

THE WORLD WILL NEVER BE THE SAME AGAIN?

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MEDIACOM

1. IS THE WORLD CHANGING FOREVER?



2. IS IT FOR THE BETTER?



3. WHAT DO WE KNOW TO MITIGATE THIS?



4. HOW SHOULD WE ACT FURTHER?



1
CONSUMER

«BUT IN MY MEMORY THIS IS THE 4TH TIME»

Skeptics say: "We have already experienced many unprecedented crises, every time everything is getting back to previous state, nothing will change."

Is it true?

1993

1998

2000

2001

2008

2014

2020

1

CONSUMER

WHAT SHAPE IS THIS CRISIS: V, U, L?

S

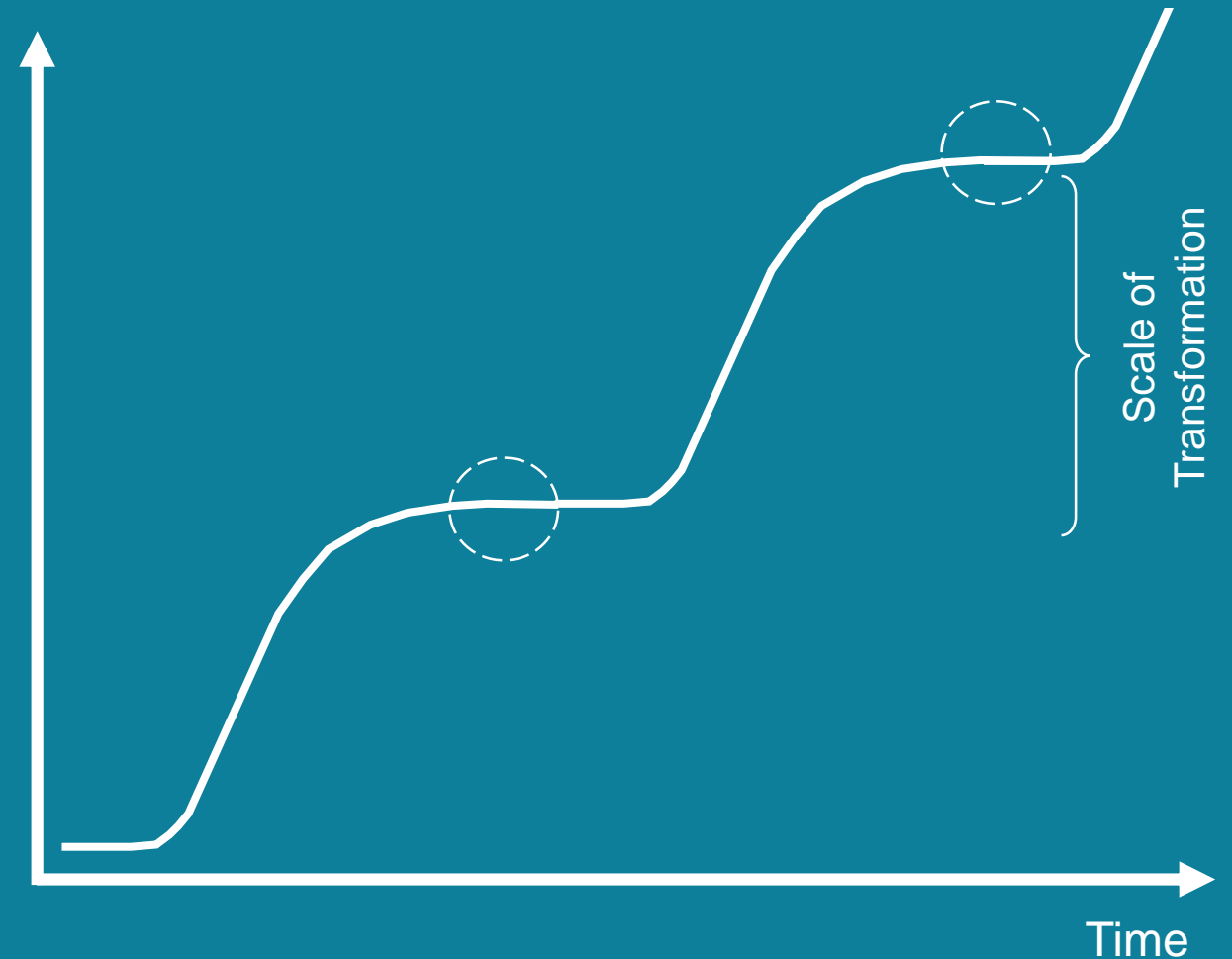
1
CONSUMER

WHAT SHAPE IS THIS CRISIS: V, U, L? ALL PROCESSES FOLLOW THE S-CURVE

There is no return to the previous state.

After each plateau there is a stage of growth and change.

Then a new plateau comes, then at some point there will be a new leap of transformation



CONSUMER

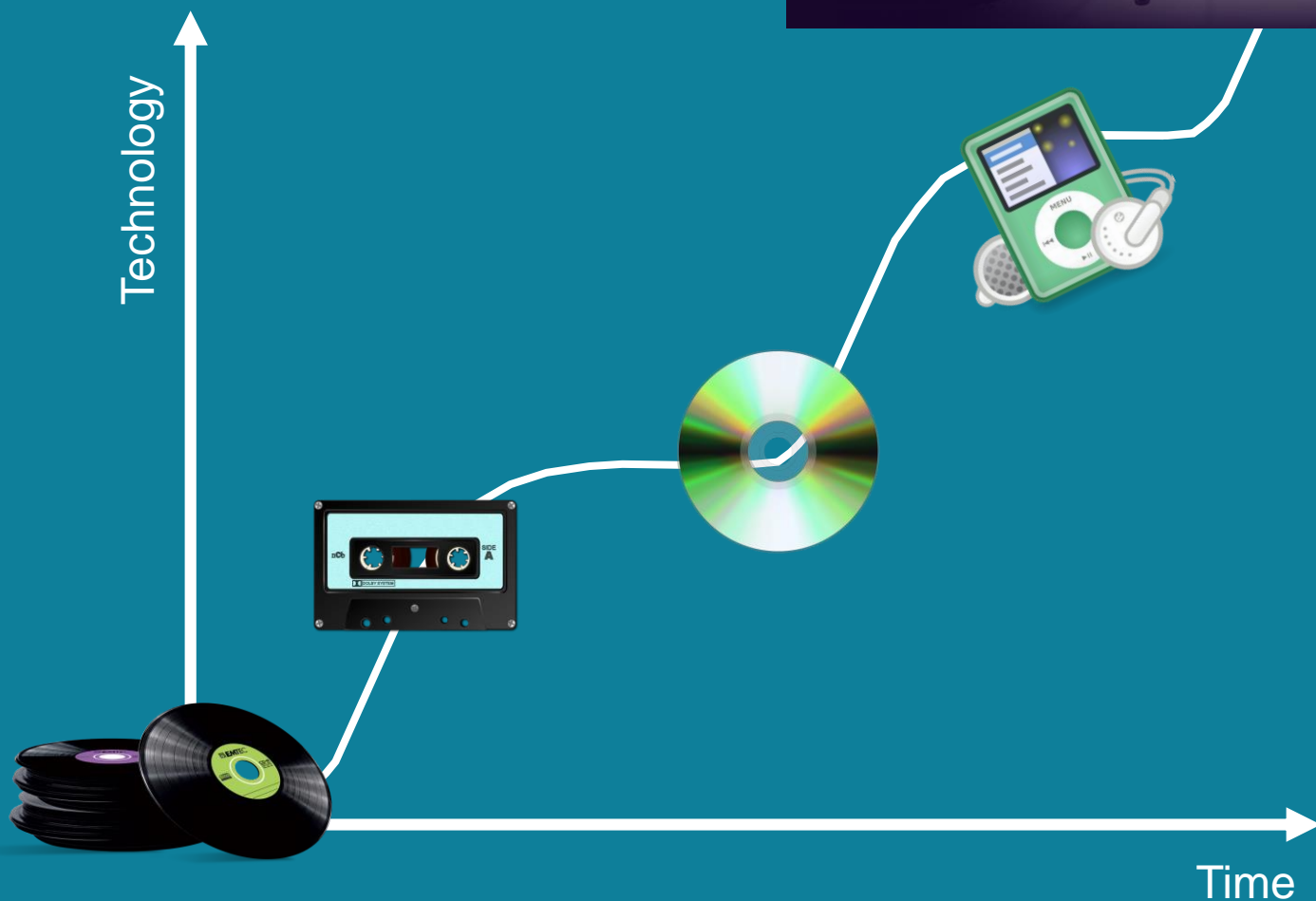
IT SEEMS NO DIFFERENCE BUT TECHNOLOGY IS CHANGING



Are you fond of music?



■ Yes ■ No



1

CONSUMER

AND WE IN LOVE WITH BIG MAC FOR 30 YEARS

1990



2015



2020



BUT IN A NEW WAY

1

CONSUMER?

AFTER COVID-19 THE WORLD WILL CHANGE

We have made a leap.

Our human needs will
remain, but will be
realized in a new way.



2

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**BUT IT SEEMS WE
SLIDE DOWN TO THE
LOWEST LEVEL OF
THE MASLOW
PYRAMID?**

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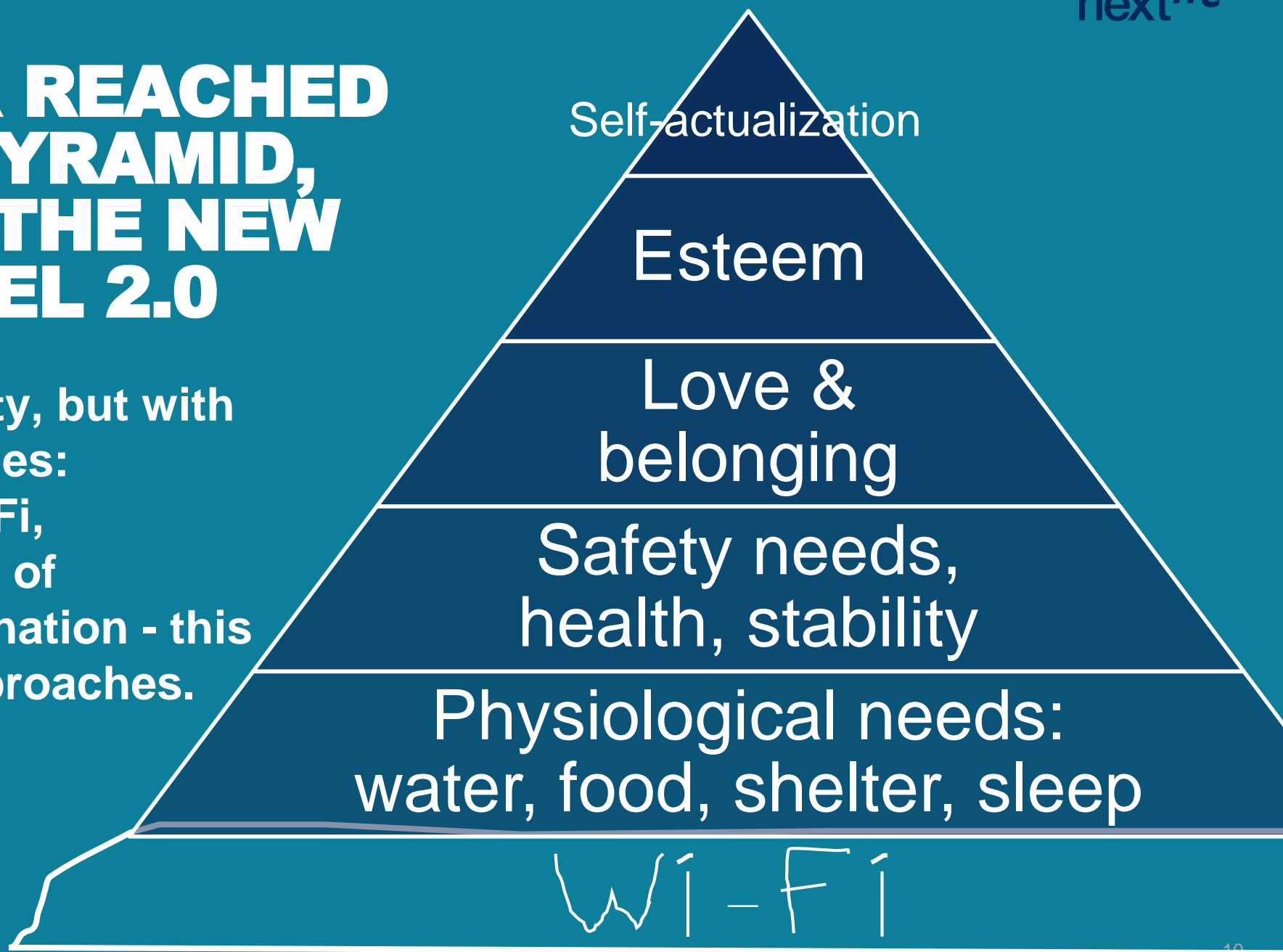


2

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WE RATHER REACHED ANOTHER PYRAMID, WE ARE AT THE NEW LOWER LEVEL 2.0

Yes, we need security, but with new digital capabilities: communication, Wi-Fi, transparency, speed of information dissemination - this changes all past approaches.



2

CONSUMER

**IN THE PAST,
WE COULD
NOT HAVE
EXPECTED
SUCH QUICK
ACTIONS, IN A
GLOBAL
SCALE.**



2

CONSUMER

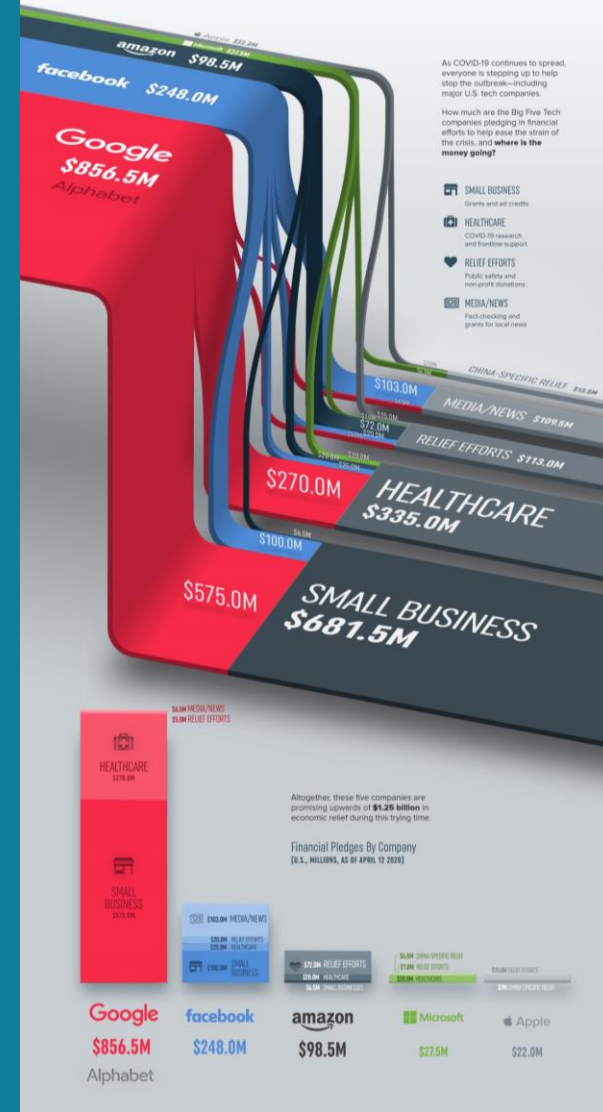
WHILE SOME ARE SLOW TO ACCEPT THIS NEW REALITY

OTHERS RESPOND QUICKLY AND CHANGE LONG TERM FOCUS



The Christopher Nolan's new film release is still scheduled for July 2020, despite closed cinemas

BIG TECH'S CONTRIBUTIONS IN THE FIGHT AGAINST COVID-19



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

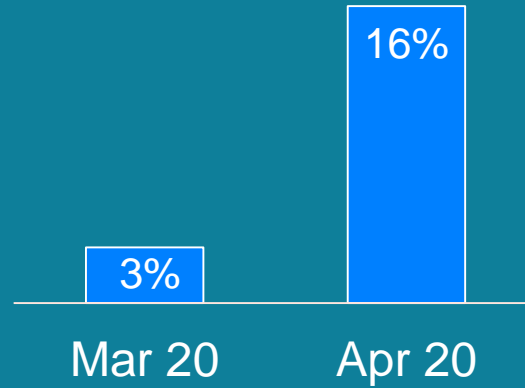
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NEW: DIGITAL FASHION

Tommy Hilfiger by 2021, all processes from sketch to fitting room will be digital. Most clothing items will be fully digital until they are purchased or appear on the catwalk.

I buy clothes more often online
(Moscow)



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fashion applications on the rise, they provoke interest by allowing you to “play” with fashion even if you are stuck at home

Forma try-on app:

x2

Weekly Users

+50%

User's time in the app vs 2019



Source: Romir study, April 2020
Artwork hand printed by Hannah Cousins, exclusively for Vogue Business
voguebusiness.com

2

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THE WORLD HAS CHANGED FOR THE BETTER

You can't stay with the
'old' business model in
the new world, any
business needs
upgraded version 2.0

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Steve Blank

“This is a conscious shutdown of our economy, trading jobs for saving hundreds of thousands of lives.

It's almost inconceivable that you can have the same business model today as you did 30-days ago”

3

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THIS IS NOT THE FIRST CRISIS.

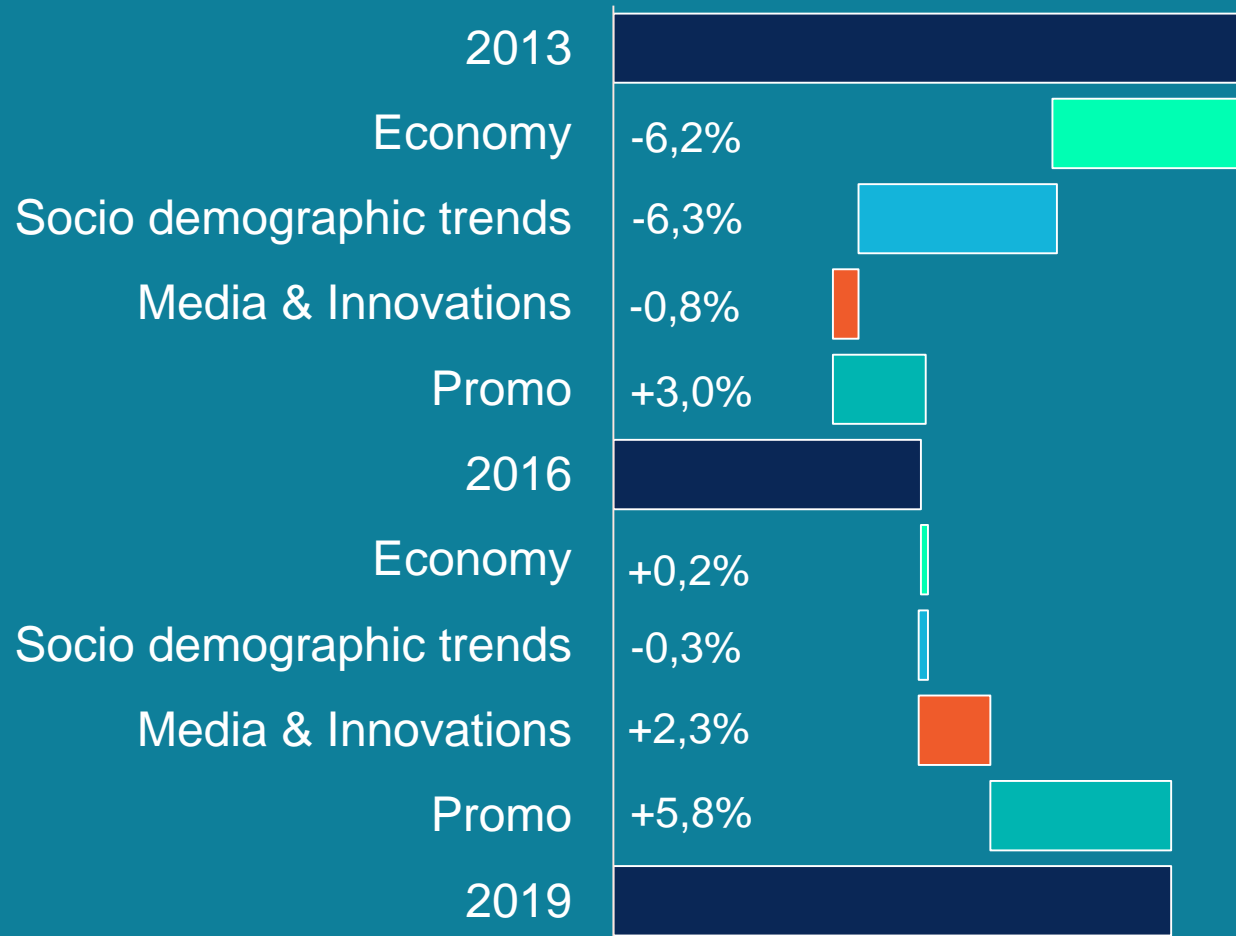
What do we already know how to mitigate it?

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THE WINNER WAS THE CHEAPER ONE

The reasons of FMCG sales decline in crisis of 2014-2016, Russia



During last crisis, 80% of losses were caused by external factors, and brands used only promo to mitigate the fall.

Cutting advertising support and innovation enhanced the recession.

EVERYTHING IS CHANGING IN THE WORLD OF DATA, ALGORITHMS AND “SMART AUDIENCES”



Smart audiences strategy

OLAY

65 mio

Potential buyers Reached,
more than any wide target
audience (F 25-54)
in the USA

-10%

Budget

+7 +9%

Sales

3

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TARGETED APPROACH & PERSONALIZATION ALSO WORK STRONGER IN RUSSIA

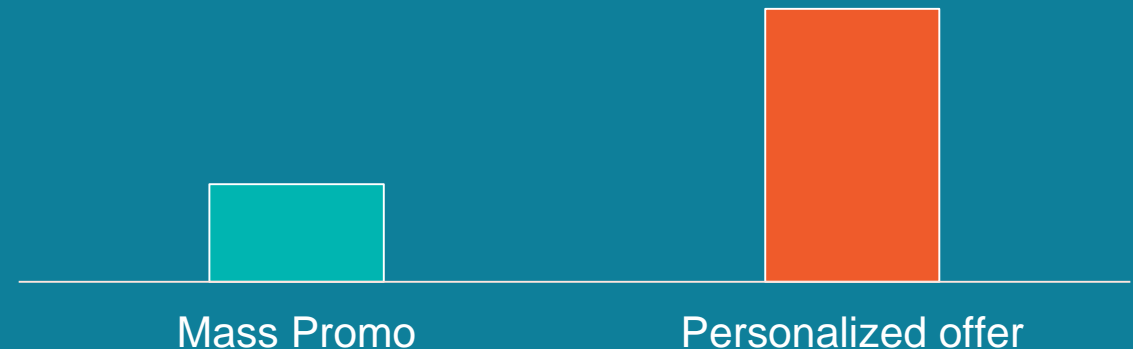
Personalization gives better sales impact vs mass promo. Targeted approach to optimization helps increasing profit without sacrificing revenue.

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Sales Contribution, Apparel
(Offline sales)



Sales Contribution, Home Improvement
(Online sales)



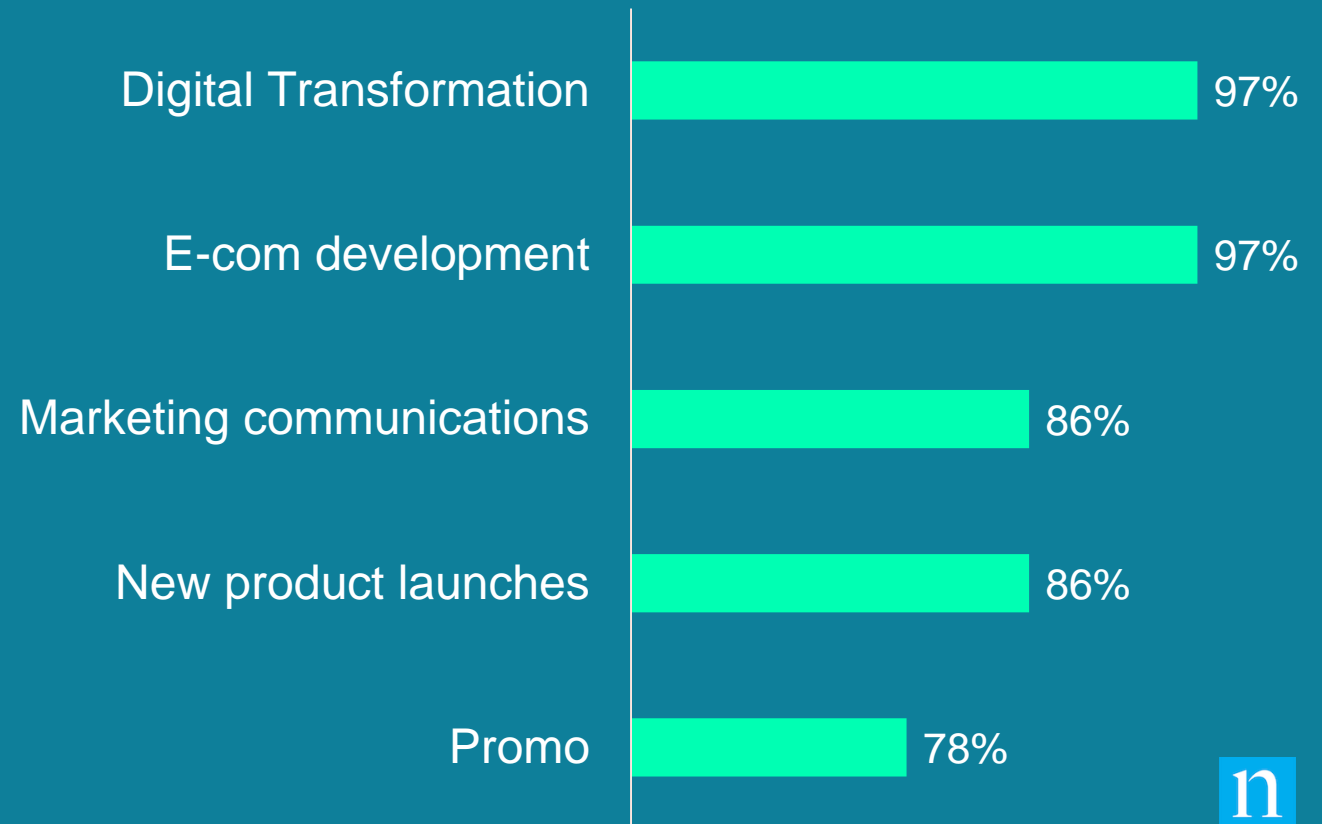
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IN 2020, BUSINESS LEADERS ARE GOING TO ACT DIFFERENTLY

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Focus for FMCG manufacturers and retailers with more time & resources spending in order to maximize 2020 business results



3

CONSUMER

WE KNOW

Technology and data
have equipped us with
the new tools to
succeed

“Disrupt mass marketing
reinventing media from mass
reach to one-to-one precision at
scale”

Marc Pritchard P&G CMO



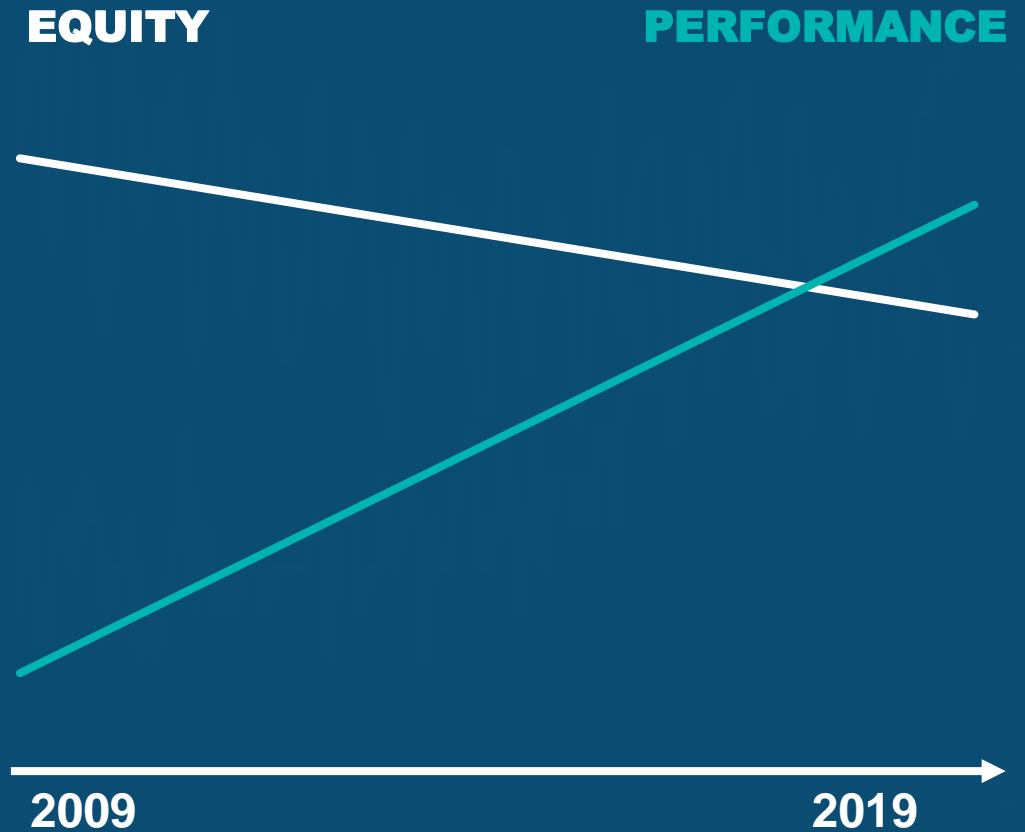
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CONSUMER

LONG-TERM GROWTH IS ESSENTIAL

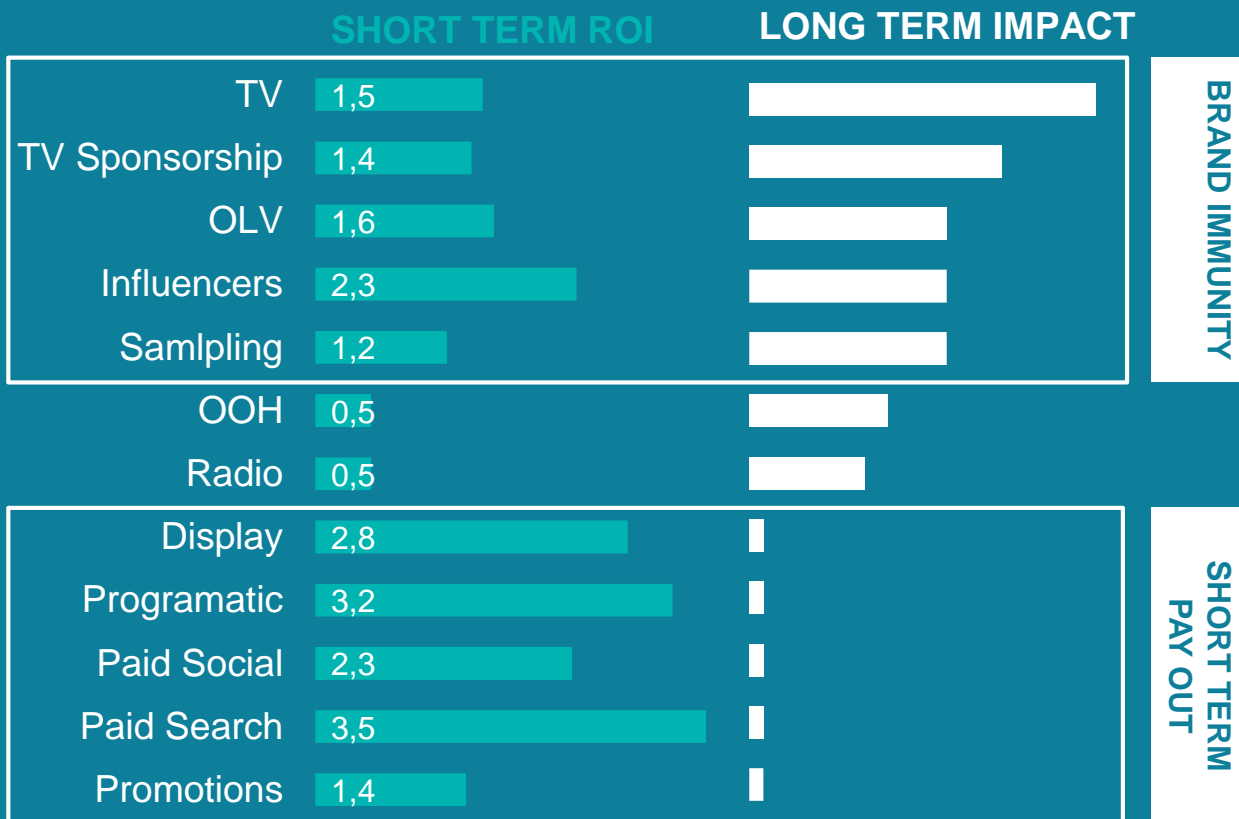
How to avoid a short-term focus trap and use technology to build long term business immunity?

Topics growth profile, Google WW



ULTIMATE DEATH OF TRUST AND INFORMATION OVERDOSE

To control the pressure people worldwide consciously & considerably reduce media consumption:



"I am mostly getting info via Telegram and Instagram feeds. I am not watching TV, or when I occasionally watch TV I have no trust" [RU]

"We are not going to die by COVID, but by Media" [UK]

"Can we not trust anyone anymore online? Every statement has to be checked and researched. It's exhausting!" [UK]

OPPORTUNITY IN LOW TOUCH WORLD



BUSINESSES AROUND THE WORLD OFFER EXAMPLES OF HOW TO ENSURE A BETTER FUTURE



Радио Arzamas

Карантин с Arzamas.

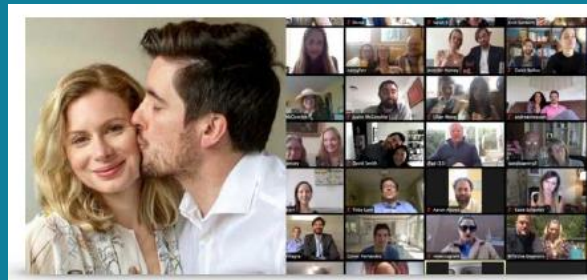
Бесплатная подписка на «Радио Arzamas»

Промокод работает до 15.IV.2020

Arzamas radio COVID-19 activation in Russia brought 6x growth of attention



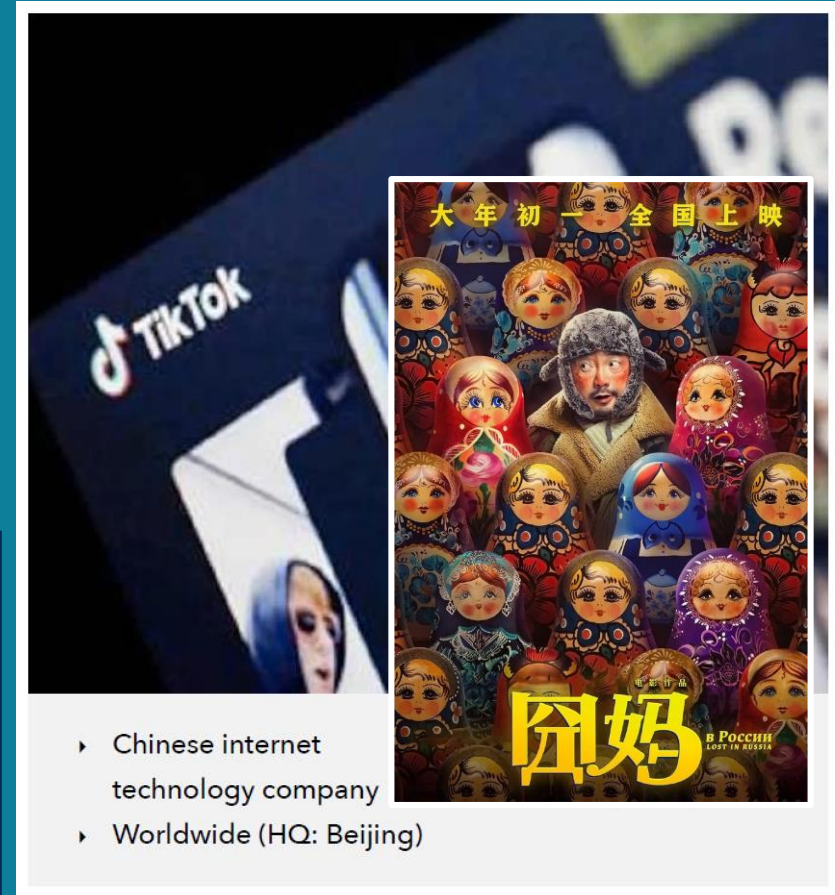
Isolated compartment restaurant



Getting married with 100 guests calling in via Zoom might not be for everyone.



Seesaw at the USA – Mexican border



ТikTok

大年初一全国上映

囡妈

在俄罗斯 丢失在俄罗斯

- › Chinese internet technology company
- › Worldwide (HQ: Beijing)

THE ROLE OF TECHNOLOGY HAS CHANGED

Before COVID-19

Use of technology

**SIGNAL THAT
BUSINESS IS
INNOVATIVE**

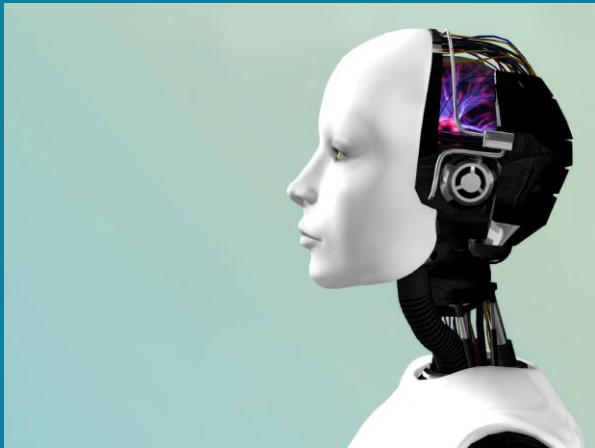
After COVID-19

Use of technology

**SIGNAL THAT
BUSINESS IS
SOCIALY
RESPONSIBLE**

THE EVOLUTION OF VOICE TECHNOLOGY IN THE BANKING SECTOR

2019 Voice assistants to
minimize costs



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

2020 Contactless
payments



+40%
Mastercard, April 2020

2021 Voice controlled
contactless ATMs



Technology = Safety

4

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LIN QINGXUAN

January:

Shops closed, Sales -90%

February:

Live streaming at TaoBao.

Personalizes coupons.

100+ instore beauty consultants turned into beauty bloggers DingTalk.



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14 February Streaming Stronger Loyalty

200%

Sales growth vs 2019

Sales by consultant in 2 hours = Sales of 4 retail stores

60 000+

Viewers

400 000+

transactions

4

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HOW SHOULD WE ACT FURTHER

In this new world, it is necessary to create new business models where technology will be a Trust building tool

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“If our present did not resemble the past previous to it, then why should our future resemble our current?”

Nassim Taleb

CONSUMER

- 1. The world has changed, even fundamental needs will be realized in a new way and completely new need will appear**
- 2. You can't stay with the same business model in the new world, any business needs a business model version 2.0**
- 3. Technology and data have equipped us with new tools, in order to succeed, one cannot rely on the old tools any longer**
- 4. Technology can be a Trust building tool between Consumers, Brands, Partners, Society and Media**



THANK YOU!



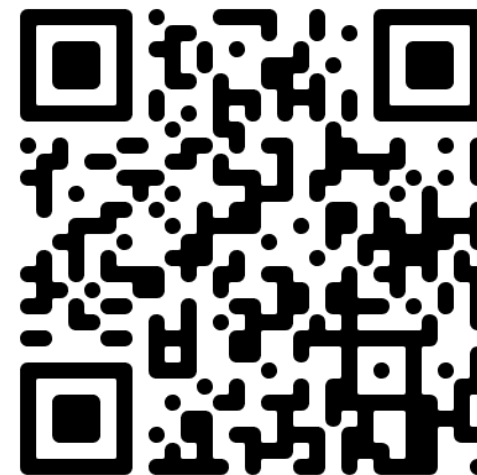
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**STRATEGY
OFFER**

QUESTIONS?



CONTACT US