

# DIGITAL MARKETING AND ECOMMERCE

Maximising returns and building competitive advantage

**KEITH WEED** 

#### Radical change in path to purchase redesigning our opportunities to influence for purchase

NOW

product

website

### **BEFORE** ENGAGEMENT NGAGEMENT **CONSIDERATON** INTENT **PURCHASE**

#### view use video download product coupon research product Take visit deal compare photo / site video prices view ads purchase consult upload

to media

share

opinion

Engage in

retailer discussion

visit e

commerce

visit

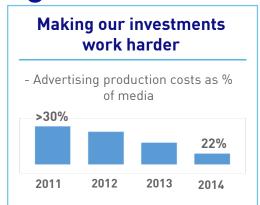
store

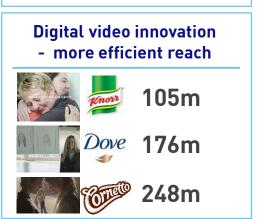
friends

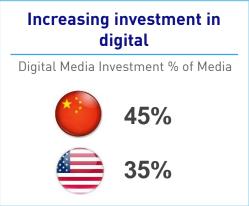
read

reviews

### Winning and maximising returns from investments in digital and technology







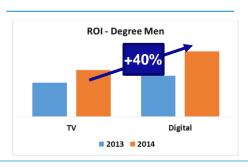


#### Programmatic competitive advantage



Hypertargeting at scale. First trading desk transacting on 100% viewability

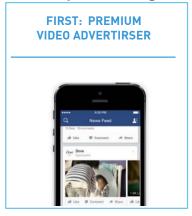
#### Greater return on digital investments



#### Unilever's focus for marketing in a connected world

- Shaping the digital industry landscape for competitive advantage
- Highly skilled in digital marketing and ecommerce to win today and tomorrow
  - Data driven customisation
  - Mobile first: personalisation at scale
  - Building world class capabilities
  - Monetising the route to market

Leveraging scale and pioneering on CPG platforms e.g. Facebook













Leveraging scale to drive innovation on the next platforms









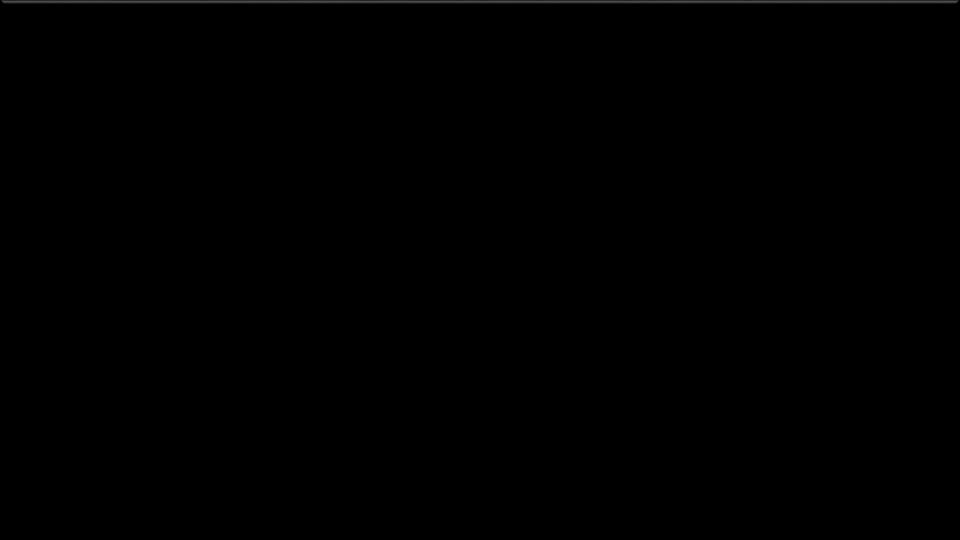




 Pioneering with start-ups: more effective and efficient ways of marketing

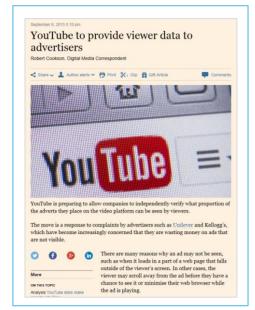


- NewAer: Embedding iBeacon technology
- Digital Genius: Leveraging artificial intelligence
- 80 pilots, 38 start-ups scaled



 Shaping industry standards on viewability, verification & value to maximise ROMI







Source: Financial Times

Source: Financial Times

Source: Wall Street Journal

 Shaping industry standards on viewability, verification & value to maximise ROMI

YouTube to provide viewer data to

September 6, 2015 5:10 pm

advertisers



'Keith Weed, chief marketing officer at **Unilever**, the consumer goods group whose brands include Dove shampoo and Hellmann's mayonnaise, said Facebook's move to give advertisers greater transparency was "very encouraging".'

Alt present, brands are charged by Facebook when even a tiny fraction of the ad appears on a user's screen.

Sign up now

Keith Weed, chief marketing officer at Unilever, the

Source: Financial Times

YouTube is preparing to allow companies to independently verify what proportion of

'Unilever, the consumer goods group and second-largest advertiser in the world, has been particularly vocal about the need for much greater transparency in the market for

### THE WALL STREET JOURNAL.

Twitter Finally Rolls Out Auto-Play Video

"We want to get what we pay for," said Keith Weed, chief marketing officer of Unilever, one of the world's top advertisers.





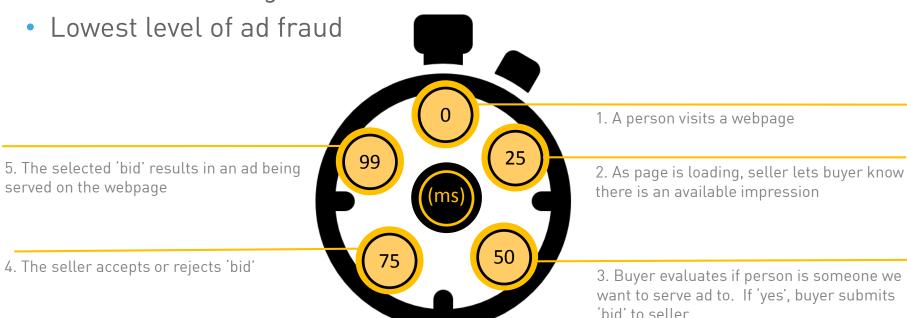
Source: Financial Times

online advertising."

Source: Wall Street Journal

#### 2. Data driven customisation

 Hypertargeting and more efficiently buying media through the ULTRA automated trading desk



THE FOLLOWING PREVIEW HAS BEEN APPROVED

BY THE MOTION PICTURE ASSOCIATION OF FLAGCX

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BY THE MOTION PICTURE ASSOCIATION OF FLAGCX

#### 2. Data driven customisation

- Using consumer search queries to predict trends
- Match consumer needs with content and purchase opportunity



## Get Started ▶

#### 3. Mobile first: personalisation at scale

 Unlocking the power of location, weather and interest data to identify audiences through micro targeting

FROM:



TO: Location and weather targeting



#### 4. Building world class capabilities

 People Data Centres (PDC) providing real time insights to people related questions through the combination of live data sources















- €4m saved in 6months
- 220,000 conversations listened to per day
- 10 core languages
- Consumer Engagement Centres: 10m engaged per year (5.4m conversations)
- People Relationship Marketing (107m records)

#### 4. Building world class capabilities

 Investment in digital companies, insourcing leading edge expertise, knowledge and insight to help us learn fast, then scale.



 Mobile database marketing in emerging markets



User generated content for visual commerce and marketing



 Music licensing for advertising



 Content management across platforms



eCommerce retail



Fast, low cost on-line research

#### 5. From 'like' to 'buy': Monetising the route to market

• Partnerships to drive scale Alibaba.com Instacort







 Focused execution for competitive experience





Building infrastructure for greater purchasing influence





#### 5. From 'like' to 'buy': Monetising the route to market



Connecting our shoppers with their trusted neighbourhood traditional trade grocer for home delivery of FMCG shopping needs, via the internet



#### **Summary:**

- Shaping the digital industry landscape for competitive advantage
- Highly skilled in digital marketing and ecommerce to win today and tomorrow
  - Data driven customisation
  - Mobile first: personalisation at scale
  - Building world class capabilities
  - Monetising the route to market