SIGHT

Our insight drives your foresight

Mastering the game of Marketing in 2024

New-age marketing techniques that influence decisions in the CPG space

Why New-Age Marketing is the game changer of 2024?

- With consumers' attention spans at an all-time low, grabbing their **attention quickly** is crucial. **Constant brand reminders** help keep the brand top-of-mind, ensuring it is readily recalled
- As consumer habits and technology evolve, effective marketing is vital for companies to **thrive in a fast-paced**, competitive industry
- Consumers perpetually seek **new experiences** and innovations. This constant need for novelty makes it crucial to adopt **disruptive marketing** strategies which is no longer just an option, but an expectation
- Hence, marketing in 2024 prioritizes building **lasting consumers connections** over transactions turning satisfied consumers into **brand ambassadors**

Therefore, leveraging interactions through several touchpoints is essential for maintaining consumer interest and loyalty

Looking at transformative marketing touchpoints across the shopping journey…

Content Marketing: *Transparency, ingredient stories, and versatile products are emerging content hooks*

Buzz Marketing: *Leveraging local landscapes and cultural festivals as buzz anchors*

Influencer Marketing: *Harnessing cross-category influencers to redefine category boundaries seamlessly*

PRE-STORE

IN-STORE

Experiential Marketing: *Personalization and customization through Virtual and Augmented reality are emerging drivers*

Social Media Integration: *Elevating engagement & shaping brand identity through organic user-generated content*

Interactive Push Notifications: *Tailored push notifications based on individual brand interactions*

On-pack communication: *Interaction via gamification, sustainability credentials, brand messages drive memorability*

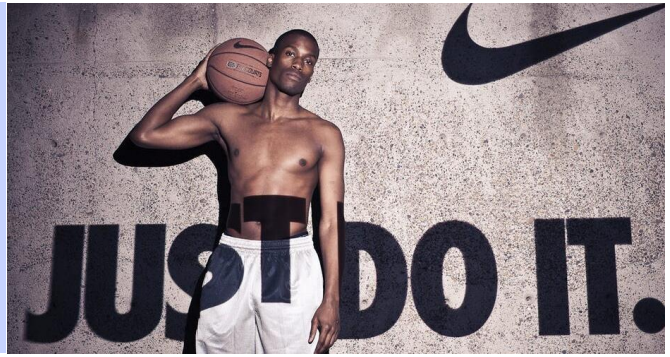
Interactive Shelf Displays: *Technology and AI advancements create disruption and drive interest*

AT THE SHELF

Influencer Marketing: *Harnessing cross-category influencers to redefine category boundaries seamlessly*

As social media platforms continue to evolve, influencers adeptly engage audiences through innovative content formats like **short-form videos and live streams**
This approach allows brands to **target specific demographics** more effectively and **leverage user-generated content** that often outperforms traditional ads. Different types of influencers can connect with diverse target audiences, **expanding a brand's reach** beyond a single demographic

Nike



By partnering with **athletes, fashion icons, and lifestyle gurus,** Nike extends its influence beyond sports. This strategy allows the brand to connect with diverse audiences and broaden its appeal.

Häagen-Daz

From **actors and makeup artists** to sustainable fashion enthusiasts, Häagen-Daz collaborates with a diverse group of influencers for their sponsored TikToks. Each influencer expertly captures the fun, family-friendly energy of the brand.

Buzz Marketing: *Leveraging local landscapes and cultural festivals as buzz anchors*

Buzz marketing **leverages the power of social sharing and organic conversations** to generate excitement and interest around a brand or product **by tapping into trending topics**
With the rise of social media and real-time communication, campaigns designed to create buzz **can quickly reach large audiences**, making them **cost-effective** and impactful

Careem

Ahead of **Eid al-Adha**, residents could pre-order their sacrificial animals on Careem and Noon Minutes, with meat delivered to their doorsteps. This marked the first time Udhiya meat was available on grocery delivery apps in the country, generating significant social media buzz

Al Habtoor Motors and Virgin Radio

In response to the **historic rainfall** in the UAE, Al Habtoor Motors and Virgin Radio Dubai created buzz by awarding 28 new cars to residents affected by the weather. The Kris Fade Show announced winners live each morning, generating significant social media engagement and excitement

Content Marketing: *Transparency, ingredient stories, and versatile products are emerging content hooks*

Content Marketing acts as a **constant reminder** that the brand is active, continuously innovating, and listening to its audience, fostering direct relationships with consumers.
This method involves sharing information that **educates, entertains, or informs** the audience, thereby building trust

Al Ain

Leverages **local culture and values** by promoting the dairy and poultry products through engaging content that emphasizes freshness and quality. Their campaigns often include behind-the-scenes of their farms, highlighting their commitment to sustainable practices and animal welfare

Olipop

Showcase **versatile uses** of their product, such as making OLIPOP milkshakes. This campaign not only increased product visibility but also fostered a sense of community among their audience by involving them to try these recipes, ultimately boosting sales and engagement

Experiential Marketing: *Personalisation and customisation through Virtual and Augmented reality are emerging drivers*

Experiential marketing stands out by engaging all senses and fostering direct interaction with products or services. It creates **memorable and immersive** brand experiences
This approach not only enhances brand loyalty and recall but also encourages social sharing, **amplifying the campaign's reach organically**

Nike

Nike introduced a **customization** studio in select stores where consumers can personalize their sneakers with unique designs and colors. This allows consumers to create one-of-a-kind products but also strengthens their connection with the brand

Ikea

Ikea hosted a sleepover for 100 Facebook winners, allowing them to **personalize** their bedding and receive tips from a sleep expert. This event, based on social media insights, boosted brand visibility and engagement through experiential marketing

Social Media Integration: *Elevating engagement & shaping brand identity through organic user-generated content*

Social Media Integrations bridge the gap between online and offline experiences, enhancing customer engagement and driving **immediate, shareable** content that boosts **brand visibility**. This integration allows brands to gather real-time feedback, and create interactive shopping experiences by leveraging the power of social networks

Glossier

Stores are designed with social media in mind, featuring **aesthetically pleasing setups** that encourage consumers to take and share photos. This increases the visibility of the brand through a more 'authentic' source i.e. consumers themselves

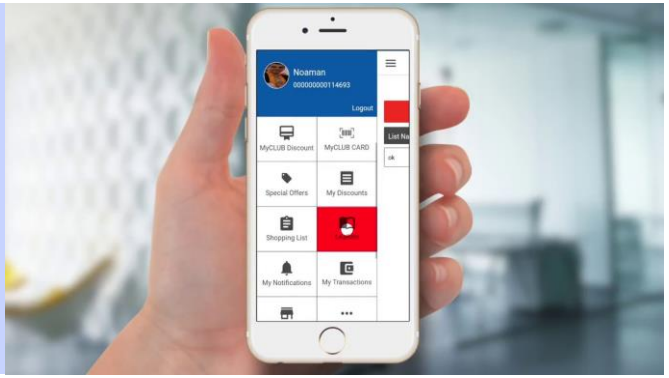
Victor'as secret

Victoria's Secret is boosting its omnichannel marketing by inviting fans to visit stores, take **selfies in front of window displays**, and show them to sales associates for a free gift, highlighting the potential of in-store selfie activations for millennial retailers.

Interactive push notifications: *Tailored push notifications based on individual brand interactions*

Interactive push notifications engage consumers with personalized, real-time content, increasing **app retention and driving immediate actions** such as responding to a message, making a purchase, or providing feedback directly from the notification itself
This technique **simplifies purchases** and provides **valuable** consumer data

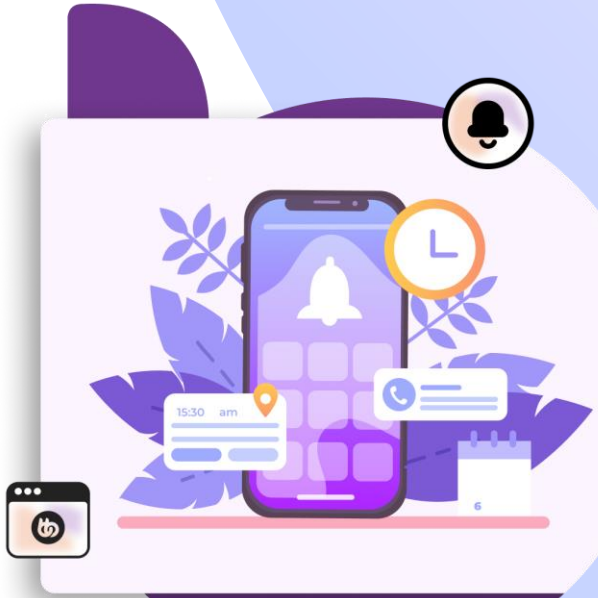
Carrefour



Carrefour uses **geofencing** to send personalized push notifications when users are near a store, highlighting deals and allowing quick actions like adding items to a shopping list or getting directions. It enhances convenience and personalization

Amazon

Amazon employs **personalized** push notifications to re-engage consumers. It uses data about a consumer's purchase history and browsing behavior to send personalized push notifications that are tailored to their interests and preferences



Interactive shelf displays: *Technology and AI advancements create disruption and drive interest*

In an era where brick-and-mortar stores compete with online shopping, interactive shelf displays offer a distinctive advantage by **blending the convenience of digital information with the tangible experience of in-person shopping**.
They **capture consumer interest**, encourage **longer store visits**, and ultimately **drive higher sales**

Sephora

Sephora's **AR tool** lets consumers virtually try on makeup, access beauty tutorials, and use AI to find the perfect shade for their skin tone from a photo. Offers an innovative and personalized shopping experience that boosts consumer engagement

PepsiCo

PepsiCo has used light-up displays that activate when a consumer approaches. These displays use **motion sensors** to light up, highlighting the product and drawing attention. This simple yet effective interaction can increase visibility

On-pack Communication: *Interaction via gamification, sustainability credentials, brand messages drive memorabili*

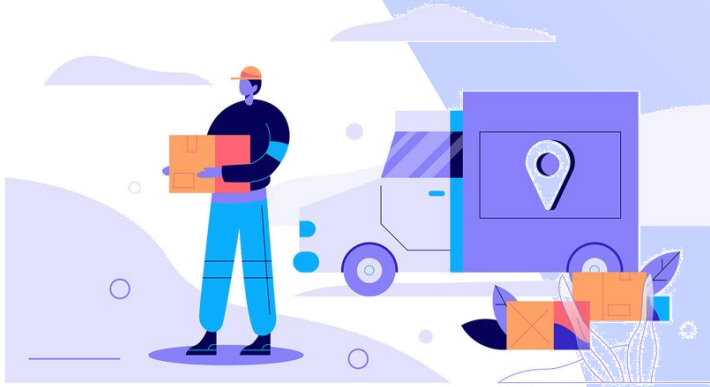
As consumers increasingly demand transparency and detailed product insights, on-the-pack communications serve as a valuable tool for brands to **effectively convey key messages, sustainability credentials, and usage instructions**.
On-pack communication transforms packaging into a **powerful and immersive medium** that captivates consumer attention

Pringles

Pringles introduced packaging that includes a QR code, leading to a mobile **game**. By scanning the code, consumers can engage in a fun mini-game that integrates Pringles' branding. This gamified experience makes the product more interactive and memorable

Calvin Klein

Calvin Klein uses QR codes on their packaging to direct consumers to information about their **sustainability initiatives**. Scanning leads to a website with details on the eco-friendly materials used, the brand's sustainability goals, and recycling tips



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