

OMNI- CHANNEL

TRENDS 2016

Tell Me a Story

Brands are telling their stories with the goal of forming a human connection with customers.

Screen-Sizing

As consumers continue to digest content on-the-go, companies are adapting by placing emphasis on the design of their mobile site first.

Engaging in All Realities

"Reality" continues to evolve – from augmented to virtual – placing consumer engagement front and center.

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Mintel Comperemedia's team of expert analysts have identified and analyzed three key trends set to impact Omnichannel Marketing in 2016, including why marketers should care and where the industry is headed next.

TRENDS INCLUDE

- / Tell Me a Story
- / Screen-Sizing
- / Engaging in All Realities



01

Tell Me a Story



Brands are telling their stories with the goal of forming a human connection with customers.

/What's happening in 2016?

Stories are a powerful tool in human communication: they harvest trust. But not just any story will do. Brands need to tell a story with the right characters, plot and level of intrigue. Human-centered stories focus on people over products, individuals over groups, and experiences over information. For example, TOMS Shoes' tagline, "One for one," means that for every

purchased pair, TOMS gives a pair of shoes to someone in need. Their story describes the whole reason for the existence of the company, creating a connection and purpose for their story and brand. In 2016, customers' and brands' desire for human connection is stronger than ever, and companies are responding with stories for the ages.

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A successful brand story, one which ignites a human connection built on trust, provides an answer to the question, "Why should I buy from you?"

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/Why marketers should care

A successful brand story, one which ignites a human connection built on trust, provides an answer to the question, "Why should I buy from you?" When a customer participates in a brand's story, they are likely participating in a monetary way. This is especially true with Millennials, which view the customer-brand relationship as a two-way street: they want to get to know their brands, and they want their brands to get to know them. A powerful story will not only build a foundation on trust but will allow for customers to experience the brand.

/Where next?

Think Instagram. Think emojis. Think traditional print and mail showcasing small business success stories. The consumer desire to connect with a brand will continue to deepen. The future may lie in merging a brand's story with the stories of their customers through social media sites, connecting the two on an even more meaningful level. Expect companies to cultivate these connections by tying their brand to a story, and more importantly, evoking emotion.



Toms

02

A hand holding a smartphone is shown against a red background. The background is split diagonally from the top-left corner to the bottom-right corner, with the top-left portion being white. The text '02' is in the white area, and 'Screen-Sizing' is in the red area.

Screen-Sizing

As consumers continue to digest content on-the-go, companies are adapting by placing emphasis on the design of their mobile site first.

/What's happening in 2016?

The majority of media consumption is screen-based. In fact, a study performed by Google, "The New Multi-Screen World Study," found that not only is 90% of all media interaction screen-based, but 38% of our daily media interactions are on smartphones. As of April 2015, Google itself has favored mobile-friendly sites when a consumer uses search. Companies have realized to adapt to consumer demand for easily

digestible content, their websites, and more importantly their mobile sites, must be able to read and navigate with a minimum amount of resizing, panning and scrolling. To accomplish this goal, website design has put the mobile device first, then taking the mobile site's design and transferring it to the desktop site. In 2015, Chase redesigned its website to create a more cohesive experience across its digital channels. The website

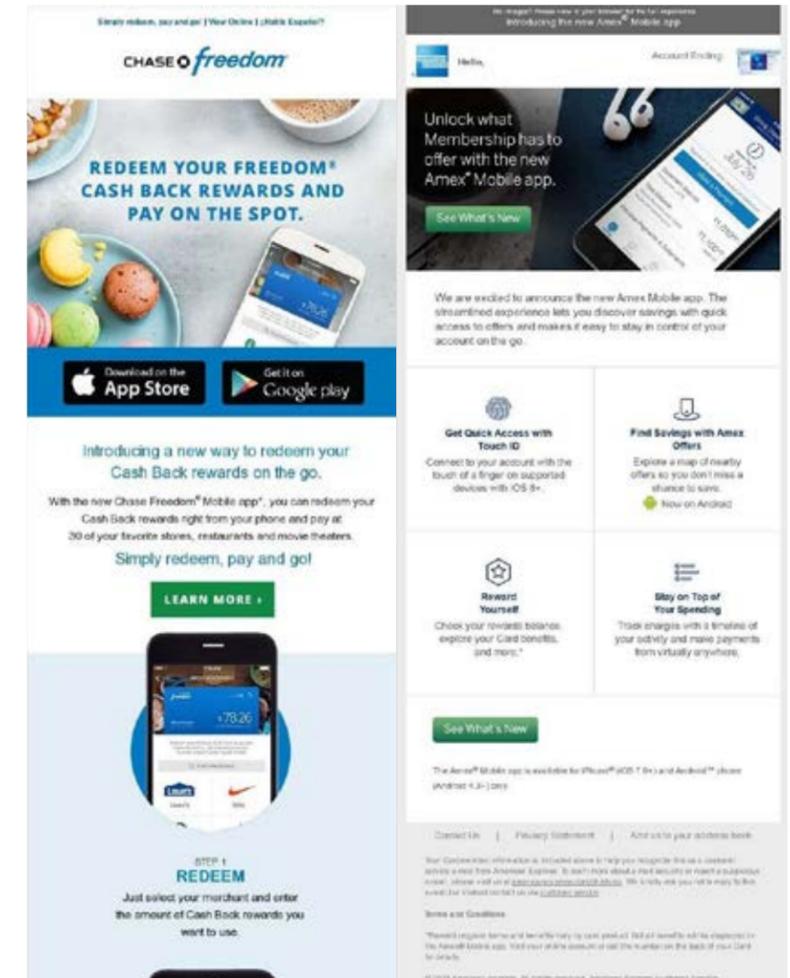
now mimics its very popular mobile app, adapts to the size of the viewing window, and features lifestyle images rather than product shots. The approach aspires to create the same experience across devices. Additionally, communication channels are connecting multiple mediums to deepen conversation as consumers absorb information in an increasing number of ways, including mobile.

/Why marketers should care

A brand's digital presence has become about the experience. A growing number of consumers now care more about the mobile experience rather than desktop experience. According to Mintel research, the loss in penetration in activities on a PC is identical to the gains seen on a phone, and the great majority of innovations sought by customers are in mobile and online functionality. By streamlining the digital experience, companies can better capture and hold the attention of customers and prospects.

/Where next?

Mobile web browsing will continue to realize growth while other burgeoning technologies, like wearable devices, will generate demand for even more progressive web design. Companies are already beginning to invest in applications that are authentically mobile, those that perform almost strictly on the unique properties of a mobile platform and that place a much greater emphasis on the collection and analysis of data. Gear up for this growth by investing in mobile app design that provides simple yet valuable interaction.



Mobile apps from Chase and American Express showcase a focus on mobile account access

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03

Engaging
in All
Realities

“Reality” continues to evolve – from augmented to virtual – placing consumer engagement front and center.

/ What’s happening in 2016?

We are in the midst of a veritable explosion in mobile technology innovation, and one of the most dynamic elements of this innovation is the way our devices are being turned into real-time portals for connecting and exploring. For example, Amazon Flow is an augmented reality (AR) search app, which allows users to point their mobile device’s camera at a product to identify it, get more information about it, find it for sale on Amazon and, if desired,

purchase it immediately. USAA, a bank that has been a leader in digital banking, recently added the ‘Specs’ feature to its home-buying app, Home Circle, that lets users walking in neighborhoods see information about houses for sale in the area superimposed on the image seen in a smartphone camera. Companies are exploring innovative ways to tweak consumers’ realities in an effort to engage them with their brands.



BMW’s “MINI Connected” campaign allows consumers to take virtual reality tours of the car’s features

/ Why marketers should care

Mintel research reveals that consumers prefer in-person communication when interacting with financial services professionals as they are viewed as a trusting source of information, more so than websites, social media or traditional ads. This indicates that the closer a company can get to in-person interaction, the more likely the consumer is to trust the message or product being delivered.

Traditional and non-traditional marketing channels are transforming to better engage with consumers. Traditional channels, including direct mail, are evolving in this growing trend through the use of AR/VR, scannable images and clickable paper. These enhanced campaigns lead prospects to additional content or more detailed information and further extend their engagement with the brand. Marketers should recognize the change occurring in traditional channels as to best execute an effective omnichannel campaign.

/ Where next?

When it comes to marketing a brand, a positive experience is becoming more and more central to acquiring and retaining customers. Products and services that offer consumers a way to positively engage with their brands through a form of reality, for example, augmented reality apps that provide an even better trial experience that a brick-and-mortar store, or augmented reality contact lenses, can set the foundation for customer loyalty.

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Market intelligence is what sets us apart and what defines us as a brand – literally in fact: when the company was founded in 1972 it took its name from an amalgamation of the two words.

We have been defining and refining the Market Intelligence Mix ever since, to offer our clients a unique perspective on the consumer landscape ahead and a clear roadmap to navigate it with.

So what goes in to the Market Intelligence Mix? Of course there's data, and there's market research, but there's also market analysis, competitive intelligence, product intelligence and, most importantly, the expertise to combine these elements in an expert synthesis that generates insight and recommendation rooted in cast-iron fact.

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