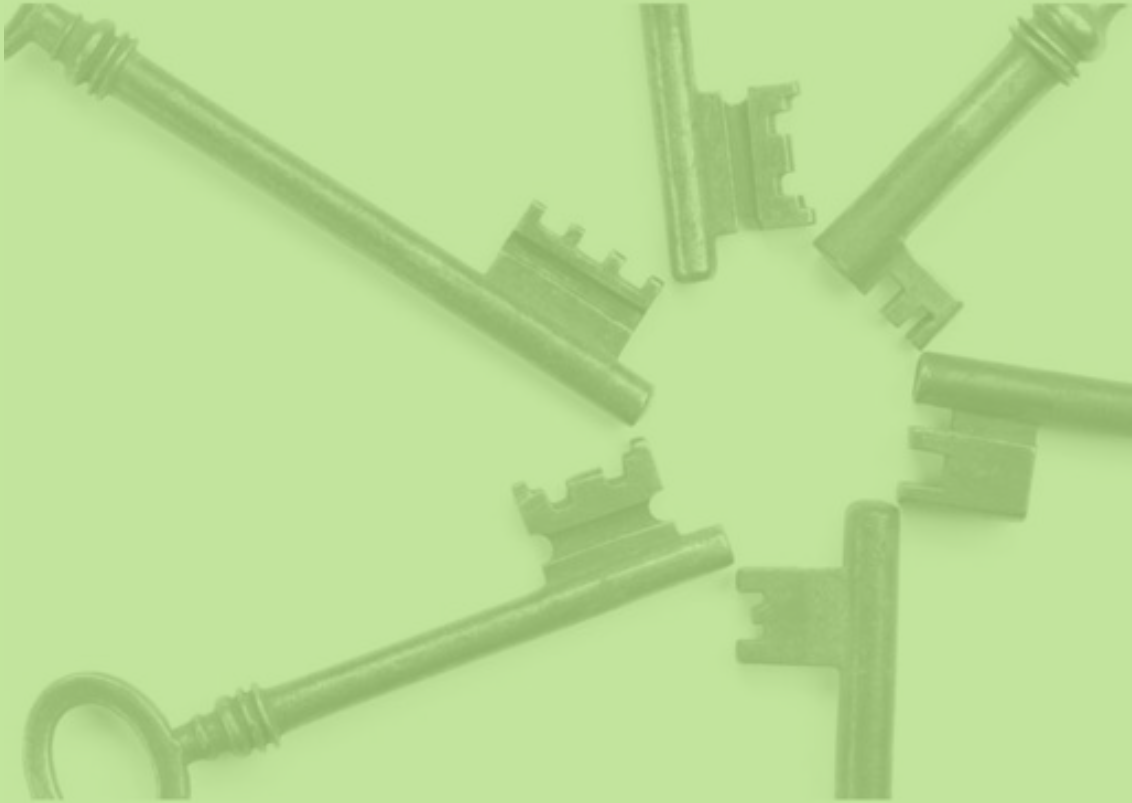
Five Keys to Engagement



Diverse Data

Omnichannel Engagement

Five Keys to Engagement



Diverse Data

Omnichannel Engagement

Reciprocal Value

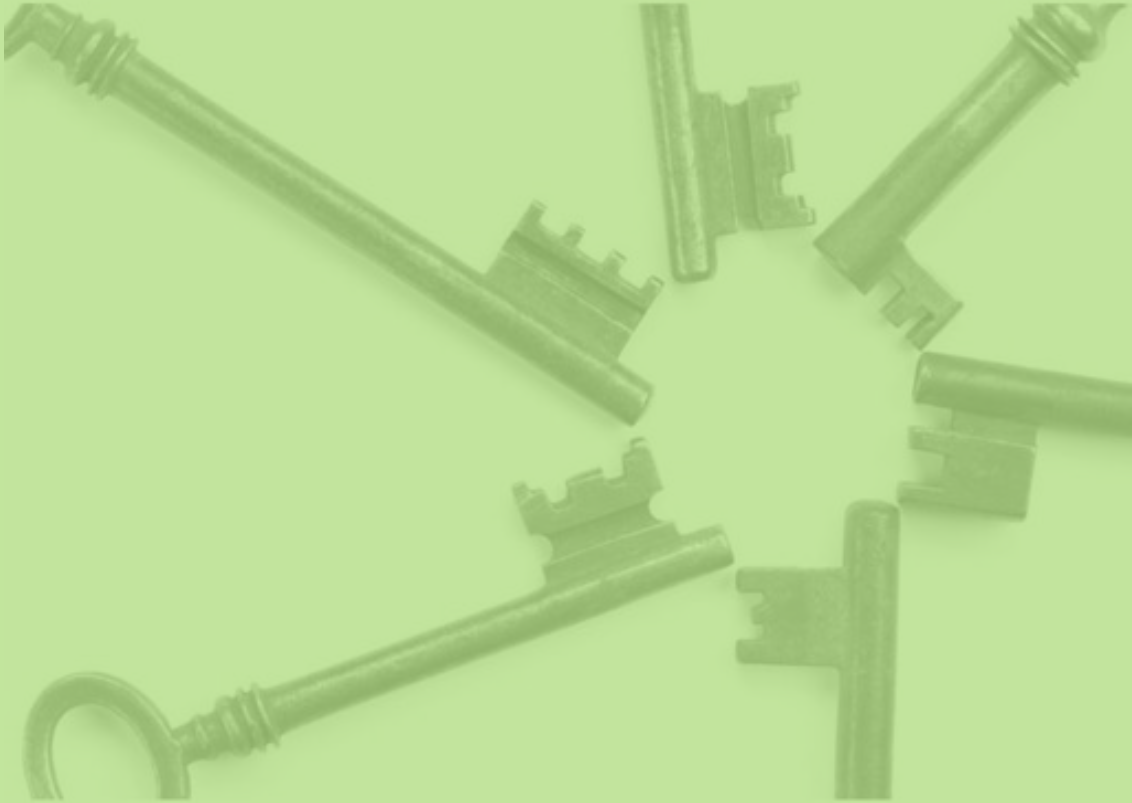
Five Keys to Engagement

Diverse Data

Omnichannel Engagement

Reciprocal Value

Relevance



Five Keys to Engagement

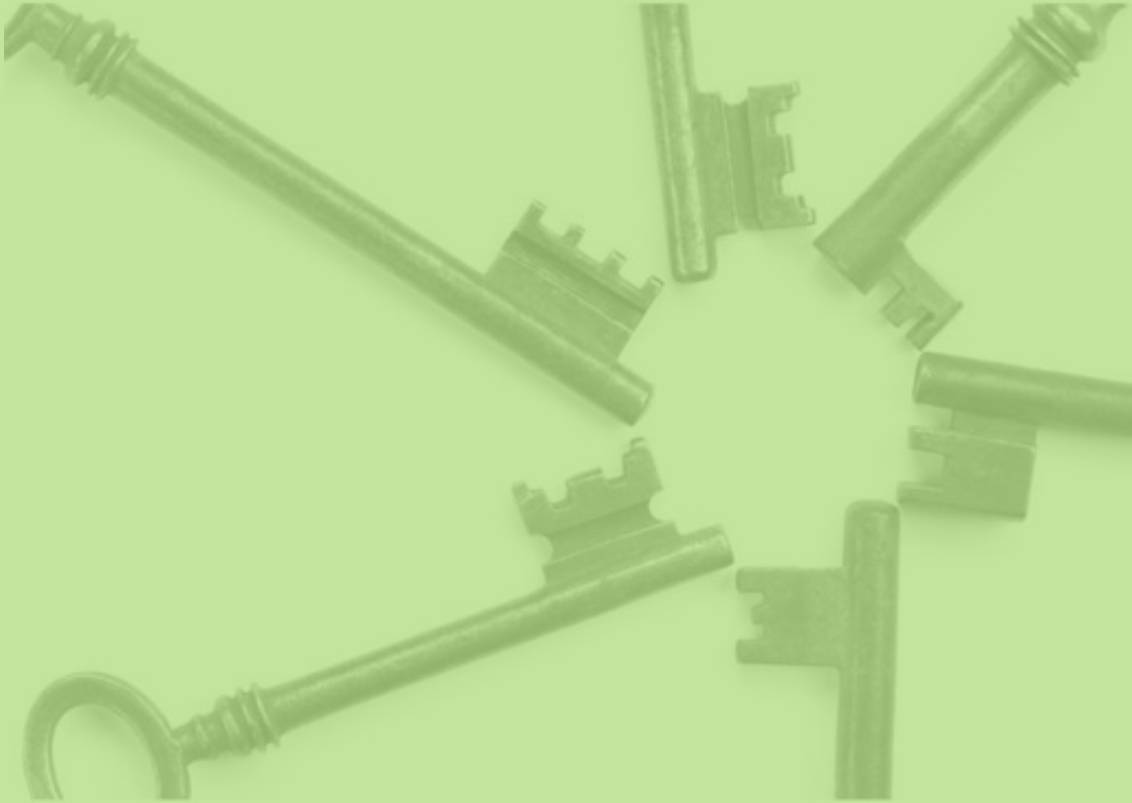
Diverse Data

Omnichannel Engagement

Reciprocal Value

Relevance

Respectful Empathy





GETTING IT RIGHT





Folksam

Founded 1908





27% Annual Churn



27% Annual Churn

Rising Premiums



27% Annual Churn

Rising Premiums

All Business Units Messaging Independently



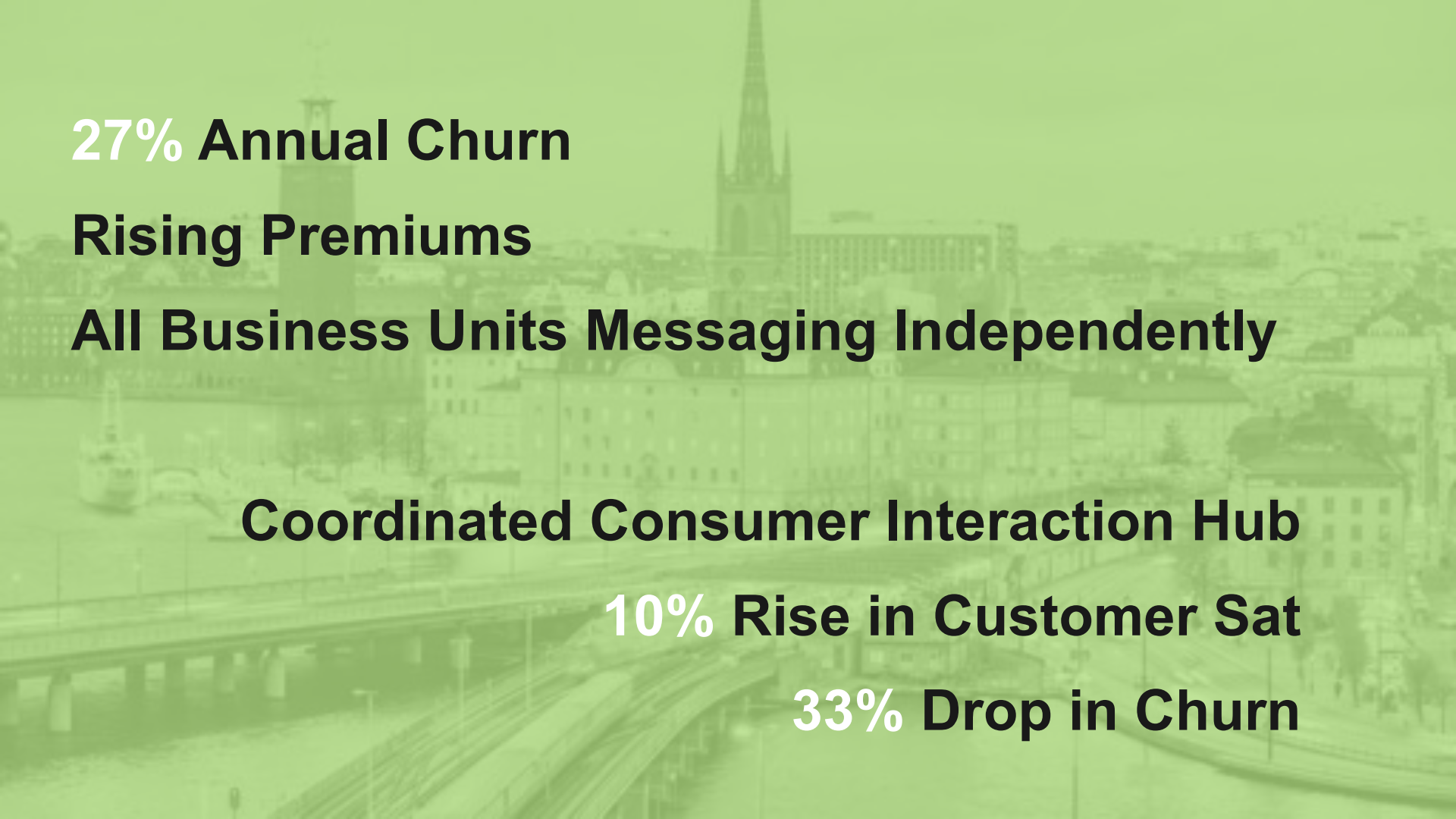
27% Annual Churn

Rising Premiums

All Business Units Messaging Independently

Coordinated Consumer Interaction Hub


27% Annual Churn
Rising Premiums
All Business Units Messaging Independently
Coordinated Consumer Interaction Hub
10% Rise in Customer Sat


27% Annual Churn
Rising Premiums
All Business Units Messaging Independently
Coordinated Consumer Interaction Hub
10% Rise in Customer Sat
33% Drop in Churn



INDOCHINO

Founded 2007



Indochino focuses on customer experience and relentless personalization—and lives the consumer-first principles of reciprocal value, relevance, and respect.

5x

Annual sales grew fivefold between 2014 and 2017

One of the five fastest growing apparel brands in the world.





WHERE TO NOW?





“

A PESSIMIST SEES THE DIFFICULTY IN EVERY OPPORTUNITY;
AN OPTIMIST SEES THE OPPORTUNITY IN EVERY DIFFICULTY.

”

Winston Churchill
Prime Minister
UK



$800B

Over the next 5 years, BCG predicts a revenue shift of $800 billion to the companies that set themselves apart with successful personalization strategies.

(BCG)





5 Keys to Engagement



Five Keys to Engagement

- **Diverse Data**
- **Omnichannel Engagement**
- **Reciprocal Value**
- **Relevance**
- **Respectful Empathy**


5 Keys to Engagement
Consumer-First Marketing



Consumer-First Marketing

Consumer-First Marketing inverts the traditional approach to marketing.

It focuses first on consumers to identify opportunities for filling an unmet need, entertaining, or solving a pressing problem.


5 Keys to Engagement
Consumer-First Marketing
Goldilocks Data + AI



Goldilocks Data + AI

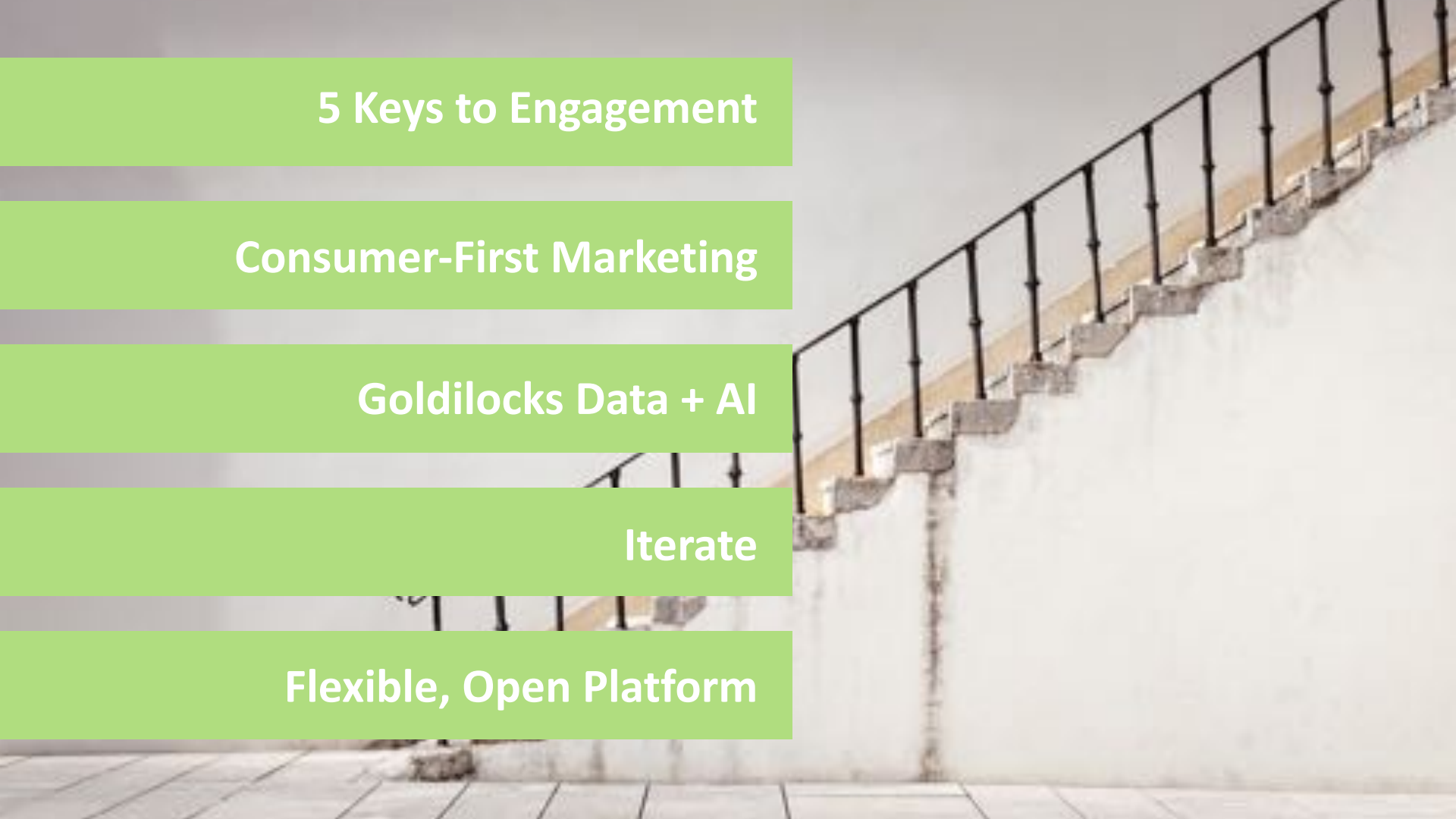
- **Focus on the Data that Will Make a Difference; Don’t Over-Complicate**
- **Use Your Brain for Planning and AI for the Heavy 1:1 Lifting**


5 Keys to Engagement
Consumer-First Marketing
Goldilocks Data + AI
Iterate



Iterate

- Start Modestly with clear goals
- Try Small Steps for a Brand
- No Giant Leaps for Brandkind


5 Keys to Engagement
Consumer-First Marketing
Goldilocks Data + AI
Iterate
Flexible, Open Platform

selligent MARKETING CLOUD



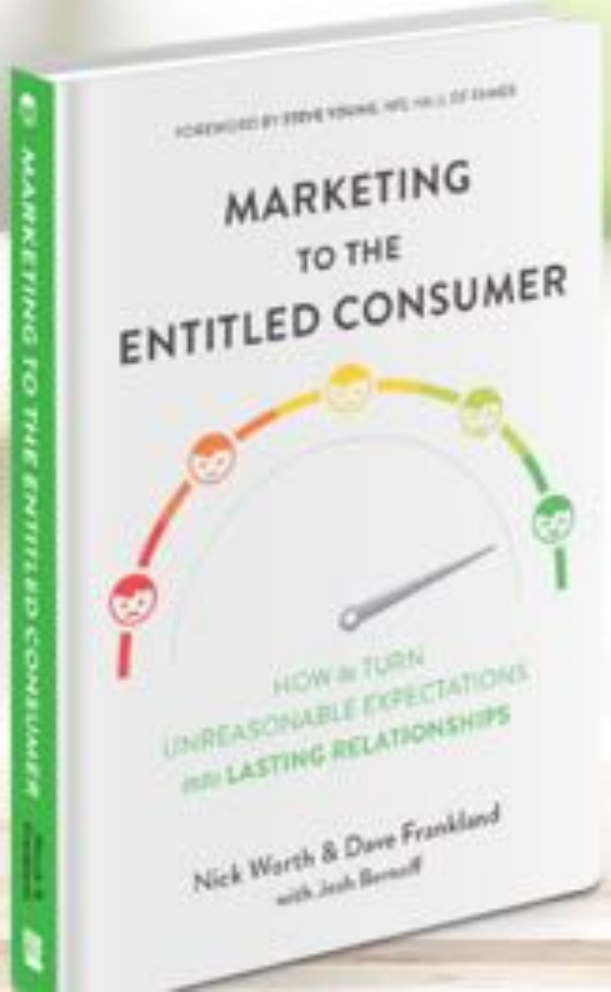
Engaging
Experiences



Intelligent
Automation



Customer
Data Platform



MARKETING TO THE ENTITLED CONSUMER

How to turn unreasonable expectations into lasting relationships

amazon

PRE-ORDER THE BOOK

BARNES & NOBLE 8oooceoread


OCTOBER
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
BUSINE

