Creating opportunities within disruption: The power of connectivity in a brave new world...

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Industry developments... there's a lot going on!

Mobility has been growing... and how will it change in the future?

How do drivers change by country?

California row: the gateway product...

Only positive action creates positive change

Fight, flight, wait, embrace - reactions to change

How can you make things comfortable and familiar to start?

Meeting fear head on - Toyota, Hyundai, Uber...

Sympathetic pricing

Change
You need **precision, strategy & speed**. Have intention behind all content, and measure it!

**One idea** can change a whole company...

They respect & aspire to be creators. Young people are proactive.

Consumers want more & more content... but they'll help you create it to freedom!

Listen to your customers across their whole life cycle!

Share your stories.

6.1 billion smartphone users by 2020!

Change happens slowly... until it doesn't.

Create brand value.

60% of app traffic is video.

From control to cut through!

45% of video users prefer to view video on mobile.

We have to think mobile first.
IT GETS US CLOSER TO OUR CUSTOMERS, AND IMPROVES RELATIONSHIPS.

VIRTUAL REALITY

AUGMENTED REALITY

A.I.

TECHNOLOGY HELPS YOUNG PEOPLE CREATE EXPERIMENT

ENGAGE

CREEATING MICRO MOMENTS...

WHAT DOES YOUR BRAND STAND FOR, AND HOW CAN YOU BRING IT TO LIFE?

TRUST

SEEING IS BELIEVING.

IN YOUR RECRUITMENT, YOU NEED TO OFFER PROOF

THIS IS A LIFE CHANGING EXPERIENCE FOR STUDENTS...

HOW DO YOU WELCOME THEM INTO YOUR BRAND?

THE POWER OF EMOTION

TRUST

RELATIONSHIP

RESULTS

OUR GOALS SHOULD BE ABOUT MORE THAN NUMBERS

PEOPLE DON'T BUY SOMETHING FOR WHAT IT DOES, BUT HOW IT MAKES YOU FEEL...