Keeping The Lights On:

How GE Reaches Consumers in the Lighting Aisle and Beyond





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Speakers



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General Electric



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"In the attention economy, anyone trying to connect with an audience must treat the user's time as the ultimate resource."

– Jakob Nielsen



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Consumer attention is changing…



Scarce Resource



Fragmented by Technology

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Are human attention spans decreasing?

Average human attention span in 2000

12 seconds



Average human attention span in 2013

8 seconds

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We are becoming more selective



Evolving attention span



Filter is changing

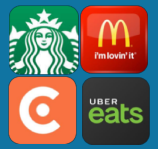


Consuming on own terms

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Mobile Ecosystem Evolving



EAT & DRINK



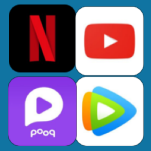
CONNECT



NEWS



PAY



WATCH



PLAY



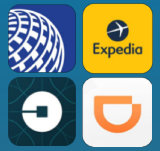
LISTEN



WORK



SHOP



TRAVEL



BANK

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How many apps do we use in a month?

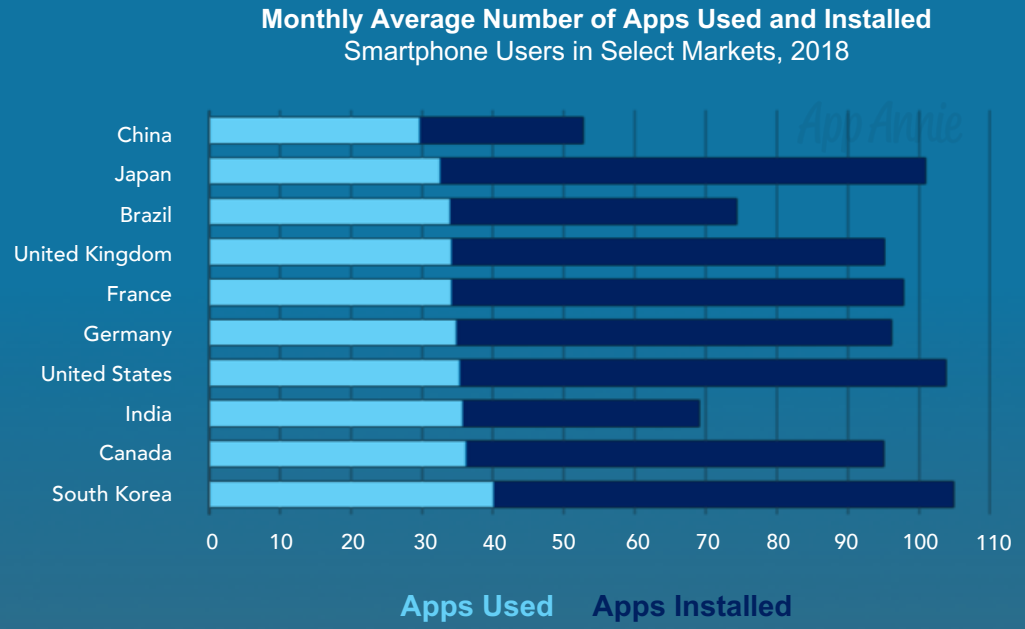
A. <15
B. 15 – 24
C. 25 – 44
D. 35 – 44
E. 45+

How many apps do we use in a month?

A. <15
B. 15 – 24
C. 25 – 44
D. 35 – 44
E. 45+

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The average consumer in the US has over 100 apps on their smartphone



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Make shopping an

EXPERIENCE

Make the aisle a

DESTINATION

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GE: Challenges in a changing category



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A new way to shop for light





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A lighting aisle that's easy to understand





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Engaging the shopper in the aisle

Great merchandising and simple signage doesn't matter if the shopper never goes to the aisle to see it.



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Shopkick & GE: driving conversion with rewards



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GE's engagement approach

- Engage shoppers in a new and innovative way
- Select tactics that can engage several phases of the shopper journey
- Find shoppers in the moment
- Drive foot traffic to the lighting aisle
- Test, measure, repeat

Learning for the next phase



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What's Next?

- Voice Search
- Computer Vision (visual search)
- Augmented Reality
- More mobile tech (and consumer attention)



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Questions?



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