



Marketing Transformation & Challenges

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What are the key changes that all marketers should do and focus?

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

PEOPLE



are changing

Meet consumers in the new Era:



A photograph of a runner in mid-stride on a reddish-brown track. The runner is wearing a blue and orange uniform. The background is slightly blurred, showing the track lanes.

RAPID

A photograph of a large crowd of people at an event. Many people are holding up their smartphones to take photos or videos. The scene is busy and crowded.

INTENSE

A photograph of several people smiling and talking. The focus is on a man in a dark jacket who is looking towards the right and smiling. Other people are visible in the background, also appearing to be in a social setting.

DEMANDING

RAPID

Thais are one of the fastest tech adopters

Active mobile data subscription per 100 inhabitants



2nd

Highest mobile internet penetration rate in ASEAN

7th

Highest mobile internet penetration rate in Asia



**Top 10
YouTube
Globally**

Source : YouTube



**Most
smartphone
addicted**

(highest time spent on
Smartphone)

Source : We Love Social, Vserv, hotels.com



**Most
multitasking &
multi-screening**

Source : Millward Brown

53% of users will leave a page that takes longer than 3 seconds to load (40% in 2012)



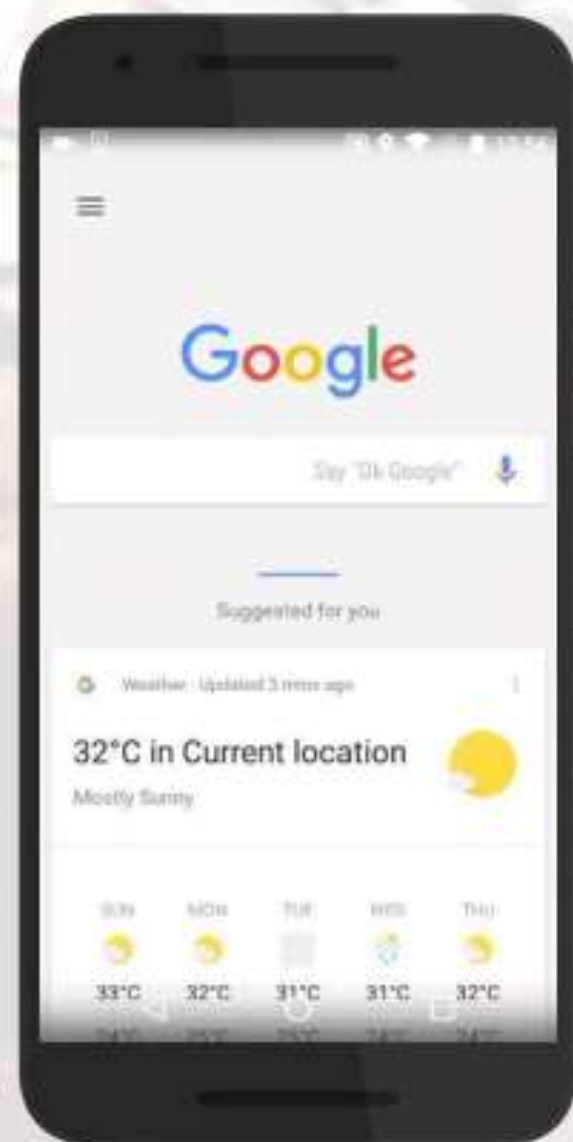
As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**





What are the key challenges
for all marketers

Key challenges to reach the marketing goal

- Driving Traffic To Your Stores/ Website. ...
- Targeting Content To the Right Audience. ...
- Leveraging “Big Data” For Your Marketing Campaigns. ...
- Turning Website Visitors Into Buyers (Conversion). ...
- Bridging Online And Offline Marketing.

However.....



Consumer has **EVOLVED** in the modern world

THE **NOW** CONSUMERS
WANT TO **STAND OUT** FROM THE CROWD
TO **EXPRESS INDIVIDUAL IDENTITY**

Consumer has **EVOLVED** in the modern world

Media consumption as well



Mass

Individual

TV

TV

TV

ONLINE

TV

**PERSONAL SCREEN &
TAILORED CONTENT**

So, the **Brand** and **Media Partners** should evolve in

MODERN MARKETING

- Value the Difference
- Make it Personal
- Experience at every touchpoint
- Continuous Relationship

**Personalized brand
experiences that
unlock customer value
for business growth.**

1

ALL CUSTOMERS ARE NOT CREATED EQUAL

They are unique individuals at different stages in their life, with different needs, driven by different motives. And they are of differential value to our clients' brands and businesses.

2

SUCCESS IS ROOTED IN RELEVANCE

The more relevant the brand experience is to the individual consumer, the more successful our clients will be at winning the consumers hearts and minds, their wallets, and their friends.

3

BE ACTION-ORIENTED, MEASUREMENT-MINDED

Constantly test and optimize to continuously surprise and delight the customer, and systematically measure the business impact.

MODERN MARKETING

The Principles

The Drivers

DATA
+
TECHNOLOGY
+
CREATIVITY



MAKE DATA
VALUABLE
FOR BUSINESS

DATA



TECHNOLOGY



CREATIVITY

**WILL REVEAL THE TRUTH
WILL OPEN OUR MINDS
WILL VERIFY OUR THOUGHTS
BECAUSE THEY'RE FACTS**

**WILL ENABLE NEW POSSIBILITIES
WILL BRING NEW EXPERIENCE
BECAUSE IT FACILITATES**

**WILL MAKE IT TOUCH
BECAUSE THERE ARE FEELINGS IN IT**



ONE MISSING PUZZLE...

WHO?

**WHO EXACTLY THAT DO WE WANT TO
AND HOW MUCH VALUES EACH OF
THEM HOLDS INDIVIDUALLY AND
INFLUENTIALLY IN A LIFETIME**

In this transformation era....

Data Collaboration and **Partnership** is the key'

The right collaboration can have a powerful effect on marketing strategy to communicate to the right audiences'

Data Collaboration for Success in the Transformation Era

1st Party Data

Own collection i.e.
Example: MK CRM Data &
Transactions

Collect by ad platform

- facebook tag
- youtube tag
- Programmatic / mInsight tag

2nd Party Data

**Collect by ad platform
/ other platform**

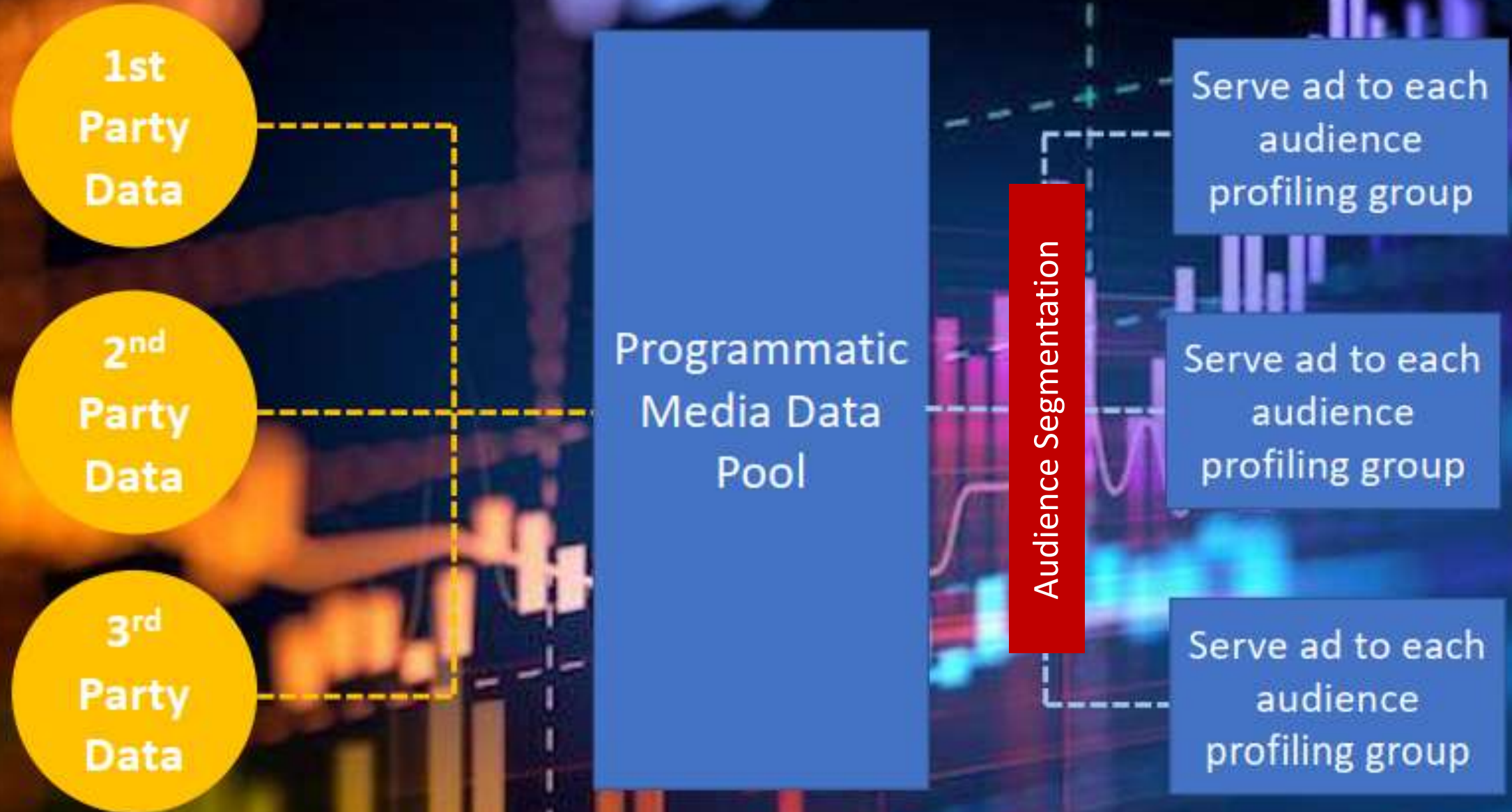
- Facebook data / learning signal
- youtube and google data / signal
- Programmatic / mInsight learning signal

3rd Party Data

**Collect by third party
can be reach by rent or
buy the license to use**

- Eyeota
- Lightspeed
- Live panel
- yougov

How to use these data



What does this mean for businesses

Leave history in the past

The future starts now

Focus on being relevant and useful

Let's make the future.

THANK YOU.