#SeizetheClick

introducing
Digital Challenges

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Fruitful Market Truths

ESOMAR'16
corporate

A technology-inspired market research agency, founded to detect Digital and Offline consumer insights as well as evolve them into areas of Action.

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A technology & insights geared digital media services hub, to connect and engage audiences with Brands in a digital world. An enabler between supply and demand in the digital media ecosystem.

RESEARCH SUBJECT

Digital Challenges 2016

THE PROJECT'S VISION

This project aimed at starting an open Dialogue among three market parties:

Advertisers, Advertising & Media Agencies, Publishers

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SAMPLE DESCRIPTION

N=61 INTERVIEWS

31 Advertisers

❖ FMCG Personal care
❖ FMCG Food
❖ Online Gaming
❖ Apparel
❖ HO.RE.CA.
❖ Tourism
❖ Insurance
❖ S/M and other Retail Chains
❖ Online Retail Propositions
❖ Telecoms
❖ Banking
❖ Technology & Relevant Services

20 Advertising & Media Agencies

❖ Full Services Agencies
❖ Media Shops/ Media Consultants
❖ Digital Services Agencies

10 Publishers

❖ TV Channels
❖ Newspapers
❖ Magazines
❖ Online News sites

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TARGETS AND NR OF INTERVIEWS

> Qualitative B2B Research

> 61 In-depth interviews,
> of 60' duration

> Fieldwork: 24/6 –18/10/2016

Advertisers	N=31	51%
Advertising & Media Agencies	N=20	33%
Publishers	N=10	16%
		N=61

A research under the auspices of:

Σ Δ Ε

iab .hellas

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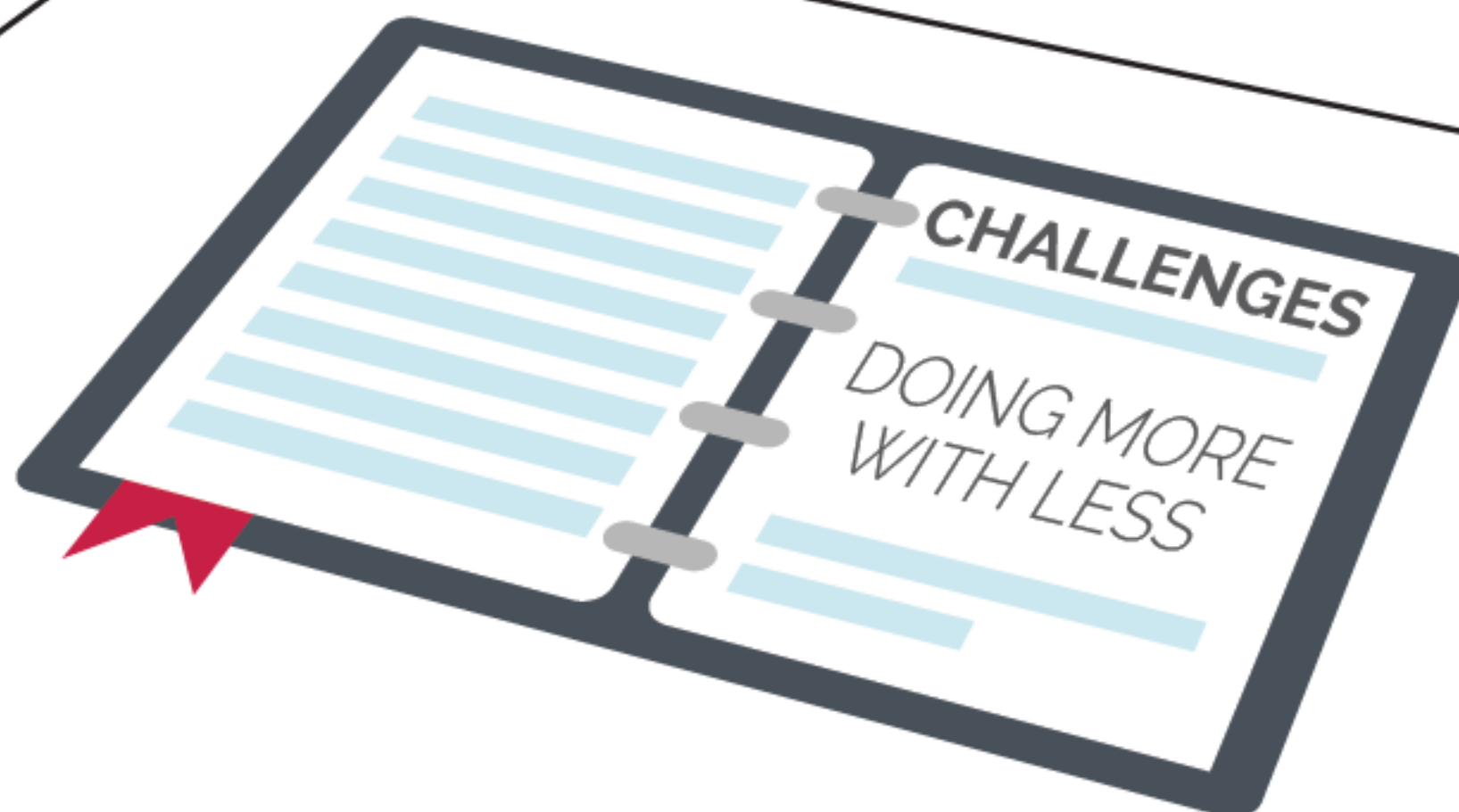*Fruitful Market Truths*

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RESEARCH FINDINGS

UNDERSTANDING BUSINESS
CHALLENGES, CURRENTLY

> **Navigate in the troubled waters of the unknown**

> **Doing More with Less (smaller Market Pie)**

> **Being Selectively Flexible**

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THREATS

THE COMBAT AGAINST MARKET COMMODITIZATION

CHALLENGES

DOING MORE WITH LESS

How the Digital era currently addresses this tension?

It is about working towards offering
better Performance,
while protecting
the **true equity** of the established Proposition.

HOW IS DIGITAL TRANSFORMATION PERCEIVED BY THE B2B WORLD TODAY?

RESEARCH FINDINGS

THE DIGITAL TRANSFORMATION JOURNEY

A long journey for offline established businesses; a short one for the 'digital native' newcomers
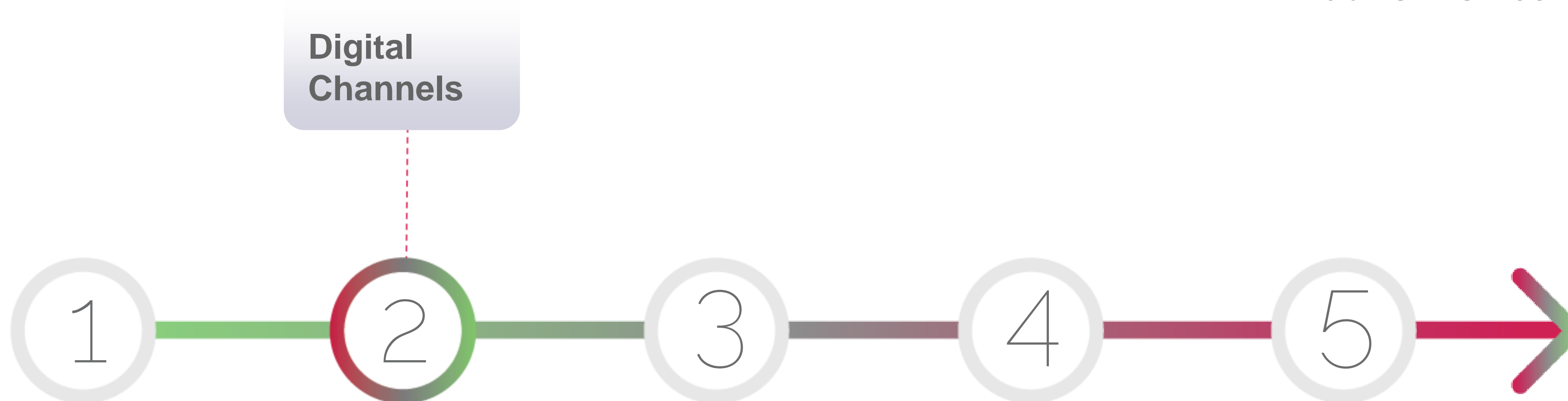
Digital Communication

Digital Channels

Digital Audiences

Digital Markets

Digitization

① ② ③ ④ ⑤

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THE DIGITAL TRANSFORMATION JOURNEY

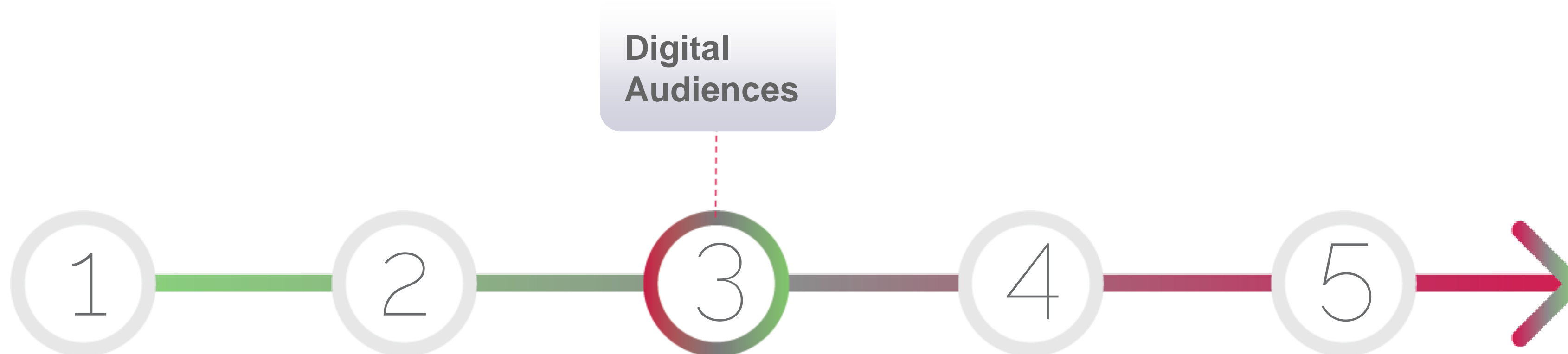A long journey for offline established businesses; a short one for the 'digital native' newcomers

Digital Communication

1 — 2 — 3 — 4 — 5 →
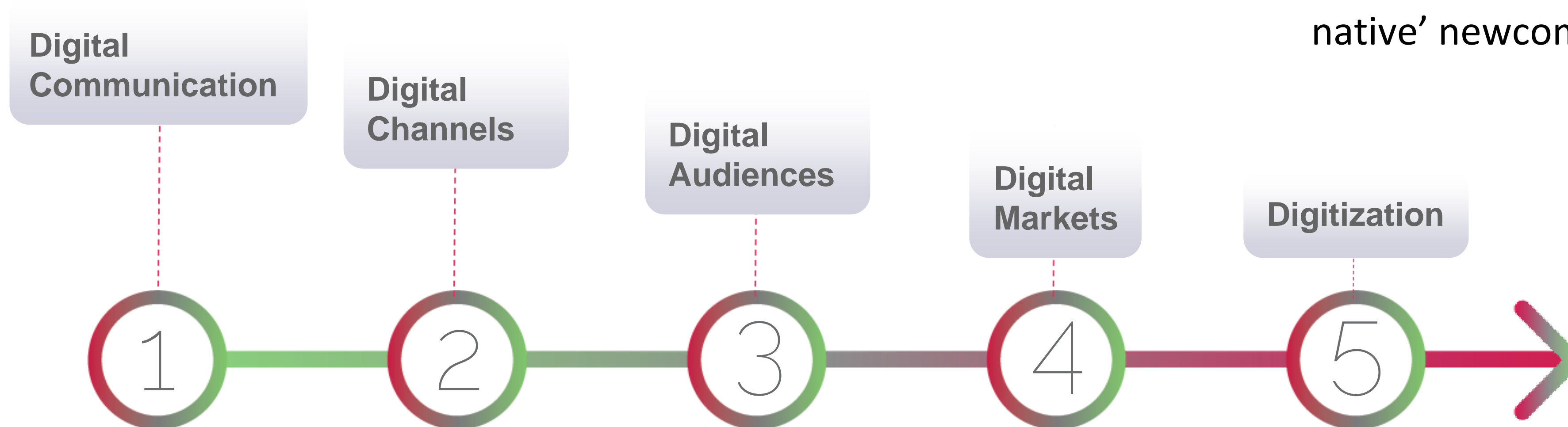
CORE CHALLENGE

Online communication implies **a different way** to communicate an idea or a brand personality

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RESEARCH FINDINGS

THE DIGITAL TRANSFORMATION JOURNEY

A long journey for offline established businesses; a short one for the 'digital native' newcomers

Digital Channels

1 — 2 — 3 — 4 — 5 →

CORE CHALLENGE

Online communication channel brands should not swallow **your brand**, which **should stay the King**

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RESEARCH FINDINGS

THE DIGITAL TRANSFORMATION JOURNEY

A long journey for offline established businesses; a short one for the 'digital native' newcomers

Digital Markets
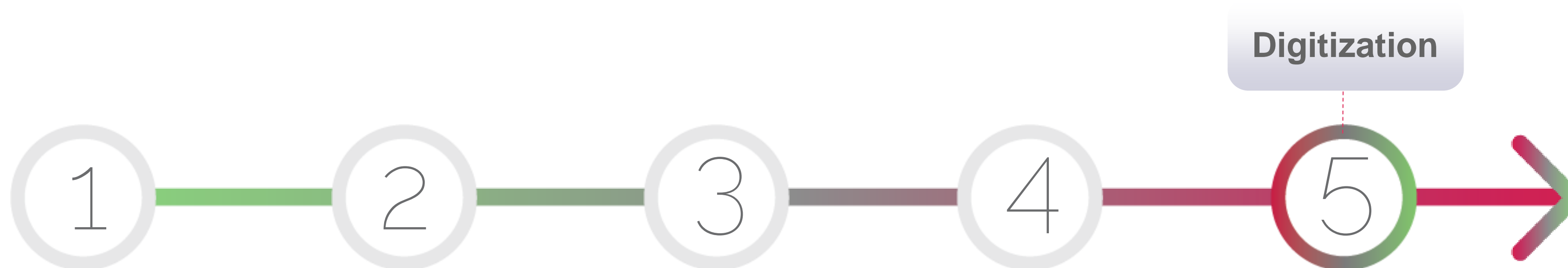
1 — 2 — 3 — 4 — 5 →

CORE CHALLENGE

The **new selling touchpoints** should **cooperate with traditional** touchpoints, upgrading the **experience**

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RESEARCH FINDINGS

THE DIGITAL TRANSFORMATION JOURNEY

A long journey for offline established businesses; a short one for the 'digital native' newcomers

Digitization

1   2   3   4   5

CORE CHALLENGE

Digitization, much more than **just** adopting **best market practices**

One coherent online-offline brand **identity,** implemented digitally in its **expanded self**

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RESEARCH FINDINGS

CLIENTS: WHAT DO THEY ASK FOR?

Digital Humanization

Common Language

**Integration across
Online - Offline**

**Simplifying
Digital Complexity**

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RESEARCH FINDINGS

CLIENTS: WHAT DO THEY ASK FOR?

WHAT

Better
Content

HOW
TO

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RESEARCH FINDINGS

CLIENTS: WHAT DO THEY ASK FOR?

There is room for improvement, so that third parties come closer to Client Needs

Better Content
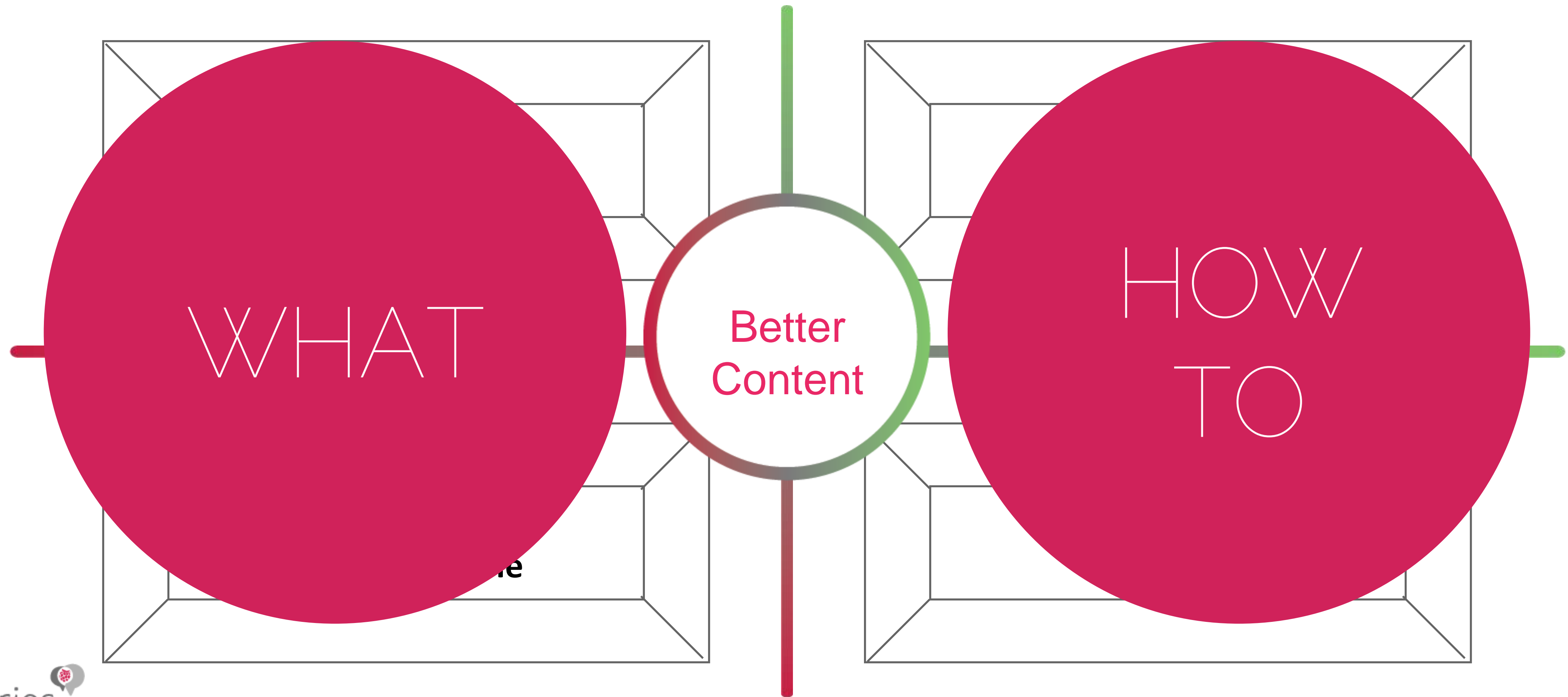
Needs are rather shared across Clients, Service Suppliers and Publishers
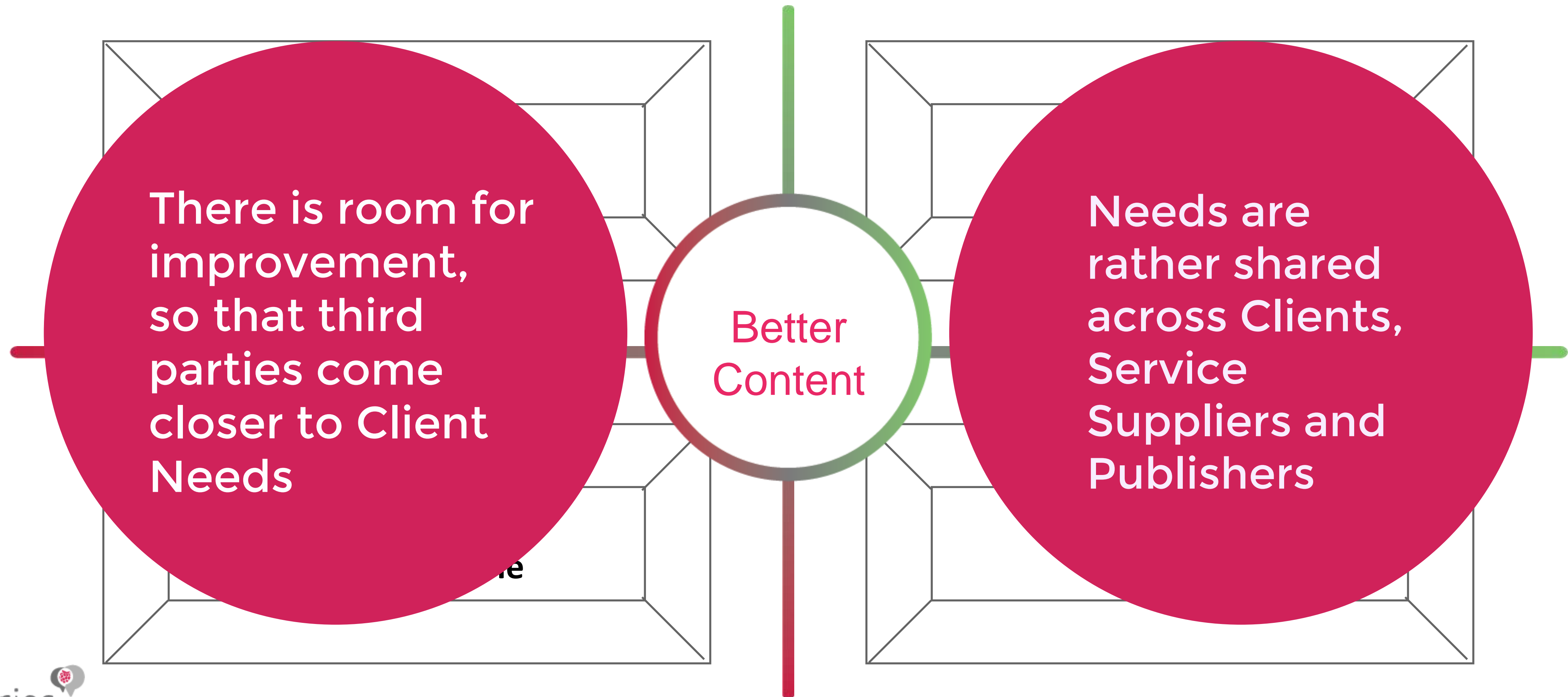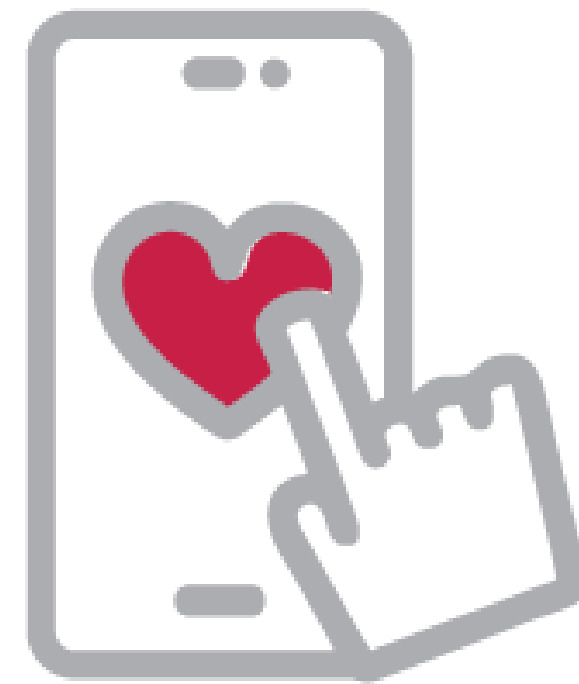
ALGORITHMIZE
YOUR EVERYTHING
(thinking, proposition, processes)

HUMANIZE
YOUR ALGORITHMS

THANK YOU!