

Marketing Hi-Tech:

Inovação e Relações Virtuais entre Marcas e Consumidores

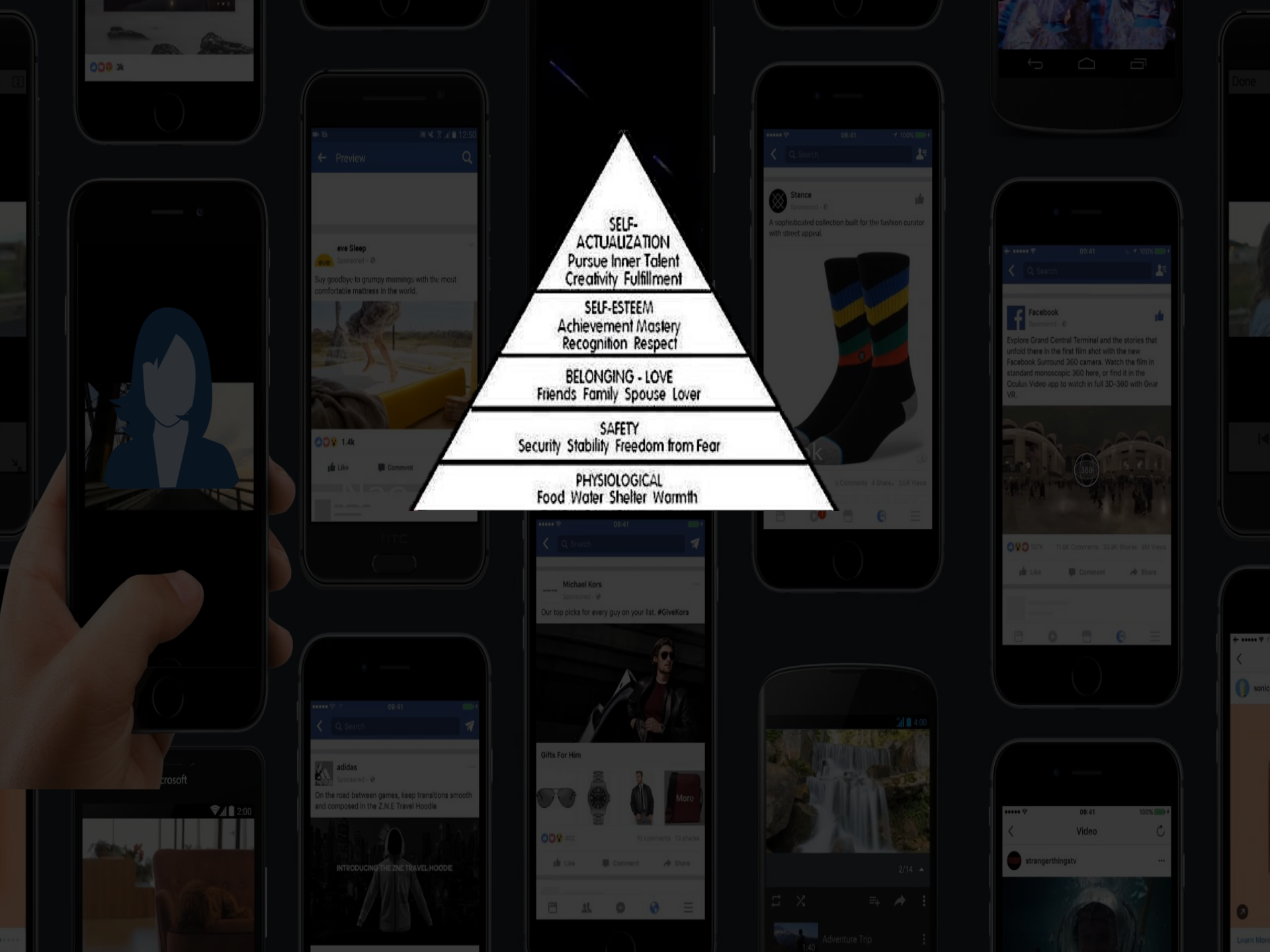












SELF-ACTUALIZATION
Pursue Inner Talent
Creativity Fulfillment

SELF-ESTEEM
Achievement Mastery
Recognition Respect

BELONGING - LOVE
Friends Family Spouse Lover

SAFETY
Security Stability Freedom from Fear

PHYSIOLOGICAL
Food Water Shelter Warmth

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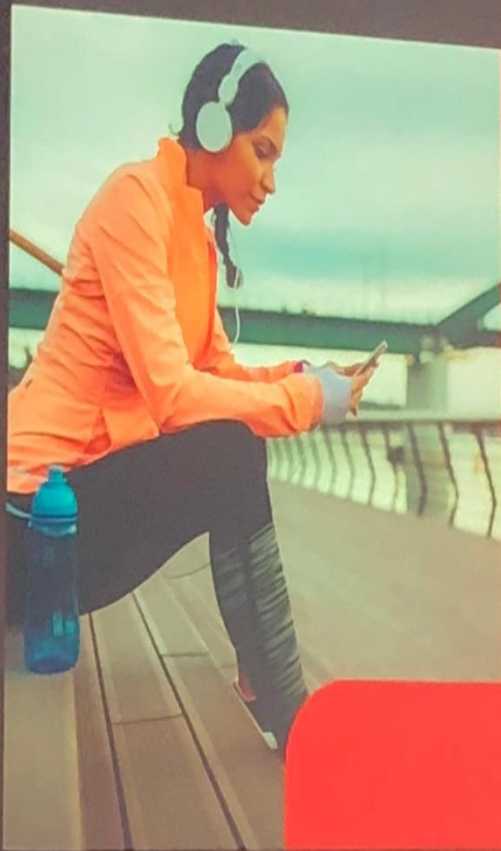
BELONGING - LOVE
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SAFETY
Security Stability Freedom from Fear

PHYSIOLOGICAL
Food Water Shelter Warmth

WiFi

BATTERY



61%

expect brands to
tailor experiences
based on preferences



O impacto desta transformação no ranking da Fortune 500:

“Digital is the main reason just over half of **companies** on the Fortune 500 have **disappeared** since the year 2000”

Pierre Naterme, CEO Accenture

57%

Das empresas da Fortune 500 de 1995 não estão mais na lista

 Data Driven Company

DATA-DRIVEN COMPANIES HAVE BECOME THE MOST VALUABLE MARKET CAPITALIZATION

2006	2011	2017
Microsoft	Apple	Apple
Exon Mobil	Microsoft	Alphabet
General Electric	IBM	Microsoft
Citigroup	China Mobile	Amazon
Gazprom	Exon Mobil	Facebook
IVBC	PetroChina	Alibaba Group
Toyota	Royal Dutch Shell	Exxon Mobil
Bank of America	ICBC	Johnson & Johnson
Royal Dutch Shell	Chevron	JPMorgan Chase
BP	Walmart	Berkshire Hathaway

SOURCE: BCG, DATA-DRIVEN COMPANY, 2017

Gartner

Em 2021:
ser data-driven será mensurado
como ativo das empresas

PESSOAS

Chief Data Officer
e Data Scientists

Source: Gartner Prediction, 2021

**DADOS
COLETADOS**

e habilidade para
coletar mais dados

ALGORITMOS

desenvolvidos
e patenteados

Google

O **boom** das
patentes de
algoritmos



Source: Gartner Prediction, 2021

Data-Driven

Remember when
creatives didn't
"do" data?

*Vous rappelez-vous le temps où créatifs et données ne rimaient pas? Maintenant ils s'accordent.**

JCDecaux

COCKTAILS **caffè Roma** RESTAURANT PIZZA

BRASSERIE

caffè Roma

RESTAURANT

BRASSERIE

TAXI

STATION M
CRO

04 93

GE

“In God we trust.
All others must bring data”.

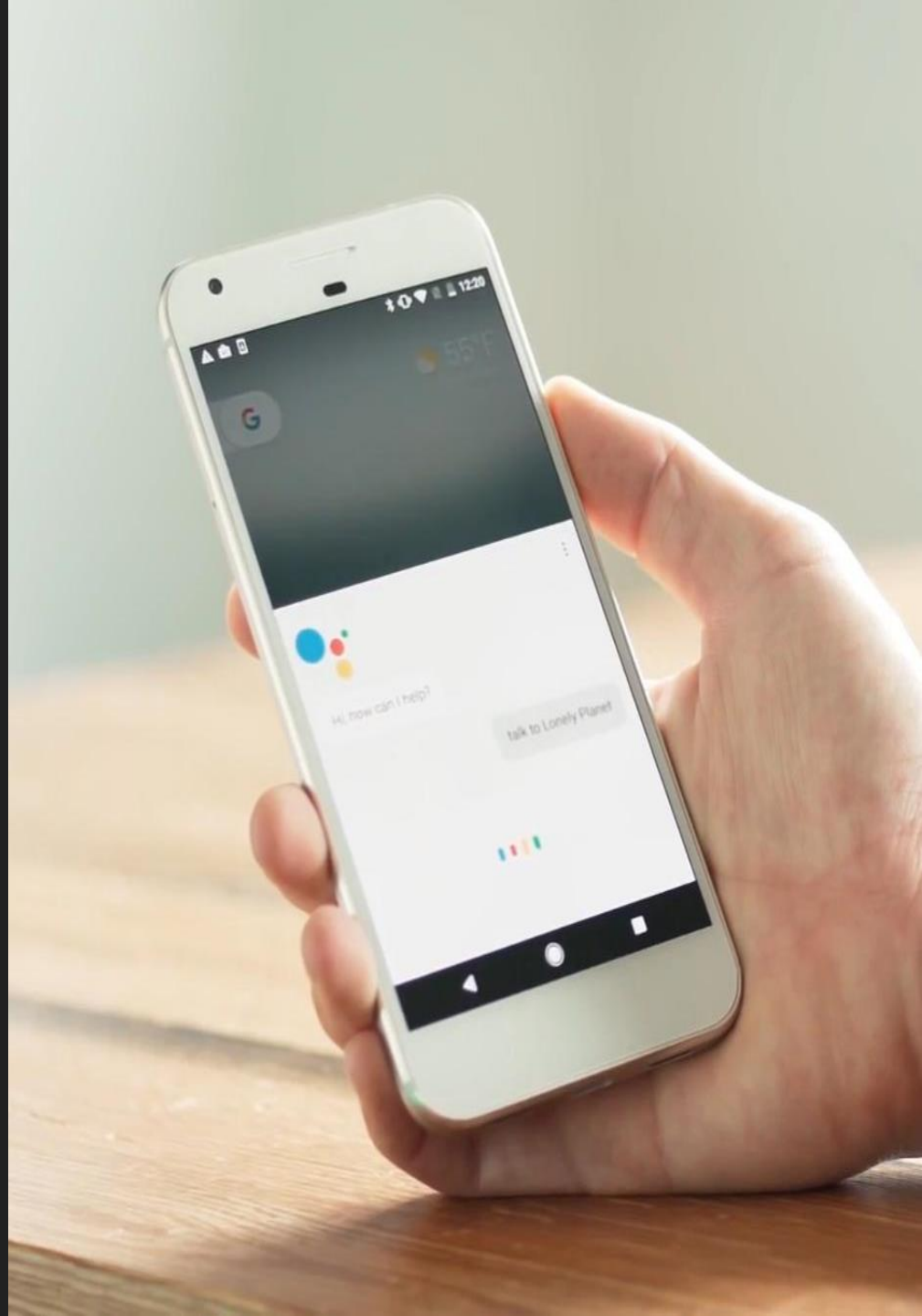
W . E d w a r d s D e m i n g | E s t a t í s t i c o , P r o f e s s o r e A u t o r .



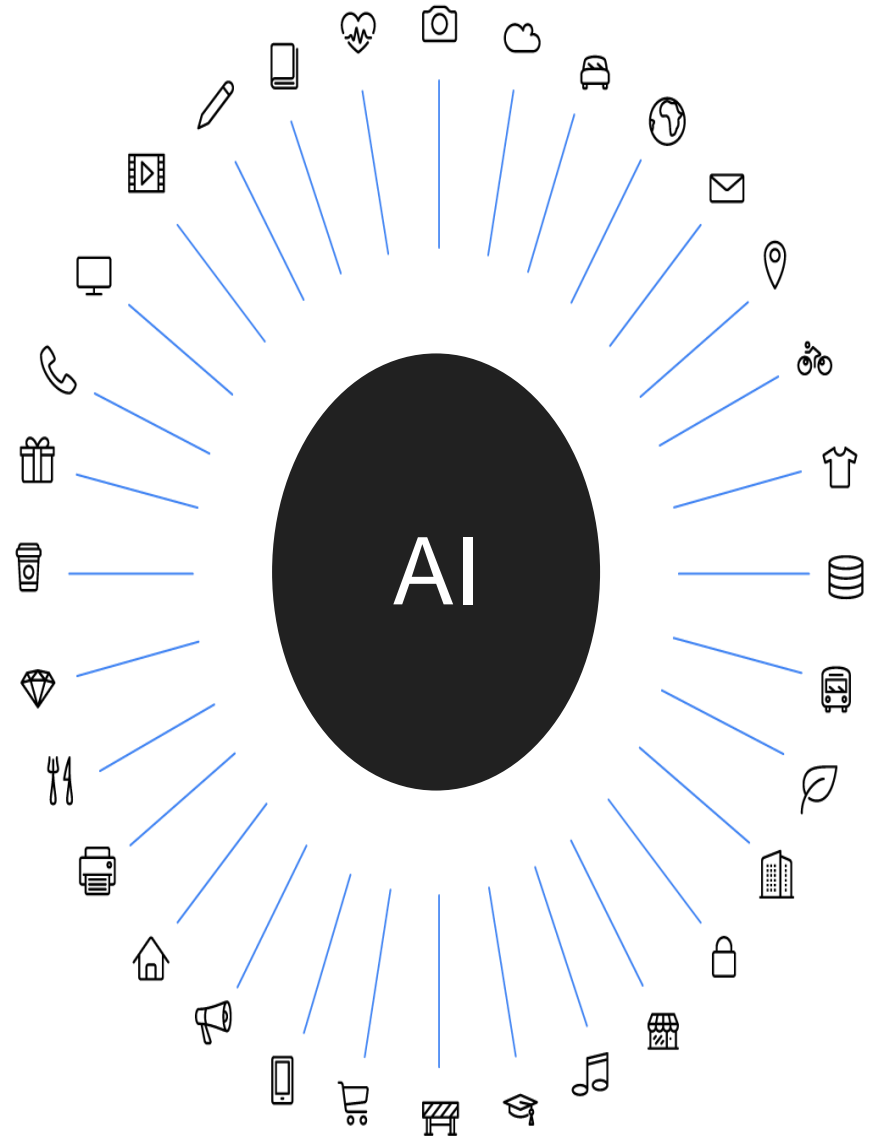
CALMA

**A revolução está
só começando**

**As interações
entre homens e
computadores
estão cada vez
mais intuitivas**



**AI-first irá
mudar toda
indústria,
sem
exceção**





70%

do tempo que as pessoas
passam assistindo vídeo no
YouTube vem do algoritmo de
recomendação

20X


de crescimento do watch time
da plataforma nos últimos 3
anos



**MACHINE
LEARNING**



**ALGORITMO DE
RECOMENDAÇÃO É
RESPONSÁVEL POR **35%** DA
RECEITA DA AMAZON**



O futuro do marketing não está no big data, mas
sim no **big understanding.**

- Jay Baer

ALÉM DOS KPI'S

Pesquisa e Insights



Select media



Doritos - Doritos Dogs

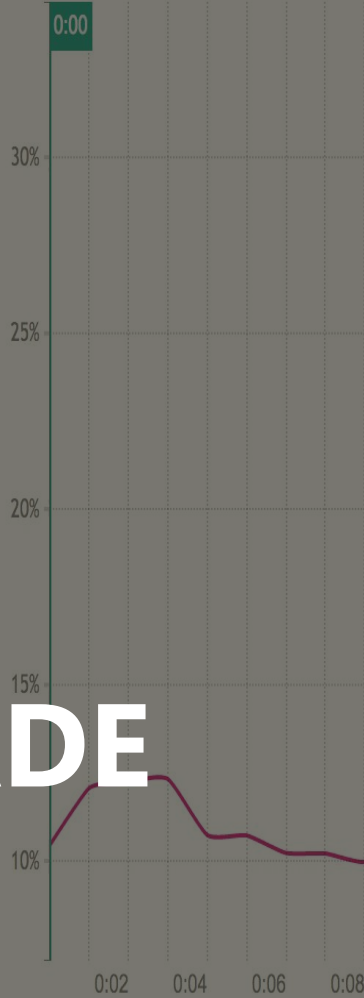
Emotion

Happy	Confused	Disgusted	Sad
Surprised	Angry	Engaged	Negative

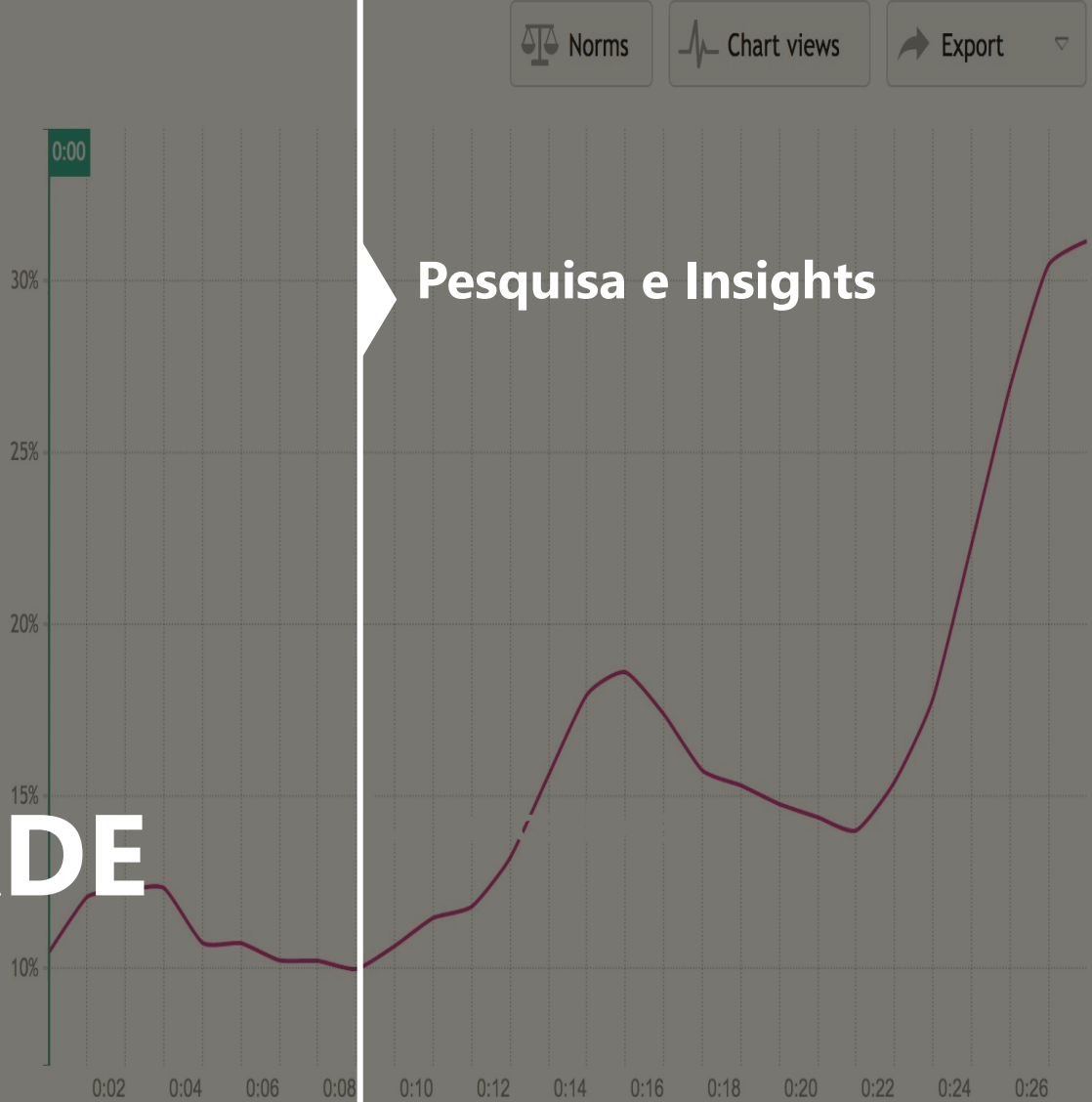
Valence

Metrics

% of people	Average	Max	EmotionAll®
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Pesquisa e Insights



OH,
MEU
DEUS!



O8R1G4D0!