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Life on Demand.

Brands can't afford to ignore consumer demand for instant access to an increasingly varied range of products and services.

Today's consumers might need help finding what they want, but they certainly know they want it immediately. On-demand isn't a new concept, but the range of products, services and experiences that are now instantly available is ever-expanding.

Internet-enabled devices mean we are 'always on'. We can access our instant messaging apps and social media accounts from anywhere and at any time, consume our favourite TV shows when it's convenient to us and, thanks to the internet of things, use software such as **Hive** and **Nest** to remotely manage our homes and the devices inside it. In short, we have become accustomed to controlling our lives by pressing a button. Now we expect the same immediacy when it comes to our online purchases.

From click-and-collect to parcel collection outlets such as **Doddle**, consumers have zero-tolerance when it comes to waiting. This is especially true of Millennials and Generation Z, who have grown up with smartphones and are accustomed to the convenience they offer.

GIRL
29 min Drama 2014
Fincher and based on Gillian Flynn's
aging thriller reveals secrets of a modern
th wedding anniversary, Nick Dun...
Wish List
BIG EYES
I'LL BE ME
VINCENT
SONY

Real-time Conversations.

Even before we make a purchase, we expect brands to answer our questions and queries immediately. And if we have a problem, we alert them to it via social media. To cater to this demand for real-time communication, chatbots are becoming increasingly sophisticated – answering questions and supporting customer service teams as they scour social feeds and review sites in order to receive and respond to customer feedback as quickly as possible.

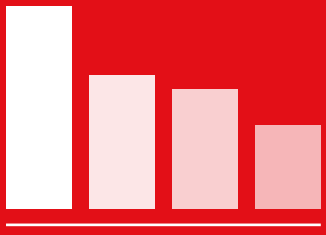
Learn more about the rise of AI-powered chatbots in It's Good to Talk on page 28.

Video also closes the communication gap between brands and consumers.

As part of our 2018 Global Marketing survey, we asked:

How does your company currently use video in its customer communication?

- 73% use video in their social media content
- 49% use video in their user how-to guides
- 43% use video for advertising on Facebook
- 30% use video for customer testimonials



In addition, 28.3% use video on live streaming platforms such as Facebook Live and Snapchat. The live streaming industry is estimated to be worth $70.05bn by 2021[1] and is clearly growing in popularity. Fashion label **Marc Jacobs** used this format to reveal a preview of its new collection, U2 livestreamed a recent music performance, **UFC** gives viewers a glimpse of backstage weigh-ins, and credit services provider **Experian** uses video to host Q&A sessions.

Looking ahead, virtual reality (VR) promises to further disrupt the immediacy of live entertainment, as people tune into concerts and gigs from the comfort of their own homes.

[1] https://www.forbes.com/sites/steveolenski/2017/09/25/the-impact-of-live-streaming-on-influencer-marketing/#7e0770f6e607

Infrastructure for Immediate Access.

Convenience is key and brands that have robust infrastructure in place, or partner with logistics companies, will flourish. **Amazon** offers a number of delivery timelines – Prime (products received within one day) and Prime Now (products received within two hours) – as well as delivery mechanisms such as Hub (lockers for apartment buildings) Go (staffless stores) and Key, which relies on its Cloud Cam and a compatible smart lock to grant delivery personnel entry to the customer's home.

Increasingly, traditional companies are adapting to the new norm by boosting consumer access. And it's happening everywhere. **Walmart's** acquisition of fast-track delivery service **Parcel** is just one attempt by the retailer to increase its distribution capabilities, while several food and beverage companies – like **Starbucks** – have launched apps that allow customers to place and pay for orders on their way to that particular café. Bolting on services is another way of improving customer experience – in 2017 **IKEA** acquired **TaskRabbit** to fix the issue of customers having to assemble their flat pack furniture.

The need for speed was clear in our survey of marketing decision-makers: 49% said their customers get what they need from them faster when compared to last year, Clearly this is a global phenomenon as, despite logistics challenges, 48% said their customers can consistently get their product or service at the same speed and quality in all the markets they operate in.

We spoke to Malte Poppensieker, Head of Delivery at **Gett**, about its on-demand courier service, which is aimed at closing the gap between the delivery timelines offered by SMEs and global organisations.

"On-demand means almost instantaneous from the time of booking. Currently, around 90% of our couriers arrive within 15 minutes of a booking being made via the app. This year, our target is eight minutes and we are on track to reach that."

Gett Delivery operates in selected cities, largely within the established courier sector – for example, working with B2C companies as well as professional services to deliver documents – but are expanding into the e-commerce and retail space, enabling smaller retailers to compete with bigger companies on delivery timelines.

Competing for Market Share.

Car rental companies **Hertz** and **Avis** have experimented with a number of ways to meet consumer demand for instant access. When Avis bought start-up outfit **Zipcar** for $500m in 2013, Hertz was quick to respond and the company now offers access to their fleet at any hour of the day, for any period of time, in a number of US neighbourhoods. They plan to expand to 12,000 locations in the next few years. Not only that, Hertz purchased the technology, which Zipcar pioneered, that allows smartphone users to unlock their cars via an app.

In the luxury segment, **Uber** is intent on reducing their customers' journey times, and recently announced plans to offer a drone-meets-helicopter airborne taxi by 2020.

TIMES
SAMSUNG
BARC
JEANS

Responsive Marketing Messages.

There's one more area where consumers want brands to react instantly – and that's in response to local, national and international news. Marketing messages must be relevant to what's going on right now – whether that's current affairs or pop culture trends. This means having an agile and reactive team in place and keeping sign-off times to a minimum.

One example of a highly successful reactive marketing tactic is **Specsavers'** response to the wrong film being read out as the winner of Best Picture at the 2017 Academy Awards. Just hours later, the optician posted an image of a card being pulled from an envelope – with the words 'Should've gone to Specsavers' written on it.

The right message at the right time can do wonders. Anticipating consumer pain points and offering solutions before they become problems demonstrates an understanding of people's needs. However, it can go very wrong if a brand fails to pick up on local nuances and region-specific sensitivities, or simply takes a heavy-handed approach that undermines or makes light of public sentiment. For example, **Homebase** was among a number of brands criticised for exploiting a celebrity's death for their own gain. Making a misstep on social media clearly worries marketing decision-makers – with more than one-quarter of respondents (28%) to our 2018 Global Marketing survey stating that the reputational risk from a campaign going wrong is a major concern in 2018.

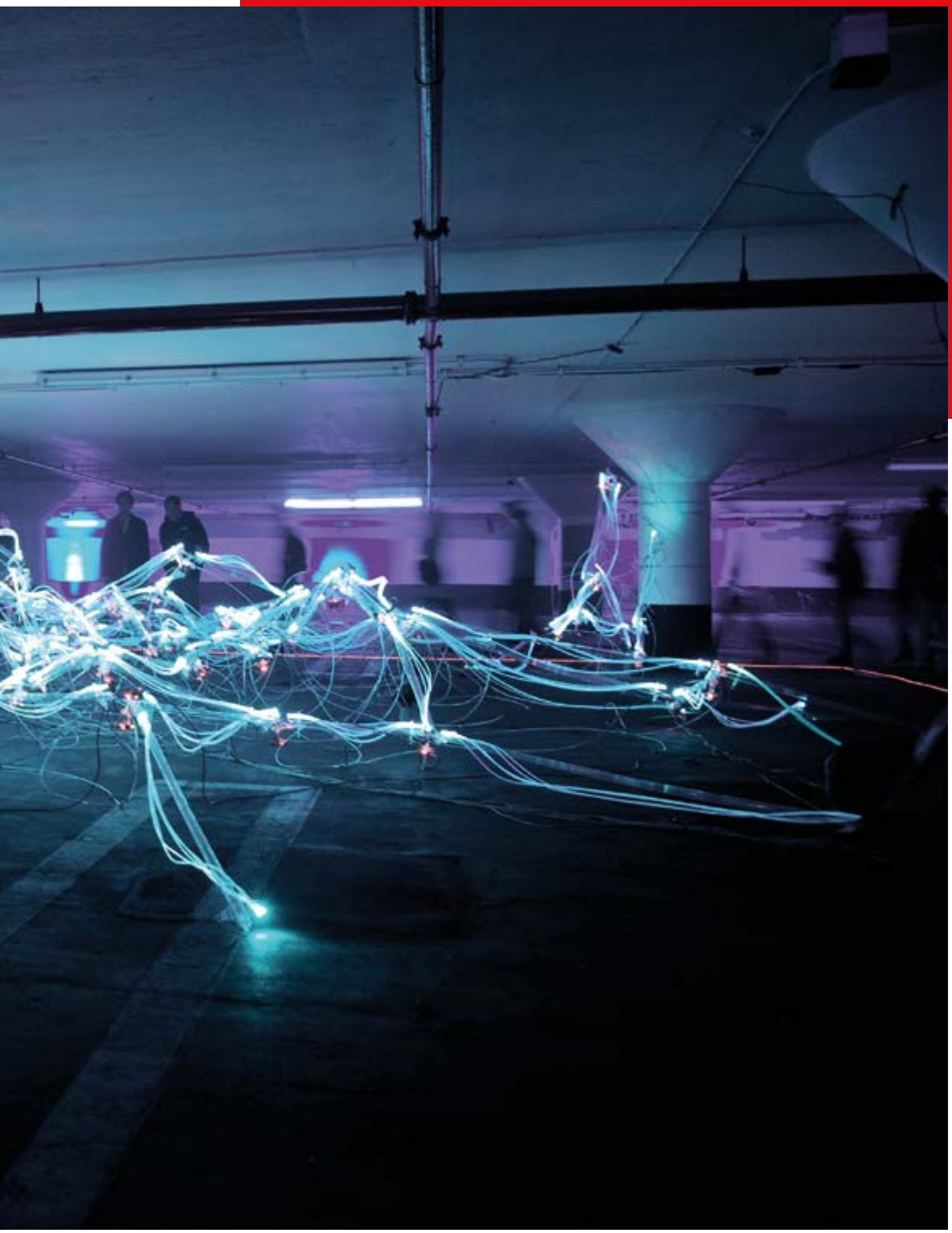
28%

the percentage of respondents to our 2018 Global Marketing survey stating that the reputational risk from a campaign going wrong is a major concern in 2018

RESPONSIVE MARKETING REQUIRES RAPID RESOURCING.

To meet the expectations of today's 'always on' consumer, brands find themselves tackling increasingly complex campaigns that consist of rolling out a high volume of instant marketing messages across a range of platforms. To do this efficiently across multiple regions, Freedman has in place reactive teams who can quickly and accurately localise hundreds of versions of a video or digital media in different formats and languages.

Each country and region is considered individually to ensure messages are culturally sensitive and appropriate, and we avoid unnecessary creative flourishes and impractical workflows in favour of short lead times and lean processes. This helps brands react to current events as close to real-time as possible and reach several markets when it matters.



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