

David Roth

CEO THE STORE WPP EMEA & ASIA

WEDNESDAY 9 MARCH 2016



RETAIL BUSINESS TECHNOLOGY CONFERENCE



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WPP

S&P 500

From

67 YEARS in the 1920s

to **15 YEARS** today

**BRANDZ
Top**

10

**10th Anniversary
Edition**



**Most
Valuable
Global
Brands
2015**





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Available on the
App Store
www.brandz.com

BRANDZ
Top
1
Most Valuable
Global
Brands
2015

Methodology and valuation by
Millward Brown

7am - 7pm

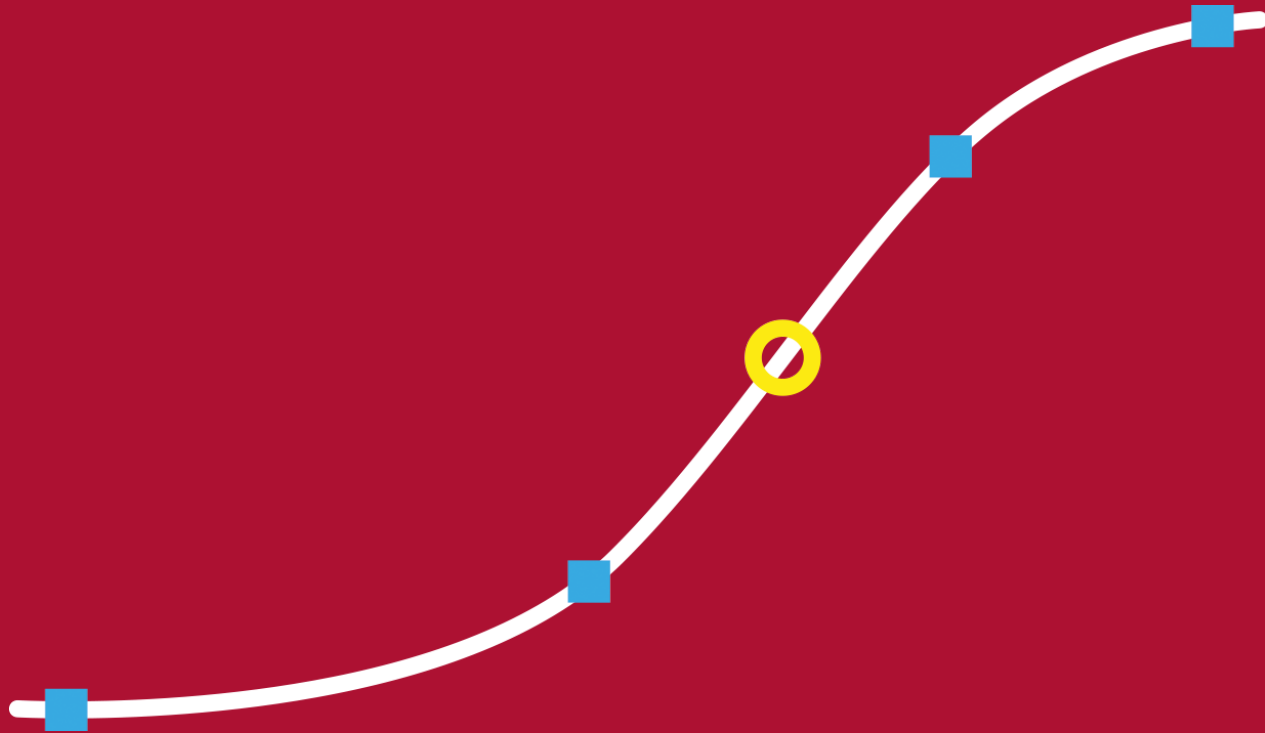
METEORIC SPEED_{OF} CHANGE



IT WAS THE
BEST OF TIMES

IT WAS THE
WORST OF TIMES





**UNASSAILABLE
LEADERSHIP**

**POSITIONS
USURPED**



retailing in the



INTERNET OF

THINGS AGE

EVERY OBJECT
WILL BE **SMART** &
CONNECTED

The word "CONNECTED" is rendered in large, bold, white capital letters. Overlaid on the word are yellow circuit-like lines that connect various points across the letters, symbolizing connectivity. The lines are thin and have small circular nodes at their endpoints. Some lines are straight, while others are curved or zig-zagged, resembling a printed circuit board trace.



SENSOR WORLD

0.06%

THAT COULD BE CONNECTED

ARE CONNECTED

**LOCATION-BASED
INSIGHTS DRIVEN**

**SEAMLESSLY
TRACKED**

**CONTEXT-SENSITIVE
MESSAGING**





WITHIN THE

CONNECTIVITY LIE

OPPORTUNITIES

FOR OTHER BUSINESS MODELS

TRIANGULATION
FOR THE
CUSTOMER_{OF} ONE

$alg^{(0)} r(it)h = ms^x$

IN CONTROL

**EVERY CONNECTED
SURFACE IS A
COMMUNICATION
OPPORTUNITY**

NEW
REQUIREMENTS
FROM **RETAILERS &**
CONSUMERS

DIGITISING

PHYSICAL ASSETS; UNLOCKING

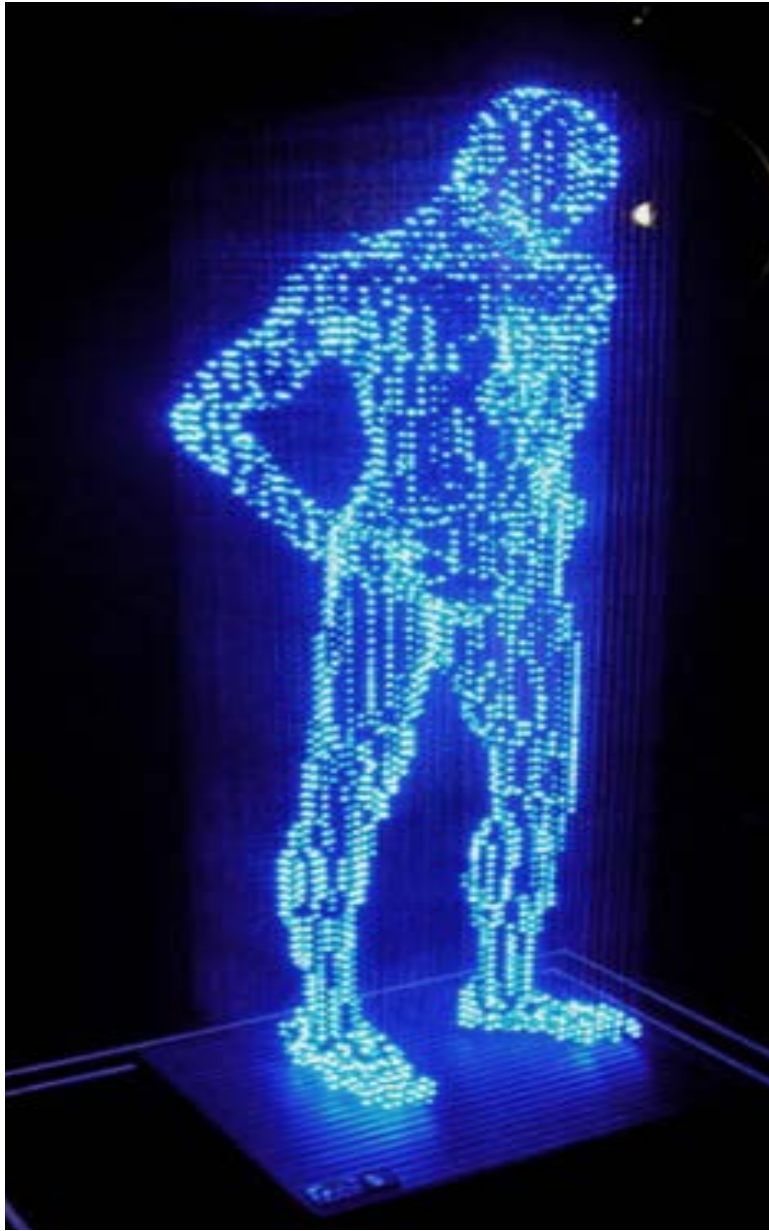
UNUSED **CAPACITY**

AND **MONETISING** IT

DATA IS THE NEW OIL



DATA REFINERIES



3D DATAVATAR

WHO WOULD YOU BE HAPPY TO HAVE
YOUR DATA?

THE STORE



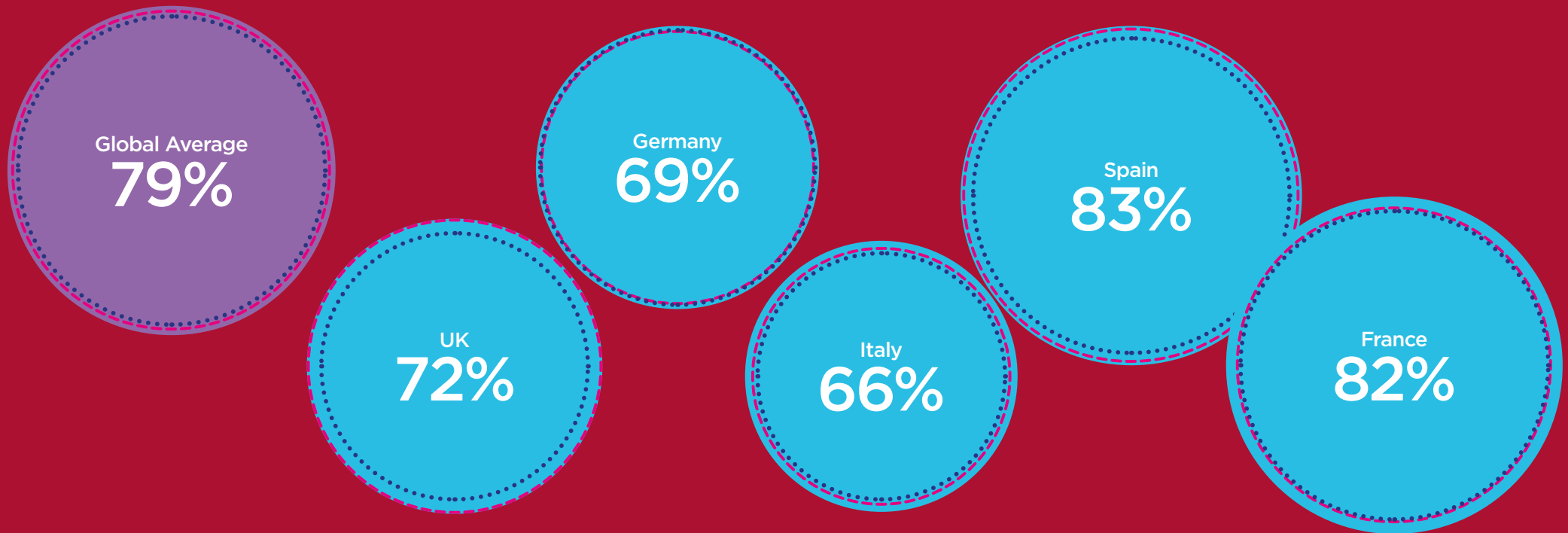
WPP

THE WPP GLOBAL
RETAIL PRACTICE

DATA SURVEY

PRELIMINARY RESULTS

People say they're concerned about protection and privacy on the internet



- 2013
- ... 2014
- 2015

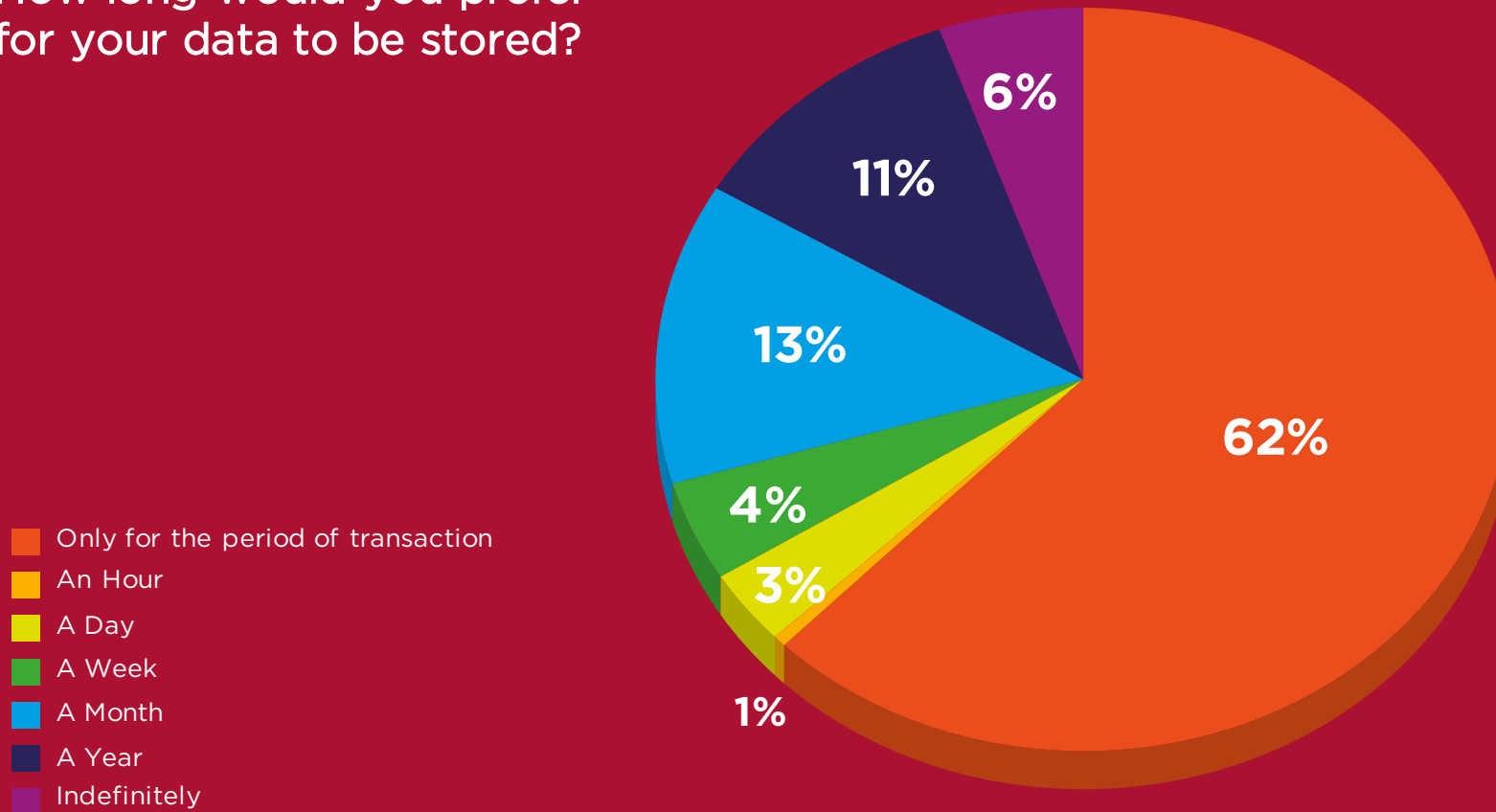
% Agree/strongly agree: I am concerned about data protection and privacy on the internet:
(among those who access the internet)

Source: The Futures Company

WPP

Personally Identified Data

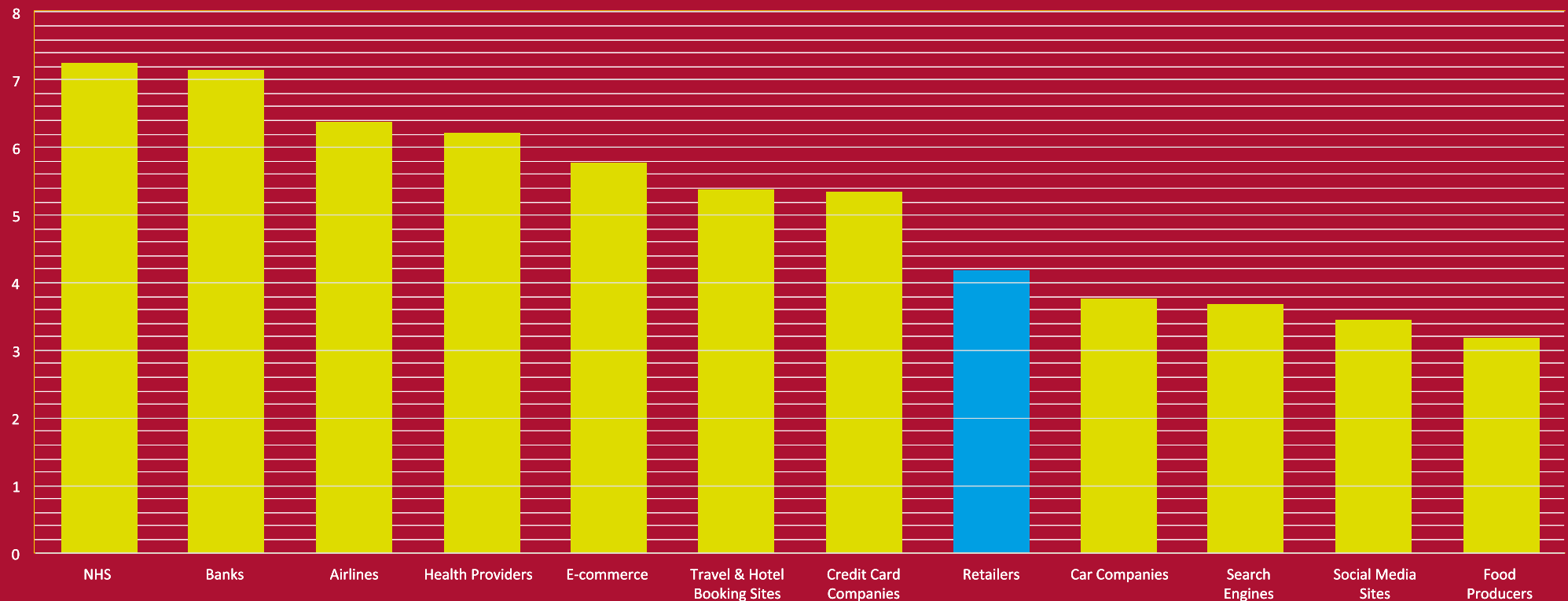
How long would you prefer for your data to be stored?



Source: The Store WPP Data Survey February 2016

Retailers are not the most trusted to giving personal data

How comfortable are you about sharing your personal data with:



From 1 to 10 (1 least comfortable and 10 most comfortable)

Source: The Store WPP Data Survey February 2016



Consumer Hierarchy of Retailer Data Trust



Which of these specific retailers do you trust to keep your data?

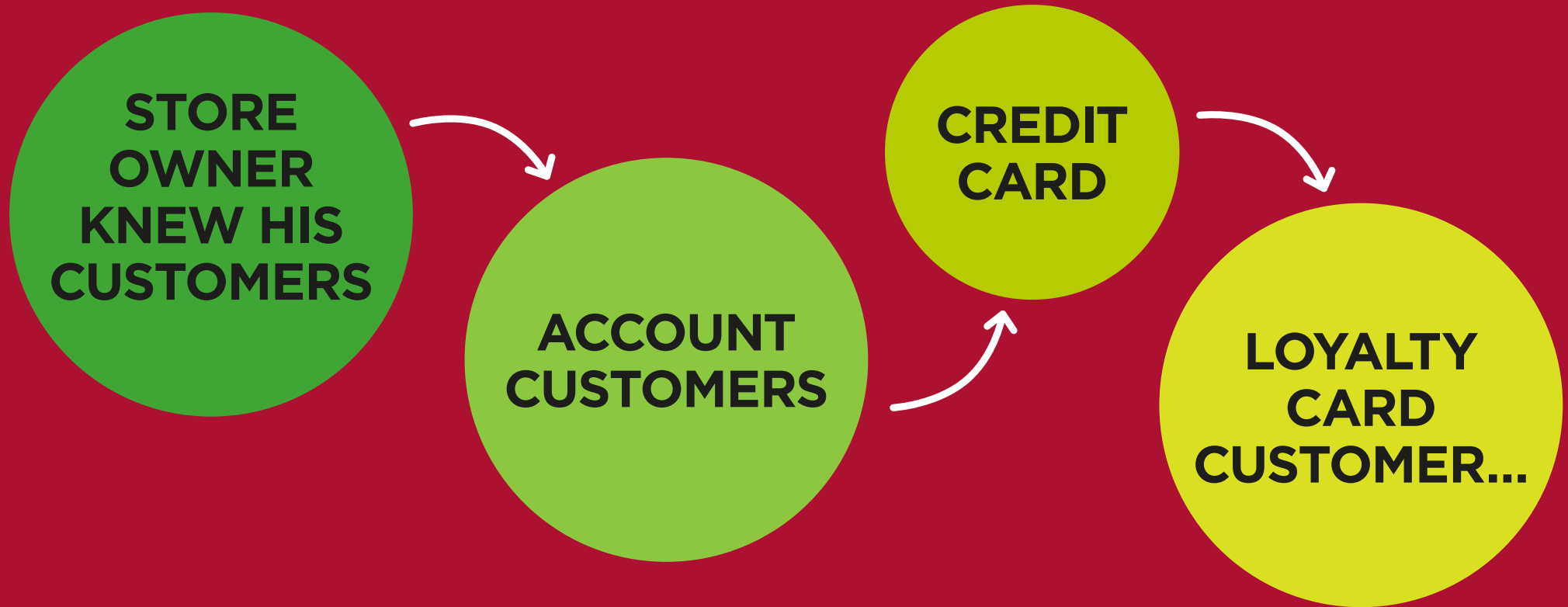
From 1 to 10 (1 is trust the least and 10 is trust the most)

NEW

**PSYCHOLOGICAL
CONTRACT**

WITH CUSTOMERS

Changing Consumer Psychological Contract



Changing Consumer Psychological Contract

NOW...

**AGGREGATION
OF MULTI-
SOURCED DATA
INCLUDING THIRD
PARTY DATA**

Data kept for
**Period of
Transaction**

VS.

Data kept
Indefinitely

**High Value
In Exchange
For Data**

VS.

**Low Value
In Exchange
For Data**



Intrusiveness

VS.



Helpfulness

**Usefulness
To You
Of End
Result**

VS.

Spookiness

**Low
Personal
Implications
of Data
Becoming
Public**

VS.

**High
Personal
Implications
of Data
Becoming
Public**

IoT in re-imagining...

**Customer
Proposition**

**Brand
Building**

**Customer
Communication**



GO HOT
Dubai
33.3°C 92.0°F

THE CLIMATE PORTAL
FEEL THE DESTINATION

GO BIG
London
10.0°C 50.0°F

GO COLD
Moscow
-10.0°C 14.0°F

OUR LAS SECRET

MICHAEL KOR S

Free them!

Swipe your credit card
and donate 2 euros!



erreich: Mit Ihrer Spende unterstützen Sie
Weg zurück in ein normales Leben.

MISEREOR

It's so easy to pick you out in a crowd.



PORSCHE

oh!



THERE IS A BUTTON FOR IT



**Kwik open platform
for repetitive
purchase
enabling brands to
sell directly to
Consumers**

Nappies



Soda bar refill



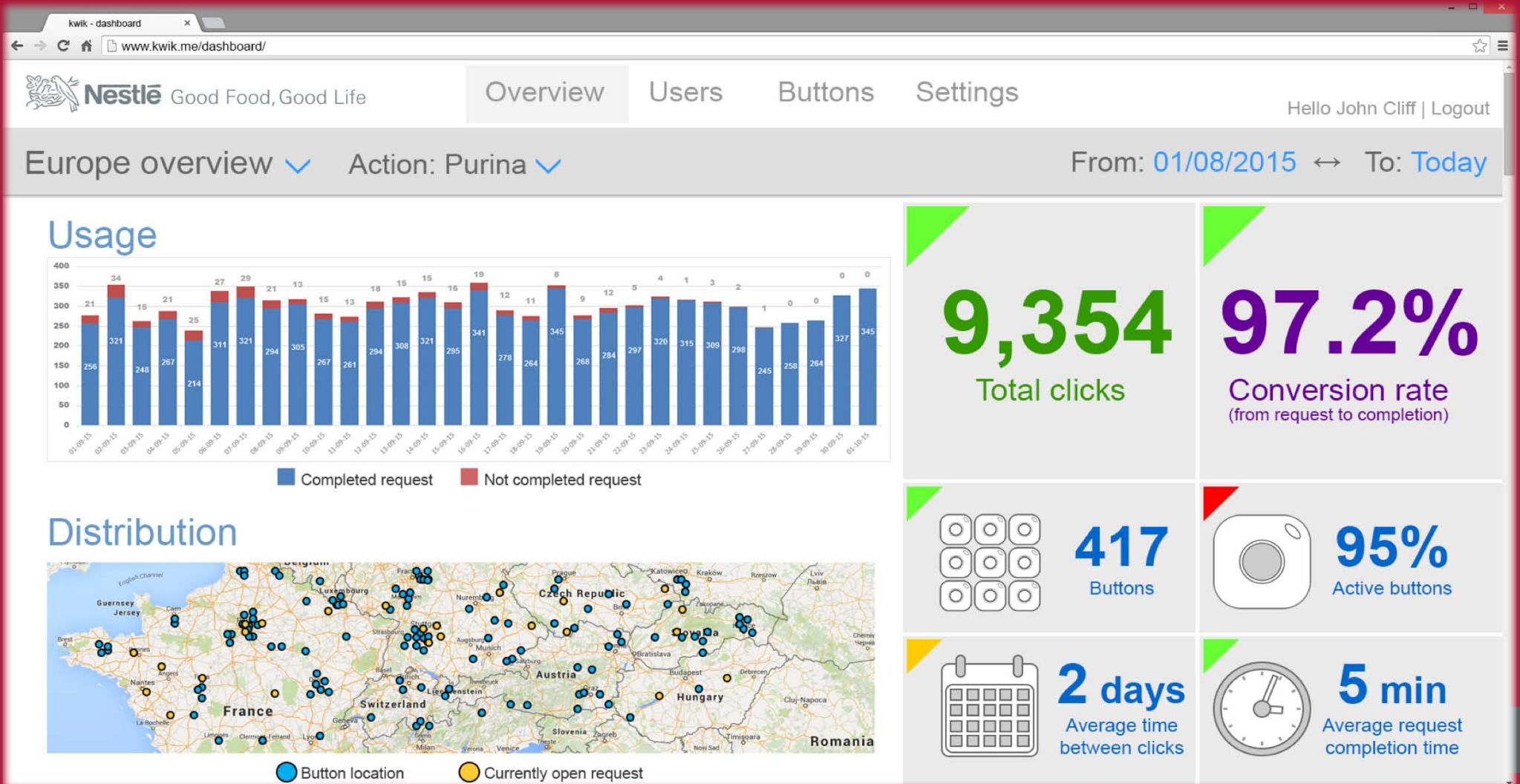
Water coolers



Pizza



Data dashboard

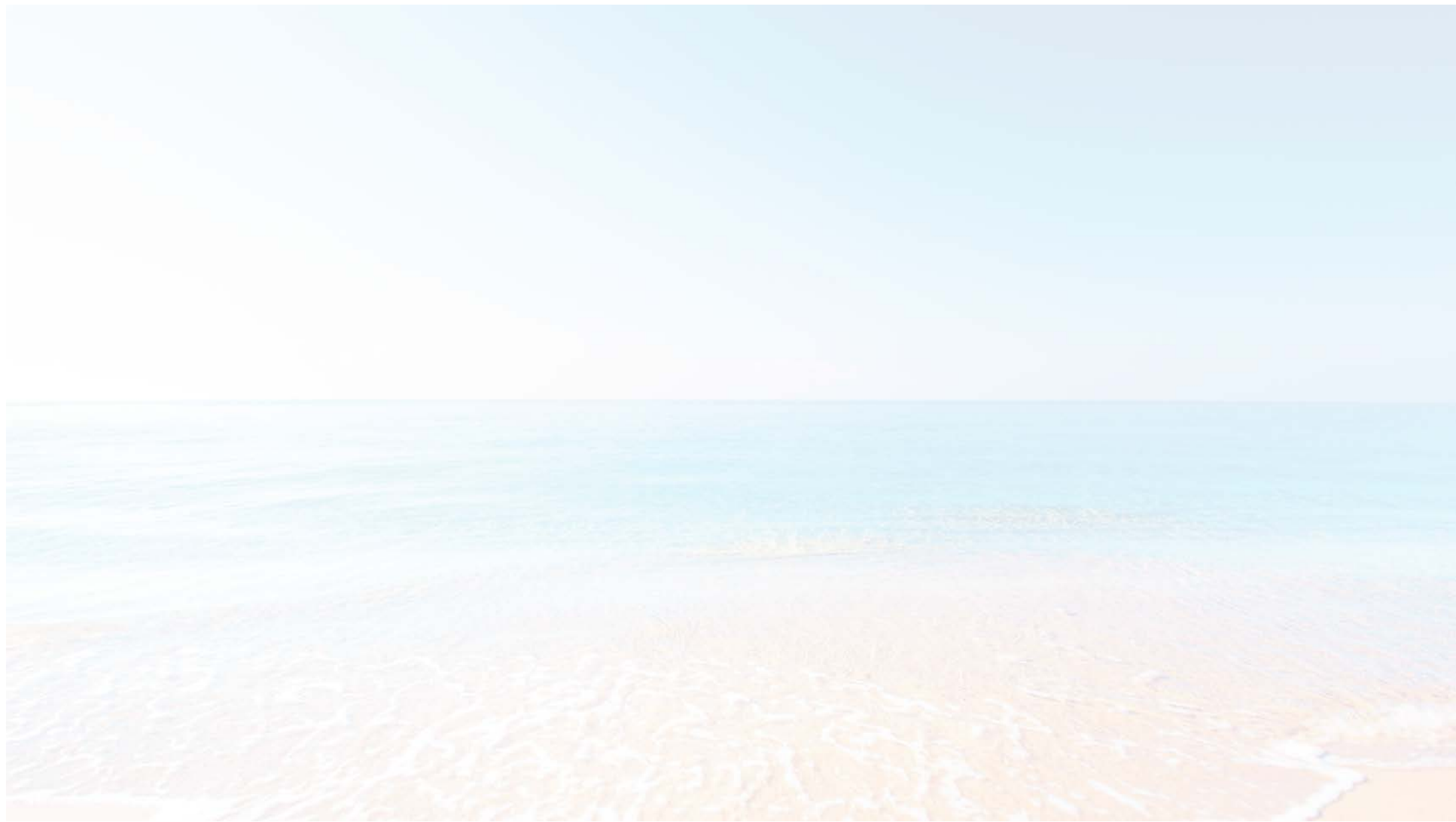


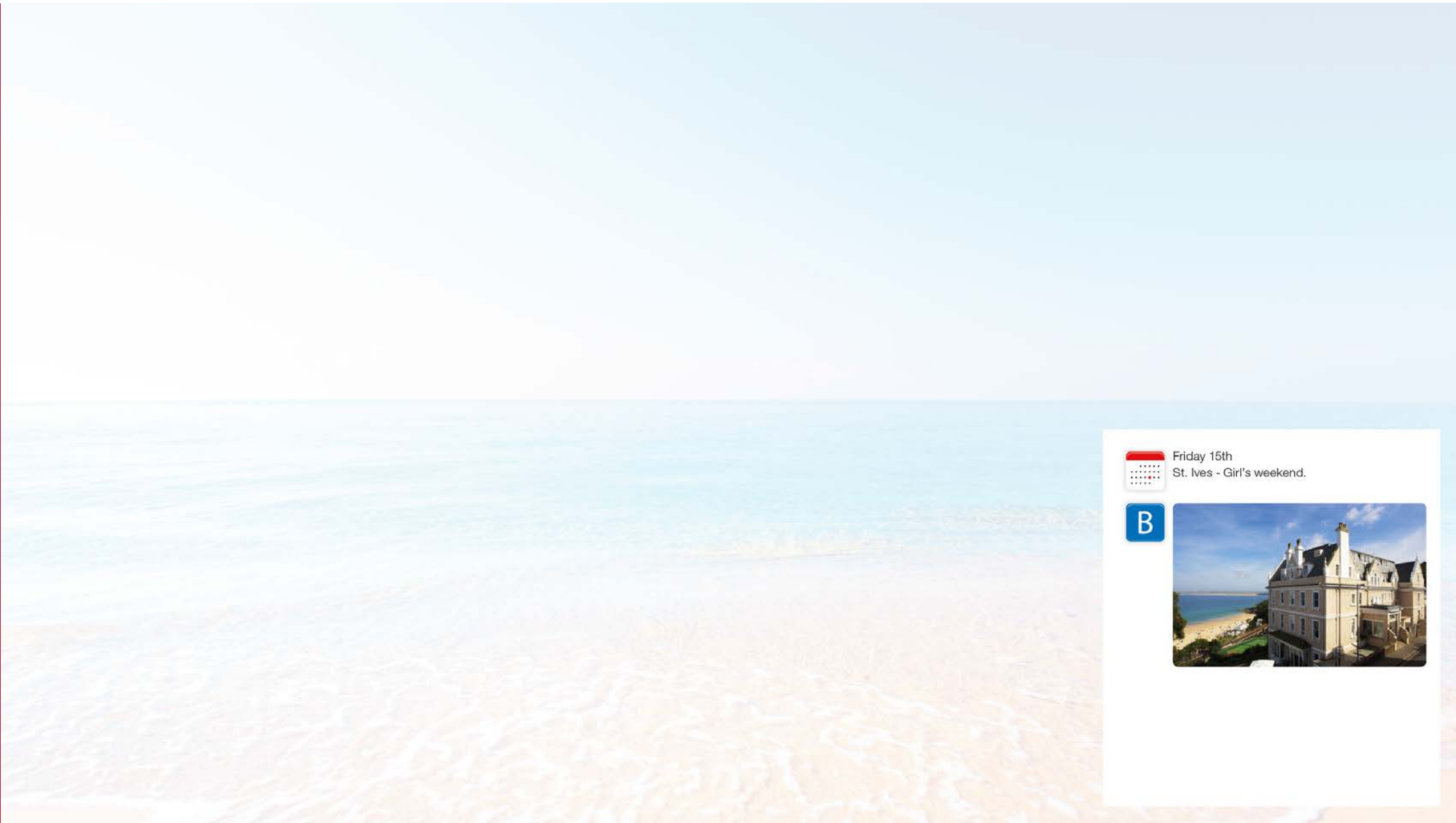
CREATED

DYNAMICALLY, FROM IOT
DATA, NOT

SELECTED

DYNAMICALLY





Friday 15th
St. Ives - Girl's weekend.

B

A photograph of a large, multi-story, light-colored building with a dark roof and multiple chimneys. The building is situated on a hill overlooking a beach and the ocean. The sky is blue with some clouds.

Hi Sally,
Ready for
the weekend...



Friday 15th
St. Ives - Girl's weekend.



Hi Sally,
Ready for
the weekend...



Your recent purchases...



Fearne Slouchy Bag

£139.00

FROM: XYZ STORES
TUESDAY 5TH MARCH



Celtic Diamond Pendant

£115.00

FROM: ABC Jewellers
Thursday 7TH MARCH



Friday 15th

St. Ives - Girl's weekend.



TU	WE	TH	FR	SA	SU	MO
27°	28°	29°	29°	31°	30°	29°

Hi Sally,
Ready for
the weekend...



Friday 15th
St. Ives - Girl's weekend.

B



TU	WE	TH	FR	SA	SU	MO
27°	28°	29°	29°	31°	30°	29°

Hi Sally, Ready for the weekend...



We've found the perfect dress to go with that bag you bought last week from Harvey Nichols. It's the Celtic Tunic Dress, available in John Lewis.

There's a John Lewis on the High Street - three minutes walk from where you are now, turn left and straight down the high street.

SIZE 10
Regular
5 IN STOCK NOW
£69.99



Your recent purchases...



Fearnie Slouchy Bag
£139.00
FROM: XYZ STORES
TUESDAY 5TH MARCH



60 litres unleaded
£59.94
SHELL, Station Road



Celtic Diamond Pendant
£115.00
FROM: ABC Jewellers



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Regular
5 IN STOCK NOW
£69.99

Complete the look...



BLAZER
SIZE 12
Regular
7 IN STOCK NOW
£89.50



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TUESDAY 5TH MARCH



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Regular
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£69.99

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BLAZER
SIZE 12
Regular
7 IN STOCK NOW
£89.50



CARDIGAN
SIZE 12
Regular
12 IN STOCK NOW
£59.50



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TUESDAY 5TH MARCH



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SHELL, Station Road



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£69.99

Complete the look...



BLAZER
SIZE 12
Regular
7 IN STOCK NOW
£89.50



CARDIGAN
SIZE 12
Regular
12 IN STOCK NOW
£59.50



FLAT SHOE
SIZE 6
**15 PAIRS
IN STOCK NOW**
£99.50



Your recent purchases...



Fearne Slouchy Bag
£139.00
FROM: XYZ STORES
TUESDAY 5TH MARCH



60 litres unleaded
£59.94
SHELL, Station Road



Celtic Diamond Pendant
£115.00
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There's a John Lewis on the High Street - three minutes walk from where you are now, turn left and straight down the high street.

SALLY, FOR THE
NEXT 3 HOURS
BUY THE DRESS AND
BLAZER AND SAVE

30%

Complete the look...



BLAZER
SIZE 12
Regular
7 IN STOCK NOW

£89.50



CARDIGAN
SIZE 12
Regular
12 IN STOCK NOW

£59.50



FLAT SHOE
SIZE 6
15 PAIRS
IN STOCK NOW

£99.50

SIZE 10
Regular
5 IN STOCK NOW

£69.99



Your recent purchases...



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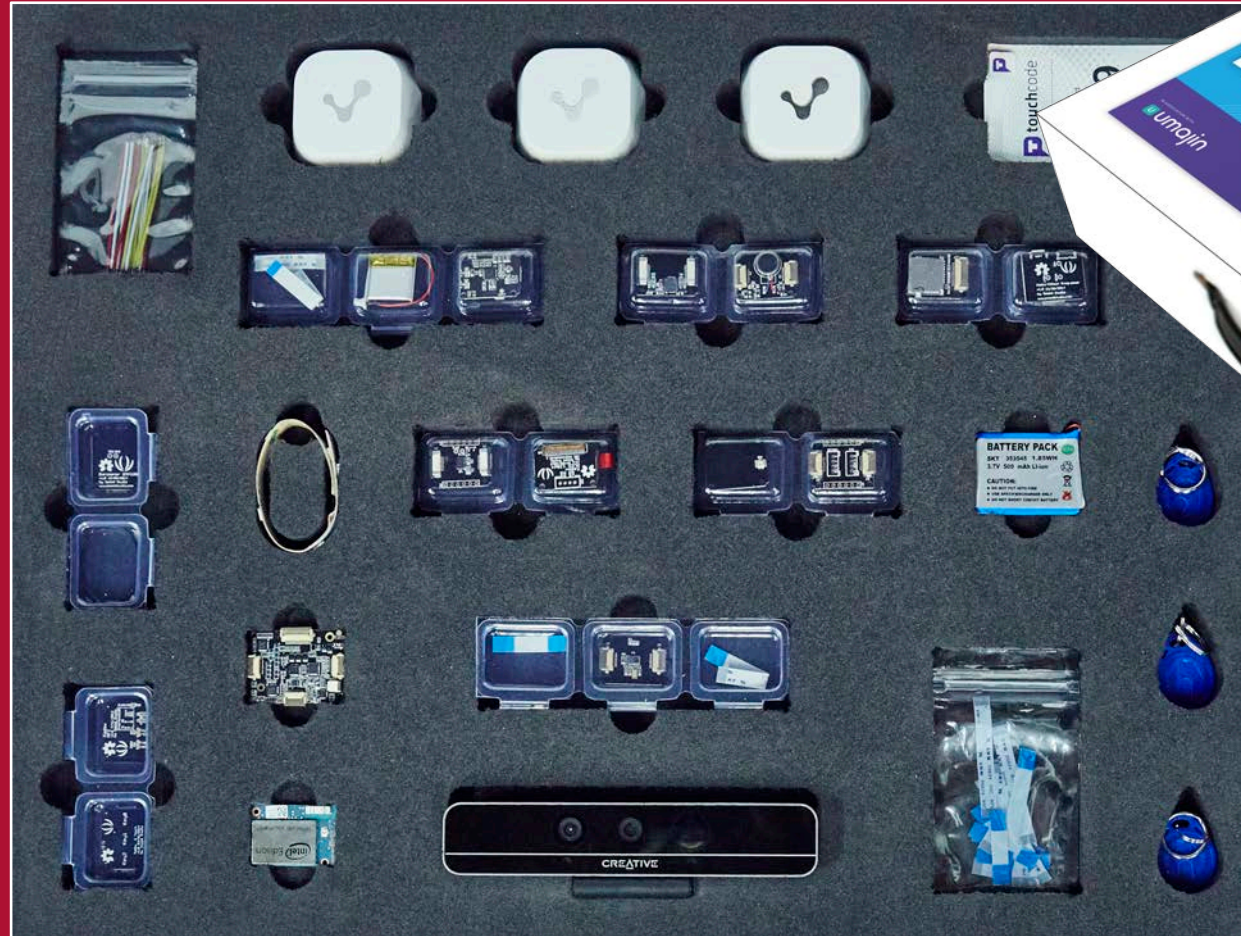
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27°	28°	29°	29°	31°	30°	29°



SIMPLICITY

AVAILABLE FROM

www.internetofthingsage.com/iot-kit

**THE FUTURE
DOESN'T
JUST HAPPEN,
WE CREATE IT**

NEW

PARTNERSHIPS

OF

Merchants

&

**Data
Analysts**

**BUILD
THE DATA
MODEL
FIRST**



**CLEAR
VIEW OF
KEY DATA
POINTS**



**BE
OBSESSIVE
ON DATA
COLLECTION**



**PLAN IN
OPTIMISATION**

RETAIL

ALWAYS IN

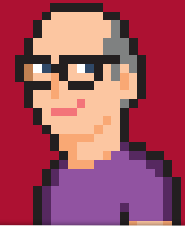
BETA MODE

LIBERATING
OR SPOOKY?

RESOURCES DOWNLOAD

www.davidroth.com/expo

Thank you



david.roth@wpp.com



www.davidroth.com



[@davidrothlondon](https://twitter.com/davidrothlondon)