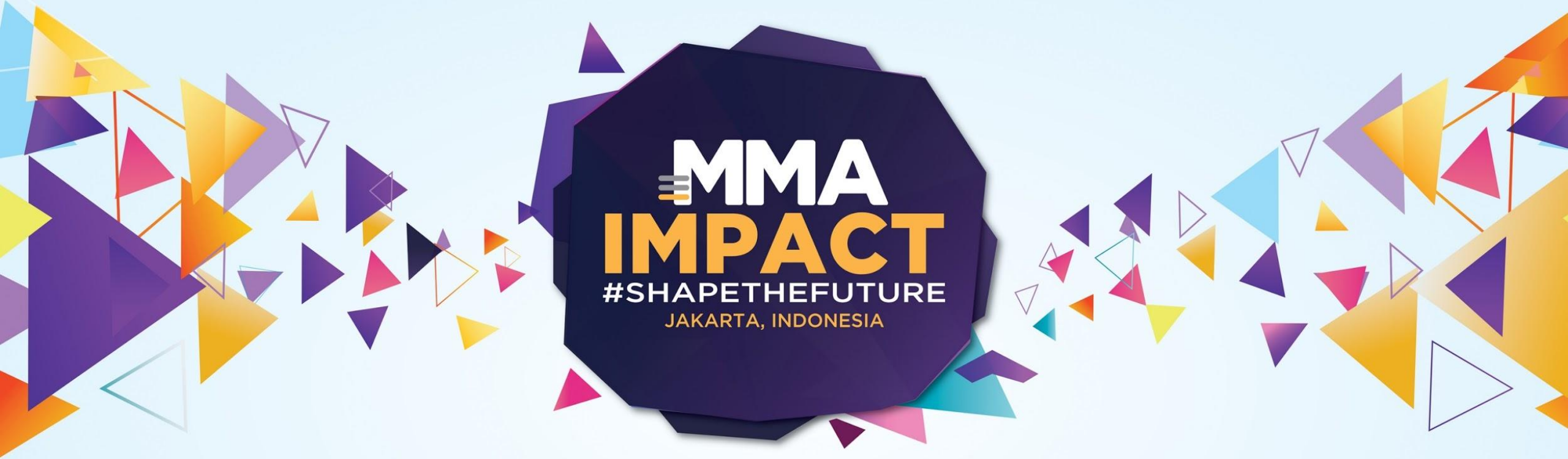


MYTH in Digital Marketing

Ricky Afrianto
Global Marketing Director
Mayora Group

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MOBILE MARKETING ASSOCIATION

Fascinating Facts

Chinese consumer's digital engagement leads globally – across all metrics

INTERNET = MOBILE

Monthly active users (MAU)

CHINA[1] — 938m

NORTH AMERICA[2] — facebook — 234m

% revenue from mobile during peak sales season

SINGLES DAY[3] — Alibaba Group — 90%

BLACK FRIDAY[4] — amazon — 72%

MOBILE = SOCIAL

Time spent on social per day

CHINA[5] — 90mins

GLOBAL[6] — facebook — 50mins

Use social networks as a source of shopping inspiration

CHINA[7] — 70%

USA[7] — 50%

SOCIAL = ENTERTAINMENT

Livestreaming MAUs

CHINA[8] — YY.COM — 53m

GLOBAL[9] — Periscope — 6m

Top internet celebrity earnings

CHINA KOL[10] — Zhang Dayi — $46m

YOUTUBE[11] — PewDiePie — $15m

Source: PwC Analysis, [1]Tencent Investor Relations (Q1 2017), [2]Statista (Q1 2017), [3]Alibaba (November 2017),[4]Amazon (January 2017), [5]WeChat Data Report (2016), [6]Facebook Report (Q1 2016), [7]PwC's Total Retail 2016 research n= 905 (CN), 1,010 (US), [8]YY Inc Investor Relations (June 2017), [9]Twitter Intelligence (Sept 2016), [10]Guotai Junan Securities, Investment Research (2016), [11]Forbes Highest-Paid YouTube Stars (2016)

Confidential information for the sole benefit and use of PwC's client.

Fascinating Facts



WeChat VS FB VS WA

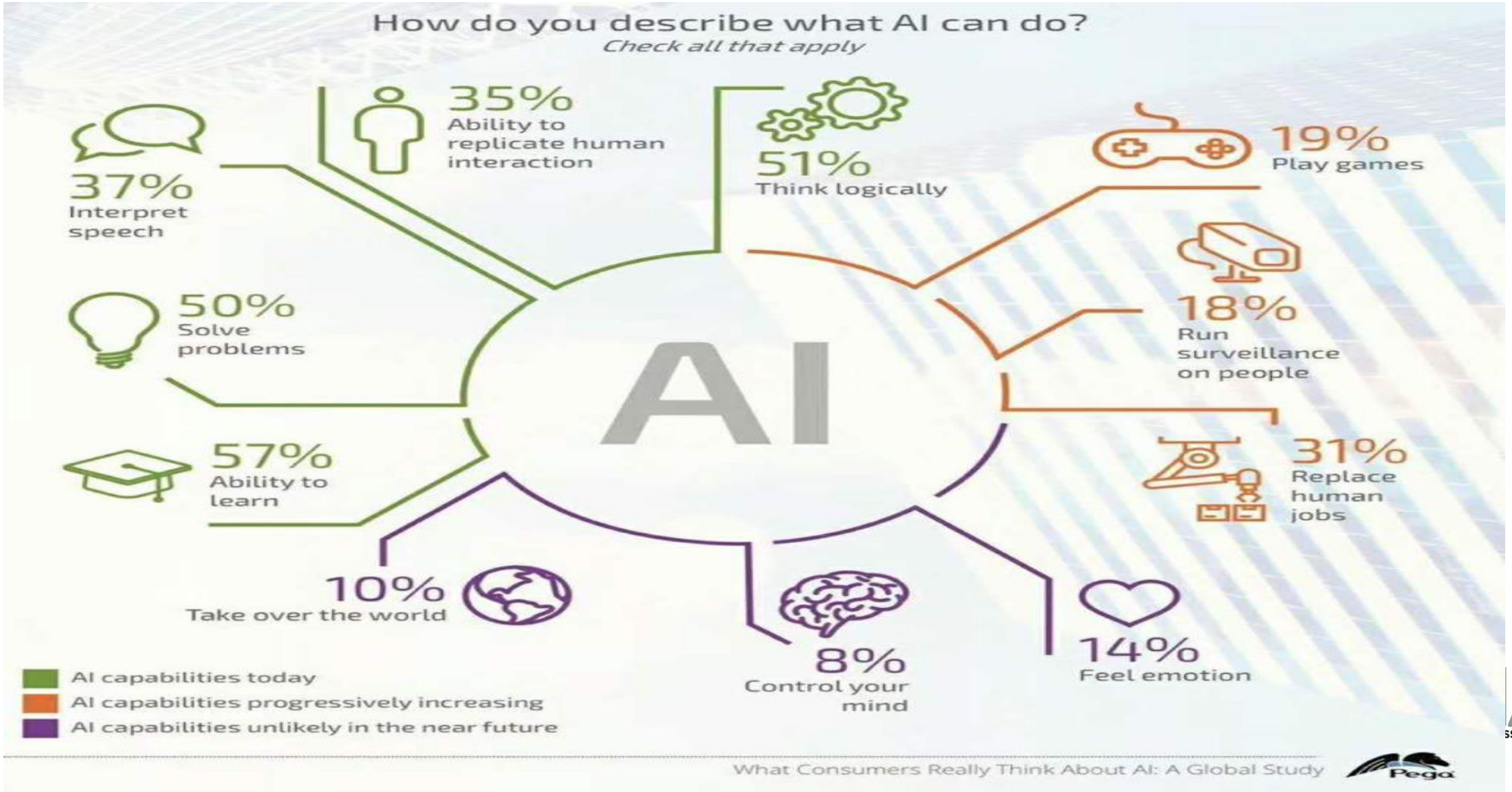
Fascinating Facts



- > 20%
- > US 4T - 2020

Source: CPG Size and CPG eCommerce Size: Nielsen, Overall e-commerce and Growth Forecast: eMarketer

Fascinating Facts

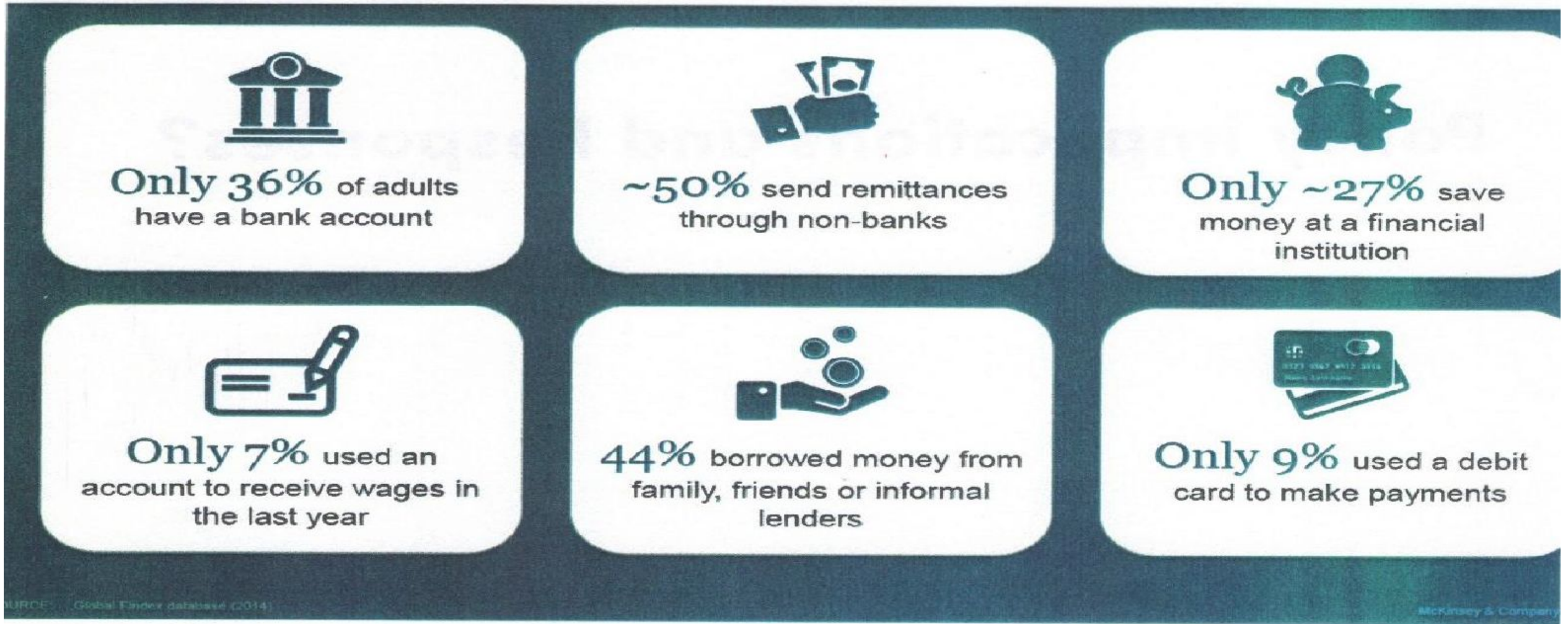


Fascinating Facts



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Fascinating Facts



Fascinating Facts



31.86%

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I LOVE ORDERING THINGS ONLINE BECAUSE WHEN THEY ARRIVE IT'S LIKE A PRESENT TO ME, FROM ME

Fascinating Facts



- Rp 1.500 / USD 0.11

Grab traveloka tokopedia

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I am not worry…

- TV is declining & Other Media is increasing
- or NEW Consumer behavior

TV is still effective in delivering messages!

Task: How to make Digital works for us!

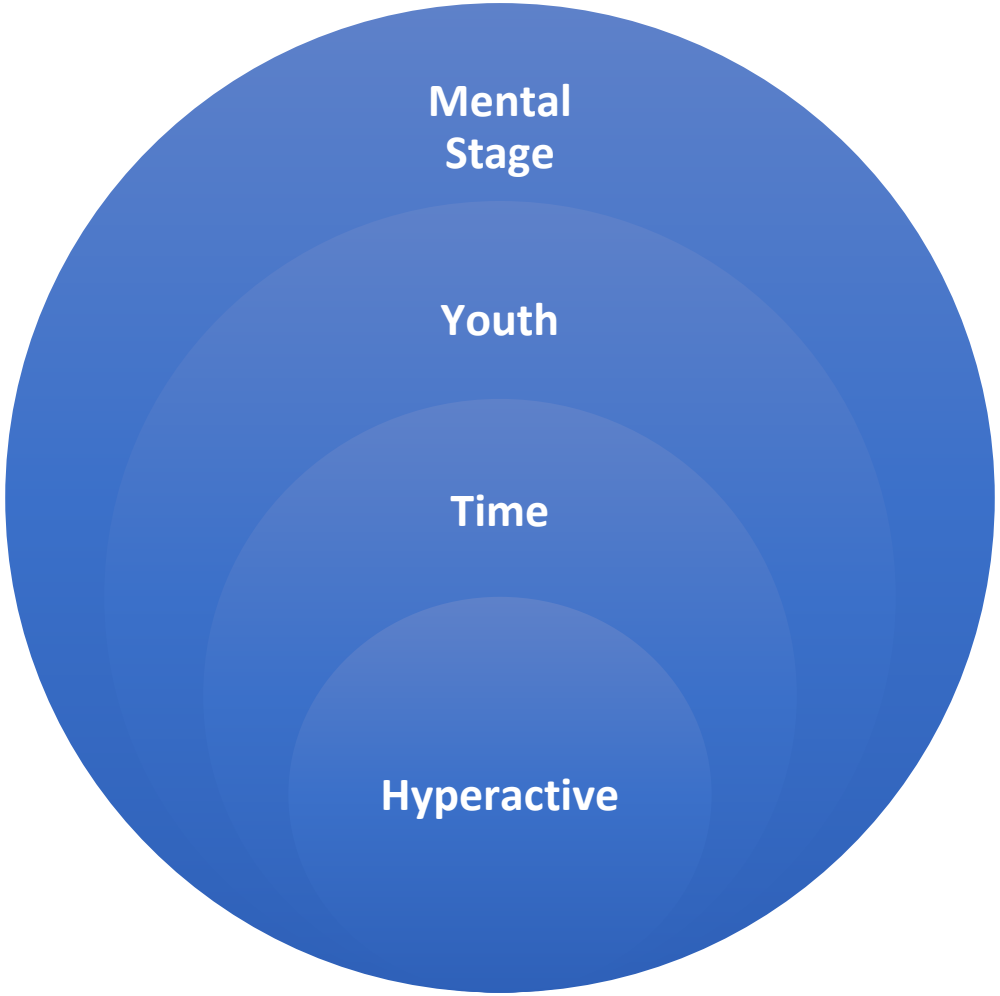
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Carefully read the sentence below, and count the number of Fs in the sentence

FINISHED FILES ARE THE RE-SULT OF YEARS OF SCIENTIF-IC STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS.

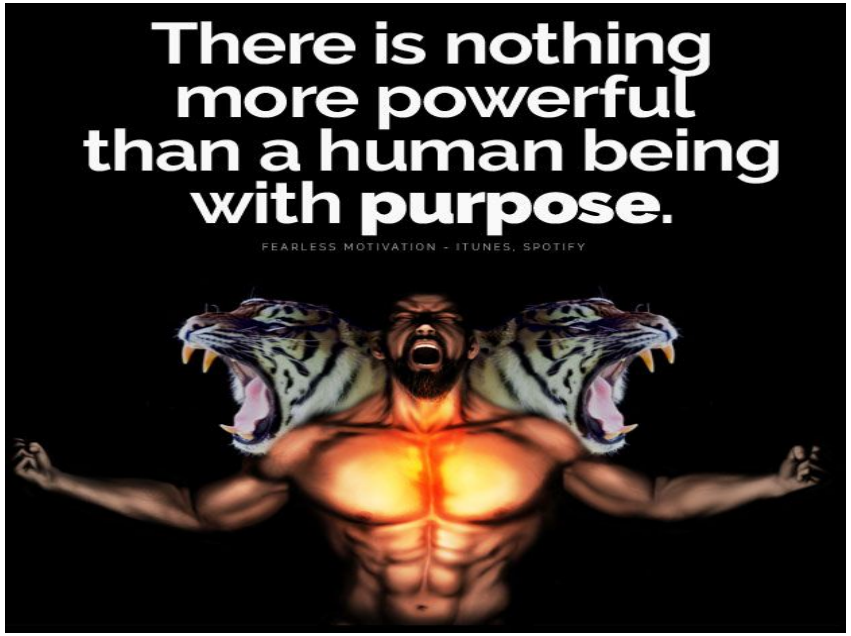
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MYTH



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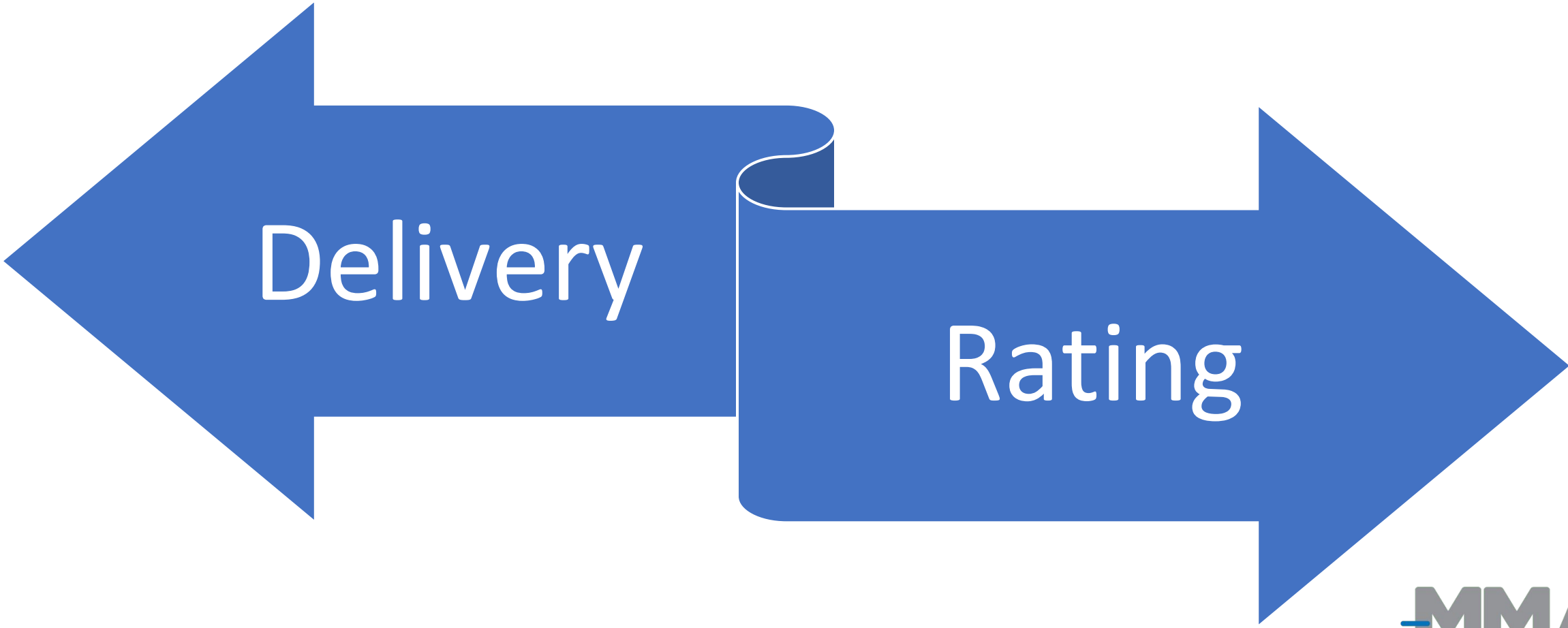


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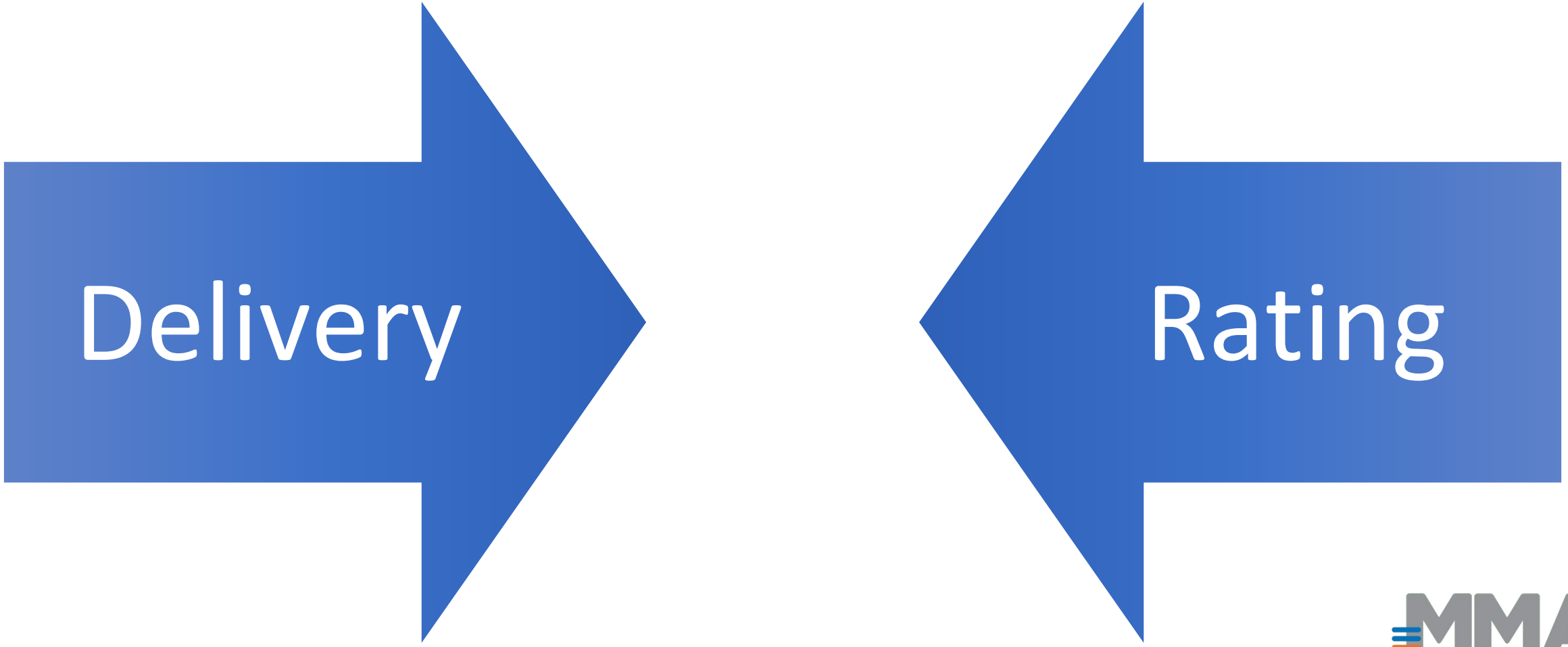
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Our Focus



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Our Focus



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Key Learning

Purpose

Insightful

MYTH + HSBC

O + O

Start-Up

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My Conversation with Technology

"Marketing is one of the biggest and longest battle in human history. The bad news and the good news: it's never ending battle, yet we are human <u>BUT</u> the brand may not need <u>ME</u> (as marketing function only) anymore!"

$$P > R \square P \leq R$$

"The world without Marketers"

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THANK YOU

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