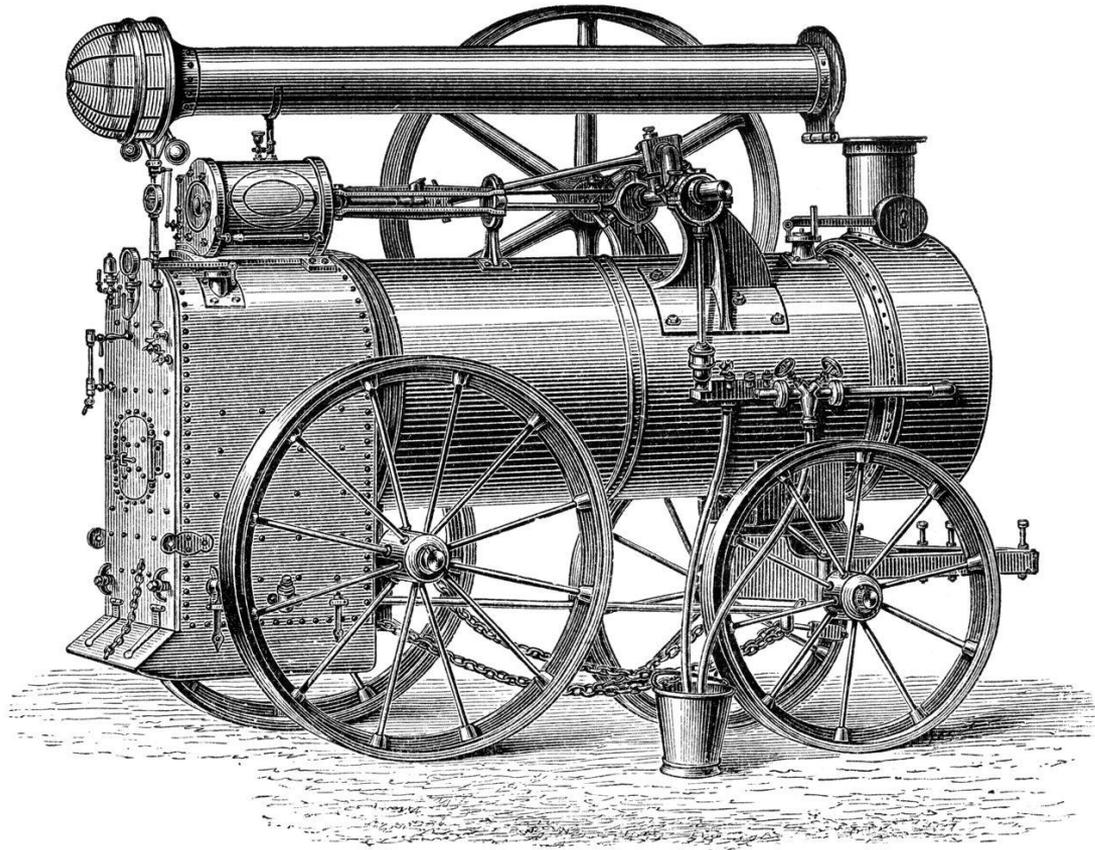


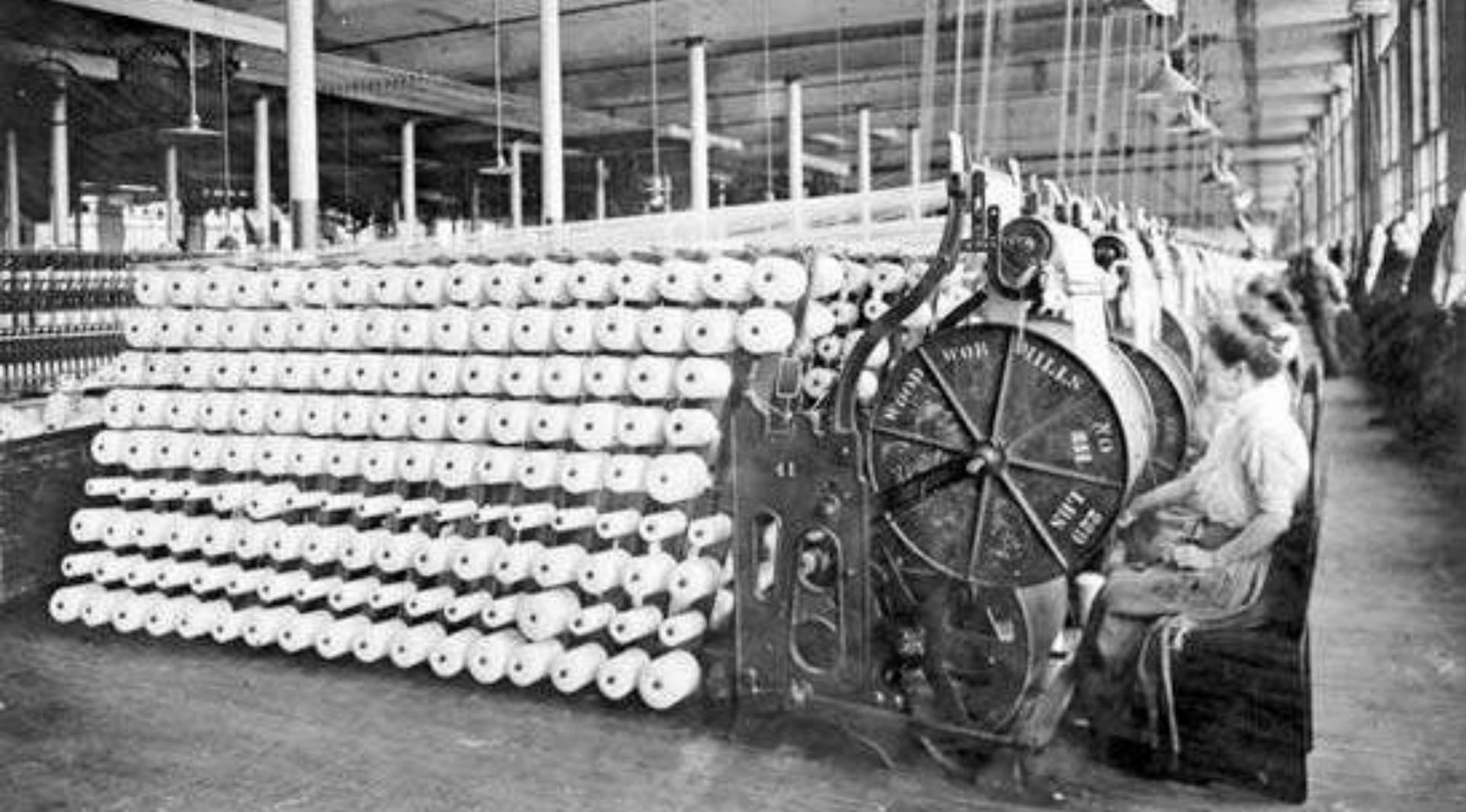
Targeting the Future Customer

Erik Mashkilleyson, Digital Experience Director

**Let's start
with the
history of
civilisation.**









Gents' Clothing.

NOTE.—Prices on Samples do not include Prince Albert Coat, unless style is mentioned when samples are ordered.

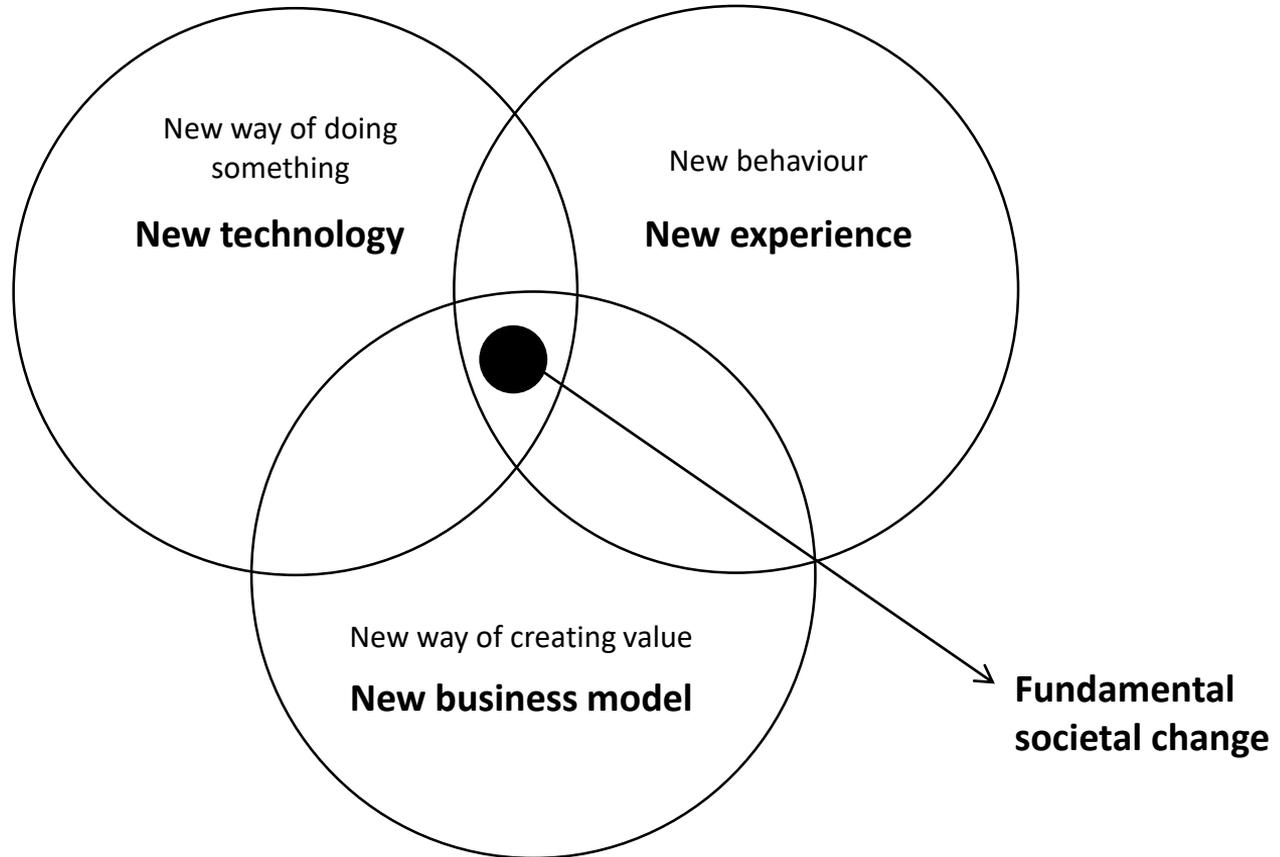




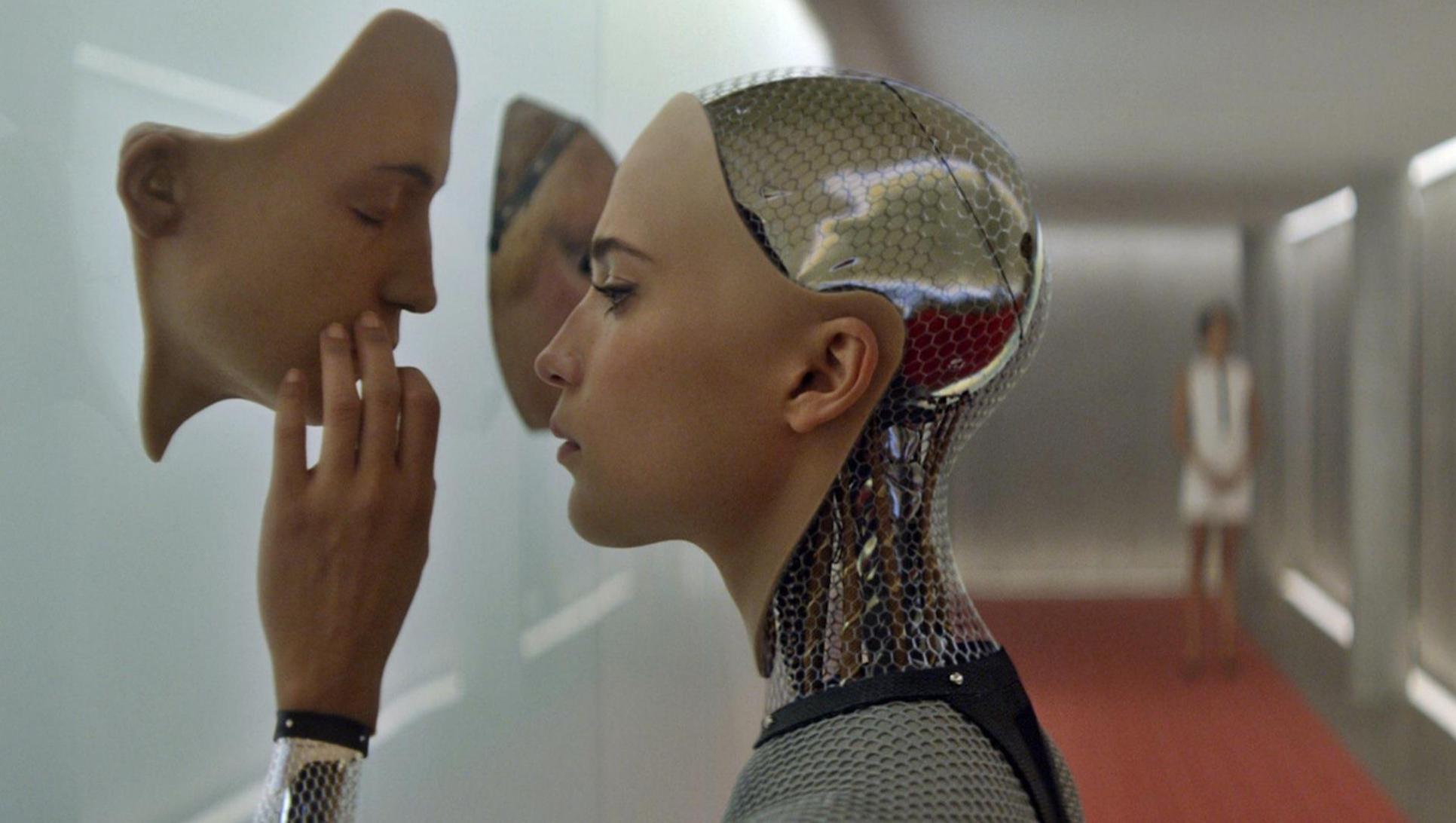
A promotional image for the TV show 'Love Island'. The background is a light blue wall with a white grid pattern. In the center, the title 'love island' is written in a large, white, 3D-style font with a blue shadow. Surrounding the text are several young adults, both men and women, dressed in casual summer attire. Some are shirtless, while others wear tank tops or blouses. They are all smiling or looking towards the camera. The overall mood is bright and cheerful.

love island

How does change come to be?



The future customer?





Generation Z turned 18 this year.



Serious, and also taking nothing seriously.



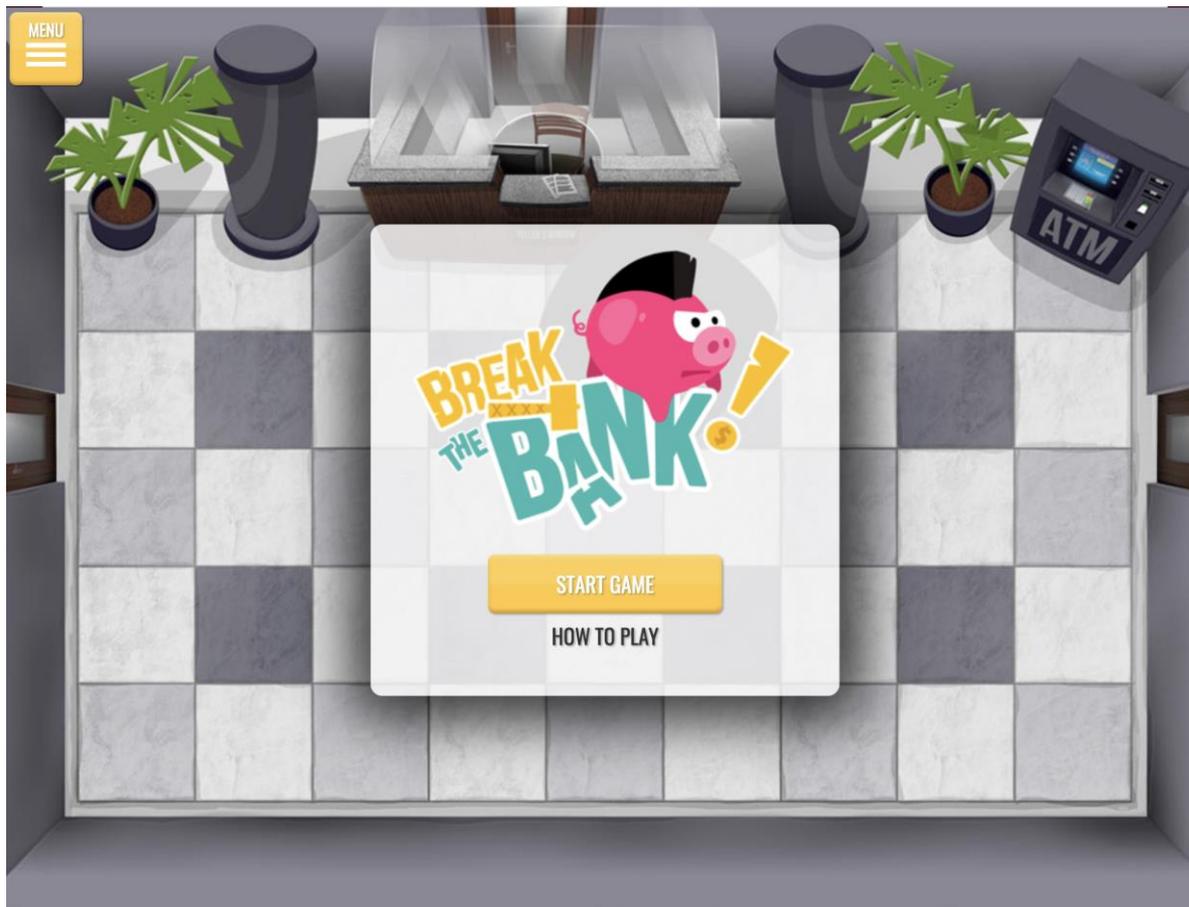




Targeting follows behaviour.

Attention is
a scarce
resource. Or
is it?





They aren't engaging enough with our brand!

You don't necessarily want them to.



Person who's a potential customer



Your product



Awesome person who can do rad shit!



This isn't what your business sells.

This is.

Is your experience about being effortless or being there as another human being or both?



One swipe – or just automatic.



A good talk with a cup of tea.

The most effective marketing tool is basing your product on experience.

Harvard Business Review 2/2018: **The Most Successful Brands Focus on Users — Not Buyers**

Joint study by SAP, Siegel+Gale, and Shift Thinking



Even better if it is personalized, right place, right time.

The image shows a screenshot of a Google search results page for the query "love". A red line is drawn from the search input field, which contains the word "love", down to a sponsored link in the right-hand column. The sponsored link is titled "love" and includes the text "Buy It Cheap On eBay Low Prices, New and Used www.ebay.in".

Web Images Groups News Froogle Local more »

Google Suggest BETA love Search Advanced Search Preferences

Web Results 1 - 10 of about 512,000,000 for love [definition]. (0.06 seconds)

Book results for love

- On Love - by Alain de Botton - 231 pages
- Love - edited by Herb Galewitz - 64 pages
- What Love Is - by Carol Lynn Pearson - 32 pages

The Love Calculator

Calculates the chance on a successful relationship between two people.
www.lovecalculator.com/ - 6k - Cached - Similar pages

Love Poems And Quotes - Romantic Love Poetry & More

Romantic love poems, love quotes, famous quotes, friendship poems, etc. Free love poetry contest.
www.lovepoemsandquotes.com/ - 25k - Cached - Similar pages

Free LoveTest - love & personality tests

Get romantic advice and tips based on the answers to your love test.
www.lovetest.com/ - 19k - Cached - Similar pages

iLoveLanguages - Your Guide to Languages on the Web

The Human-Languages Page is a comprehensive catalog of language-related Internet resources. The over 1900 links in the HLP database have been hand-reviewed ...
www.ilovelanguages.com/ - 15k - Cached - Similar pages

Lovingyou.com: Love, Romance and Relationship Resources

A collection of love, romance and relationships resources including advice, poetry, quotes, dedications, chat, horoscopes, romantic ideas, message boards, ...
www.lovingyou.com/ - 33k - Cached - Similar pages

Sponsored Links

- Friendship Love Marriage
Find your Life Partner online, Register for Free, Join Now.
Shaadi.com
- Sexy Online Personals
Find Your Match Today
Join For Free.
passion.com
- Is He/She The One?
Free love readings by Sara Freder
Your love compatibility revealed.
www.sara-freder.com
- love
Buy It Cheap On eBay
Low Prices, New and Used
www.ebay.in

E.T.

PHONE

HOME



E.T.



User

E.T.



User

PHONE



Product

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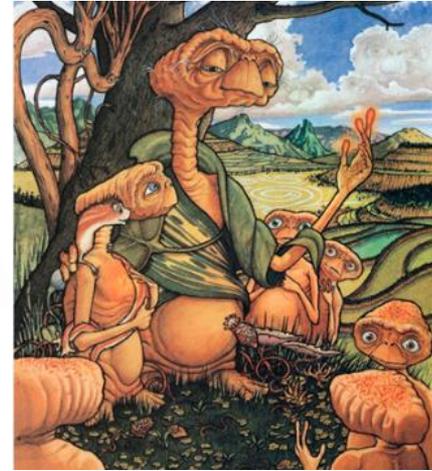
User

PHONE



Product

HOME



Need

My name is Erik Mashkilleyson.