



# Digital Transformation: Take it ...or leave!

# Digital Transformation

A journey with some pitfalls

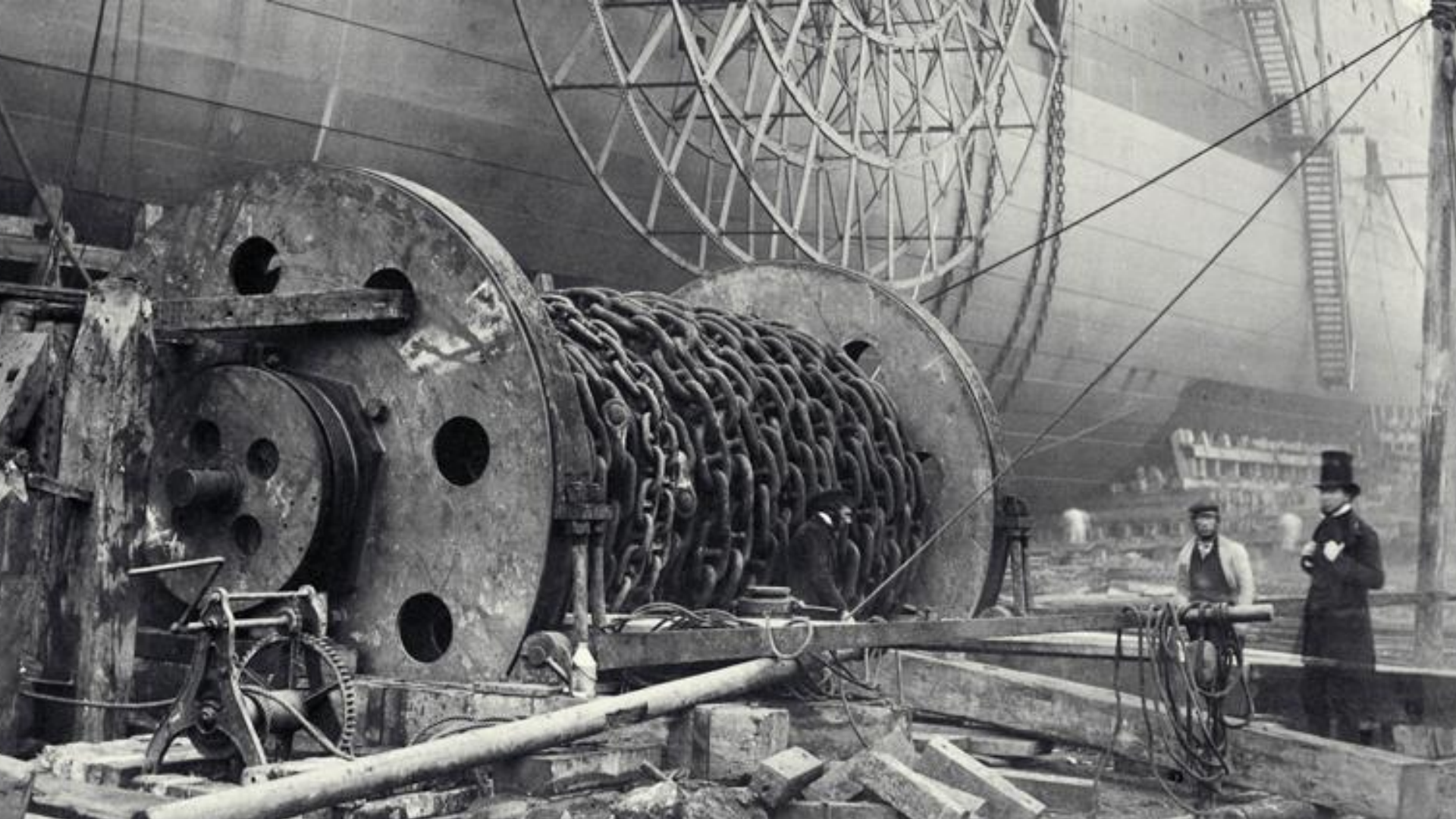
9th November, 2016





**"The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touchpoint in the customer experience lifecycle"**





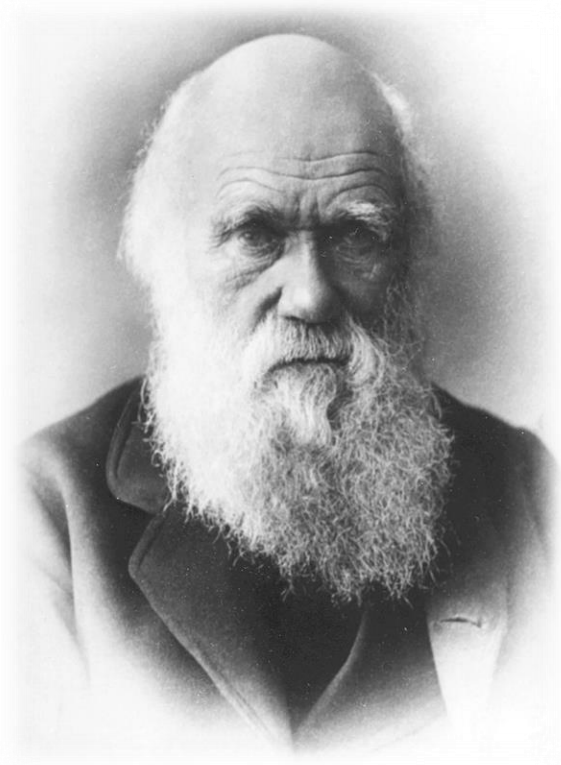
# The main drivers for businesses...

1. Ensuring **brand relevance** in the age of the connected consumer –  
*'Very important' for 70% of respondents*

2. **Integrating all social, mobile, web, ecommerce, service efforts**  
and investments to deliver an integrated and frictionless customer  
experience  
*'Very important' for 70% of respondents*

3. **Effective measurement** of marketing investment and ROI  
*'Very important' for 62% of respondents*





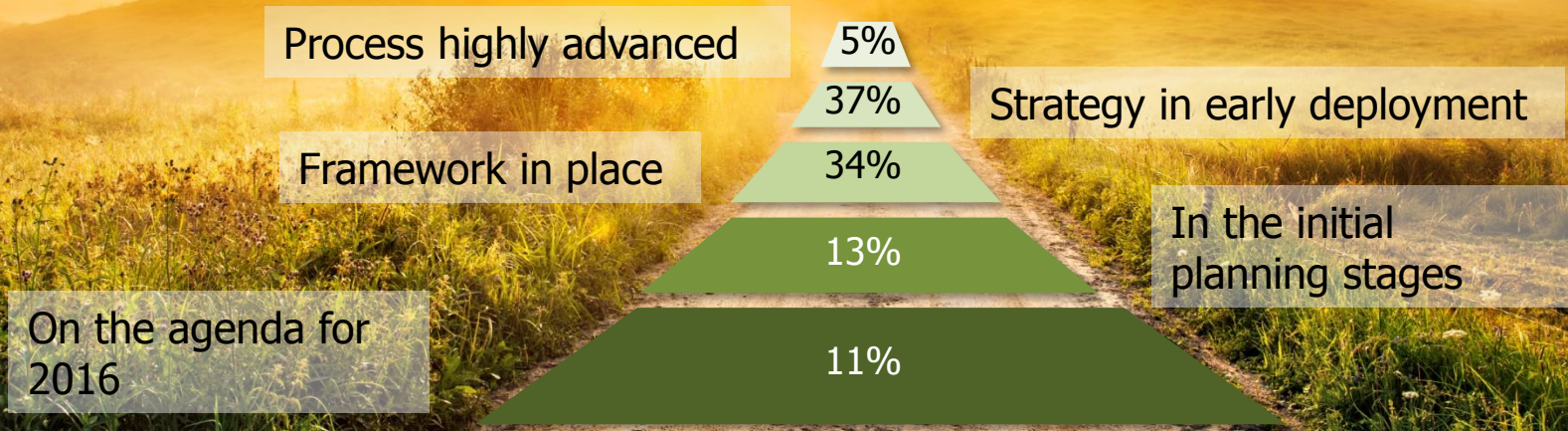
“ It is not the strongest of the species that survives, but the one that is best able to adapt to the changing environment in which it finds itself. ”

Charles Darwin

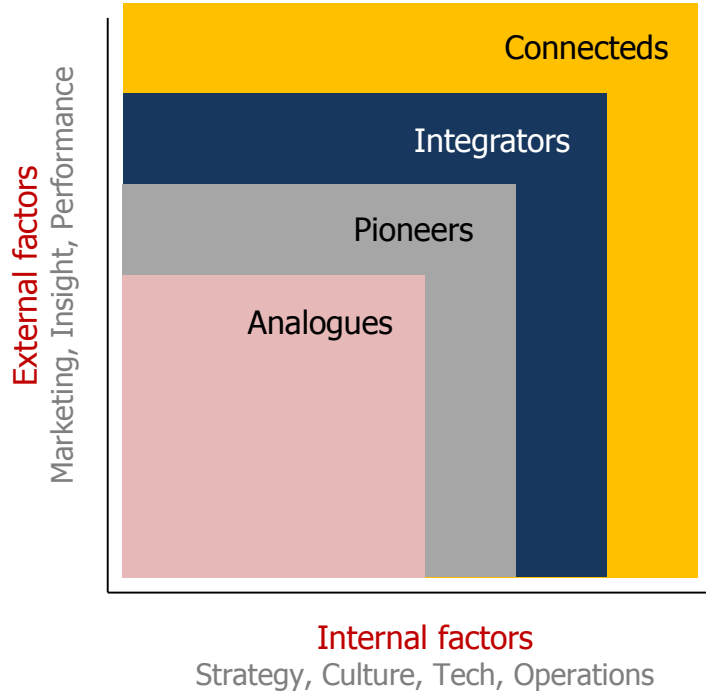




# Most clients taking this seriously...



# In reality there are multiple stages of digital maturity...



**Connecteds** Systems & teams organise, plan and execute marketing around the consumer. Strategy, operations and supply chains re-organised around the customer create new opportunities and differentiation.

**Integrators** Scope moves beyond content and social to connect all communications around the needs of the consumer.

**Pioneers** Good content and social impact. Customer focused, always-on community management.


**Analogues** Basic content and social media, but limited data-led decision making.











1. **Cooperation** between depts. and silos

*'Obstructive' for **81%** of respondents*

2. Thinking **beyond a 'campaign mentality'** in digital strategy

*'Obstructive' for **78%** of respondents*

3. **Clarity of roles** and responsibilities

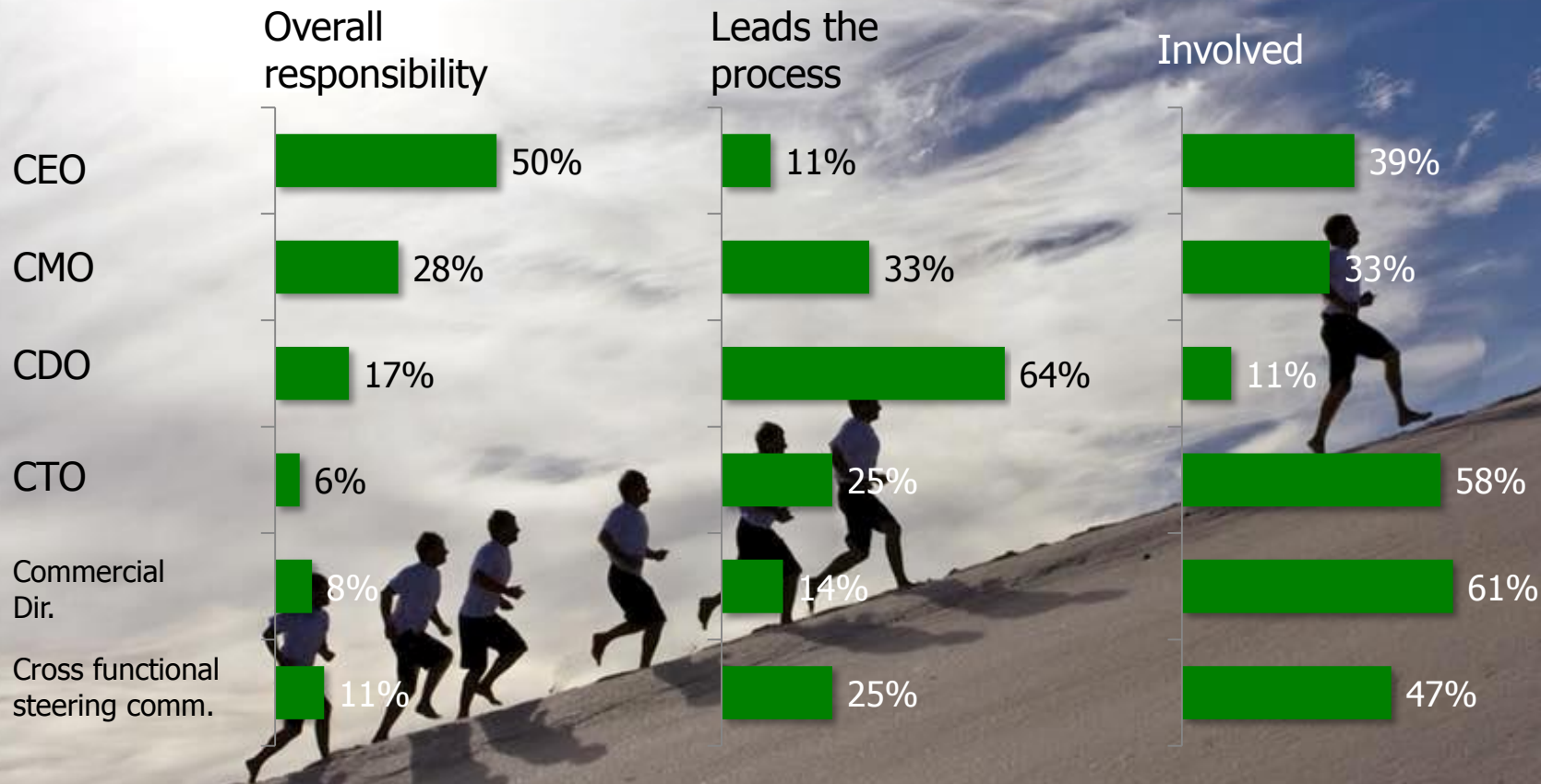
*'Obstructive' for **72%** of respondents*

4. Company **culture**

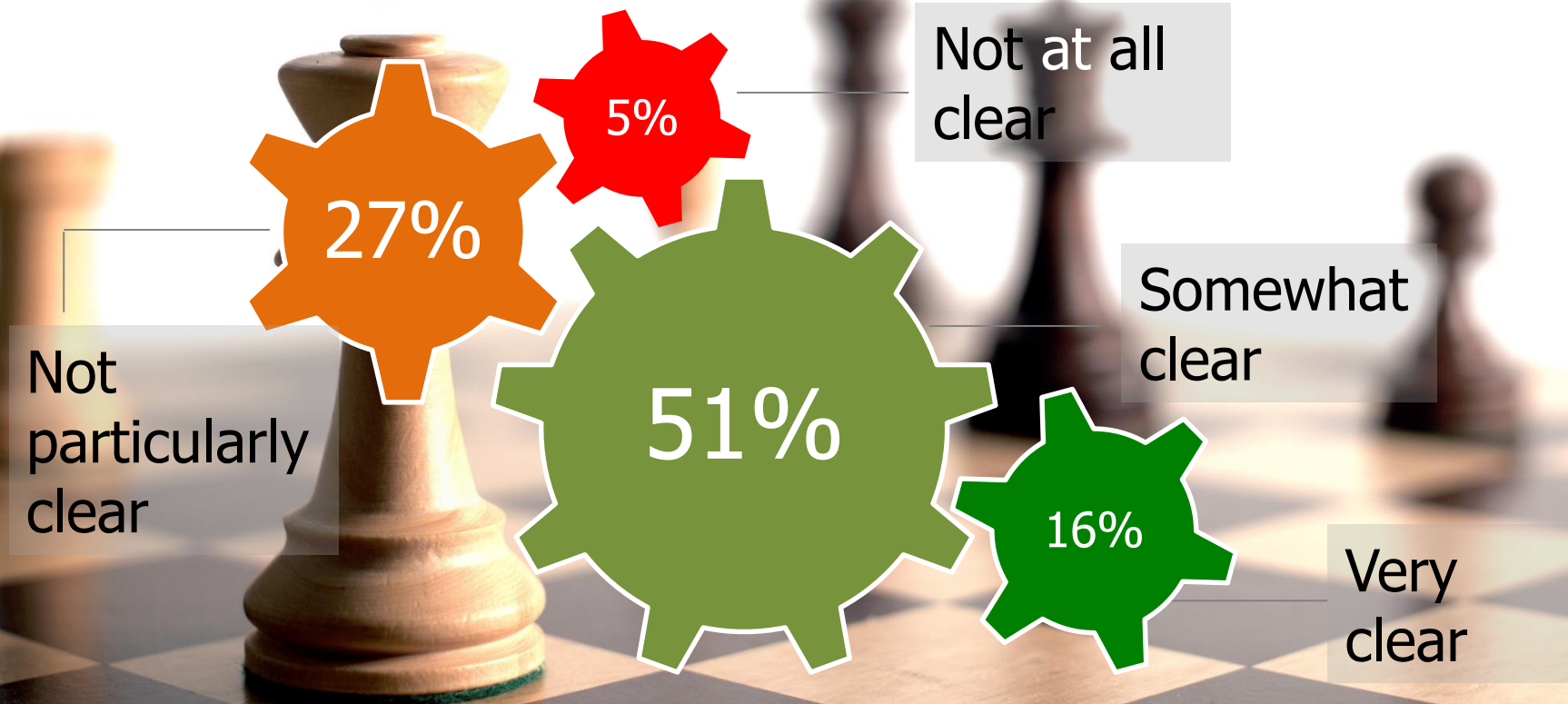
*'Obstructive' for **67%** of respondents*



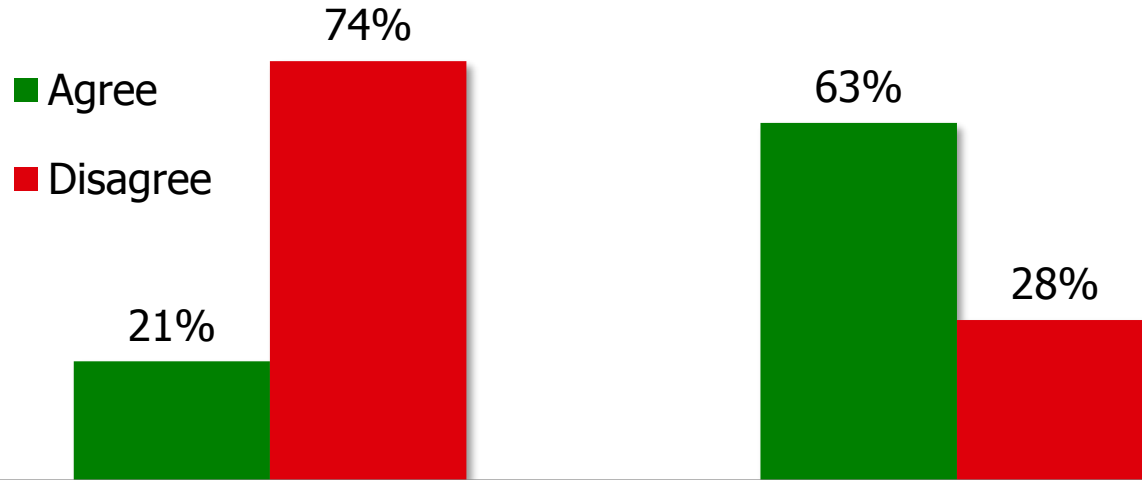
# Who's in charge?



## And what's the strategy?



# Do we have talent?

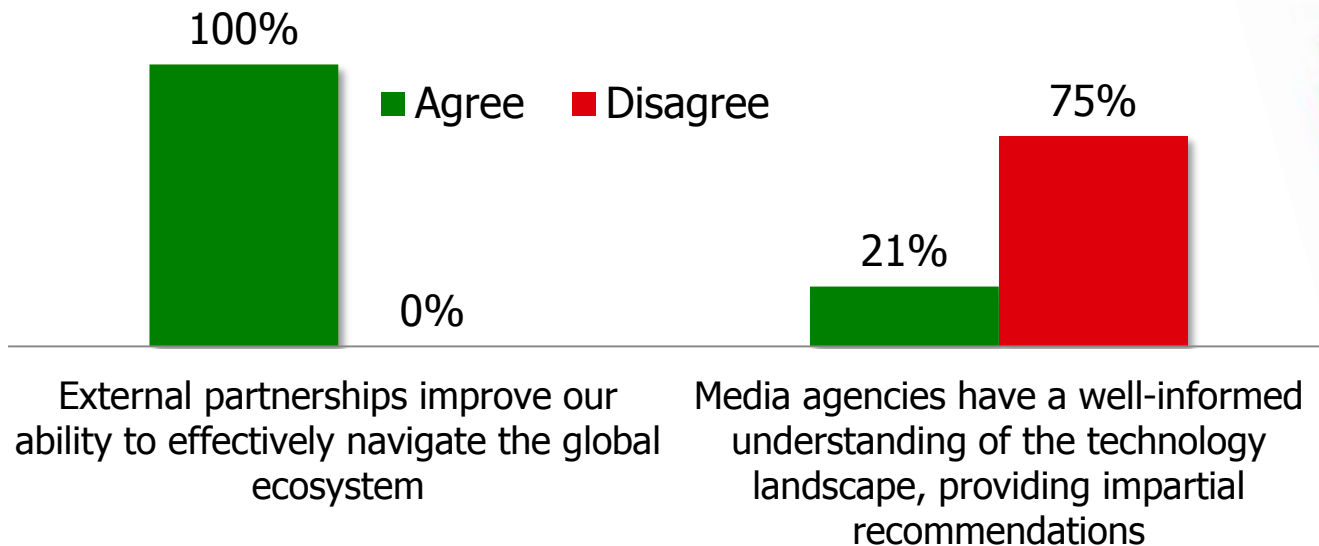


Advertisers have a well-informed understanding of the technology landscape, informing in-house digital media operations

'Transformation' is contingent on finding the right talent, in the right places and this is a significant issue for us



# It's not me, it's you...



A close-up photograph of a hand placing a green LEGO block on top of a stack of other colored blocks. The stack includes yellow, blue, green, and red blocks. The background is white.

**“Just as we speak of a digital [client] transformation, there will be an agency transformation. Agencies will need to redefine their roles in the marketing process, this includes evaluating internal structures and processes.”**

WFA member



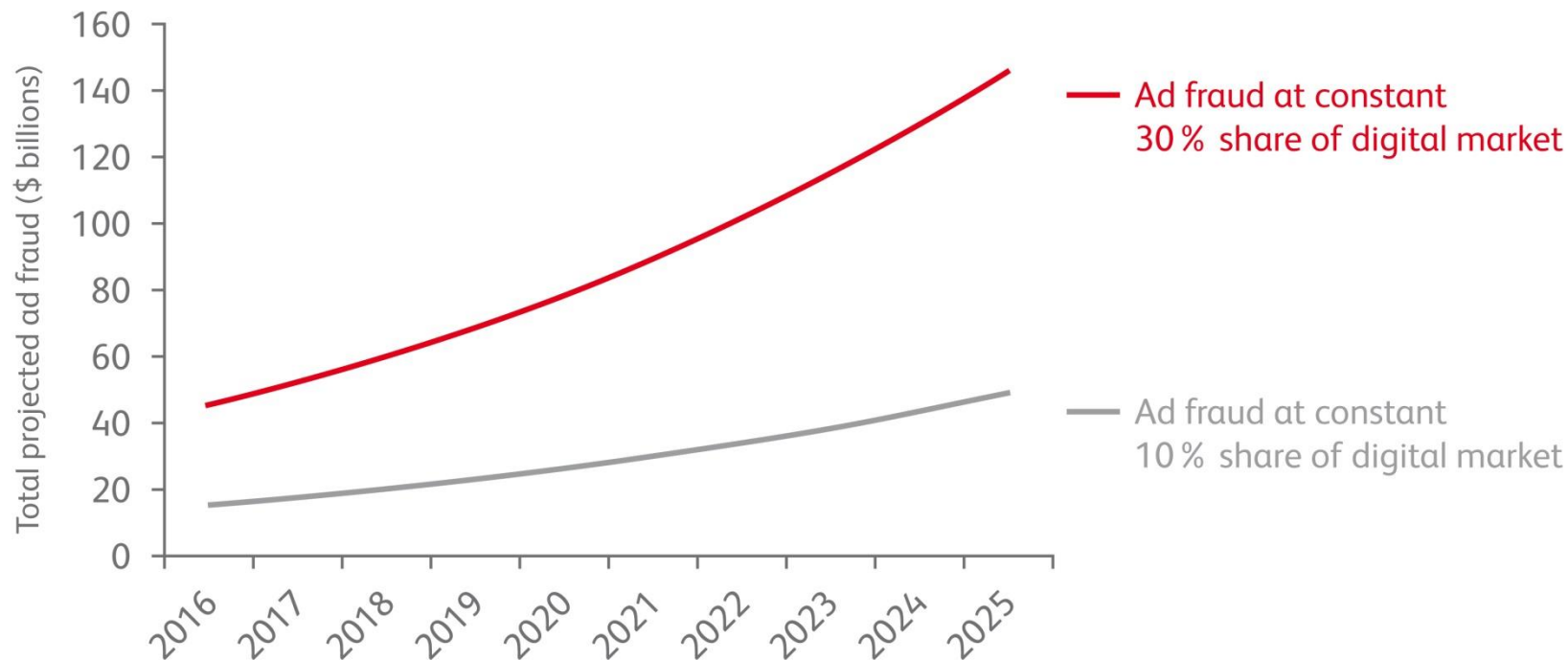
# The cracks are beginning to show



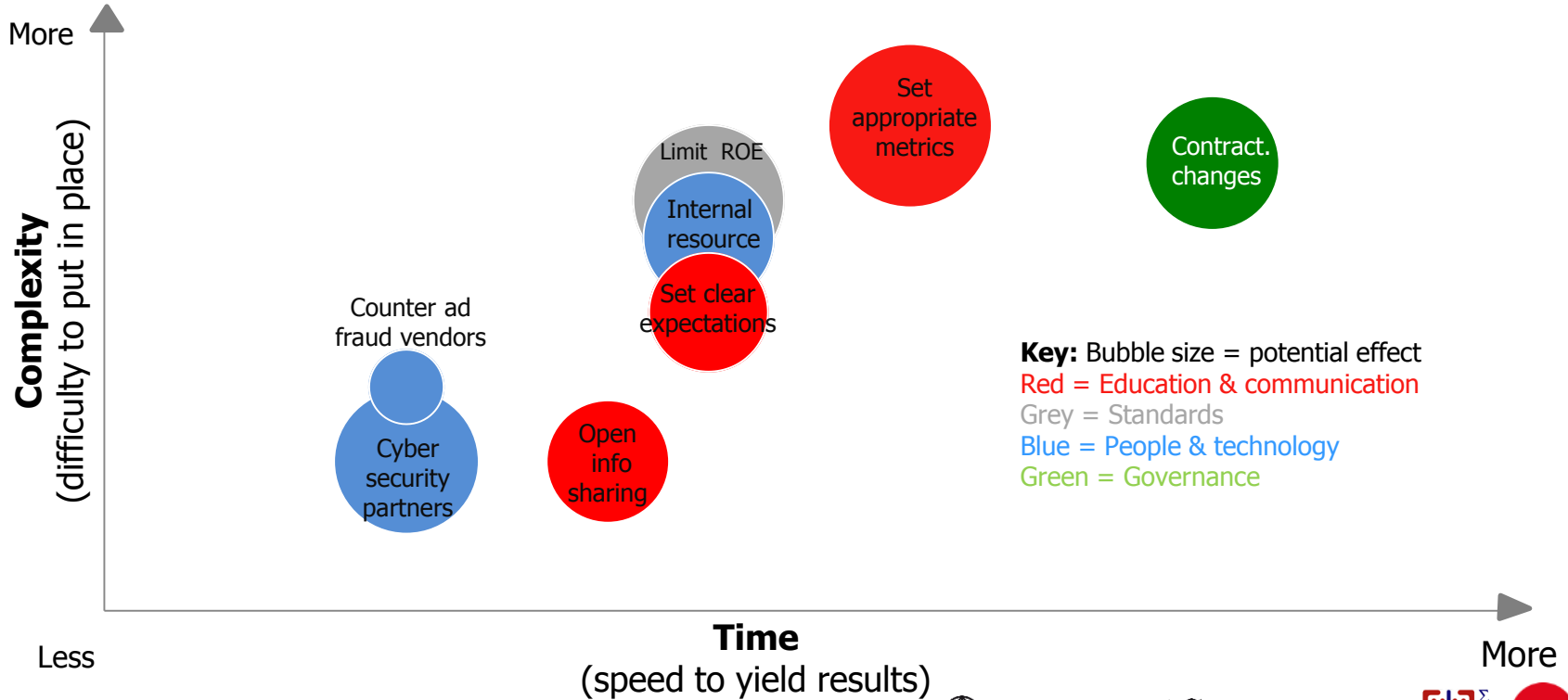
Ad fraud is perpetuated by the structure & systems in place in the digital media ecosystem

Our organization has concerns about the lack of transparency and/or fraud in digital media and programmatic

# \$50 billion by 2025; 2<sup>nd</sup> only to drug trafficking



# Much can be achieved by marketers to improve the situation







[www.better.ads.org](http://www.better.ads.org)

- The Coalition is convening to **evaluate and improve the consumer online advertising experience**
- It will **collect research data** to analyse real people's experience of different formats and frequencies
- **Industry as whole** (advertisers, ad tech and publishers) will then take action based on that data to **stop the worst practices**
- The Coalition is **a global effort**, but will recognise regional differences







None of this is easy. Perhaps it will all become simpler in the future...or maybe not?

- By 2022 10% of the world's population will be wearing clothes connected to the internet
- By 2025 the first implantable mobile phone will become commercially available
- By 2030, the world's largest Internet company will be in the education business, and it will be a company we have not heard of yet.
- By 2030 basic computer programming will be considered a core skill required in over 20% of all jobs.
- By 2030 swarms of micro flying drones – swarmbots – will be demonstrated to assemble themselves as a type of personal clothing, serving as a reconfigurable fashion statement.

For more information, please contact:

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