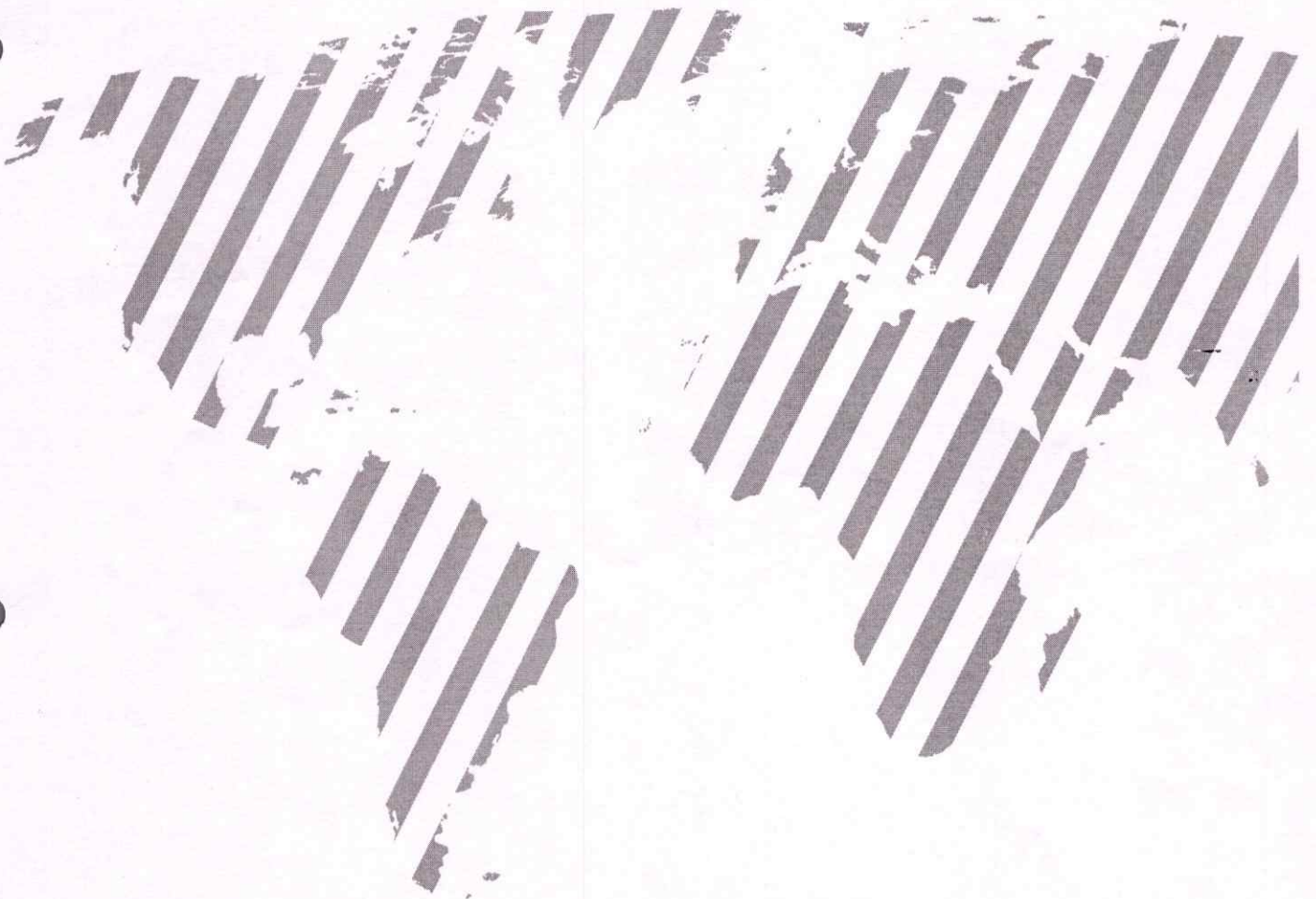


# EMERGING TRENDS

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## PART 2

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As of 2018, Asia-Pacific represents the largest number of internet users, with 53% of the global share, and 48% internet penetration in the region. The most interesting aspect of these numbers is that the Asia-Pacific region also shows the highest potential for further internet growth. A developed region like North America has 89% internet penetration. Therefore, as Asia-Pacific moves towards further development, the internet users are bound to grow manifold.

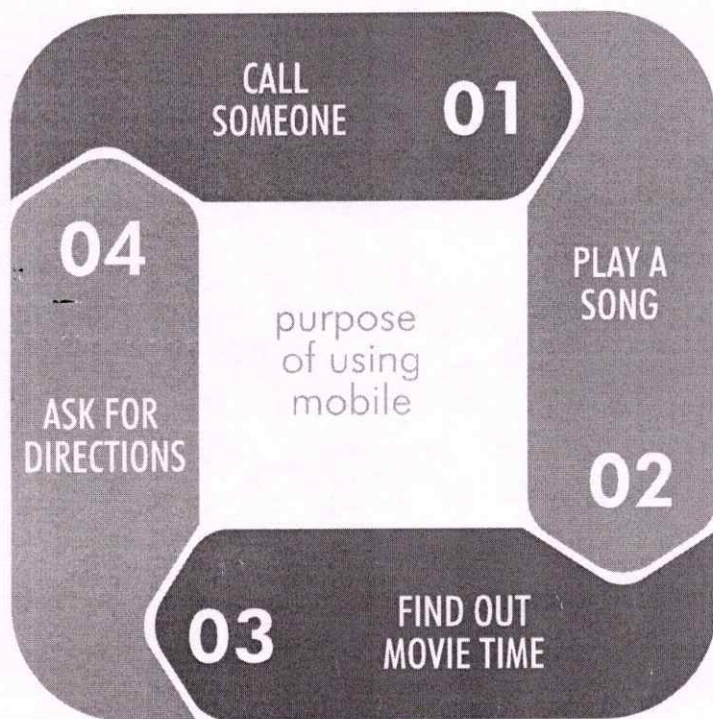
# 01

## VOICE SEARCH HABITS

Other than voice, the text also is playing a more significant role in conversational commerce today. Engaging via messaging platforms such as Messenger or WhatsApp can be a powerful way to connect with shoppers where they are and on their terms.

### section A

Late in 2019, Amazon launched a multilingual mode in Alexa for users to access the voice assistant in Hindi. Google Assistant, on the other hand, already boasts of Hindi being the second-most utilised language for voice globally. Soon, these are bound to create a level playing field for the customer to initiate voice commands in vernacular languages.

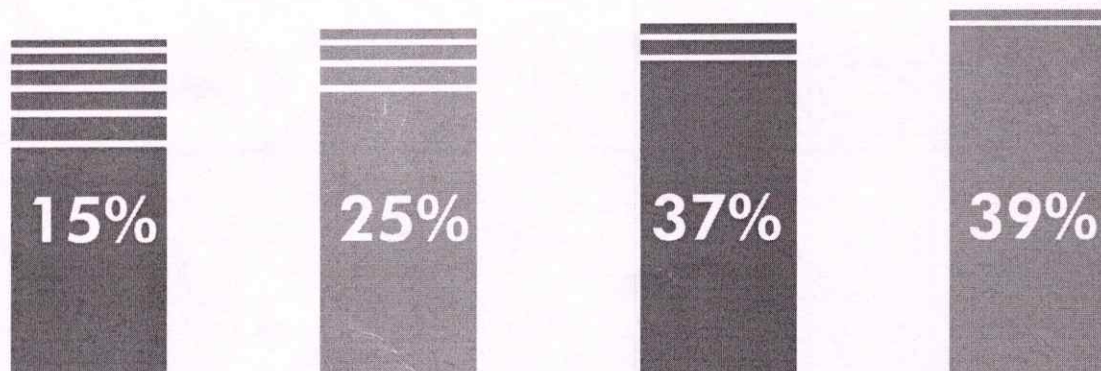


## VOICE TECHNOLOGY PREDICTIONS FOR 2020 IN INDIA

### Increased functionality

Instead of staying within a specific environment of skill or AOG, developers will be able to create integrated solutions and source information from one to another giving users a more holistic and connected experience on voice.

- Contextual voice solutions
- Brand presence to become strong on voice
- Data collection and Privacy
- Inclusive shopping experience



# 02

## NEW MEASUREMENT PARADIGM

How should marketers measure on mobile? The answer lies in the leveraging of first-party data. Let's understand this through a CEAT campaign that ran during the last ICC Cricket World Cup. It aimed to establish CEAT as the preferred two- and four-wheeler tyre brand by delivering its core proposition of 'long-lasting tyres'.

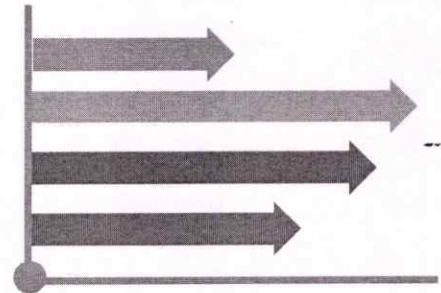


**10%** Ad Recall (did the consumer recall seeing an ad for the brand?)

**15%** Message/Campaign Awareness (did the intended communication register in the consumer's mind?)

**53%** Brand Awareness (is the consumer aware of the brand?)

**81%** Consideration and Purchase Intent (did the advertisement improve consumer intention to purchase the product)



**The key metrics** that matter to business are output metrics, the Brand and Sales metric described above. Very often, advertisers measure input metrics (such as TV GRPs, Click on ads, etc.) as a way to quantify or metricize their advertising efforts. While these metrics are important to ensure hygiene and efficiency of campaign input, these are not output metrics that ultimately matter to business growth.

### Output Vs Input metrics

Output metrics are quite hard to measure. Mind measures are subtle and changing, and sales is influenced by a variety of factors; throw in the reality of an ever-changing multimedia environment and shifting consumer behavior – and it becomes clear that isolating and measuring the impact that advertising alone had can be a challenging task.

amazon

2020

instagram

2019

whatsapp

2018

facebook

2017

- amazon
- instagram
- whatsapp
- facebook

# 03

## MOBILE ECOSYSTEM

In 2019, consumers downloaded a record of 204 billion apps worldwide, spending close to \$120 billion which is 2x of 2016 spending. This growth was mainly fueled by emerging markets such as Brazil, India and Indonesia. While the global growth in app downloads has been 45% in last the three years, India witnessed a mindboggling growth of 190% since 2016 reaching around 40 billion app downloads by 2019.

2017

2018

2019

OTT

15,00,000

DIGI PAYMENTS

98,00,000

ECOM

174,00,000

In the finance sector, fintech apps have topped traditional banking apps mainly enabled and accelerated by mobile devices. India tops the global entertainment market in terms of highest users of entertainment apps. India is also the 2nd largest market for YouTube Music. Social apps are becoming hyper-local and filling a niche as consumers look for smaller circles. These in turn will compete or complement existing social apps which have had a first mover advantage and have become a part of daily habits.

