

Postcards from the future

Tomorrow's consumers are today's digital natives

- Instrumented
- Interconnected
- Informed
- In-Place
- Immediate



How they
behave

What this will
look like tomorrow



What they
expect



What you can do to
get ready today



“The future is already here ... it’s just not evenly distributed”

William Gibson

The consumer of the future is today's Digital Native

They are comfortable with Mixed Reality



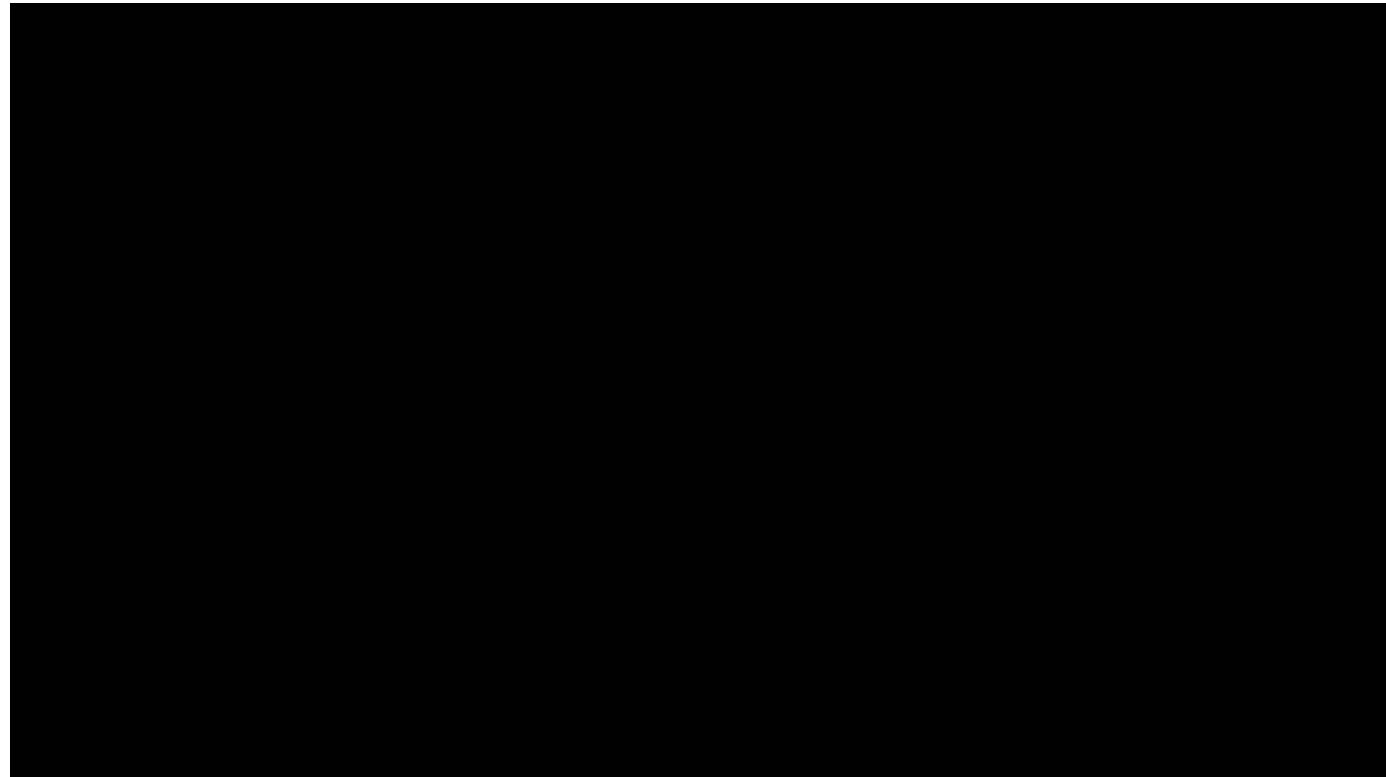
The consumer of
the future is
Lifestyle
Conscious



Many will have concurrent jobs

Nutrition and food traceability will be important

Relationships and families will be more fluid

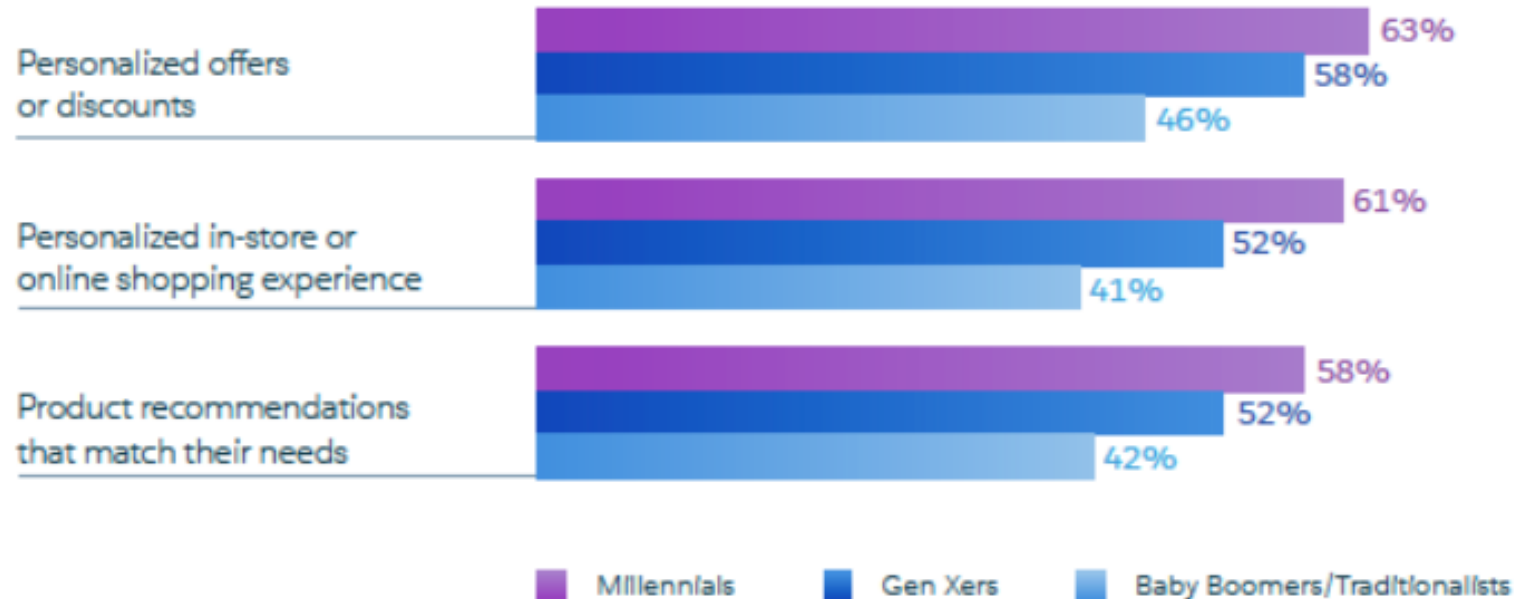


The consumer of the future will want you to “Know Me”

- Consumers will regard privacy differently
- I give you my data / you give me value
- Send me offers that are contextual to me

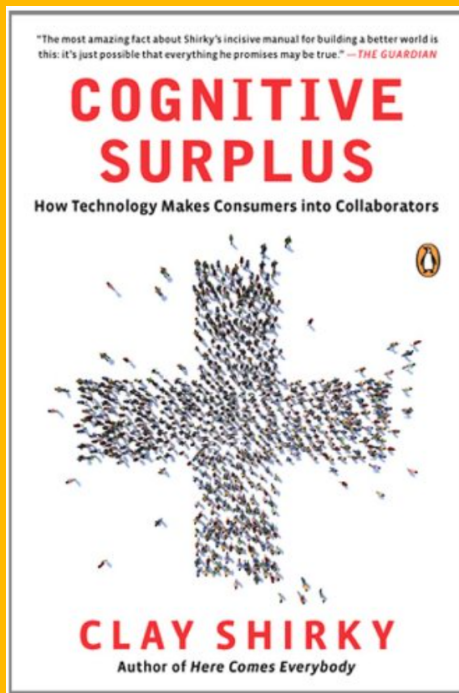


Percentage of Consumers Who Strongly Agree or Agree They’re Willing to Share Personal Data in Exchange for the Following



The consumer of the future is a builder and collaborator

- We are looking at a new culture of “makers”
- Consumers want to collaborate and share their ideas
- Leveraging these ideas brings value and drives loyalty



The consumer of the future wants to be “first among equals”

- First in line for special offers
- Asking for their opinion on new products
- Will even to pay more for an exclusive experience



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■


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◆

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<i>Handpicked gifts</i>		●	●
<i>Free Custom Makeovers</i>		1X	●
<i>Free shipping on all orders</i>		1X	●
<i>Private hotline</i>			●
<i>Invitations to exclusive events</i>			●



Welcome to Gold

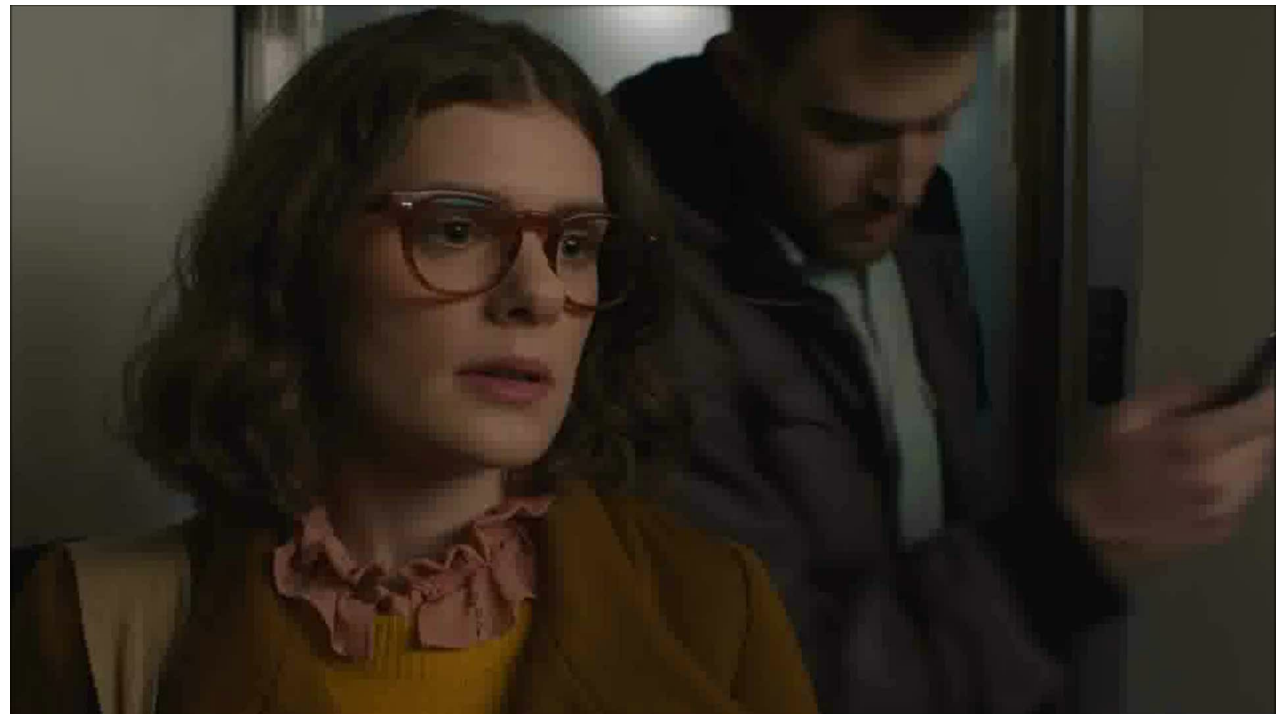
Starting now, you've got access to exclusive Gold Level benefits. Earn free drink or food Rewards, take advantage of monthly Double-Star days, and more.

The consumer of the future wants to be part of a community

- The consumer wants to be a part of something larger
- Brands can curate a community of common interest
- A source of social listening



#realstrength

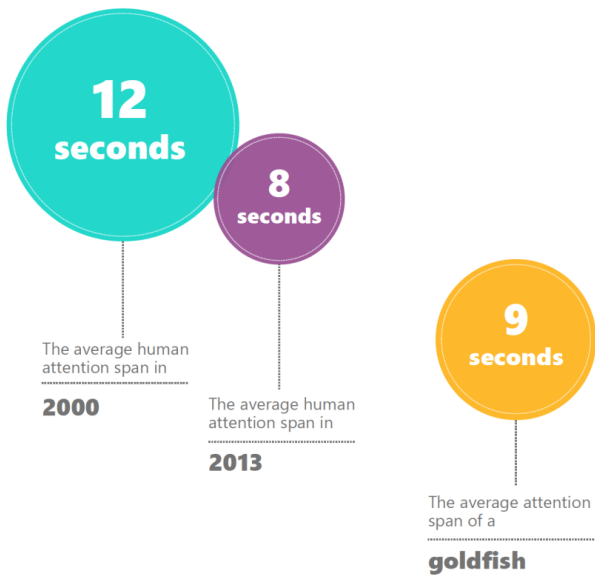


#eattogether

The consumer of the future wants to be entertained

- Digital natives seek immediate gratification
- They earn and burn loyalty points faster
- “Attention Merchant” – harvester of human attention

We know human attention is dwindling



Source: Statistic brain

What would 18-26s rather receive?



Source: LuxHub Survey, April 2016

The consumer of the future will expect their brands to demonstrate social responsibility

- A desire to be associated with integrity
- The trust must be earned with consistency
- This generation is “info-literate” yet cynical



Postcards from the future

What the future may look like...

Consumers control the brand

Connected Consumers – They Don't Just Go Shopping. They're Always Shopping.

Consumers will always be connected

New business models that aren't burdened with legacy will take the lead



Connection with a brand equals status



AI's like Alexa will be a part of the family

Postcards from the future

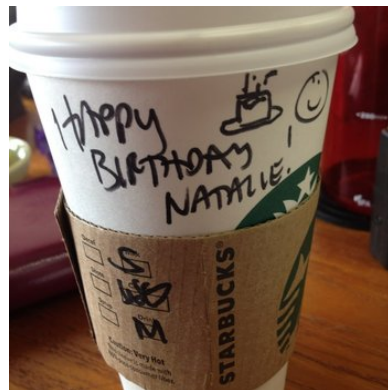
What you can do to get ready today...

Curate the conversation

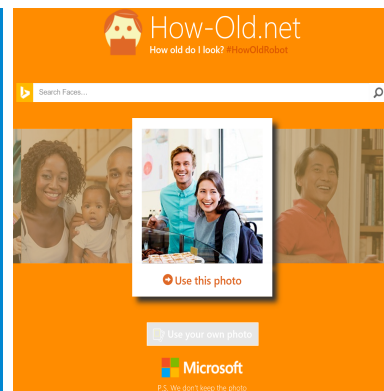
WE MAKE A
LIVING BY
WHAT WE GET,
BUT WE MAKE A
LIFE BY
WHAT WE GIVE.
-WINSTON CHURCHILL

Align with a contextual cause

Develop unified campaigns that blur the line between the digital and physical world



Show that you know your consumer



Embrace the tools of machine learning and analytics

Thank you

 @drodgerson

 darodge@Microsoft.com

 <https://www.linkedin.com/in/daverodgerson>