

RE.CON

2021: Hit the Ground Sprinting
with Digital and Data

2021 – A STRATEGIC
OPPORTUNITY

Speaker



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CEO

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2020

**The year of crisis.
The year of marketing's moment.
The year of digital reckoning.**

2021

***Might not be any different.*
What should we doing differently?
How do you thrive in this setting?**



2020 REAL TIME MARKETING LEADERSHIP



You Can Soon Drive A 2020 Corvette Whenever You Want

JUN 6, 2020 / BY MARTIN BIDD - IN [SPORTS CARS](#) / 16 COMMENTS

It will be one of over 200 cars you'll be able to take for a virtual spin in Project CARS 3.

Trying to track down a [2020 Chevrolet Corvette Stingray](#) isn't easy right now. Production of the mid-engine sports car has been cut short due to the coronavirus pandemic and the remaining examples currently for sale have [huge dealer markups](#). Fortunately, however, there will soon be an alternative way to experience the first-ever mid-engine Corvette, as it will star in a new racing game.

Developed by Slightly Mad Studios, Project CARS 3 is a new racing simulation game releasing on PS4, Xbox One, and PC this year. A reveal trailer gives us a first look at some of the cars that will star in the game, including the [Chevrolet Corvette C8.R race car](#).



2020 REAL TIME MARKETING LEADERSHIP

Home / New Launches / 360 Virtual Tours

i360

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We are bringing property showroom to you, whenever and wherever you are

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iProperty Unveils Virtual Showroom

September 3, 2020

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2020 REAL TIME MARKETING LEADERSHIP



TAP TO CHEER

LET THE PLAYERS KNOW YOU'RE OUT THERE!

HOW TO CHEER

- GAME PAGES ON [NBA.COM](https://www.nba.com) OR THE [NBA APP](https://www.nba.com)
- USE YOUR TEAM'S HASHTAG ON [TWITTER](https://twitter.com)
- AT [CHEER.NBA.COM](https://www.cheer.nba.com)

WHOLE NEW GAME

The NBA will use artificial intelligence and a tap-to-cheer app feature to help fans stuck at home get in the game

By Leah Asmolash, CNN

Updated 13:19 GMT (21:19 HKT) July 30, 2020

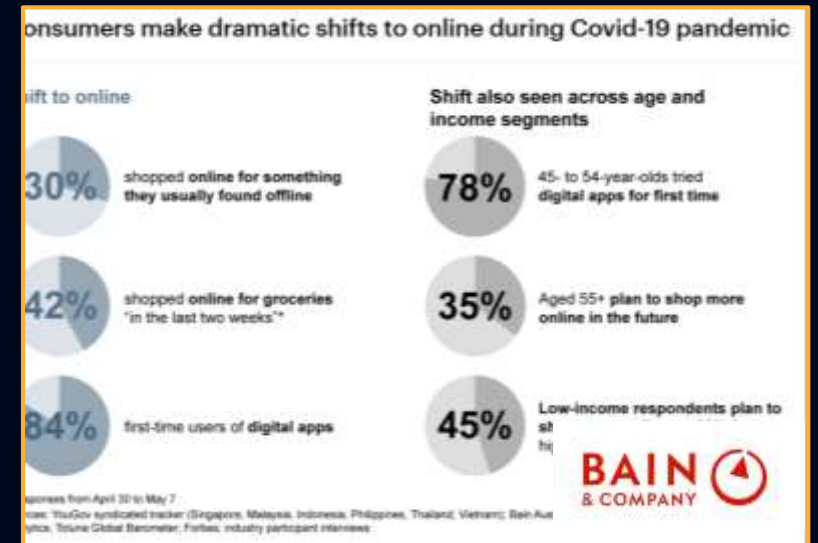
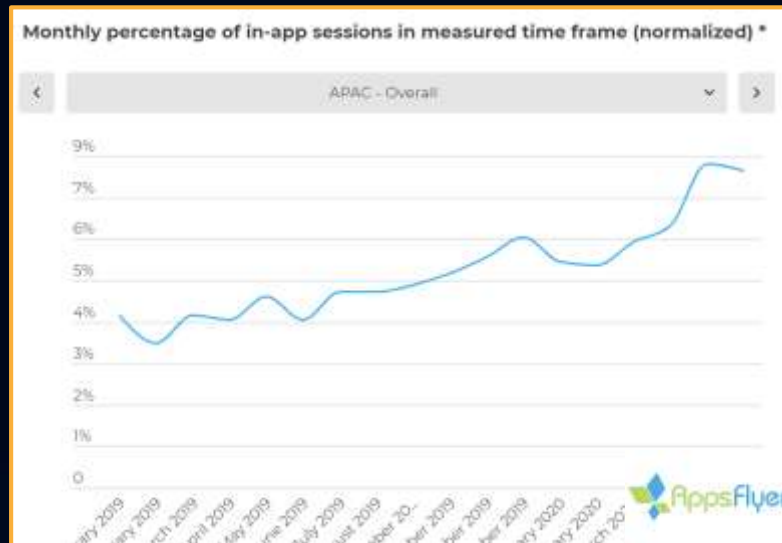


A wide angle view of the court and the fan boards before the Brooklyn Nets game against the San Antonio Spurs on July 25, 2020 in Orlando, Florida at The Arena at ESPN Wide World of Sports.

2020 PANDEMIC CHANGES WE MIGHT WANT TO KEEP

AXIOS Sections About Axios Sign up

- Remote job postings allow workers anywhere to find **employment where the jobs are** – and remote work cuts out the commute, giving **time, money, and life satisfaction** back to workers while **reducing fuel demand**.
- More movies will be streamed. The pandemic has forced studios and theater companies to make movies more readily available to watch at home, Axios' Sara Fischer reports.
- Alcohol and grocery deliveries through apps like **Instacart are up**, while retailers like **Walmart** are trying to compete with Amazon on delivering goods.
- Telehealth and **teletherapy** have **skyrocketed**, making access to medical treatments and therapists easier.
- More Americans are venturing **into the great outdoors**, due to few socially distant vacation options and most countries **barrier U.S. travelers**.
- Outdoor dining and **pedestrian-friendly streets** allow city dwellers to escape the isolation of home. **Public health experts** consider eating al fresco safer than mingling indoors.
- Broadband has become an essential service. States like **Colorado, Ohio** and **Tennessee** have invested in new connections to support remote learning and telemedicine.
- At school, experts are predicting a push for smaller classes after big lectures made for sub-par Zoom lessons, **plus more communication between teachers and parents to coordinate kids**.



1. Bain, <https://www.bain.com/insights/how-covid-19-is-changing-southeast-asias-consumers/>
 2. BCG, <https://www.bcg.com/publications/2020/covid-19-impact-emerging-market-consumers-third-edition>
 3. Axios <https://www.axios.com/coronavirus-changes-to-keep-9caa33d9-56f2-4de9-8db5-37ccabba85d1.html>
 4. AppsFlyer, <https://infogram.com/final-locked-state-of-shopping-2020-1h984wevzqzd4p3>



2021, ONE THING IS CERTAIN



DIGITAL & DATA MATURITY

REMAINS IN SPOTLIGHT



2021- YOUR PREREQUISITE BUILDING BLOCKS

BRAND



DIGITAL USER

Consumer insights, measurement, attribution

Design how company positions itself

Performance media on various channels (FB, Google, Telco Messaging etc)

Martech management and data integration

Design of digital UX, CX and optimization

Distribution points (e.g. Grab, Lazada, Shopee, Boost, affiliate sites, own site)

3rd party data insights

Creating earned media opportunities

Bottom of funnel marketing

Marketing automation and activating existing clients

Measurement, optimisation, analytics

Team up with sales / distribution



WHAT THE EXECUTION MIGHT FEEL LIKE

Don't worry, as you push data and digital pathway through pre-existing clutter,

- You will still have permission to shake things up
- You will be able recalibrate your CMO + CIO relationship
- Your teams will get comfortable with uncomfortable





2021, PLANNING AMONGST THE CONTINUED UNCERTAINTY

DIGITAL TALENT

- Competition for top digital talent
- Retention issues of your top talent

YOUR AGENCY PARTNER

- Do you have right partners to drive your digital implementation
- What capabilities are they building to be worthy of your partnership

MEASUREMENT AND ROI

- Show value and defend budget
- Measure important metrics like cost per lead, return on ad spend (ROAS) etc.

AGILITY IN BUDGETING

- Engage in zero based budgeting
- Plan for frequent reviews and pivots
- Stash away some central budgets



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REIMAGINE YOUR TALENT

What does your **future marketer** look like?

CURRENT

FB/Google
Programmatic
SEO/SEM
Adtech tools
Attribution
Analytics
Reporting



FUTURE – END 2021

Digital Psychology
Digital Analytics
Customer Funnel
Experiment Design
Automation and APIs
Platforms and algorithms
Lead Generation
Digital Content Marketing
Research tools
Front end Coding





REIMAGINE YOUR AGENCY PARTNER

Address the elephant in the room, does your agency partner have:

1. Audience activation technology to produce audience insights
2. AI tools to propels velocity of content production
3. Audience platforms to automate much of the media planning workstream
4. Integrated ecommerce enablement and digital distribution approach with media and content



COMPLETED TASKS



	I	II	
PLAN	105%	88%	93%
TOTAL DND	2881	2415	2552
ACTIVE	15(60)	17(60)	17(60)
CONVERSION	5.7%	4%	4.8%



HOW SHOULD YOU MEASURE SUCCESS IN 2021

PAST YARDSTICK

Shift of **marketing budget** to digital

Classical **agency** partner engagement

Investment in **media**

An **annual** marketing plan

2021 YARDSTICK

Shift of **revenue** from digital distribution

New age **digital solution** partner

Investment in **marketing technology**

A **plan to plan**

DO NOT GO GENTLE INTO 2021

DRIVE DATA & DIGITAL MATURITY

THE **FUTURE** YOU, WILL THANK THE **CURRENT** YOU.

About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



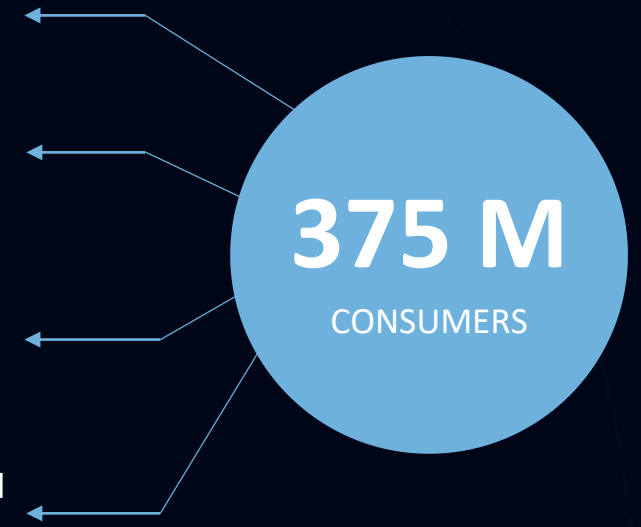
About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



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