

A wide-angle photograph of the Golden Gate Bridge in San Francisco, California, taken during the "golden hour" of sunset. The bridge's iconic orange-red towers and suspension cables are silhouetted against a sky transitioning from deep blue to warm orange and yellow. The water of the bay is calm, reflecting the soft light. In the foreground, there are three overlapping, semi-transparent circles in shades of red, green, and blue. The overall mood is serene and majestic.

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institute[©]
& Summit
& Awards

Collected Insights
From speakers and panellists

The Summit brought together marketers and marketing technology companies that could help expand on the challenges and opportunities that arise from living in the age of the connected individual.

The more connected devices we have in our lives, the more we are **constantly connected**.

That constant connection leads to us living in a state of constant **connectedness**.

Living in a state of connectedness has both caused and enabled an irrevocable change in our **behavior**.

Collectively these changes have led to the rise of **The Connected Individual**

This leads to the rise of The Connected Marketer™

The Connected Individual

“Rewiring the connected individual”

DR CARL MARCI
Nielsen

“Innovating in the Moment”

BRIAN WONG
Kiip



DR CARL MARCI – CHIEF NEUROSCIENTIST
NEILSEN

*“We are highly empathic creatures and **we are wired to connect**, and we empathize and connect with all kinds of things, including characters in stories and the many brands, products and services in our lives.”*

KEY INSIGHTS & QUOTES

1 On average 'Digital Natives' switch platforms 27 times Per Non-Working Hour

2 84% of Viewers stick with ads on TV (watch a full 30 seconds) compared to just 29% on mobile and 17% on desktop and tablet

3 Great creativity grabs attention, engages emotion and activates memory centers

4 Top ads have greater brain activity in key areas related to information processing:

- Memory Formation
- Emotion Generation
- Sensory Integration
- Reward Evaluation

5

Engaging adverts also generate greater brain activity in areas of the brain related to **personal relevance**



BRIAN WONG
CEO - Klip

“The connected consumer profile is not just your mobile behaviors,
But all the things that surround you in your life”

KEY INSIGHTS & QUOTES

1 Moments are a Hybrid Metric: Data + CRM + Media

2 Reach & frequency doesn't work with the connected generation

3 "The things we are doing today (in our lives) provide connected signals"

4 Brands need to invent New Permissions to engage consumers

5

Kiip have rewarded
35 million moments
For connected individuals
in the last month

Merging & Synchronising digital, physical, sensorial and emotional experiences

“Connecting with
Individuals”

ROBERT CHIN
Gallo Wines

“Brand Experience
Design”

THOMAS MARZANO
Phillips

“Bridging the physical
and the digital”

MARY ROGERS
Cuisinart

JON NORDMARK
eBags

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an mCordis initiative

Marketing in
the Era of the
Connected
Individual.

ROBERT CHIN
E & J GALLO WINERY

*“Where do you begin?
Map the consumer
journey and pick
critical moments for
personalization.”*

KEY INSIGHTS & QUOTES

- 1 Consumer expectations have shifted to be years ahead of what we as brands and companies can provide
- 2 Being relevant is the most important and it needs to be done right, and with consumer permission.
- 3 We need an organized ecosystem of data collection, measurements/iterations, and a fundamental understanding of our consumer's journey and being able to create behavioral segments
- 4 Using personalized offers creates an emotional connection with the consumer and will make the experience more memorable and in turn make them more engaged.

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**59% of shoppers
say personalized
digital ads make
them feel more
valued**

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**THOMAS MARZANO
PHILLIPS**

“You need a coordinated, orchestrated effort to create meaningful experiences and emotional connections at every single step of the journey that a customer has with your brand”.

KEY INSIGHTS & QUOTES

- 1 Sensorial experiences matter even more in this digital age we live in.
- 2 Where UX Design directs and designs the full user experience, Brand Experience Design focuses on directing and designing the “brand experience signatures” across all touchpoints.
- 3 “Through all of the engagement with our brand, people are basically telling us one thing: We want a meaningful experience.”
- 4 Great experiences are not about great design skills, they are about great leadership skills

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“A brand is what
people **feel, think**
and **say** it is.”



MARY ROGERS
CUISINART

“You have no choice but to be a digital transformer. To participate.”

KEY INSIGHTS & QUOTES

1 It's no longer test and deploy, it's finding solutions and working across silos

2 Perform lifestyle and life stage analysis, then develop custom content for this specific group

3 Video is becoming the core of cooking conversation

4 Using a mobile based registration solution allows us to better understand our consumers' behavior and provides valuable data for ongoing discovery

5

What Initiatives can we implement that aid us in smarter marketing?
What initiatives can we implement that enhance our consumers' lives?



the connected marketer
institute
a Cordis initiative

Marketing in the Era of the Connected Individual.

JON NORDMARK
EBAGS.COM

*“Brands must develop
culture of
experimentation.
Connect with start-
ups, but also change
the rules of how your
company works”.*

KEY INSIGHTS & QUOTES

1 Jeff Bezos described free shipping as marketing in 2001 and has transformed the market.

2 Amazon are creating an ecosystem, not a company. As audio search on Echo increases, the results will be locked into the Amazon Ecosystem.

3 Tech companies spend 13% of revenue on R&D, CPG companies only 2%. Retailers close to zero.

4 Testing allows us to be fast followers and facilitates invention

5

The key weapons today are nimbleness, agility, inventiveness, an ability to analyze data, and to connect the dots

Building connected brands

Fireside Chat

ALESSANDRA GHINI

Go Strategy Partners

A woman with long dark hair, wearing a dark leather jacket over a patterned top, is speaking at a conference. She is standing in front of a large screen displaying text. In the background, another person is visible sitting and looking at a laptop.

Marketing
the Era of
Conne
Indivi

ALESSANDRA GHINI
GO STRATEGY PARTNERS

“A brand is not what we say it is—it’s what they say it is.”

KEY INSIGHTS & QUOTES

1 Brand is the total sum of things that you control and the things you cannot control.

2 How are you ensuring that every touchpoint is a positive brand experience?

3 Starbucks focus is 'creating moments of connection'. Digital allows them to create moments of connection anywhere you go.

4 The Starbucks marketing team aimed to create a digital companion through increased personalization in the app.

5

Stay curious. Participate in as many different experiences in life as possible.

Insight can come from everywhere and anywhere.

Re-thinking the role of data, building the technology stack & leveraging new technology

TOM DALY
Relevant Ventures

SCOTT BRINKER
Cheifmartech.com

KEI SHIMADA
Dentsu

JOSEPHINE MUNIS
Candy Lab



TOM DALY
RELEVANT VENTURES

“It becomes necessary to believe that “Information is a thing.”, Because if it is a thing, it can be branded.

KEY INSIGHTS & QUOTES

- 1 “The simple job of using marketing to sell more stuff has become wickedly complicated. But you cannot tech your way to success”.
- 2 ‘Packaging will be connected and deliver an interaction. Not advertising.’
- 3 Information has attributes and highest scoring attributes can be assembled, packaged & marketed
- 4 Do you really understand the attributes that your customer expects to have from your information?

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Information-as-a-thing” –
Branded Information –
becomes integral to
consumers learning about
and **understanding a
brand’s promise**



SCOTT BRINKER - CHIEFMARTECH

“Growth hacking is really the entanglement of the marketing mission with the product experience”.

KEY INSIGHTS & QUOTES

- 1 98% of 3,500+ companies in the marketing technology space (in our landscape) are focused on web, mobile web, and mobile app touchpoints.
- 2 There is competition between every layer of the vertical MarTech stack to control the engagement.
- 3 MarTech's Law: the pace of change inside our companies cannot keep pace with the pace of change in technology.
- 4 85% of marketing teams will have marketing technologists this year

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Brands should consider
adopting bimodal
marketing:
**blend agile and
waterfall
approaches to new
MarTech**

Marketing in the Era of the Connected Individual.



KEI SHIMADA - DENTSU

“We use technology
in innovation
because it makes
storytelling all the
more interesting”

KEY INSIGHTS & QUOTES

- 1 'Marketers need to learn to understand and connect with our subconscious'
- 2 "We are working to understand 5 key mind states: interest, like, concentration, stress & calmness'. We want to measure emotions in real time"
- 3 'If you overlook the small pain points in your customers' lives, how much revenue are you losing?'
- 4 'By quantifying drivers emotions on Bridgestone's behalf we were able to prove that their new tires gave a better ride.'

5

**Relevance and
value exchange**
are the keys to individuals
sharing their emotions
with your brand



JOSEPHINE MUNIS –
CANDY LABS

“We have to keep up with the connected individual. There is no way around it.”

KEY INSIGHTS & QUOTES

- 1 Think beyond gaming for VR & AR. Think about education , entertainment and tourism.
- 2 30% Of Consumer-Facing Companies In The Forbes Global 2000 Will Experiment With AR And VR As Part Of Their Marketing Efforts In 2017
- 3 AR can tap into the ever present mobile phone, image recognition and location awareness.
- 4 With either technology, don't forget that everything starts with 'what problem are you solving?'

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The immersive qualities of VR make it ideal for sharing empathetic experiences. In medicine it is allowing individuals to share the experience of their condition with others to aid understanding.

The Connected Marketer™ Framework

The Connected Marketer™ creates, develops and maintains a brand that understands and **meets the needs of the connected individual.**

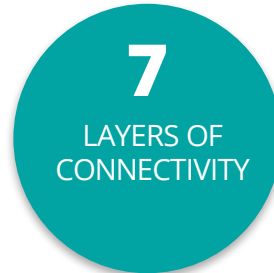
The core principle: create value with & for individuals, not from them.

Focus on Four Key Tasks



Understand
Enable
Simplify
Serve

Master Seven Layers Of Connectivity



Connection
Collection
Monitoring
Analysis
Prediction
Synchronisation
Real time service

Incorporate The Four Human Dimensions



Physical
Digital
Sensorial
Emotional

A blurred background image of a desk with a laptop and a smartphone. The laptop is on the left, and the smartphone is on the right. The text is overlaid on the right side of the image.

To learn more about The Connected Marketer™ approach and The Connected Marketer Institute visit:
www.theconnectedmarketer.com

The Connected Marketer™ is an mCordis Inc. initiative.

Contact: marketing@mcordis.com

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