



GLOBAL WELLNESS
SUMMIT 2017



WHAT IF

Imagining the Unimaginable Impact
of Technology on Your Business

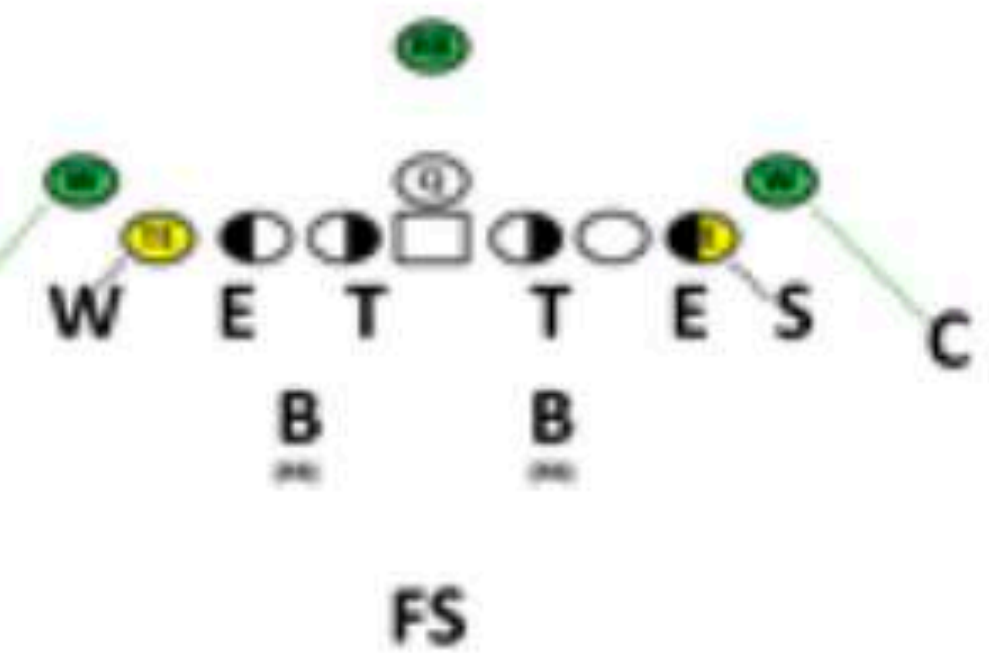
Paul Price, Group CEO, CoCreativ, U.S.

Hello

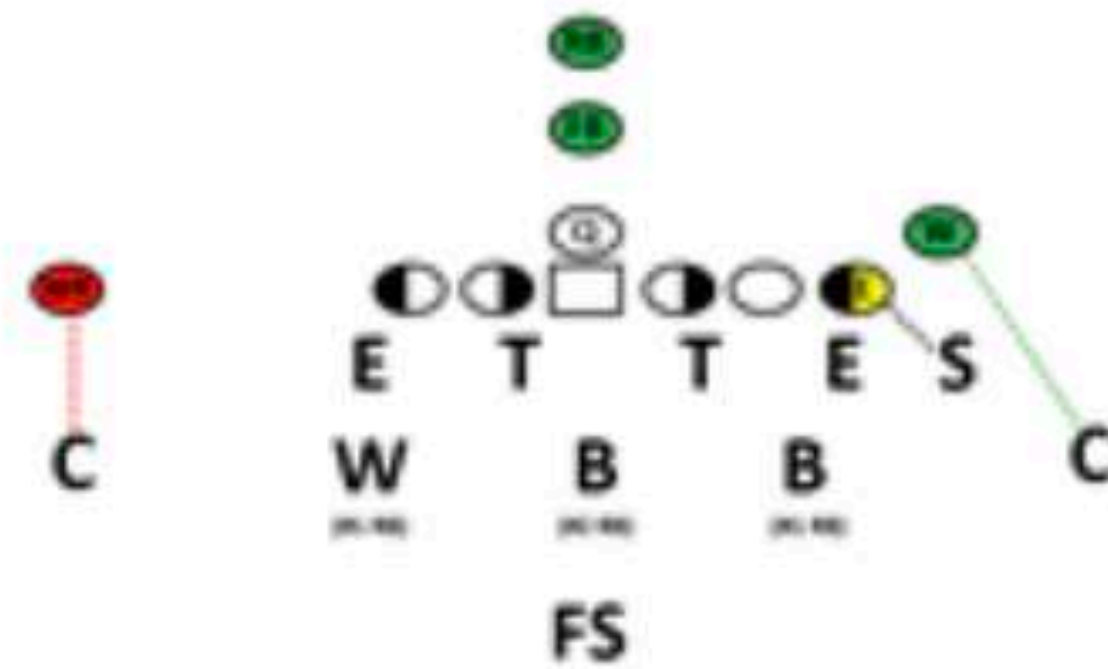
A playbook for 21st century marketing

@paulnprice

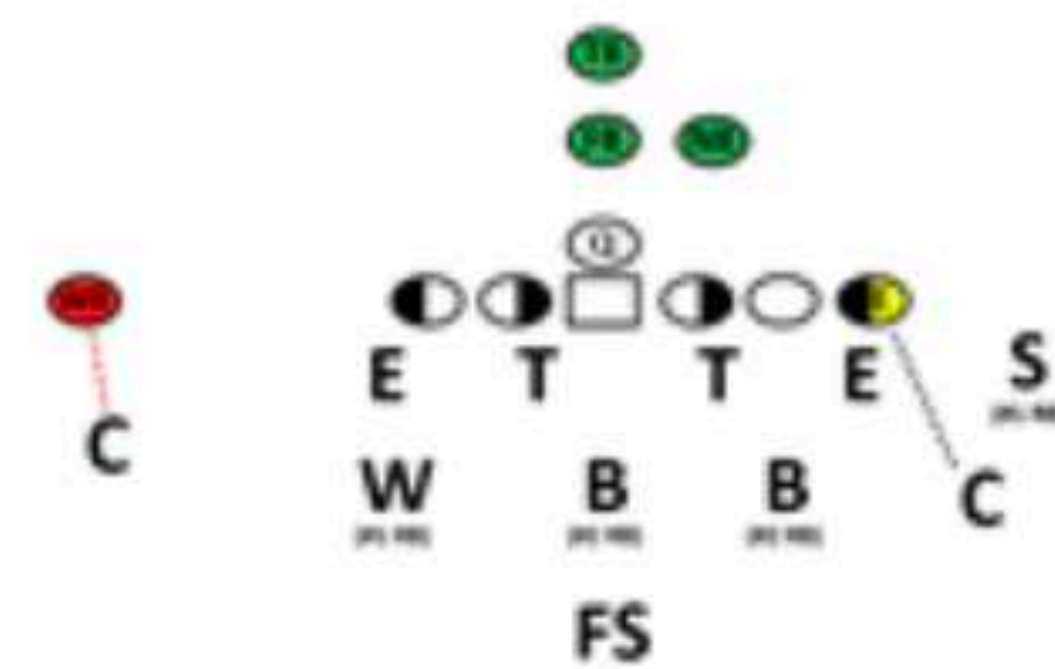
ase V Double Wing



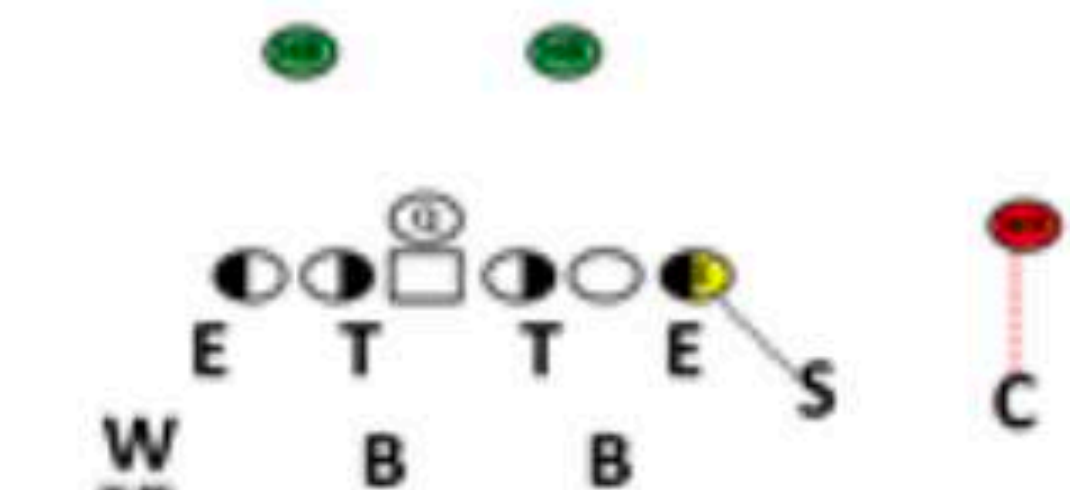
4-4 Base V Jumbo



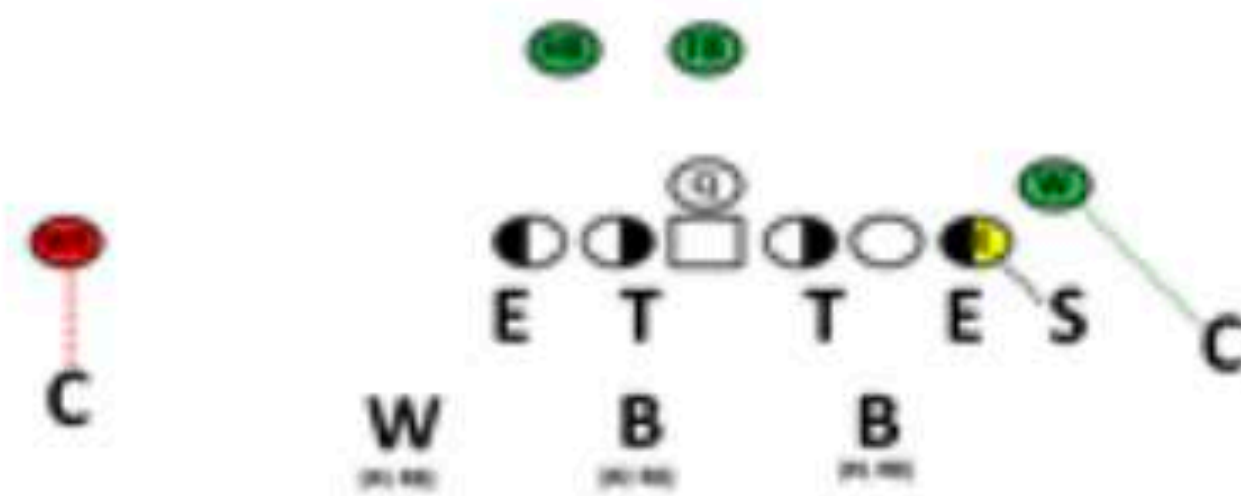
4-4 Base V Power I



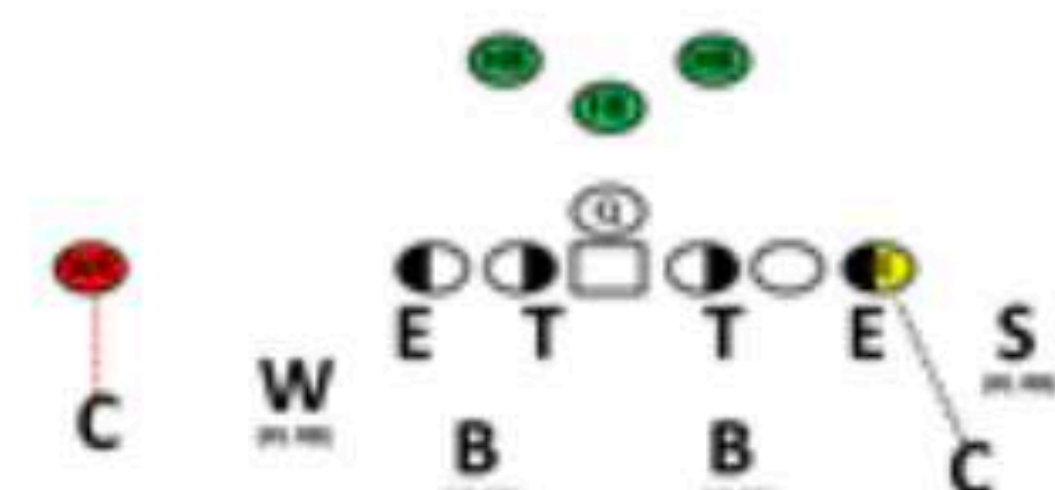
ase V Split Backs



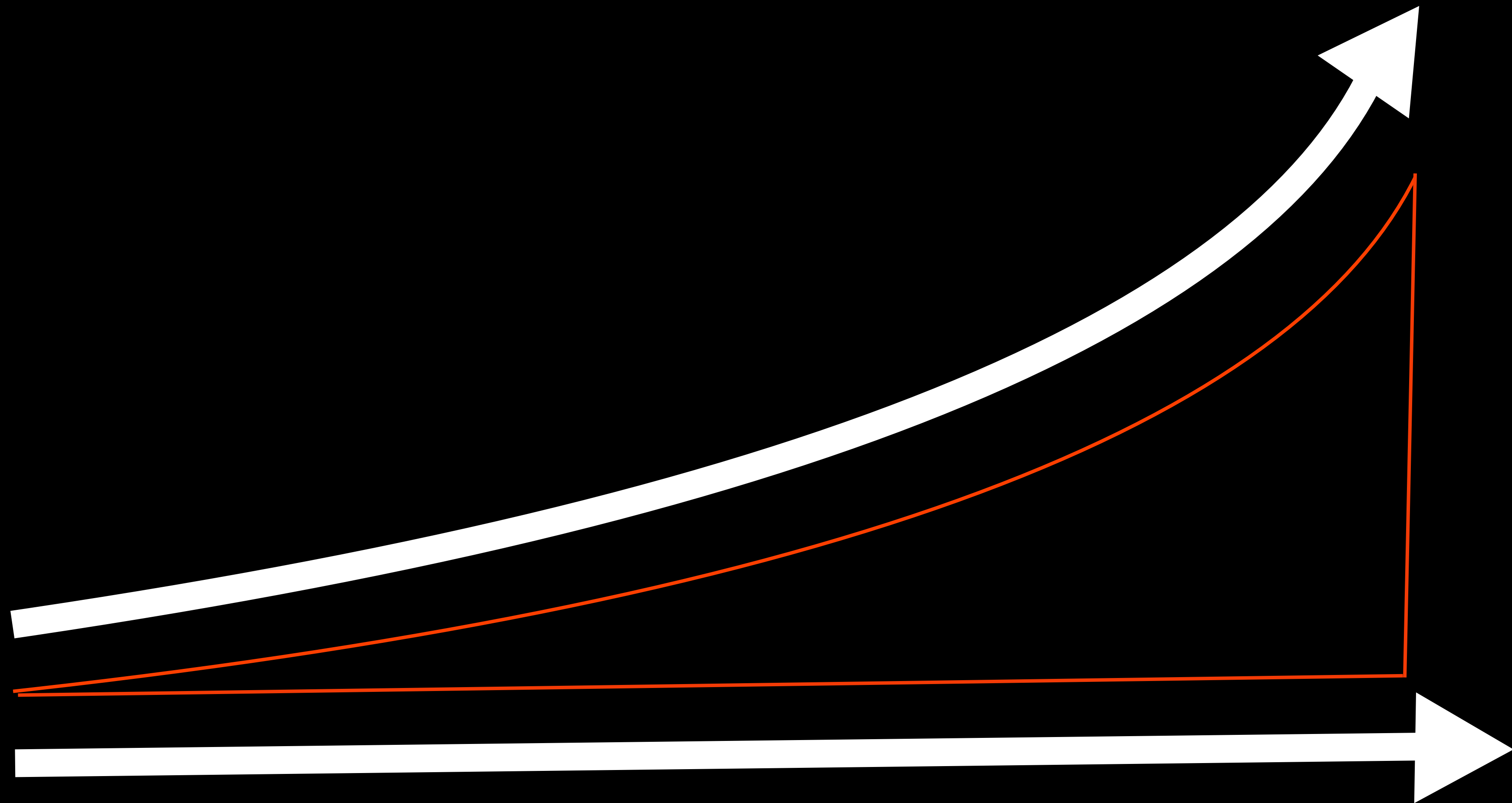
4-4 Base V Wing T



4-4 Base V Wishbone



THE TECHNOLOGY TRAP:



Play #1: You're in the behavior business

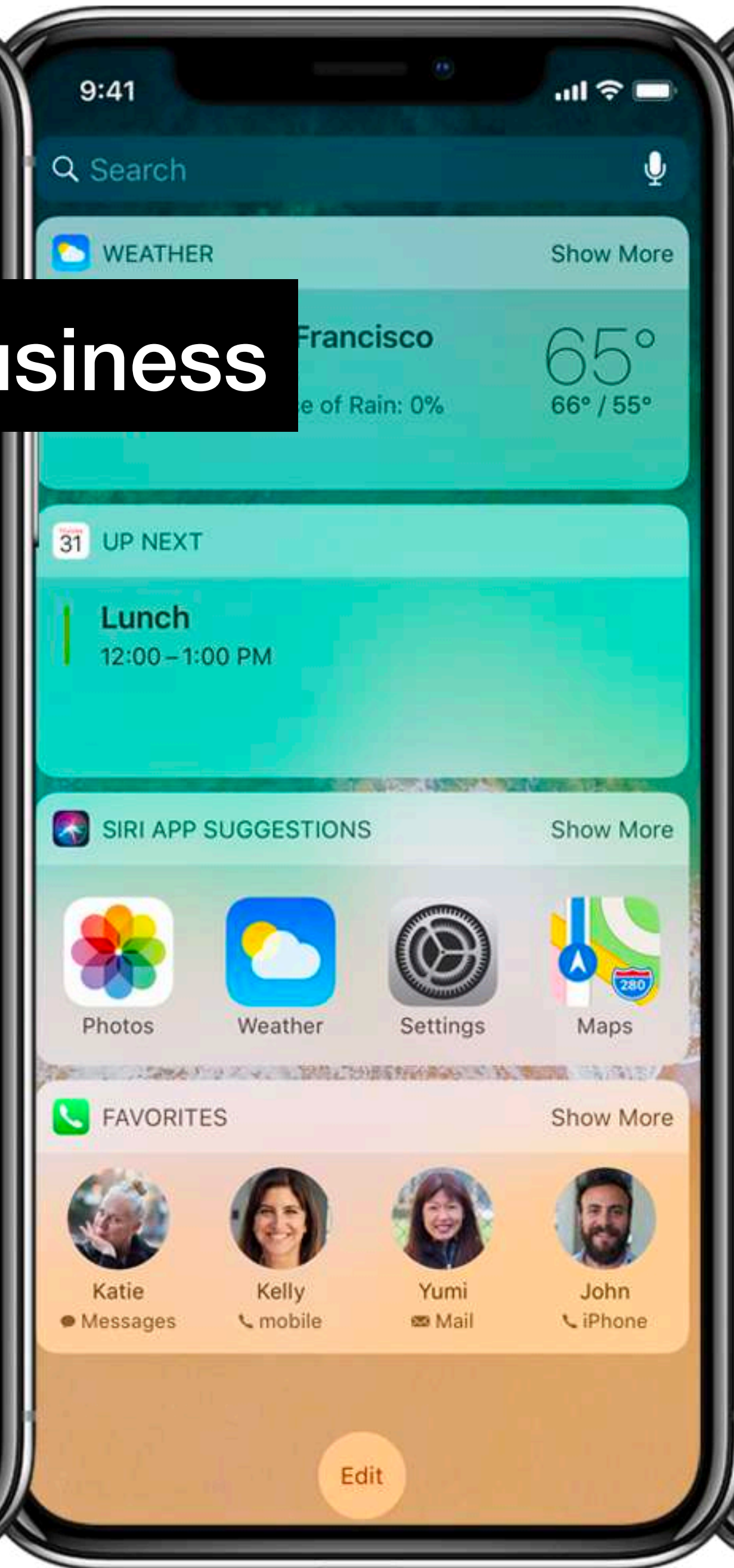
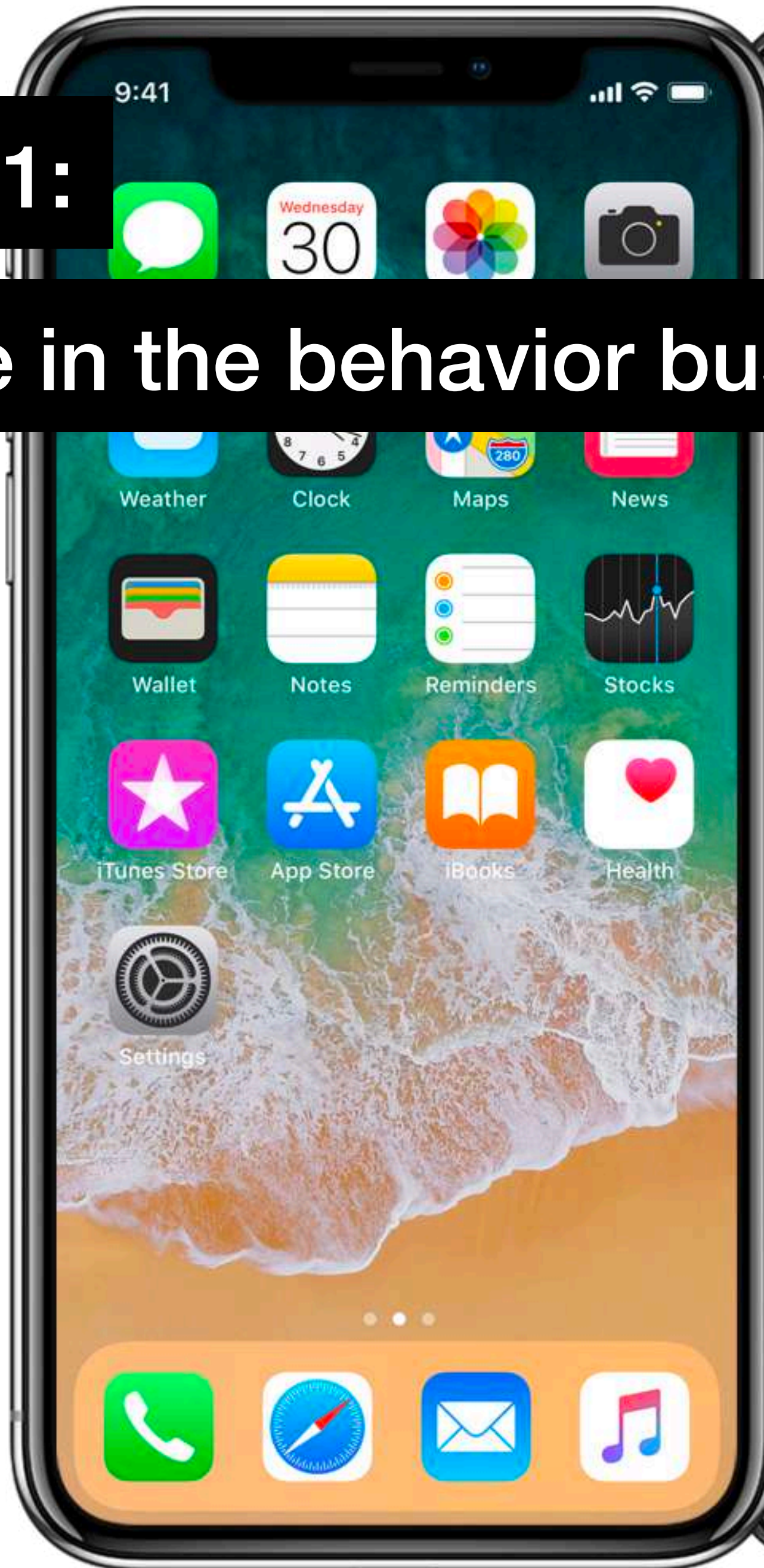
EXHIBIT 2 | The Eight S's of Online Activity



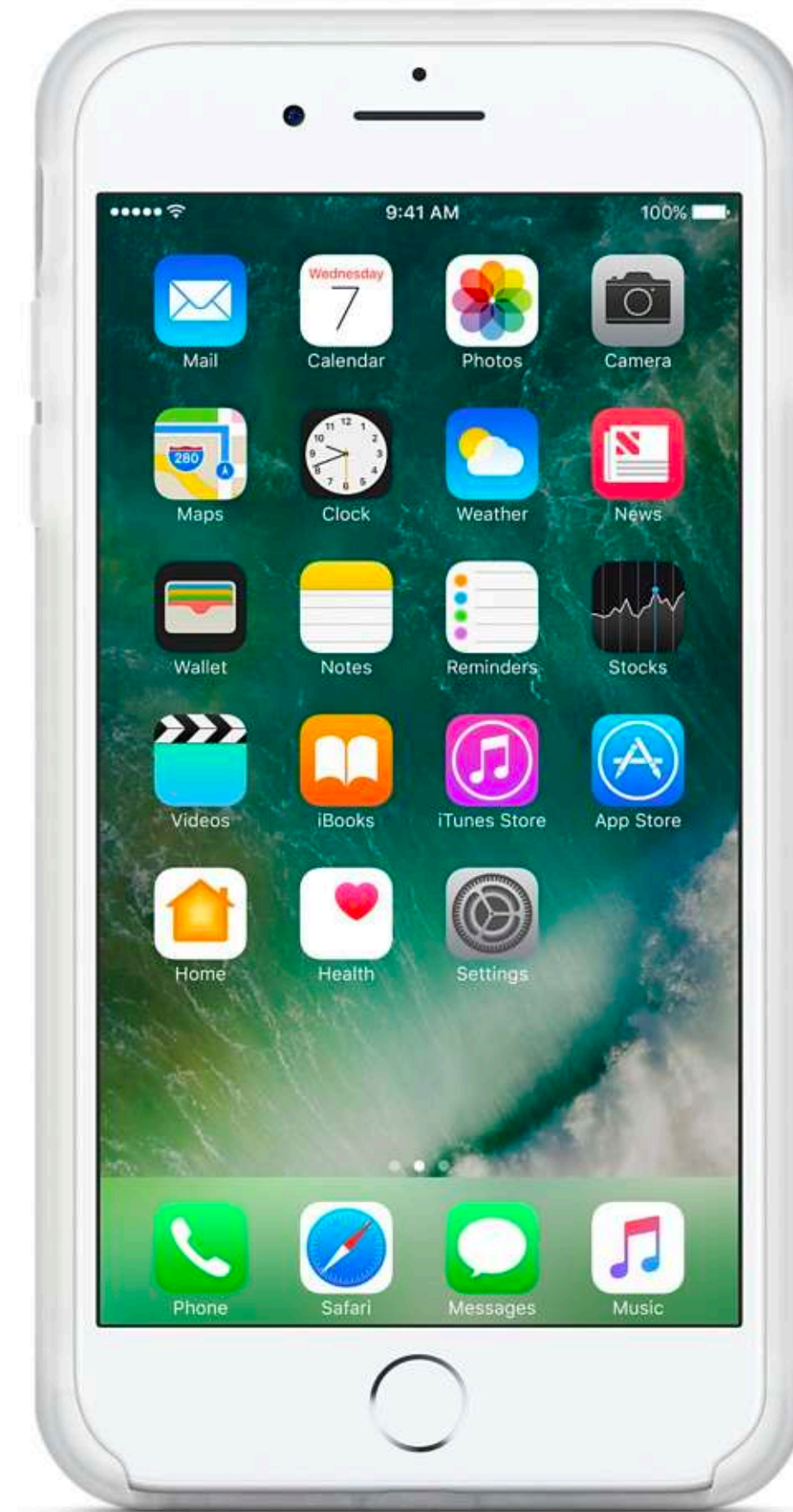
Source: BCG analysis.

Play #1:

You're in the behavior business



Play #2: Make Wellness a Ritual



Play #3:

Be Omnichannel

Average Ecommerce Order Value Worldwide, by Product Category, Q1 2016 & Q1 2017



Play #4:

Mobile everything

Smartphone Users in Select Countries Who Purchase Products via Smartphone, by Category, March 2016

% of respondents

	China	Germany	Japan	UK	US
Grocery	88%	38%	63%	52%	57%
Clothing & apparel	87%	57%	55%	64%	58%
Home goods & improvement	66%	35%	28%	34%	39%
Electronics	64%	64%	35%	47%	41%
Sports & leisure	58%	38%	22%	26%	23%
Beauty & wellness	52%	29%	33%	37%	37%
Games & entertainment	31%	49%	30%	41%	31%

Note: ages 18+

Source: xAd, "2016 Mobile Path To Purchase: The Global Retail Shopper" in partnership with Millward Brown, Sep 14, 2016

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www.eMarketer.com

Play #5 Be Visual



Play #6 Nail Search

Search Channels Used by US Digital Shoppers During the Purchase Process, by Stage, April 2016

% of respondents

Discovery



Consideration/purchase



Post-purchase engagement



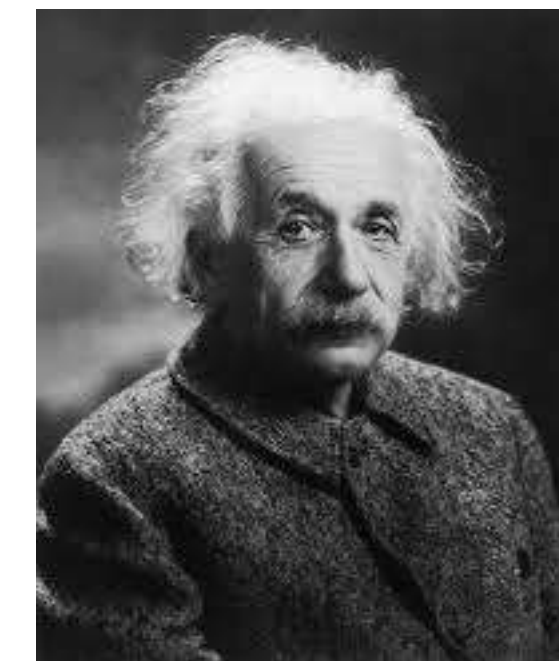
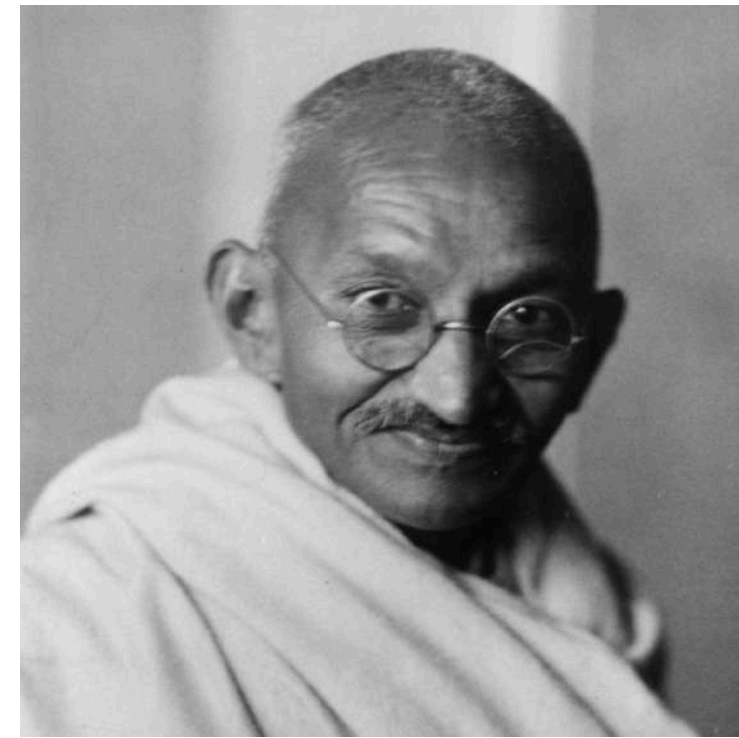
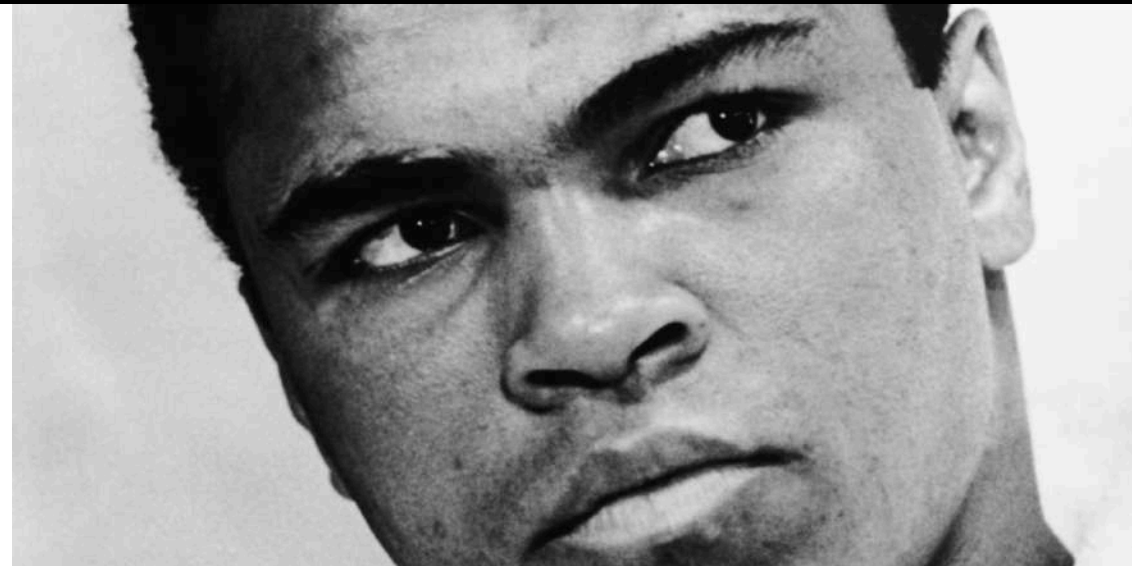
■ Search engines ■ Search on retailer sites ■ Social search

Note: n=999 ages 18+

Source: Catalyst, "Why Search + Social = Success For Brands" conducted by Forrester Consulting, May 3, 2016

Play #7:

Imagine the unimaginable





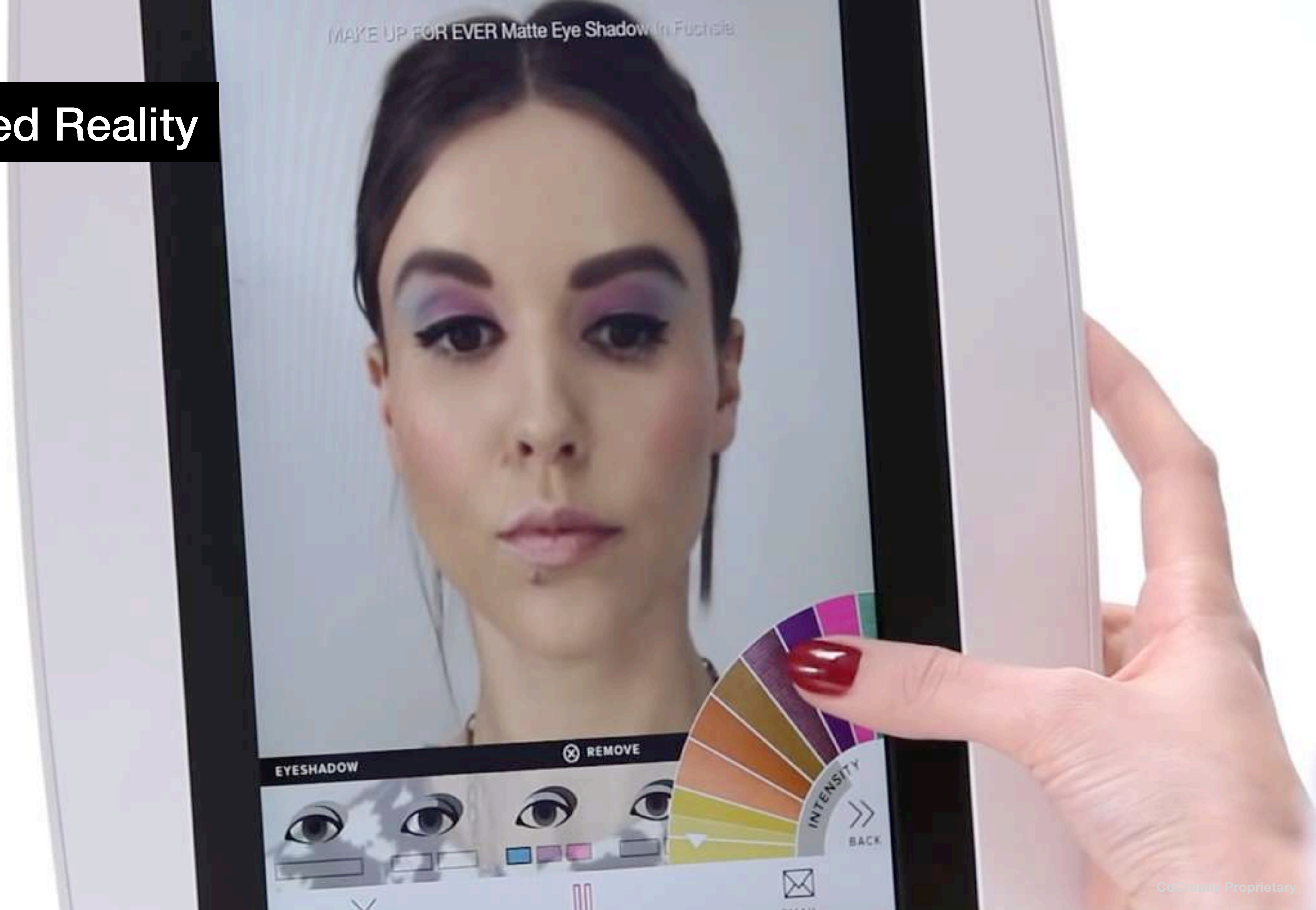
Artificial Intelligence

is a suitcase word

Virtual Reality



Augmented Reality



Machine vision



Voice





Play #8:

EVERY COMPANY

IS A TECHNOLOGY

COMPANY

Play #9: “The Digital Paradox”:

BETTER,

FASTER,

& CHEAPER



100 99 98 92

★ Play #10: What's your Customers Journey?

81 82 84 86 87 88 89

83 85 76 75

80 79 78 77 74 73 72

63 64 66 68 69

61 62 65 67

60 58 55

59 57 56 54 53 52

Good luck

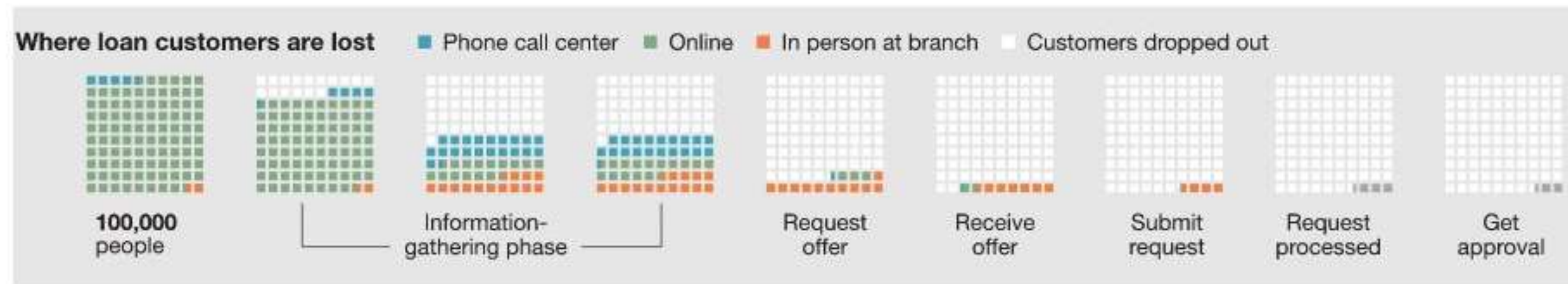
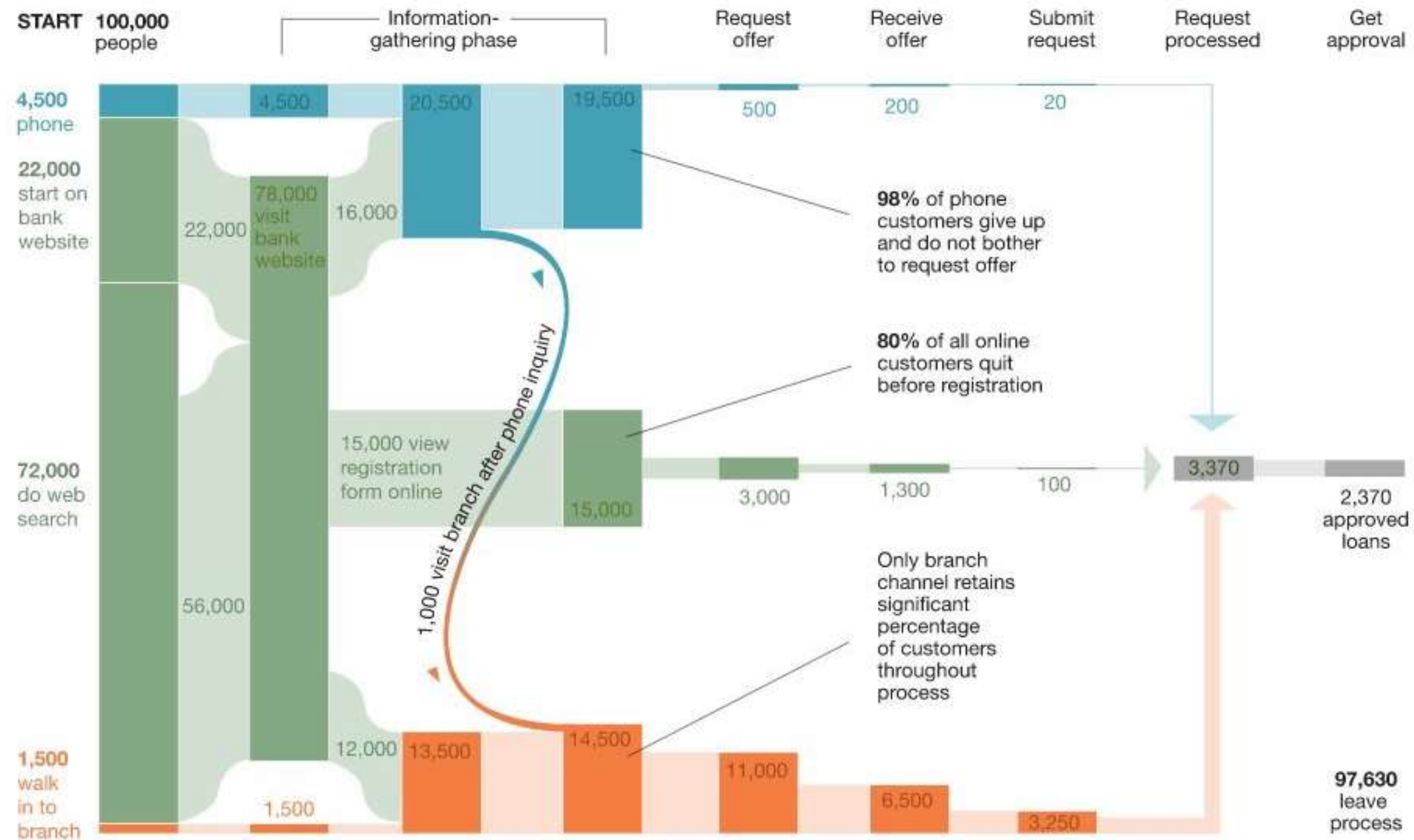
paul.price@cocreativ.co

@paulnprice



Mapping customer flows highlights important pain points.

Average monthly customer flows for loan products by channel,¹ indexed to 100,000



US Retail Mcommerce Sales, 2015-2020

billions, % change, % of retail ecommerce sales and % of total retail sales

	2015	2016	2017	2018	2019	2020
Retail mcommerce sales (billions)	\$80.94	\$115.92	\$156.43	\$206.53	\$267.26	\$335.84
—% change	42.8%	43.2%	34.9%	32.0%	29.4%	25.7%
—% of retail ecommerce sales	23.6%	29.1%	34.0%	39.0%	44.0%	48.5%
—% of total retail sales	1.7%	2.4%	3.1%	4.0%	5.0%	6.1%

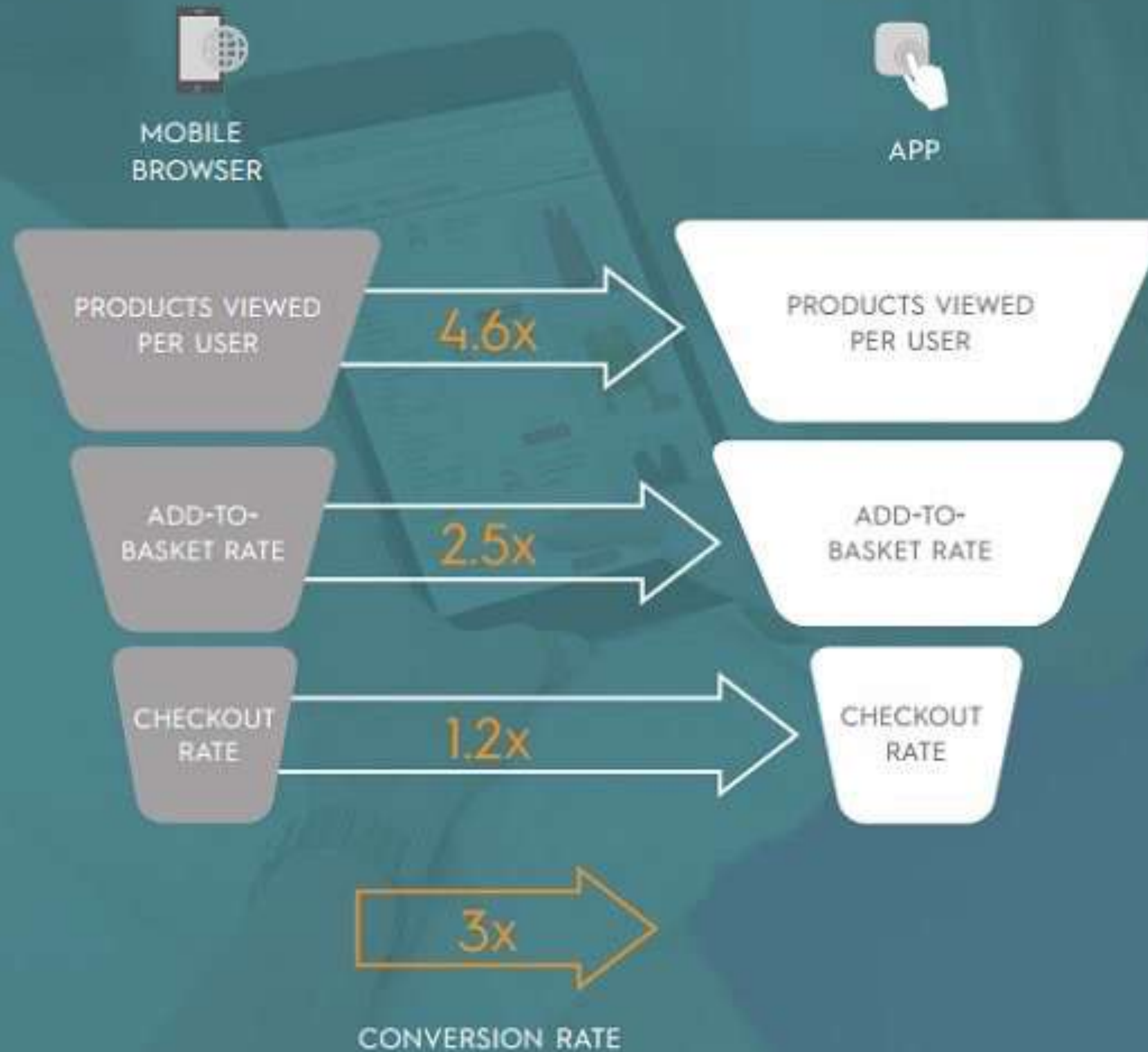
Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets

Source: eMarketer, Sep 2016

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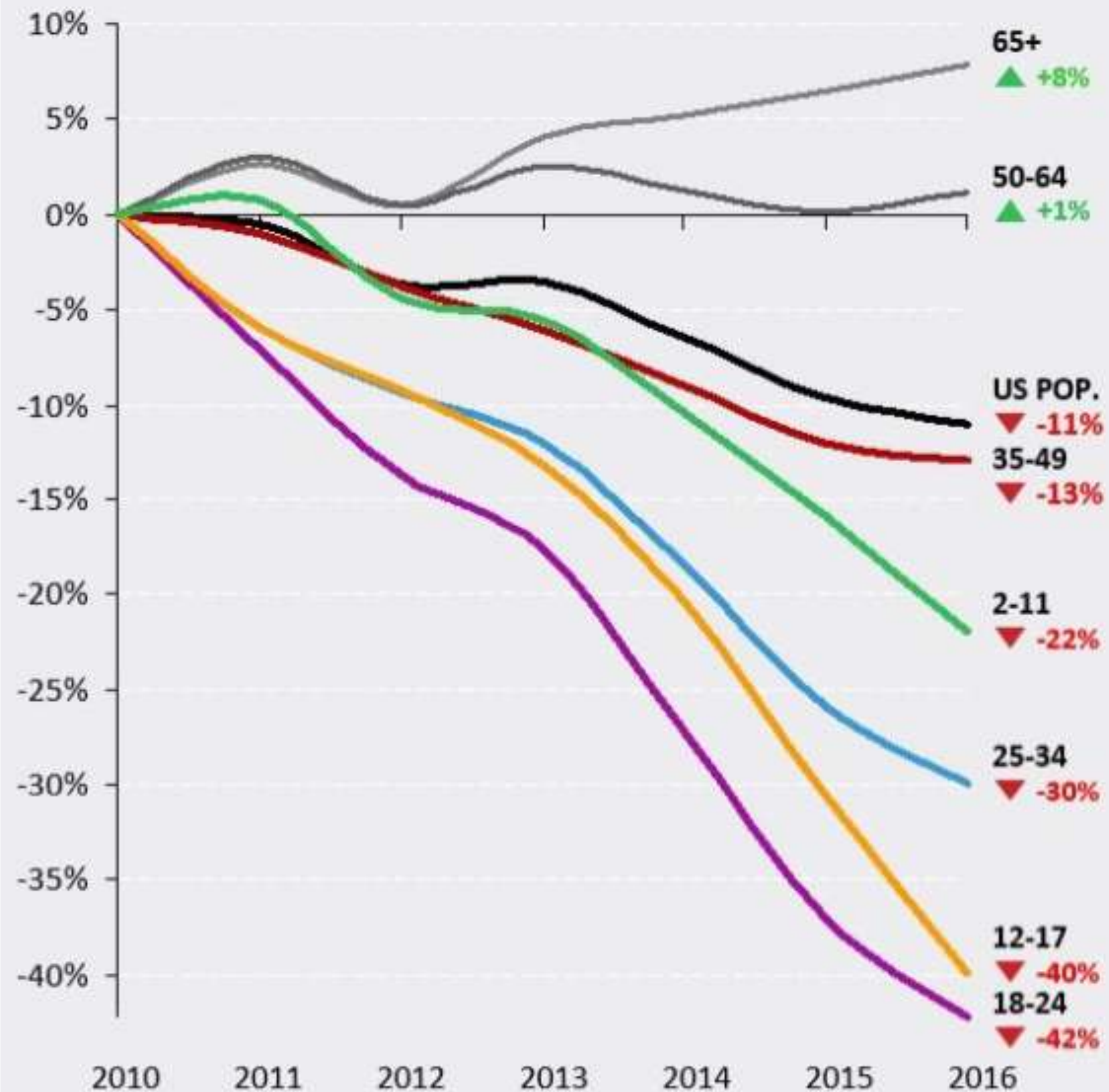
www.eMarketer.com

Global Retail Conversion Funnel Q2 2016



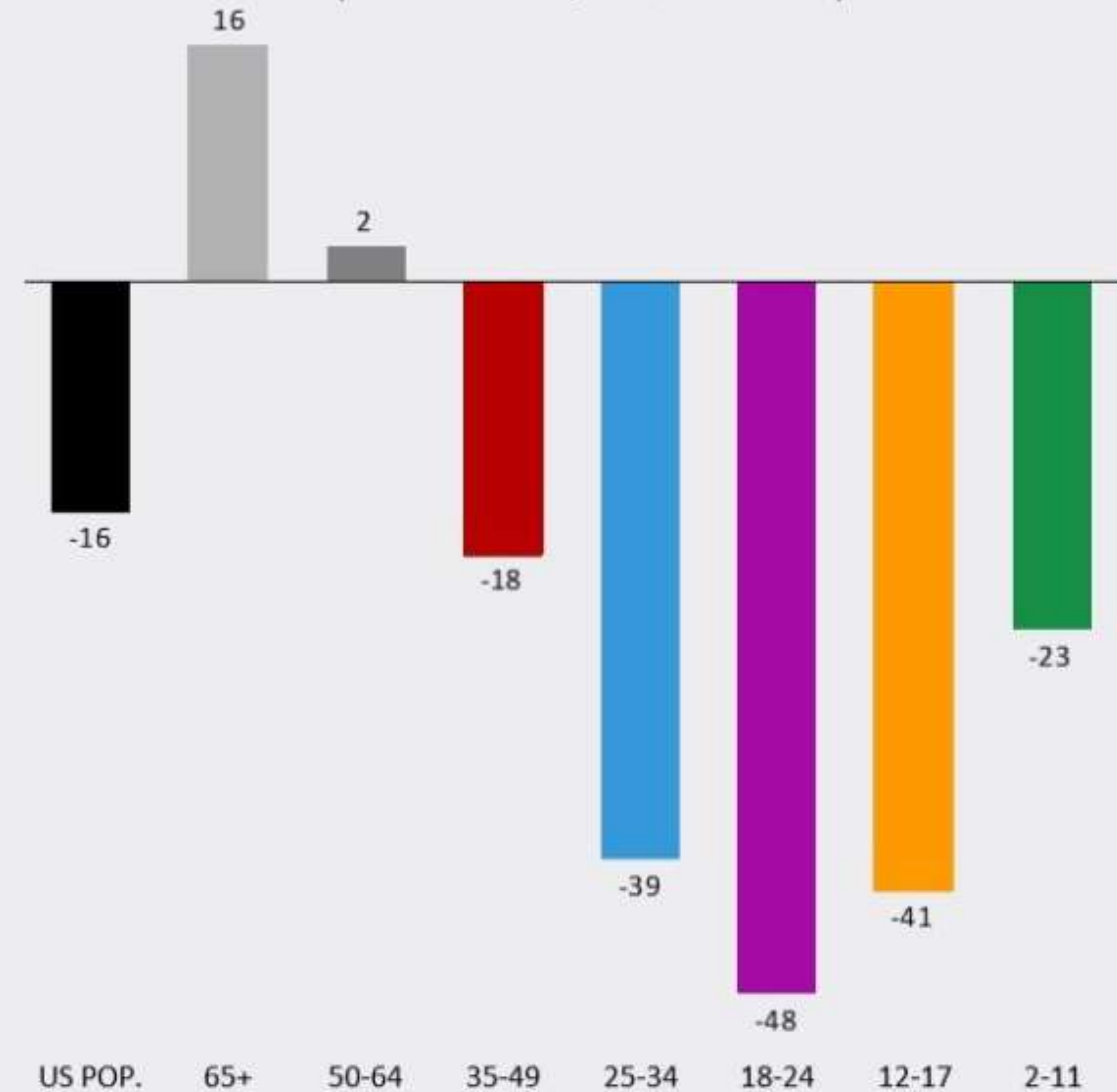
Change in Time Spent Watching Traditional TV by Age Group

(Live + VOD + DVR, Based on Q2s)



Change in Hours Spent Watching Traditional TV per Month by Age Group

(Live + VOD + DVR, Q1 2016 v Q2 2010)



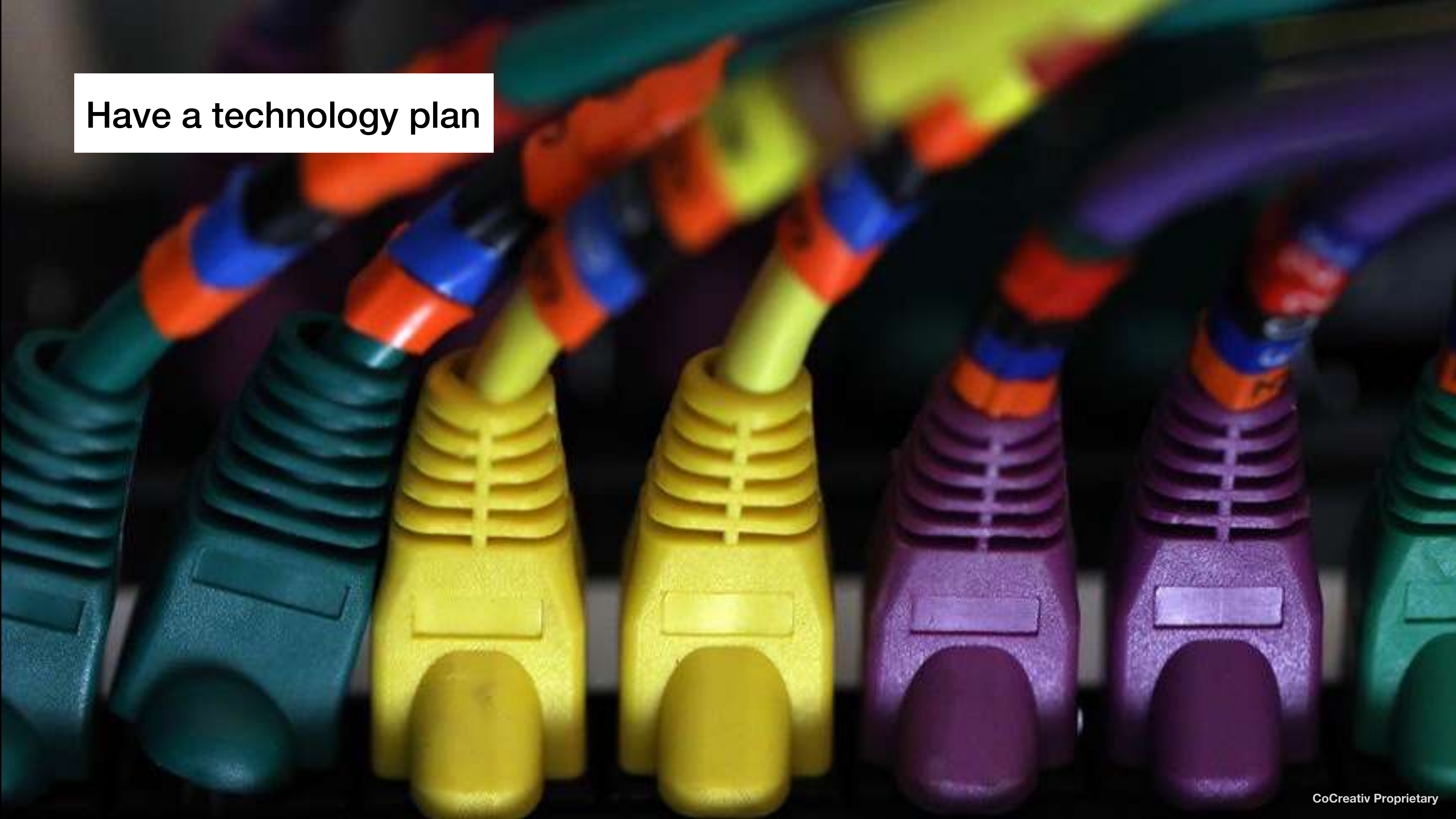
Personalisation



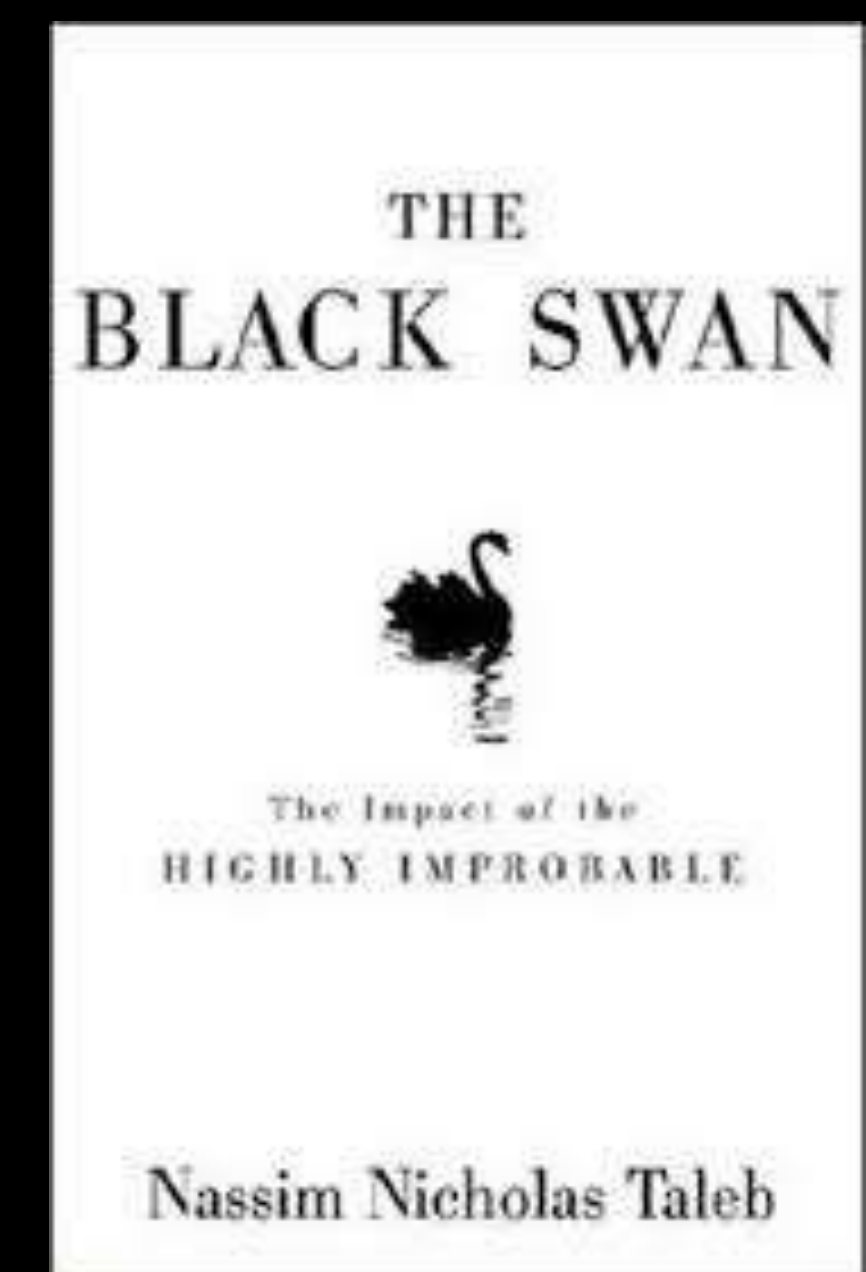
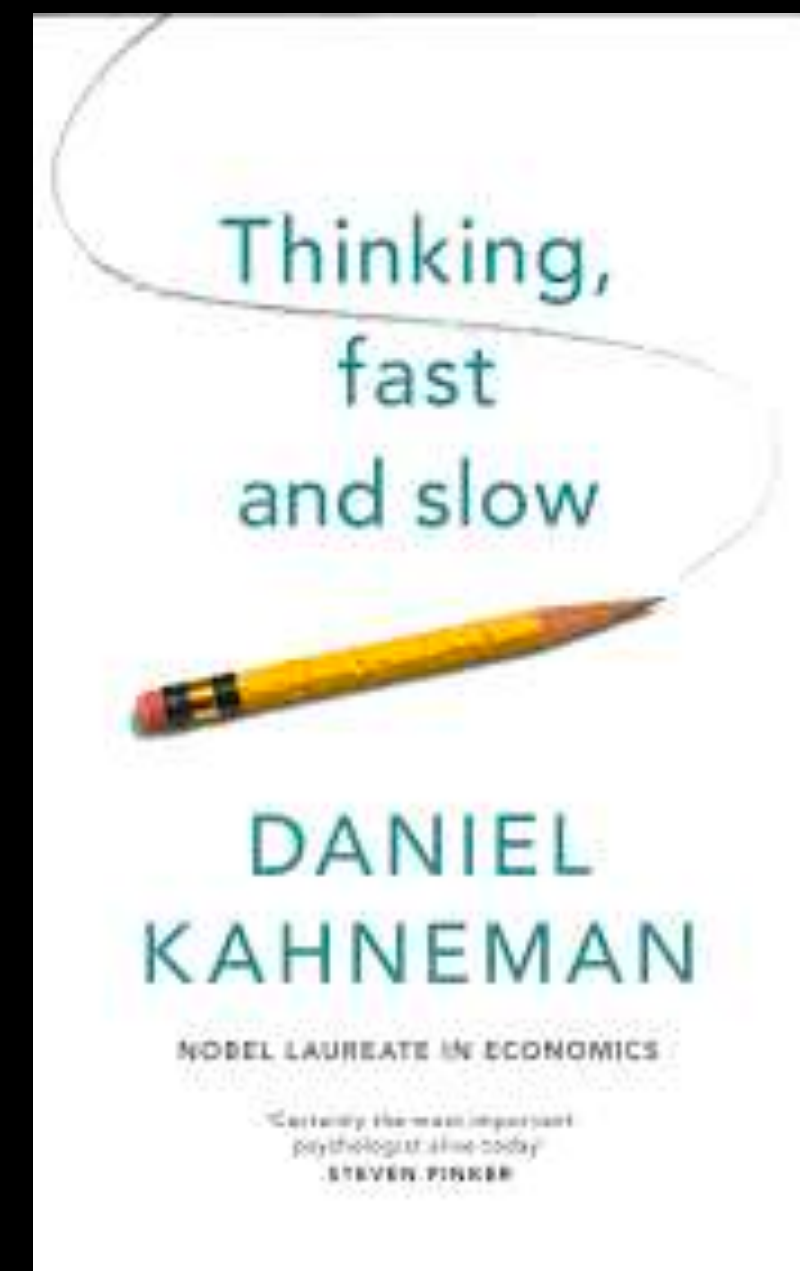
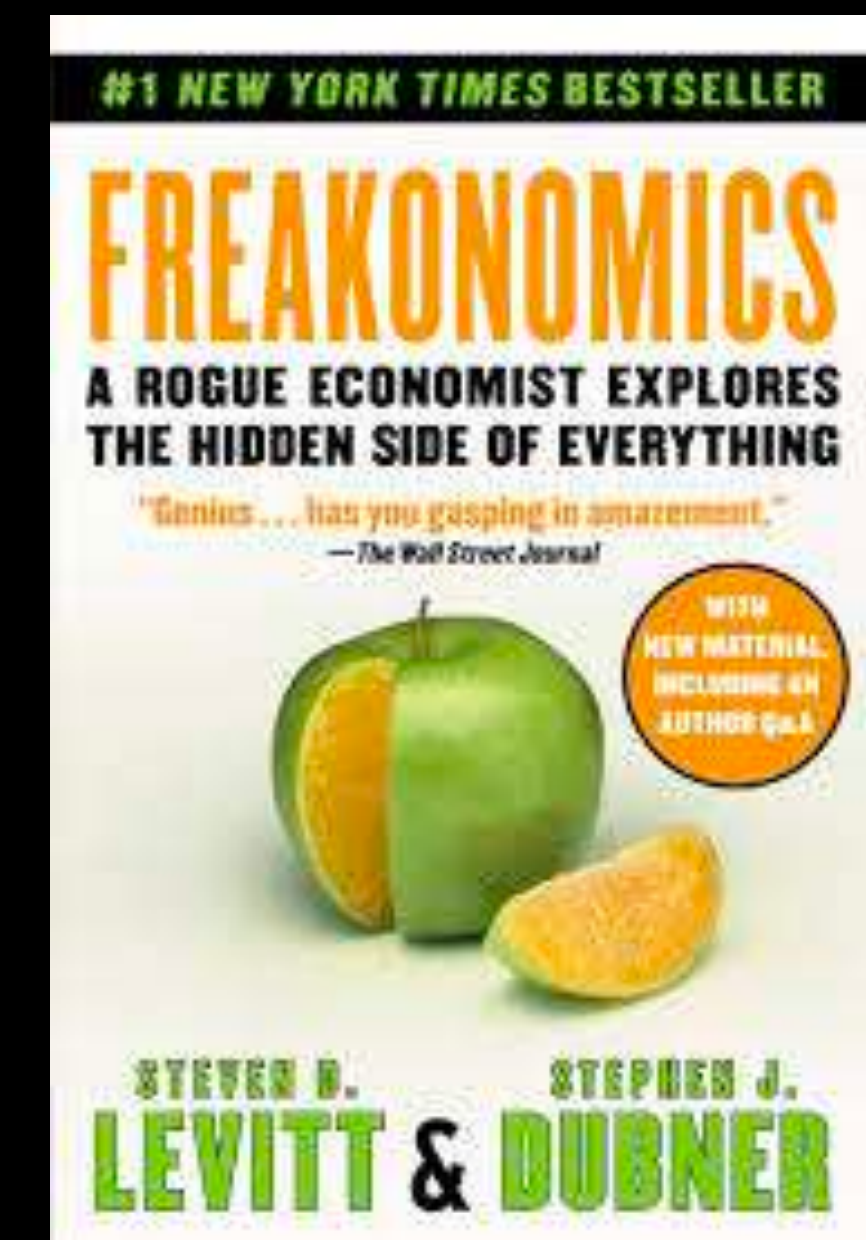
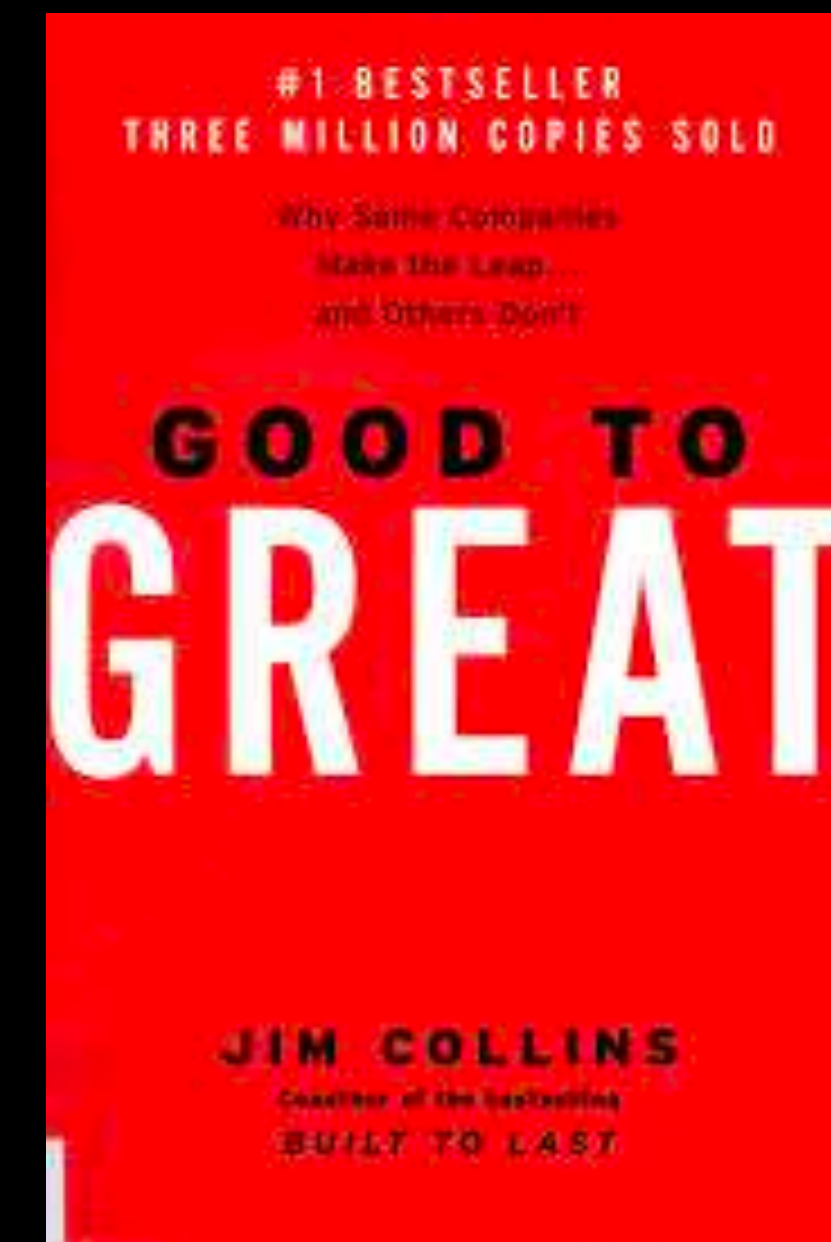
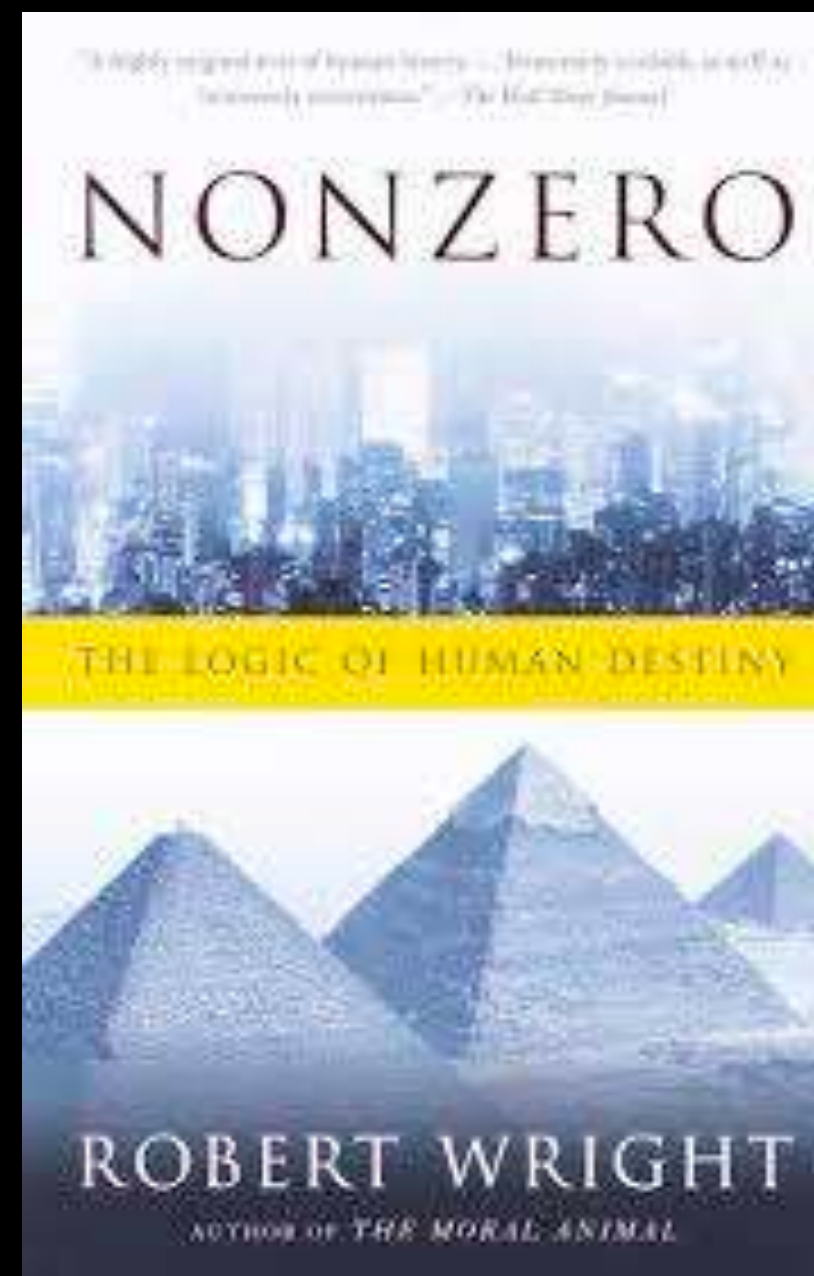
Be visual

Use video

Have a technology plan



Required reading



21st century marketing



Platforms and Content



21st century marketing



Platforms

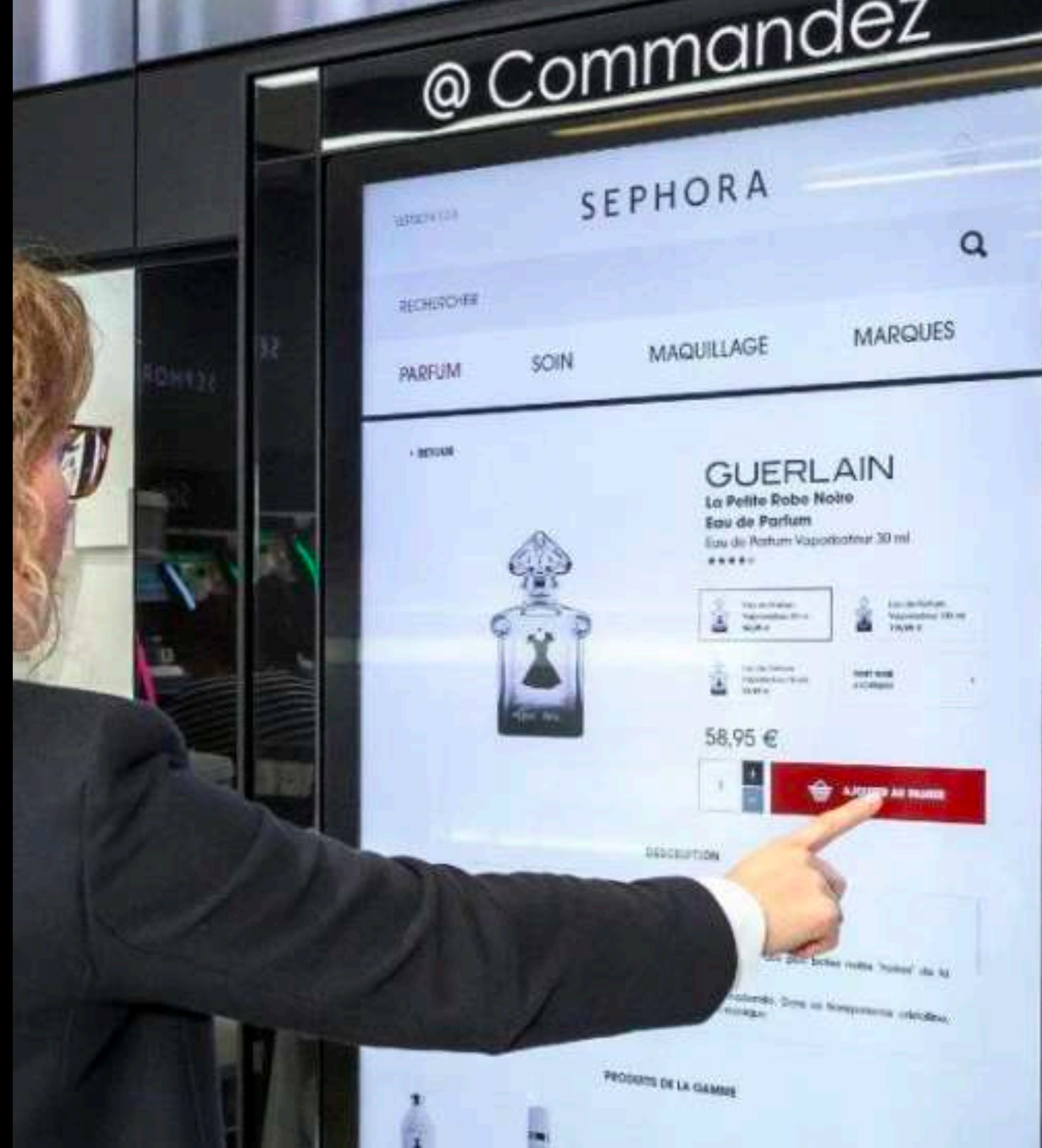
Digital platforms



Physical



Phygital



Be Beautiful

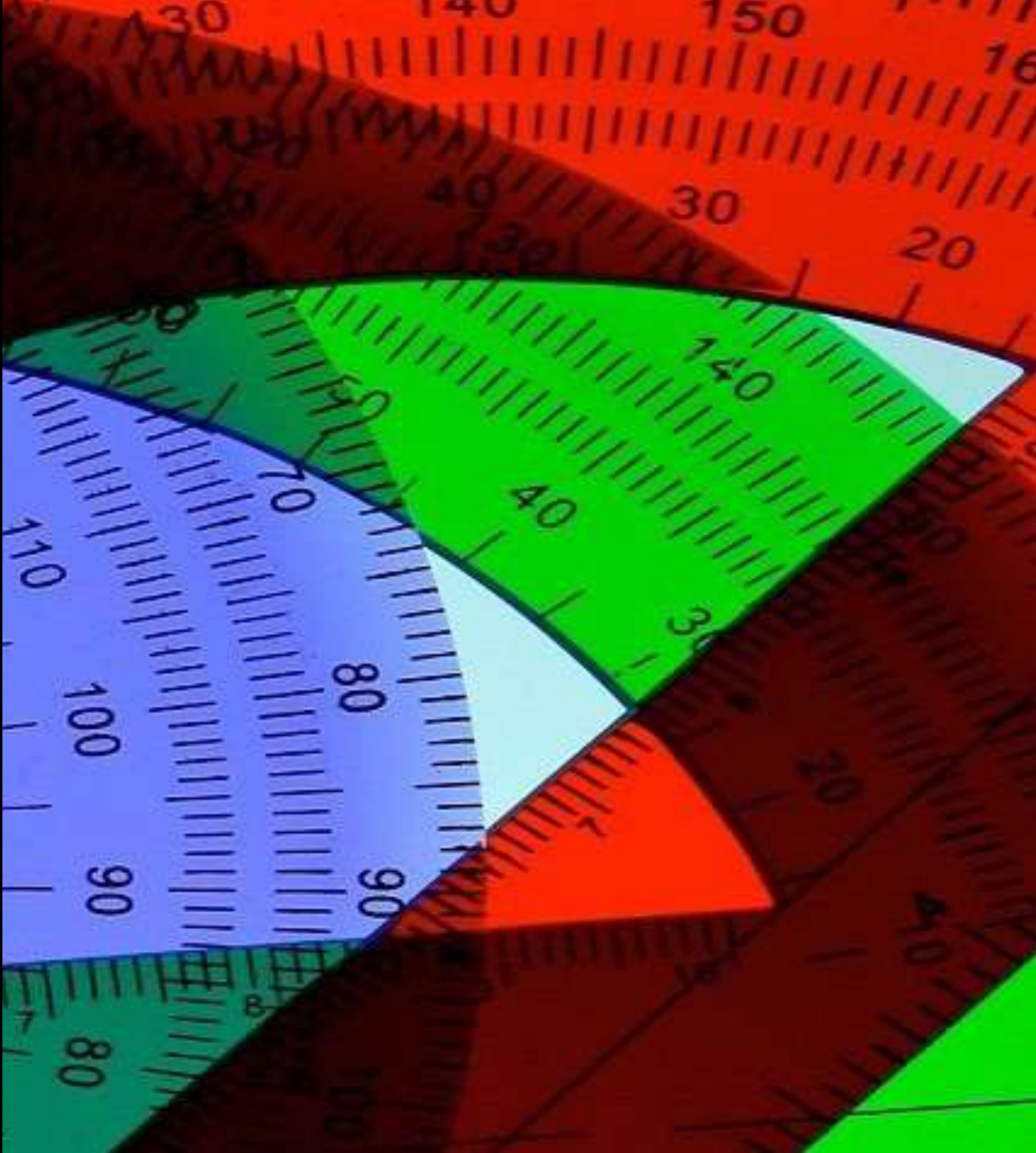


Be Brave

the New York Times



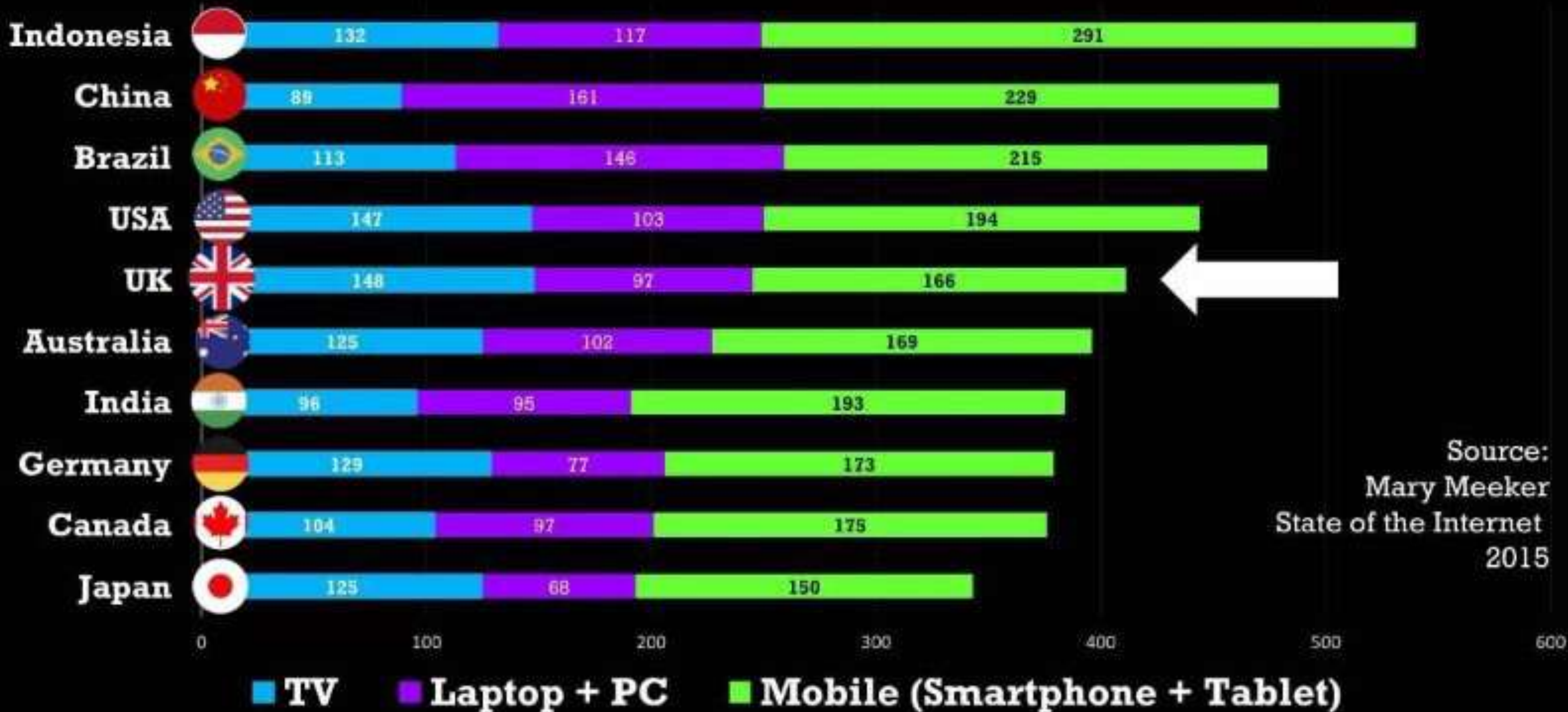
Analytics



Be a body surfer

Smartphone & Tablet = More Screen Minutes Than TV

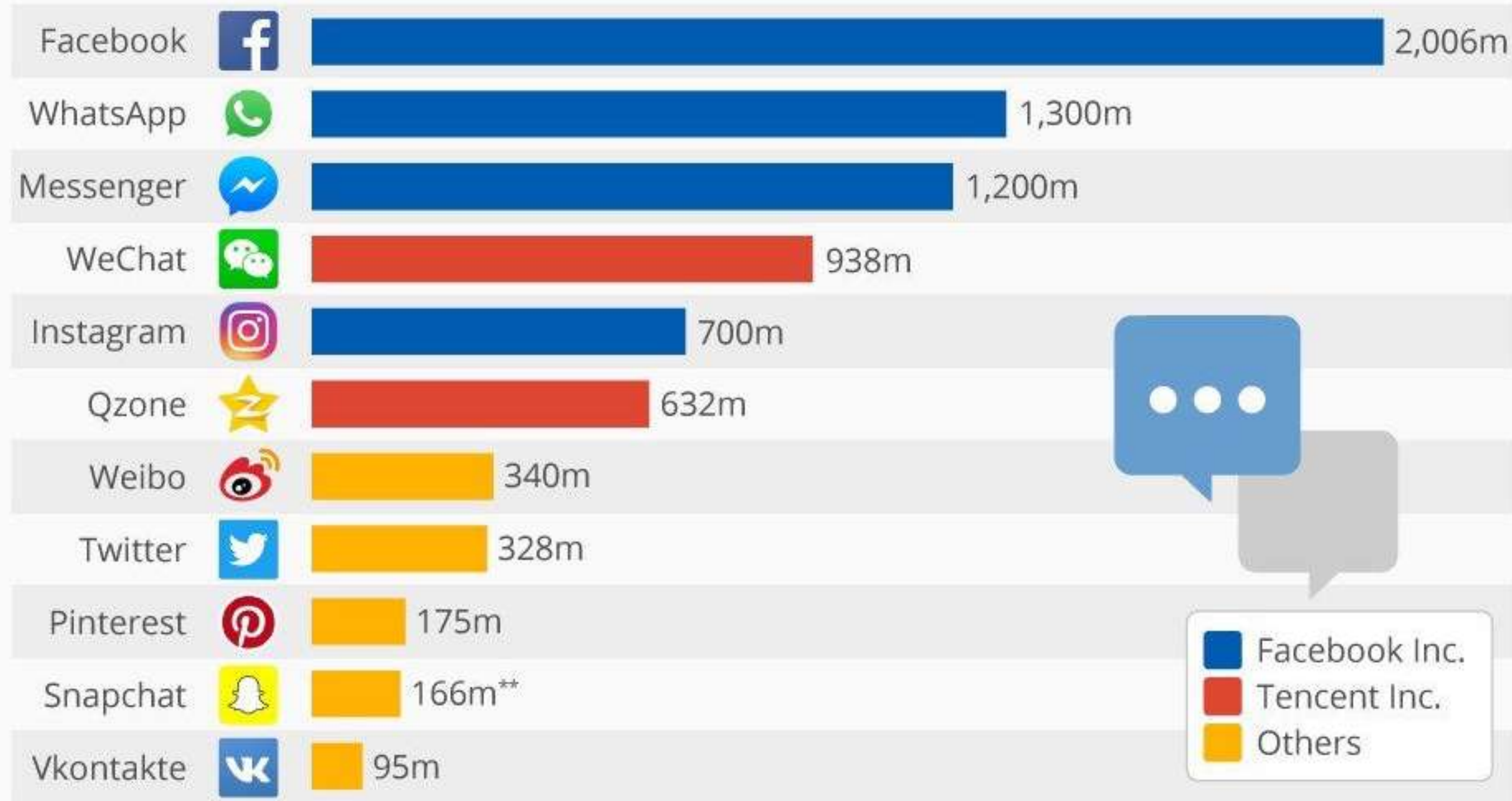
Daily Distribution of Screen Minutes, By Country



Play #9:

Social CRM

Monthly active users of selected social networks and messaging services*



@StatistaCharts

* latest available data (Dec. 16 - Jul. 17)

** daily active users

Source: Company filings & announcements

statista

What if?

@paulnprice



RANK	APRIL 2017	Q4 2011	Q4 2006
1	Apple: 741	Exxon Mobil: 406	Exxon Mobil: 447
2	Alphabet: 585	Apple: 376	General Electric: 384
3	Microsoft: 505	PetroChina: 277	Microsoft: 294
4	Amazon: 432	Royal Dutch Shell: 237	Citigroup: 274
5	Facebook: 408	ICBC: 228	Gazprom: 271
6	Berkshire Hathaway: 404	Microsoft: 218	ICBC: 255
7	Exxon Mobil: 344	IBM: 217	Toyota: 241
8	Johnson & Johnson: 330		Bank of America: 240
9	JPMorgan Chase: 303	Walmart: 205	Royal Dutch Shell: 226
10	Alibaba Group: 278	China Mobile: 196	BP: 219

 Data-driven company

Source: S&P Capital IQ, "Top 10 Companies with Highest Market Capitalization Worldwide."

Note: Market capitalization figures have been rounded and are in \$billions.

Friona fell 10-8 to Boys Ranch in five innings on Monday at Friona despite racking up seven hits and eight runs. Friona was led by a flawless day at the dish by Hunter Sundre, who went 2-2 against Boys Ranch pitching. Sundre singled in the third inning and tripled in the fourth inning ...

**Play machine
music**



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globalwellnesssummit.com
