WINNING IN THE DIGITAL ECONOMY

Paal Fure

Dentsu Aegis Network Nordic
#1 marketing business partner
If you’re not a startup, you’re a turnaround
THE HAVES
the have-nots
overestimate

underestimate
SOCIOLOGICAL ACCELERATION DRIVES INNOVATION AND GENERATES CULTURAL TURBULENCE
TECHNOLOGICAL CONVERGENCE IS CHALLENGING EVERY INDUSTRY AND INCREASING COMPETITION
MORE

For less
BETTER

Faster
MORE
GOOD
Less evil
WINNING WITH DATA
UNDERSTAND AND COMPETE ON CONSUMER JOURNEYS
DATA, ANALYTICS, INTELLIGENCE AND INSIGHTS
THE CLASSIC JOURNEY

- Consider
- Advocate
- Bond
- Evaluate
- Buy
- Experience
THE CUSTOMER JOURNEY

IN APP
THE CUSTOMER JOURNEY

IN COMMUNITIES
IN WALLED GARDENS
IN COMMERCE
IN 000

• Connected Commerce
• SEO
• Social
IN TRANSACTIONS
BY SENSORS

• Client Service
• Reward Program
• CRM
IN·VOICE

THE CUSTOMER JOURNEY

Social
IN MESSAGING
THE FUTURE BELONGS TO THE FAST
WINNING IN THE DIGITAL ECONOMY

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