

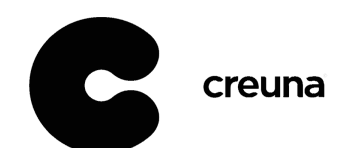
# What Trends To Focus On In 2021



# Meet **Kristoffer** and **Mads**



**Kristoffer Okkels**



**Mads Ejsing**



**About** LeadFamily



# Agenda

\_\_\_ **An uncertain outlook**

\_\_\_ **Three trends to focus on in 2021**

\_\_\_ **Q&A**

# An uncertain outlook

**-4.9%**

Projected global economic growth in 2020

**3x**

As bad as the financial crisis in 2009

**31** out of the **34**

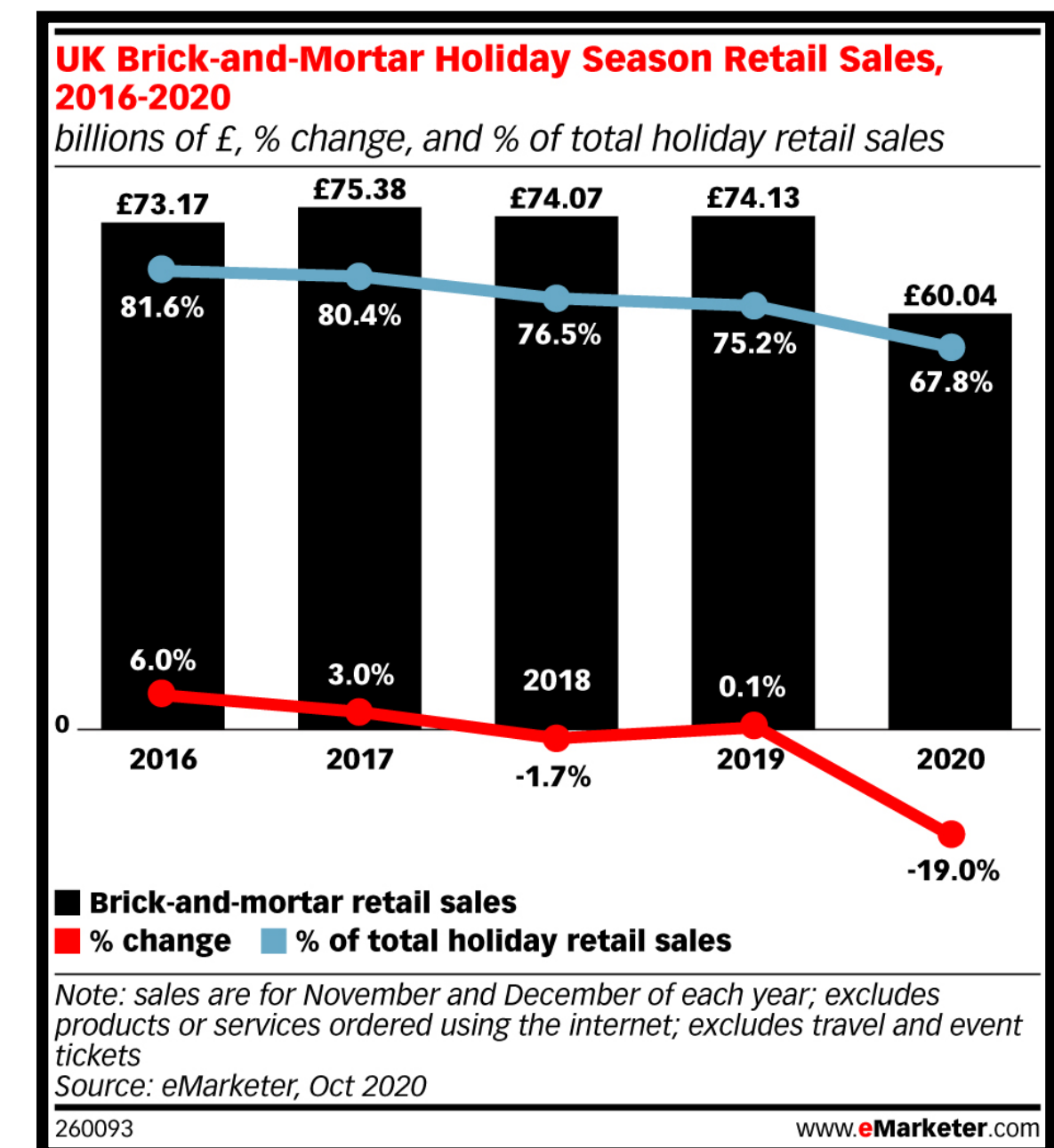
Economies with \$200+B GDP are in recession

# The state of affairs

The pandemic has impacted the trends  
- Is it permanent?

Buying habits are shifting

Is it surprising that sales are up?



# The state of affairs

Human nature = we want to be in control

We are finding new ways to experience joy

We're splurging on luxury like self-care and nicer meals (and not vacations)



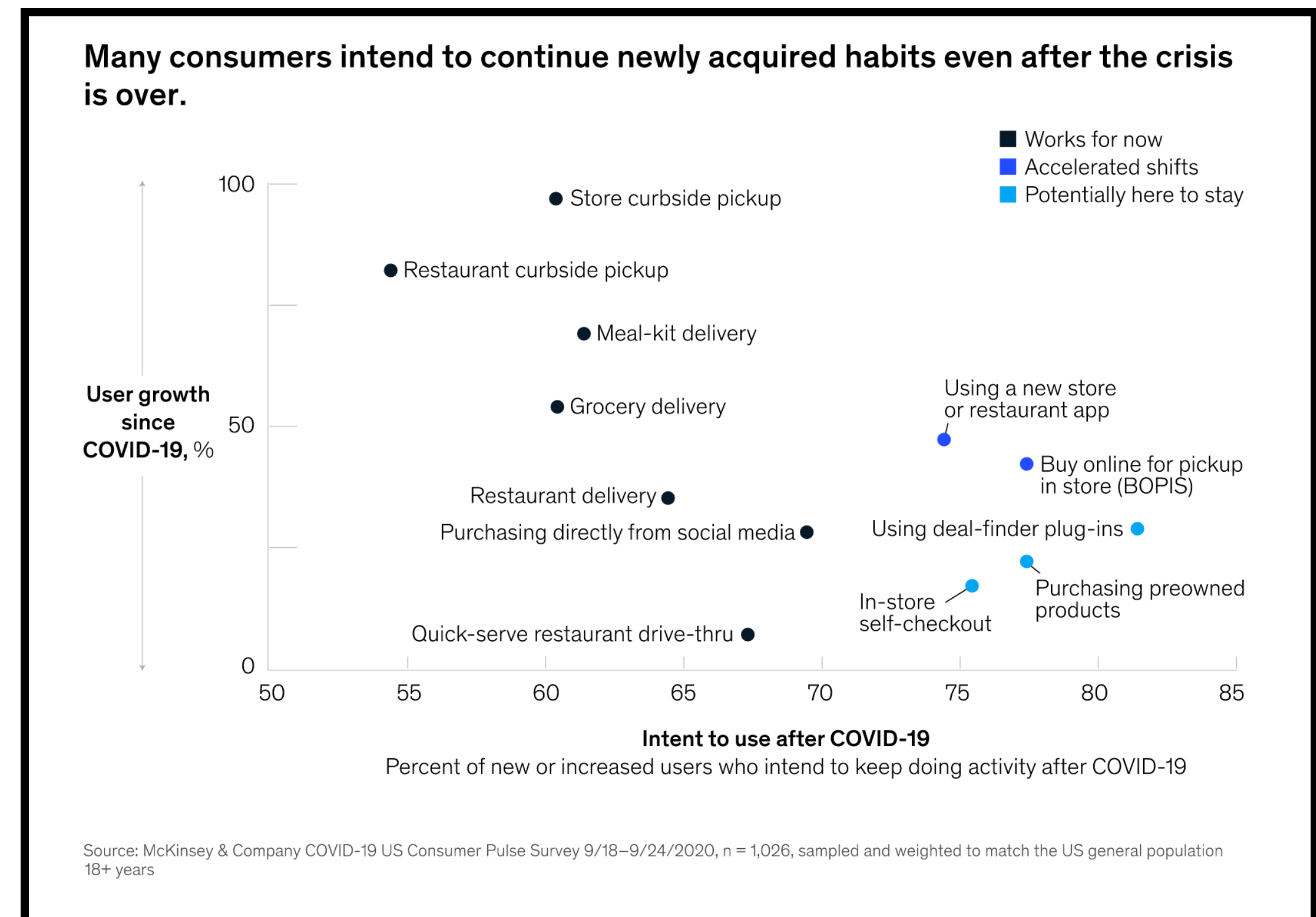


# How are companies evolving to meet customer needs?

Necessity to meet customer demands

Omnichannel looks different

What habits are here to stay?



# Agenda

\_\_\_ An uncertain outlook

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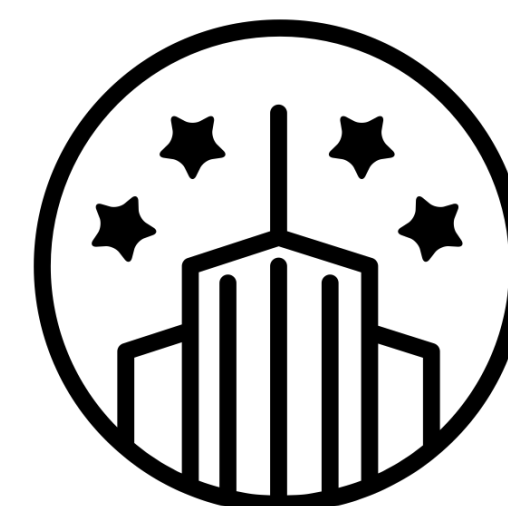
# What will this mean for how we..



Get inspired



Buy stuff



Have experiences

# TREND 1 **Inspiration: It's Getting Personal**

**72% of consumers** say they now **only engage** with marketing messages that are **personalized and tailored to their interests.**

# New expectations for personalization

Adjusting



content



design



prices

based on



location



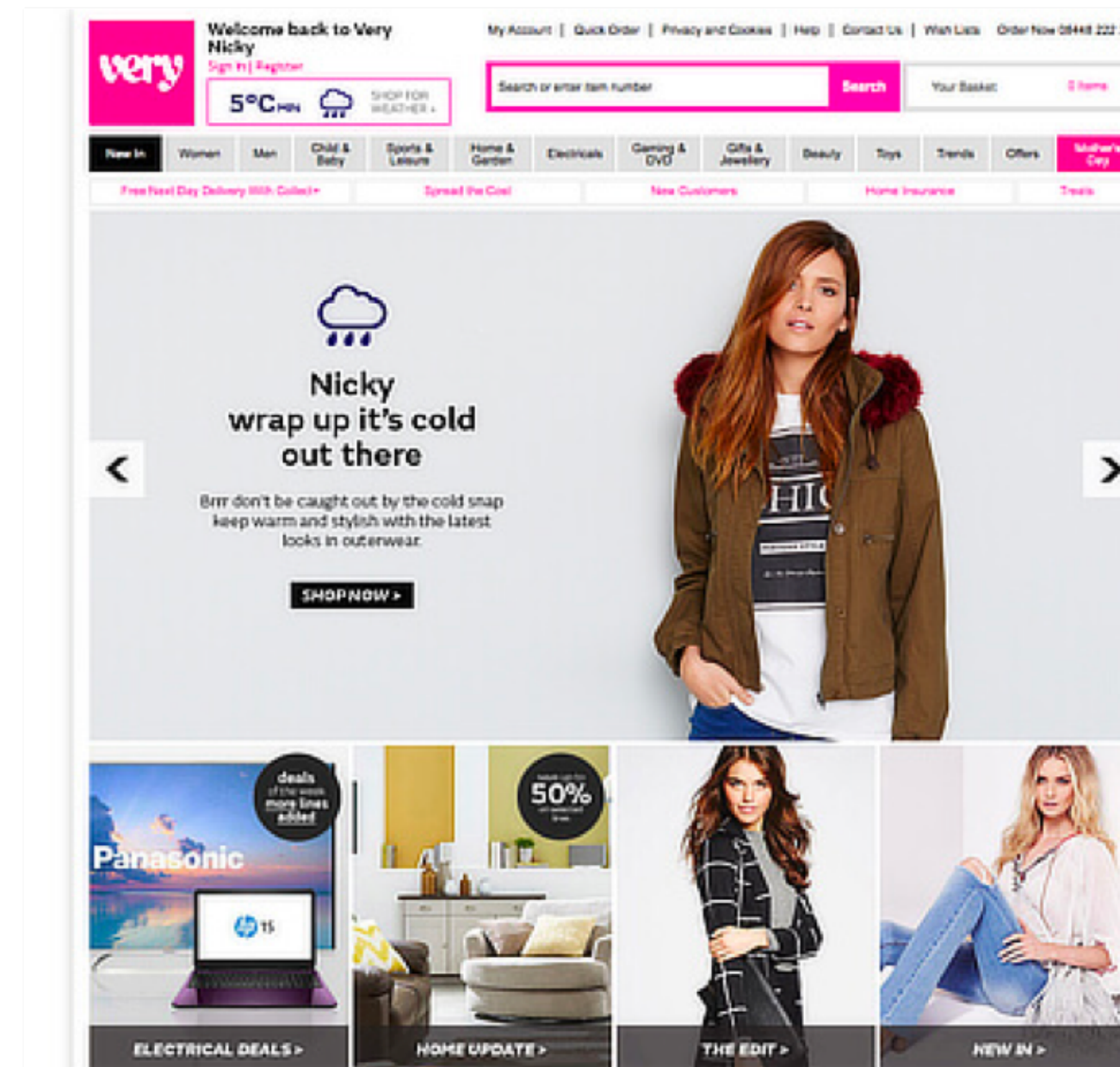
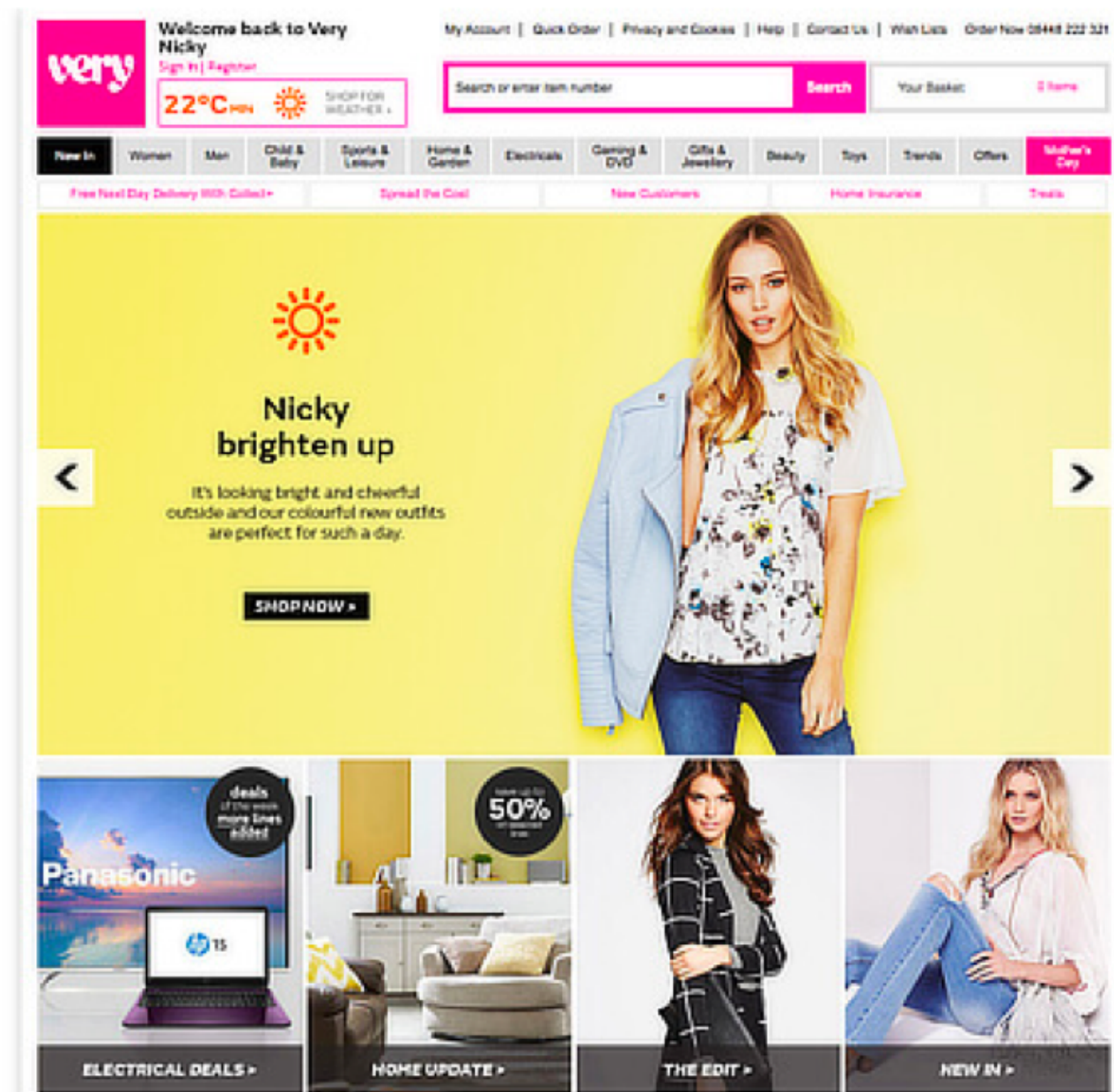
behavior



profile data

**is starting to become trivial...**

# What about weather data then?

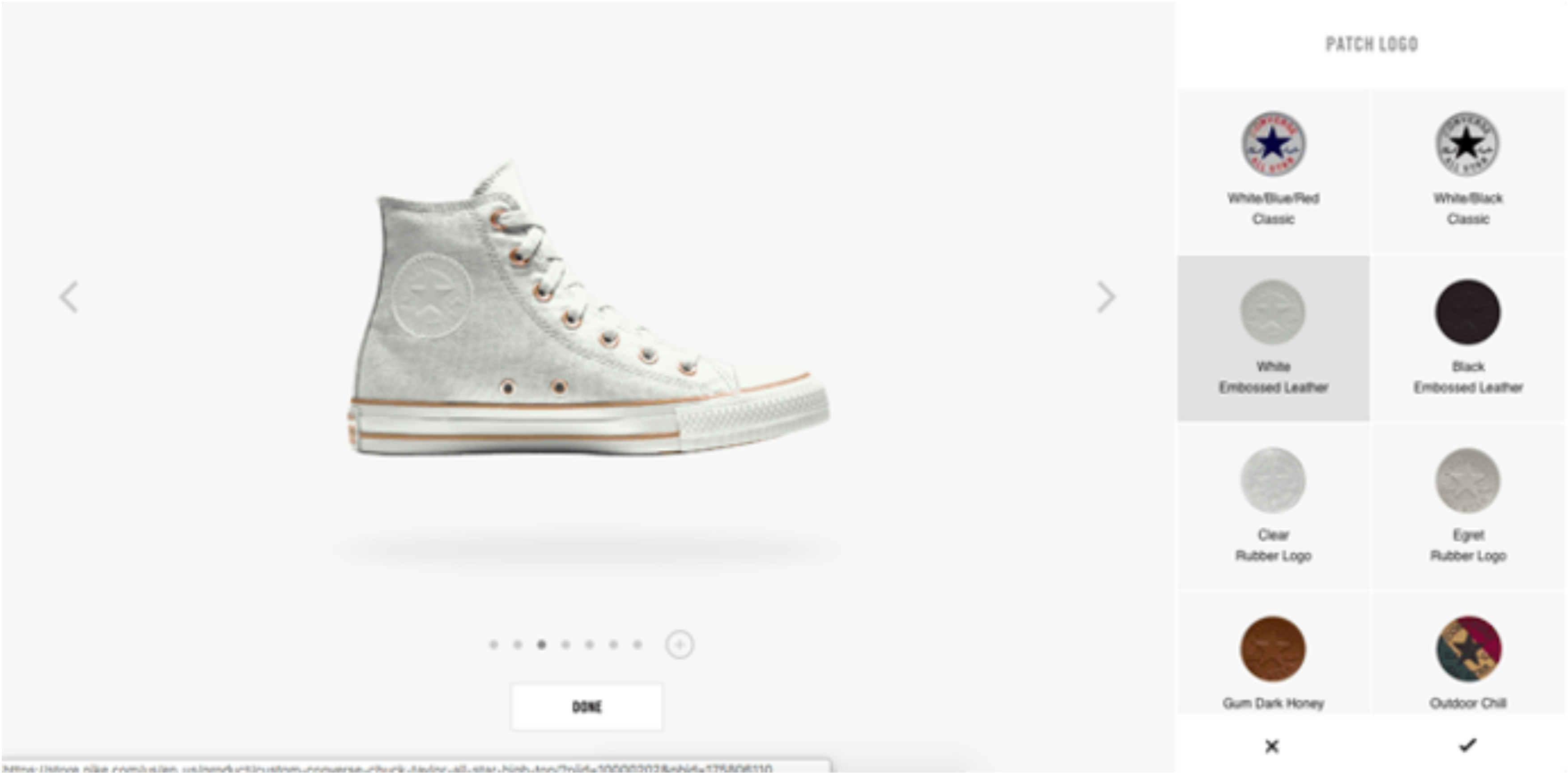


# Or facial expressions?

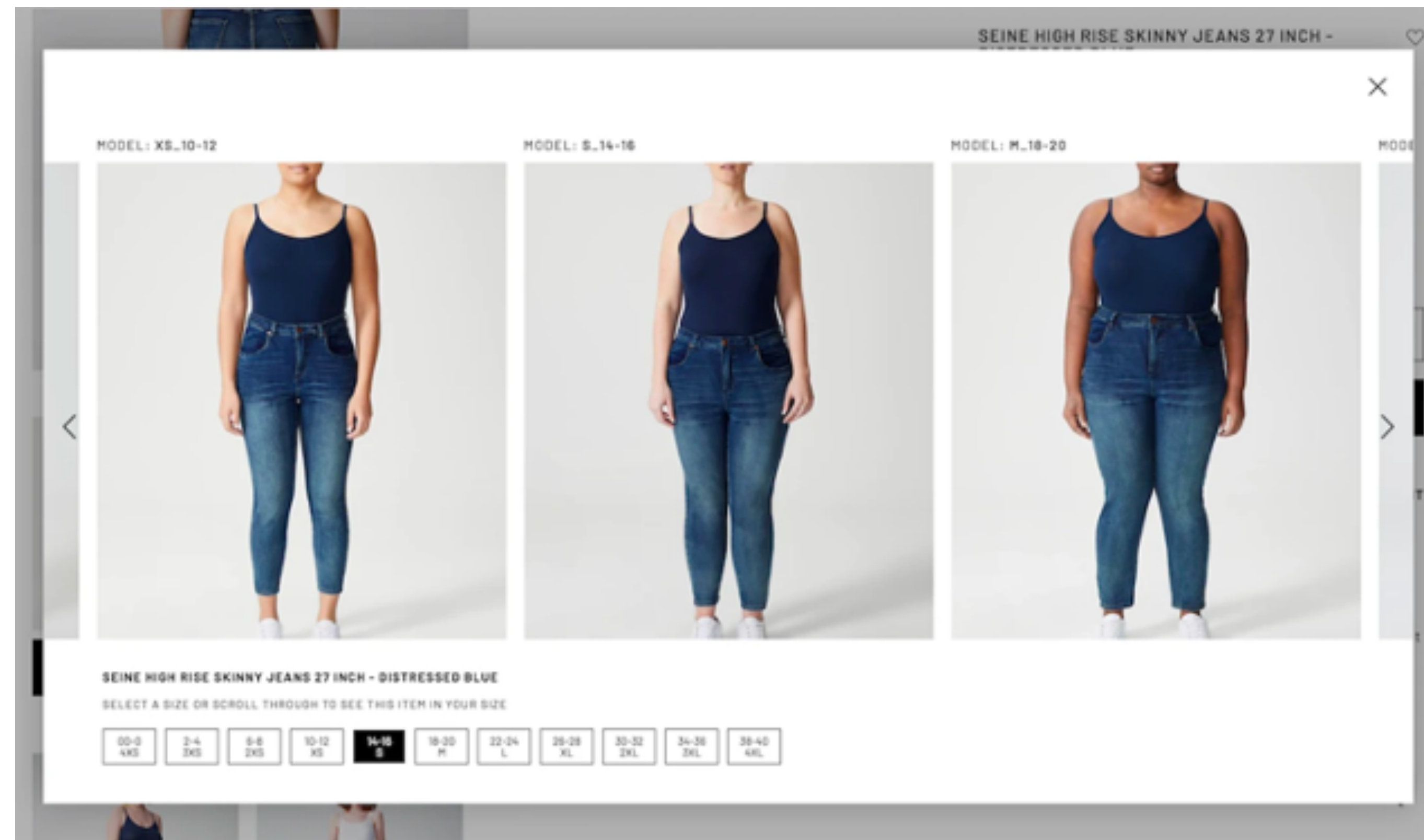




# From product customization...



# ...to designing for diversity



# TREND 2 **Rethink commerce**

# Marketplaces will continue to dominate

ebay

Rakuten

amazon

Etsy

newegg®

Alibaba.com

zalando

# Brands need to fight back with creativity



**IKEA x AR**



**eBags 3D**

Revenue per visit +87%

Få 3x  og vind  
en pakke TWIX®



PROV LYKKEN



VILKÅR

# Inspiration and purchase will blend

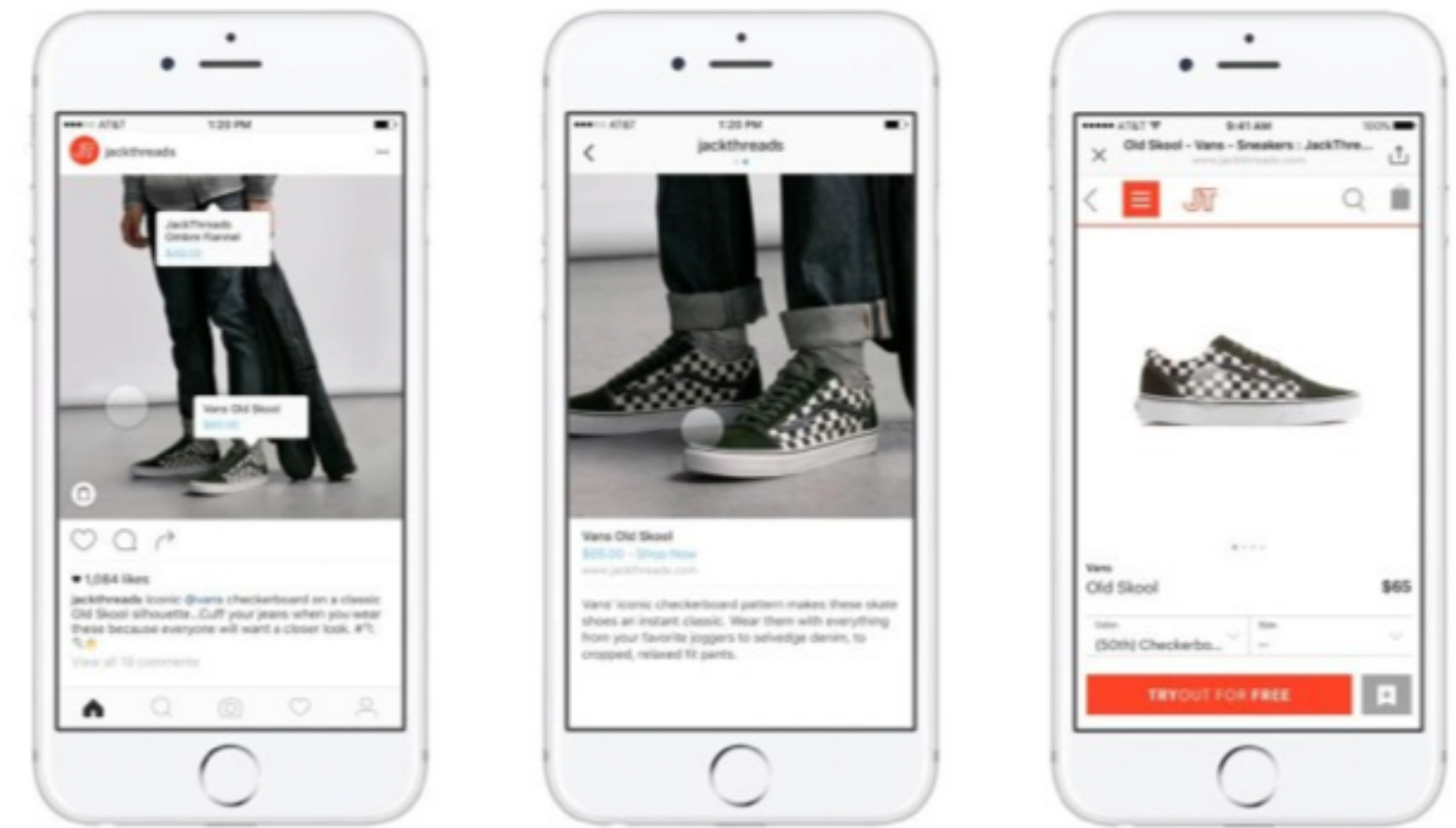
**87%** believe SoMe helps them make a shopping decision.

**30%** say they would make purchases directly through SoMe.

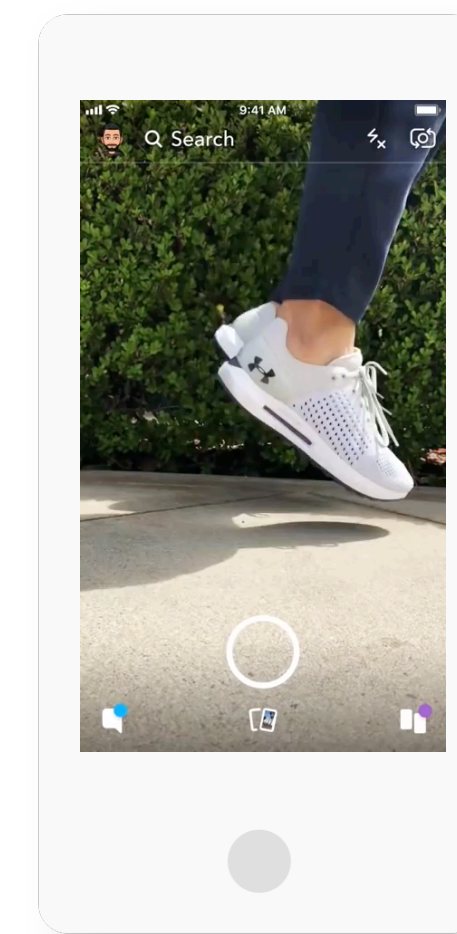
Just **1 in 4** business owners are selling through Facebook.

# Everything is a potential point-of-sale

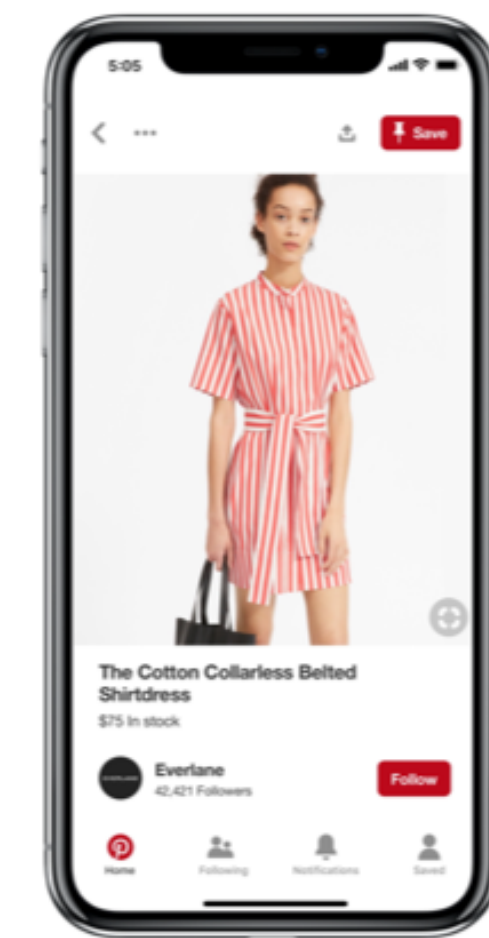
Opportunity to create immersive experiences in e-commerce



Instagram



Snapchat x Amazon

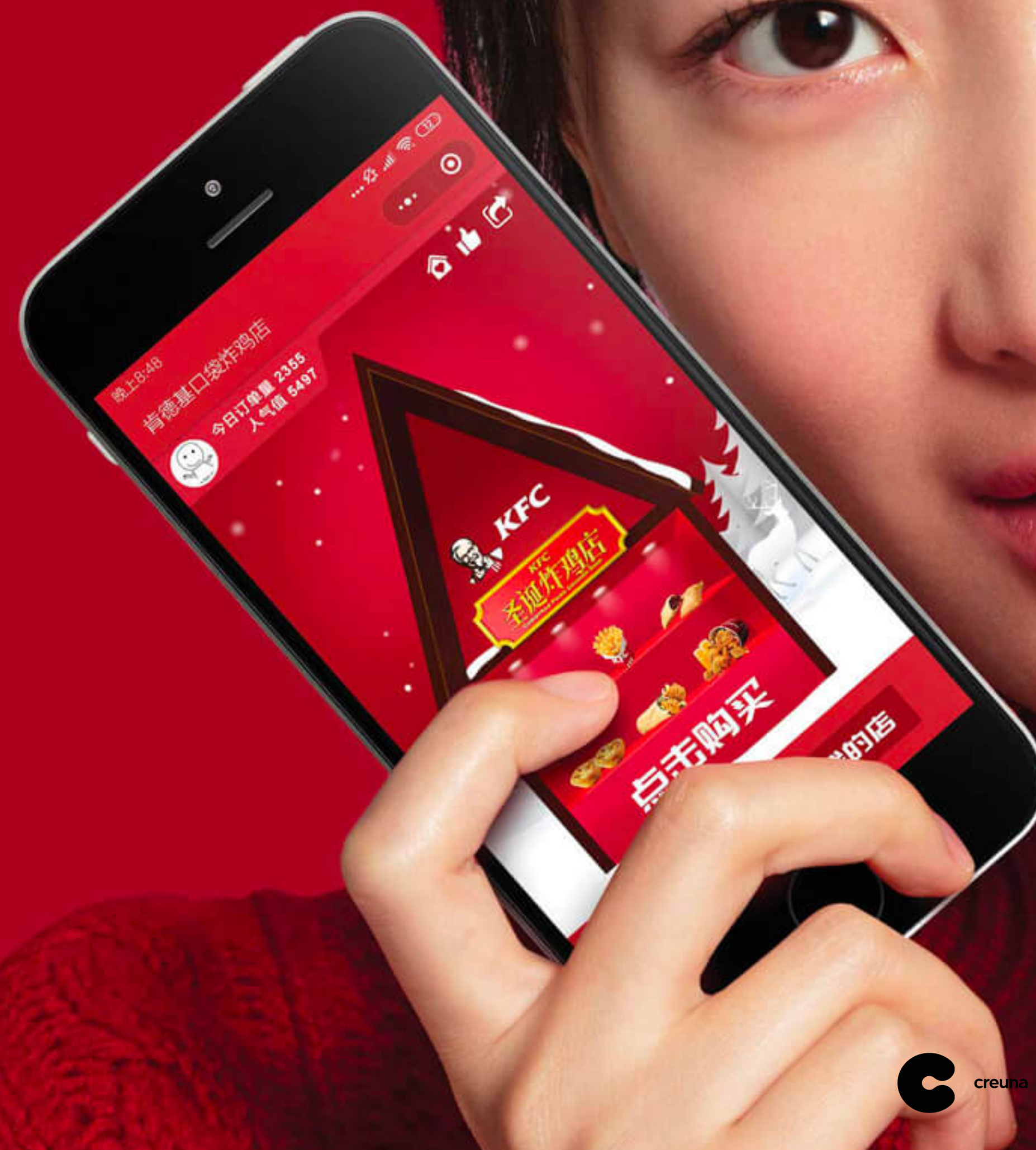


Pinterest



# Is MeCommerce the next hype?

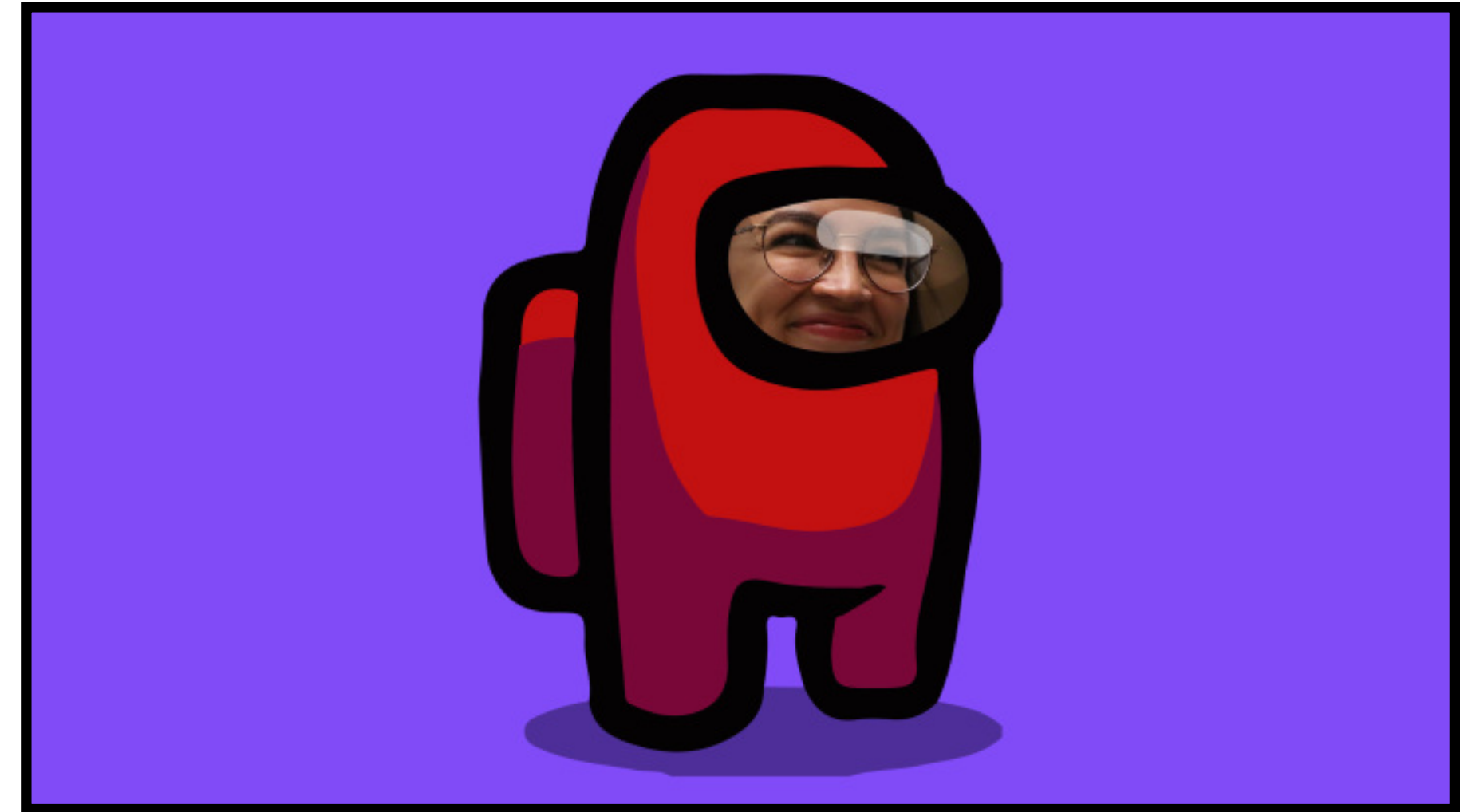
KFC and WeChat enable everyone to be a POS. More than 2 million 'stores' opened.



# TREND 3 **Entertainment: Enter the Metaverse**

**Metaverse** = virtual and simulated worlds as domains of truly meaningful human experience.

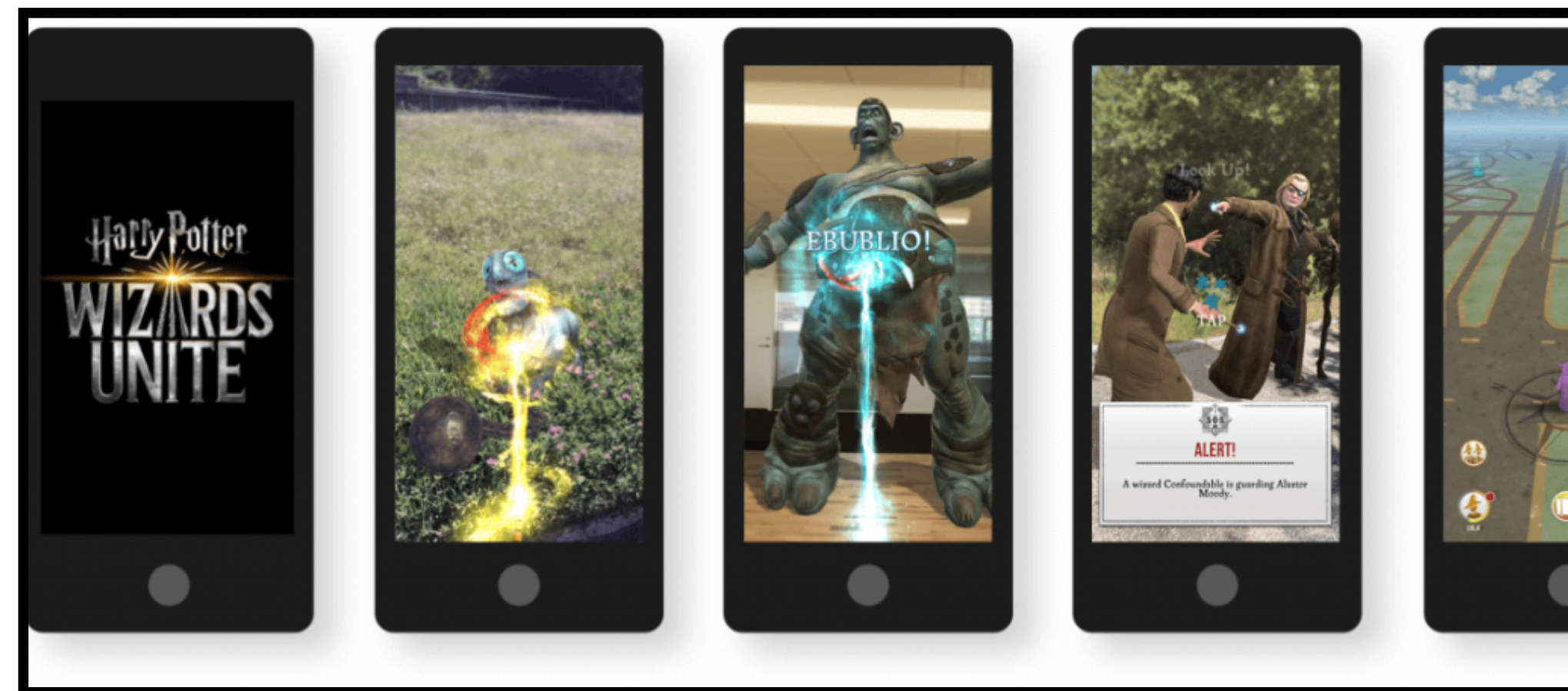
US Congresswoman uses **Among US** to encourage players to register to vote in US election.



# Commercial opportunities



Marshmello in Fortnite



Harry Potter

# Virtual influencers

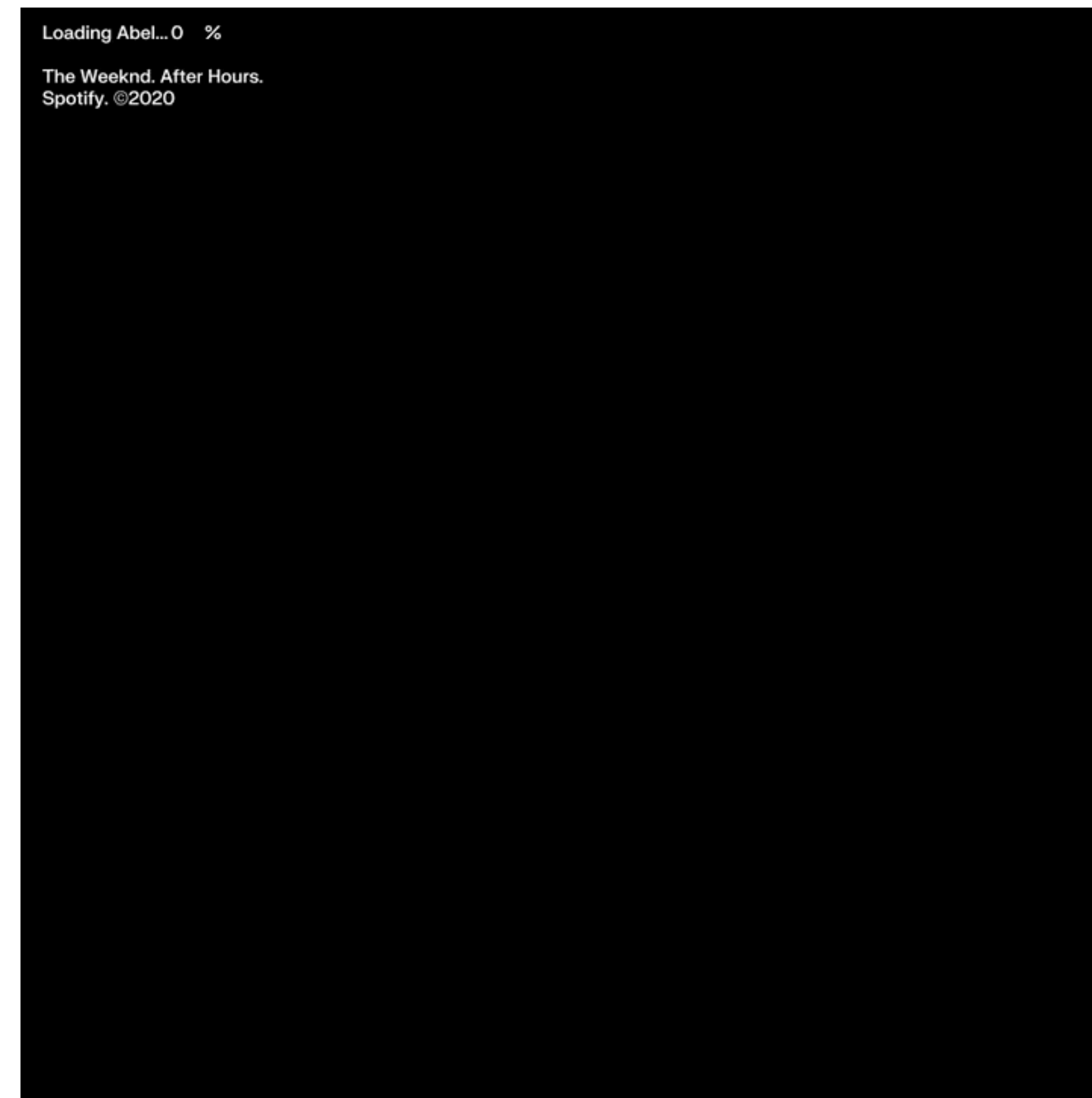
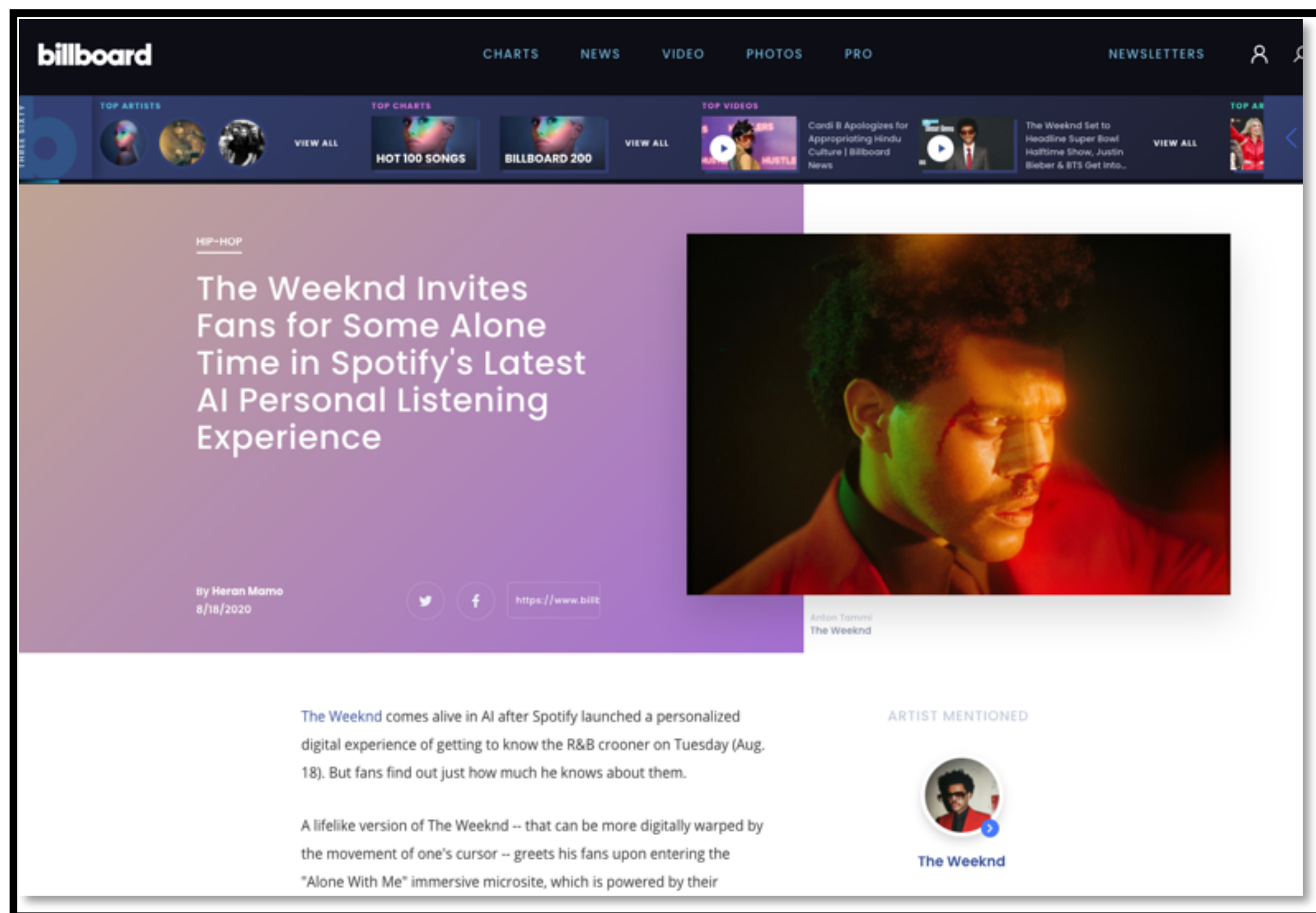
## Lil Miquela

2.8 million followers

Earned \$11 million



# Spotify x The Weeknd



# Weird becomes mainstream

 **Kim Kardashian West**   
@KimKardashian

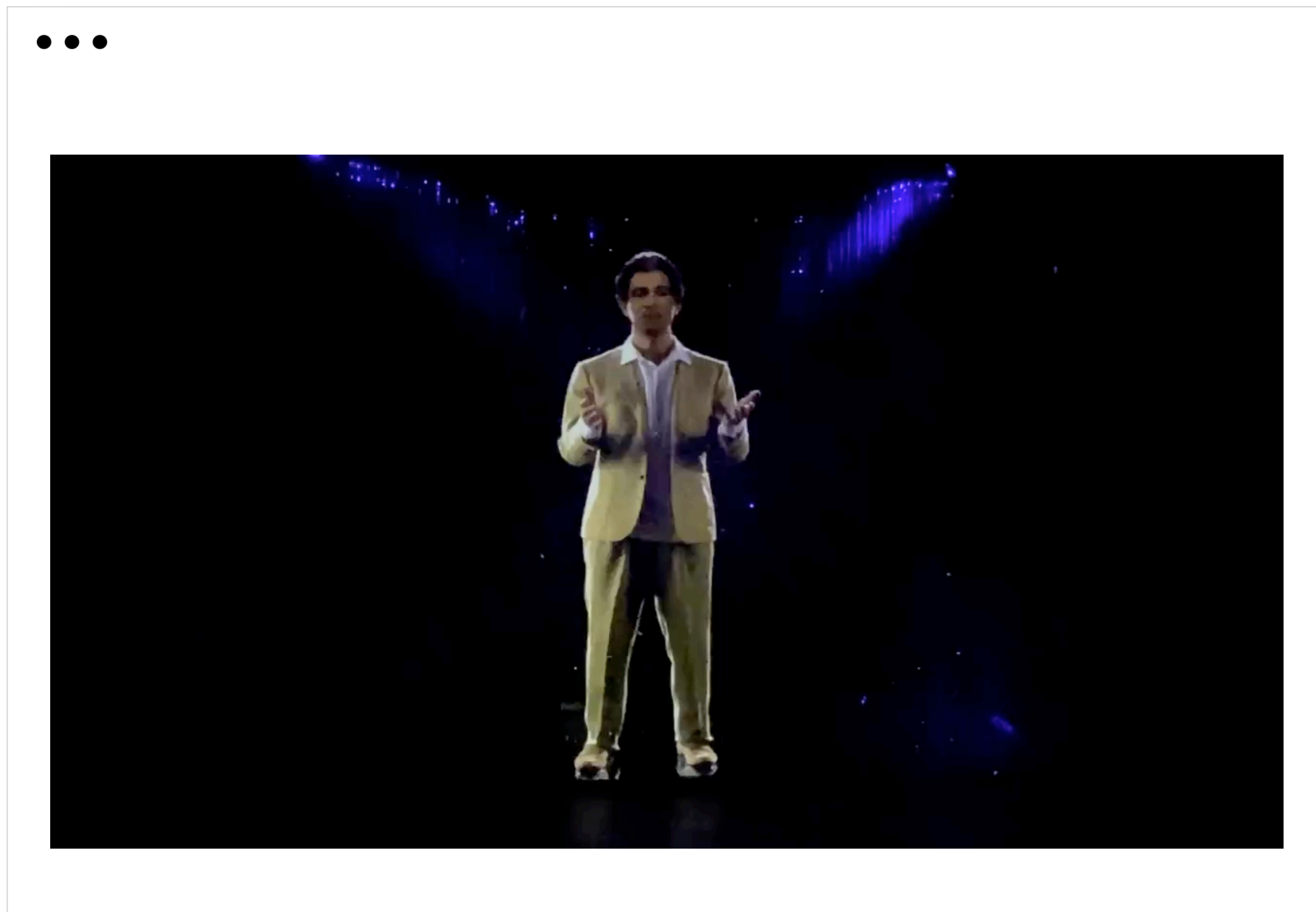
For my birthday, Kanye got me the most thoughtful gift of a lifetime. A special surprise from heaven. A hologram of my dad. ✨❤ It is so lifelike! We watched it over and over, filled with emotion.



▶ 10,6 mio visninger 0:41 / 2:20  

12.22 AM · 30. okt. 2020 · Twitter for iPhone

18,4 t Retweets 35,6 t Citat-Tweets 238,5 t Likes



# Retail

## Challenges

- Managing demand fluctuations
- Shrinking cash reserves
- Protecting customers from COVID-19
- Supply chain challenges
- Impact on customers and customer relationships/maintaining brand trust
- Acceleration in e-commerce uncovered difficulties to scale fast

## Opportunities

- Establish and expand e-commerce to find new sales opportunities
- Build up and nurture a digital customer base
- Tailor segment- and behavior-based offers to enhance online sales performance
- Aligning the omnichannel experience
- Using AR to simulate in-store experiences
- Experimenting to stay relevant, flexible, and fit for future



# E-commerce

## Challenges

- Extraordinary demand brings existing e-commerce to its limits (entertainment, grocery, F&B, DIY, hobby, electronics, sports & outdoors, home improvement)
- Plummeting demand forces previously strong products and services to find new approaches (travel, clothing)
- Intensified online competition

## Opportunities

- Convenience beats price
- Expand and scale operations at a time of great demand
- New distribution and logistics capacity
- Elderly consumers now go online more than ever before
- Increased investment in digital marketing channels

# So what have we learned?

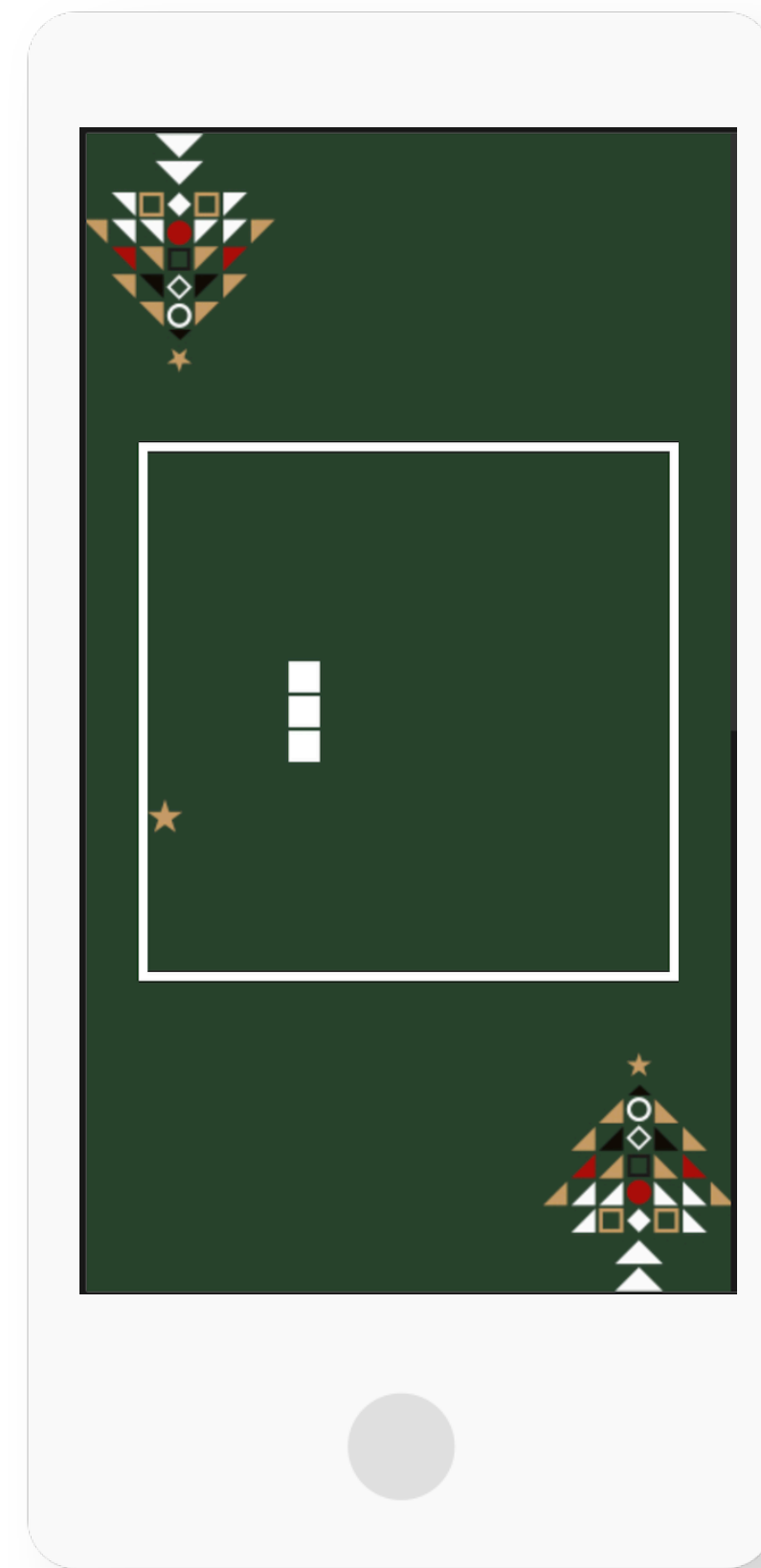
- ① **Inspire in the most personal way thinkable** with new data sources, new parameters, and use your users.
- ② **Refine your omnichannel experience.** Ask yourself and your team, “How do we create a great look and feel across channels?”
- ③ **Consider new ways to go to market**, including platforms, immersive content, and social selling.
- ④ **Stay visible.** People are spending. Yes, it’s in new ways, but as humans, we are still craving experiences and joy.
- ⑤ **Start exploring virtual worlds for brand engagement.** eSports, tech-facilitated experiences, AI, and avatars are all memorable and fresh.

Q

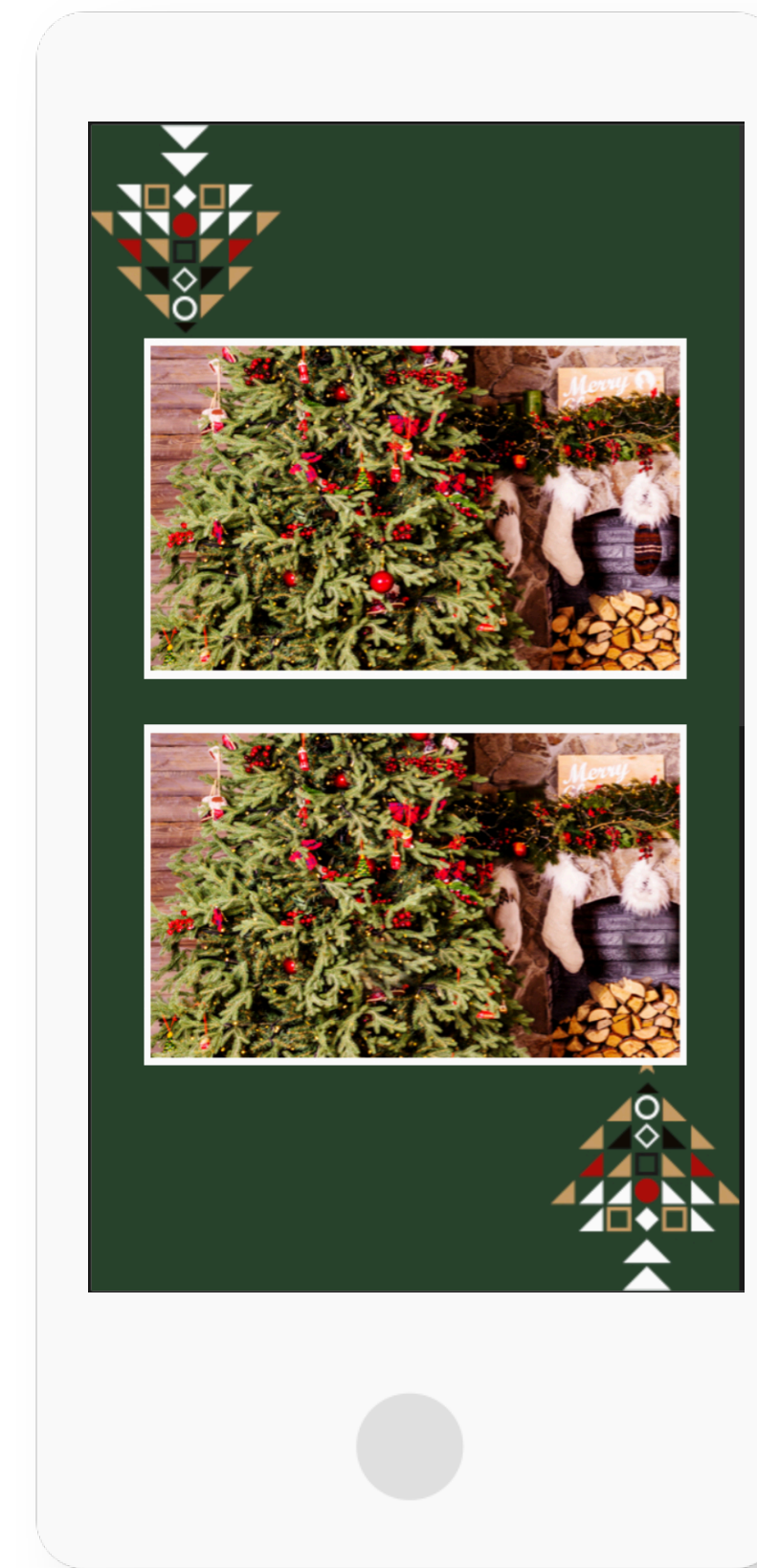
Q

A

# Advent Games Sneak Peek



Snake



Spot The Difference

**Week 1  
launches  
Nov 27**

# Our 12 takeaways from 2020

Friday, December 11 at 9am GMT / 10am CET / 11am EET



**Mads Ejsing**

Product Specialist and  
Senior Client Manager

**Lead**Family