



Today's connected consumer  
Sri Lanka

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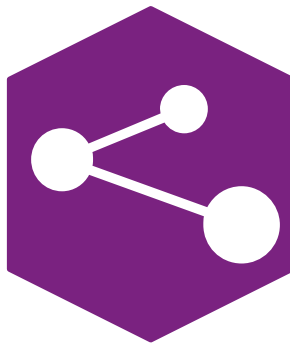
Constantly  
connected



Social  
fragmentation



Brand  
conversation



Multi-modal  
touchpoints



Moments that  
matter

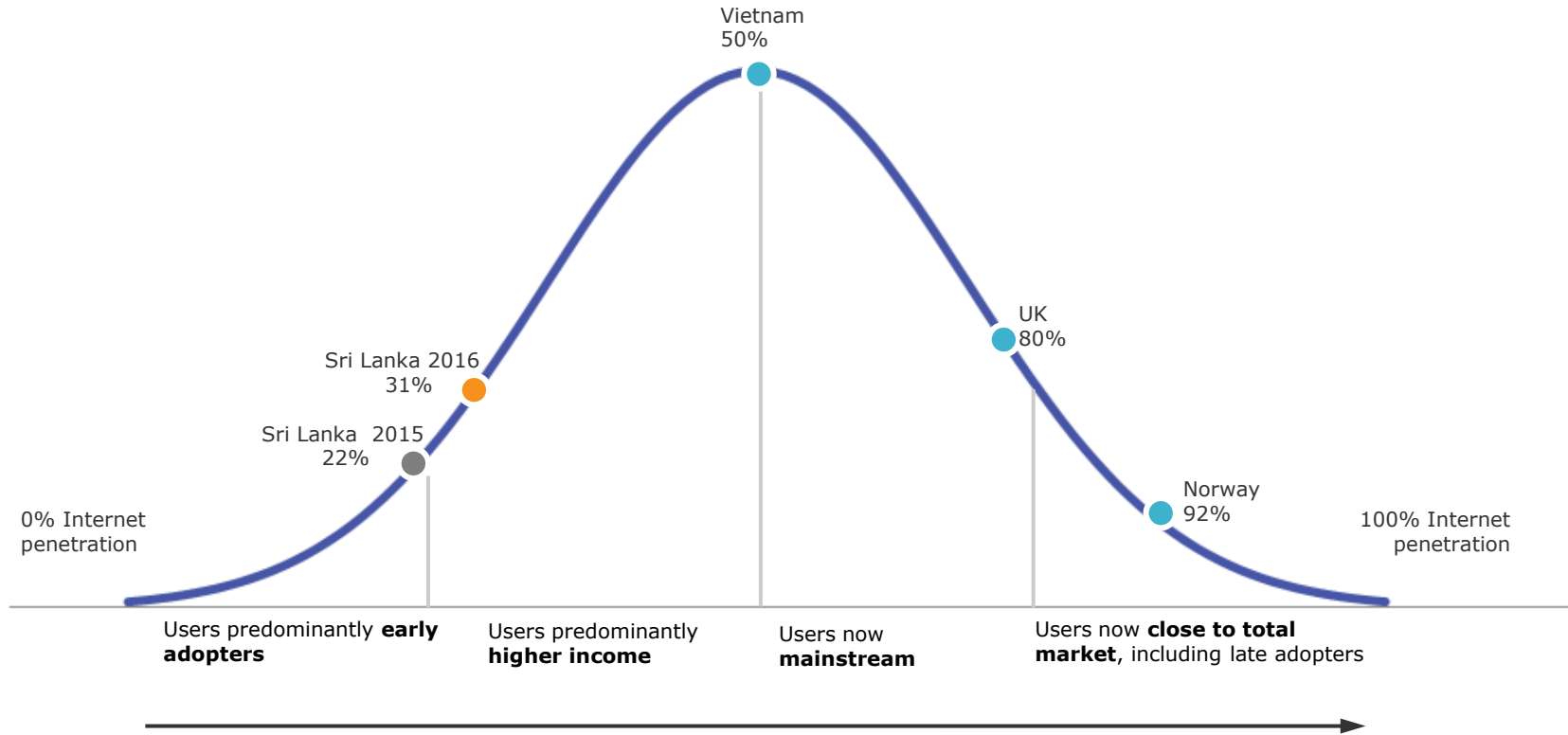


eCommerce  
everywhere



Constantly  
connected

# Internet Penetration



# Device ownership

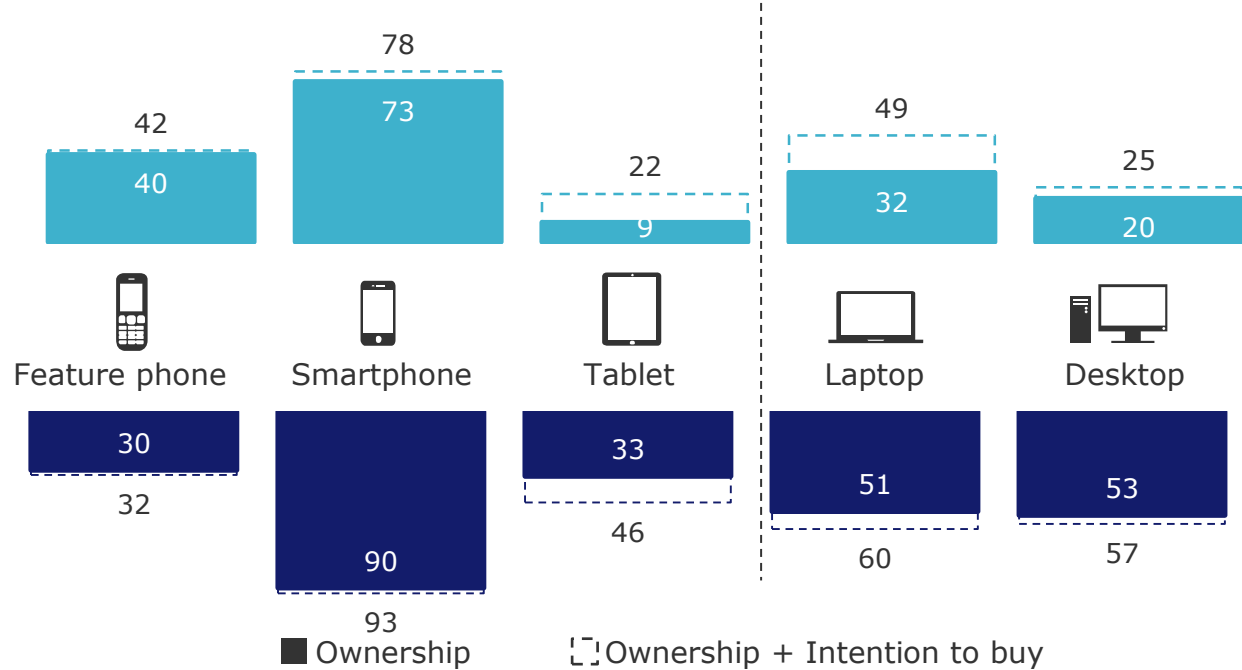
Device ownership  
%

Sri Lanka:  
Average number  
of devices owned\*

1.7

Emerging Asia:  
Average number  
of devices owned\*

2.7

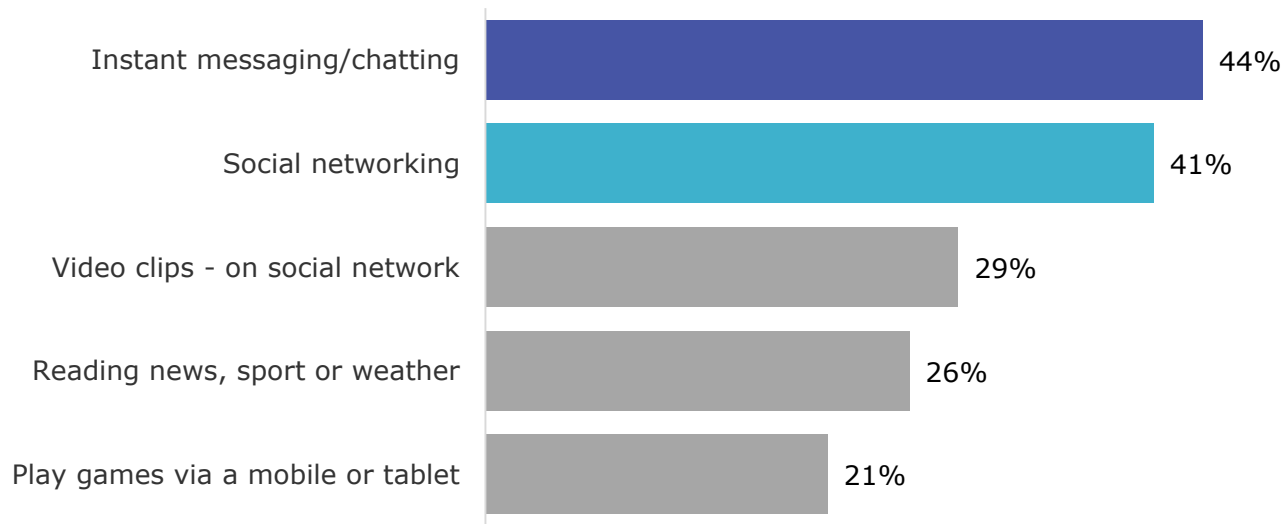


# Digital is mass-media





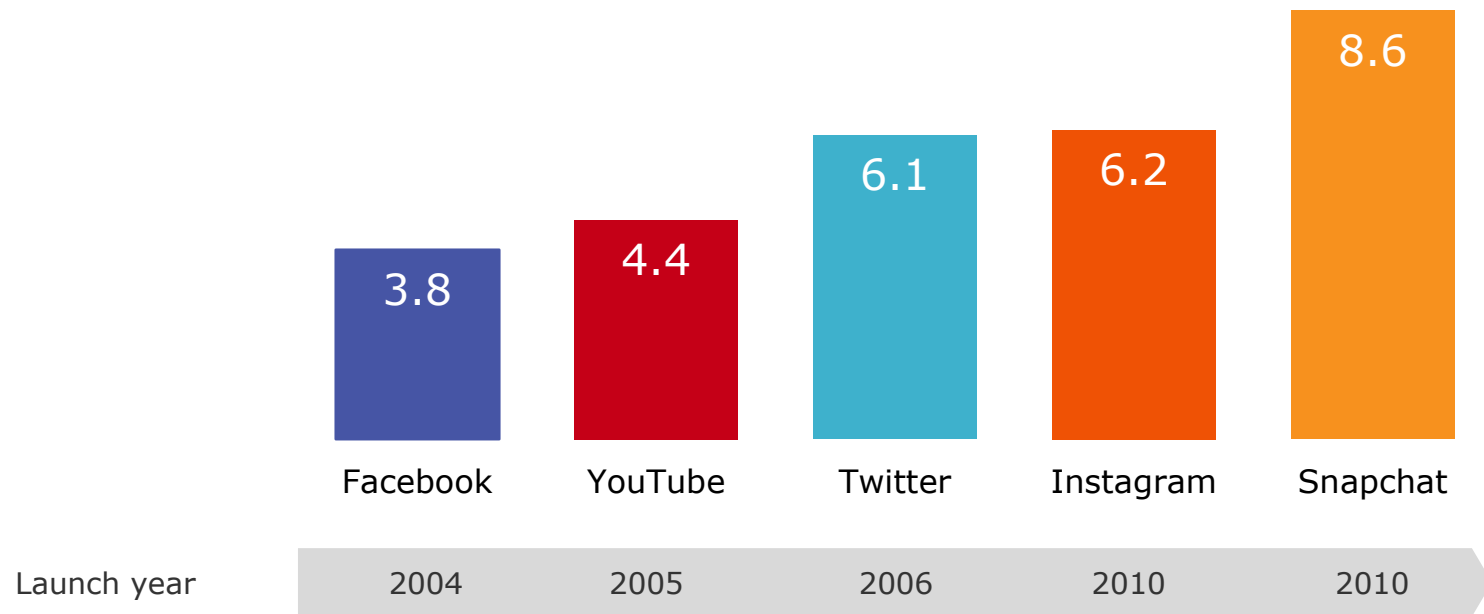
# We spend more of our daily online time on messaging and social than anywhere else



Top 5 frequent online activities – Sri Lanka (%)



# New platforms are incremental



Average number of social/IM platforms used weekly – global

## Top five platforms in Sri Lanka – used weekly



77%



60%




54%



54%

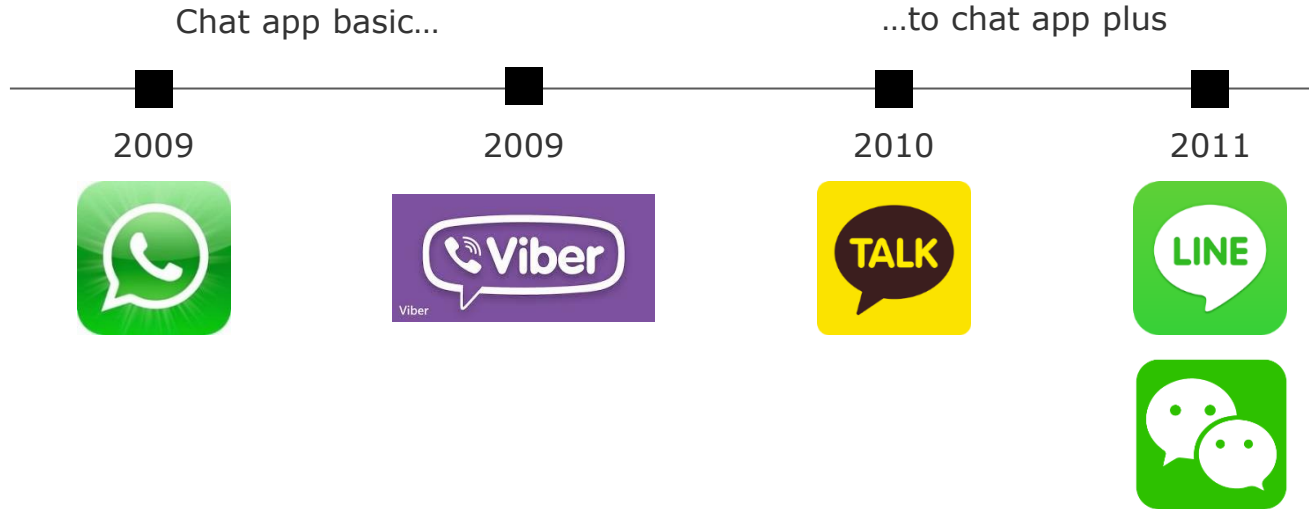


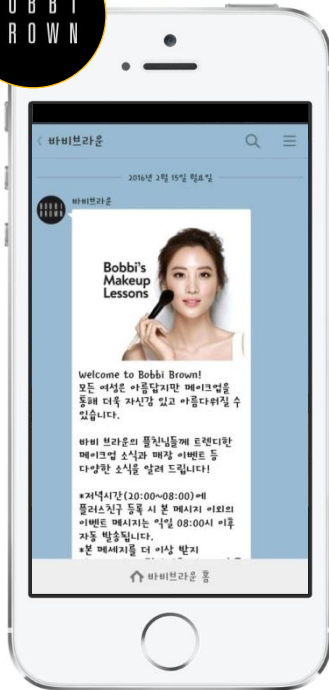
43%

A black rotary telephone and a black smartphone are placed on a light-colored wooden surface. The telephone is on the right, and the smartphone is on the left. A red hexagon with a white speech bubble icon is positioned above the smartphone. A grey hexagon with a white border is positioned to the left of the smartphone, containing the text "A new opportunity for brand conversation".

A new  
opportunity  
for brand  
conversation

# The next stage in the chat app evolution...





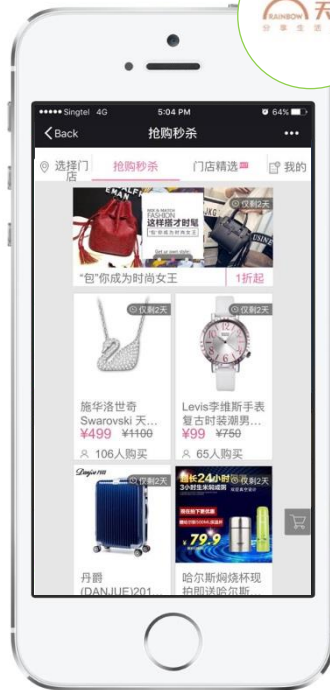


マツコはっくすステーション  
LAWSON



SBI証券

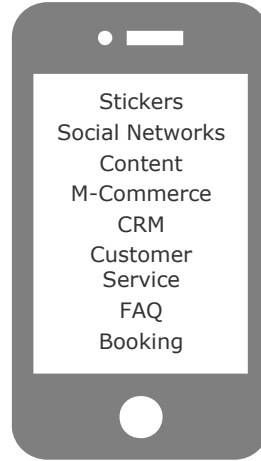




# Re-defining brand conversations



One-to-one

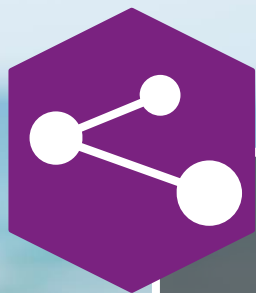


Enhanced experiences



Value-added services





Multi-modal  
touchpoints

# Every touchpoint becoming multi-modal



47%

## **Brand Building**

Connecting with brands  
on Facebook

17%

## **Converting**

Using social  
in the path-to-purchase

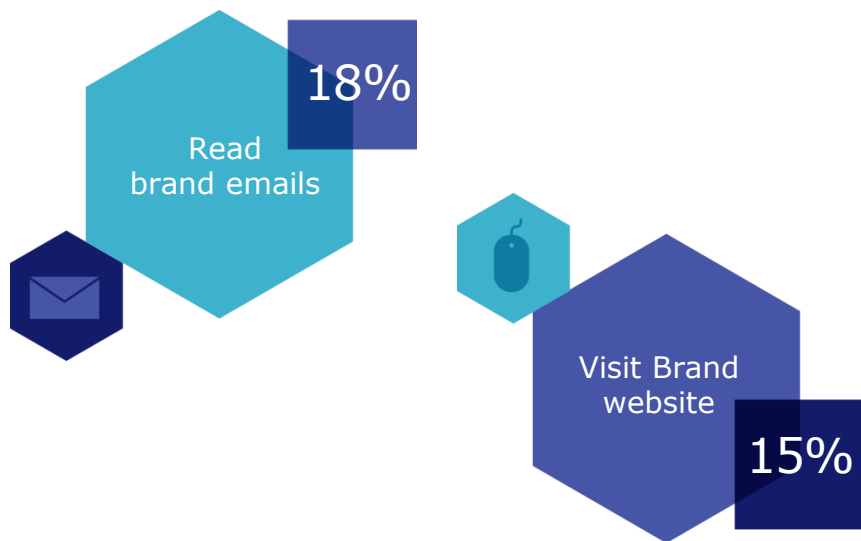
39%

## **Servicing**

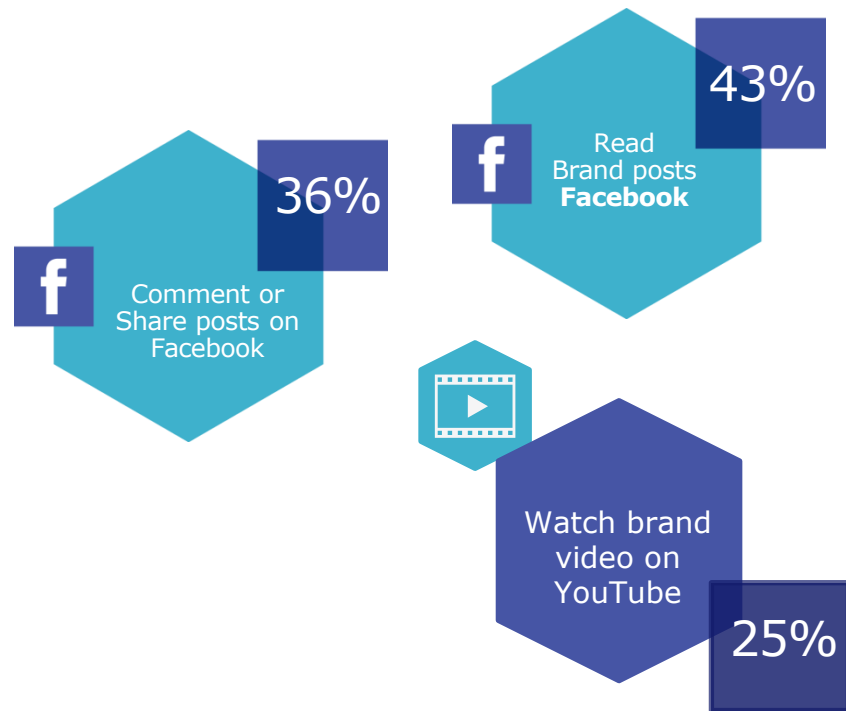
Seek service solutions  
via social

# If we want to engage with our customers online, we have to recognise the importance of social

## Traditional owned channels



## New social channels\*



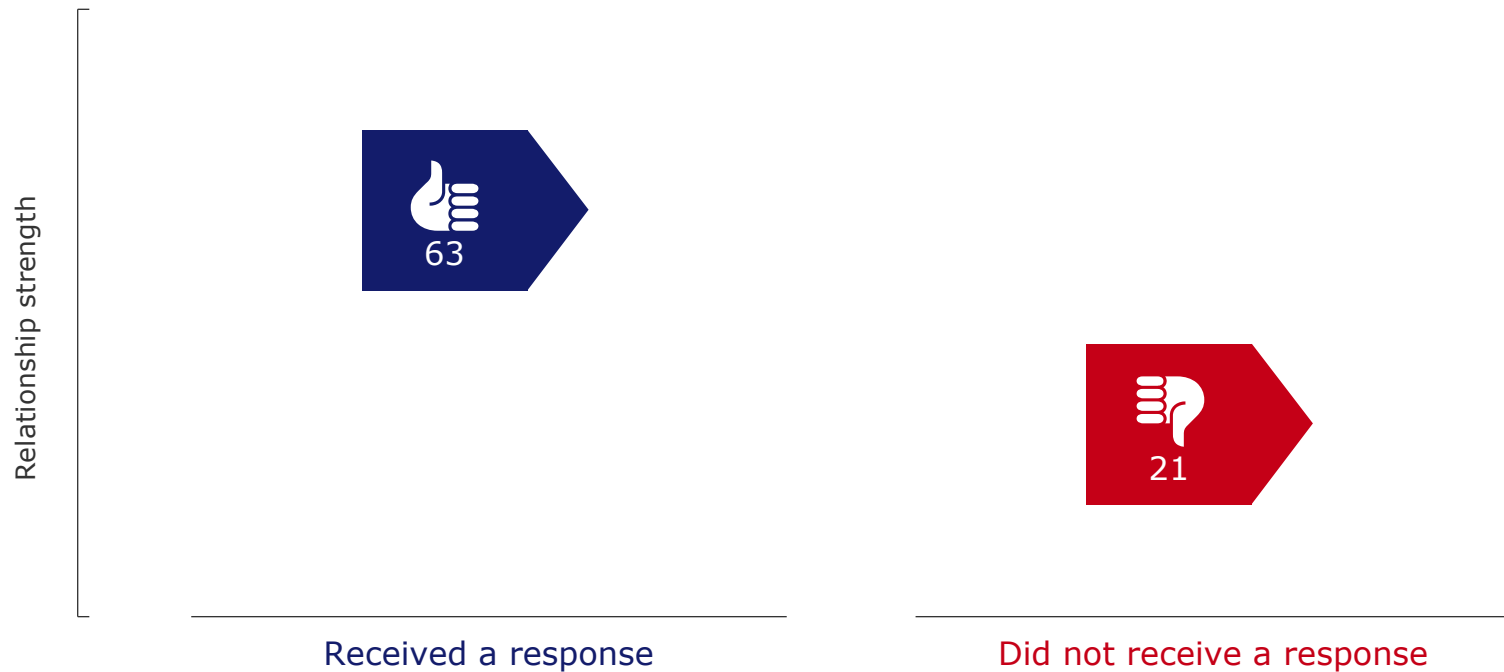


"I like what I am seeing with ads on snapchat in that they are more creative than your average, and same with Instagram. I even find myself following brands pages or snap feeds just because I am a fan of how they use the medium. Taco bell for example often makes drawn out story lines for their snap stories ... I appreciate the extra effort and creativity they put into it instead of just a banner ad...The brands that are doing it right I am actually volunteering to view their content and most of it doesn't feel like an ad."

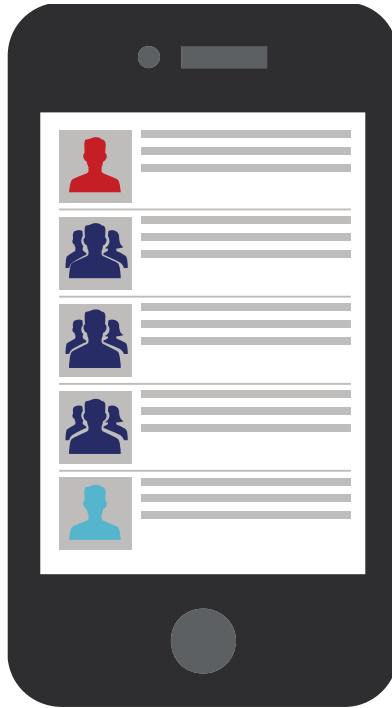
**(Mexico)**




# Social is the next service channel




# And can drive advocacy







@company #@%&\$@!!!!




We understand you're disappointed and it should have been handled better.





Oh dear, that does sound frustrating. I'm sorry you were given the wrong info.



We understand you're upset.

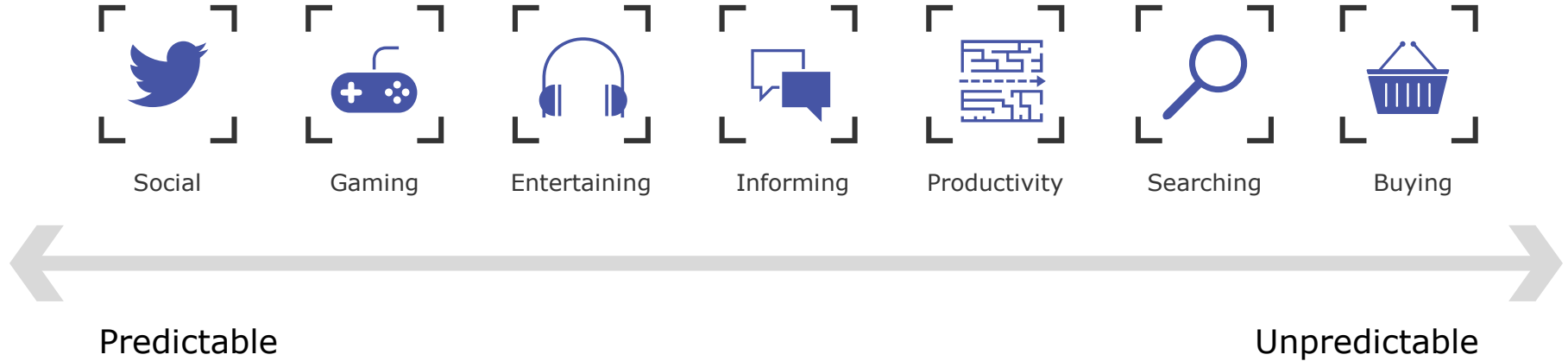


Kudos & thanks to @company Social Media team for handling a frustrating situation extremely well. Much happier customer here now.



Finding the  
moments that  
matter to your  
brand

# Predictable moments







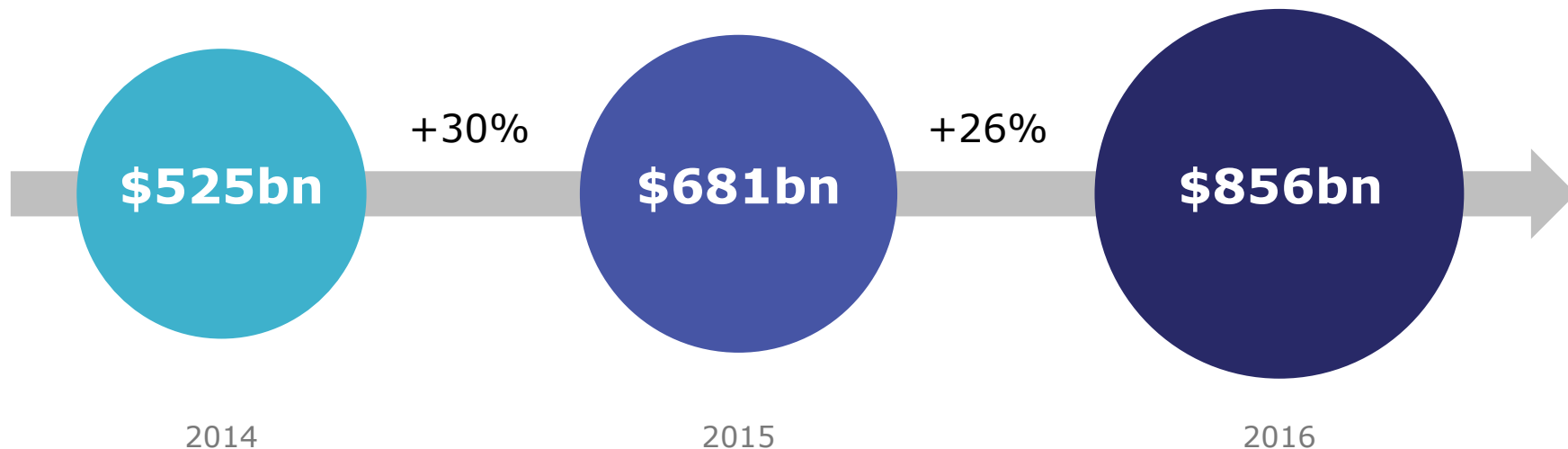
Tailoring  
content to  
predictable  
moments





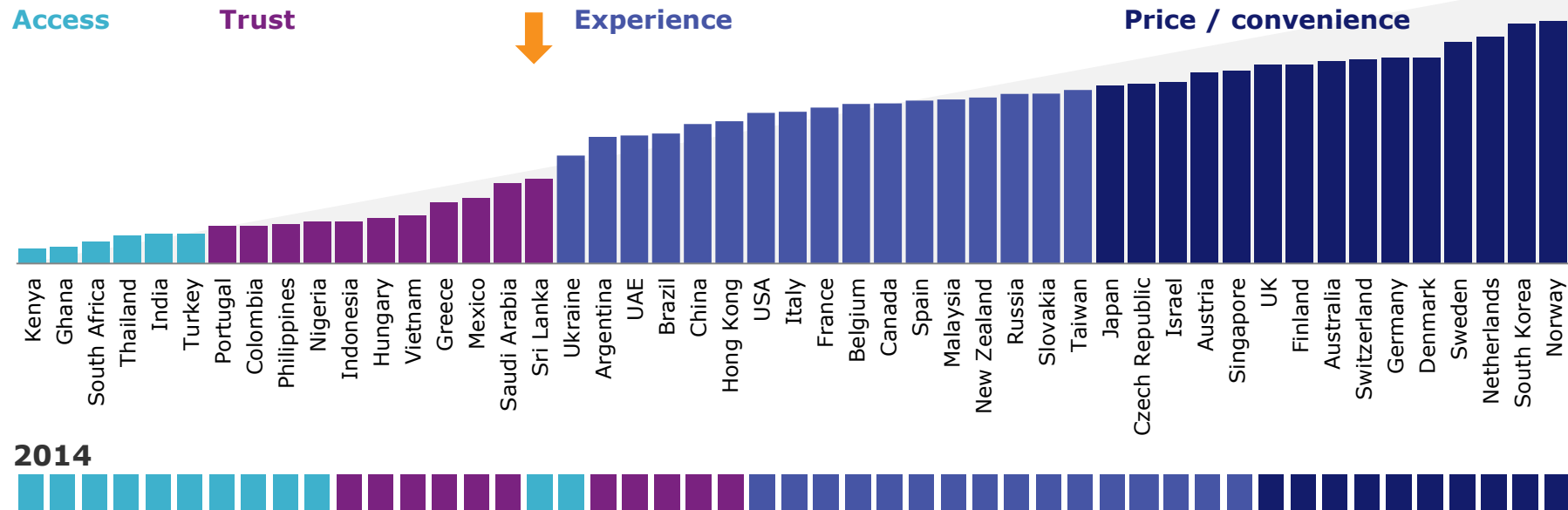
# Still significant growth opportunities

APAC B2C eCommerce sales (USD)



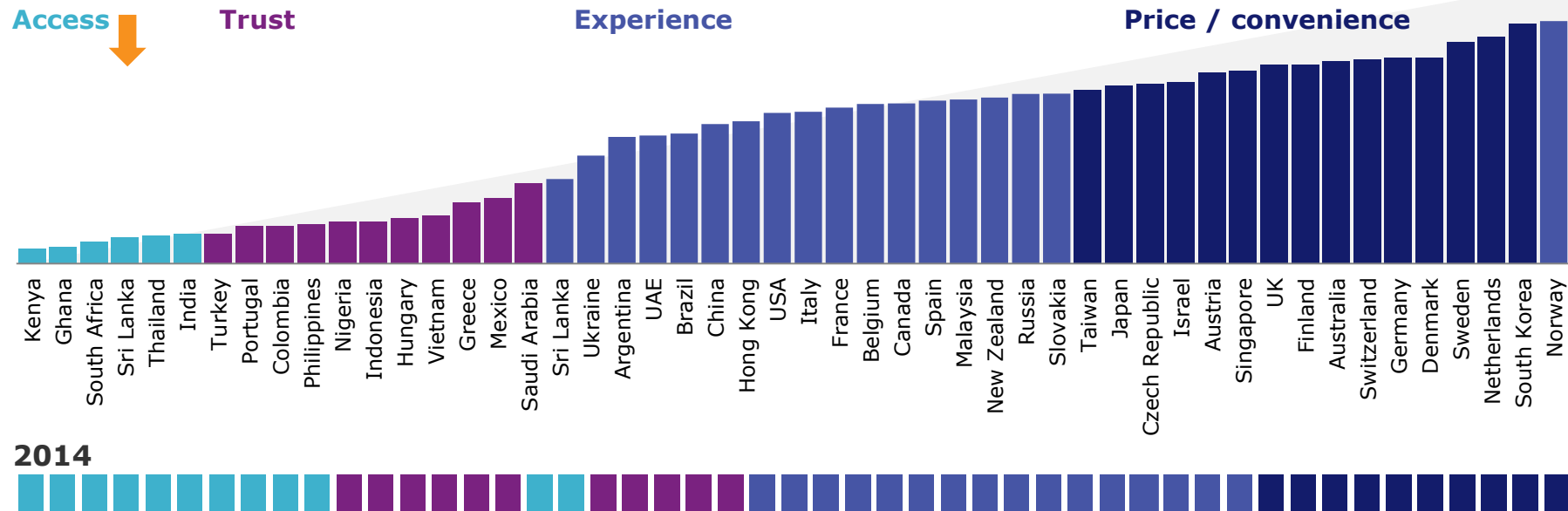
# Key barriers must be addressed

Total market incidence of eCommerce (%)



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Total market incidence of eCommerce (%)



# The fulfillment challenge



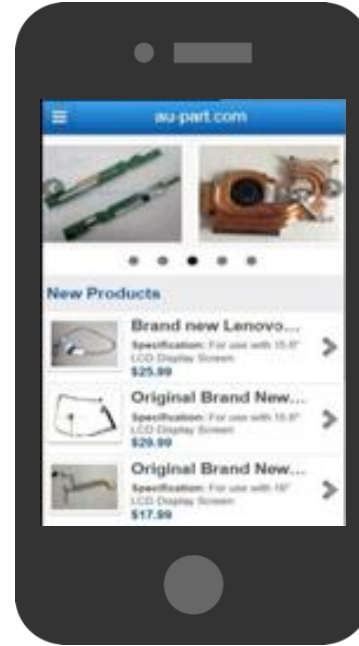
# Facilitating mobile payments



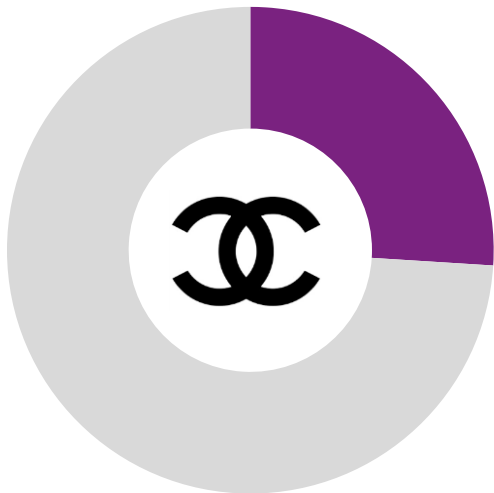
Before mo.bi.pay



After mo.bi.pay



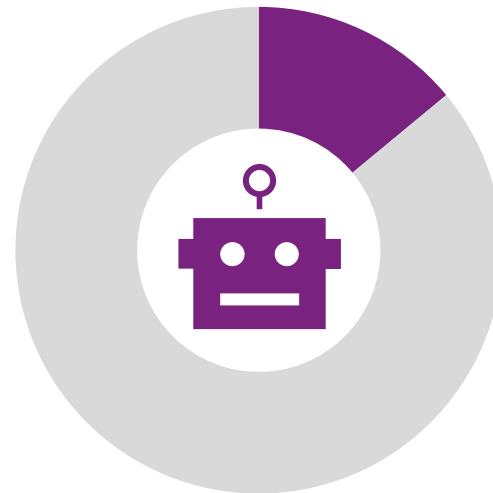
# What are the barriers to trust?



Is it genuine?



Is it secure?



Can I trust websites?



# Building trust online



## Access

Lack infrastructure  
or payment  
mechanisms

## Trust

Security concerns,  
lack of trust

## Experience

Prefer offline to  
guarantee quality

## Price / choice

Developed, buy on or  
offline based on price



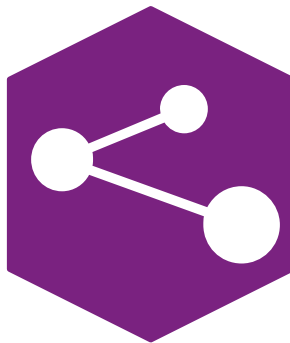
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