

*eCommerce
Accelerators
Part 1: Selling Direct*

Ogilvy

*Established
e-commerce and
DTC companies
are eating up
market share*

E-commerce sales are skyrocketing and consumers say they are shopping more online now than ever before.

Meanwhile, Amazon and Walmart are each hiring 100,000 new workers to deal with the surge in demand and prioritizing sale of only essential items.

60%

Consumers agree they are shopping more online now than before, due to Covid-19

+ 65-74%

YoY US online branded DTC sales are surging

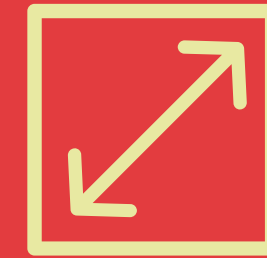
+ 10%

Amazon sales in US, and struggle to keep up with demands across all product categories

Getting in the game, and staying in for the win



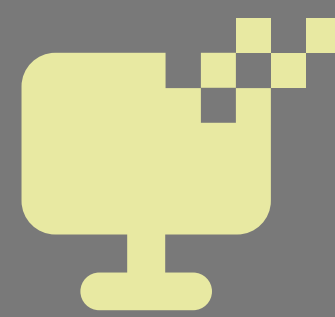
Fast, efficient,
and pragmatic
DTC deployment



A DTC solution
that will scale
with you
everywhere and
when you need to



Sell where your
customers are:
Social media
flattens the
purchase funnel



Think Digital
Media. Gone are
the days of “build
and they will
come”



Being Customer
Focused means
delivering great
branded customer
experiences

Why Direct to Consumer?

Traditional distribution has massive volume but the largest CG players make the rules

Pros:

- **SALES VOLUME:** More customers available/bigger long-term sales opportunity

Cons:

- **SLOW:** Complex partner negotiations to bring product to market
- **EXPENSIVE:** Higher up front costs to develop and launch a product
- **GAME IS RIGGED:** Competition has deeper pockets and will aggressively defend their market share

Direct to Consumer has fewer barriers to entry but requires a committed mindset

Pros:

- **INSIGHTS:** Easier to stand up, test and iterate products and marketing quickly
- **STEALTH:** Build business in a way that is invisible yet disruptive to large competitors
- **COST-EFFECTIVE:** Microtarget and win passionate audiences

Cons:

- **HIGH COMMIT:** Takes skill and focused investment to scale win a mass audience in the long-term

Why Social Selling?

87% of customers say that social media helped them decide what to buy.

Pros:

- **THE POWER OF INFLUENCE:** Tap into the power of influencers, as 75%+ of consumers relying on word-of-mouth for their purchase decisions.
- **INCREASED RELEVANCY:** The best DTC social brands use social media as a customer feedback channel to improve their offering and inform new products (i.e. Glossier)

Cons:

- **GREATER EXPOSURE:** increased exposure on social has the potential to attract risks like negative feedback if your social selling solution is not set up to function well

There's been a +110% growth of social commerce since 2013.

Pros:

- **REDUCED MARKETING COSTS:** Ease of set-up on social platforms allow brands to be quickly up-and-running with social commerce

Cons:

- **IMMEDIACY OF SOCIAL:** Social media is always-on and needs daily monitoring and the right level of resources dedicated to the work stream

Why Now?

*In a crisis there is always
the seed of opportunity*

No matter the difficulty of the
circumstances, no matter how
dangerous the situation,
at the heart of each crisis lies a
tremendous opportunity.

*Businesses founded in the
depths of the 2008 recession*



VALUATION ~\$100B



VALUATION ~\$19B

Uber

VALUATION ~\$54B



VALUATION ~\$35B

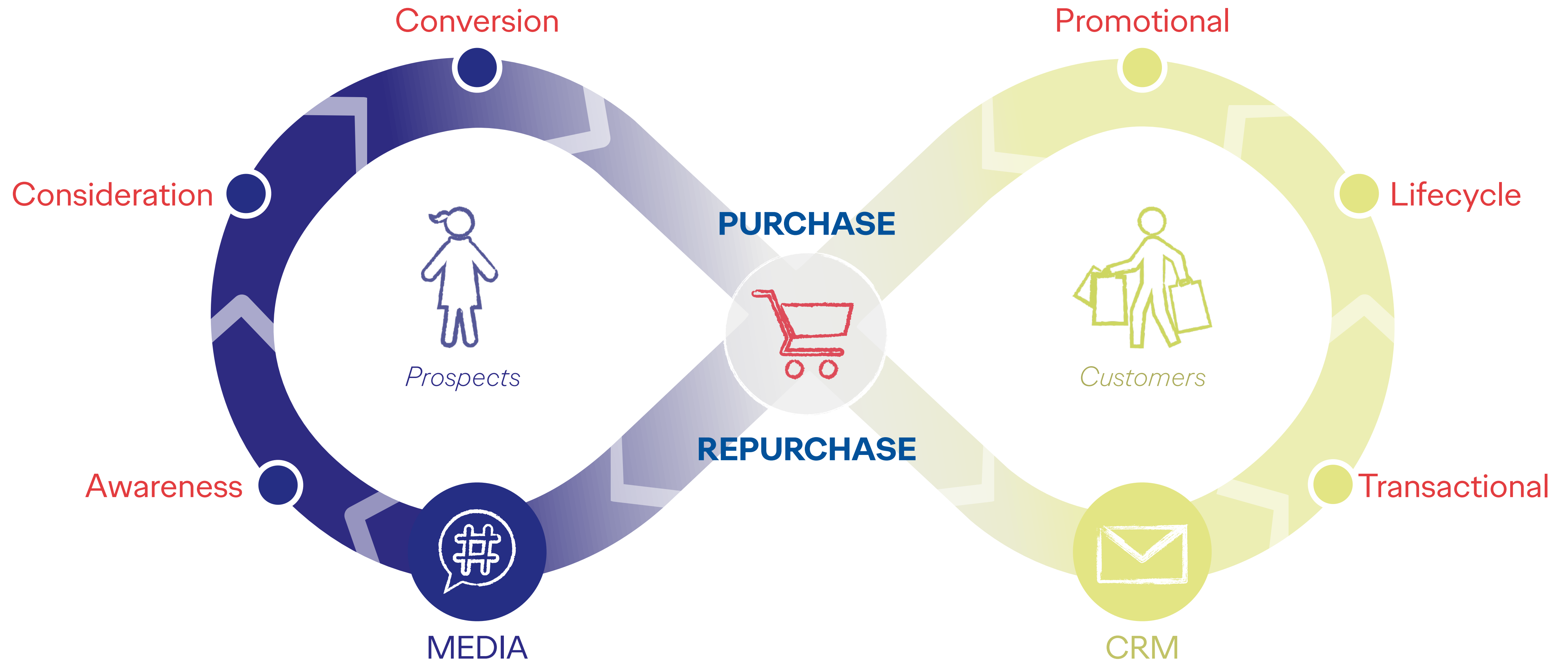


VALUATION ~\$7B

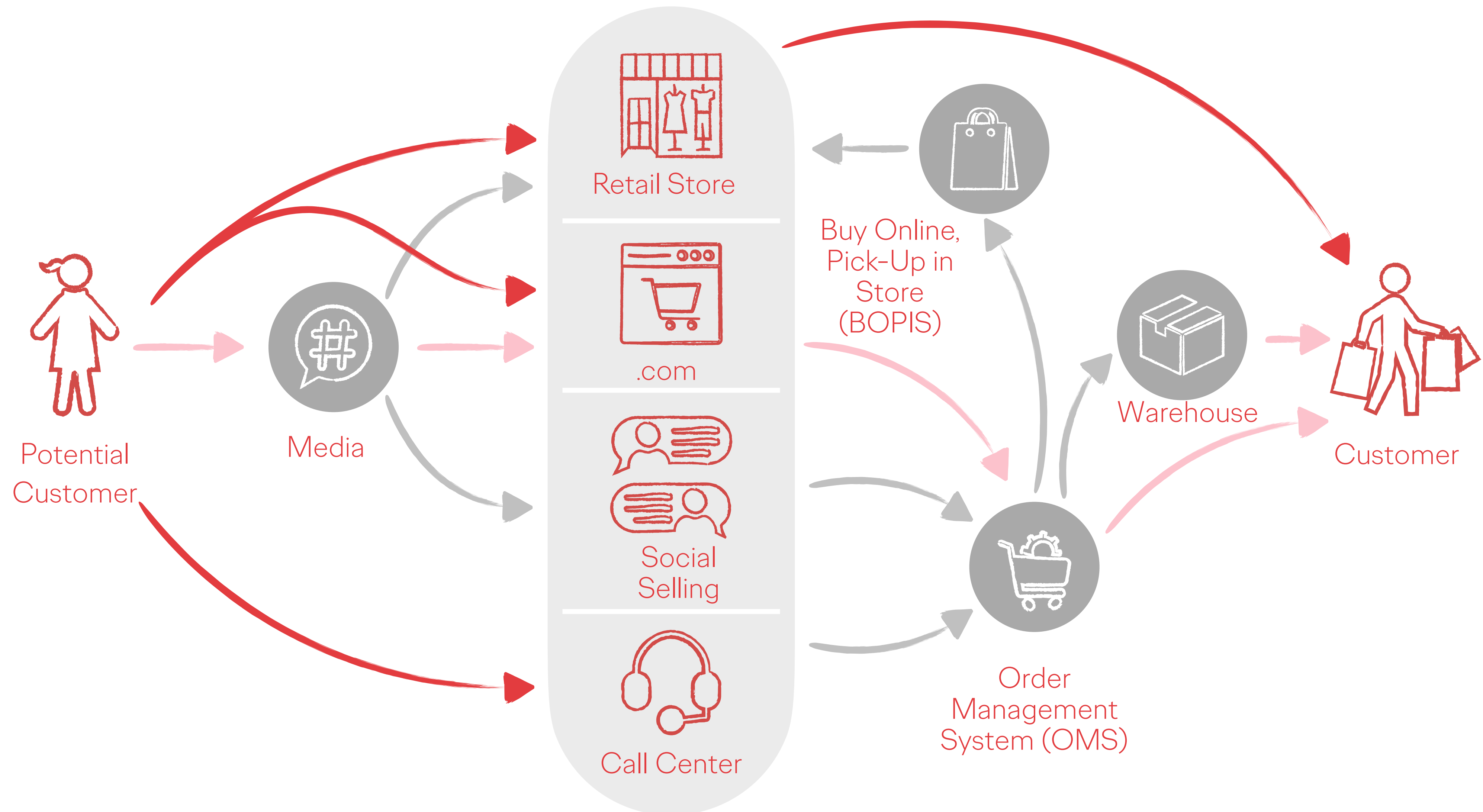


VALUATION ~\$17B

We leverage our deep understanding of the holistic consumer's journey to deliver Integrated Performance that grow your business.



With our understanding of how customers purchase your Brand, we deliver Multi-Channel Solutions that profitably scale with your business.



Rapid Direct Commerce *Playbook*



Goals for 30-, 60-, 100-Accelerators

PERFORMANCE GOAL SETTING

30-DAYS

Standup Commerce Channel Platforms

- Acquisition
- Sales GMV
- Customer Database

60 DAYS

Create marketing pipeline

- Acquisition
- Sales GMV
- Customer Database
- Conversion
- SEO Visibility/Rank
- Content Performance

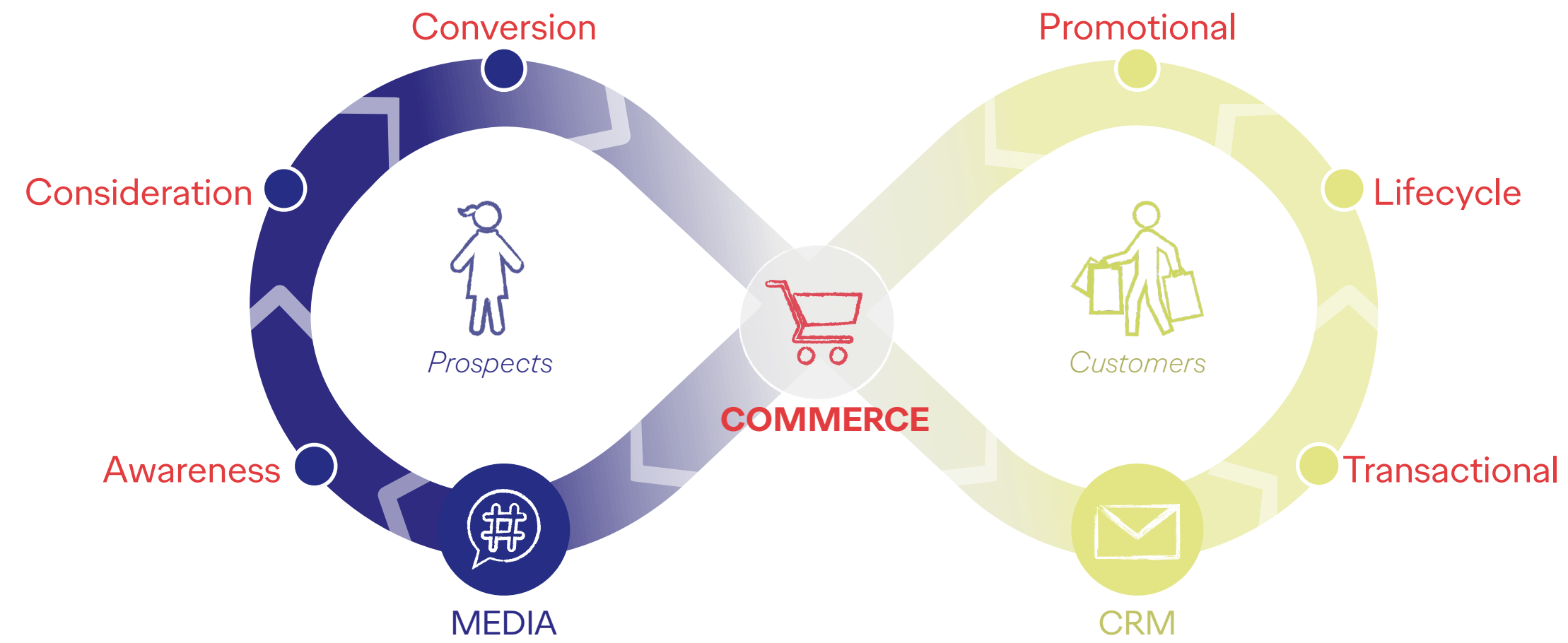
100 DAYS

Drive meaningful traffic

- Acquisition
- Sales GMV
- Customer Database
- Conversion
- SEO Visibility/Rank
- ROAS
- Margin

Holistic Performance Solutions

Three options to launch and support a DTC website and a social commerce experience in 30, 60, or 100 days, all of which can be scaled once in-market.



- DTC Website
- Social Commerce (Shop Now)
- Email (Transactional)
- SEO
- Paid Search (Branded)

30-DAY SOLUTION

Capture Revenue

- Media driving Conversion
- CRM supporting Transactions

- DTC Website
- Social Commerce (Shoppable Post)
- Email (Transactional & Lifecycle)
- SEO
- Paid Search (Branded & Unbranded)
- Paid Social

60-DAY SOLUTION

Build Engagement

- Media also driving Consideration
- CRM also supporting Repurchase

- DTC Website
- Social Commerce (Shoppable Post)
- Email (Transactional, Lifecycle & Promotional)
- SEO
- Paid Search (Branded & Unbranded)
- Paid Social + Display

100-DAY SOLUTION

Scale Growth & Lifetime Value

- Media also driving Awareness
- CRM also supporting Promotions

Scale Marketing & Commerce channels

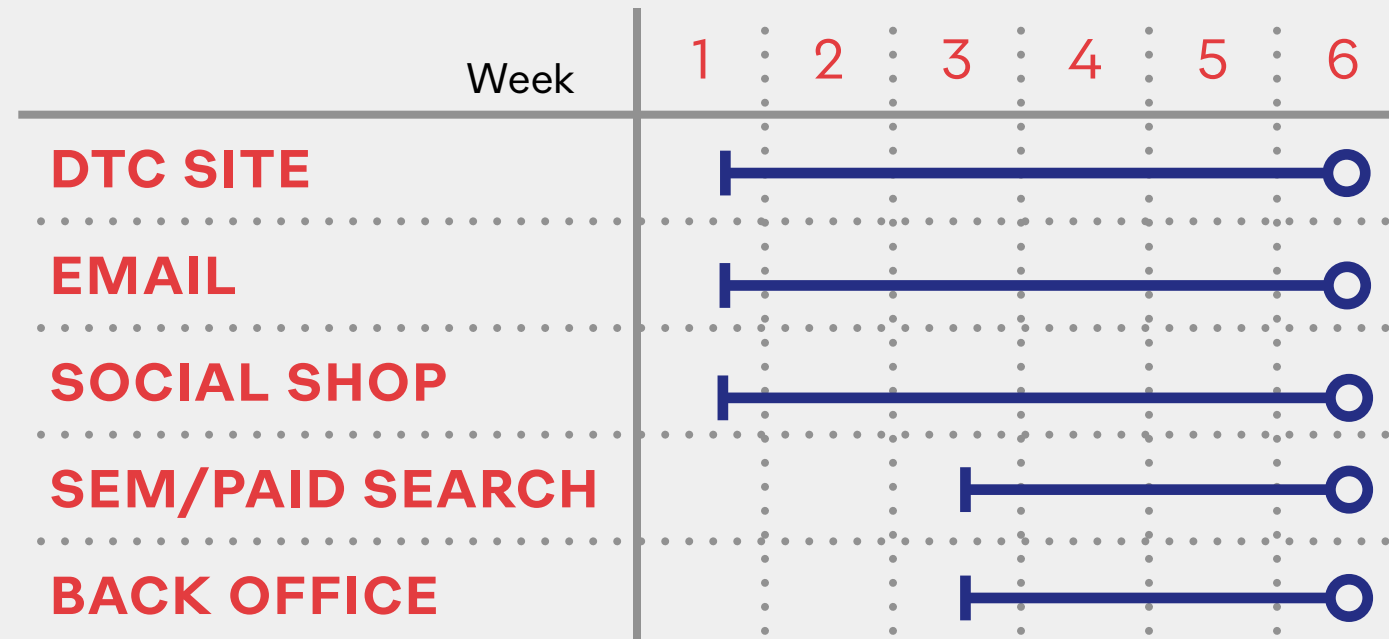
30-Day

RAPID COMMERCE SOLUTION

SCOPE



PLAN



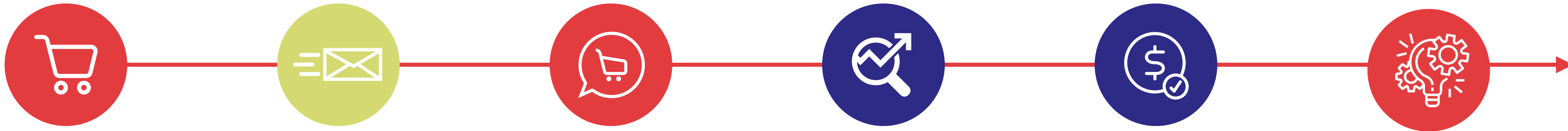
KEY ASSUMPTIONS

- Minimal site copy creation (ie: Homepage)
- Minimal image adjustments
- Minimum categories & products
- Website customization limited to color palette & typography
- Standard SFCC SFRA features and functionality configuration
- Existing active FB & IG accounts
- Rapid SFMC Implementation or Existing email CRM system
- Back office operations are setup by the client in time for launch
- Minimum budget exists for paid media support

60-Day

RAPID COMMERCE SOLUTION

SCOPE



Responsive Site

- Desktop
- Mobile
- Tablet
- SEO friendly site (indexable)

CRM

- Transactional
- Lifecycle
- Messaging

Social Commerce

- ~30 Creative Assets
- Facebook & Instagram Posts (“Shop Now”)
- Shoppable Instagram & Pinterest Pages

SEO

- Market Snapshot
- Optimized Product Page Content

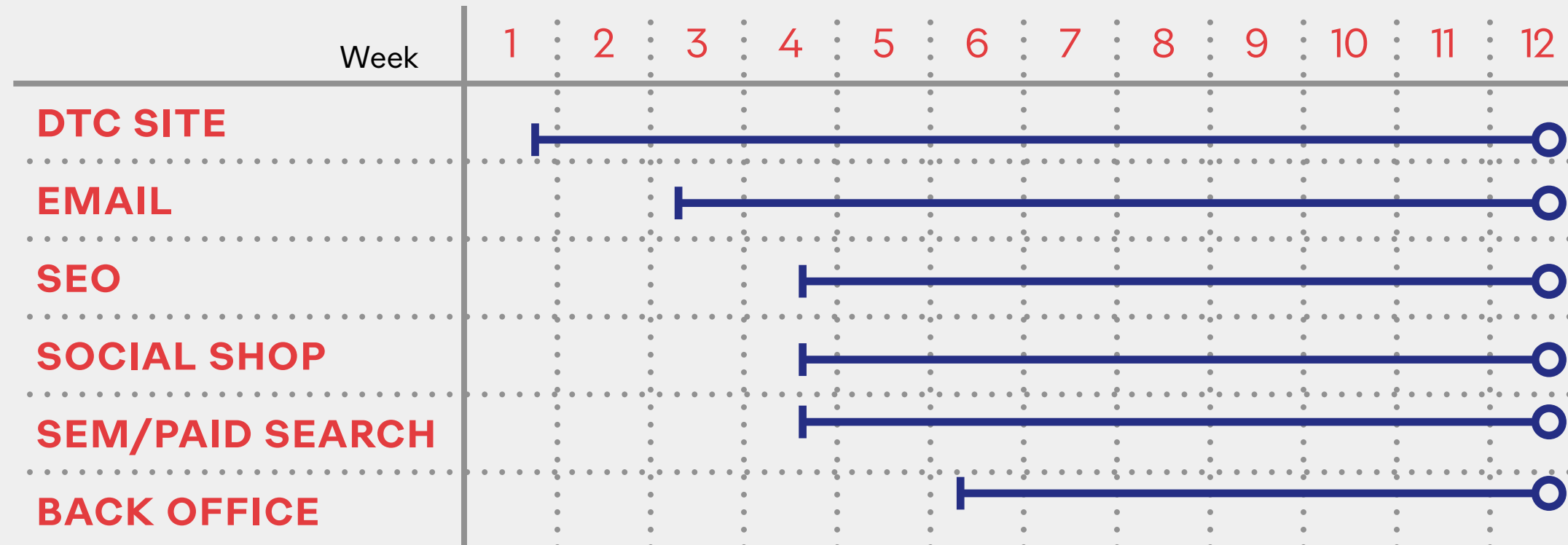
SEM

- Branded Paid Search
- Unbranded Paid Search

Delivery

- Plan development
- Delivery management
- Back office coordination
- CRM & Media management
- Goal alignment

PLAN



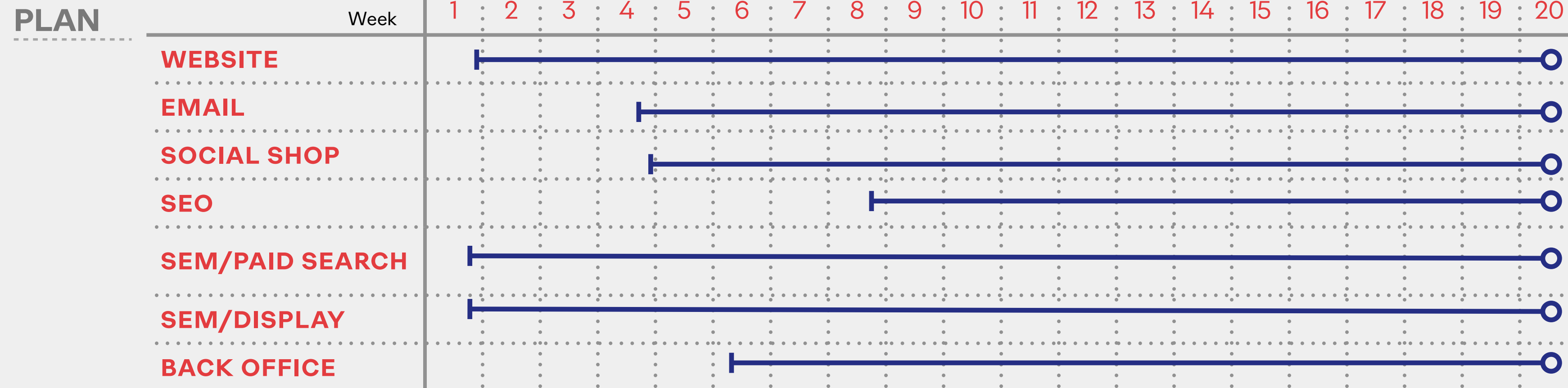
KEY ASSUMPTIONS

- Moderate site copy creation (ie: Homepage, Product page)
- Moderate image adjustments
- Moderate categories & products
- Website customization limited to color palette & typography
- Standard SFCC SFRA features and functionality configuration
- Existing active FB & IG accounts
- Rapid SFMC Implementation or Existing email CRM system
- Backoffice operations are setup by the client in time for launch
- Moderate budget exists for paid media support

100-Day

RAPID COMMERCE SOLUTION

SCOPE

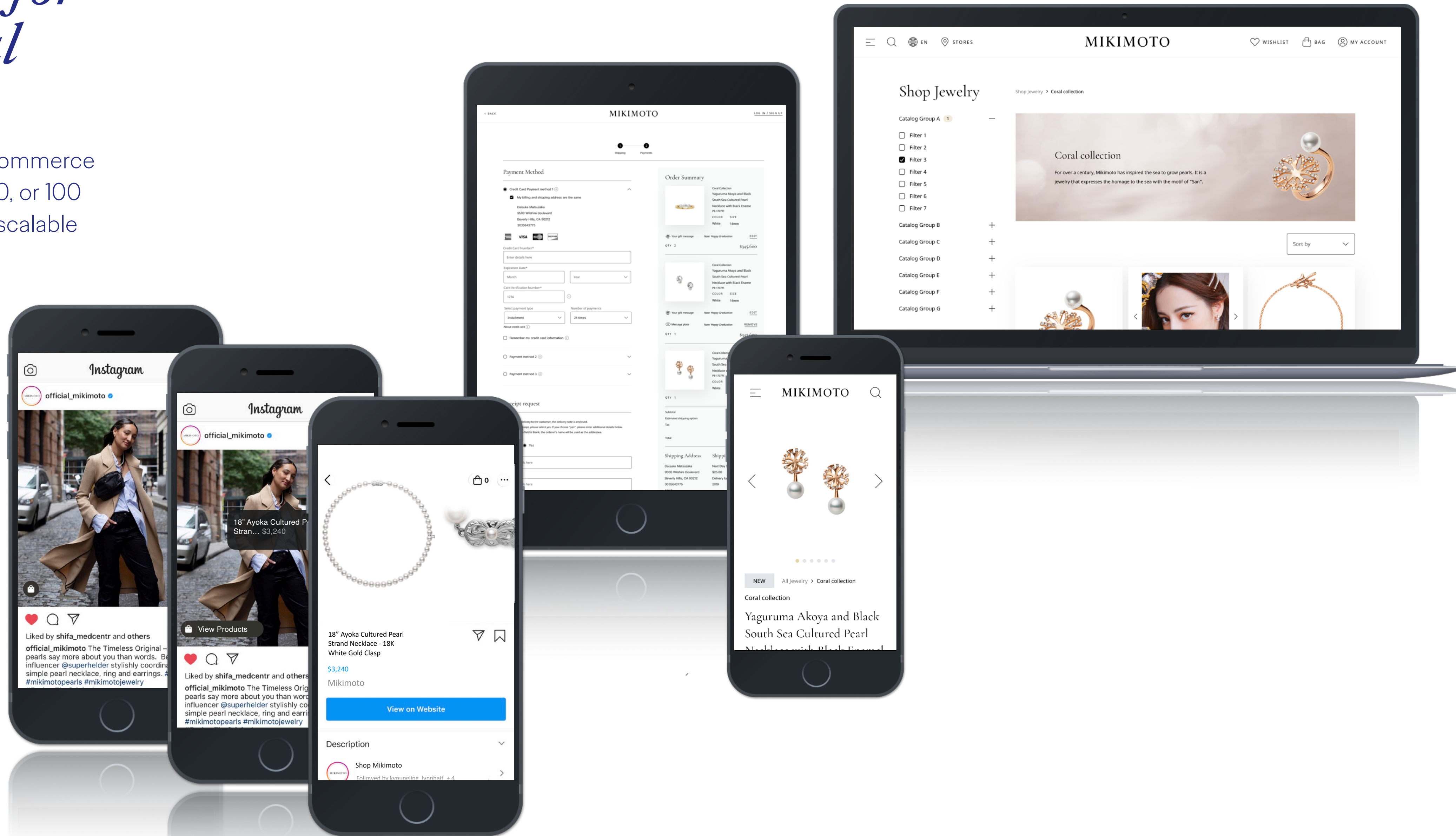


KEY ASSUMPTIONS

- Incremental site copy creation (ie: Homepage, Product page)
- Incremental image adjustments
- Incremental categories & products
- Website customization limited to color palette & typography
- Standard SFCC SFRA features and functionality configuration
- Existing active FB & IG accounts
- Rapid SFMC Implementation or Existing email CRM system
- Backoffice operations are setup by the client in time for launch
- Sizable budget exists for paid media support

eCommerce for every digital touchpoint

DTC website plus Social Commerce experience with your 30, 60, or 100 days solution option, each scalable and customizable.



Team



WPP & our Strategic Partners Bringing this to life....



WPP OPEN

PARTNERS

Ogilvy

Social.Lab



The MarTech
Center of
Excellence
at Ogilvy



geometry



bottle rocket



Our Team



CARLA HENDRA
Chief Digital Officer



ED KIM
Global Commerce
Team Lead



DAN BRENIKOV
Customer Engagement



ADAM FERRARO
Social



DAN SALTZMAN
Experience Design



PIERRE KREMER
Commerce, UK & EMEA



IRIKA MOSKOWITZ
Digital Delivery



MIKE MCFADDEN
Digital Transformation, US



VANESSA PERRY
Enterprise Digital Platform
Sales



DAVID MACKAY
Customer Engagement &
Commerce



BRIAN RIEDLINGER
Technology



BENJAMIN SNYERS
Social Commerce



Thank You

For more information contact:
edward.kim@ogilvy.com

Ogilvy