

September 2021

W E ■
A R E
C O M

The phygital communication
of future
A crisis lessons



WE ARE COM **SPEED UP**

The accelerator for communicators in Paris (and not only) !

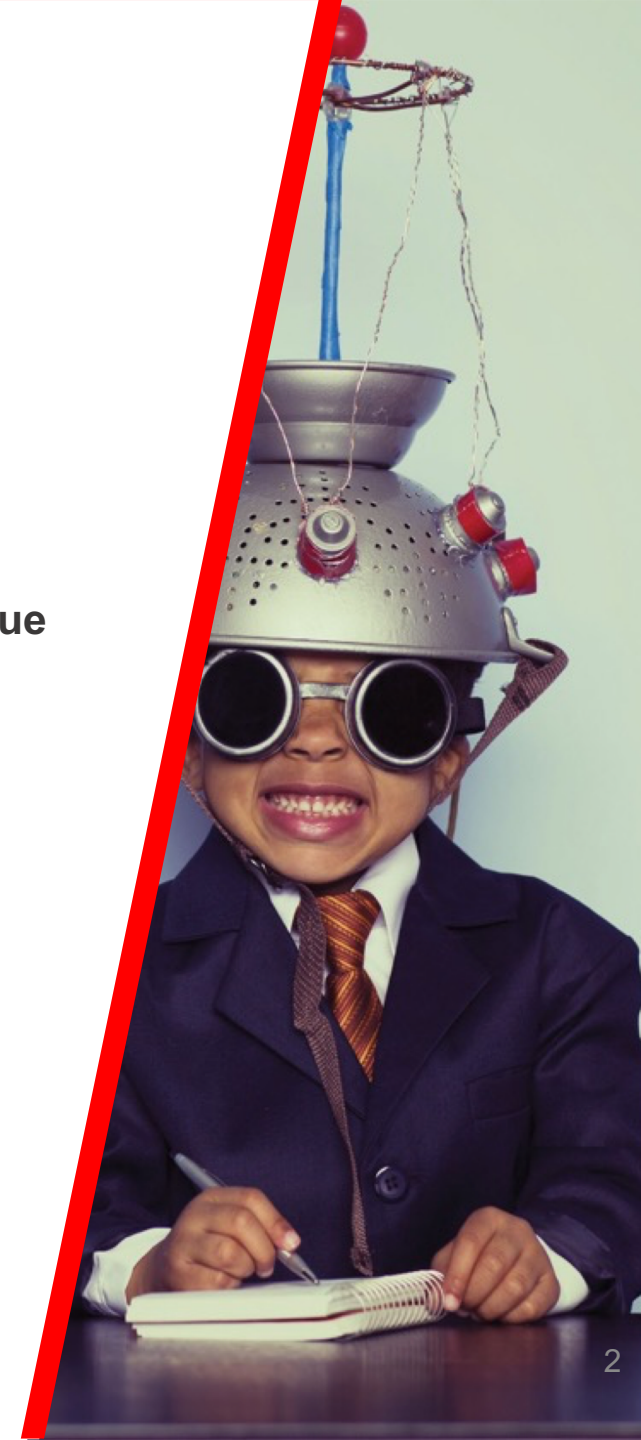
Our goal? To accelerate the development of our business and promote its added value

Who are we ? A team of professionals of the COM in company, all passionate.

**A MEDIA
FOR COMMUNICATORS**



**A CLUB FOR
THE ADVERTISER TEAMS**



OUR GREAT WITNESSES



Eric Ochs

Publisher



Pierre Suc

Founder of Plug and Play



Anne Manubens

Head of Global and
Digital Communication



METHODOLOGY



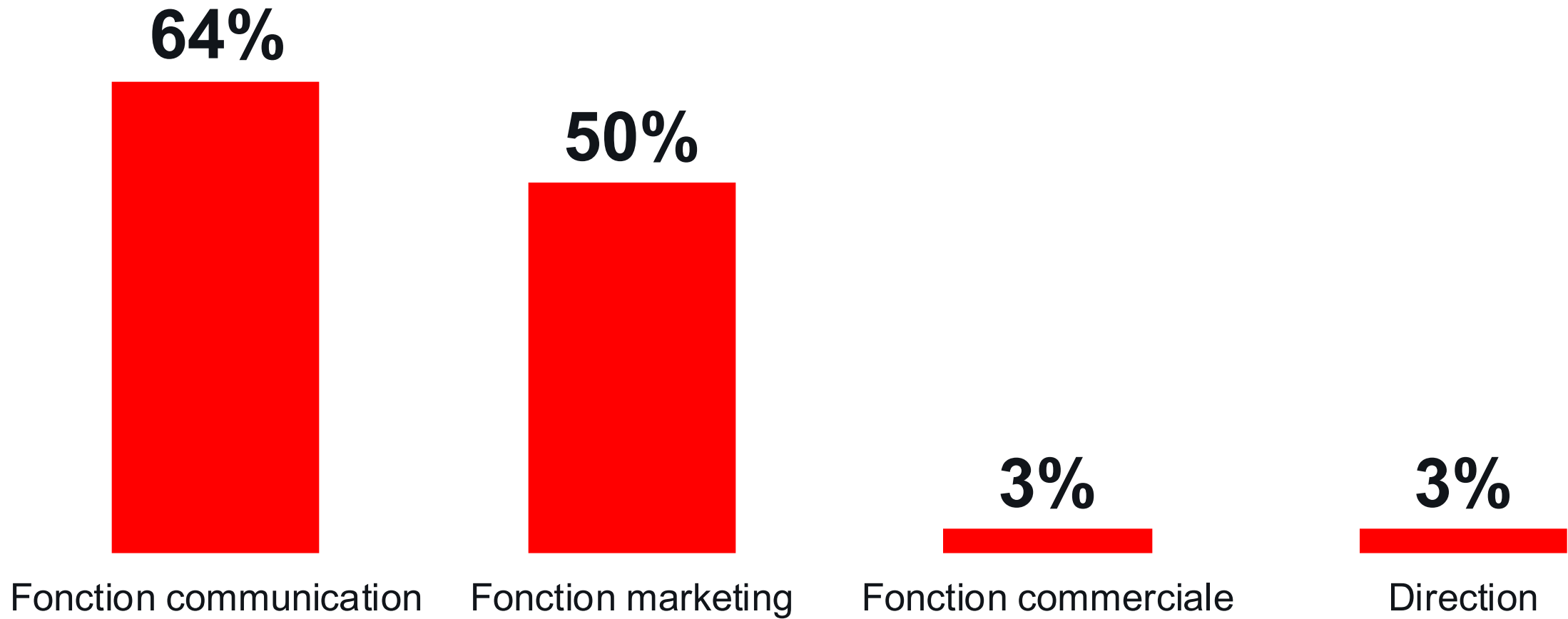
Goals

Getting the views and opinions of Marketing and Communication decision makers in a hybrid world. Quantitative and qualitative analysis through detailed verbatim analysis.

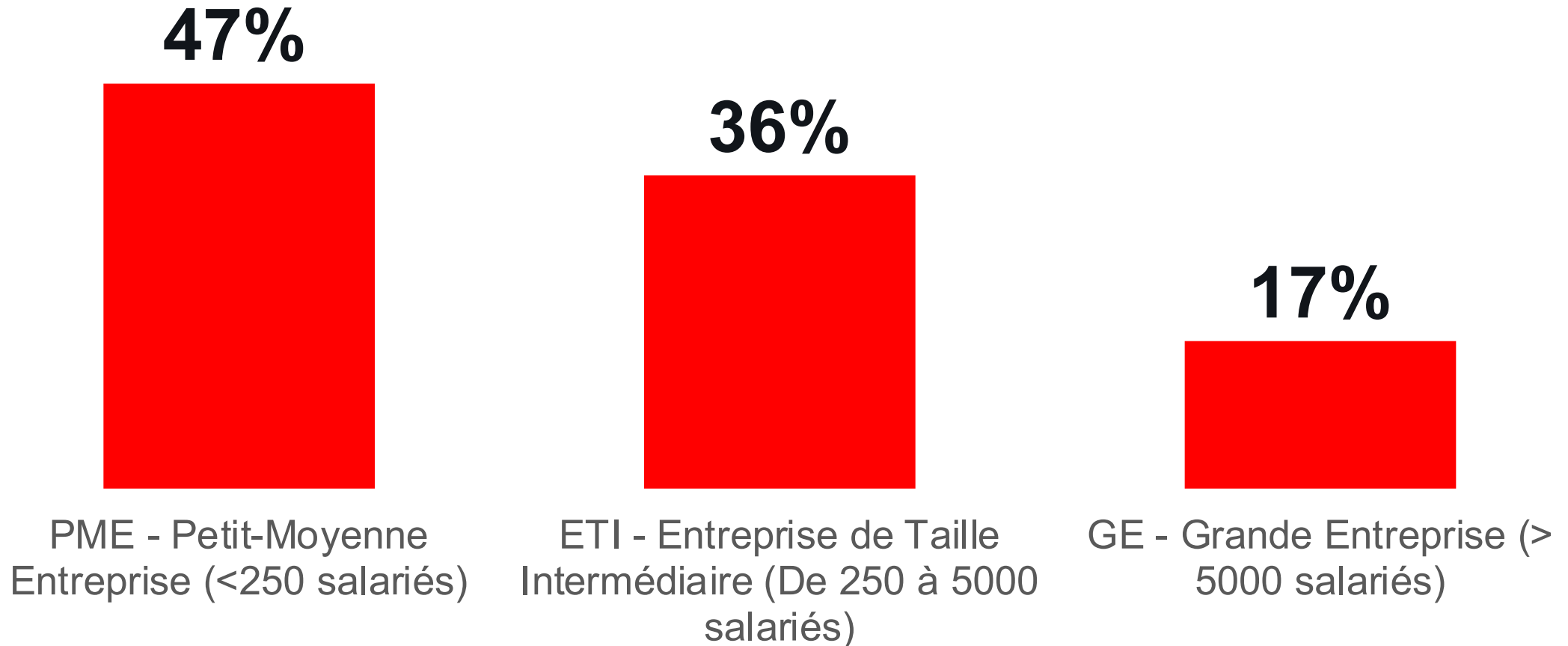
Administration and sample

Survey (1st step) carried out by internet and telephone via the Spoking Polls platform from 22 April to 10 September 2021 among 126 communication and marketing decision-makers

RESPONDENTS PROFILE- FUNCTION

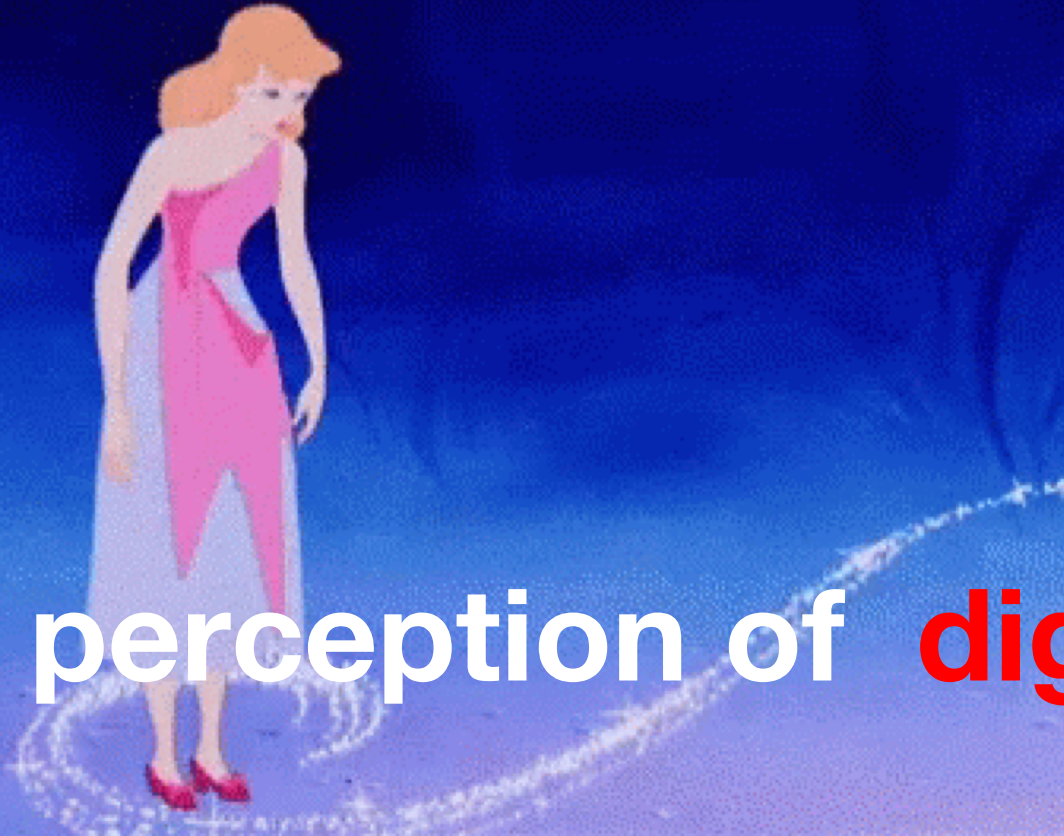


RESPONDENT PROFILE- COMPANY



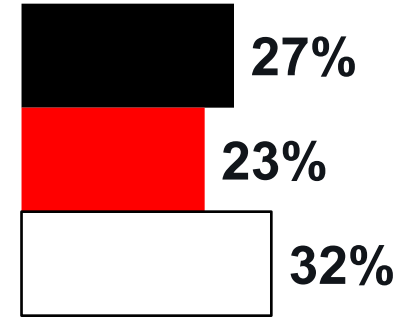
01.

The perception of **digitalisation**

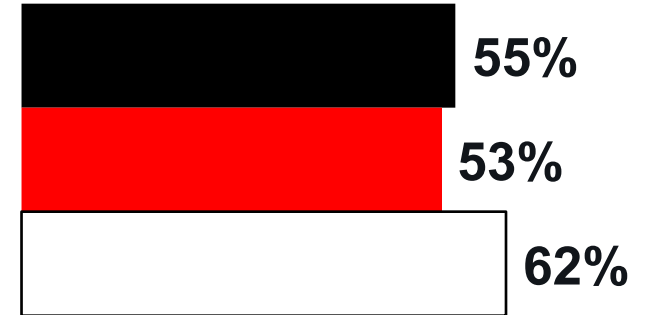


Marketing and Communication functions estimate that the **current digitalisation** of their activities is...

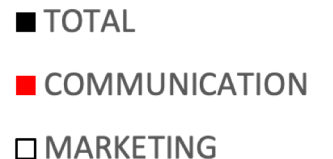
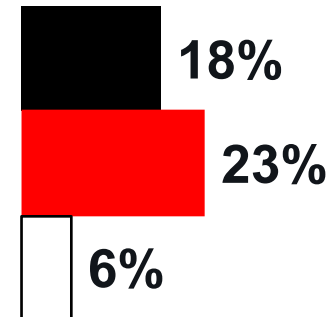
Avancée par rapport à des tendances à venir



Dans la moyenne actuelle des attentes de mes publics

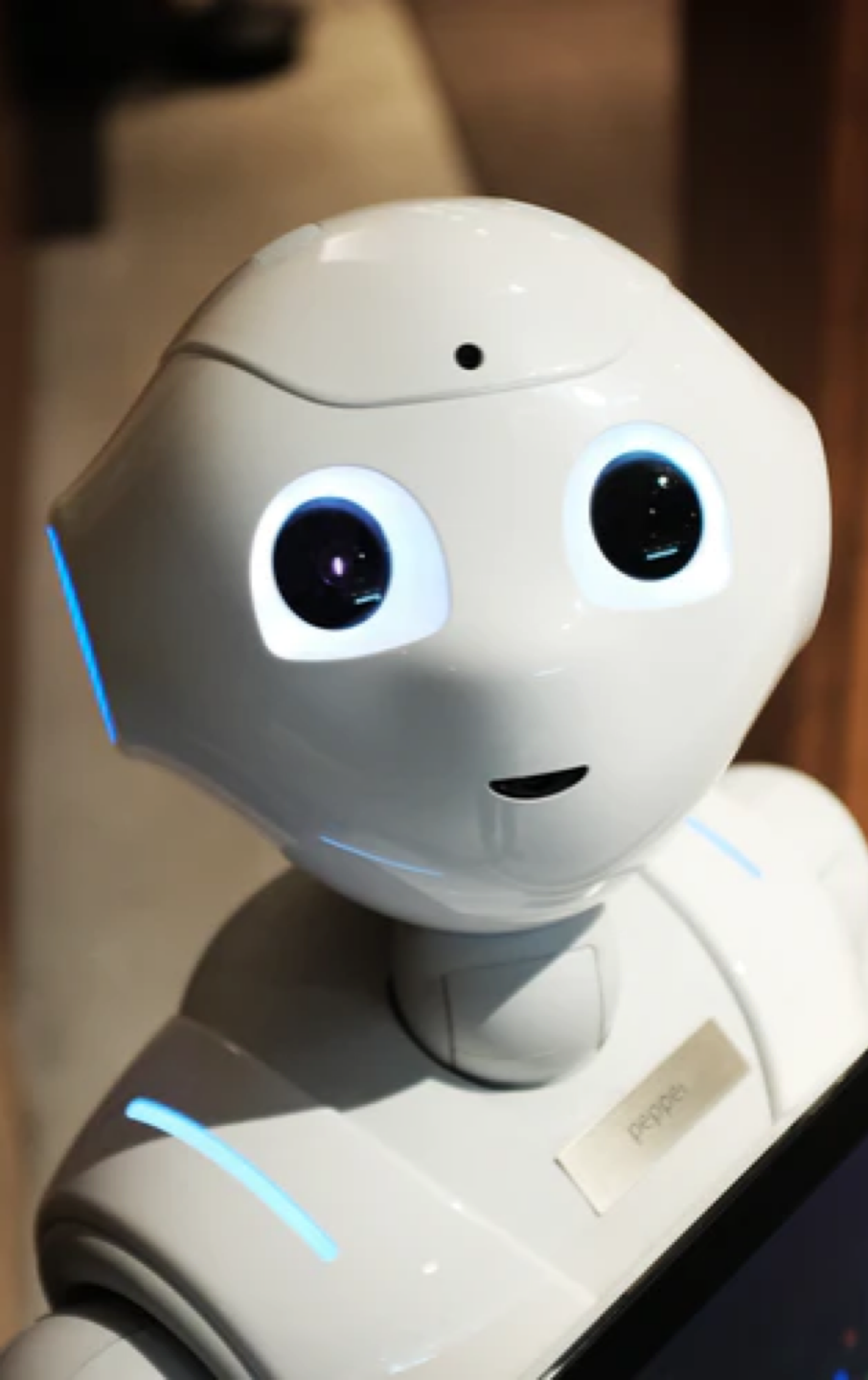


En retard dans certains domaines



CONSTAT

Marketing functions seem to be
"closer" to the subject of
digitalisation than communication
functions



@Anne

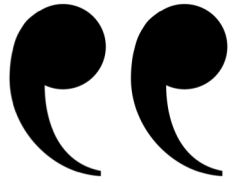
@Pierre

How do you explain this difference?
Are the marketing functions really more advanced in the digitalization process than the communication functions?





Communication functions
and marketing feel **late**...



In the fields of

- Direct Marketing
- Mobile
- E-commerce
- Digital press relations
- Hybrid events
- CRM
- Influence marketing
- Social networking
- Internal communication

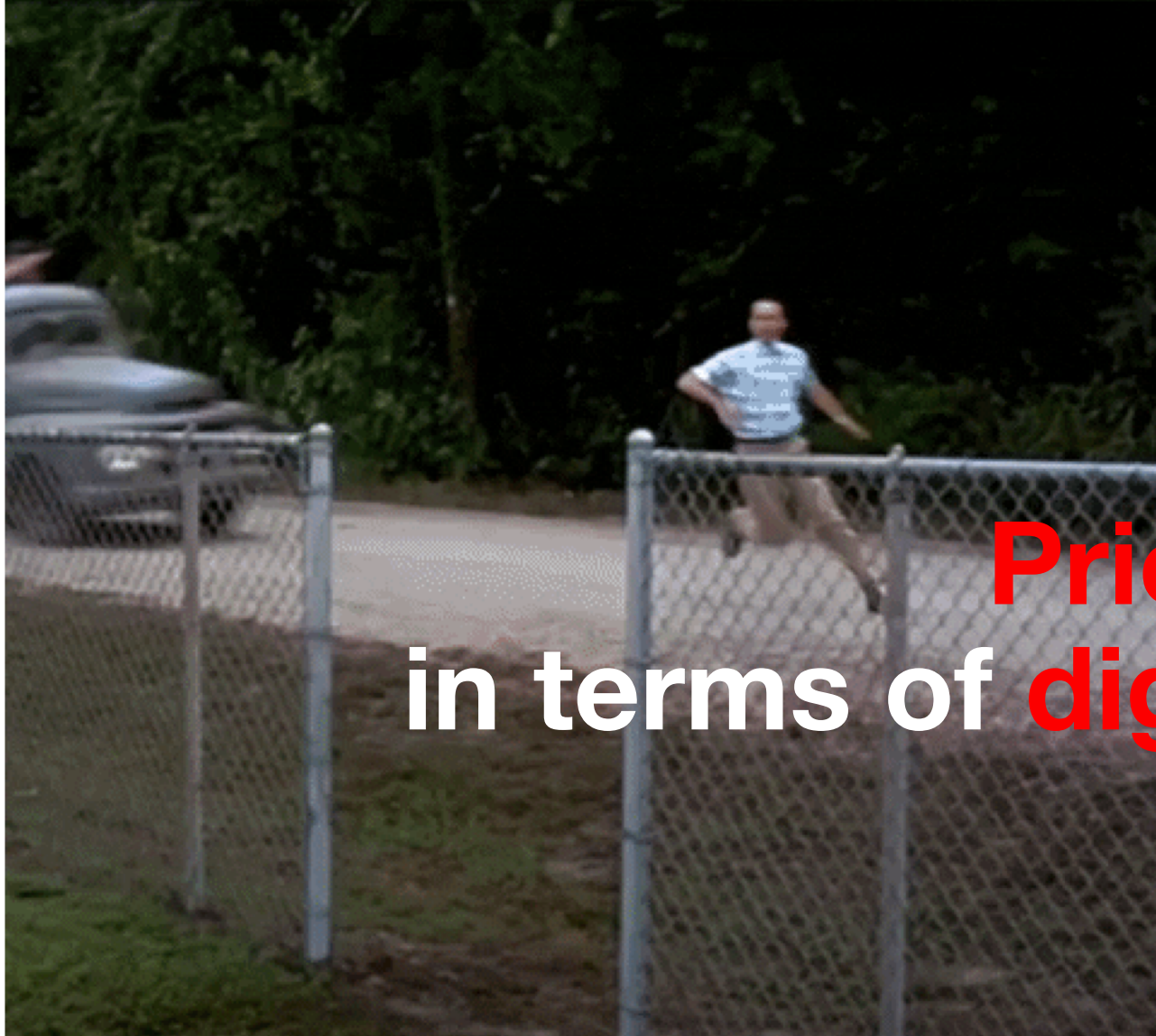
Internal processes

- eWork tools (webinars, videos)
- Training tools (virtual reality)

About some techniques

- Strategic planning
- The customer journey and its personalisation (UX, sms, applications notifications...)
- Digital acquisition
- (personalised platform, content management, community creation, SEO for qualified leads, automation)
- Loyalty (customer feedback, retargeting)
- CSR promotion
- User-centric content production

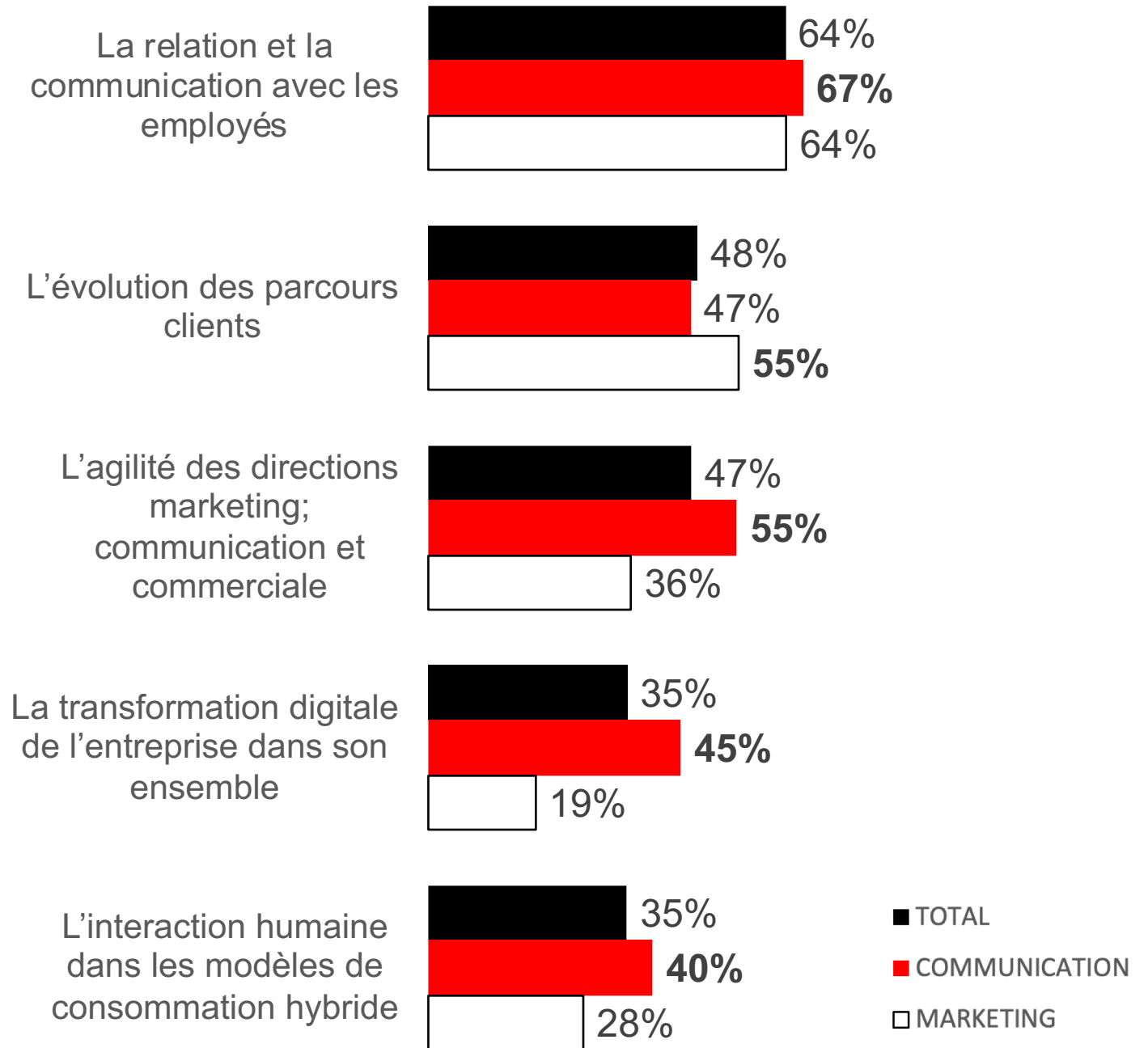




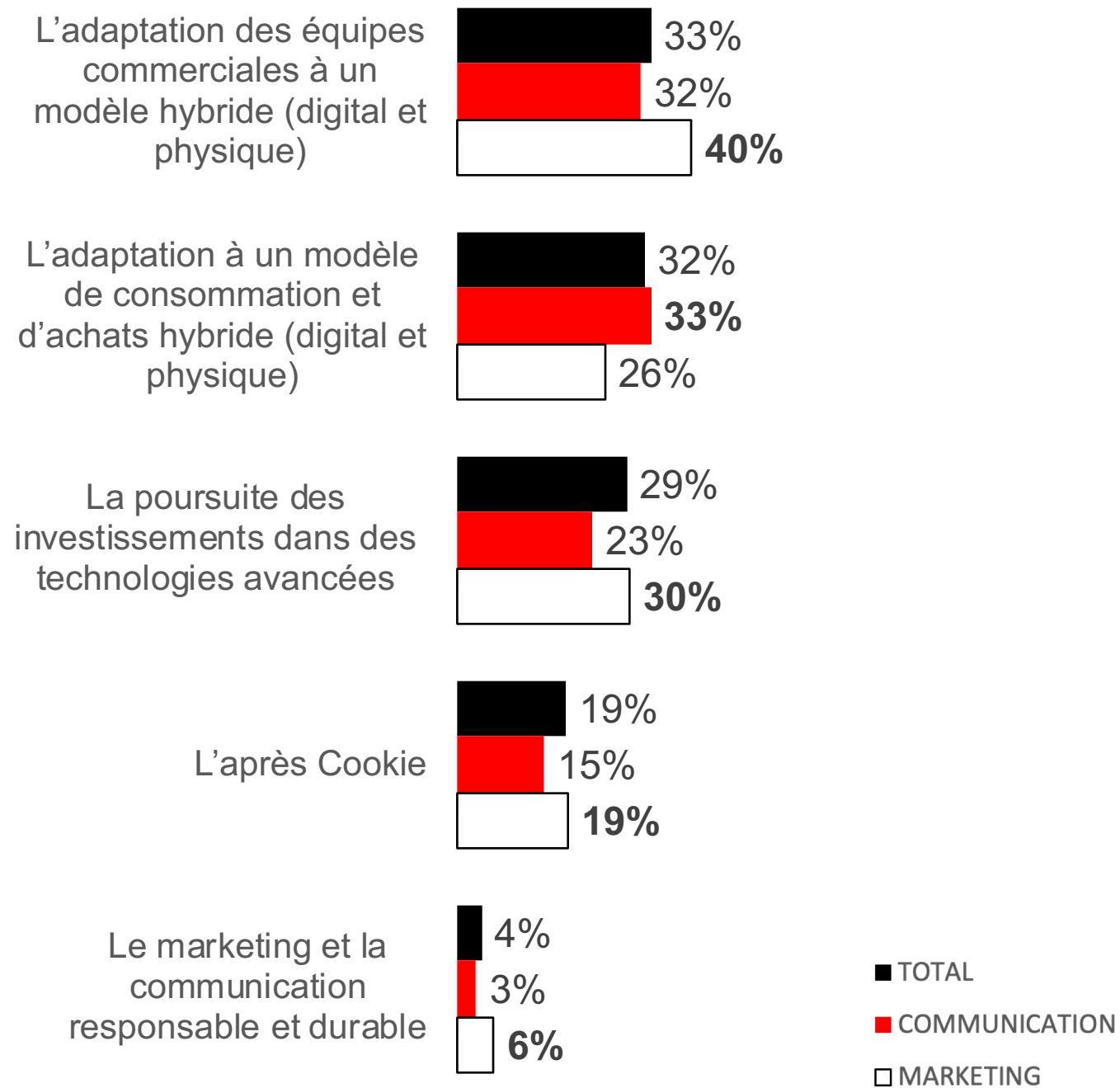
02.

in terms of **Priorities**
digitalization
2022

The trends that they consider to be **priorities** are...



Les tendances qui leur semblent **prioritaires** sont...



REPORT

Communication departments **take the lead**
digitalization and make it a priority

E.g.: internal communication webinar, internal chatbot, collaborative tools between COM teams, digital transformation of the company, hybrid subscription path in customers COM...

@TOUS

What is your
priority ?

1. The relationship and communication with employees
2. The evolution of the customers pathways
3. Agility of COM and/or MKT services
4. The digital transformation of the company
5. Human interaction in the face of hybrid consumption

@Eric

Where does this awareness
come from ?

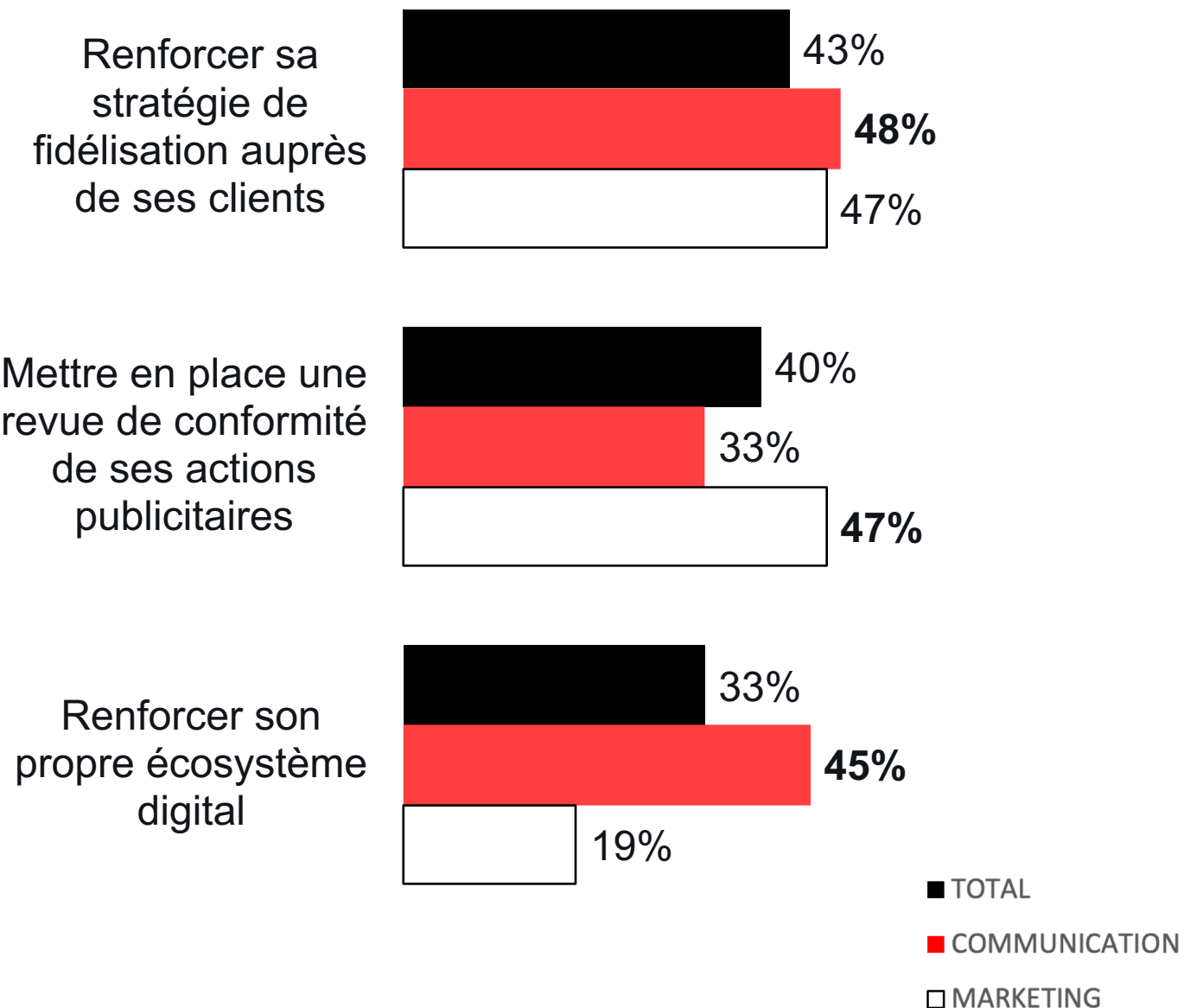
03.



Actions **adapt**
to **new**
uses and **regulations**

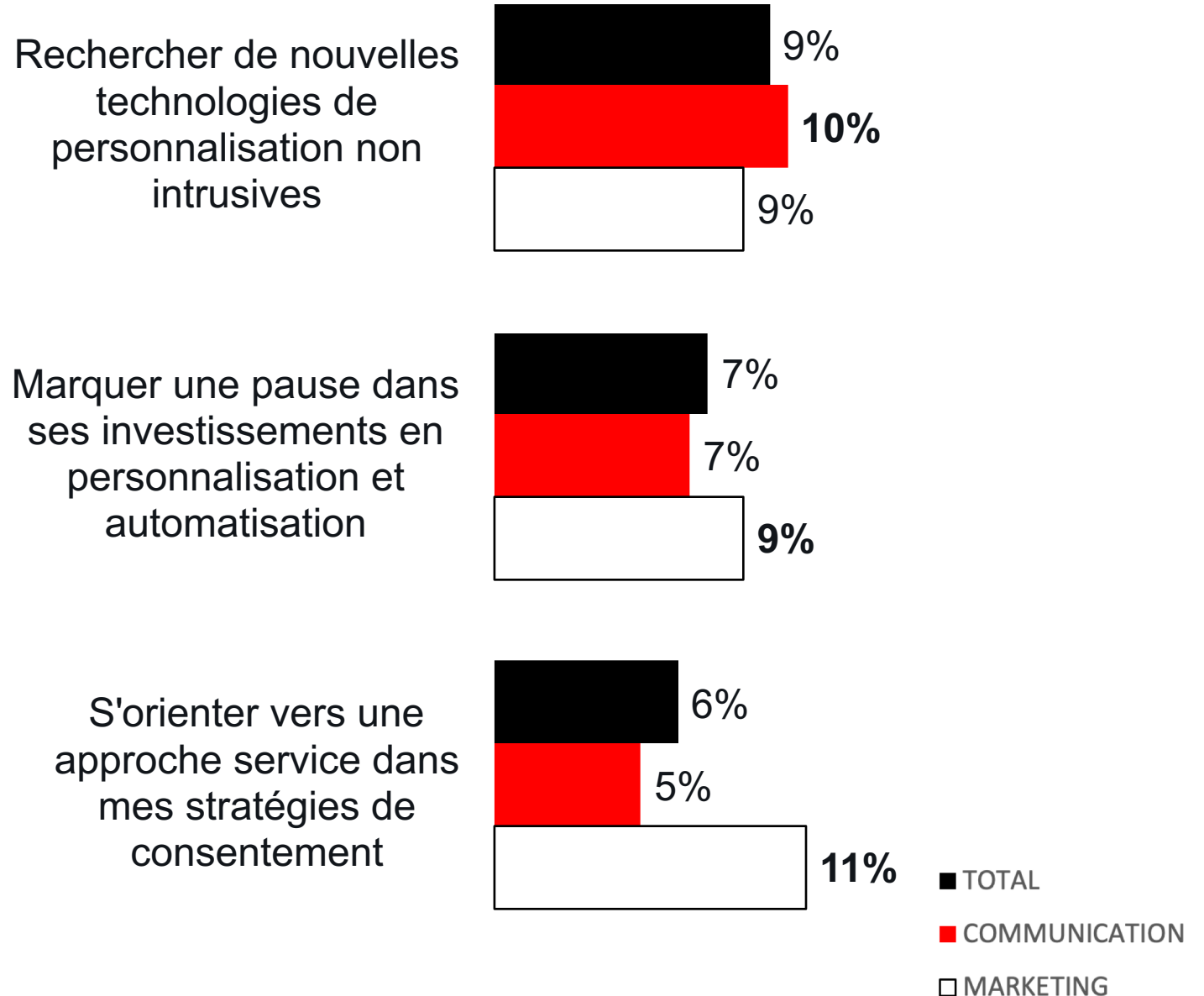
The protection of personal data and the new uses of the public impact the actions of both functions.

Their feedback is to...




The protection of personal data and the new uses of the public impact the actions of both functions.

Their feedback is to...



REPORT



The Communication functions seem to be more **"customer" oriented** (loyalty, reinforcement of existing systems), while the Marketing functions apply **to bring their actions into conformity** with the new regulations



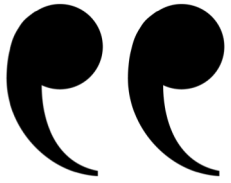
@Anne

Which strategy (ies) have you adopted to deal with these new uses and and new regulations?





Les **new brand territories**
to be explored for a total adequacy
with audiences and their expectations



About the values

- The well-being of the person
- Proximity, simplicity
- Support for the economy and employment
- Co-construction and partnership
- Accessibility
- Positive impact: do good/ do better
- Solidarity, empathy

About speech

- The « no bullshit »
- Ethical communication
- RSE
- The rationale
- Responsibility

About techniques

- Gaming, e-sport
- Podcast
- After-sales service
- Webinars
- Personalization of content and channels
- Sponsorship, donation
- Digital marketing
- Digital ecosystems
- Referencing

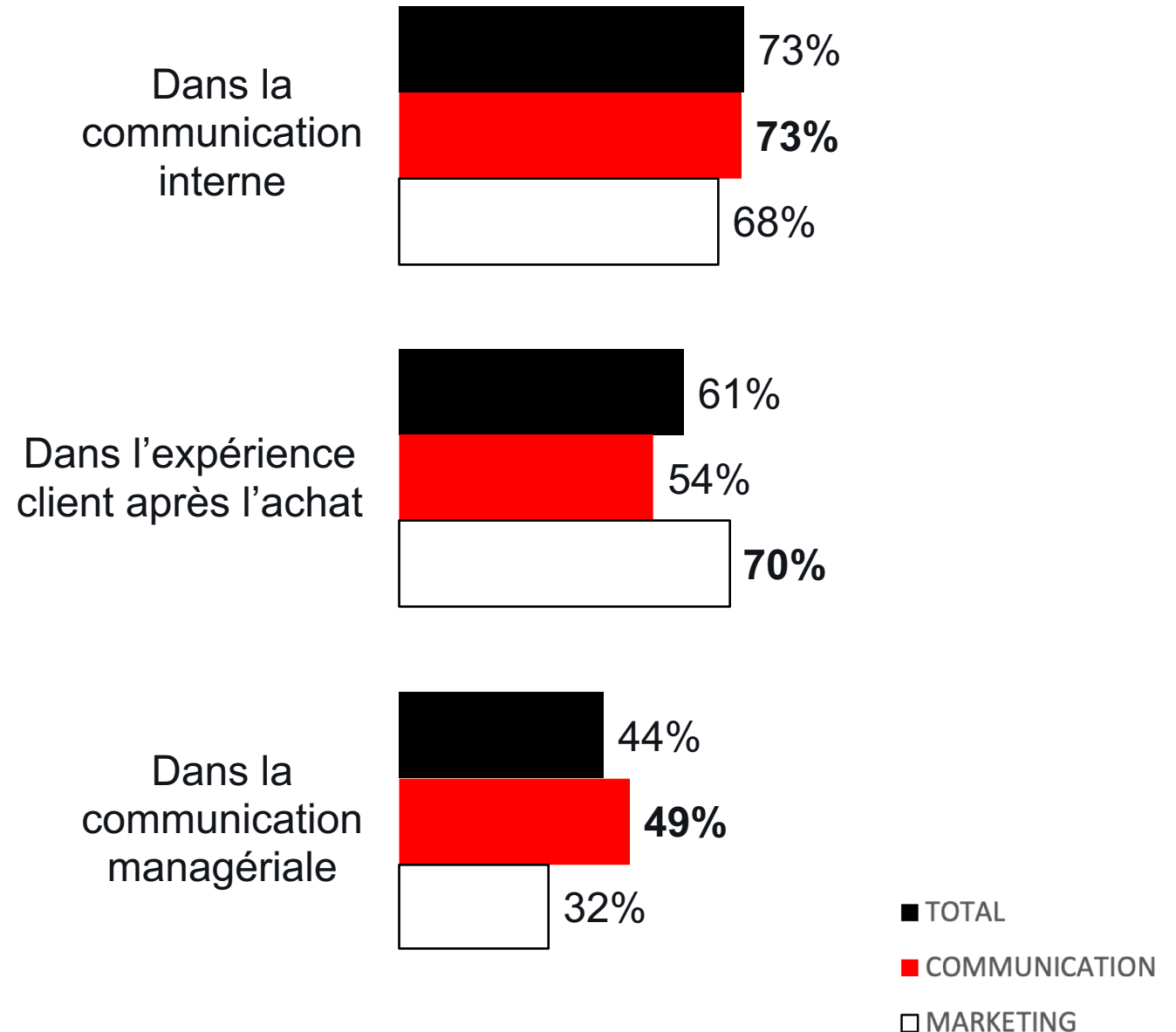


04.


**Humanize
relationships**



The communication and marketing departments consider that it is necessary to "humanise digitalisation" in certain areas.



REPORT



Communication teams seem to consider that the human aspect should be more prominent **internally, especially within the management line.**

While for Marketing teams, the priority is to **humanise the post-purchase customer experience**



@Anne

@Pierre

**Do you confirm these observations
based on your experience?**

What do you think should be humanised
first ?



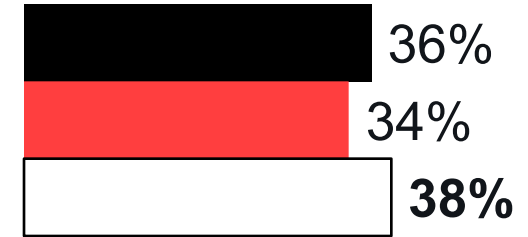
05.



**Investments
in automation**

The guidelines for automation are..

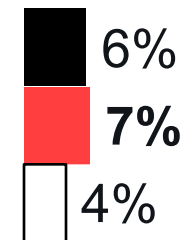
Augmenter mes investissements en automatisation marketing; communication et...



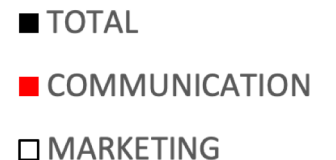
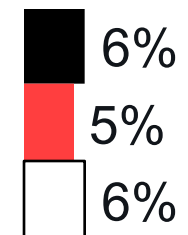
Être plus sélectif dans mes investissements en automatisation



Diminuer mes investissements en automatisation pour investir sur d'autres leviers



Marquer une pause dans mes investissements en automatisation



CONSTAT

The trend now is to be **more selective** in investing in automation.

However, **1/3 of professionals intend to increase their investments.**

This trend is even more pronounced **in marketing.**



@Anne

@Eric

Should we be more selective in our investments ?



06.

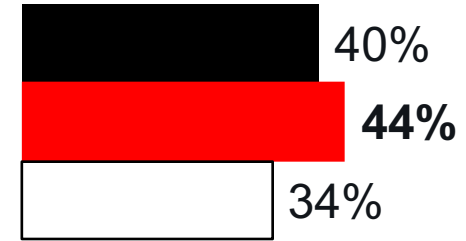


**Investment
in digital**

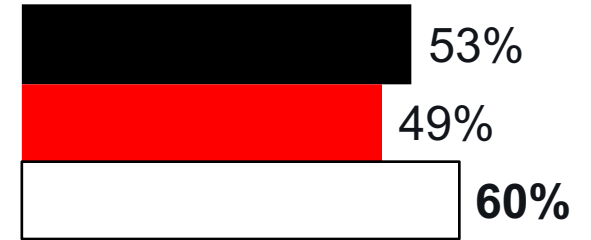
The digital guidelines are as follows...



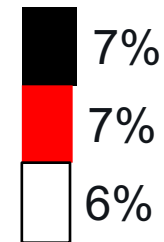
Continuer à faire progresser mes investissements publicitaires digitaux



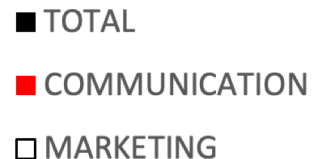
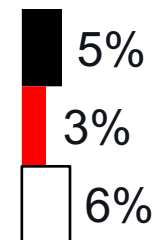
Être plus sélectif dans mes investissements digitaux



Diminuer mes investissements digitaux pour investir sur d'autres leviers



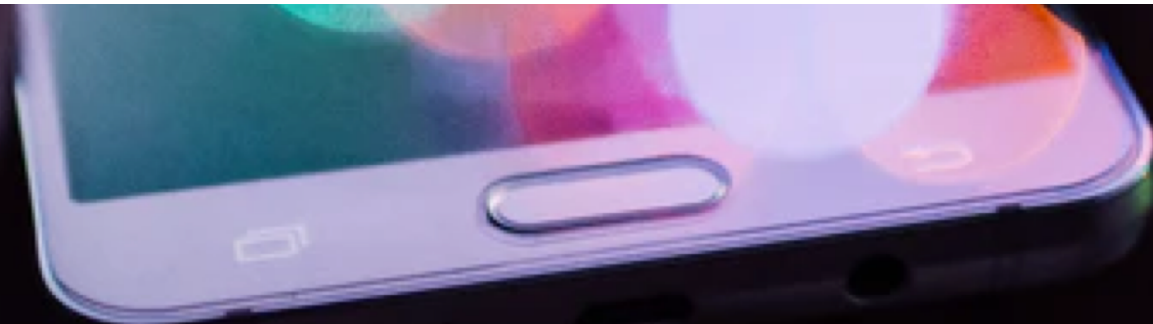
Marquer une pause dans mes investissements digitaux



REPORT

More communicators are continuing to **invest in digital**. Perhaps to catch up?

On **the marketing side**, it's all about being more **selective**.





@Anne

@Eric

Which digital levers should be invested in in 2022?

And if it's a question of being more selective, what should we focus on to anticipate future developments?

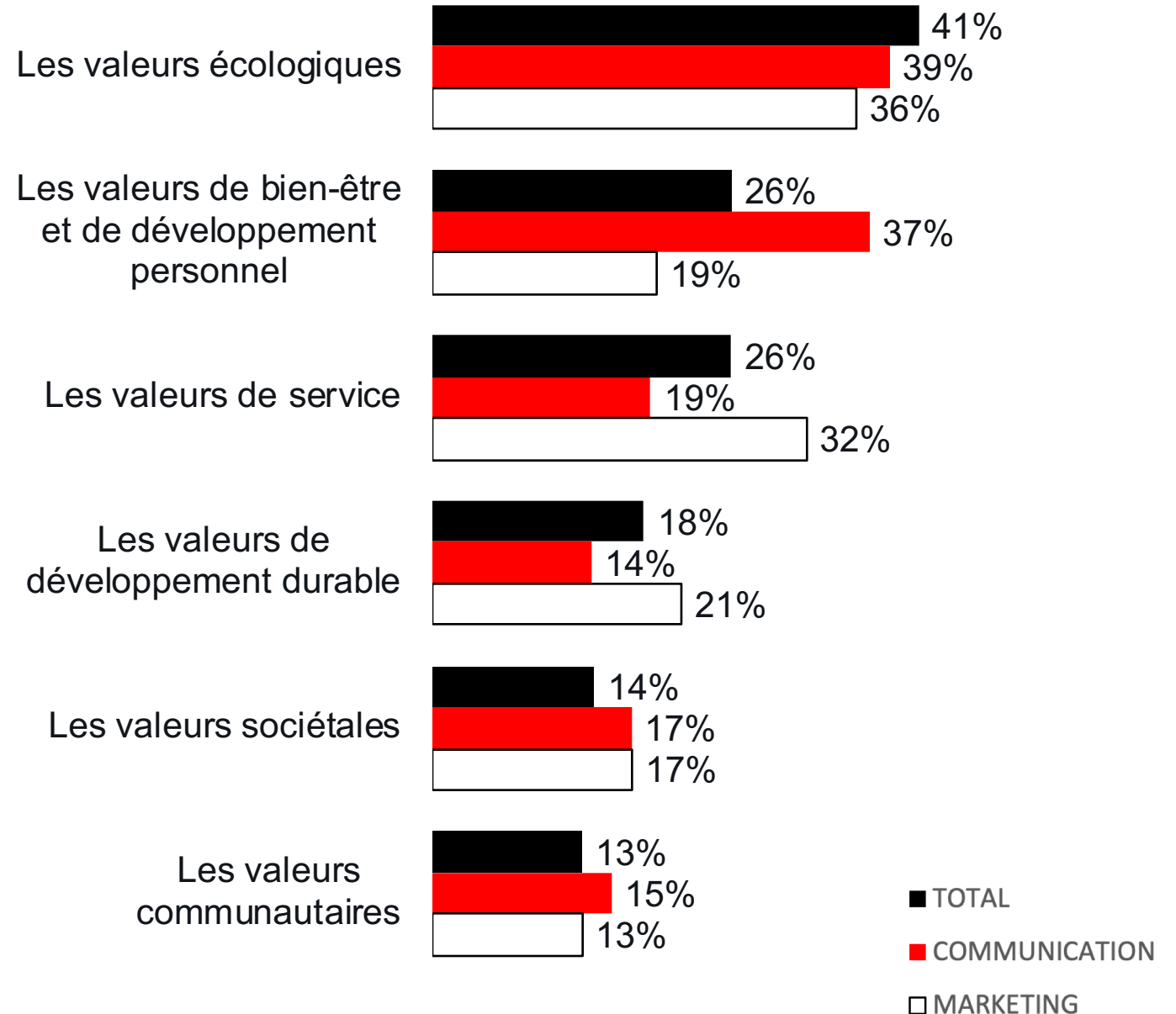


07.



The **values**
of **digital**
communication

The values that drive digital communication are...



REPORT

Ecological values are favoured by both
by both functions

Communicators favour the **individual aspect** (well-being, personal development), while marketing functions favour the **service aspect**



@TOUS_COM

What are the values that you consider to be priorities?



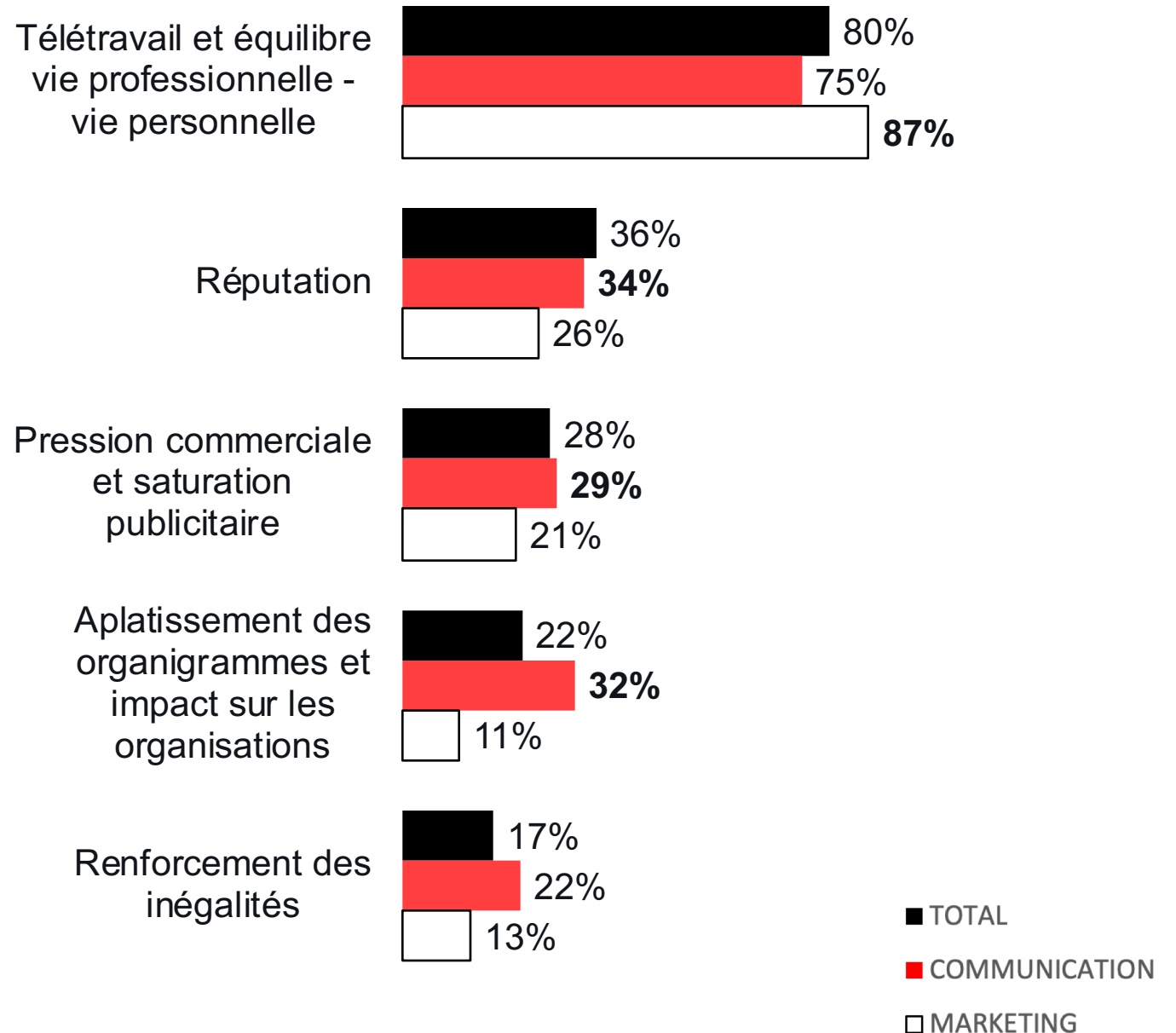
1. Ecological values
2. Values of well-being and personal development
3. Service values
4. Sustainable development values
5. Societal values
6. Community values

08.



The hybridisation
between the real world
and digital

When it comes to **hybridisation** between the real and digital worlds, the professionals questioned are particularly attentive to...



CONSTAT

eWork, and what it implies, is a priority for all.
a priority for all.

Communicators are even more attentive than marketing functions to all the dimensions: reputation, advertising pressure, horizontal relationships, inequalities generated, etc.



@Anne

@Eric

@Pierre

How can these results be translated?

What are the most important points of attention in your opinion?

What solutions should be considered to meet the new expectations?



Club

SAVE THE DATE

Jeudi 21 octobre à 16H30

New **event** trends

