

GET READY FOR **MARKETING 2020**



PROF STEVEN VAN BELLEGHEM | WWW.STEVENVANBELLEGHEM.COM

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THE **2020** CONSUMER IS COMING

B CONVERSATIONAL

b-conversational.com  twitter.com/stevenVBe





IN CASE OF FIRE



**EXIT BUILDING
BEFORE TWEETING
ABOUT IT**



HE'S COMING...
HE'S COMING FAST!

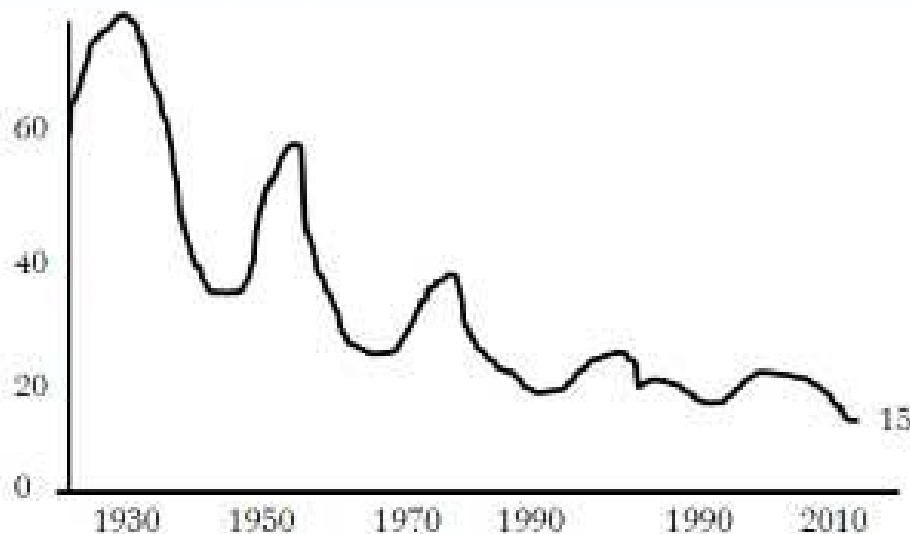






Every business will change
Every company will need to change

**Average lifetime of S&P 500 companies
has declined to 15 years**



Source: The Shift Index; Deloitte's Center for the Edge

55

Innovation in the Financial industry?



THE WORLD'S TOP 10 MOST INNOVATIVE COMPANIES IN FINANCE

BY: FAST COMPANY STAFF



471



197



485

1_SQUARE

For upending the credit card transaction-fee model for more than 2 million businesses by offering flat-rate processing.

2_OPENGAMMA

For cracking the secret world of capital markets by creating open-source risk-management software.

3_LENDING CLUB

For bringing peer-to-peer lending to the mainstream--to the tune of \$1 billion in loans to prime borrowers.

4_KABBAGE

For using unconventional data like shipping history to extend short-term loans to small merchants.

5_BILLGUARD

For scouring the web to return \$1 million in fraudulent charges and stalled refunds to debit and credit card users.

6_PAYPAL



It happens everywhere!

At high speed!







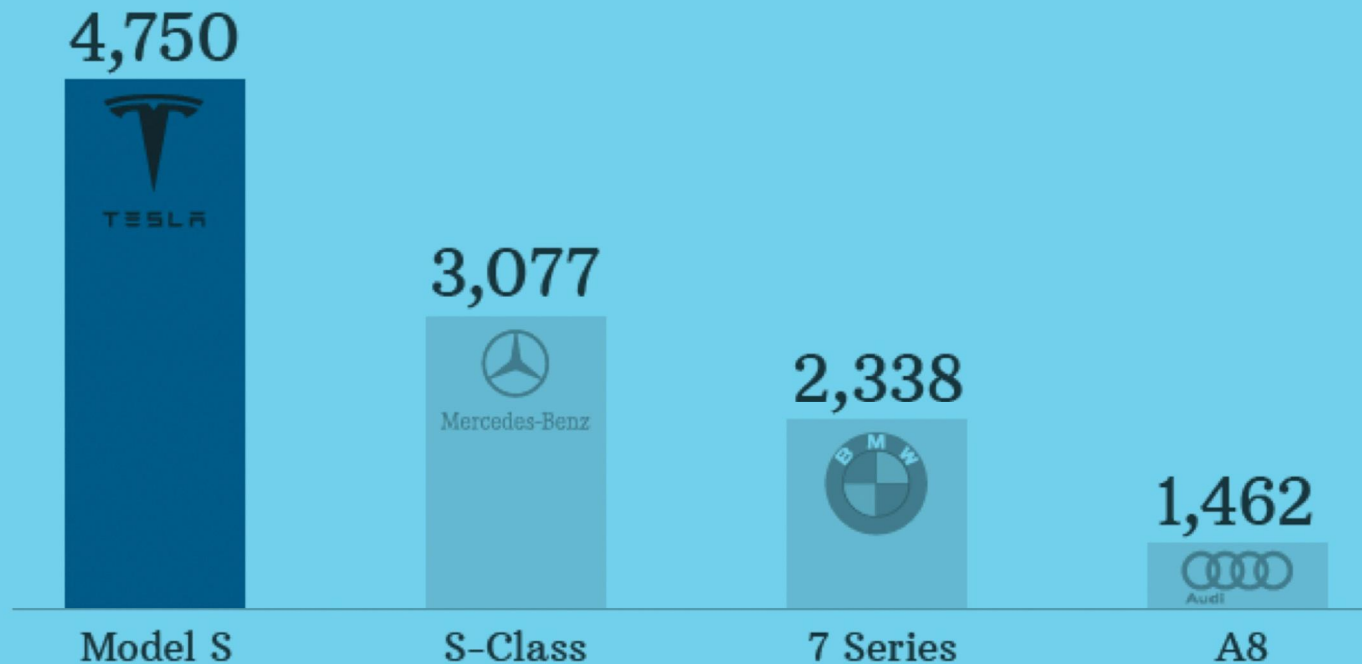
It happens everywhere!

At high speed!




In no time, a new car brand grabbed a significant market share in the premium market. Nobody gave Tesla a chance, but they have fundamentally changed the perception of electronic cars and are now the market leaders.

First quarter sales



NOTE: TESLA ESTIMATED AS TESLA DOES NOT PROVIDE MONTHLY SALES DATA; SOURCE: LMC AUTOMOTIVE





HOW TO **PREPARE** FOR THE 2020 CONSUMER

**Extreme
customer
centricity**

**Technology
as a
facilitator**

**Selling
without
selling**



Booking.com has mastered the art of selling without selling.

Content-based and with an understanding of how to seduce people:

- scarcity
- user-generated
- content,
- easy to buy,
- use data to customize

VISHANDEL *Geert & Chris*

48



CoolBlue, the online retailer,
builds an offline showroom.
They have built a 3D catalogue.

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2020

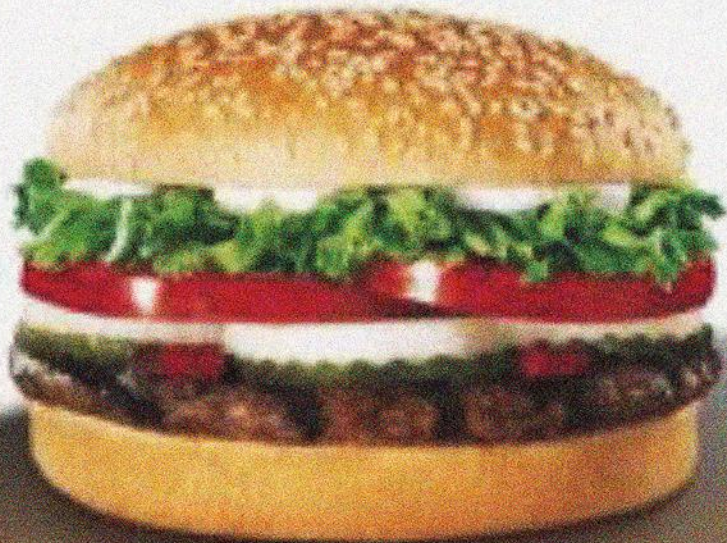
NO MERCY FOR
BAD BEHAVIOR



We waited
30 min
NO SERVICE

BURGER KING WHOPPER

ADVERTISEMENTS



ACTUAL BURGER

- MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP



MCDONALDS

BIG MAC

ADVERTISEMENTS



ACTUAL BURGER

- MOST ATTRACTIVE ANGLE





HOPE BAGOZZI

Director of Marketing, McDonald's Canada

Behind the scenes at a McDonald's photo shoot



McDonaldsCanada - 66 video's



Abonneren

7.843

8.340.761

21.240

4.056





Behind the scenes at a McDonald's photo shoot



McDonaldsCanada · 66 video's



Abonneren

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Leuk



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Behind the scenes at a McDonald's photo shoot



McDonaldsCanada · 66 video's



Abonneren

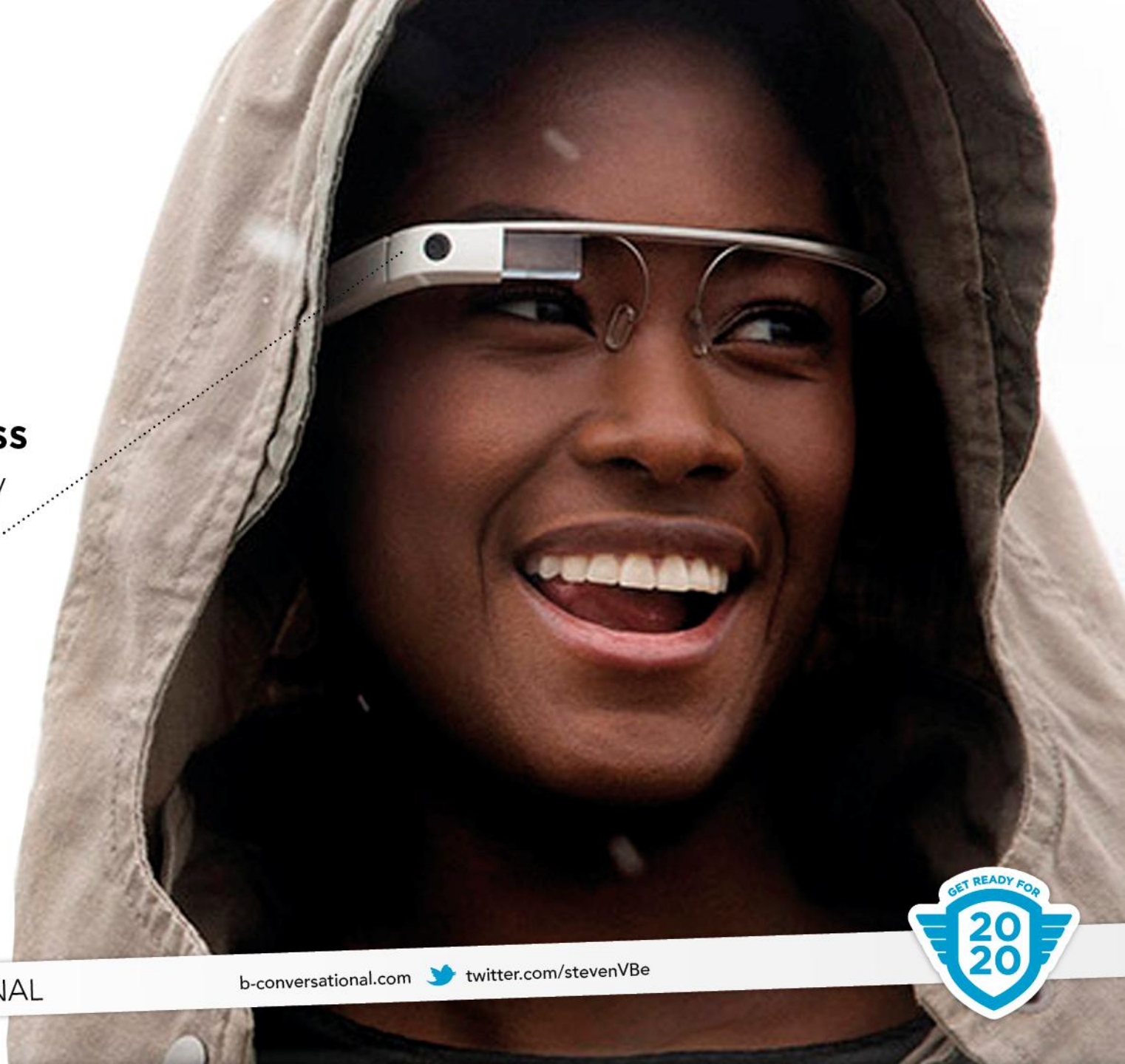
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Google Glass
is on it's way

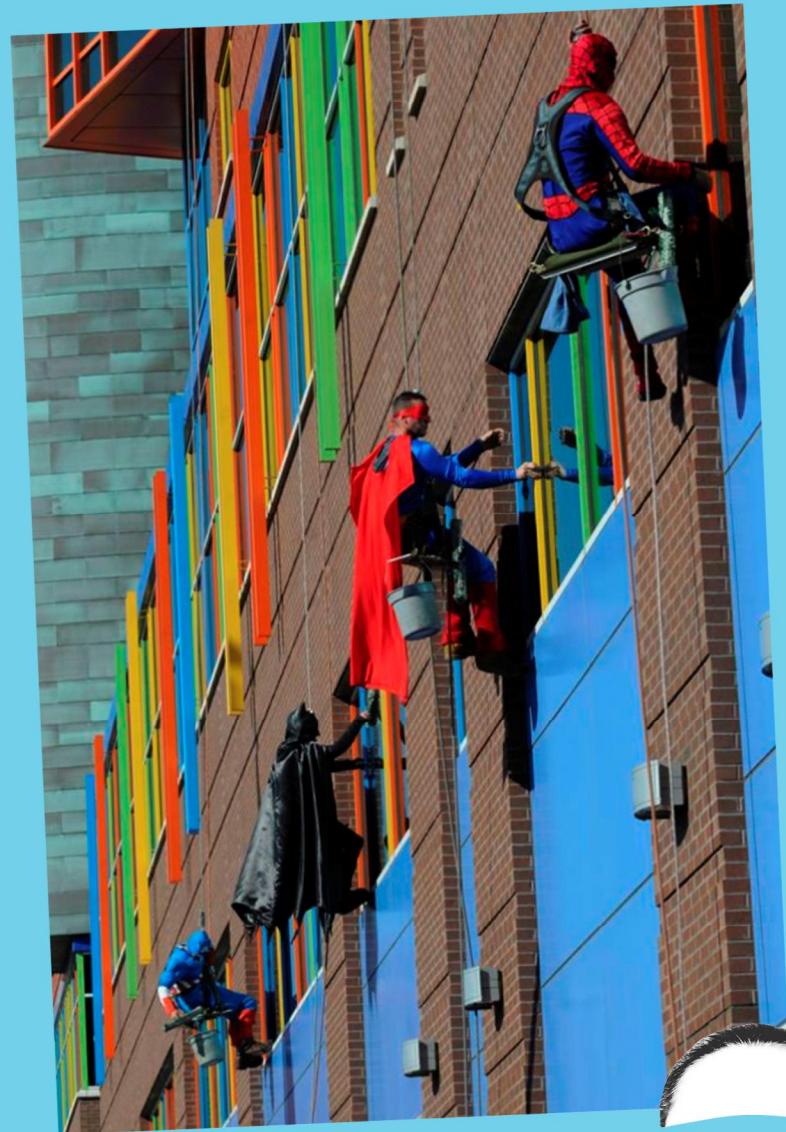


FROM A GREAT EXPERIENCE TO SYMBOLS OF **EXTREME CUSTOMER CENTRICITY**



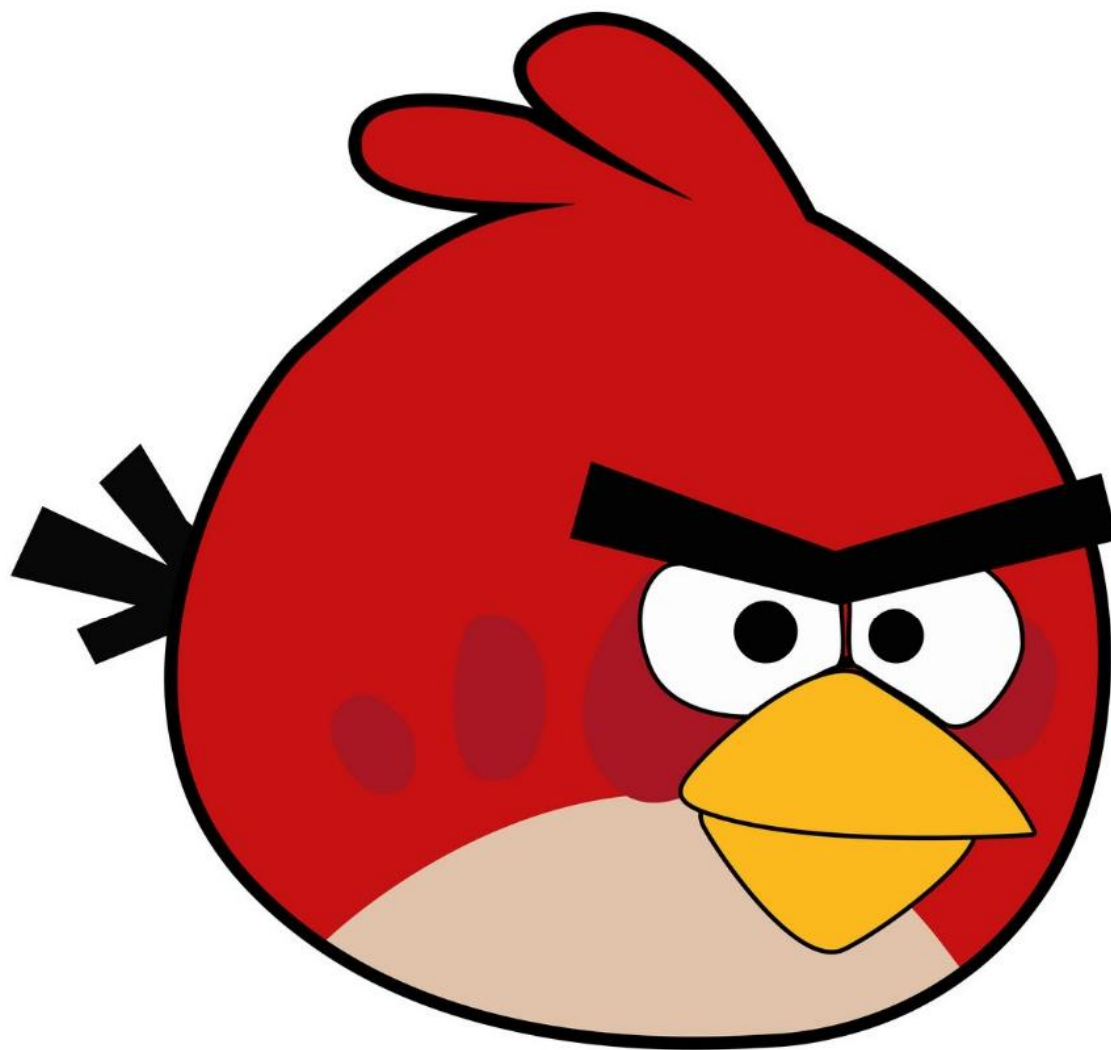
**Window cleaners at a
children's hospital dressed
up in super hero suits.**

A wonderful touch that
brought a smile to the
children's faces.



Don't look for the next BIG thing,
Look for the next 100 small things.





FAST

EASY

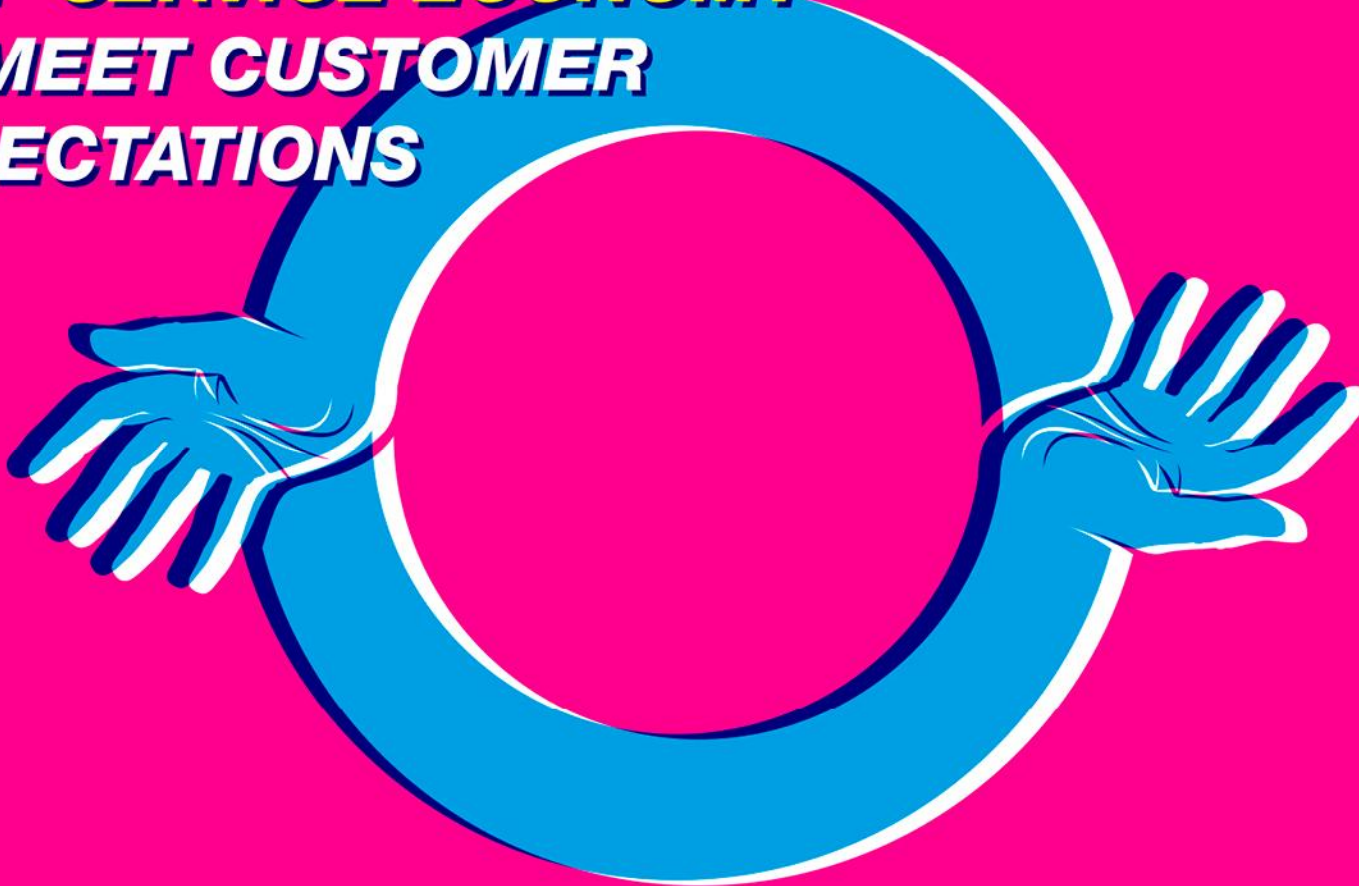
FUN

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TOWARDS A NEW SELF-SERVICE ECONOMY TO MEET CUSTOMER EXPECTATIONS



IN ASSOCIATION WITH



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**CONSUMER DATA
IS THE SECRET
WEAPON THAT
TAKES THE
SELF-SERVICE
ECONOMY TO
THE NEXT LEVEL**



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Meanwhile, **consumers are leaving a data trail.** These data can be used to intensify customer relations.





The key question for every company:

“Why are we using customer data?”



The new customer relationship is based on data. For companies to make more money they need to **use that data to intensify that relationship.** If they focus on making money instead, they may damage the customer relationship and lose money.



Data should enable us to change the consumer's mindset. **From the average consumer to the individual consumer.**

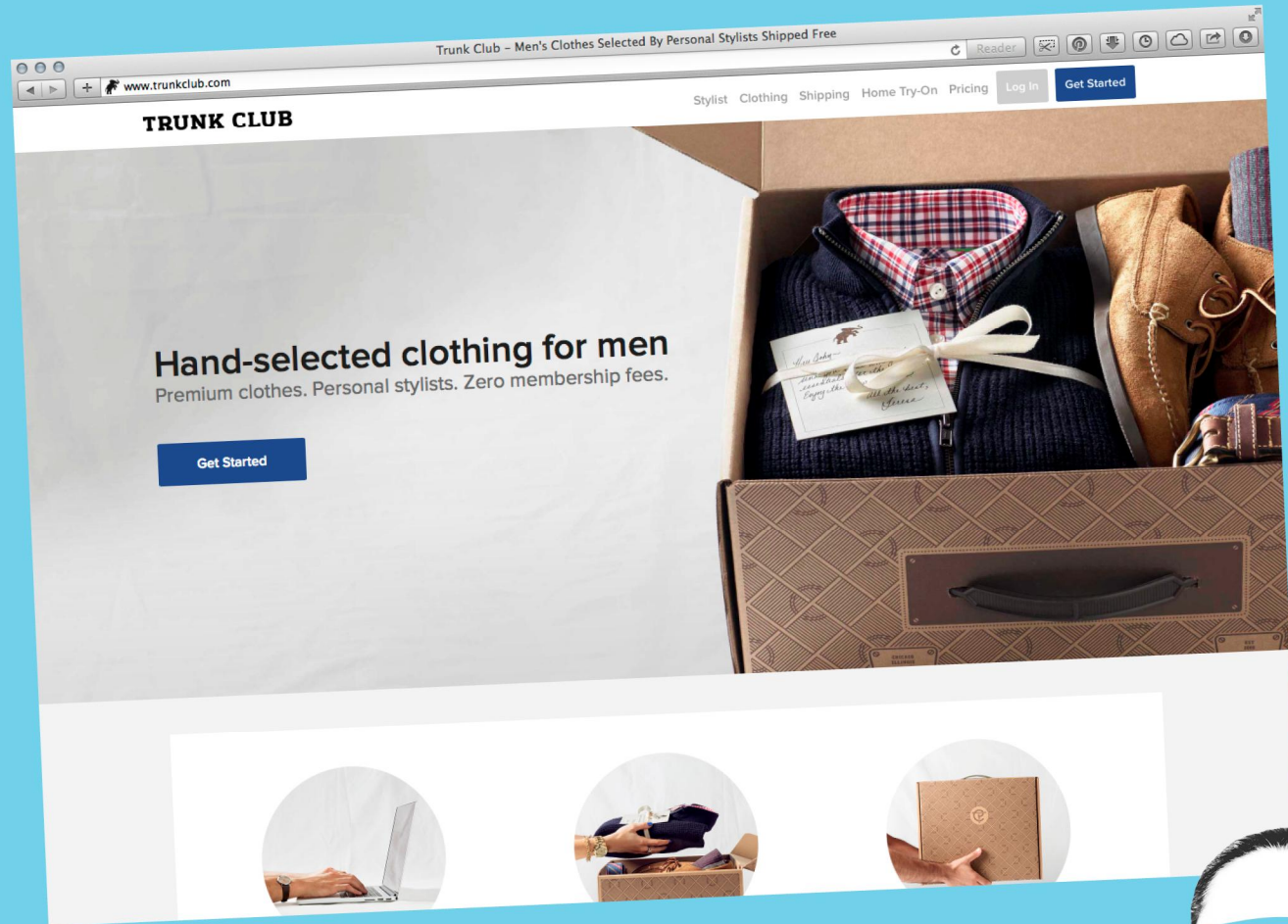
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Trunk club understands its target group.

Everyone receives a personalized offer based on the collected data.



A hand holding a glowing Mickey Mouse MagicBand over a golden Mickey Mouse head. The MagicBand is red and black with a glowing green Mickey Mouse head on it. The background is a blurred image of a person's arm and hand.

ENHANCE
EXPERIENCE

MAKE MORE
MONEY

MAKE IT MORE
EFFICIENT

MyMagic+ from Disney.

Know more about your guests to increase service quality and encourage them to book restaurants and rides.

**Extreme
customer
centricity**

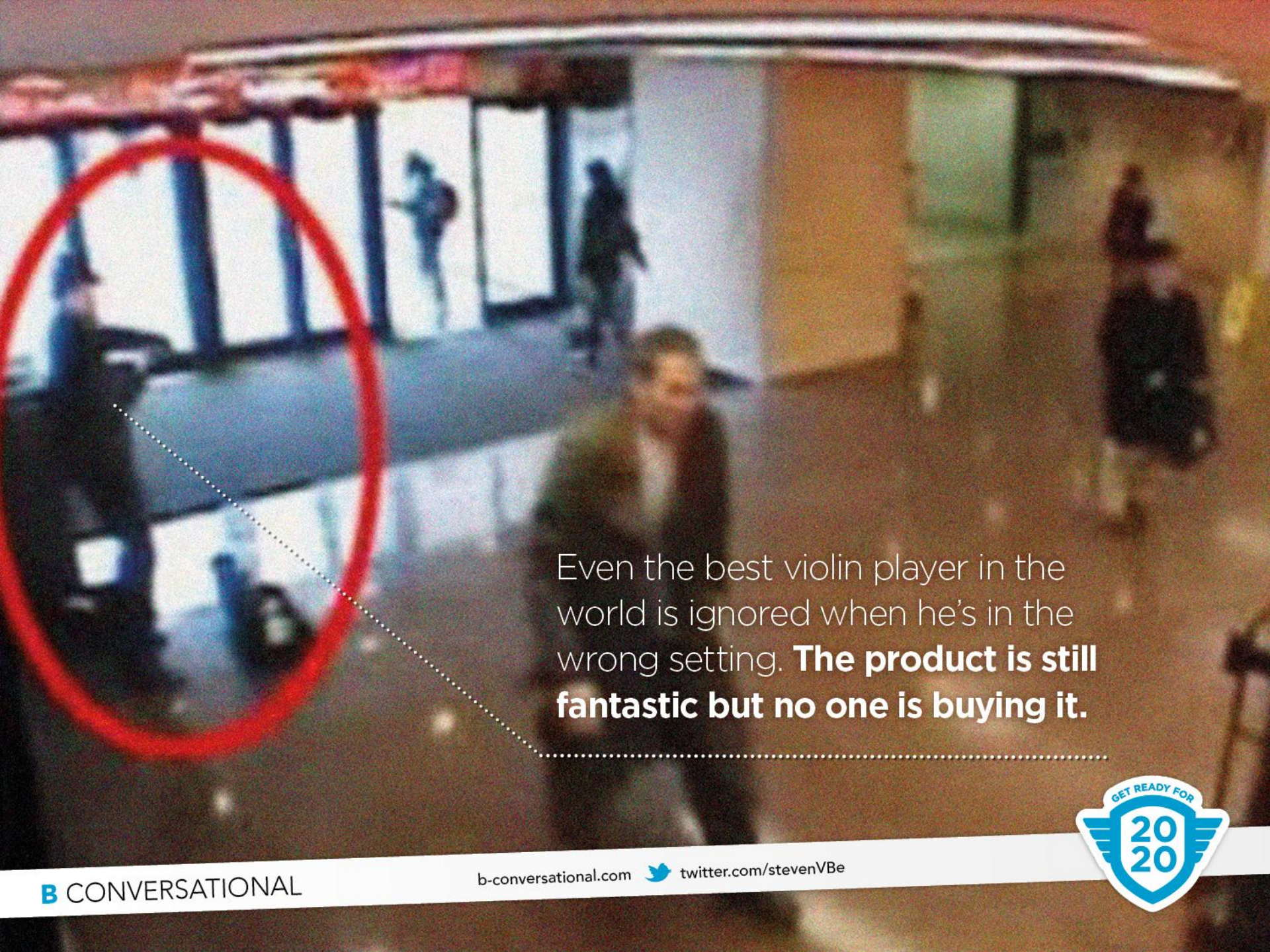
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IT'S NOT
ABOUT YOUR
PRODUCT,
**IT'S ABOUT
YOUR STORY**







Even the best violin player in the world is ignored when he's in the wrong setting. **The product is still fantastic but no one is buying it.**



SUCCESSFUL STORY=
ADDED VALUE
INSPIRATION FOR
CONSUMERS
THE RIGHT CONTEXT

SELLING WITHOUT SELLING IS **THE FUTURE OF SELLING**



Fun Runs

10 Wacky Races to Help You
Get Fit in 2013

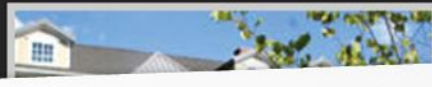
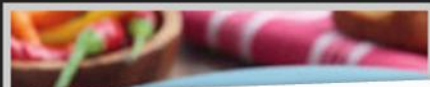
A site is not about the products,
it is about sharing inspiring stories



**Tailgating: This Recipe Works
With Ribs as Well as Wings**



**Fun to Watch: New Center Turns
Recycling Into Entertainment**



It works in every industry...



Even in the most boring industry in the world...



Welcome to our official Facebook page!



Maersk Line

1.086.356 personen vinden dit leuk · 19.206 praten hierover

 Vind ik leuk

Bericht 

Maersk Line is the world's largest container shipping company. Learn more about what we do in social media: <http://maersklinesocial.com/>

Info – Een bewerking voorstellen



Foto's



House rules



Pinterest



Our tweeters

5 ▾

Episode 22: "Arrival in Singapore and the loss of a dedicated flying fan"

Niels Vestergaard Pedersen Master, Mærsk Mc-Kinney Møller 01/10/2013 0 Comments

Like 4 Tweet 9 Share 2 Pin it +1 0 Email 0 Subscribe

Captains of the #TripleE

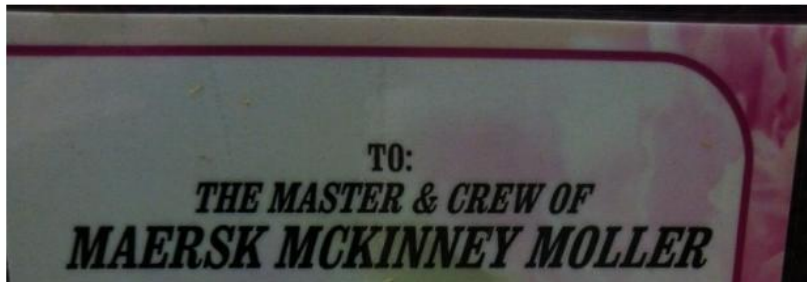
Dear all,

Friday morning the Mærsk Mc-Kinney Møller arrived in Singapore, the biggest transit port in our network.

A ceremony was held at the PSA headquarter, the owner of the port. Afterwards many invited guests came on board for a visit and a briefing, followed by lunch on the quay side.

Now heading north en route to Hong Kong, where the next fantastic maiden voyage event will take place.

Unfortunately, our two-legged follower during the past 3 weeks passed away just before arrival to Singapore, despite the crew's efforts to feed the bird with water and food.



Tweets

Follow

Maersk Line @MaerskLine 5h
Syria's shipping trade is heavily affected by war. | @DailyStarLeb | maerskl.in/GOWKYc
Expand

Maersk Line @MaerskLine 22h
RT @alex512: @MaerskLine can you tell if this is one of yours?? :)
pic.twitter.com/aU35OTXVIB
No, we can't tell but we can ask around!
Show Photo

Maersk Line @MaerskLine 22h
Rethinking the fleet: A glimpse into the #MaerskLine future | @ShippingWatch |
Tweet to @MaerskLine

Our employees on Twitter

Tweets from a list by Maersk Line

Jacob A. Sterling @jacobasterling 25m
Blog: Make sure your FSC products are not transported in containers with unsustainable wood floors
maersklineroute2.com/articles/knock... #fscingoodcompany
Expand

TV 2 NEWS @tv2newsdk 1h
#breaking A.P. Møller og Hustru

INCREASE THE IMPACT THROUGH **A SHARED PURPOSE**



PURPOSE

**Extreme
customer
centricity**

**Technology
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**Selling
without
selling**

GOOD LUCK ON YOUR JOURNEY!

✉ Steven@VanBellegghem.Biz

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