Future Consumer Summit 2015
Conference highlights
Foreword

I would like to say thank you for attending our event: The Future Consumer Summit 2015. For those of you that were unable to make it, we missed you.

The event was a huge success and we had over 200 clients and 90 brands attend. Our promise was to deliver high level thinking on the Future Consumer and present some bold predictions and opinions on how companies need to be thinking and innovating to ensure future success. I am pleased to say, from the feedback received, we delivered on this.

We hope you appreciate this highlights presentation from the afternoon. We were extremely pleased that guest speakers from Unilever, BBC and IKEA joined GfK experts to deliver thought leadership on emerging tech and consumer trends and what that meant from a brand management perspective. Our Global Smart home study results and views on Leading edge consumers got great attention on the day too.

We saw strong themes and links emerge through all the presentations starting with Joe Comiskey, UK lead for e-commerce and innovation at Unilever from the importance of data to the future consumers' need for experiences.

There are some sound bites which will stay with me: fail fast, task risks, lead don't follow and, of course, the data condom!

Our plan is to share various materials about the event over the coming weeks. We welcome your feedback and would love to continue the conversation with you. Please get in touch if you require any further information.

Many Thanks

Babita Earle
UK Head of Client Development, GfK UK
Adapting fast to changing lifestyles, technology and demographics and leading the consumer rather than following is key to success.
Brands won’t keep up with this rapidly changing environment if they play safe.
Brands need to learn through failing fast and taking risks.

Consumers want brands to support them in their desire to make the best decisions both for themselves and the environment.
There were repeated references to sustainability and making the best choices.
People know what they should do, but sometimes struggle to do it.

Forming an emotional connection is critical to stay relevant.
Brands must form a relationship with consumers and relationships are built on experiences.
In the UK particularly, consumers increasingly value experiences over possessions.

Expectations are on the increase and the winners will be those who set the trends, not follow.
We are in an age of convenience and consumers expectations are continually increasing.

Simplicity is key, particularly in an increasingly complex world with the proliferation of ecosystems and devices.
Brands not only need to provide that in their product, delivering an uncomplicated and pleasurable user experience but also by ensuring devices can speak to each other.

What next – the focus is on developing experiences that fit seamlessly into consumers lives, irrespective of their current ecosystem.
Brands need to easily integrate and take advantage of opportunities across industries to ensure future relevance.
Steve Jobs once said people don’t know what they want until you show them. Joe Comiskey’s role at Unilever requires him to think similarly to Jobs, bringing ideas to Unilever that will result in the company delivering products that are way ahead of the curve.

Comiskey focused on trends impacting consumers, including lifestyles, demographics and technology.

- We live in a world where people expect their needs to be served immediately, regardless of industry; Amazon pioneered this with their next day delivery service.
- People are also living longer; where once age may have hindered the ability to take part in the retail economy, they can now keep their independence and actively participate.
- Mobile has been a key driver of change, creating a 24/7 on demand, connected culture and data-driven economy.

Comiskey’s view of mobile is if you’re not there it’s too late. Start planning for the next big thing, which in his view, is the data economy.

Looking forward, he also sees frictionless technology as the driver of the future.

There are a few principle philosophies that Unilever are adopting to prepare for this. A key approach is being open and collaborative. For this reason the Foundry Hackathon is key event, allowing them to take a 360 approach to developing original products and a fresh approach to market.

https://www.youtube.com/watch?v=1tyJsgL5whk
Future consumers, future lives

**Joseph Staton**, Strategic Innovation Director, GfK

A robust understanding of the evolving drivers of consumer attitudes and behaviour is vital for future business success. Joe shared his vision on the ever-changing consumer landscape and future innovation spaces using GfK Consumer Life, powered by Roper Reports.

People are increasingly worried about personal information getting in to the wrong hands. They want brands to keep them safe but they still want to enjoy life! And ultimately, life is about doing things rather than owning stuff. Brands that offer unique experiences will benefit.

People know what they should be doing to keep fit and healthy – like getting more sleep and reducing stress, but they will tend to default to the easiest option, such as putting on a health tracker or taking vitamins. There are opportunities for brands to support consumers more.

There is a greater linkage between personal values and brand values. Consumers increasingly choose brands that are in keeping with their beliefs, values, and ideals. Value has also been redefined as consumers put increasing importance on great value and not just best price.

"Trust is the mantra of the modern age… Confidence is fragile"
Joseph Staton, GfK

"Do we want a vending machine to say 'you can't have any crisps"
Joseph Staton, GfK

Lead, don’t follow your consumer in the future
Brand success in the new world

Helen Zeitoun, Global Head of Brand and Customer Experience, GfK

In order to make brands successful, the goal is to create sustainable brand value. Helen Zeitoun, Global Head of Brand and Customer Experience at GfK, outlined how researchers and brands must rethink their approach to understanding what consumers want and how future behaviour can best be predicted.

Helen explained that in order to make an emotional connection, a brand must constantly engage with consumers and build on its relationship. People like brand relationships; they like to be entertained, have intimacy and share. We as managers need to follow that same trend in order to connect consumers with our brands across their lifetime.

Brands must also demonstrate how customers benefit from using their products and services. This is now increasingly via emotional experiences, developing a spirit of interaction through a variety of touchpoints including; visits, events and social media activations.

Helen therefore argues measurement must go beyond brand communication and also capture new experiences and relationships too. GfK has a brand model that can embrace not only this, but also something closer to reality, including other experiences surrounding today’s purchase, in order to better model future intentions.

“Ultimately we need to create value over the consumer journey”
Helen Zeitoun, GfK

“When you meet the bank manager, you are unlikely to remember what he says but rather how you felt with the things he said”
Helen Zeitoun, GfK

Large brands can fail without ‘the right’ brand KPIs
The future of smarter things for you and your home

Vanessa W. Folkesson, Angel Investor & Innovation Advisor, IKEA and Ranj Dale, Head of Technology, GfK

With an estimated value of $200 billion by 2019, Smart Home presents a huge growth area for brands. Ranjiv Dale and Vanessa W. Folkesson, advisor to IKEA, explored how Smart Home can become a smart opportunity for brands.

Home is an emotional haven. It’s where people want to feel comforted, secure and relaxed. Despite this, much of the current smart home technology focuses upon the functionality of home, such as energy saving, and de-prioritises the emotional benefits. As Vanessa notes, Smart Home should be looking at how to “ignite emotions and not functions”.

The family living room scene has rapidly evolved from five years ago. People’s lives are connected by technology and they expect Smart Home to deliver the same. Brands need to consider how they can break down siloes in Smart Home technology and make life better by linking together.

Move beyond the ‘things’ in home to think about the ‘life’ in home. Ranj and Vanessa note that we spend 20% of our disposable income on food, yet brands are yet to tap into the opportunity to link technology with the role of food in the home.

Smart Home offers multiple new opportunities to strengthen the role of brands within consumers lives. The challenge for brands is to think smartly about the in home experience and how they can future proof innovations.

"Brands need friends too, we need to work together”
Vanessa W. Folkesson, IKEA
The future of shopping: I want it all and I want it now

Anthony Norman, Managing Director, GfK Retail & Technology

What do consumers expect from retailers? According to Anthony Norman, Managing Director of Retail and Technology, lower cost products are not enough. Expectations of service, delivery and overall retail experience are on the increase and the retail winners will be those who set the trends, not follow.

We’re in a new age of convenience. Brands such as Amazon promise delivery within hours of placing an order and consumers expect other retailers to follow. Convenient delivery is no longer a benefit, it’s the minimum.

Consumers expect retailers to use big data to make their lives easier, understanding their consumers as individuals and making product recommendations and feeding offers that reflect their lives. Fitting into consumer’s lives is even more important, as technology means they’re constantly connected and able to shop.

Despite the rapid rise of online shopping, retailers must not forget the value of in store experience. 74% of consumers will be more attracted to a brand they can be involved in, potentially having some social element, especially amongst the next generation of consumers.

“Engage me, surprise me, help me, work with me, hit those points and you have got me”
Anthony Norman, GfK

The future of shopping is complex, however, for those that continue to lead the way and adapt to consumer behaviour the future is bright.
Putting the “me” in tomorrow’s media experience

Nick North, Director of Audiences, BBC and Niko Waesche, Global Industry Lead Media & Entertainment, GfK

“Data is stuck in silos… companies could be doing more to deliver targeted advertising, promotions and personalised experiences”

“The gloves are off… Apple allows ad blockers… Amazon no longer allow Chromecast or Apple TV”

Nick Waesche, GfK

“Customer journeys have become increasingly complex and this has brought new challenges for brands:
1. The ability to consolidate data within an organisation across media and platforms – Using DMPS.
2. Building a recommendations system that can effectively target consumers with their preferred content.”

Those brands who have worked through these challenges have proven how you can build greater engagement and improve cross-selling.

But there are more challenges ahead – digital platforms are going head-to-head to build “data fortresses” and consumers demand more choice on the amount of information they want to share, sometimes without truly understanding the consequences.

Nick North tells us how the BBC are responding to these challenges. The BBC have seen an erosion of traditional behaviour in recent years – for example, as kids grow up they are watching less linear TV and this trend is continuing into adulthood.

“Data is stuck in silos… companies could be doing more to deliver targeted advertising, promotions and personalised experiences”

“We now use behavioural data to inform decision-making in real time”

“We need to live up to the promise that data we collect about viewers is used for their benefit”

Nick North, BBC

Nick explains how the BBC plans to facilitate effortless discoverability across all services and deliver a fair value exchange – the key to this is to effectively capture and integrate data sources to support decision making and facilitate business transformation.”
For some, clothes and accessories have never just been functional, they are extremely personal and have been used throughout history as a means of self expression.

Fredrik Timour, founder of NEUE, tells us of the game changing developments already happening in the fashion industry as designers and developers co-create to make fashion smarter.

The technology is here...a combination of smart materials, hardware and software will enable us to personalise fashion more than perhaps ever considered.

Fredrik explains how the fashion industry will evolve in the near future – transforming fashion into a new channel that can act as both a content and communication provider. Opportunities also exist outside the fashion industry for app / games developers and media agencies – creating another way to engage with consumers.

Consumers will view clothing differently...technological advancements will prolong the life of clothing, moving us away from disposable fashion to valued items that can be adapted and evolve over time...possibly even increasing in value!
#FCSummit15- Thoughts from our guests

“Everything was perfect, the topics were relevant, the speakers were excellent presenters and programme was a success!”

“The most informative and enjoyable event I have attended in a very long time! Great speakers, very useful and thought-provoking content and such a vibrant atmosphere.”

“All presentations were very interesting, gained much more out of the session than expected. Real insight into the future.”
## Information sources and contacts

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