

The Rise of **Connected Individual**

mCordis Inc.
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We live in the age of the
connected individual.



The proliferation of connected devices, their falling cost and the ubiquitous connectivity they give us the ability to be constantly connected.

That constant connection has led to us living in a state of connectedness.

That connectedness has caused an enabled an irrevocable change in our behaviour.

The combination of those factors has changed the nature of the relationship between brands and individuals.

They are putting the individual in control

From the moment we wake to the final moments before we sleep we are connected. For many people, the first thing they look at in the morning and the last thing they look at night is their smartphone or tablet.

We are connected in our homes, in our workplace, when we travel and when we socialise with each other. As we go about our lives we switch seamlessly from device to device, network to network, always maintaining our connection with the digital world alongside the physical world. The constant connection is becoming possible because we are entering an era of ubiquitous connectivity. If we cannot connect immediately through our mobile network we seek out the Wi-Fi code of every location we enter in the full expectation that this will be available, free and fast. Moreover, even when we're not connected, many of our devices and sensors are monitoring and collecting data for us and will share this data as soon as we are in range.

It is estimated that by 2020, the average person will have 10 connected devices in their life and somewhere in the region of 140 sensors associated with them. These predicted estimates may even be underreporting the true scale of connectedness.

By 2022, the average household with two teenage children will own roughly **50** Internet-connected devices.

Organization for Economic Co-operation and Development

Porter's Third Wave of Computing

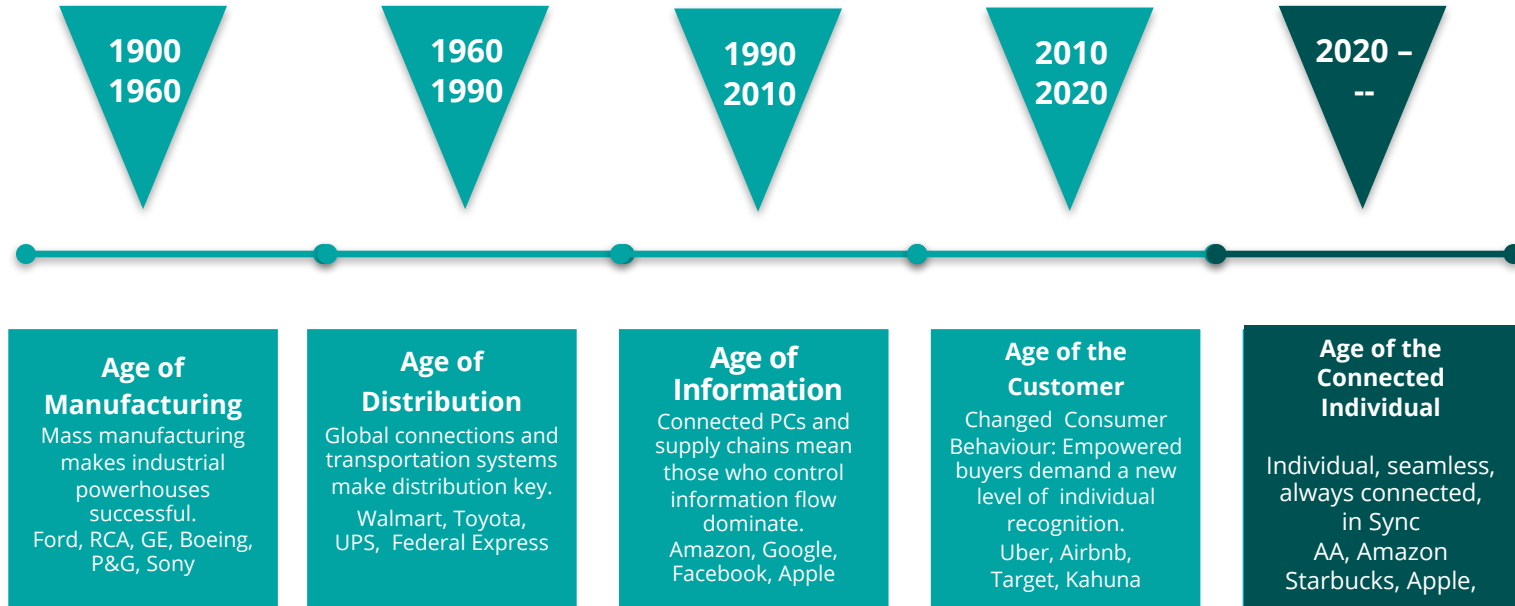
Michael Porter, a world renowned economist from Harvard Business School, described there being 'Three Waves of IT'. Wave 1 was the PC era that saw a computer in every business and on every desk. In Wave 2, the Internet/Smartphone era, there is a computer in every hand. Wave 3 is the Connected Era, where there is a computer in everything. As the Internet of Things advances and we own more connected devices in the form of wearables and connected objects, the sense of an always-on, connected lifestyle will become all-encompassing.

Forrester's "Age of the Customer"

Research giant Forrester says we have entered the 'Age of the Customer', recognising that, over time, the power in the relationship between brands and consumers has shifted from the companies that manufactured products, to the companies that distributed them, to those that managed the digital information about them, and finally, to the consumer.

We used to say "information is power" – today we all have access to information – the power lies in the knowledge of how to use it.

The Age of the Connected Individual



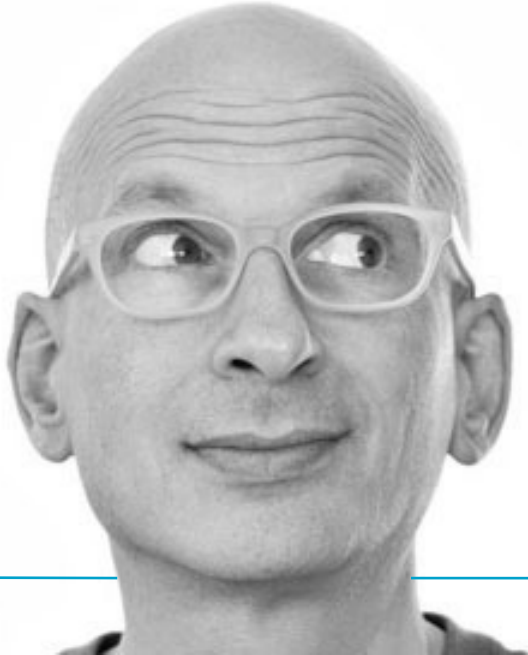
Derived from Forrester "Competitive Strategy In The Age Of The Customer," 2011

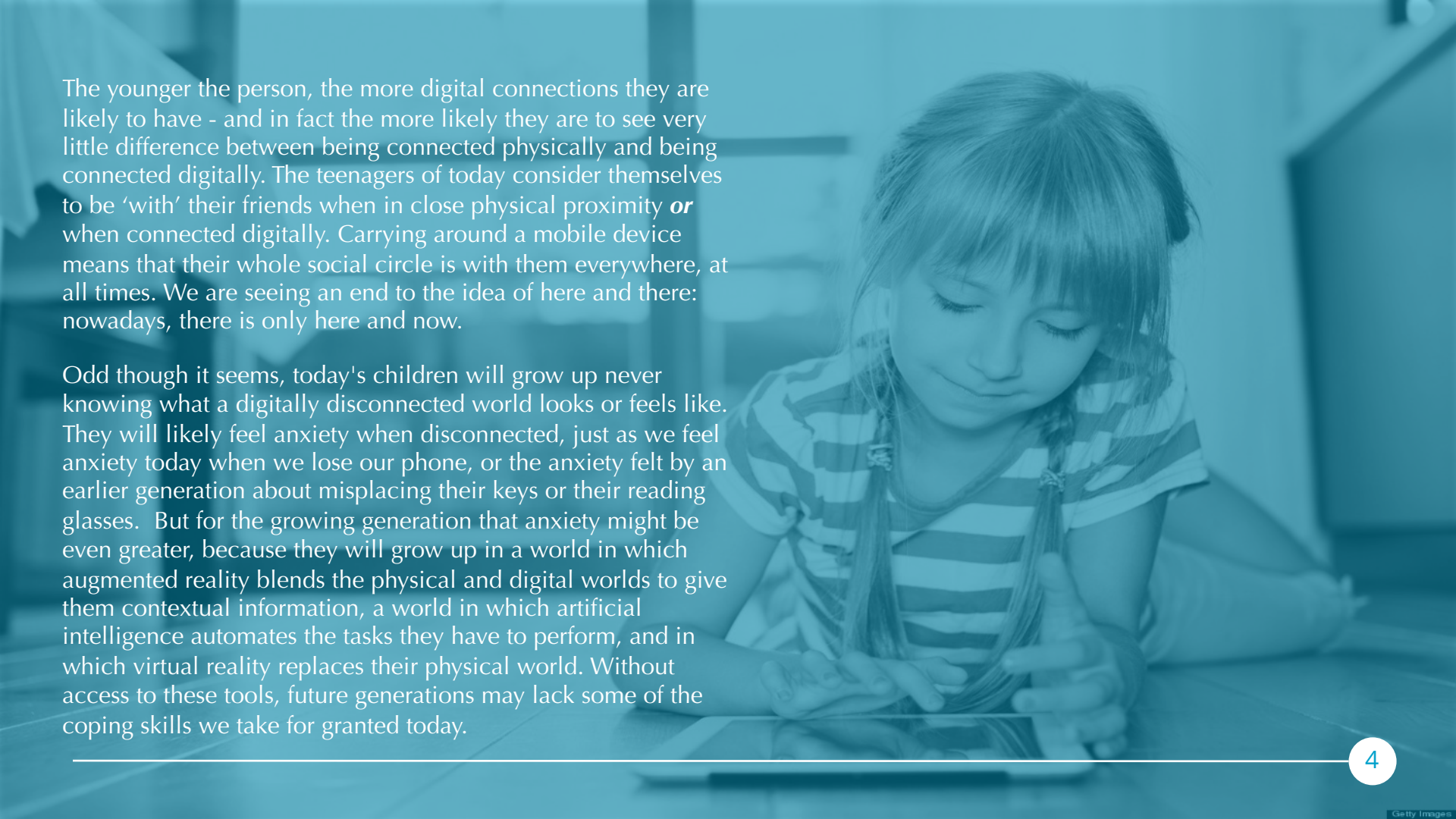


*The economy is now powered by **connection**, not industry.*

Connection and innovation and the instant movement of data means that the rules most of us grew up with are quickly becoming obsolete.

Seth Godin.



A young girl with braids is looking down at a tablet device. The image is overlaid with a blue tint. The text is positioned on the left side of the image.

The younger the person, the more digital connections they are likely to have - and in fact the more likely they are to see very little difference between being connected physically and being connected digitally. The teenagers of today consider themselves to be 'with' their friends when in close physical proximity **or** when connected digitally. Carrying around a mobile device means that their whole social circle is with them everywhere, at all times. We are seeing an end to the idea of here and there: nowadays, there is only here and now.

Odd though it seems, today's children will grow up never knowing what a digitally disconnected world looks or feels like. They will likely feel anxiety when disconnected, just as we feel anxiety today when we lose our phone, or the anxiety felt by an earlier generation about misplacing their keys or their reading glasses. But for the growing generation that anxiety might be even greater, because they will grow up in a world in which augmented reality blends the physical and digital worlds to give them contextual information, a world in which artificial intelligence automates the tasks they have to perform, and in which virtual reality replaces their physical world. Without access to these tools, future generations may lack some of the coping skills we take for granted today.



Millennials will give way
to 'Centennials'.

We will shift from 'mobile
preferred' to **'mobile only'**.

Rupert Murdoch once said that the world was being divided into digital immigrants and digital natives, with the digital natives being Millennials who have grown up in the world where almost everyone had access to the Internet and everyone was connected via their mobile phones.

But we are now looking at generations of Centennials who are digital dependents; many of them would find it difficult to live their lives without the constant companion of a mobile phone next to them. So it seems that the younger the individual the more attached to a mobile phone and indeed the greater their expectations are that they will be able to connect with each other and organizations and brands in real time via the mobile channel.

Digital dependency will of course not be restricted to the young and to mobile devices only. Mobile is becoming the central conduit through which we access and control all of our digital connections.

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Consumers have never been more connected – but it's never been harder to connect with them.

Tom Daly, Coca-Cola



If individuals are more connected, then why is it so hard to connect with them?

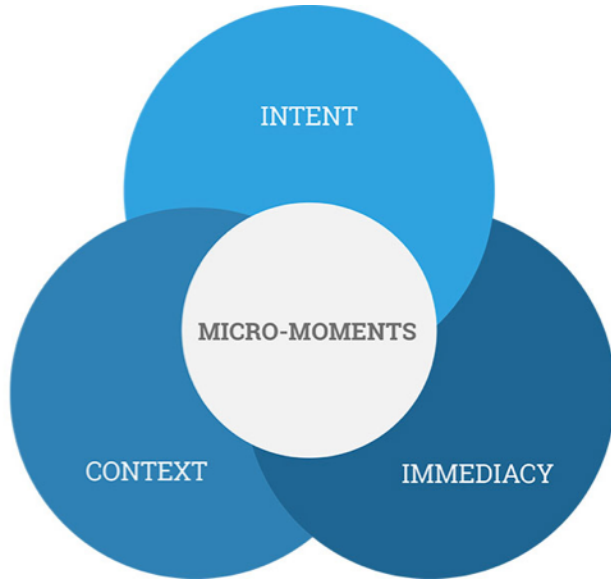
Partly this is down to failing to recognise the scale of behavioural change that connectivity has brought us. Too often marketers and agencies focus on the technology. Henry Jenkins, Professor Of Comparative Media, MIT states that *"Our focus should not be on emerging technologies but on emerging cultural practices."*

This is one reason why it is important for marketers to recognise that, not only are the people they serve connected, but that these people, all of us, will increasingly go about our daily lives and think about the world in a state of constant connectedness.

"Our focus should not be on emerging technologies but on emerging cultural practices."

This is more than just the physical ability to connect, but the conscious knowledge that these connections exist and that they transform our behaviour. We are aware that because we are connected we can know almost anything in an instant; we can find almost any product, place, or person in an instant; and we can click, tap, or swipe to find, engage or buy – in an instant.

The knowledge that you are living in **a state of constant connectivity** is more important than the means of connection.



Google's Micro-moments

The connected consumer and the connected shopper are assumptive terms: they are just two out of an individual's many possible states. Being constantly connected through mobile devices and services, has taught us to expect instant gratification or enablement. Google has coined the term 'micro-moments' to describe the times we turn to our mobile devices to complete a task quickly. Google calculates there to be over 30 billion of these micro moments every day in the US alone.

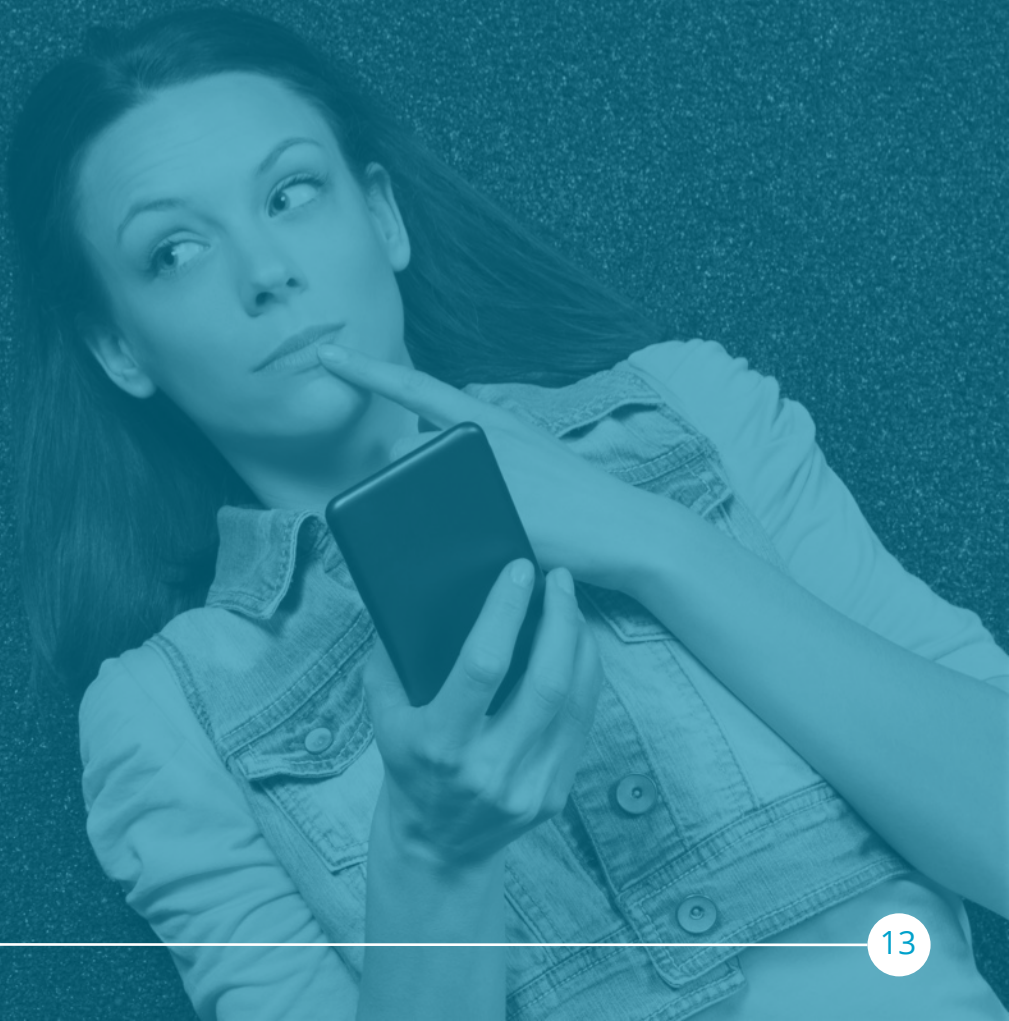
If, in the course of reading this eBook, you decide you want to read more about Michael Porter, for example, you can, in seconds, take out your mobile phone and find his book then add it to a wish list or buy it immediately, knowing it can be delivered to your home or office within 24 hours. For those 30 seconds you were a connected consumer. The rest of the time while reading this, you return to being a connected individual.

As well as the changes in our behavior recent research shows that connectedness is changing consumers at a neurological level. Our constant need for connection sees consumers looking at their phones up to 200 times a day. There is evidence to suggest that the typing and swiping actions commonly used within apps introduces micro doses of endorphins into our body which in turn changes our synapses.

The expectations of individuals are not built on one single interaction but made up of all the interactions that we have via mobile. Because of this, individual expectations about what is possible are always on the rise. Once an individual experiences an interaction or service and is delivered via their mobile phone from one organization or brand, then they expect that every brand in the same market sector can do the same. For example, most individuals would now have an expectation that their bank can deliver part or most of their service via mobile application.

Once that service is experienced individuals are unlikely to go back.

The challenge for brands here is that expectations are not therefore set by one individual brand or the market leader in any sector, they are set by the brand that delivers a service the best way. This is made harder by the fact that digital expectations are consistently raised by the same four companies: Google, Apple, Facebook and Amazon.



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**When 5 Billion Customers Shift
Their Habits, You Shift With Them.**

Marc Pritchard, Chief Brand Officer at Procter & Gamble

Brands need to build an understanding of these behavioral changes and take them into consideration. Attention is a finite resource, so understanding individual motivations and behaviors is becoming even more important.

As already noted, connected individuals have their expectations driven by every experience they have through the mobile device. The connected individual of today is looking for convenience, engagement, dialogue, participation, experience, control, and all in real-time. Connected Individuals in general have an expectation that brands will deliver an omni-channel experience i.e. they expect brands to be present in every channel so that they can connect with them wherever and whenever they want.

In addition, connected Individuals know that at any time they can pick up their mobile device and satisfy any one of nine different needs states:

- Connect me,
- Help me find
- Update me
- Organize me
- Inform me
- Entertain me
- Let me buy
- Let me share
- Let me participate

Brands must be aware of both the existence of these different needs states and the fact that individuals switch between them multiple times throughout every single day. A question for marketers to ask themselves is how can I satisfy one or more of these need states?

As it becomes more and more important to understand individuals, segmenting markets using crude and basic demographics becomes less effective. Using personas or grouping people together according to their common behavioral patterns is a better approach. Personas record not just the demographics of any consumer group, but also an individual's historic sales data, they record an understanding of the individuals buying cycle and the triggers that they respond to, they record the individuals reach and influence by social media, they record the individual's motivations and digital behaviors, as well as data such as location, time of day and handset type. Every one of these points can affect a individuals' receptiveness to a message or brand engagement.

But If every individual has a mobile phone, then theoretically it is possible to build a one-to-one relationship with all of them.

We are witnessing the end of
'average'.

If it is possible to reach individuals and those individuals expect a highly personalized product or service, then marketing will have to match those needs. We will see the end of marketing to the average and instead see brands creating and maintaining individual profiles.

The rise of the connected individual brings profound change to the execution of marketing. It does not change the fundamental starting point of good marketing though: understanding the needs and wants of target market. The connected individual wants an increasingly personalized world that recognizes them at the center. They live in a world of constant connectivity and marketers must recognize and deal with this. Marketers must in fact, create connected brands that seek to merge and synchronize digital and physical experiences.

In the next eBook in this series we explore the rise of The Connected Marketer™ as direct reaction to the fact we are living in the age of the connected individual. This eBook will answer three key questions:

- What are the four human dimensions that must be mastered?
- What are the seven layers of connectivity?
- What are the four key tasks that should guide marketers.?

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

A man with a beard and long hair, wearing a white button-down shirt, is looking down at a smartphone he is holding in both hands. The background is a soft, out-of-focus indoor setting. The entire image has a light purple tint.

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.

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