



KICK-START
YOUR BUSINESS
IN THE **PARADOX**
OF THE FUTURE

04.06.2020
POST-COVID 19

WELCOME



TOM PALMAERTS
TRENDWOLVES



OLIVIER DEGREZ
MMD



BART DE PAUW
GROUPM

TOM PALMAERTS TRENDWOLVES

HOW TO BE READY IN TIMES OF UNCERTAINTY?



HOW TO BE READY

THE NEW REALITY AFTER COVID-19

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A close-up photograph of a person with long brown hair, wearing a yellow t-shirt, holding a roll of white toilet paper. The person's face is partially visible at the top, and their hands are holding the roll. The background is a plain, light-colored wall.

PANIC ATTACK

PRESSURE ON MENTAL HEALTH



Fear of the virus, loss of routine and social connection



Flatten the curve



FUTURE POSSIBILITIES





Devan, Innovation for a new reality



Trendwolves

@palmaerts

Tom Palmaerts

CONSUMER BEHAVIOR



HYGIENE



New reality



Business opportunity: Lush



Thrills underneath the surface: Luxury sanitizers



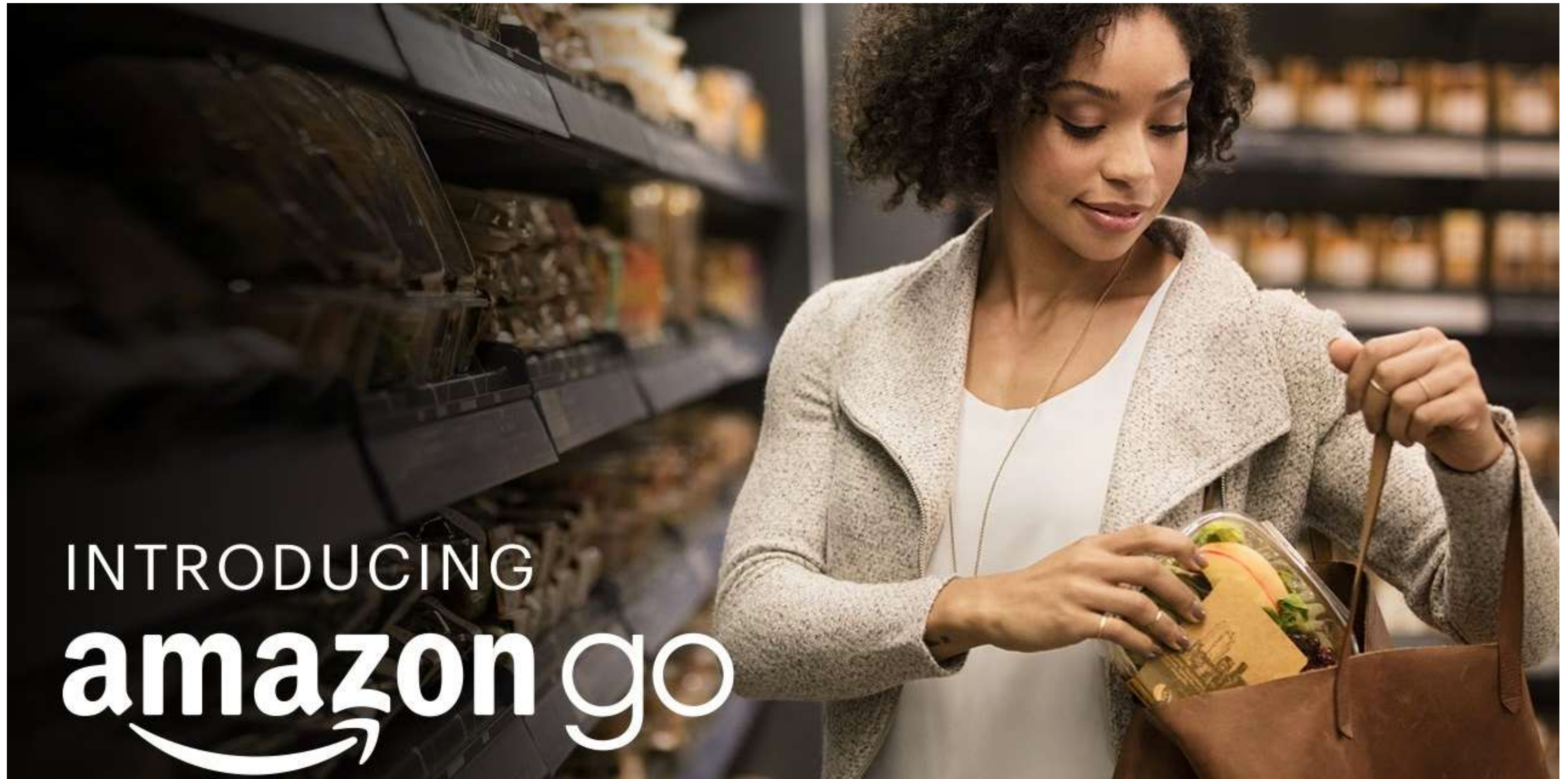
Future possibilities: sanitizer sommelier



Reinvent business: Mediamatic



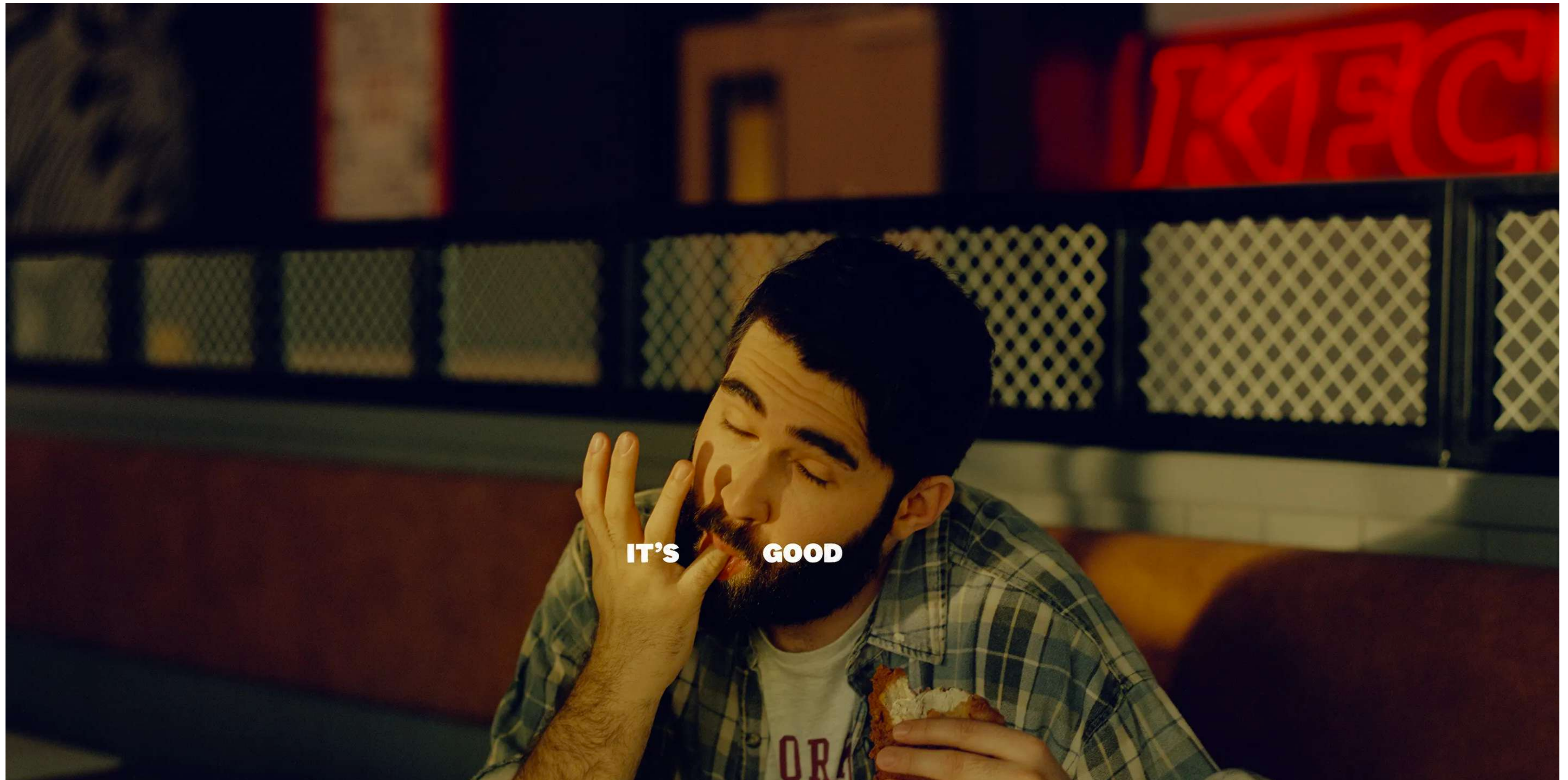
Ignite business: Low touch, high sense technology



Ignite business: Gacha Gacha Coffee by Nendo



Impact on communication: KFC



WELLBEING



New reality



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Business opportunity: Adore Me



Thrills underneath the surface: ASMR (brain orgasm)



Future possibilities: Virtual home spa



Reinvent business: Private work loft by Zoku Amsterdam



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Ignite business: e-bikes



Ignite business: Garden offices by Second home Hollywood



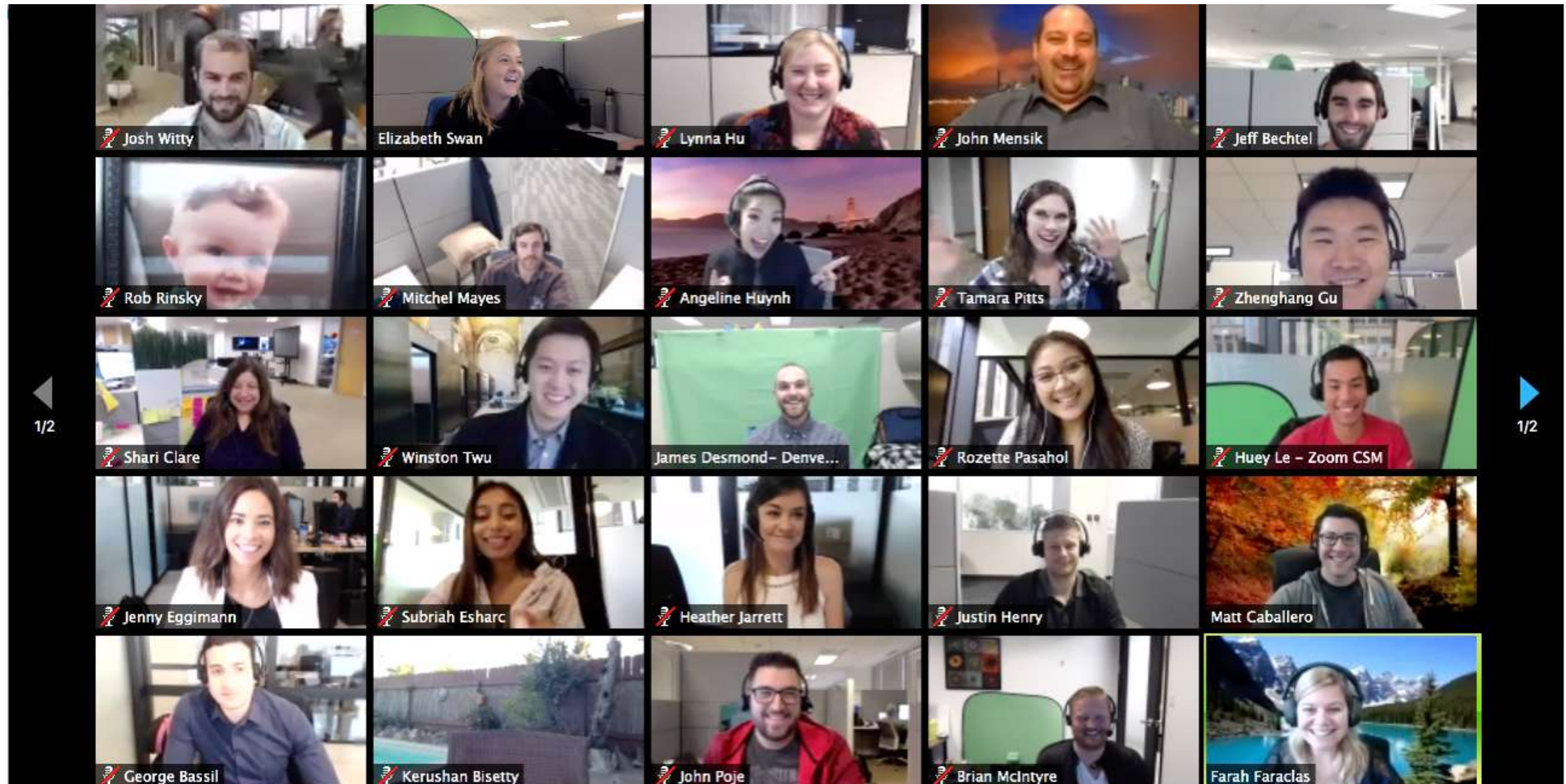
Impact on communication: Show





CONNECTION

New reality



Business opportunity: Beavertown virtual pub quiz



Business opportunity: Chipotle Zoom



**CHIPOTLE
TOGETHER**

THERE'S A LOT GOING ON RIGHT NOW.
LET'S CONNECT, HAVE SOME FUN, AND MAKE SOME NEW FRIENDS.

 **CHIPOTLE**

Thrills underneath the surface: Zoombies



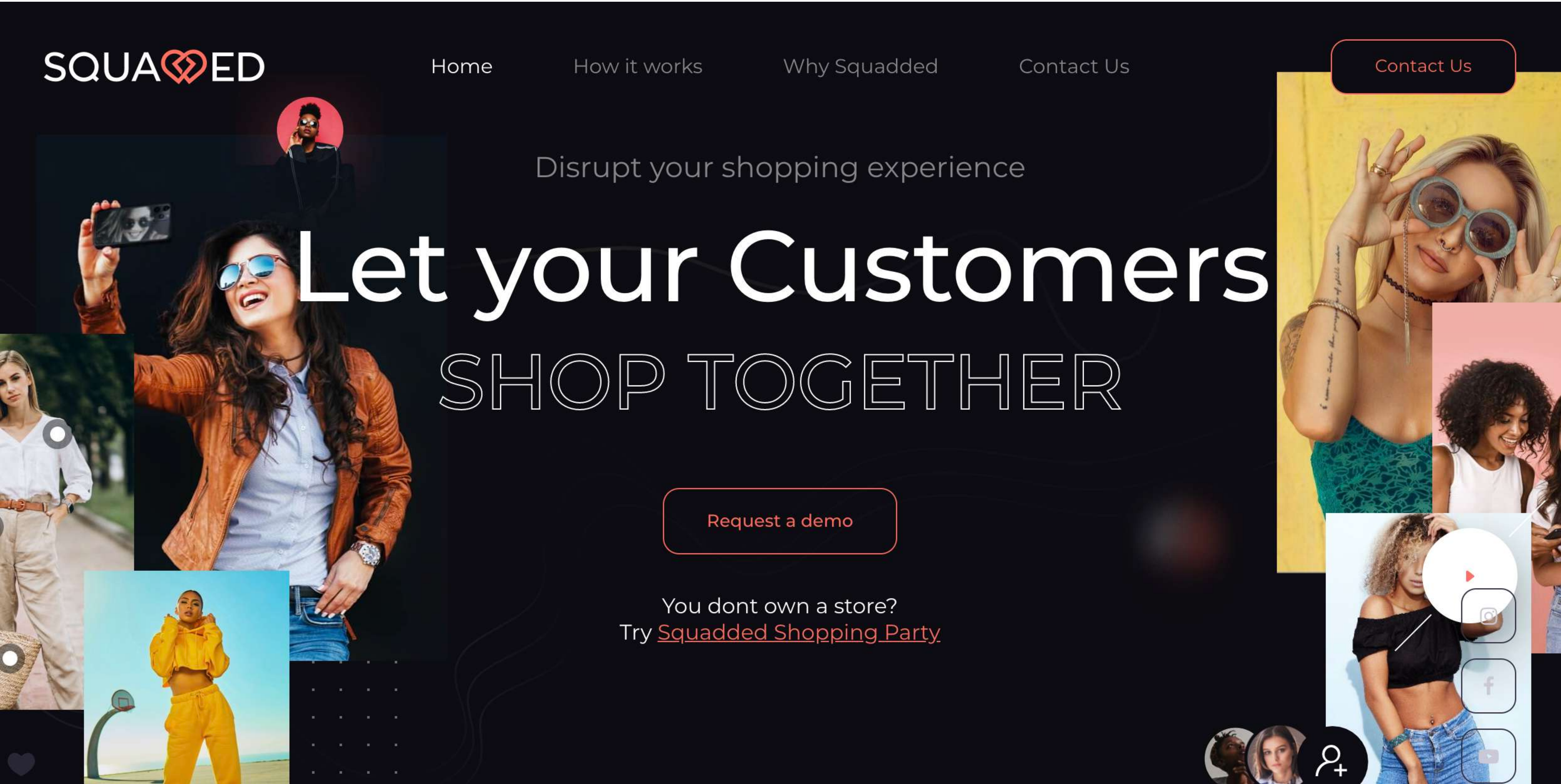
Future possibilities: Fortnite meetings



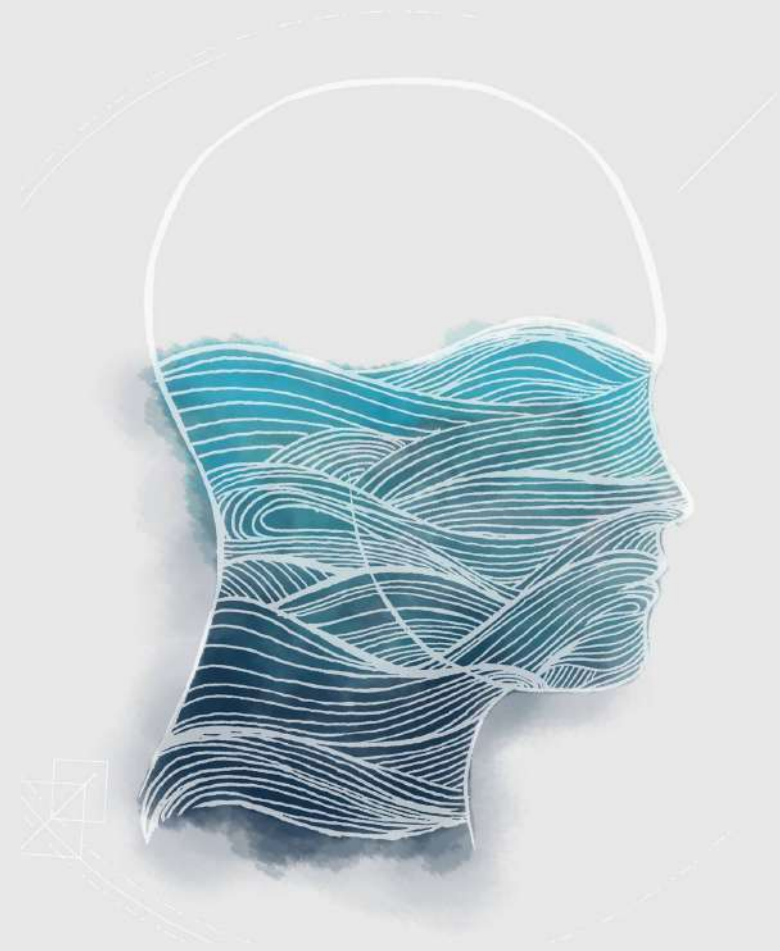
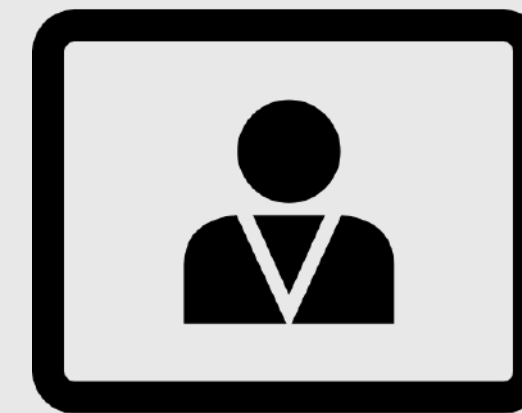
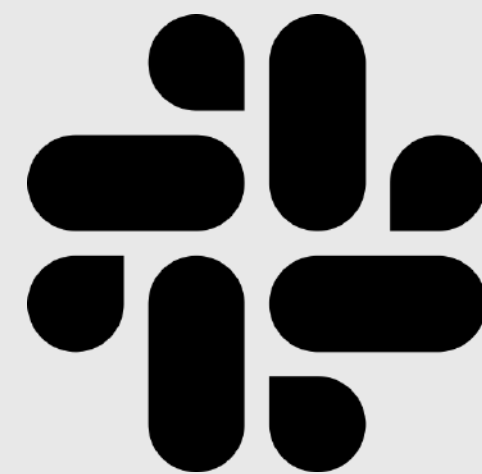
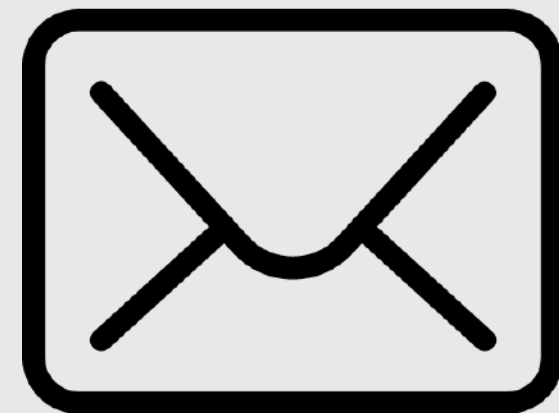
Reinvent business: Concerts and movies



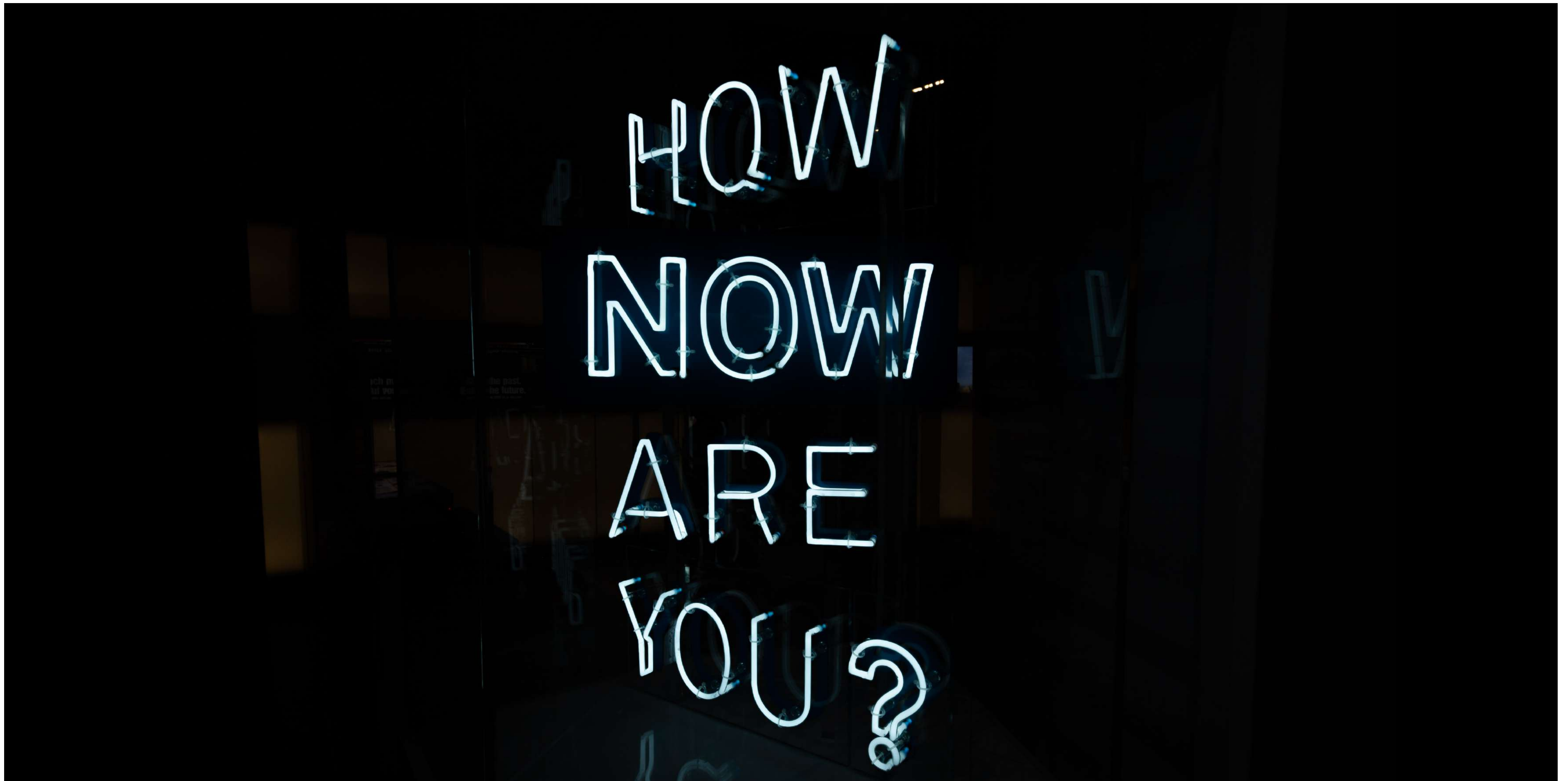
Ignite business: squadded e-shopping



CLEAR RULES ON COMMUNICATION



Impact on communication: Text





Ready

11 manieren om futureproof te worden

Tom Palmaerts

or not

LANNOO

1. Move Faster, do more
2. Feel the Pressure
3. Don't copy, evolve
4. Be highly adaptable
5. Stay young
6. Uncover your blind spot
7. Get dirty
8. Create your own category
9. Search beauty
10. Stay connected
11. Be bold

Tom Palmaerts
2020

Future mindset

Online cursus

1. Blinde vlekken verwijderen
2. Verandering opmerken
3. De toekomst begrijpen
4. Actie ondernemen

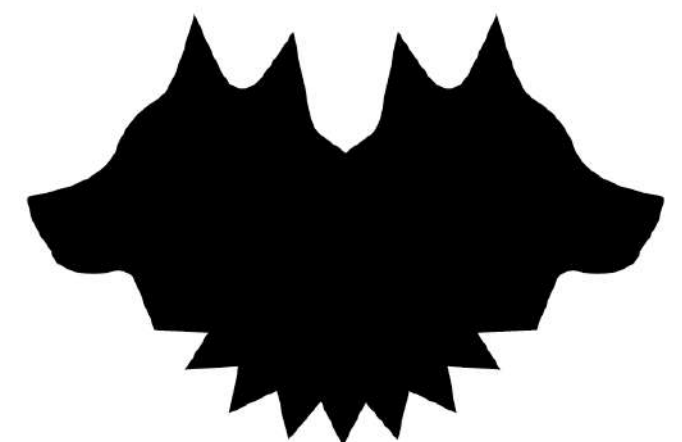
Trendwolves

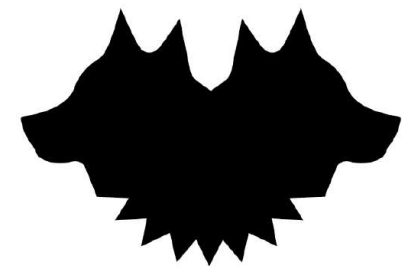


PRICE

Individual €250

Team €4500





Tom Palmaerts

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We help
to navigate
change

**SEE FUTURE
OPPORTUNITIES
BY EMBRACING
THE PARADOX**



OLIVIER DEGREZ
MMD

HOW TO BETTER UNDERSTAND YOUR
TARGET AUDIENCE TO DRIVE CONVERSION
AND BUILD LOYALTY?

MMD – Media Marketing Delhaize

- MMD = **Media Marketing Delhaize** = at the crossroads between **advertising network** and **media agency**
- MMD deploys a large inventory of **Media and Data** based on **six pillars**: 1. **Offline/OOH**, 2. **Online**, 3. **CRM/e-CRM**, 4. **In-store**, 5. **Shopper Insights and Data Sharing**, and 6. **omnichannel programs** (sampling, gamification, etc.)
- **Retail media** is a **smart combination with a global ATL plan** :
 - 1/ Delhaize shoppers are a **premium audience** for the advertisers when there is a fit with their brands
 - 2/ **numerous touchpoints** to achieve considerable media impact at national level: **760 physical stores** to reach **20 million** people visiting our stores every month, Delhaize **magazine** with **2 million readers**, **8 million Internet users**
 - 3/ If the brand's marketing plans require **personalization** for greater relevance, **2 million consumers** can be contacted in a targeted manner.
 - 4/ guarantee of the **last leg of marketing** which is fundamental in the customers journey and their funnel marketing.
 - 5/ drawing on the Delhaize group's **expertise in shopper data** :
 - Before running a media plan : **brands diagnostic, customers study, target groups profiling**
 - After running a media plan : **post campaigns evaluation** and **A/B testing**
- 4 words sum up the essence of our media service: **massification, omnichannel, personalization and data-driven marketing**. All this starting not from the touchpoint but from the consumer at every stage of the funnel. Our thinking always starts from the targets and audiences and moves towards the communication channels.

INSTORE

DATA

OOH

ONLINE

CRM



= 360° MEDIA APPROACH

Methodology

5,3 Mio
customer visits
per week

±1,8 Mio
active
cardholders



- Quantitative analysis, based on transactional instore and online data
- Deep understanding of customer behavior through shopper insights
- Actionable strategic recommendations to improve marketing campaign's efficiency

Store



All Belgium
+ Luxemburg



Delhaize
Supermarkets
SM



AD
Delhaize
AD



Proxy
Delhaize
Proxy



Delhaize.be (E-commerce)



Time

Before Period

January 1, to February 29, 2020



Transition Period

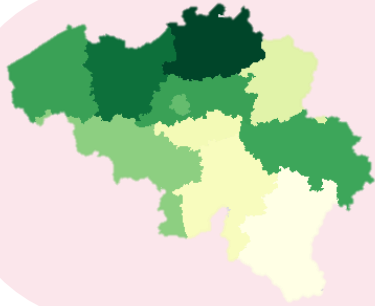
March 1, 2020 to March 12, 2020



During Period

March 13, 2020 to Present

Who is the shopper Delhaize?



68% of our shoppers lives in Flanders or Brussels.

16% lives in Antwerp (+), **3%** lives in Luxembourg (-)

Henegouwen & Limburg are slightly under-represented at Delhaize,
Waals-Brabant is slightly over-represented



2/3 of the shoppers are “Baby Boomers” or Generation X

Compared to the Belgian population, Delhaize has slightly less shoppers
aged 25-35 and slightly more aged 40+



70% of our customers are women

Key segments linked to loyalty card



PREMIUM FOODIES



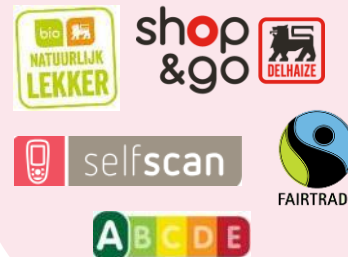
"I like to shop in *inspiring* places with *friendly and helpful staff* where I can find *healthy and innovative* food and *premium brands*"



GAME CHANGERS



"I like to buy *locally* or nationally grown/produced products, *organic & healthy* food, in *inspiring*, clean, quiet and not too large stores"



CONVENIENCE SEEKERS



"I like to have a *swift shopping trip*, finding the products and brands I need, including *easy and convenience* food"



Understanding Your Customers

Right where they are

**SHOP
CLOSER**

**SWITCH
ONLINE**

**STAY
HEALTHY**

**ENJOY
LIFE**

Shop Closer

- Since Covid-19:
 - 40% less customers visits due to instore social-distance
 - 77,5% only attend one store (vs. 68,5% before Covid-19)
 - local & proximity stores are preferred (+19%)

Did you know?

- 1 Clients aged +50 are less represented in proportion than before the Covid-19 (-5%) to the benefit of 30-50y (+5%)
- 2 The average basket of both groups increase, but less for 50+ (+37,5% vs. 56% for 30-50) vs. before Covid-19

Switch online

- Increased popularity of online services during the confinement period
- +75% growth in multichannel shopping behavior (online + physical)
- More new customers on the e-commerce + 60%

Did you know?

- 1 Segment of Premium Foodies and Game changers boomed
- 2 Constant average basket over time, BUT increased with 14,8% in transition period (1-12 March)

Stay Healthy

1

Bio Products

The proportion of Bio Sales by customer remains unchanged before and during the COVID-19

Did you know?

- 1,5x** Customers from SM spend **1,5x** more in Bio than in other Delhaize stores
- 2x** Customers from Brussels spend **2x** more in Bio than in Flanders and Wallonia
- 3x** Game Changers spend **3x** more in Bio than other Delhaize segments (15% of their total spend)

2

Alternative Products

Specific brands and more sustainable brands have experienced a significant increase in sales during the COVID-19 period

Did you know?

- 31%** Schär, gluten-free products, increased their sales of **31%** during the COVID-19
- 56%** Dilea, lactose-free products, increased their sales of **56%** during the COVID-19
- 66%** Ecover, sustainabler products, increased their sales by **66%** during the COVID-19, and 4x their market share in bodycare

3

Hygienic Products

There is a strong increase in cleaning and body-care products, mainly because of customer's awareness of security rules

Did you know?

- 2x** Body-care category turnover **doubled** its turnover
- 2,5x** Inside Body-care category, Neutrogena **2,5x** its turnover*
- 3x** Inside Body-care category, Le Chat has **tripled** its turnover*

*vs before COVID-19

4

Healthy products



Contribution of fresh and healthy products jumped to **18%** since the Coronavirus

Enjoy Life

The confinement linked to COVID-19 impacted our lives. From going out with our families and friends to spending more time at home. Including our grocery shopping habits, everything must be rethought. What about us, at **Delhaize**?

1 Spending More Time at Home

Going less to the restaurant

Turnover increase of in key categories



Steady increase of customer's spend in Fruit & Vegetables and Vegetable & Soups Frozen



- ✓ More fish, meat and F&V products sold during the COVID-19
- ✓ Customers at Delhaize seem to eat healthier

Get more time to cook at Home

Impact on Convenience Seekers

- Proportion decreased by **1,5%** during COVID-19

Impact on Deli & To Go products

- Category Deli & To Go turnover decreased by **30%**, which is mainly due to the fact that this category also fits for lunches.
- Category To Cook & Heat decreases from **5%** as well

Enjoy Life

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2 Grasping Convivial Little Moments

Moments to Enjoy

It's Apero'Clock!

Turnover and Market Share increase in department Drinks



Beers
+50%



Aperitifs
+ 67,7%

Alcohols & Spirits
+49%

Cocktail & Bases
+77%

29,2%

Turnover **increase** of
Aperitive Snacks during
the COVID-19

Moments to Reunite

It's Pastry Time!



Flour

Turnover + 91,8% vs. before COVID-19

Sugar
+ 57,0%

Fats
+ 48,7%

Dairy Ingred.
+45%

Eggs
+28,9%

✓ Strong interest in Pastry products during COVID-19

Moments to Think of someone

A little sweetness or kind attention during the COVID-19

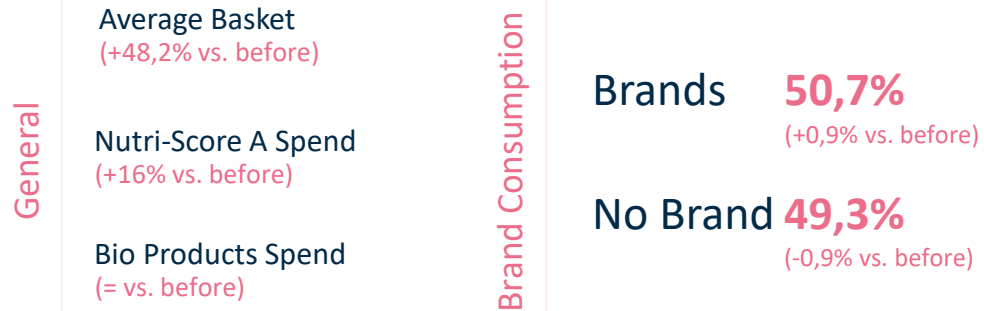
Chocolate +52,7%

Greeting Cards +14,5%

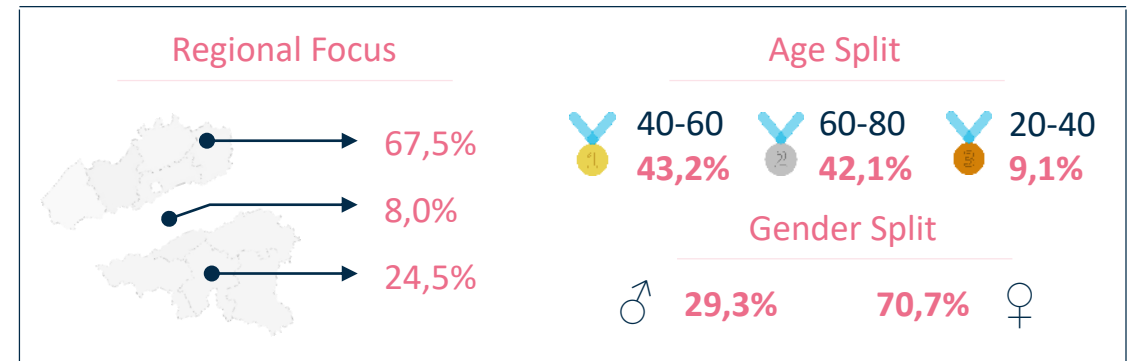
Enjoy Life

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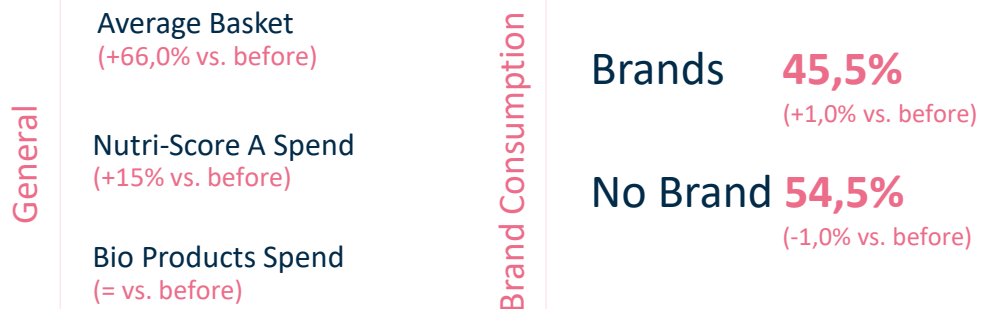
3 Focus On Premium Foodies during COVID-19



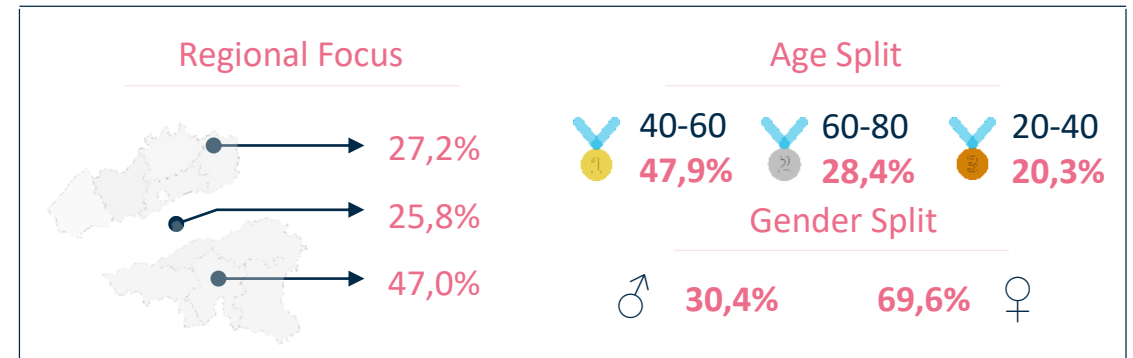
Nice to know



4 Focus On Game Changers during COVID-19



Nice to know

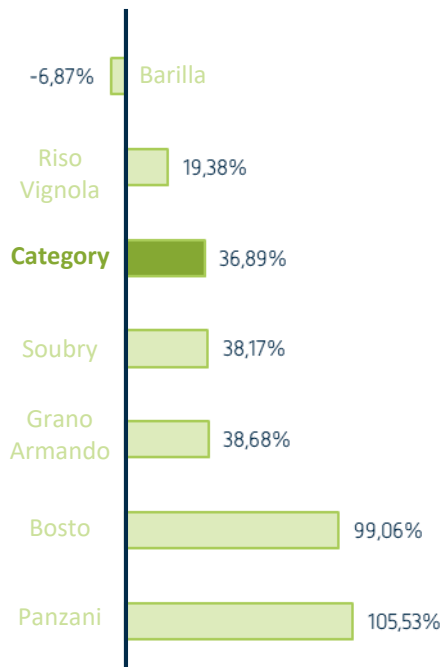


Reach Your Customers Where They Are

Many brands outperformed their performances and overperformed the categories they fall in during the COVID-19

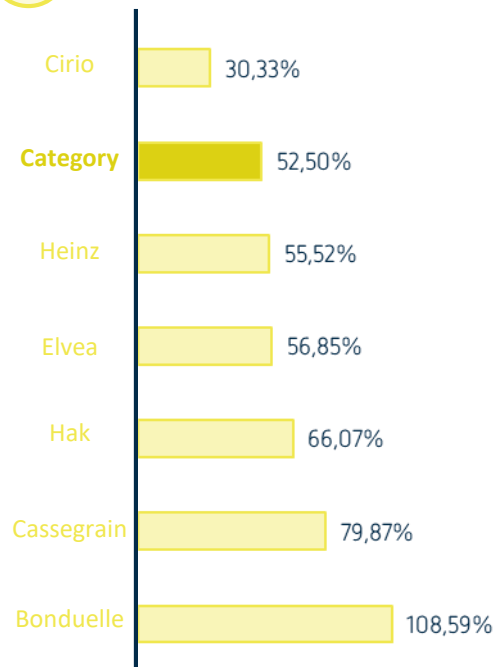
Quick set of examples *The graphs depict turnover evolution during the COVID-19 vs. before COVID-19

1 Pasta, Rice & Starch Food



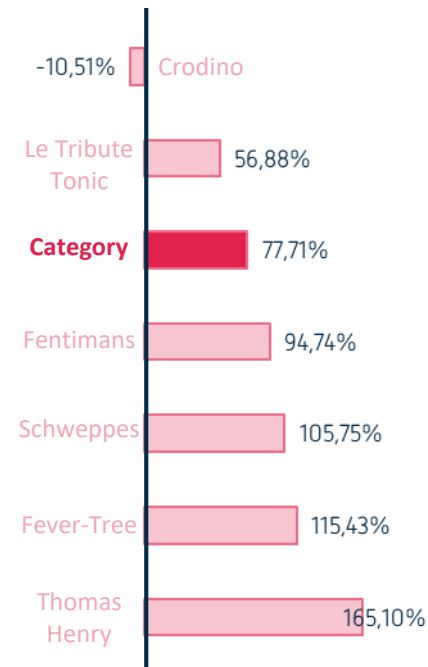
The relative changes in turnover caused Barilla to lose 1,5% market share to the profit of Panzani and Bosto who gained 2,8% market shares respectively

2 Canned Vegetables



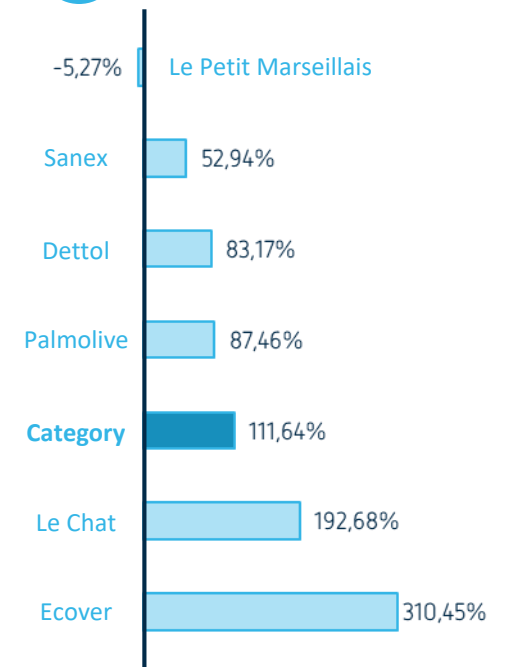
The most active players in the category followed the trend set by the category in itself, except from Bonduelle who earned 2,43% market share during the COVID-19

3 Cocktails & Bases



The COVID-19 had an impressive impact on the sales of Category Cocktails and Base. Fever-Tree comforted his strong MS thanks to higher sales and reinforced it by 7,75%

4 Body Care



Social distancing and hygiene measures helped small players to grasp MS from larger players. LPM lost 3,35% market share in the category, to the profit of Ecover (+1,08%)

Reach Your Customers Where They Are

• KEY TO SUCCESS

BE AND REMAIN TOP-OF-MIND

1

Analyze

- Analyze your customer base evolution and your main sales KPIs
- Analyze the impact of your activations and your direct interactions with your customers
- Compare your performances and assess what helped your brand or hurt your brand

2

Improve

- Work on your strenghts to reinforce them even more while assessing your weaknesses
- Identify your opportunities to grow where they are for identified target groups
- Calibrate your offer to the preferences of your target groups

3

Act

- Use all what you've learned to raise brand awareness, increase your sales further, make your customers more loyal to your brands and push your limits further.
- Advertise and deploy your activation plan to reach your customers where they are

But two questions remain:

1

How do I do this?

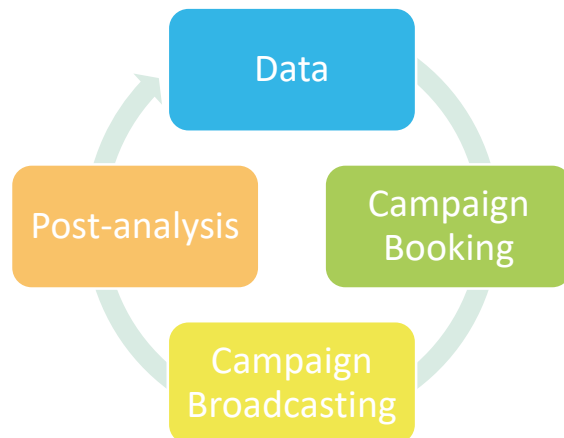
2

How to be successful in remaining top-of-mind?

Reach Your Customers Where They Are

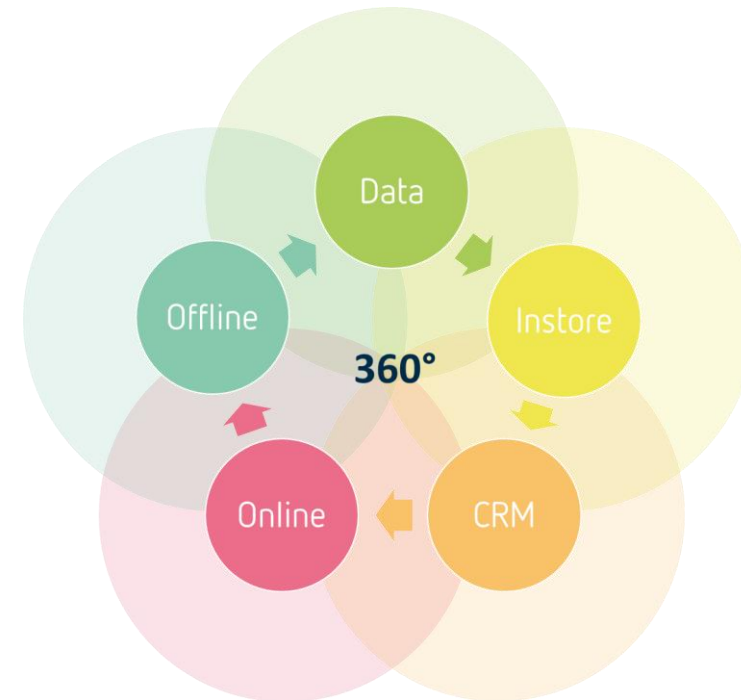
Data-Driven Marketing Plans

- Get a full and complete understanding of your client behaviour to use the right message at the right place and at the right time
- Identify your growth opportunities and take the best of them to increase your customer base and make them loyal to your brand
- Use data, in every step of your marketing plan, to take corrective actions and improve the efficiency of your campaigns



Omnichannel Communication

- Use a multi-touchpoint approach to target your client given his new reality of the moment at every stage of the funnel marketing
- Combine essential pillars to raise awareness about your brands, augment your customer loyalty and improve your market share



BART DE PAUW GROUPM

HOW TO CONVINCE YOUR MOST
VALUABLE SEGMENTS POST COVID-19
VIA A 360° APPROACH?

COMMUNICATING DURING CORONA



COVID-19

THIS IS NO NORMAL CRISIS



Read Les Binet : [Navigating COVID-19: survival, adaptation and recovery](#)

BUILD TRUST, GO FOR AUTHENTIC EMPATHY, REASSURE



STAY ON THE SAME MEMORY STRUCTURE



CORONA ADS			
	NL	UK	GE
POSITIVE IMPRESSION OF THE BRAND	142	178	110
MORE INTERESTED IN THE BRAND	130	139	112

TVC ADS	INDEX	MIN	MAX
UNAIDED BRAND RECALL	108	3%	77%
AIDED BRAND RECALL	95	20%	90%
MESSAGE RECALL	103	21%	82%



All the generic coronavirus ads are a waste of time and budget

There's probably no reason to ditch your old creative because of coronavirus, but if you do, your new ad needs to be distinctive and avoid the bland clichés brands are currently churning out.

BELGIAN DATA



Cross media advertising effectiveness measurement

Evaluation of 15 Ad & MKT KPIs on sample size

Sample size : 700 persons aged 18-59 representative for the Belgian population

Method : CAWI - Computer Assisted Web Interview

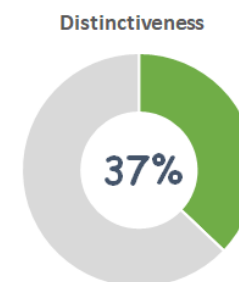
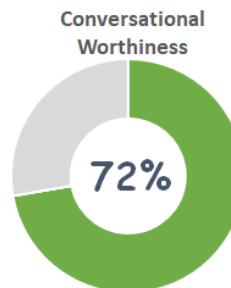
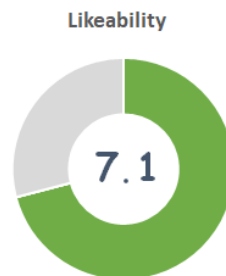
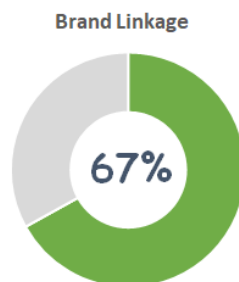
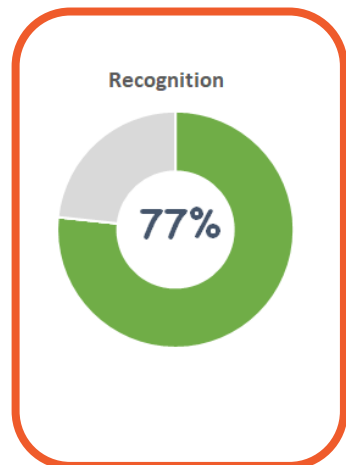
Weighting : sex, age, region, social groups, education and urbanisation

Multi-client standardized questionnaire for far-reaching benchmarking purpose

In total 26.000 interviews were realized on 51 categories and 400 brands

350 campaigns tested since 2019

CHECK CHECK CHECK TV CAMPAIGN FLEMISH GOVERNMENT HIGHEST RECOGNITION SCORE

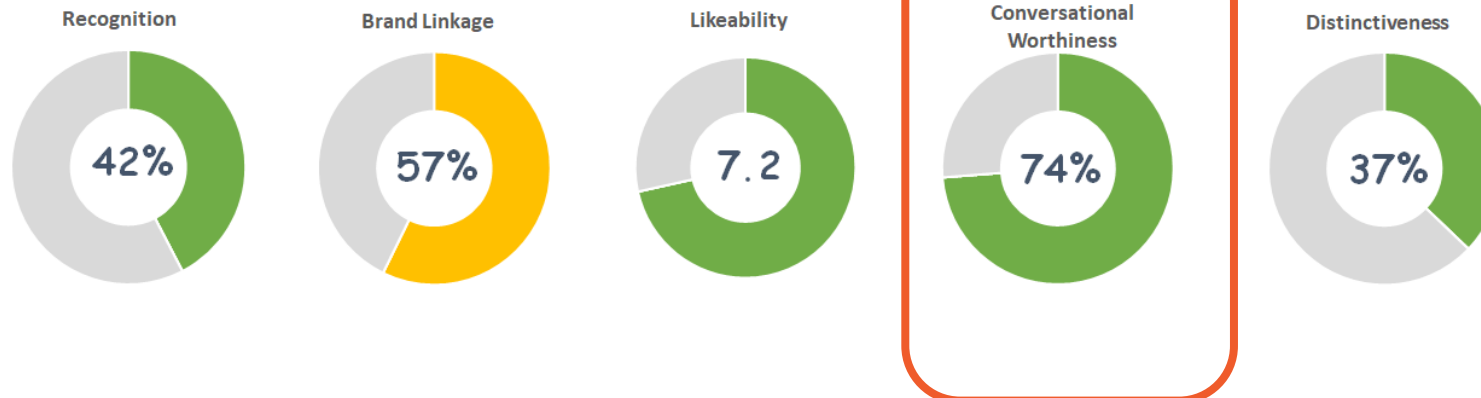


BLIJVEN SPORTEN TV CAMPAIGN FLEMISH GOVERNMENT BEST CONVERSATION VALUE

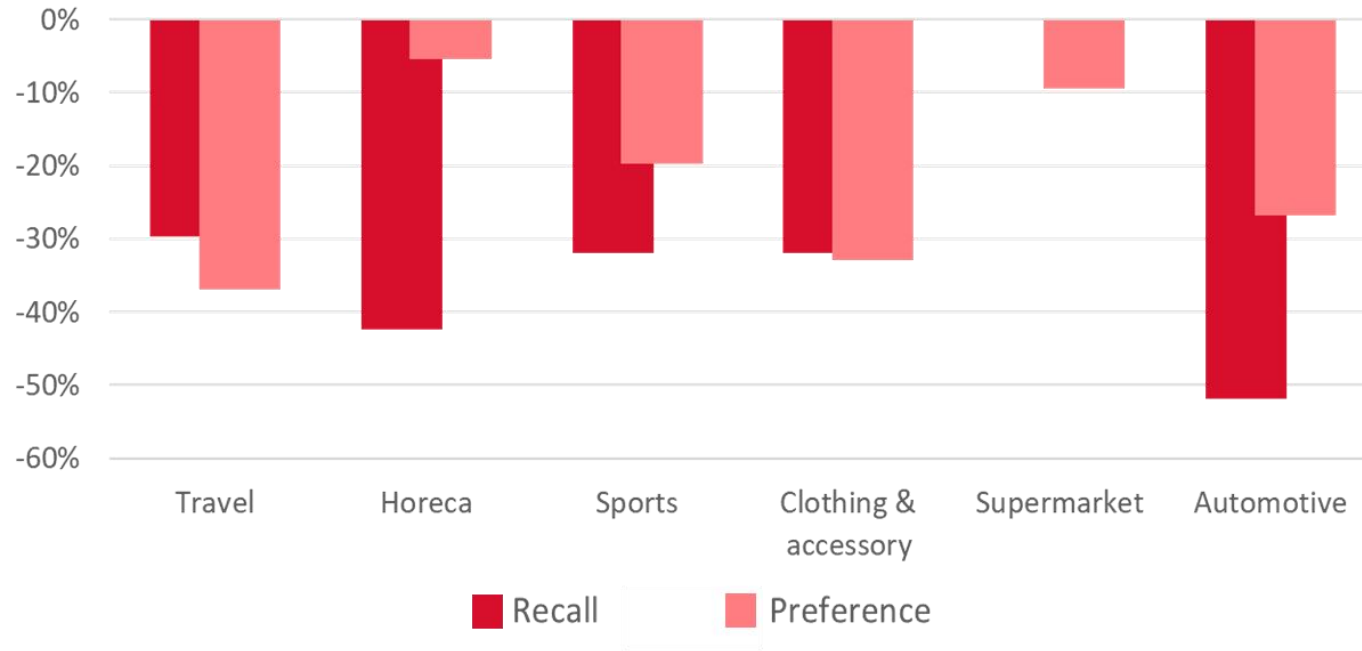


SPORT.
VLAANDEREN

Niemand van ons mag nog sportactiviteiten organiseren.

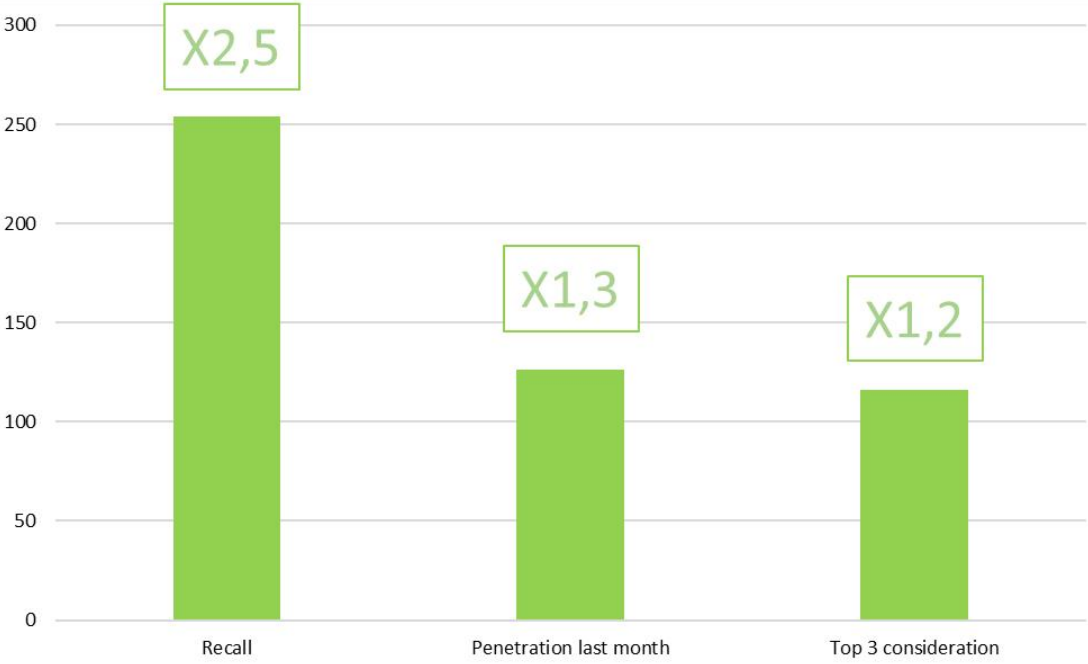


BRAND PREFERENCE HEAVILY UNDER PRESSURE IN ABSENCE OR REDUCTION OF ADVERTISING PRESSURE



THE PLACE TO BE FOR DIY MASKS

veritas



Index begin May vs begin April measurement
Last month = some days in May, versus March (half month open)



**CORONA
IMPACTING
OUR LIVES**



COOKING, TAKE-OUT, E-COMMERCE, TRAVEL AND CRISIS



WELCOME IN THE POST COVID-19



[m]report

**Feel free
to visit our
RECOVERY DASHBOARD**

HELLO RECESSION



POST COVID-19 BEHAVIOUR



Data collection period : 20 to 25 April 2020 (in the middle of the pandemic)

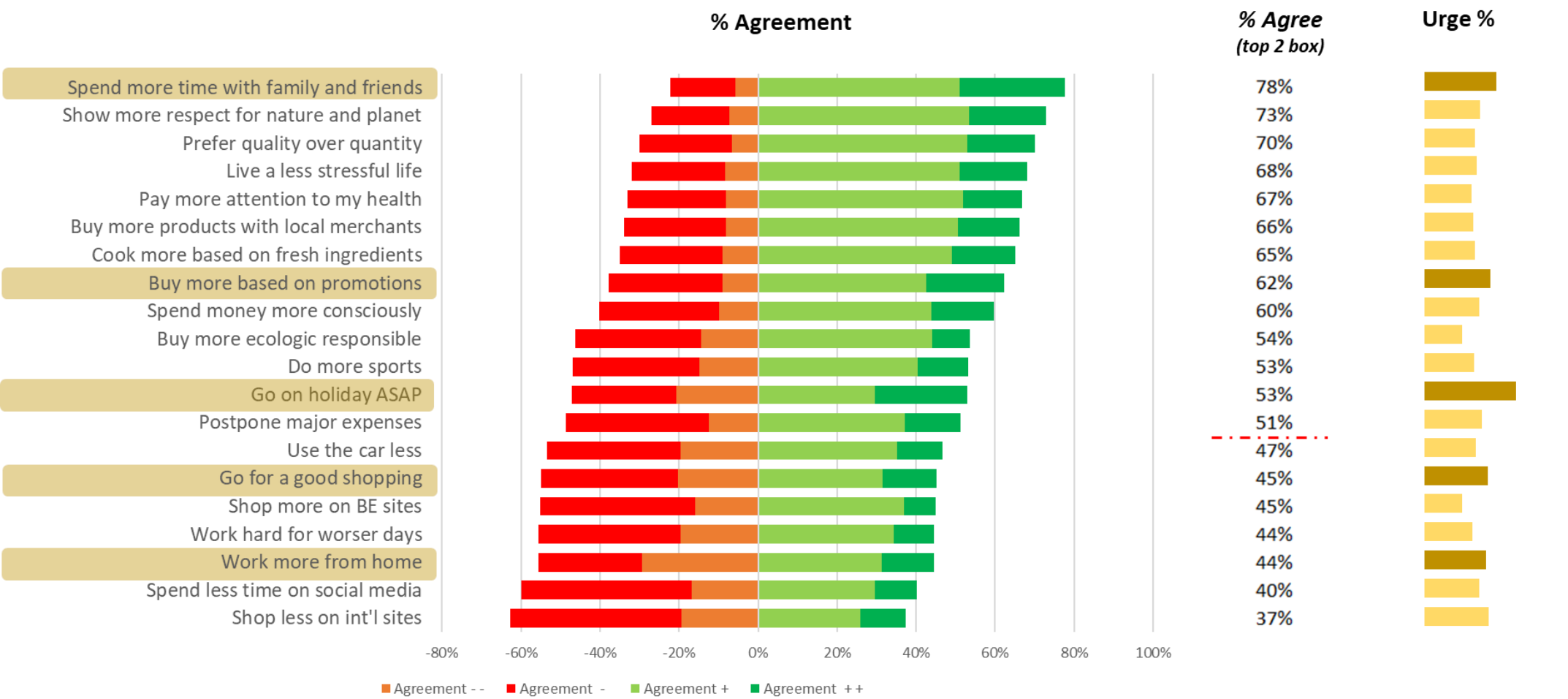
Sample size : 700 persons aged 18-59 representative for the Belgian population

Method : CAWI - Computer Assisted Web Interview

Weighting : sex, age, region, social groups, education and urbanisation

Link with our media panel of n=5.500 persons (over 200 media brands and 60 touchpoints)

INTENTIONS POST COVID-19



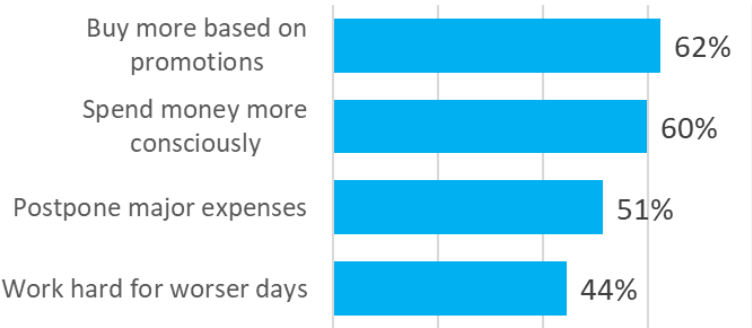
Question : to what extend do you agree which each of following statements :fully agree, rather agree, rather disagree,fully disagree

% Agree (Top 2 box) = sum of % fully agree + % rather agree
 % Urge = % fully agree divided by sum of % fully agree + % rather agree

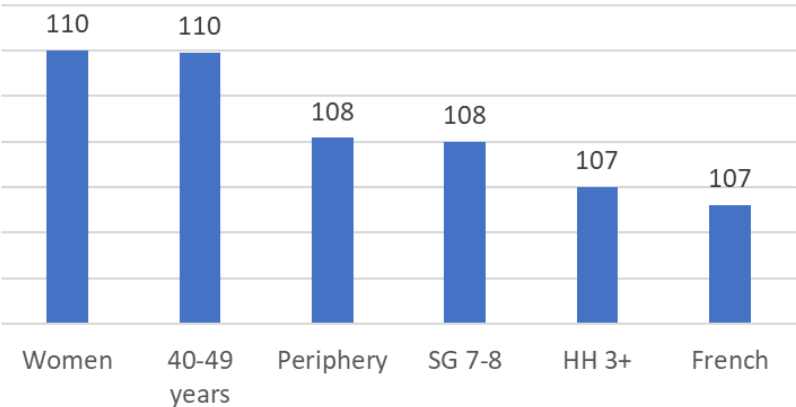


CUT ON WALLET EFFECT

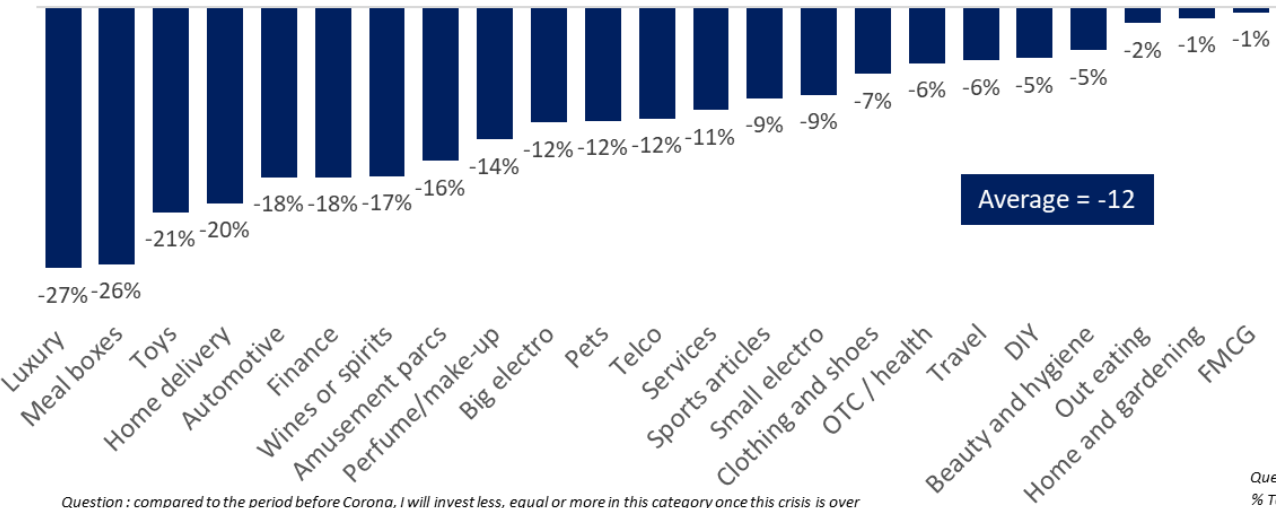
Agree - top2 box



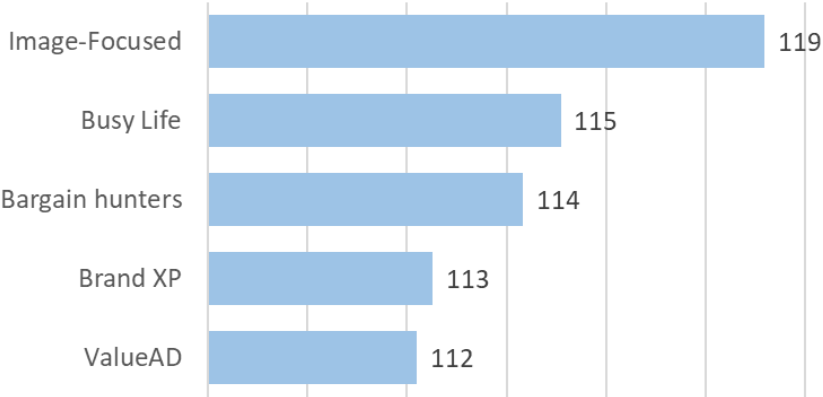
Socio-demo - top 5 selectivity



Investment evol after versus before Corona



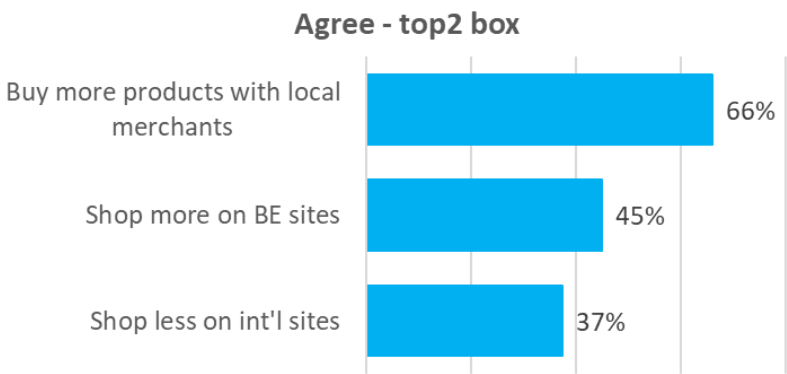
Archetypes



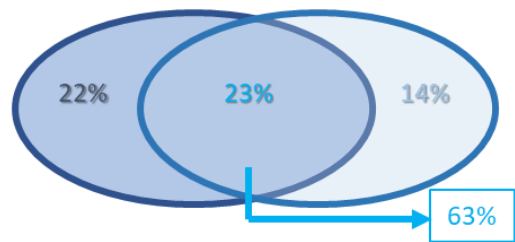
Question : compared to the period before Corona, I will invest less, equal or more in this category once this crisis is over
The investment evolvement graph is the difference between more and less

Question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree
% Top 2 box = sum of % fully agree + % rather agree
Selectivity = % profile of target group (those who agree in this specific case on items) compared to % profile of total population

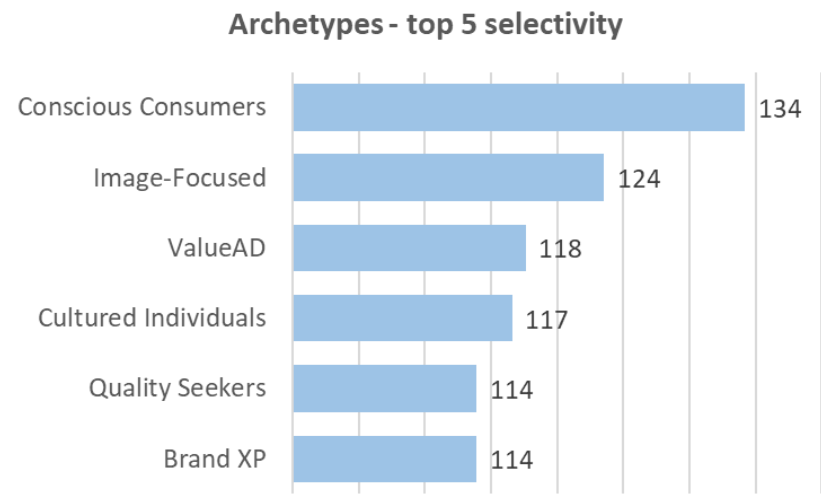
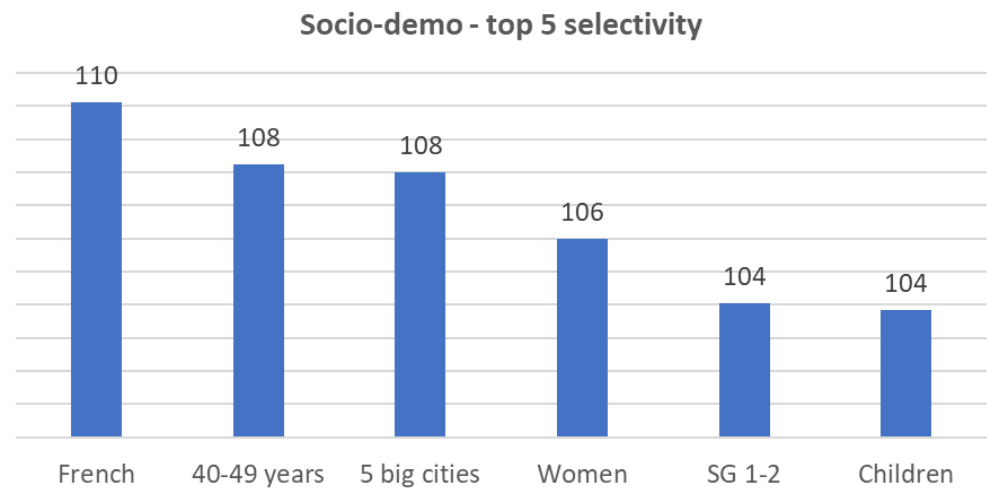
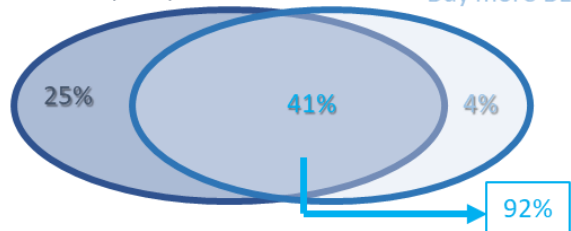
MENTALITY SHIFT TO LOCAL



Buy more BE sites (45%) Buy less int'l sites (37%)



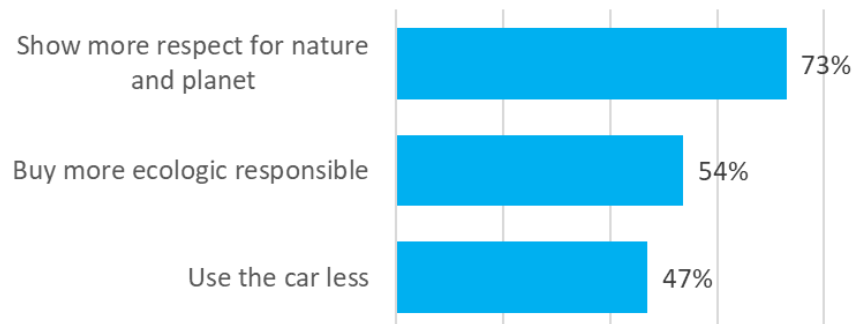
Buy more local (66%) Buy more BE sites (45%)



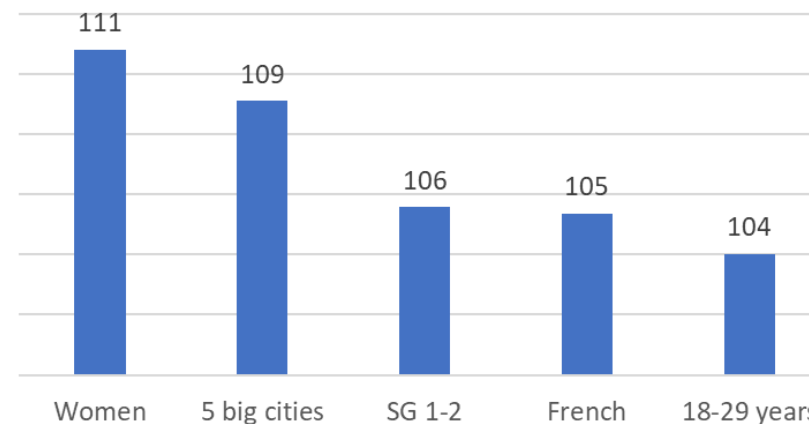
Question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree
% Top 2 box = sum of % fully agree + % rather agree
Selectivity = % profile of target group (those who agree in this specific case on items) compared to % profile of total population

RESET OUR PLANET

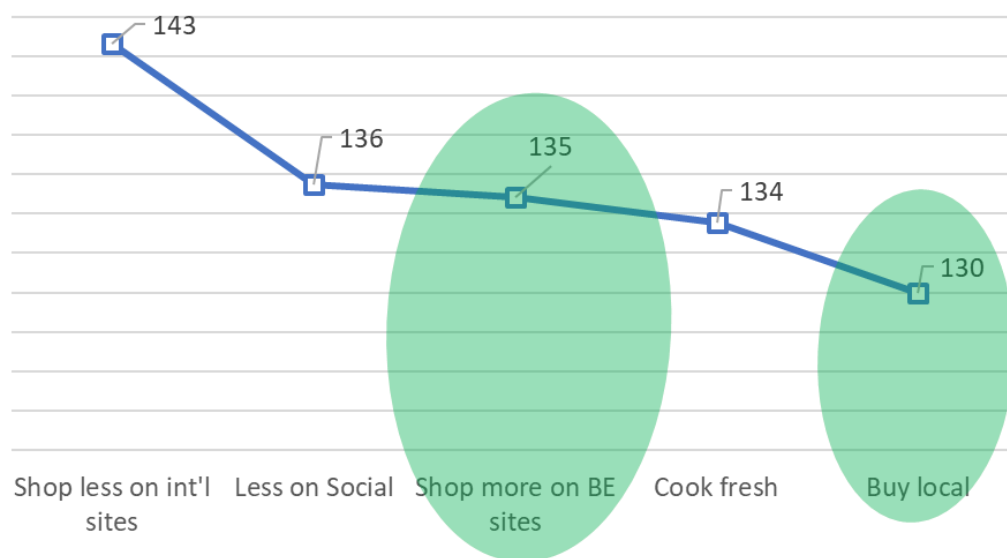
Agree - top2 box



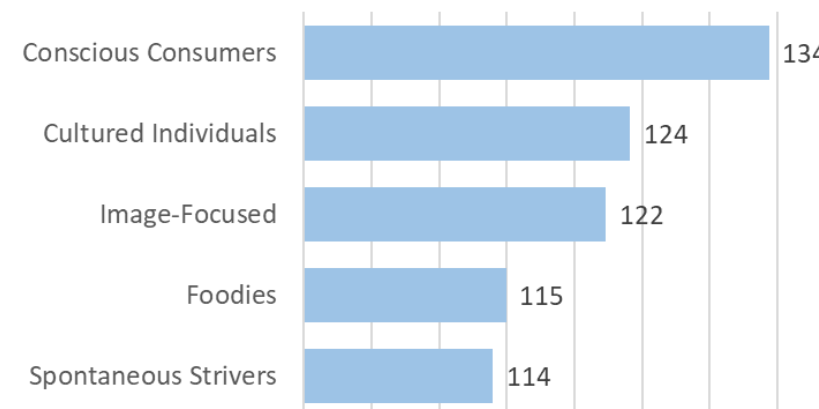
Socio-demo - top 5 selectivity



Correlation with following aims ...

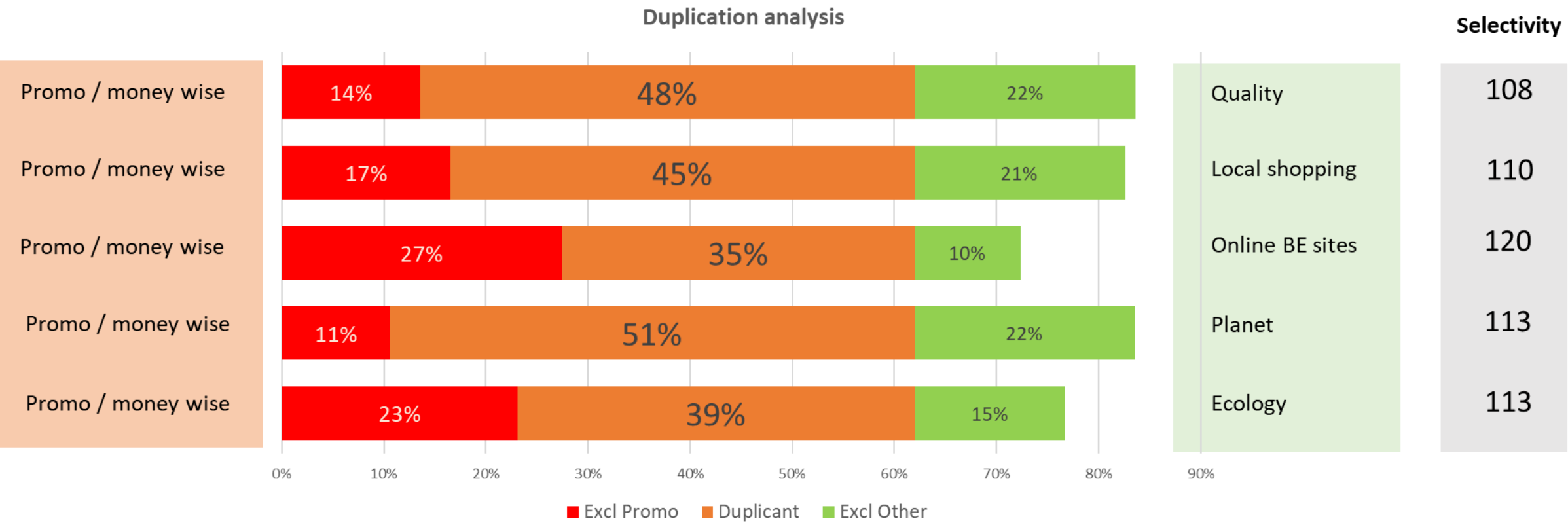


Archetypes - top 5 selectivity



Question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree
 % Top 2 box = sum of % fully agree + % rather agree
 Selectivity = % profile of target group (those who agree in this specific case on items) compared to % profile of total population

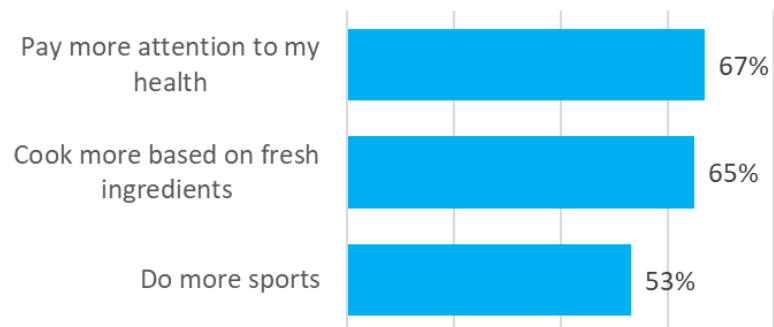
I WANT IT ALL AND I WANT IT NOW



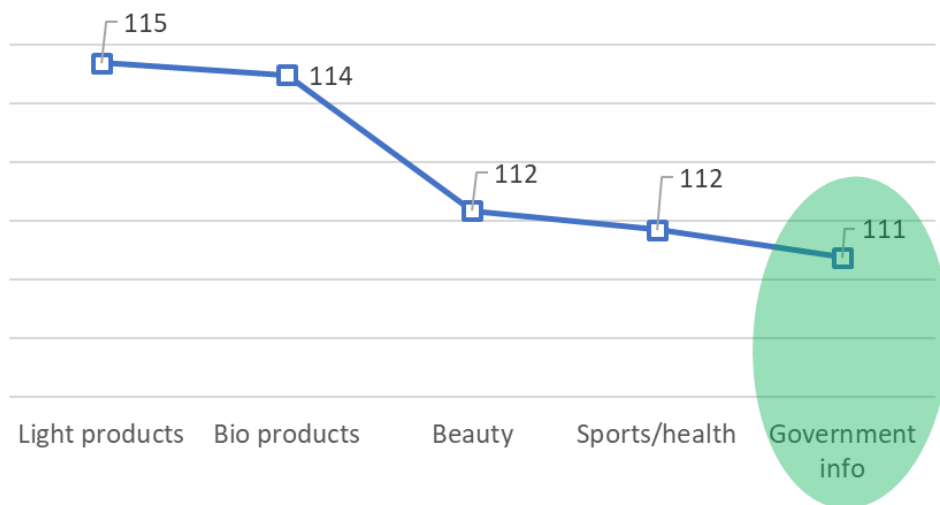
Question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree
% Top 2 box = sum of % fully agree + % rather agree
Selectivity = % profile of target group (those who want promos) compared to % profile of total population

HEALTH IS OUR NEW WEALTH

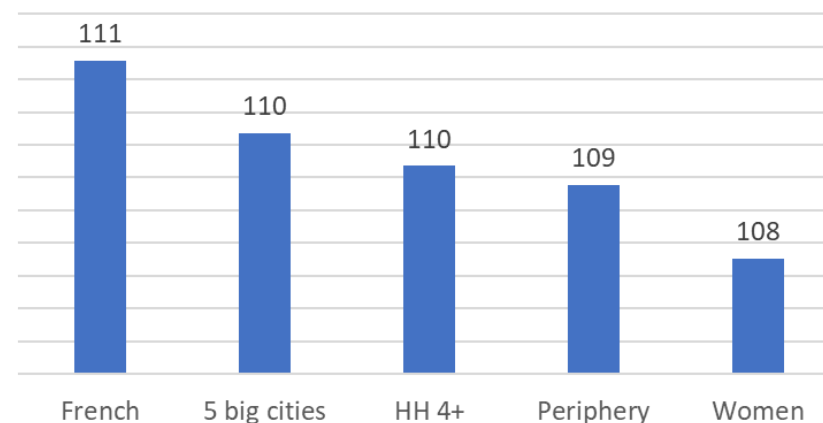
Agree - top2 box



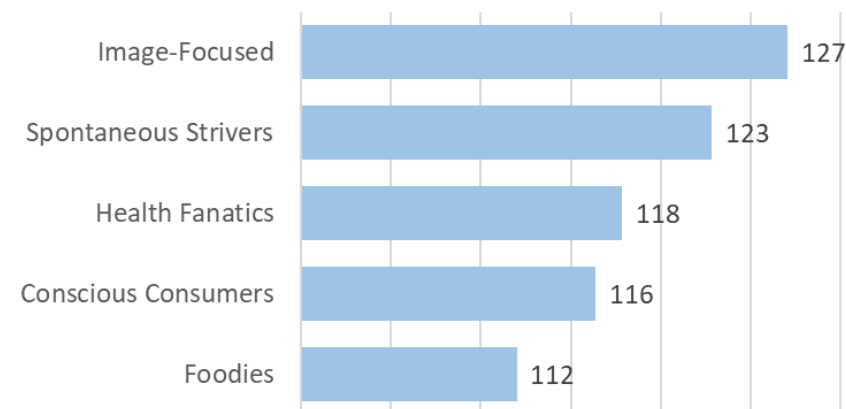
Category involvement correlation



Socio-demo - top 5 selectivity



Archetypes - top 5 selectivity

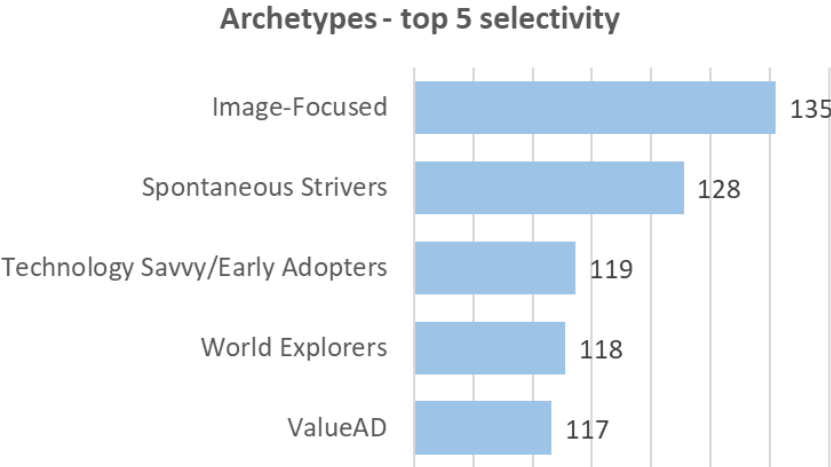
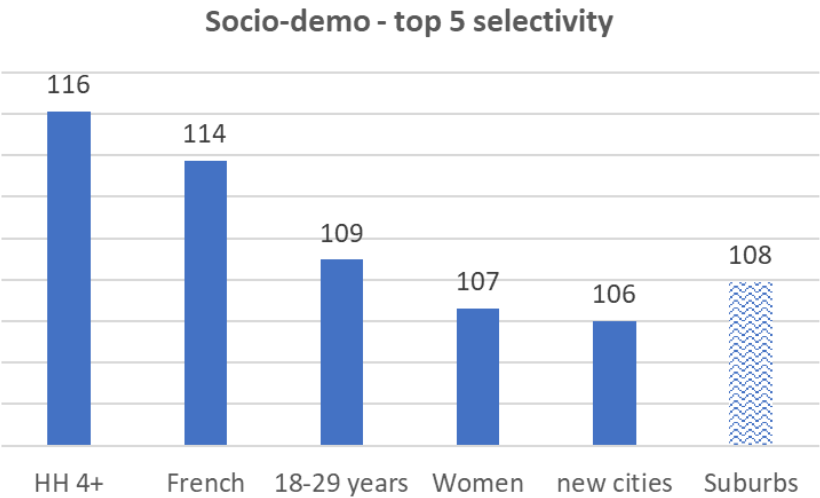
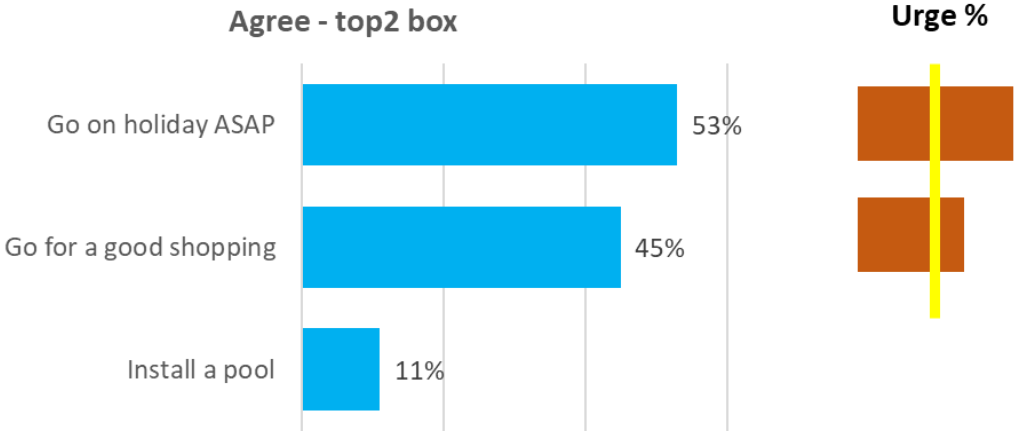


Question : to what extent do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree

% Top 2 box = sum of % fully agree + % rather agree

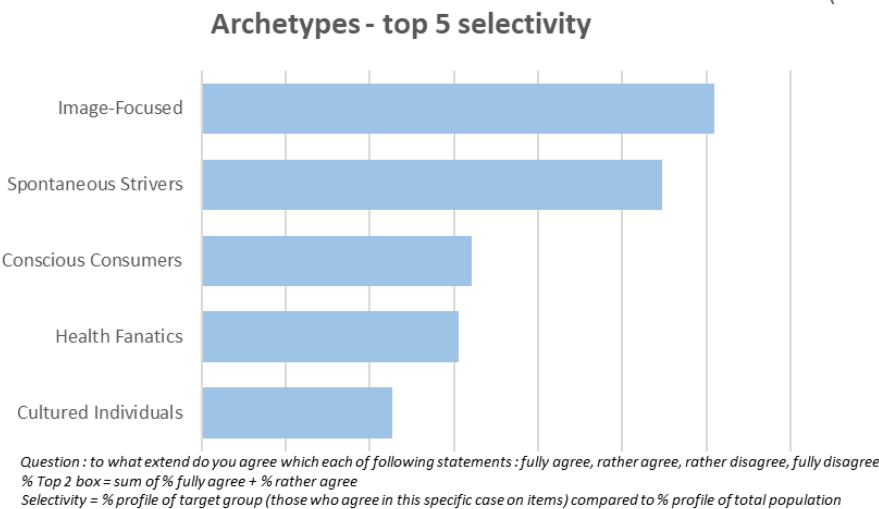
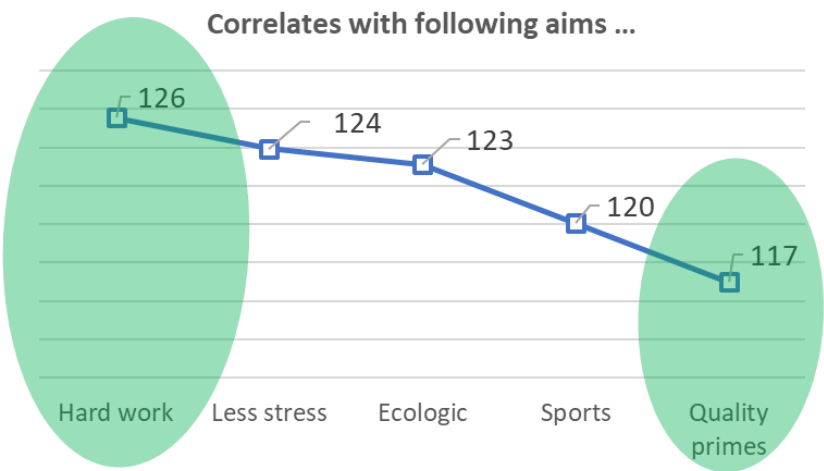
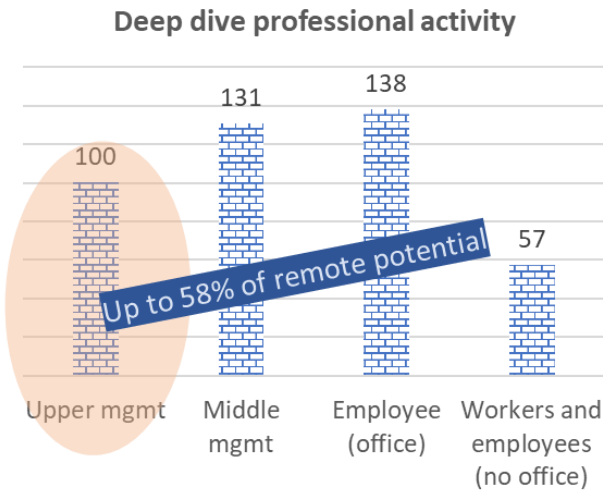
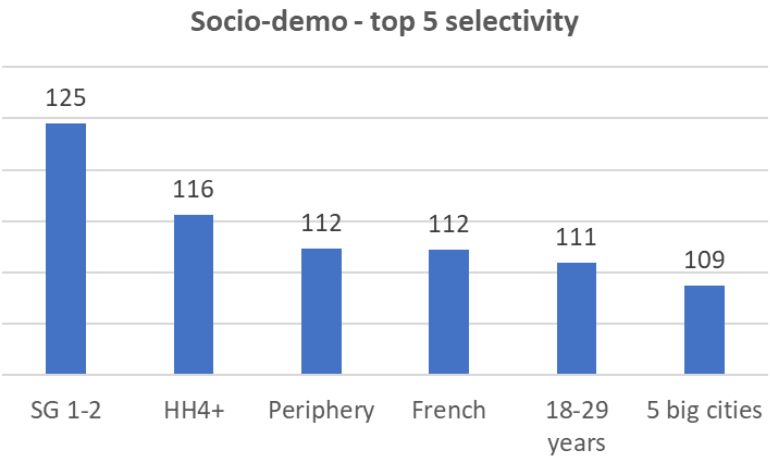
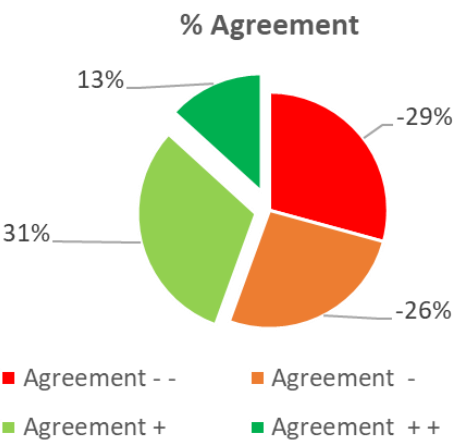
Selectivity = % profile of target group (those who agree in this specific case on items) compared to % profile of total population

ENJOY LIFE

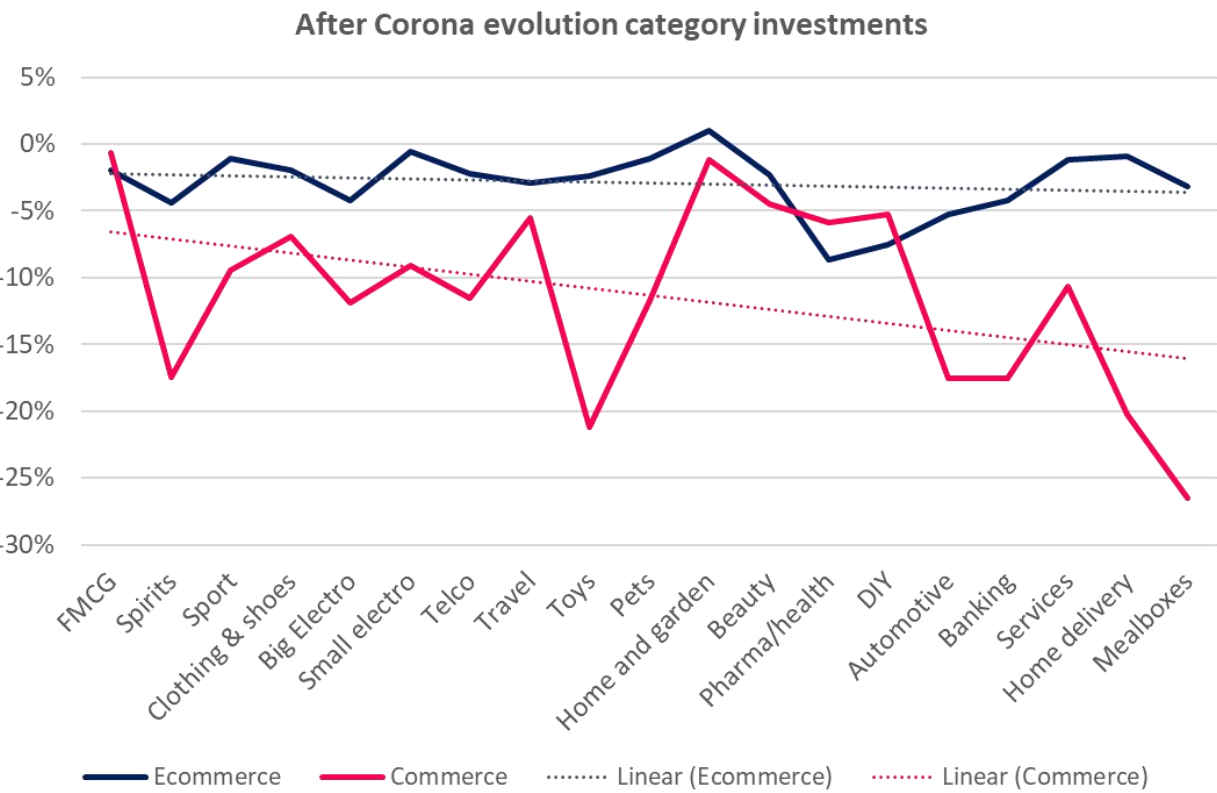


Question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree
% Top 2 box = sum of % fully agree + % rather agree
Selectivity = % profile of target group (those who agree in this specific case on items) compared to % profile of total population
% Urge = % fully agree divided by (% fully agree + % rather agree)

REMOTE WORKING FOR A BETTER QUALITY OF LIFE

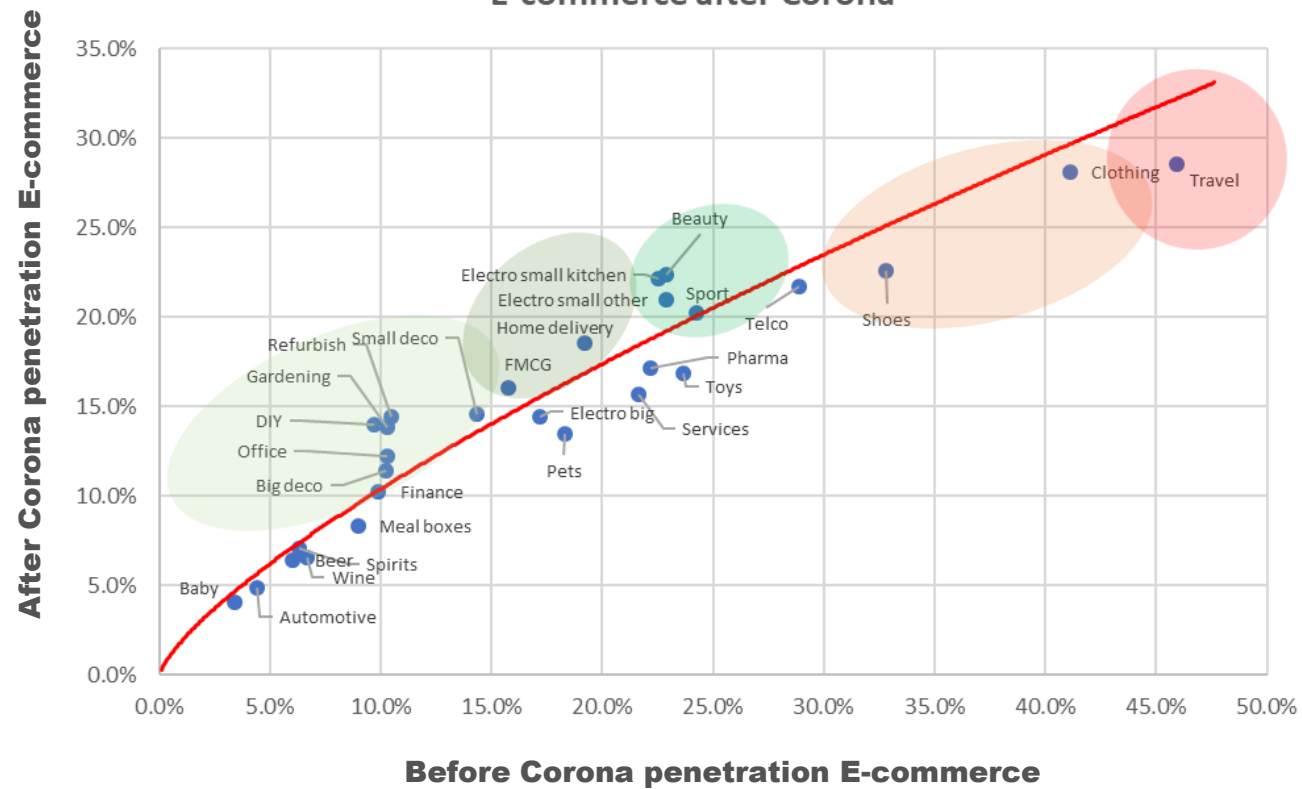


COMMERCE GETS A HIT; SHARE E-COMMERCE IS RISING



STAYCATION, COOKING AND BEAUTY

E-commerce after Corona





THE WORLD THROUGH THE EYES OF 5 PERSONAS



WHAT MAKES THEM SO DIFFERENT?

- Holiday

■ Planet

■ Local shopping
- Shopping

■ No car

■ less int'l online
- Work hard

■ Less SM

■ Online BE
- Money wise

■ family & friends

■ More healthy
- No big investments

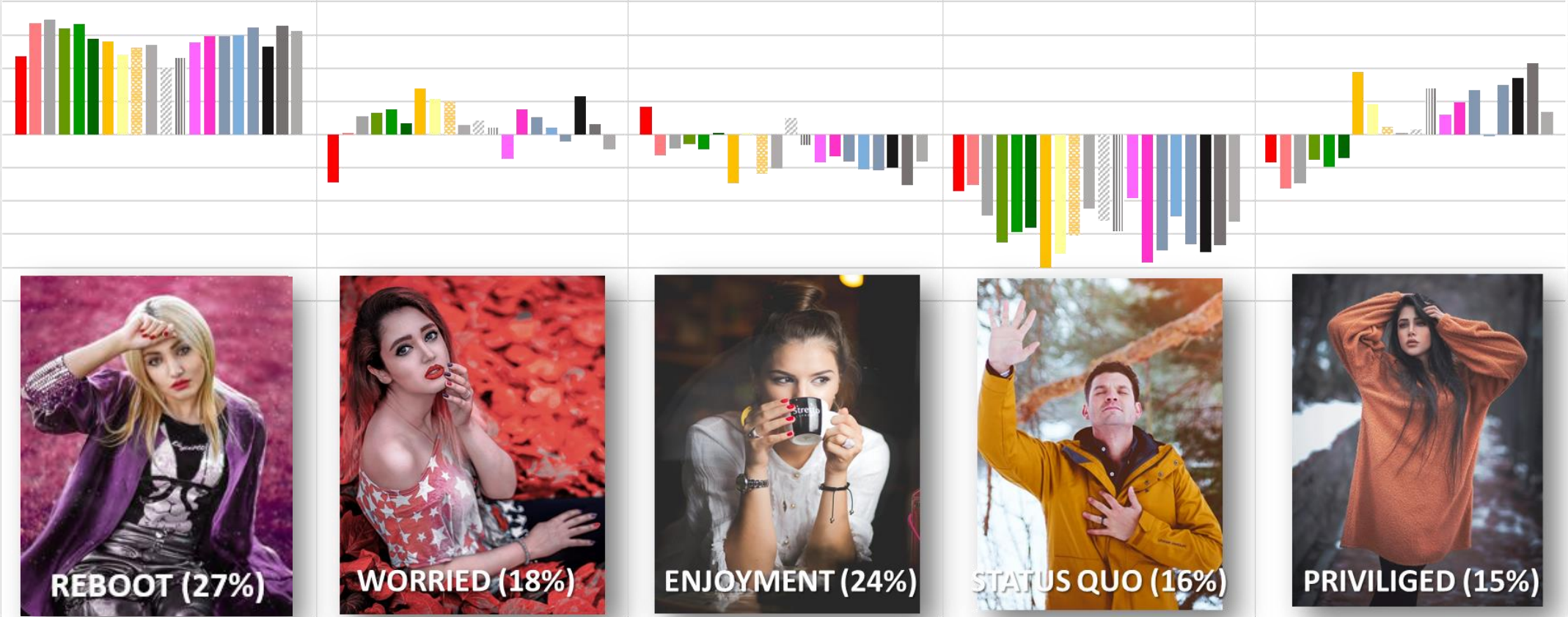
■ Quality first

■ Fresh ingredients
- Promo's

■ Home work

■ More sports
- Ecologic

■ Less stressed



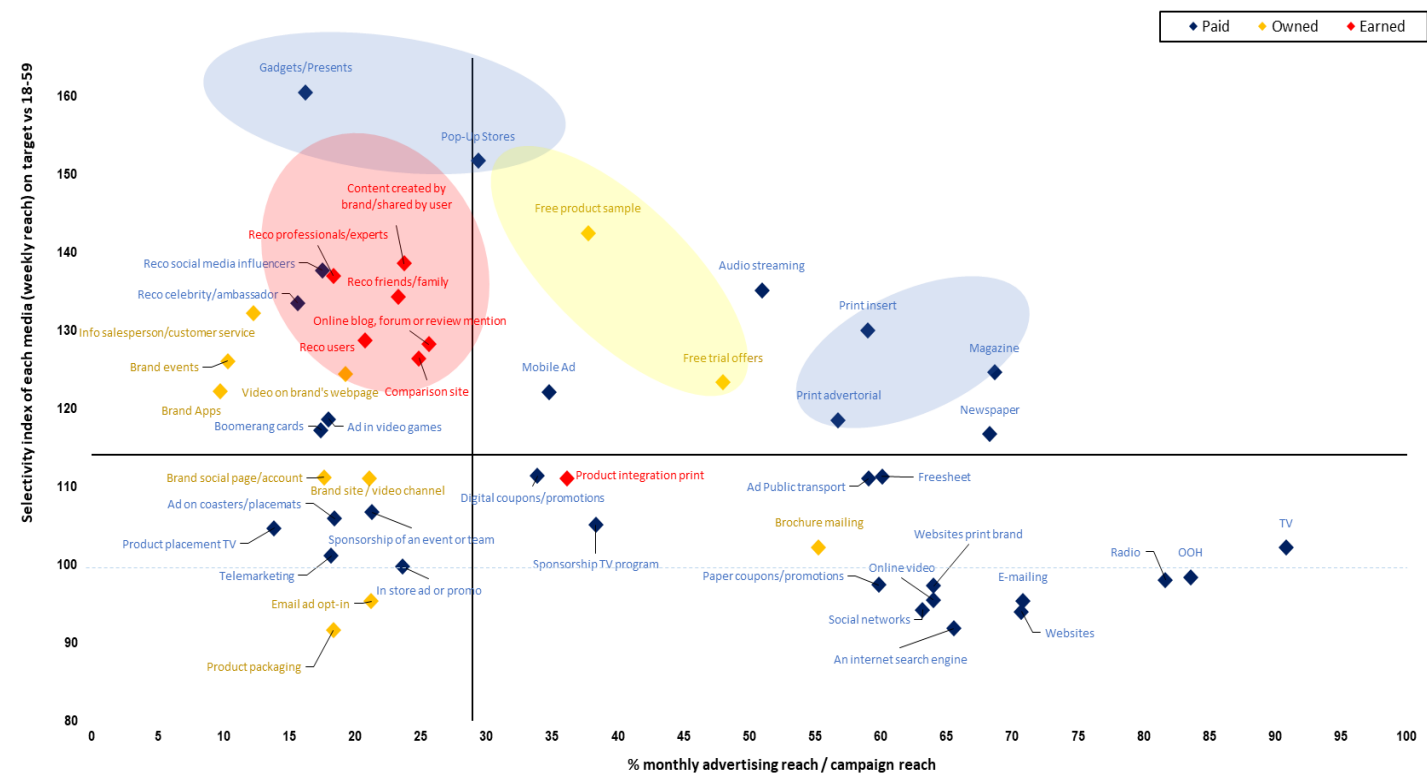
Cluster Analysis based on question : to what extend do you agree which each of following statements : fully agree, rather agree, rather disagree, fully disagree

REBOOT PROFILE



SOCIO DEMO	Employee (no office)	126
	French	124
	Periphery	122
	5 big cities	121
	HH4+	118
	18-29 years	115
ARCHETYPE	Image-Focused	182
	Spontaneous Strivers	176
	Conscious Consumers	135
	Brand XP	132
	ValueAD	131
CAT. INVOLVED	Game of chance	146
	Bio prod	145
	Light prod	144
	Build/renovate	136
	Perfume/beauty	135
SPEND	 -14%	

REBOOT MEDIA CONSUMPTION



Axes are defined based on the median

group^m

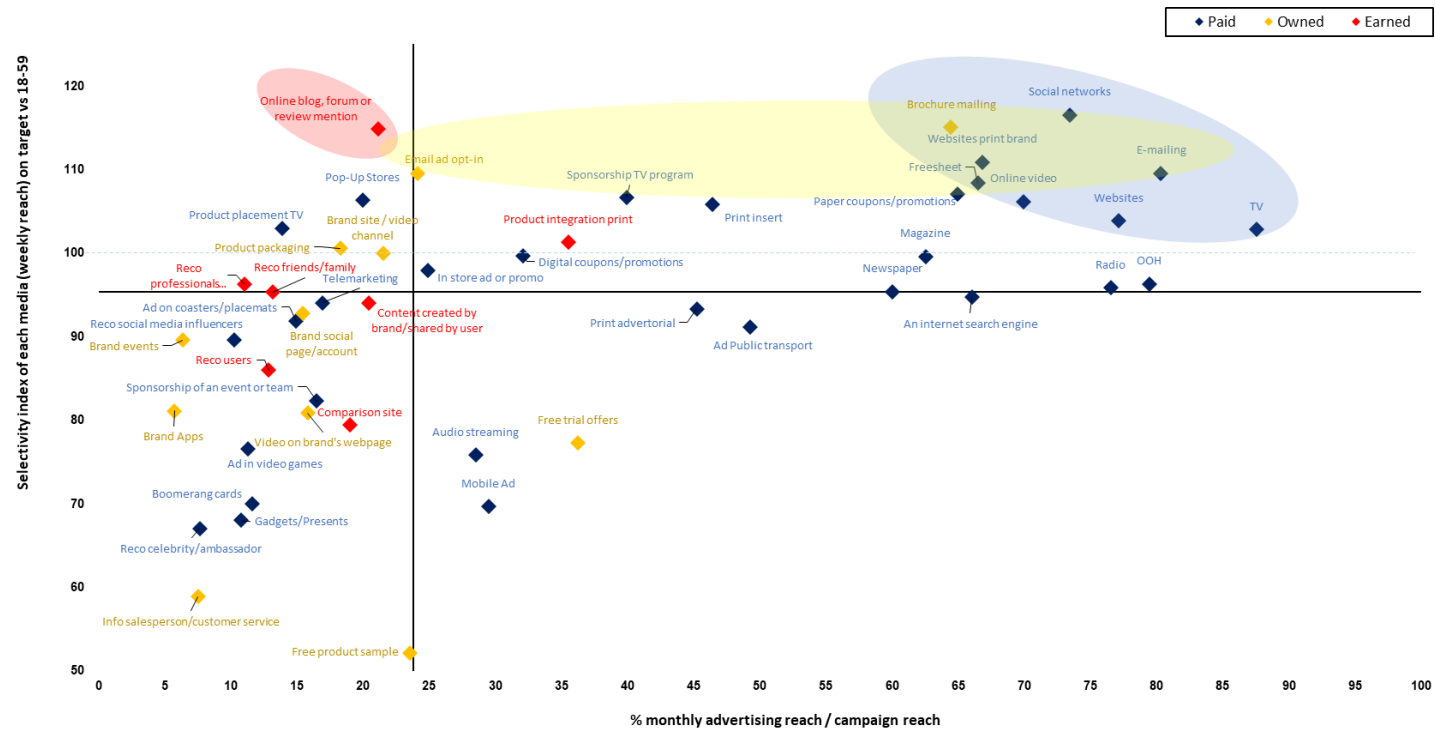
group^m

WORRIED PROFILE



SOCIO DEMO	Worker	146
	Central city	133
	Inactive	130
	SG 5-8	128
	5 big cities	127
	Women	126
	40-59 years	120
ARCHETYPE	Brand Loyalists	134
	Bargain hunters	133
	Busy Life	108
	ValueAD	108
CAT. INVOLVED	Self medication	115
	Healthy living	113
	Household	113
	Kitchen + appliances	112
	Pets	110
SPEND	 -18%	

WORRIED MEDIA CONSUMPTION



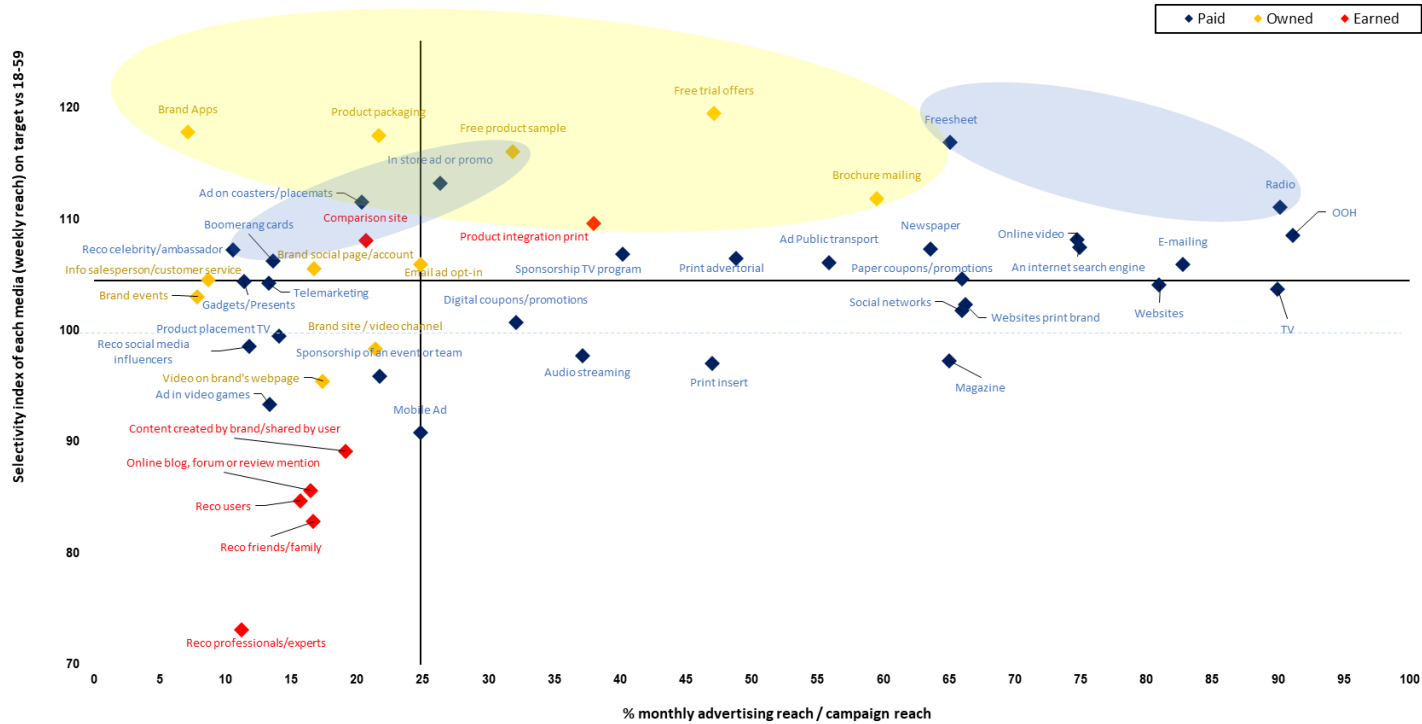
Axes are defined based on the median

ENJOYMENT PROFILE



SOCIO DEMO	Suburbs	158
	5 Persons and +	136
	Employee (no office)	128
	SG 3-6	116
	30-49 years	113
ARCHETYPE	Busy Life	126
	Online shopping first	109
	ValueAD	107
CAT. INVOLVED	Supermarket	113
	Household	110
	Interior/deco	108
	Travel	108
	Shopping	107
SPEND	-8%	

ENJOYMENT MEDIA CONSUMPTION



Axes are defined based on the median

STATUS QUO PROFILE



SOCIO DEMO

Middle mgmt	156
Men	146
50-59 years	127
HH 1or2	124
Dutch	116

ARCHETYPE

Tech savvy/Early adopt	139
Online shopping first	137
Brand Loyalists	120
Unconventionals	112
Impulsive consumers	108

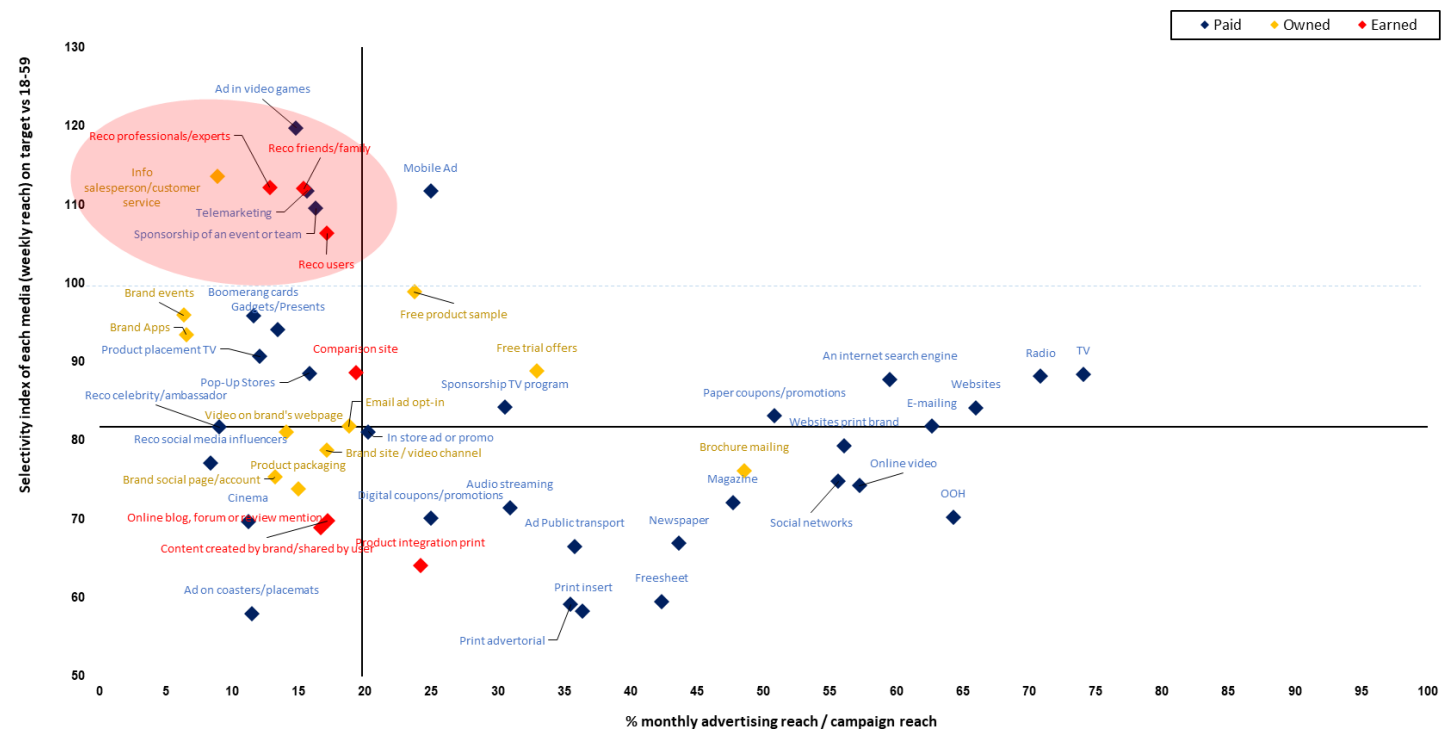
CAT. INVOLVED

Insurance	94
Banking	90
Telco	87

SPEND



STATUS QUO MEDIA CONSUMPTION

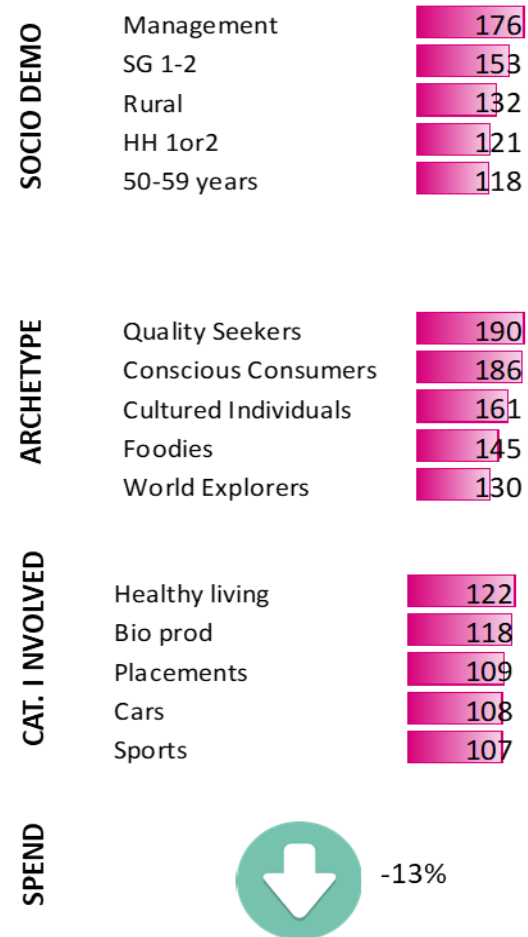


Axes are defined based on the median

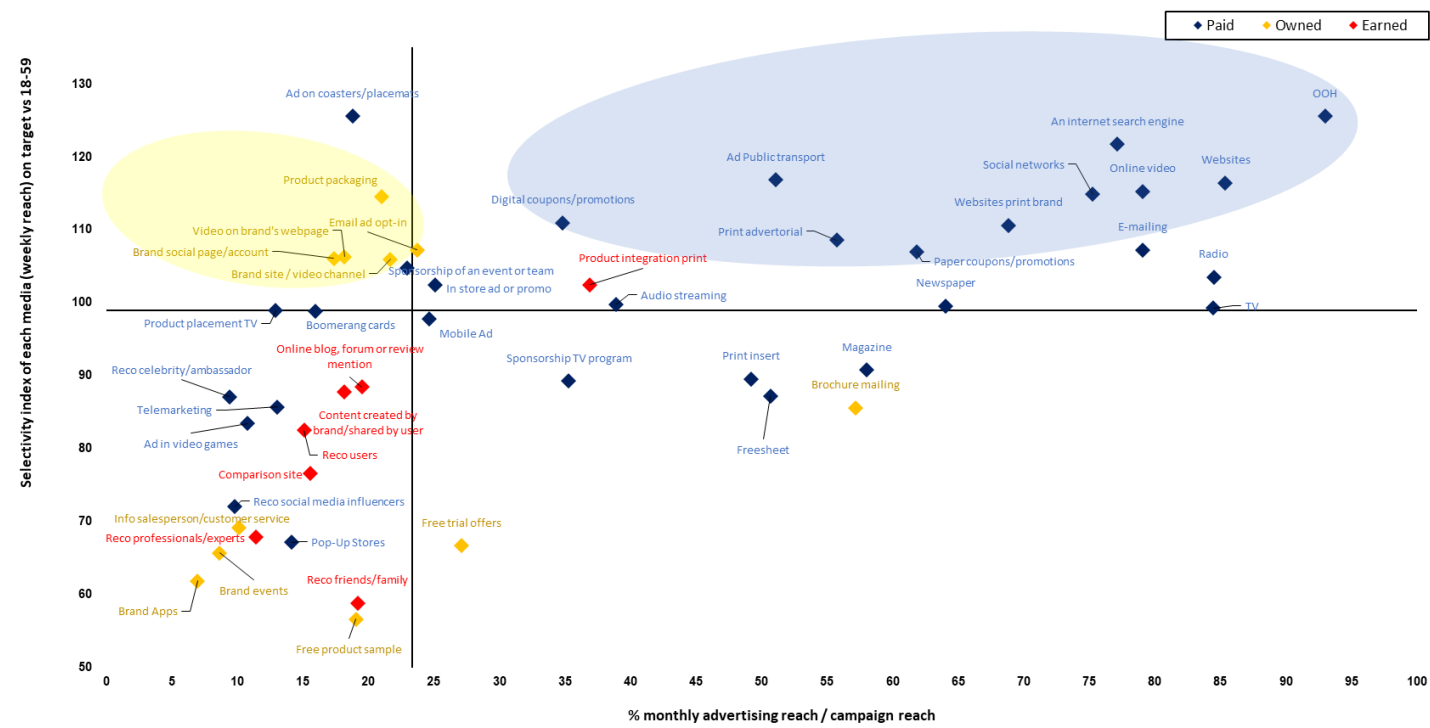
group^m

group^m

PRIVILEGED PROFILE



PRIVILEGED MEDIA CONSUMPTION



Axes are defined based on the median

MEDIA CONSUMPTION PER PERSONA



Reboot – earn my confidence

High media consumption, very into earned media & love experiences (pop-up + trial)



Worried – inform me please

TV, social media & fora fans, interested in mailings and paper coupons



Enjoyment – communicate directly with me

Very into owned media and promotional activities of brands



Status Quo – just tell me what I need

Low media consumption – professional advice and recommendations



Privileged – accompany me

Active, on the move and strongly digital (paid + owned)

PRECISION MARKETING



PRECISION MARKETING SOLUTION



Sample size : **1.800** persons aged 18-59

Method : **opt-in panel** is directly linked to our **DMP (+/- 6 million cookies)** via an automated sync

Applications :

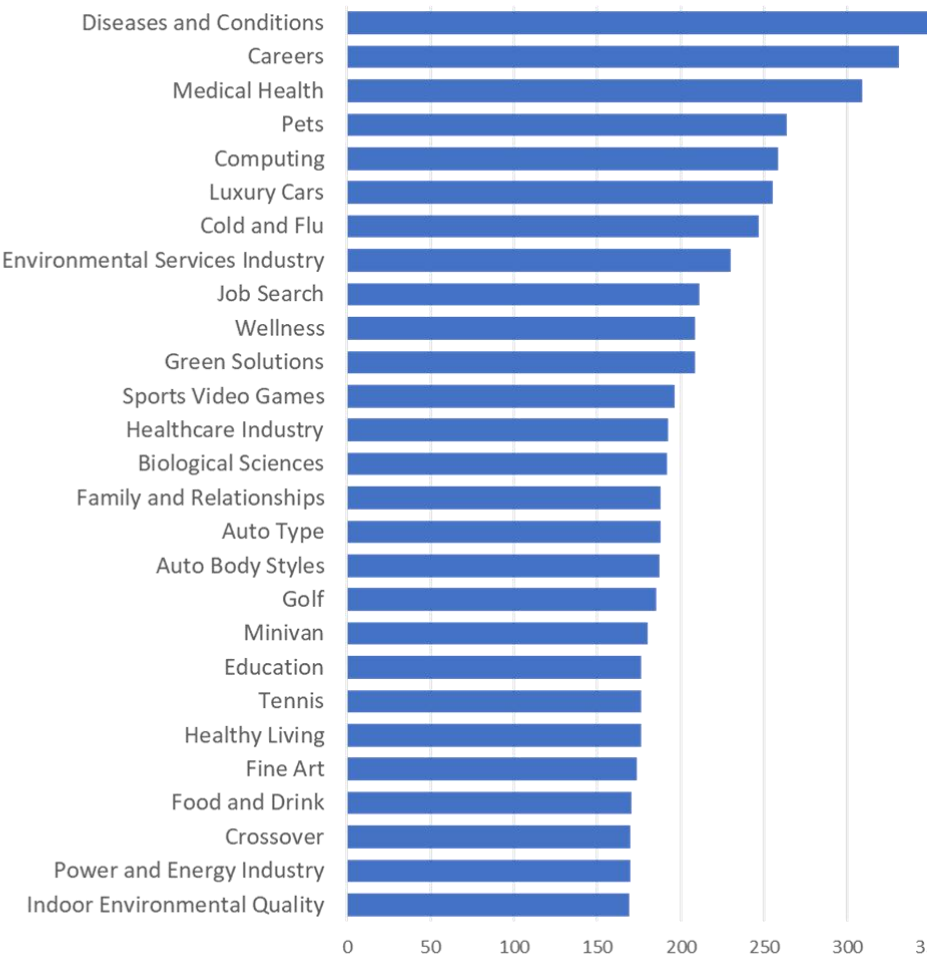
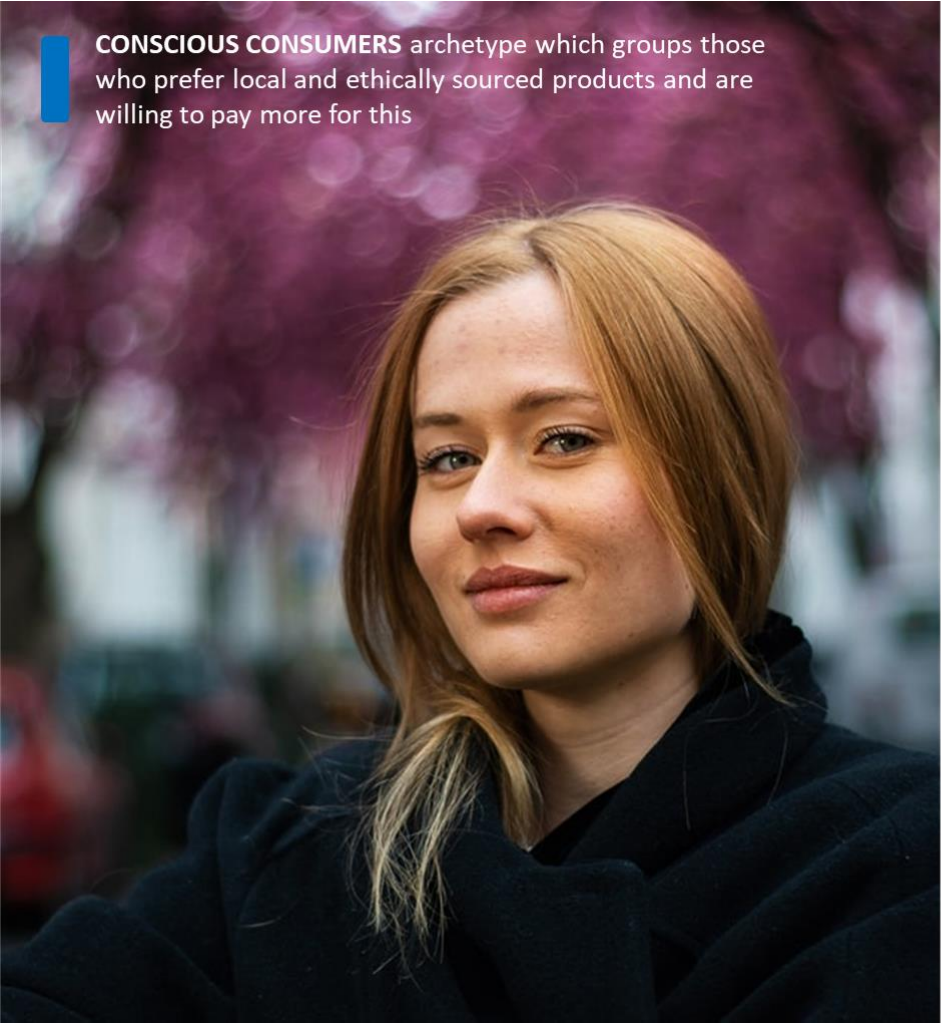
- Describe segments surveyed via **real time digital behaviour**

- Activate at scale** the different segments as a target group in the digital ecosystem

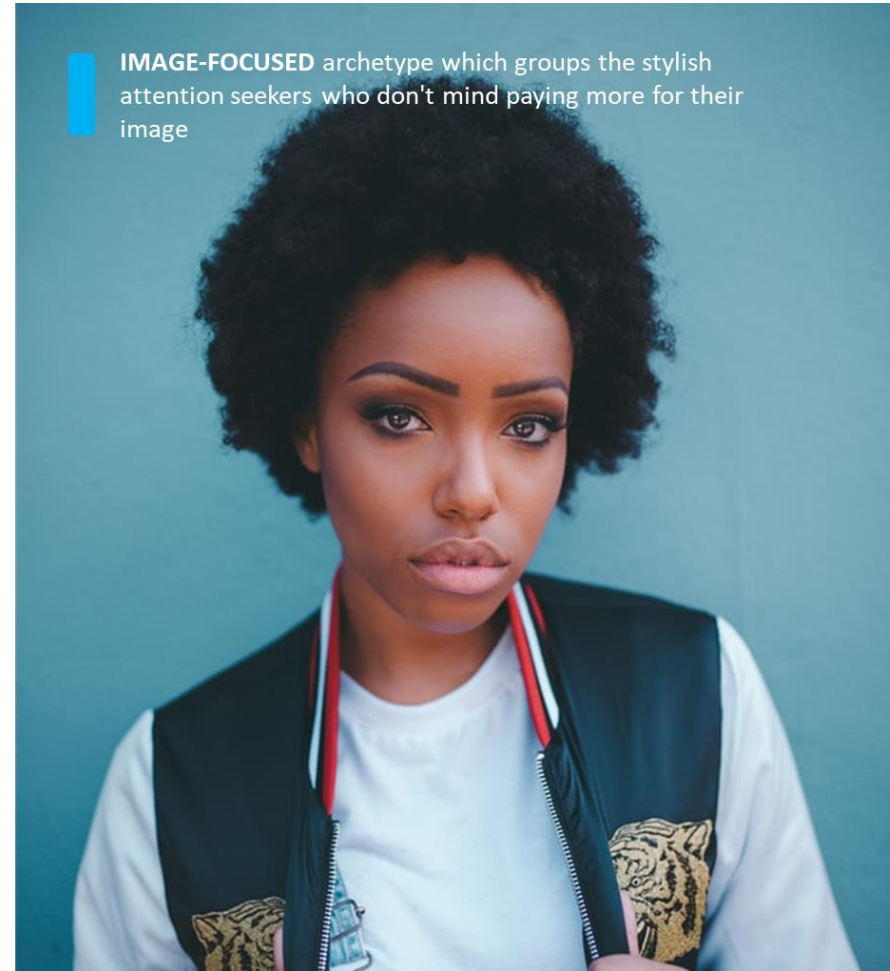
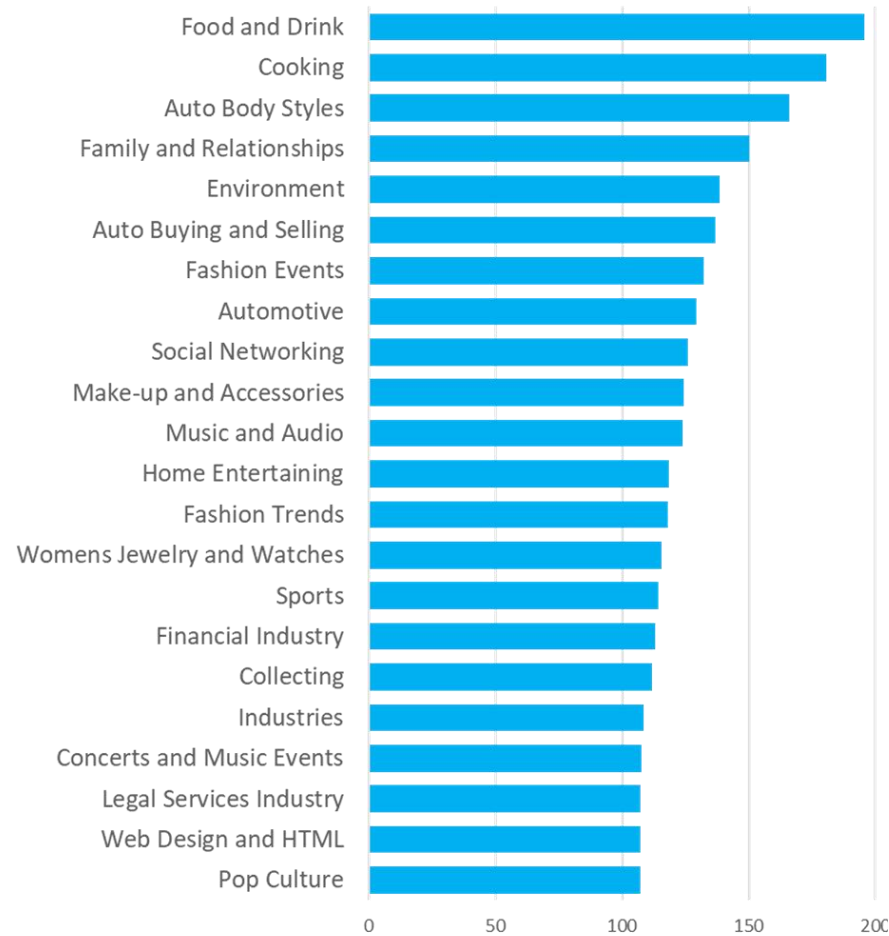
Besides all segments that are in survey seen before (Ecommerce, archetypes, clusters ...) there are also **150 consumer brands** available

All combinations are possible : a brand wanting to target conscious consumers, a brand wanting to claim proximity, a brand wanting to target Belgian Ecommerce addicts etc

DIGITAL PORTRAIT BASED ON ONLINE BEHAVIOUR OF ARCHETYPES



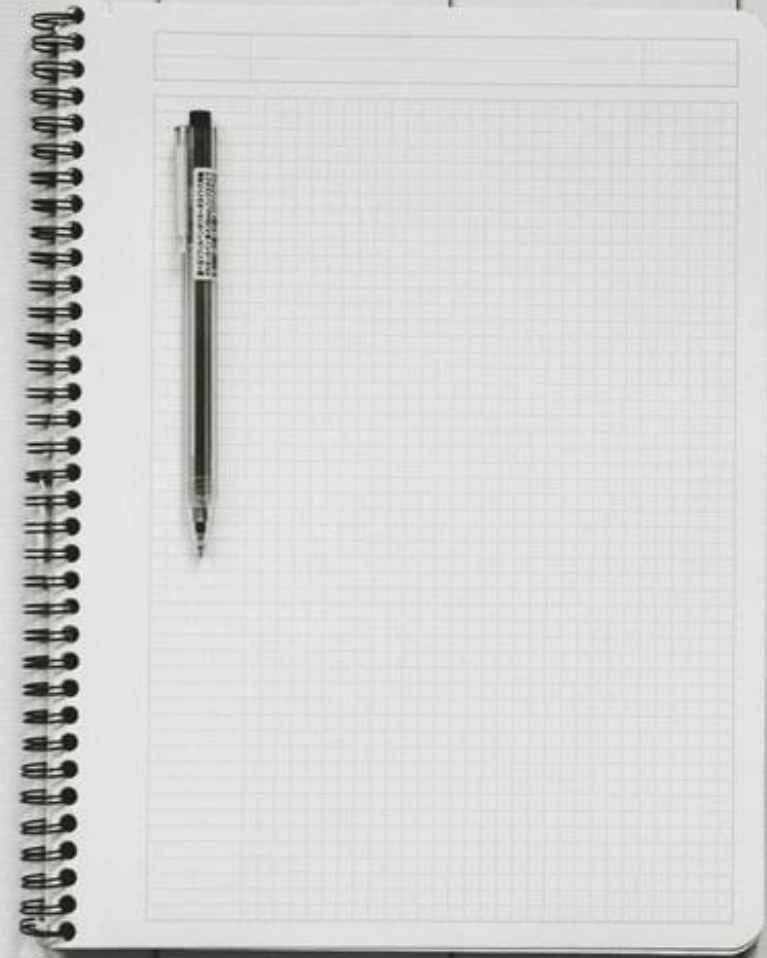
CREATING LOOKALIKES AT SCALE TO ACTIVATE DIGITALLY



TO COMBINE WITH OVER 150 DIFFERENT BRANDS MULTI CATEGORY



MOST IMPORTANT TAKE OUTS



- 1. This is not a normal crisis! Use your communication to build trust. Stay on the same memory structure.**
- 2. The impact on people and business is huge with a clear cut on wallet; hello recession.**
- 3. lots of sectors will see their turnover impacted; there will be a harsh war for market share.**
- 4. Being clear on who you are has never been that crucial (paradox of choice).**
- 5. A good UX in E-commerce can help you boost your business (winning game).**
- 6. Will local, health, ecology and quality win over 'money' and can you rightfully use it ?**
- 7. Identifying your most valuable segments will be key.**
- 8. Communication should be aligned on situations, motivations and beliefs; use personas.**
- 9. An optimised 360° approach is crucial for maximising reach and impact of the selected audiences.**
- 10. Be outbalanced : saw with a purpose, harvest through conversion.**

APPENDIX



DESCRIPTION INT' ARCHETYPES

IMAGE-FOCUSED archetype which groups the stylish attention seekers who don't mind paying more for their image

CONSCIOUS CONSUMERS archetype which groups those who prefer local and ethically sourced products and are willing to pay more for this

TECHNOLOGY SAVVY/EARLY ADOPTERS archetype which groups those who are at the forefront of the latest technology and gadgets and whose lives are mainly online

HEALTH FANATICS archetype which groups those who follow a healthy diet and regularly exercise

BUSY LIFE archetype which groups those who struggle to keep their personal and work life in balance

BRAND LOYALISTS archetype which groups those who love a brand and stick to it, rarely exploring new brands

BARGAIN HUNTERS archetype which groups those who prefer to get things cheap and rather shop the sales than paying the full price

CULTURED INDIVIDUALS archetype which groups those who love the arts (e.g. museums, theatre, literature) and being in a diverse environment

QUALITY SEEKERS archetype which groups those who appreciate luxury and are willing to pay more for quality

SPONTANEOUS STRIVERS archetype which groups those who seize the moment and like to take risks, either in their private lives or to get ahead in their professional careers

WORLD EXPLORERS archetype which groups those who love to travel and explore new things and places

CAR ENTHUSIASTS archetype which groups those who love to drive and are passionate about cars

FOODIES archetype which groups those who love to cook and enjoy trying new foods and recipes

DESCRIPTION LOCAL ARCHETYPES

DISCOVERY-FOCUSED archetype which groups those who like to discover new things and see this as a live goal

IMPULSIVE CONSUMERS archetype which groups those persons who don't think twice before doing something

UNCONVENTIONALS archetype which groups those who think that there are too many rules in life

PUBLIC LIFE archetype which groups those who have no difficulty with privacy settings as they like to make their life public to others

ENTREPRENEURS archetype which groups those who like to make things happen and don't like to stand aside

VALUEAD archetype which groups those who prefer to see advertising as relevant and useful

ONLINE SHOPPING FIRST archetype which groups those who rather shop online than visit a store offline

BRAND XP archetype which groups those who like to actively share their experience(s) with brands

THANK YOU



Gino Baeck
Tom Palmaerts
Olivier Degrez
Bart De Pauw