

SOFTWARE AND TECHNOLOGY

Comfort kills creativity, conviction brings out ideas, says Shiseido Group exec

October 18, 2016



Chanel ready-to-wear, spring/summer 2017

By STAFF REPORTS

NEW YORK Looking toward the future can seem daunting for marketers, but anticipating the post-digital era brings forth opportunities for tomorrow's brand leaders.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The digital transformation has impacted all aspects of consumers' daily lives, and has forever changed how brand marketers communicate and plan advertising campaigns. At WBR's Luxury Interactive 2016 Oct. 17, Alessio Rossi, global chief digital officer at Japanese beauty brand Shiseido Group, discussed the opportunities that lay ahead for marketers as technology becomes fully integrated, naming three key trends to keep in mind as the world evolves.

Provoke and push boundaries

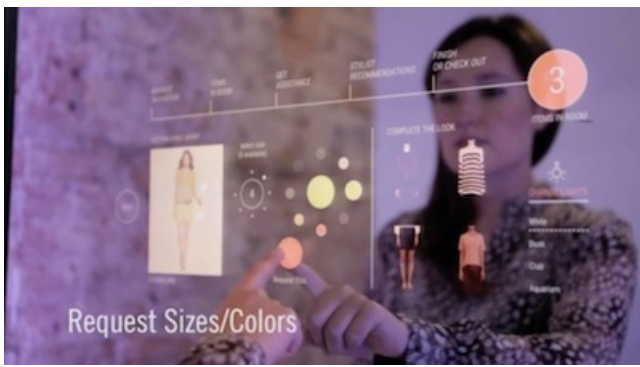
Digital technologies have presented challenges and opportunities for marketers. During his presentation, Mr. Rossi explored three trends that have emerged due to ever-changing technological advances and touched on what will prove as the biggest disruptor yet.

Mr. Rossi's first trend forecast is "thinternet," or an ambient, more pervasive and tactical layer of digital touchpoints that surrounds consumers. Thinternet will connect consumers to nearly everything and will become predictive and personalized.

This will provide brands with a plethora of consumer data, but the trend also presents its challenges, as marketers will question who they are as touchpoints are continuously disrupted with an endless array of online and offline options for consumer research and purchasing..

Mr. Rossi suggests that the rise of thinternet will create an open API economy with platform to platform businesses. With more and more disruption, marketers must be able to balance extreme fragmentation and "debranding."

While this may seem detrimental to a marketer's endgame, Mr. Rossi foresees a rise in artificial intelligence and machine-based interactions with end-to-end automation.



Oak Labs digital mirror

The second trend highlighted by Mr. Rossi concentrates on the emergence of new firms. While many are available, thanks in part to crowdfunding, there are only a few who can do it well.

Kickstarter campaigns have been launched for everything from film to video games, music and technology. These efforts have been ripe with innovation, but only a few truly create new opportunities for growth and development.

Mr. Rossi mentioned that 50 million new companies came to into fruition through kickstarter methods, about 137,000 every day. Marketers must be aware of this growing trend because competition is no longer the big name brands, but can be anyone and anywhere.



Image courtesy of Hugo Boss

In his last point, Mr. Rossi underscored that brands can no longer control all aspects of the consumer journey in the digital age. Today's environment does not provide an "I control" approach, but rather an "everyone does" due to the multitude of ways consumers are able to shop.

The consumer can now shop for exactly what she wants, by product, price point or brand. Today's consumers live in a meritocratic climate occurring in real time. To demonstrate his point, Mr Rossi shared that as many as 89 percent of consumers began doing business with a competitor before making a purchase, often navigating away from the starting point following poor customer experience.

Despite these changes that will give cause to new strategies and marketing approaches, Mr. Rossi explained that autonomous driving will be the single most disruptive technology to-date.



Audi A7, a piloted vehicle

Although consumers remain hesitant to fully embrace driverless automobiles, with only 35 percent of surveyed respondents feeling it is the future of driving ([see story](#)), this combined with the sharing economy, which has only scratched the surface, this shift in behavior will create an entirely new, always on, omnichannel infrastructure.

While this shift creates challenges such as a decline in automotive sales and a drop in vehicle ownership by nearly 50 percent, there are also opportunities to be had. The driverless, sharing economy would open up potential for fleet management firms, new technologies and mapping systems.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.