

# Building Your Brand in an eCommerce Environment



1<sup>st</sup> Apr 2021

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# On this Webinar....



**KANTAR**

Pablo Gomez  
Chief Digital Officer  
Insights Division  
KANTAR



**WFA**

Ranji David  
Director - Asia  
Marketing Services  
**WFA**

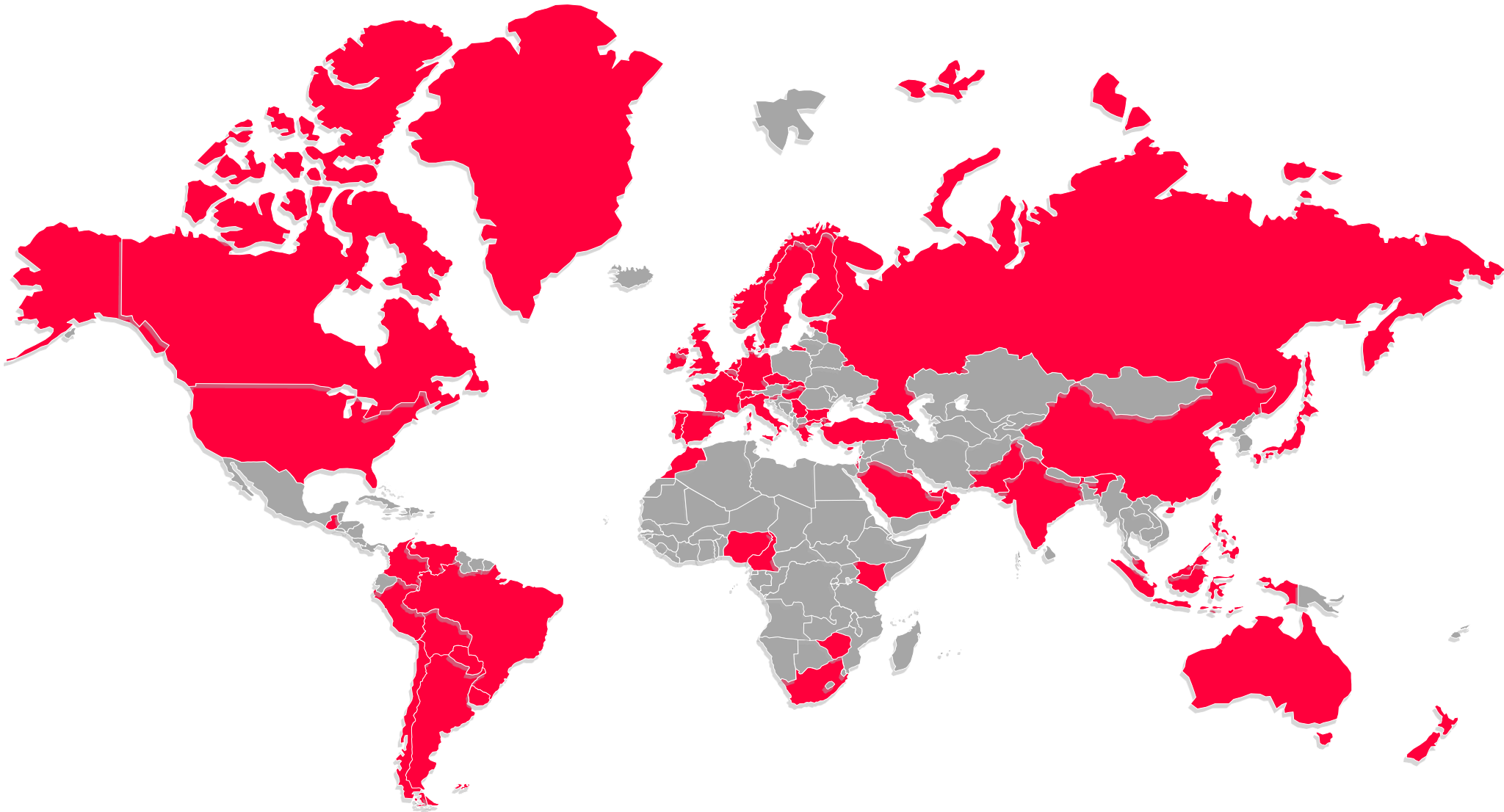


**WFA**

Joel Gan  
Manager - Asia  
Events  
**WFA**

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# Putting the **World** into the **WFA**...



# A Global fraternity of 125 Brands



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# Our Purpose?

- Capitalizing on the collective intelligence and resource of our network.



- Safeguarding & championing our members' ability to market their products and services.

# WFA's Better Marketing Pod

with David Wheldon

WFA



## Previous and upcoming guests:



**Conny Braams**  
Chief Digital and Marketing Officer, Unilever



**Lubomira Rochet**  
Chief Digital Officer, L'Oréal



**Jerry Daykin**  
WFA Global Diversity Ambassador and Senior Media Director EMEA, GSK Consumer Healthcare



**Belinda Smith**  
WFA Global Diversity Ambassador and CEO, Americas, m/SIX



**Paul Kemp-Robertson**  
Co-founder, Contagious



**Sir Martin Sorrell**  
Executive Chairman, S4 Capital



**Ivan Pollard**  
SVP, Global Chief Marketing Officer, General Mills



**Jon Wilkins**  
Chairman, Karmarama



**Raja Rajamannar**  
WFA President and Chief Marketing & Communications Officer, Mastercard

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Raja Rajamannar



Isabel Massey

Mark Ritson

Johan Rockström

Chatri Sityodtong

Jane Wakely

Andrew Wu



# Building Your Brand in an eCommerce Environment



1<sup>st</sup> Apr 2021



# KANTAR

## Building Brands in eCommerce

Pablo Gomez  
Chief Digital Officer Kantar  
Insights

April 2021



# Welcome to the age of eCommerce

**Asia Pacific** will outpace the rest of the world, with a forecasted **growth** of 25% or USD 2.3 trillion, representing a whopping 64.3% of global **e-commerce** spending.

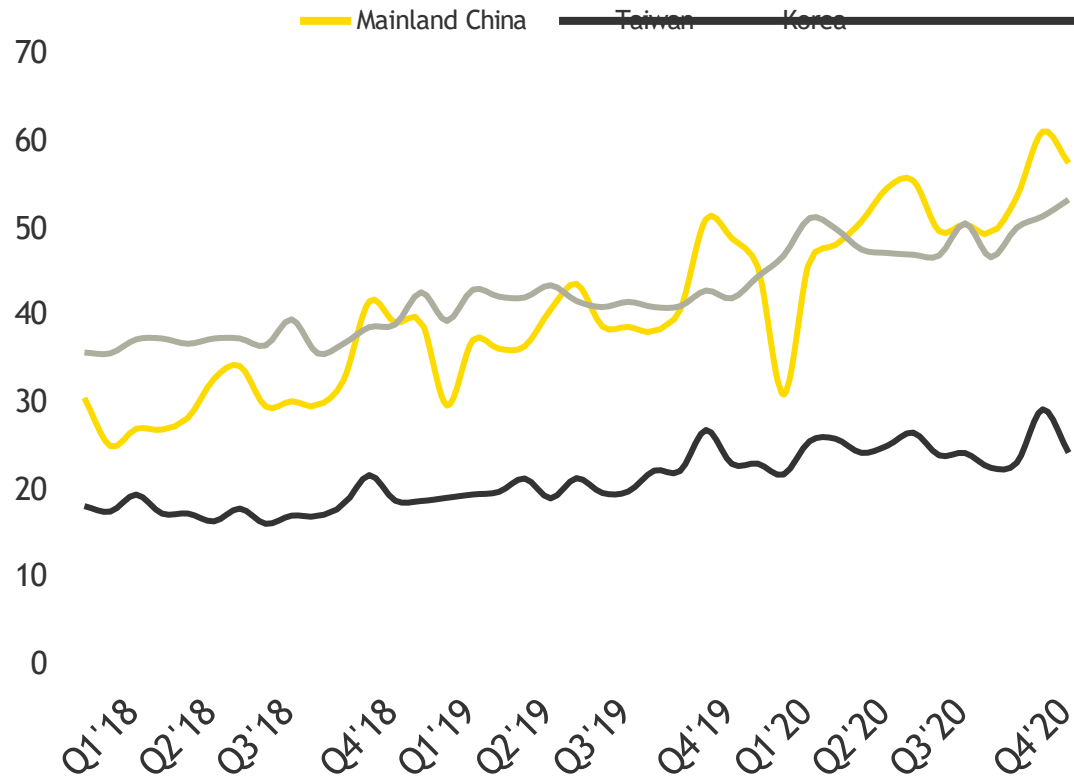
eCommerce is creating a deep disruption, not only on distribution and retail but in how brands communicate and connect with consumers.



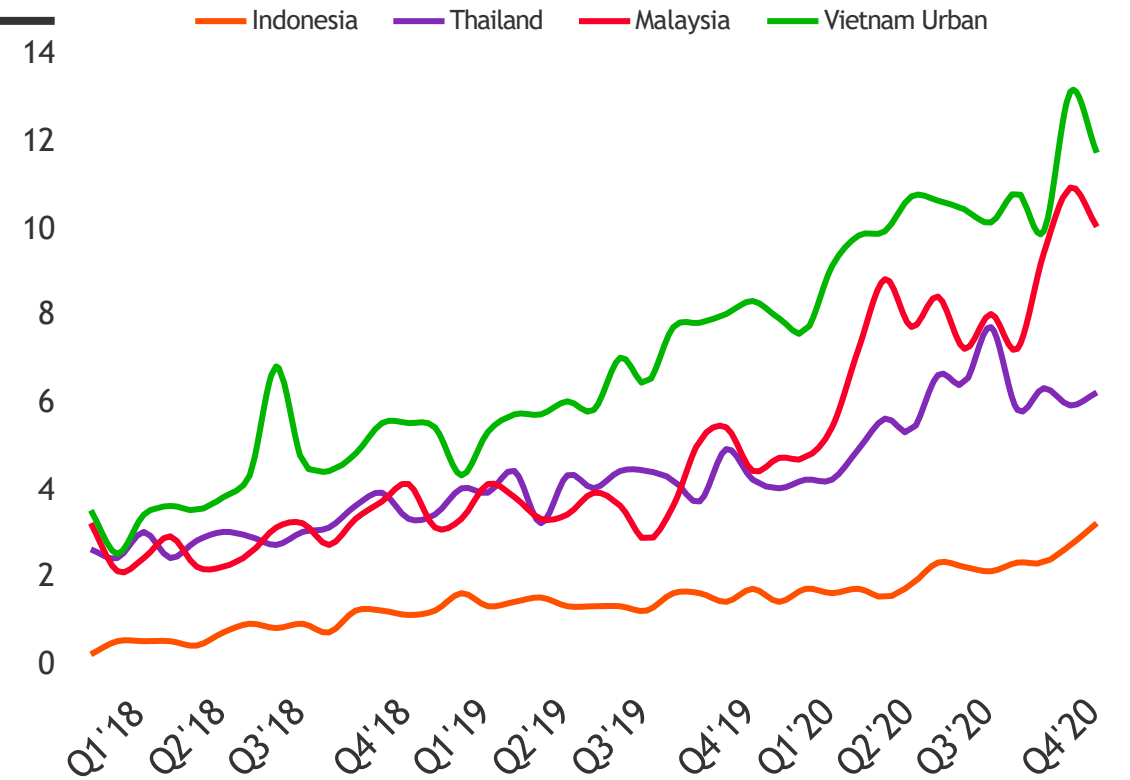
# Adoption have finally happened

+50% of the online shoppers in SEA in 2020 were new

## North Asia - 4 w/e Trended Ecommerce Penetration



## Southeast Asia - 4 w/e Trended Ecommerce Penetration



# KANTAR

Driver:  
this happened before

SARS has been considered the "genesis" of the ecommerce in china, when Chinese people Unwilling to go out for anything but the essentials, began shopping online.

*Source: Quartz April 2016: China's Internet got a strange and lasting boost from the SARS epidemic.  
CNBC: The SARS epidemic threatened Alibaba's survival in 2003*

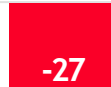




# E-commerce and food delivery services continue to thrive

## Channel impact vs. pre-pandemic

Increase most evident in SG (+68%), KR (+61%), MY (+58%)



E-commerce websites

Meal delivery via app

Physical outlets

## Change in category spend over next 3 months

Increase most evident among TH consumers (+61%)



More adverse impacts on OOH dining in PH (-56%), ID (-50%), followed by KR (-38%)



Food delivery services

Food take-away / take-out

Dining out\*

\*Dining out includes Fine dining, Casual dining, QSR, Street vendors / Hawkers / TFOs



## The Prize is Big

The e-commerce retail market, excluding China, may grow to \$2.8 trillion by 2025. “the sheer size of the e-commerce market and its future growth makes it too big to stay out of.”

*Jitendra Waral, Bloomberg Intelligence analyst*



# eCommerce disruption goes beyond that, it is shaping ad world

Forbes

## Instagram Shopping - A New Dawn For Social Commerce



Anthony Svirskis Contributor

Media

I write about winners, losers and trends in social media and influencer marketing.



Instagram Shops brings customers closer, and allow for live shopping streams. GETTY

Menu Search

Bloomberg

Sign In Subscribe



Photographer: Chris McGrath/Getty Images

Checkout

## Google Plans to Make YouTube a Major Shopping Destination

By Mark Bergen and Lucas Shaw

9 October 2020, 19:00 GMT+8 Updated on 10 October 2020, 01:11 GMT+8

- ▶ Some creators asked to track products for e-commerce catalog
- ▶ YouTube tests integration with Shopify for creator merchandise

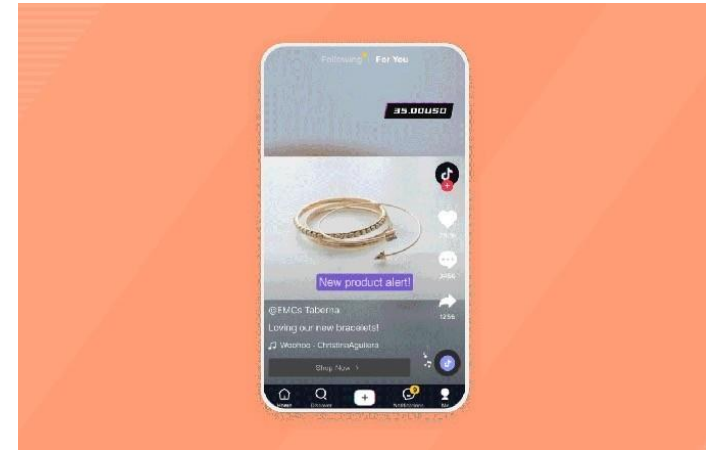
LISTEN TO ARTICLE

▶ 4:05

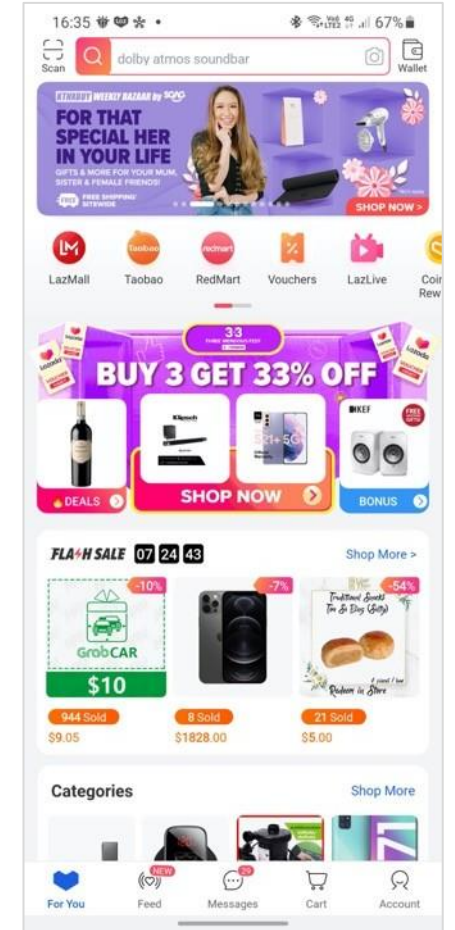
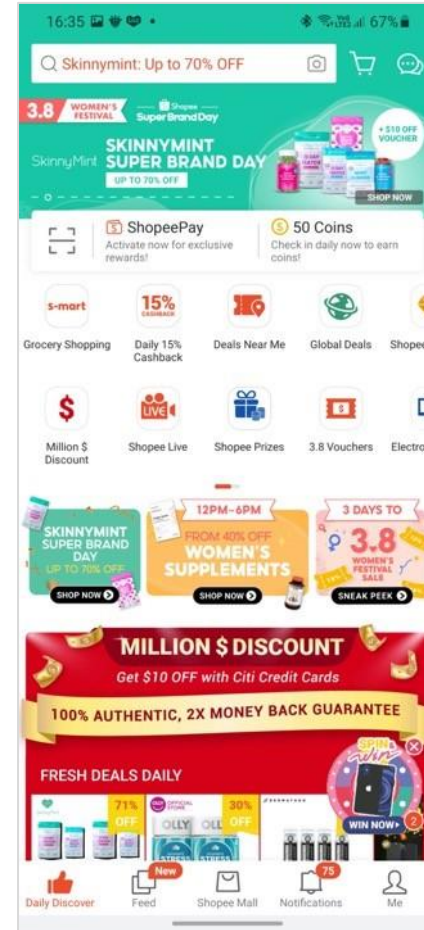
Every toy, gadget and good you see on YouTube could soon be for sale online - not on Amazon, but right on YouTube itself.



## TikTok's Testing a New, Shoppable Live-stream Experience



Marketers what to know:  
How can I grow my brand  
in e-commerce?

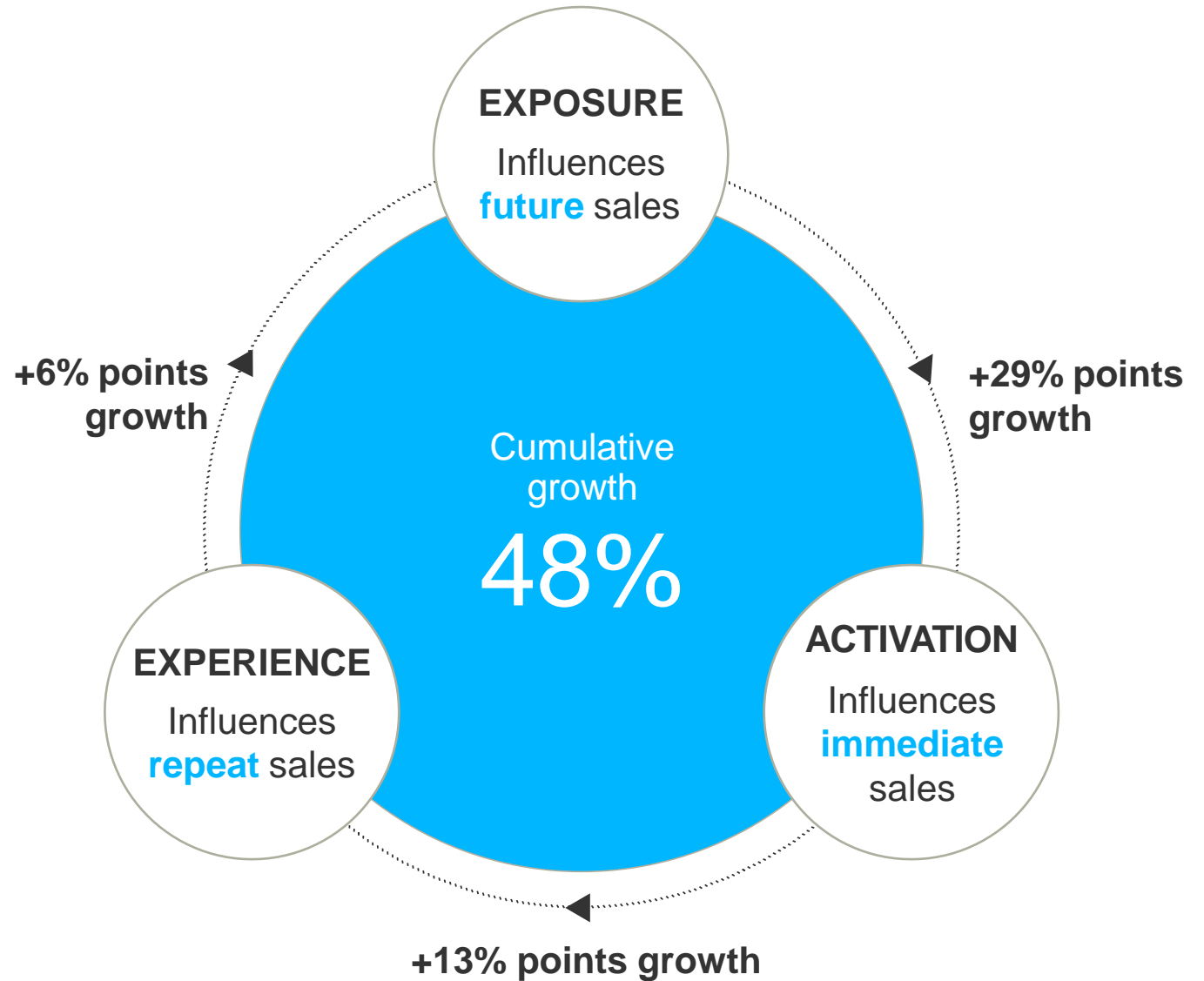


The key is still influencing future sales.

Positive experience helps retain existing customers. Every retained user is one less new user the brand needs to acquire in order to grow

Exposure has the most impact on growth by predisposing new users to choose the brand

Activation ensures that predisposed shoppers buy the brand or convinces the undisposed to choose it during search and shopping





# Building long term influence is a good practice

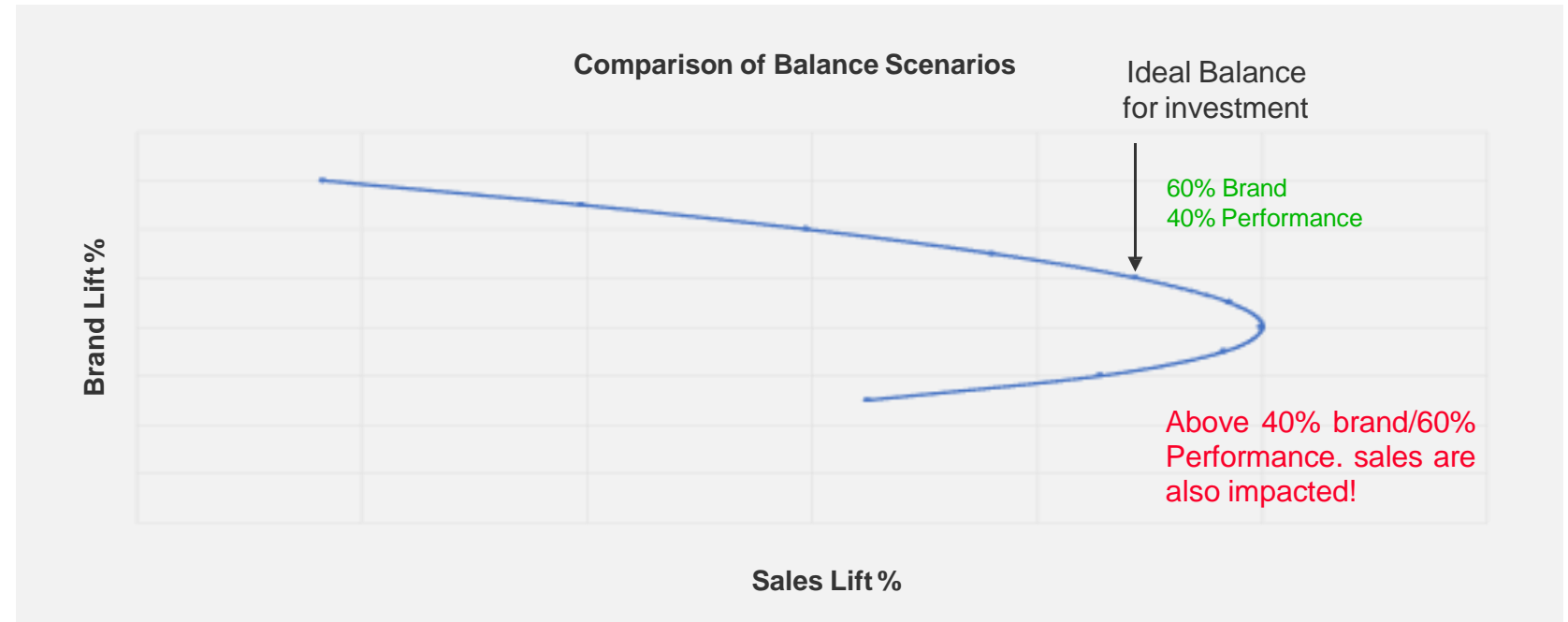
## Creating a more efficient omni-channel media presence

### Challenge

- Brands focus only on conversion
- Don't know how to connect with consumers in eCommerce platforms.
- Small and challenger Direct To Consumer (DTC) brands increasing market share

### Opportunities

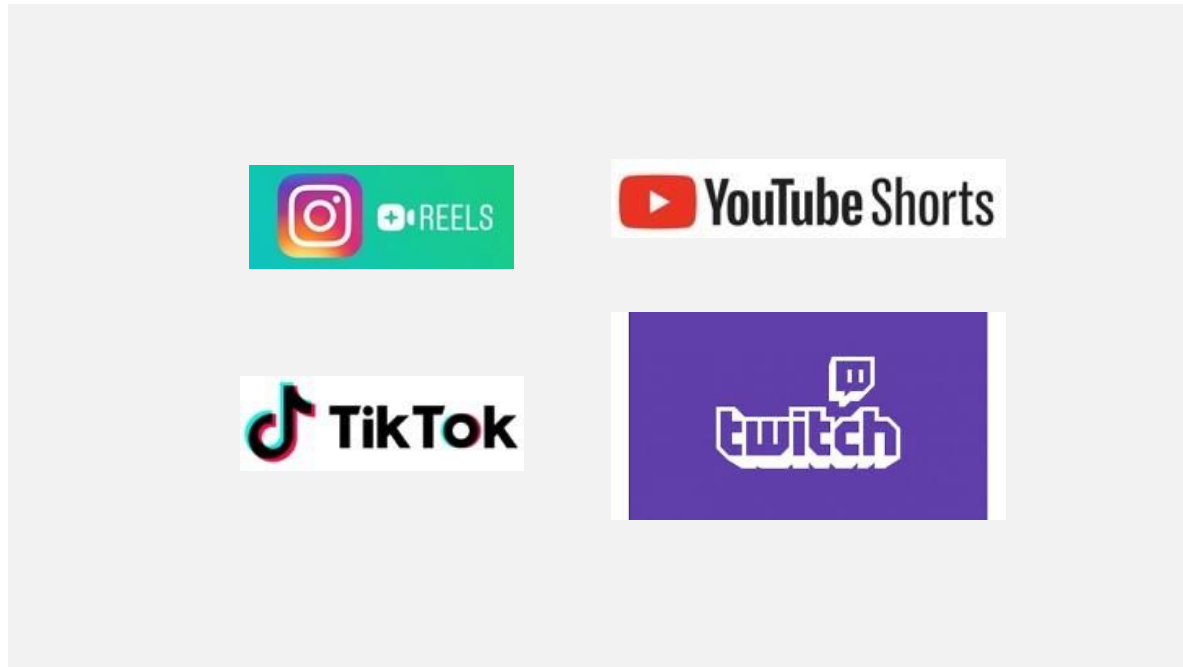
Brands will have to balance and reimagine their brand and D2C strategy to provide the best consumer experience.



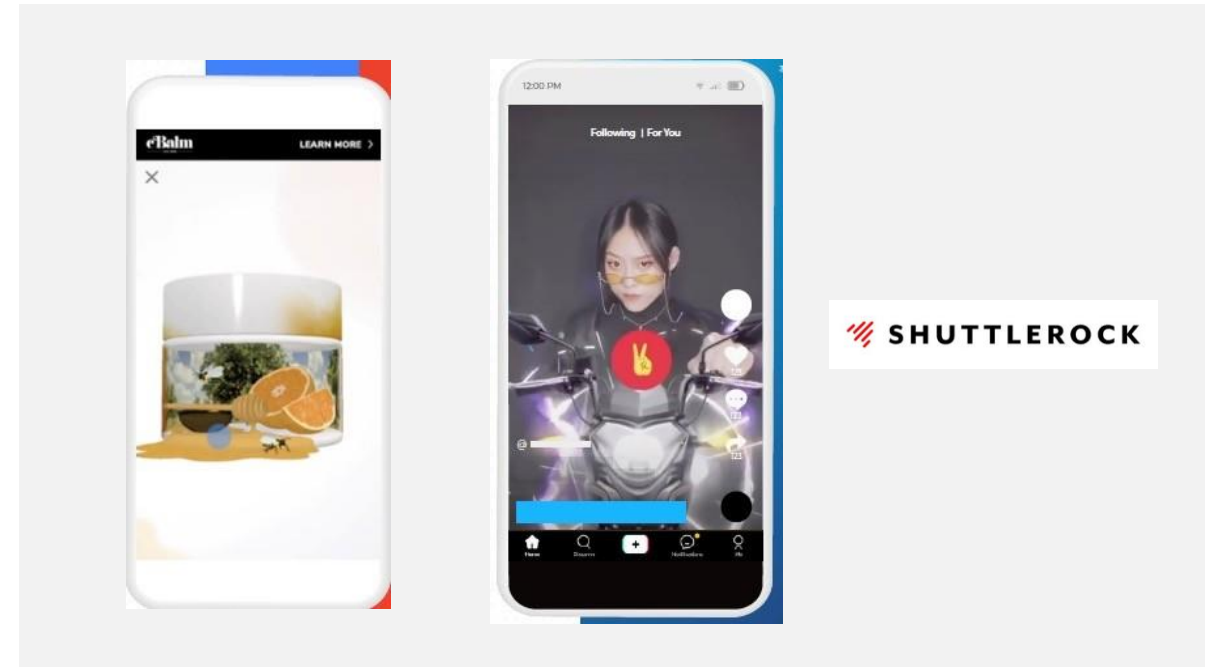


# Build your brand requires winning in a very complex digital ecosystem

Digital's rise is set to continue in 2021, with more competition



New formats are creating more immersive and engagement experiences



# New formats emerging, like Live Streaming

## Mastering Live Streaming

eCommerce platforms like Taobao, Lazada or Shopee are increasing livestream sales, getting conversions levels of +30%.

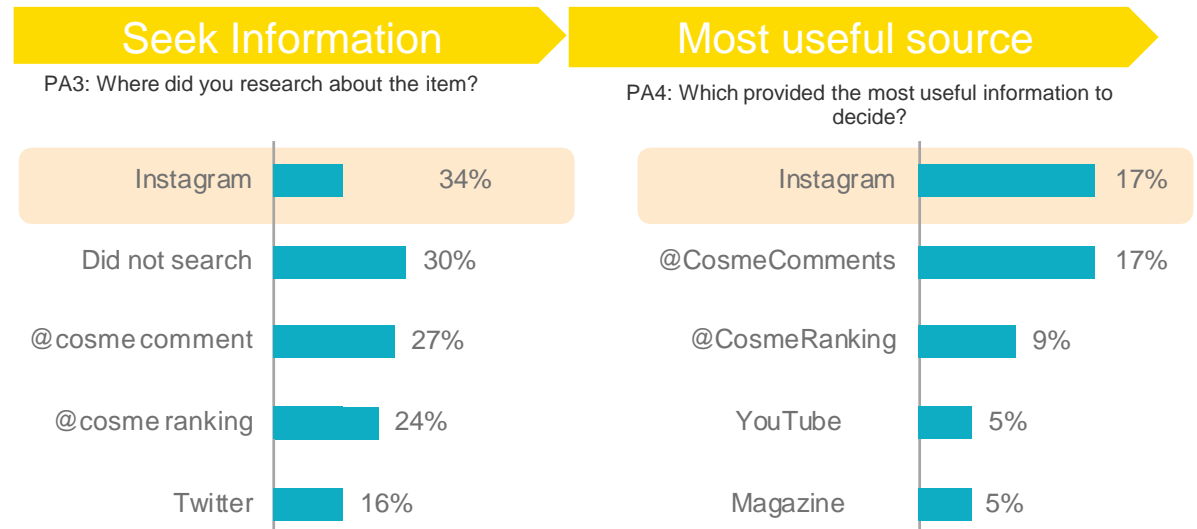
Live shopping in China is estimated to be worth \$63B annually and commands a 9% of their total e-commerce sales



# New hybrids channels emerge, like Social Commerce

60% of consumers say they discover new things on Instagram.

Big opportunity for brands to open an Instagram Shop but Social Commerce requires New Thinking



# Influencers are a great assets but there are challenges...

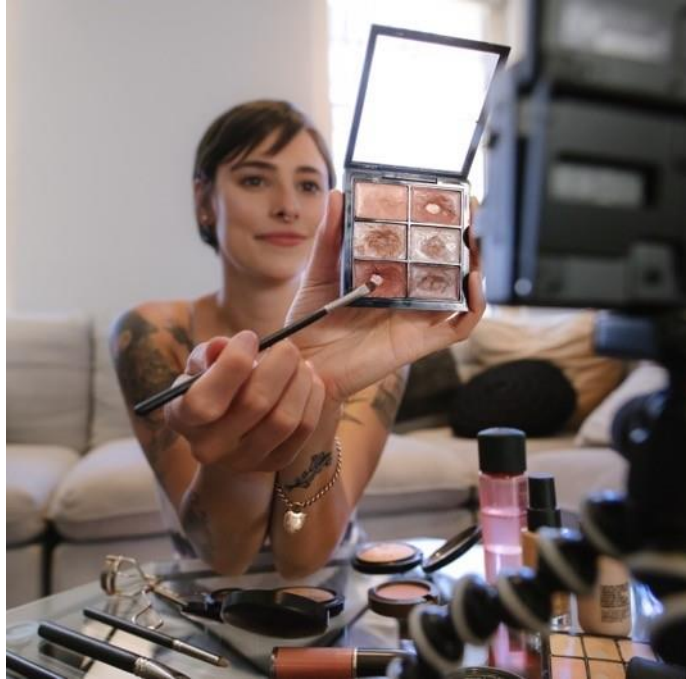
## Can I trust the influencers?

**54%**

of people said they do not trust influencers

**1/3<sup>rd</sup>**

of influencer investment was cut in 2020, mainly because of lack of marketing metrics to measure their impact.



## Am I using the right platform?



to discover what's new



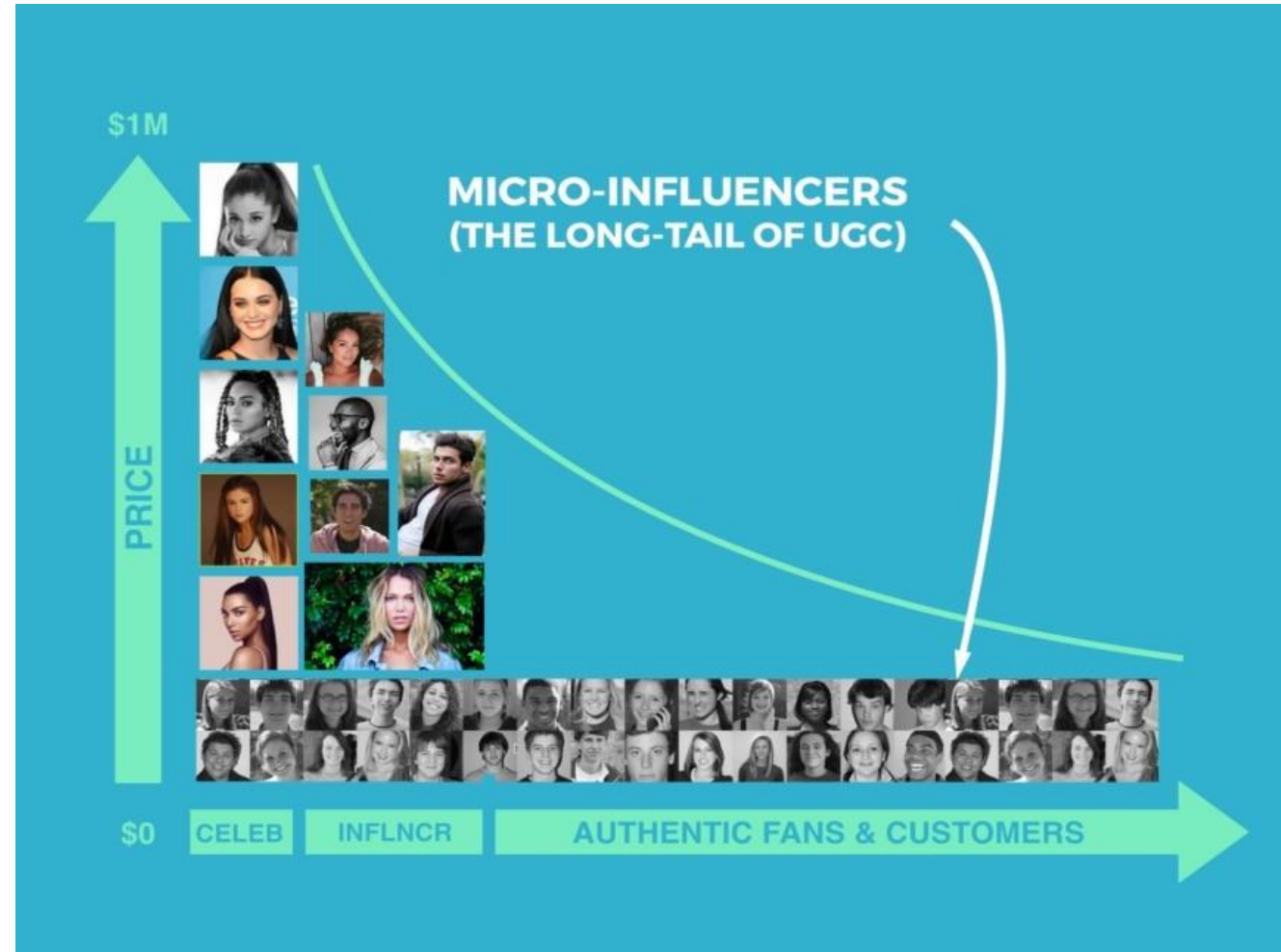
To Entertain and inspire



To educate: how to...?

# Why micro-influencers are a good alternative

- 60% higher engagement
- Underpriced (6.7X more cost-efficient per engagement)
- 22.2% more weekly conversations than the average consumer.





# Using influencers to connect with your consumers

## Holistic communication strategies

### Challenge

Consumer and Marketers distrust in celebrities and influencers will keep growing

Emerging social platforms are opening more opportunities to use celebrities in an engaging way



### Opportunity

Brands will have to use data to choose the right fit for their brand.

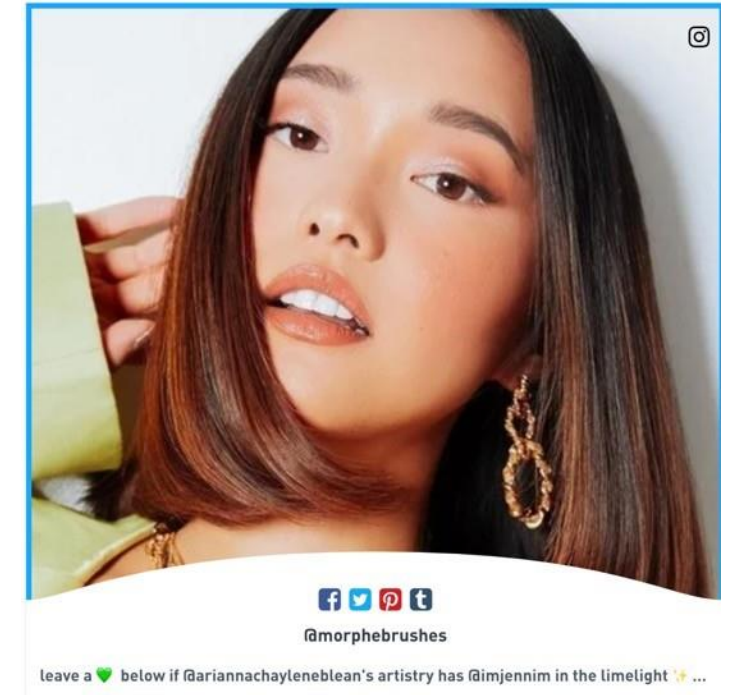
If you want your influencer to drive conversion, it has to be credible and fit the brand values. Look for long term partnerships.

Explore micro influencers or KOLs more than just celebrities.

# Why Direct to Consumer Thrive in eCommerce

Traditionally with low budgets, DTC are a good example on how to approach and win in ecommerce.

- Brand Authenticity
- Personalization
- Digital By Design
- Build a Community
- Strongly rely on Data.



Put people back at the centre of  
eCommerce

Not 'online' shoppers or 'in-store'  
shoppers: just people filling a need.

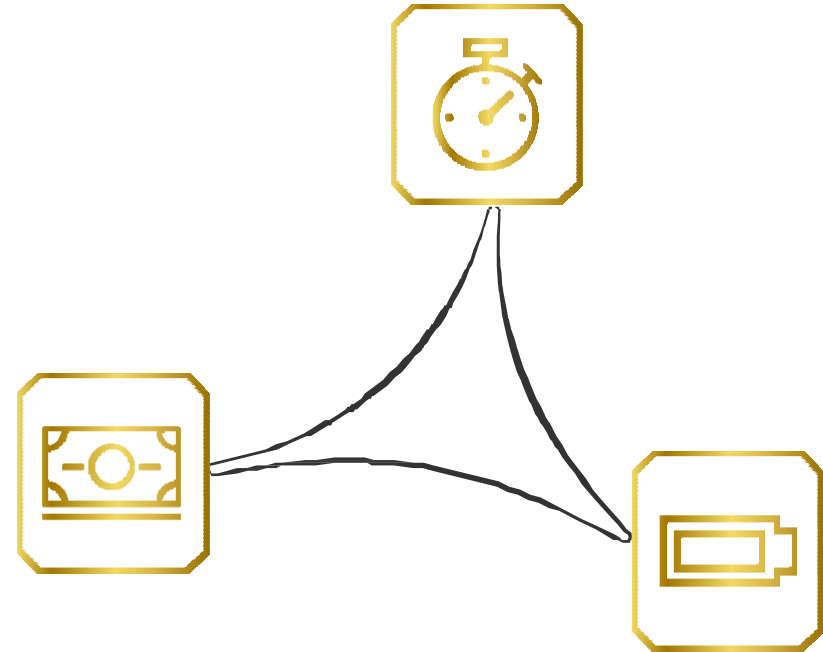


# Creating an Experience is balancing the three key components of consumers expectations

Efficient use of **time**

Efficient use of **money**

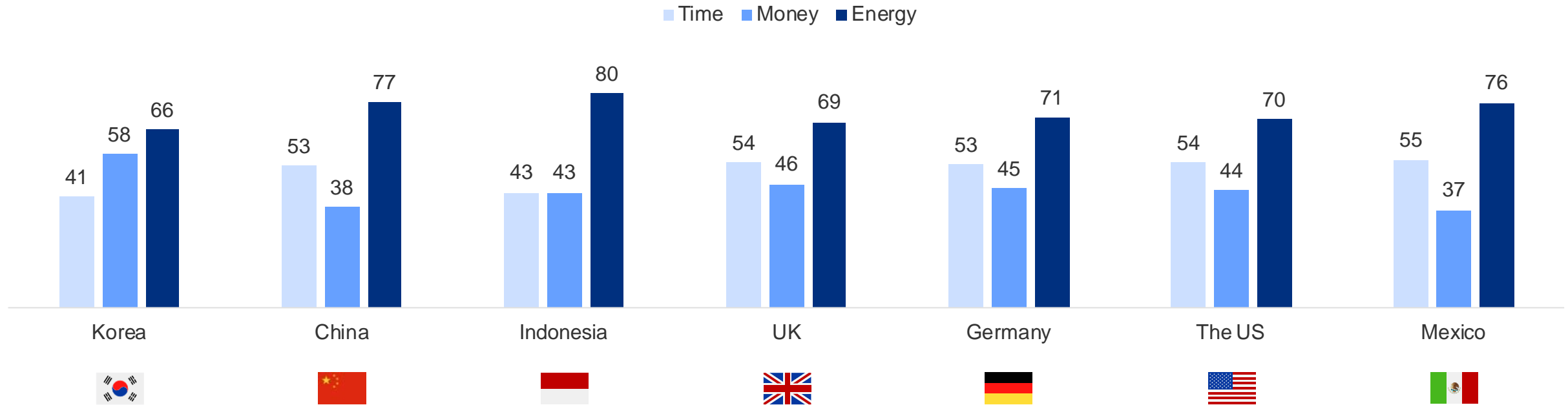
Positive and negative **energies** associated with the purchase



# 'Energy' is now the factor that defines who wins and loses in eCommerce

Low prices and fast delivery have become hygiene factors

## Shopper currency importance by country (%)



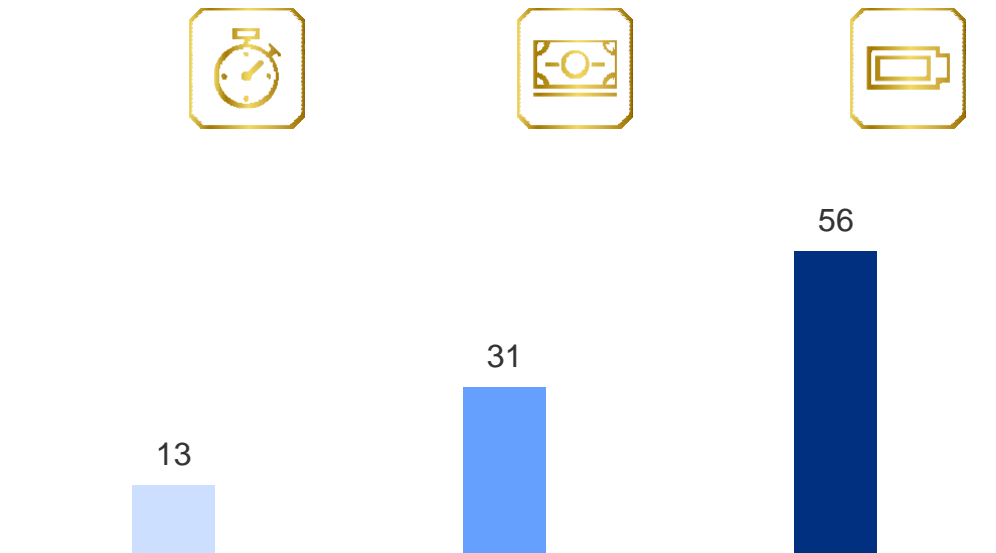


Platforms also are moving from purely transaction to entertainment



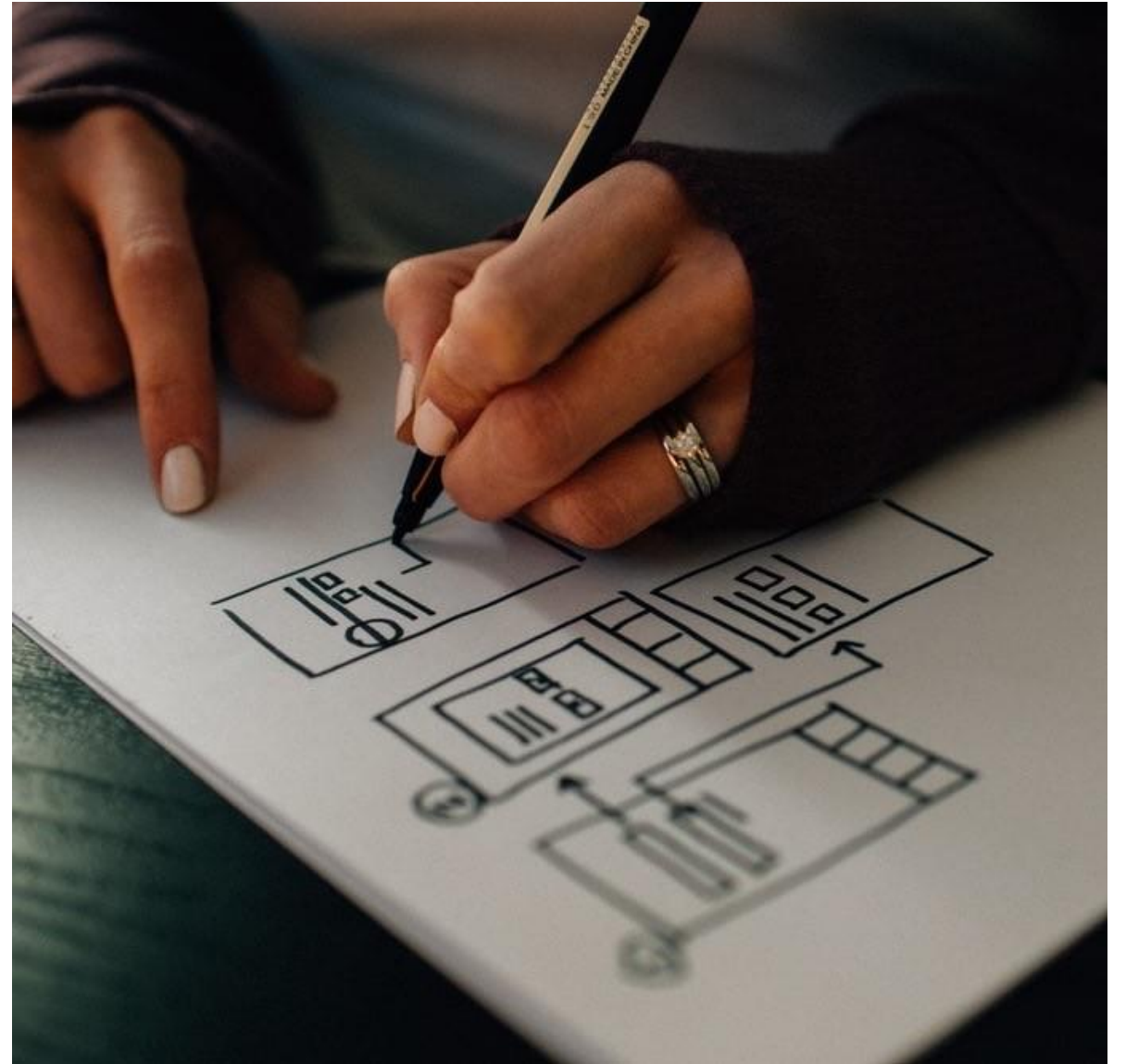
# Example: In the real world: taking the hassle out of banking

## Shopper currency importance: Banking & Finance, Korea (%)

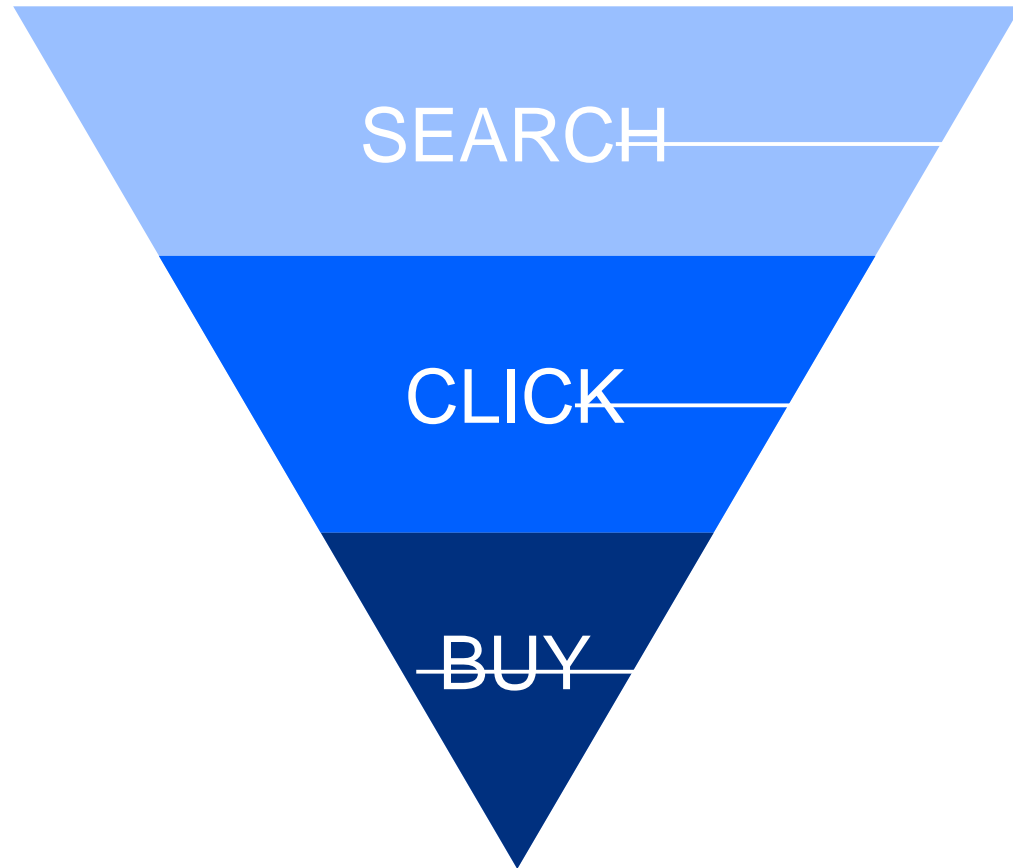


KakaoBank in Korea understood that while people expected online banking to be easy and seamless, none of the offers in the market really achieved that. So they focused on creating an online bank that took all of the negative energy out of opening an account or getting a loan – and gained a million customers within 5 days of launching.

## Designing the experience: Consumer Journey



# Consumer journey in eCommerce



## Start from the brand

High saliency will help brand stand out from competitive category on search



## Position matters

There is strong correlation between position on results page and traffic to product



## Content has a role to play

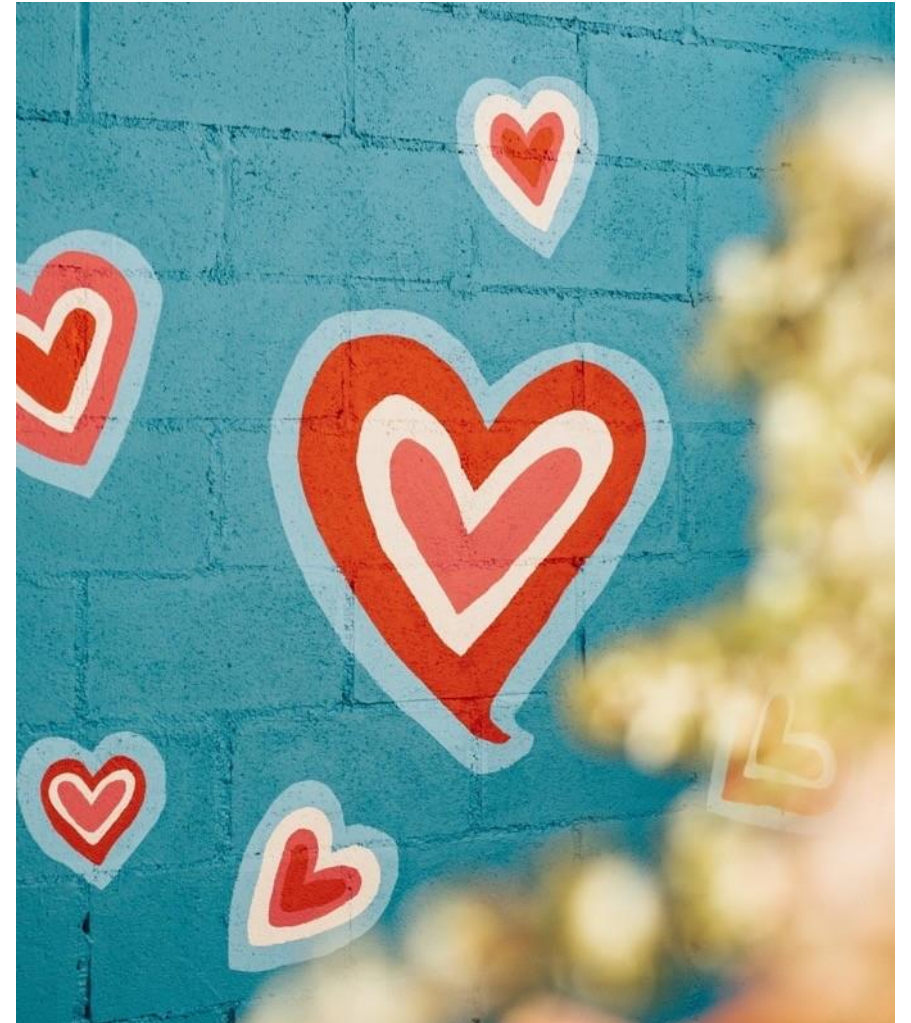
Consumers are less likely to buy products with few content in its page



# Brand perception is key for conversion!

## Amazon: Correlation between Top of Mind and Clicks and Conversion

	Correlation
Top of Mind Awareness & Clicks	<b>0.80</b>
Top of Mind Awareness & Conversion	<b>0.63</b>





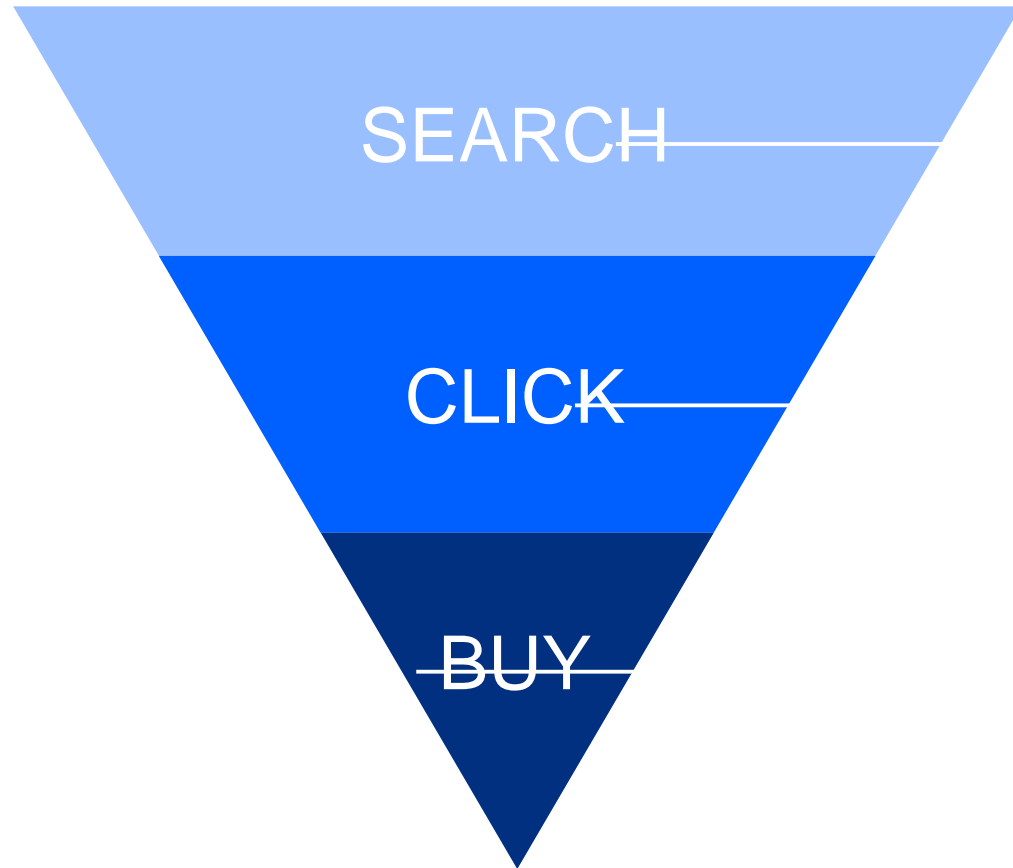
Position on Amazon results page also matter; There is strong relationship between a brand's position, clicks and conversion

**Amazon: Correlation between ranking and Clicks and Conversion**

	Correlation
Position on Amazon & Clicks	87%
Position on Amazon & Conversion	79%



# Consumer journey in eCommerce



## Start from the brand

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## Position matters

There is strong correlation between position on results page and traffic to product



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# Mastering eCommerce

## Disruption

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- eCommerce is re-shaping the advertising ecosystem.
- There is an explosion of new formats, platforms and business models that are forcing brands to quickly adapt.

## Brand

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- Creating demand is still key to grow your brand.
- A successful consumer journey in ecommerce always starts from the brand.

## Consumer

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- Put consumer always at the center.
- Having a positive experience is more important than the lowest price or saving time.

## Content

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- Be obsessed about positioning.
- But make sure you have high quality content; it will increase conversion and brand impact.





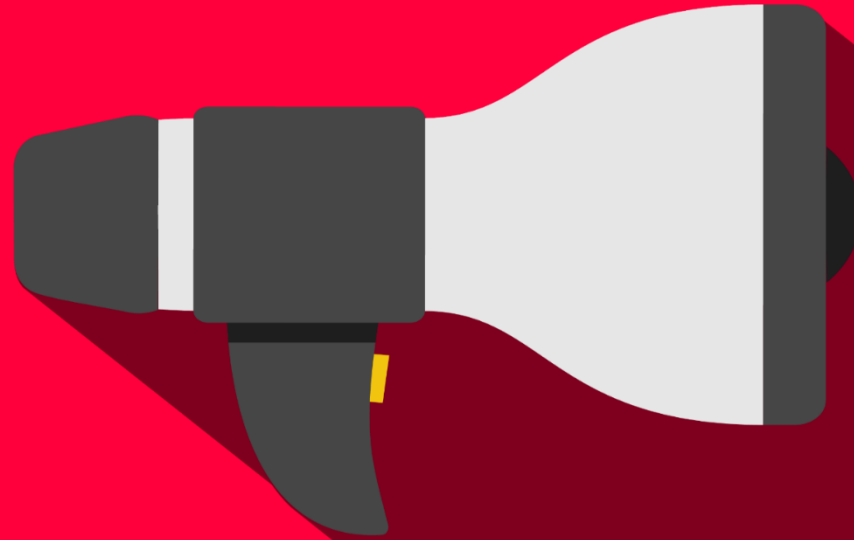
Thank you

Contact us

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# Questions?



1st Apr 2021



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# Global Marketer Week 2021

April 20-22



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