

The world will never be the same again?

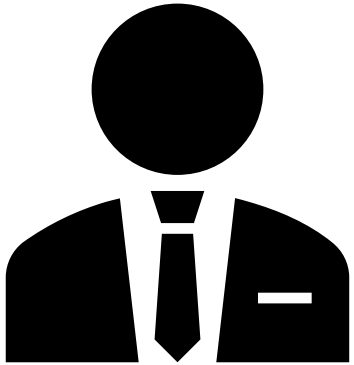
MEDIACOM

Natalia Baluta

Head of Knowledge & Growth Intelligence

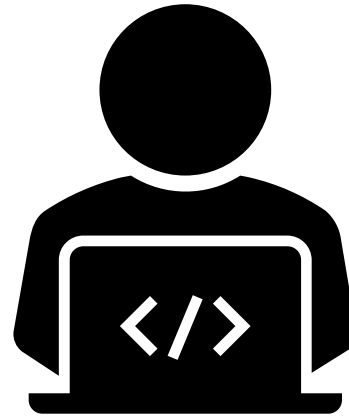
Who led the digital transformation of your company?

a)



CEO

b)



CTO

c)



COVID

Three vectors of change behind COVID-19

1

?

Catalyzed digital
revolution

Information
overload

?

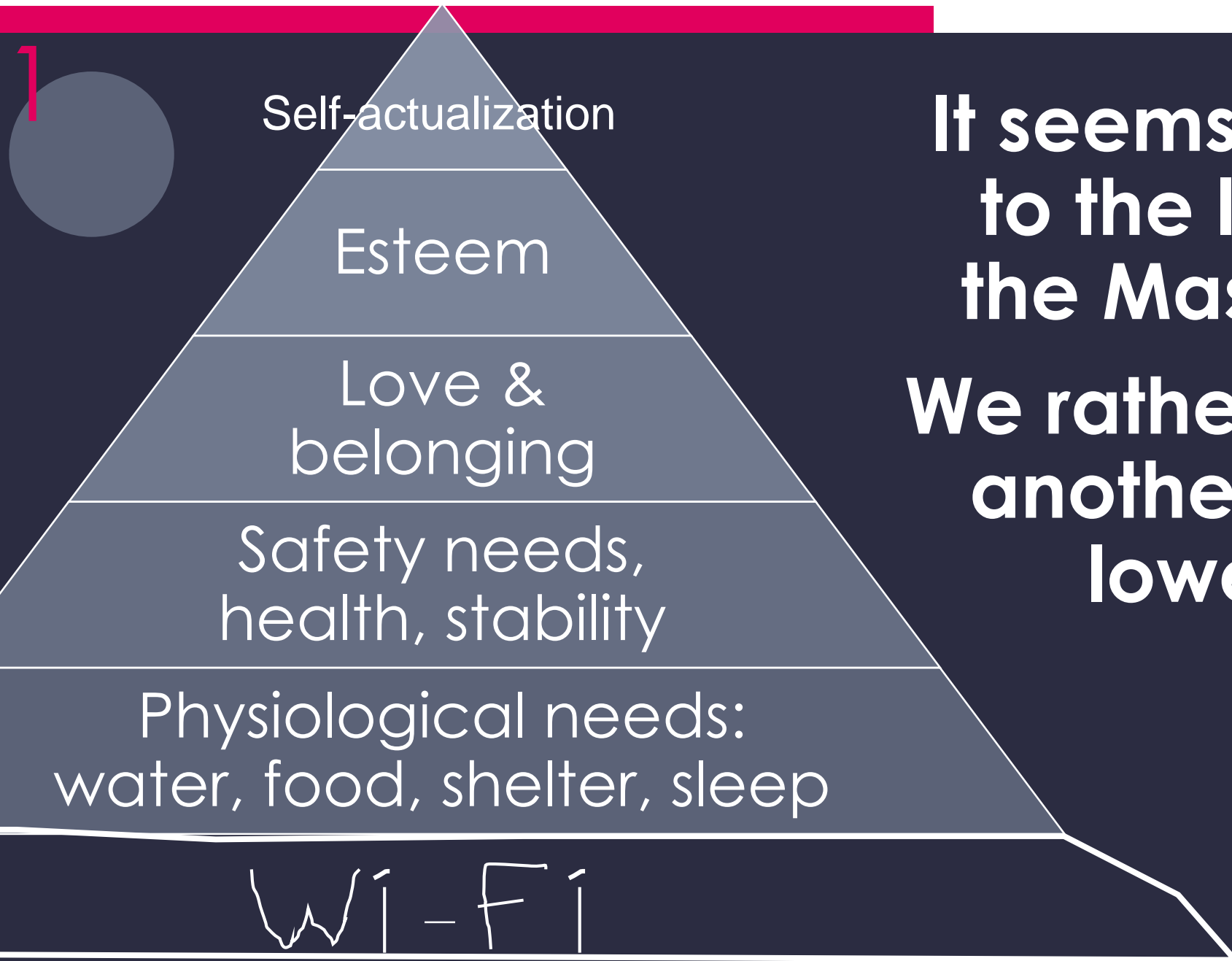
2

?

Retail
reinvention

3

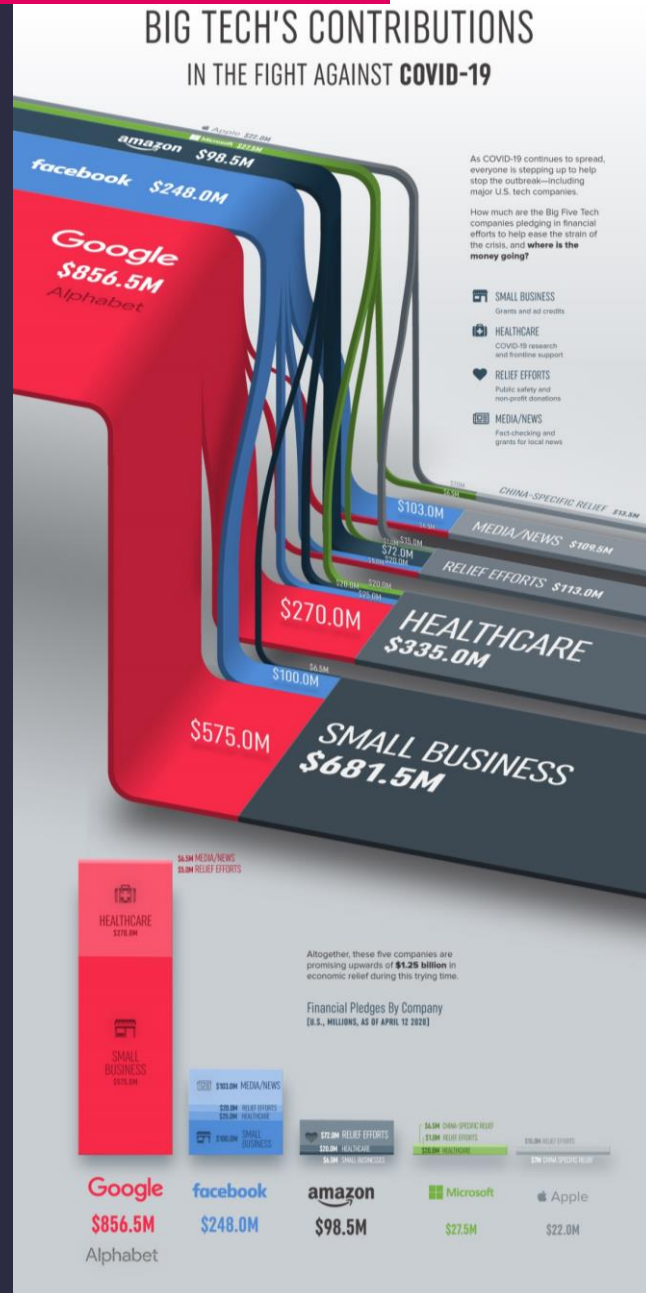
1



It seems we slide down to the lowest level of the Maslow pyramid?

We rather have reached another pyramid, it is lower Level 2.0

1 COVID-19 had further catalyzed digital revolution



The largest tech companies have allocated funds to support small businesses, healthcare, security measures in connection with COVID-19

1 COVID-19 had further catalyzed digital revolution: voice in the banking

2019

Costs & Process



Debts management, telemarketing, information & support services, trainings, client interviews

2020

Relevant Service



2021

Personal Safety



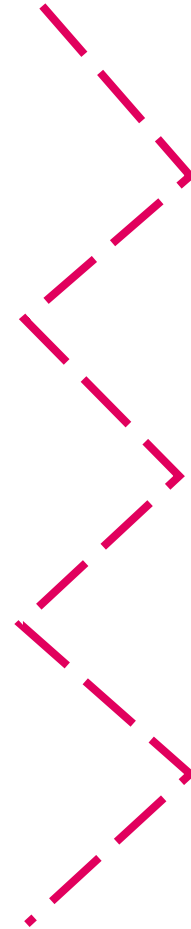
1

The new role of technology:

Before



SIGNAL THAT
BUSINESS IS
INNOVATIVE



After



SIGNAL OF
SOCIAL
RESPONSIBILITY

2

2019

EVERY SECOND: Millions of Audience Signals

Too much information, more than one is able to digest



Google

2

COVID-19
made it
even worse

2020

> 150

cases

COVID-19
specific brand
campaigns in
Russia

> 85

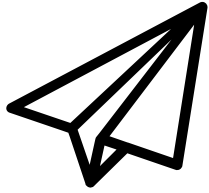
brands

Retail
Delivery
FMCG
Entertainment
Telecom
Beauty
Auto
Services
Gaz stations

Education
Transport
Fitness
Banking
Airlines
Social media
Pharma
QSR

2

To deal with pressure people consciously considerably cut on content & information



“I am getting info via Telegram or Insta feeds. I am not watching TV, or if I occasionally watch TV, I have no trust”



“We are not going to die by COVID, but by Media”



“Can we not trust anyone anymore online? Every statement has to be checked ,it's exhausting! I now limit my time in internet”

2

Trust should be a new communication focus

Consumers



Brands

Business



Partners

Society



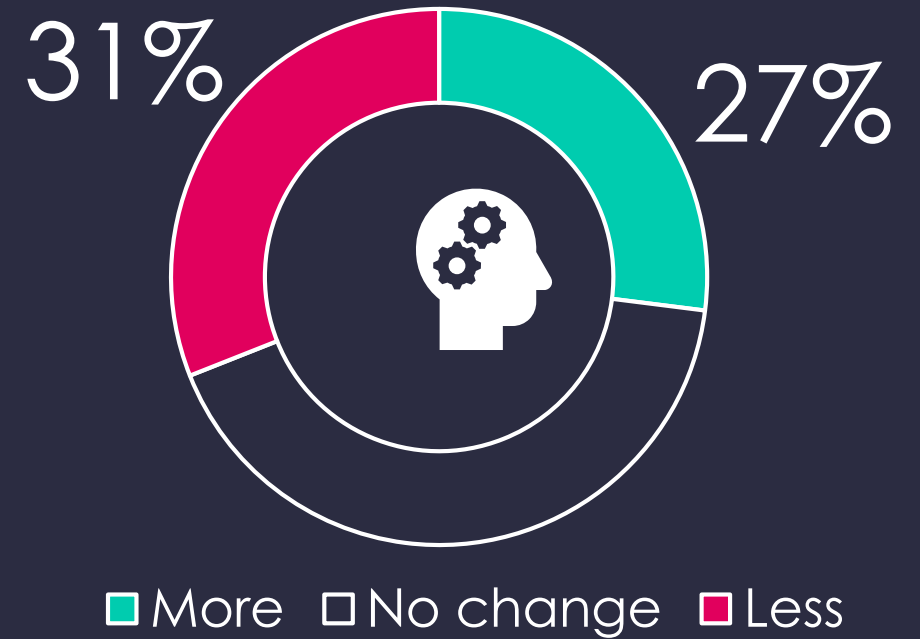
Media

3

Retail Reinvention: COVID-19 whips up differentiation



In 2020 comparing vs year ago do you plan shopping in malls more/less?



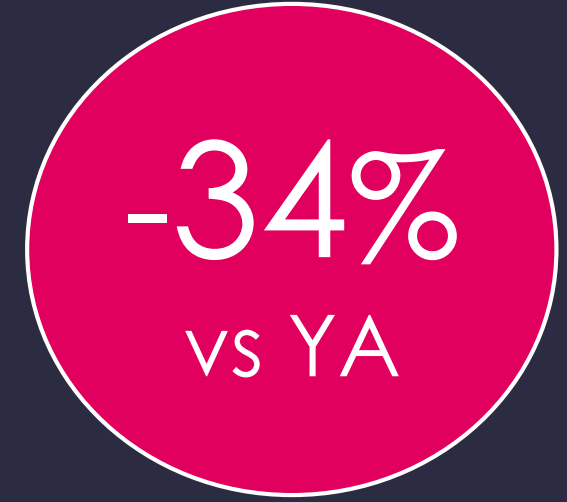
3

The Fastest Global Retail growth and declines in 2020 are Apparel



Apparel

Famous for its global community events, balanced online & offline experience

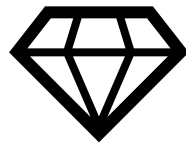


Apparel

Relied on 3rd party retailers, department stores, late with personalized offerings

3

New reality
for retail:
more than a
place to
shop



Experiential

Unique

Premium

Three vectors of change behind COVID-19



1
Technology as
Social Responsibility

Trust as focus in
communication



2



3

Retail as more
than a 'place'