

마케팅 솔루션 기업 제일기획이 ICT 환경 속에서 디지털과 리테일 등 사용자 경험 마케팅을 어떻게 전개 중인가

Let's Build a **Better User Experience**

More and more companies are competing in the same markets and building similar products, so they need to **provide more compelling factors** compared to other companies.

In the past, new technology itself was enough to beat the competition.

However, in the digital era, exponential technology change is becoming the new normal for ever more factors in our markets.

**Products need an edge** other than new technology.

What gives products an edge?

**More relevant and valuable experience  
in user's everyday life**

Users demand more and pay close attention to detail.

**Users want the experience** of buying to be enjoyable, particularly when it comes to more expensive items.

source: Why now is the right time to become a UX designer by Christian Vasile

So building a **better experience** is a key factor to compete with similar products.

Traditionally, advertising agencies have created ad campaigns focusing on the products themselves, with an emphasis on quality and features.

Now, advertising agencies face the era of **multi-faceted experience.**

In the context of diverse and emerging media, we need to create **better experiences** forging **brand engagement between the product and the user's everyday life.**

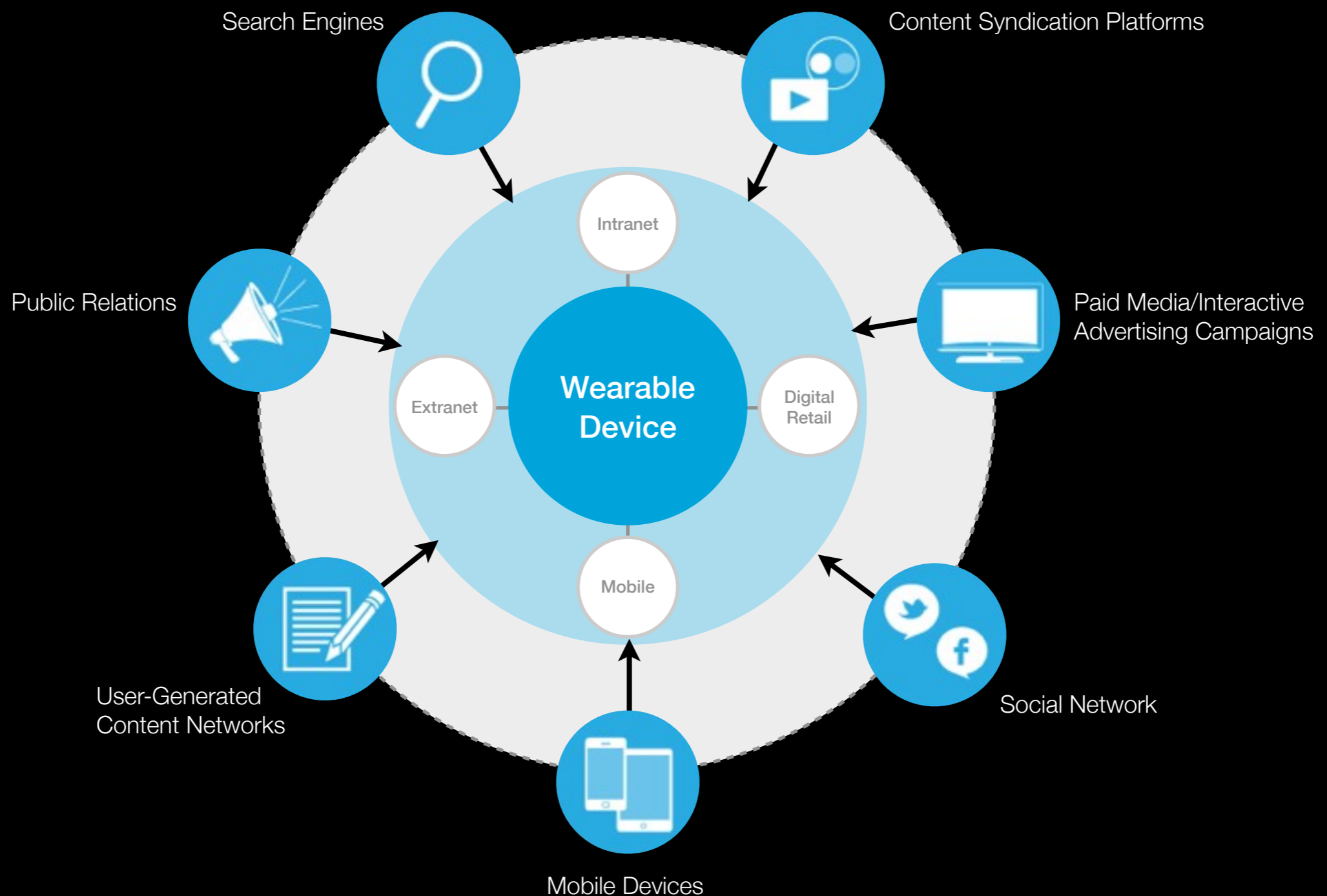
# How?

Build Product (Service) **Ecosystems**  
Create **Data-driven Solutions**



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Create **Data-driven Solutions**

# Wearable Device **Ecosystem**



# Why we build an **ecosystem** of products

- Adds **more value** than the value of the product itself
- Give users a **“total product experience”**
- Provide **“playgrounds”** wide enough for users to do as they please
- Liberate users to **create a variety of experiences**

Case Study #1

# Google Glass



It's not about the product, it's all about being part of a rapidly evolving ecosystem.

Case Study #2

# Pebble Steel



Mercedes-Benz app on the Pebble Steel

Case Study #3

# Simon Signs



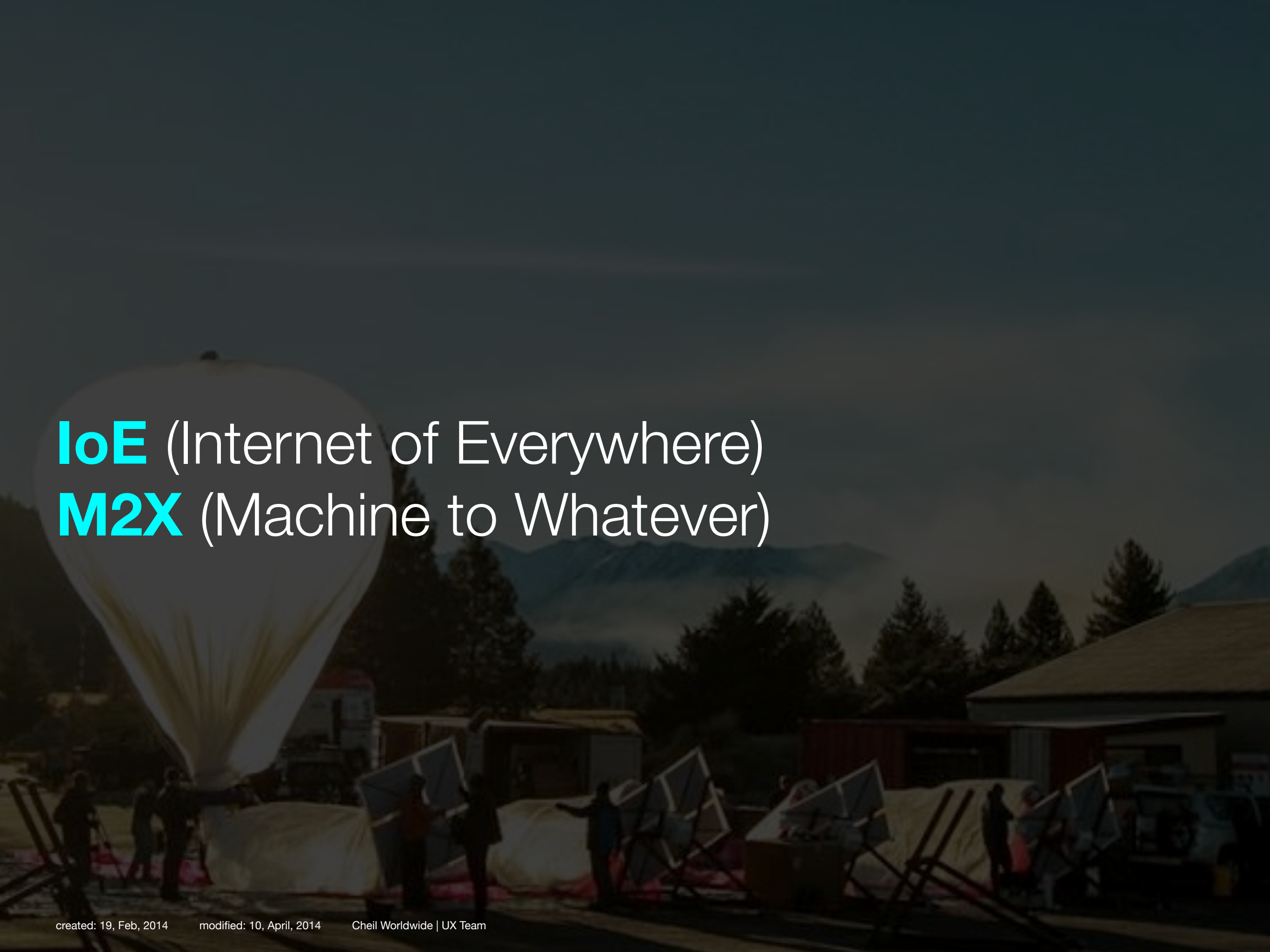
Game App for practicing sign language using a Samsung Galaxy Gear with AT&T Speech API

A man with a beard and mustache is wearing a white turtleneck and a black headset. He is holding the sides of the headset with both hands. Overlaid on his face is a futuristic digital interface with concentric circles on the left and a hexagonal grid on the right. The background is dark and out of focus.

# Build Product (Service) **Ecosystem** for better experiences

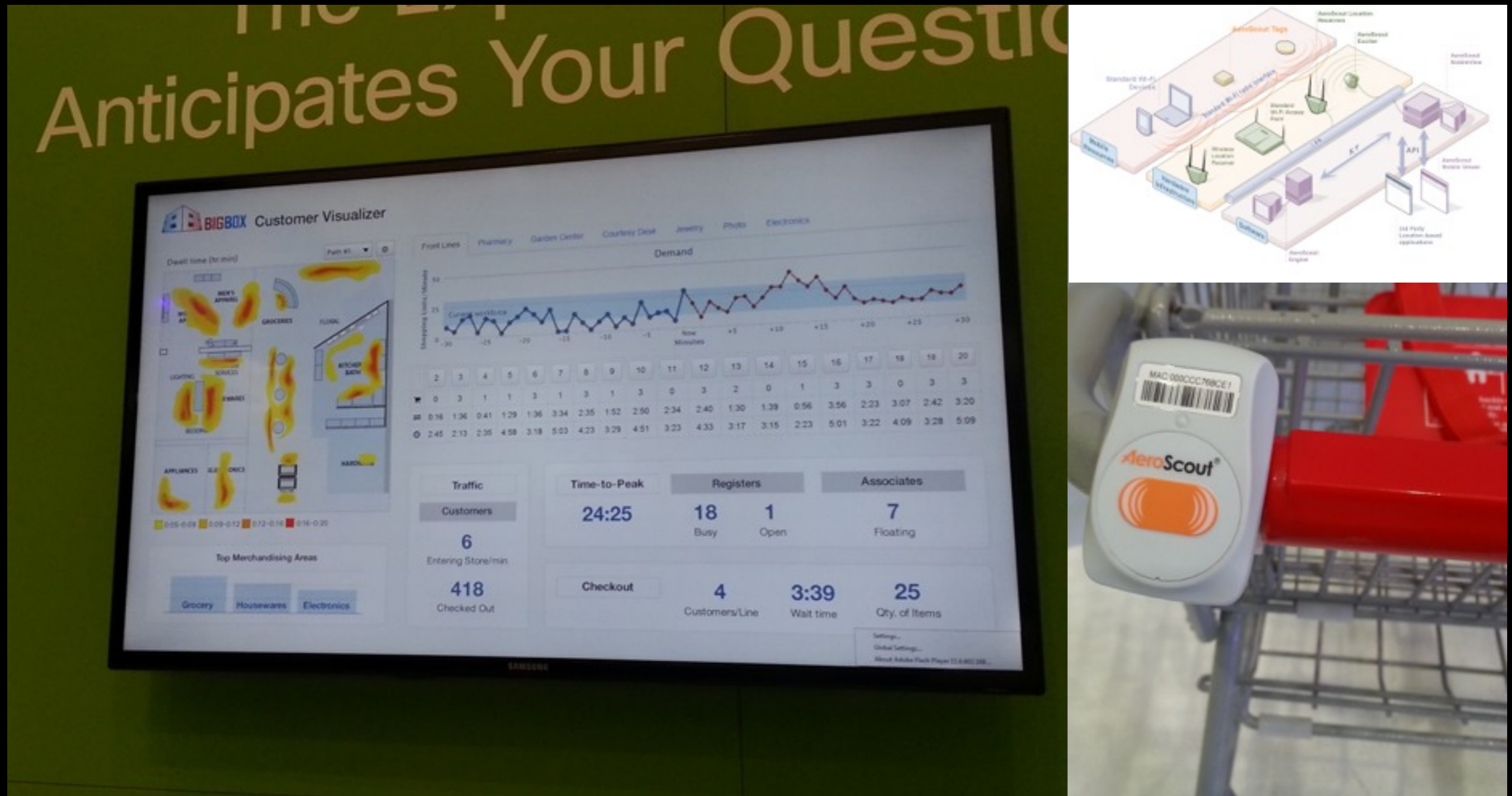


# Build Product (Service) **Ecosystems** Create **Data-driven Solutions**

A large white satellite dish is being deployed by a team of people in a field. The dish is being hoisted by a crane or similar lifting mechanism. In the background, there are mountains and some buildings. The scene is set in a rural or semi-rural area.

**IoE** (Internet of Everywhere)  
**M2X** (Machine to Whatever)

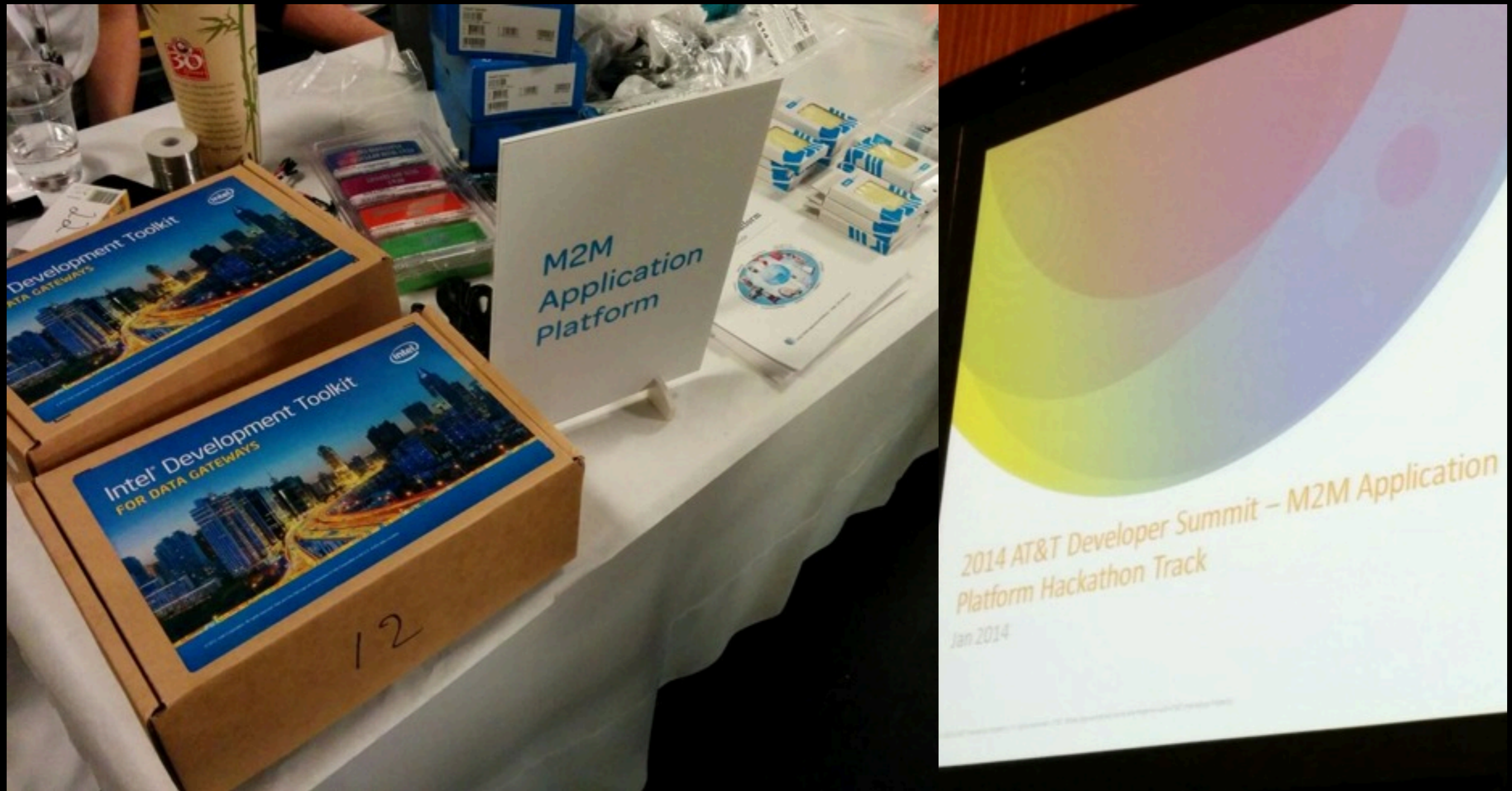
# CISCO: CMX (Connected Mobile Experience)



Cisco has been trying to establish itself as an IoT backbone; it created its IoT business division in October, and in May acquired JouleX, an energy data management company.

M2X: Case Study #2

# AT&T: M2X (Machine to Whatever)

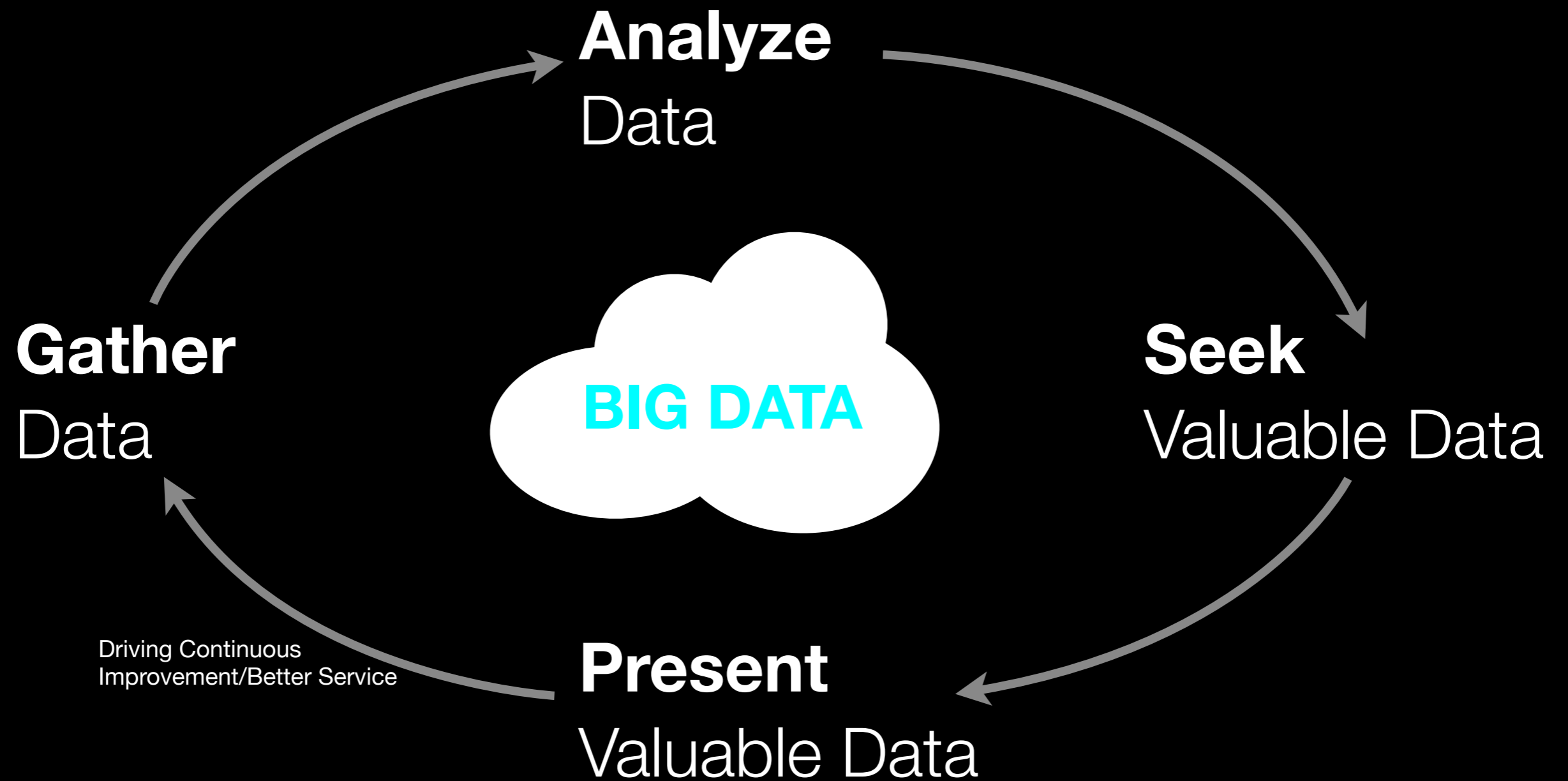


AT&T's M2X is a cloud-based fully managed data storage service for network connected machine-to-machine (M2M) devices. From trucks and turbines to vending machines and freight containers, M2X enables the devices that power your business to connect and share valuable data.

# What does it mean for us?

A white, stylized cloud shape composed of several overlapping circles, centered on a solid black background. The cloud has a soft, billowy appearance with rounded edges.

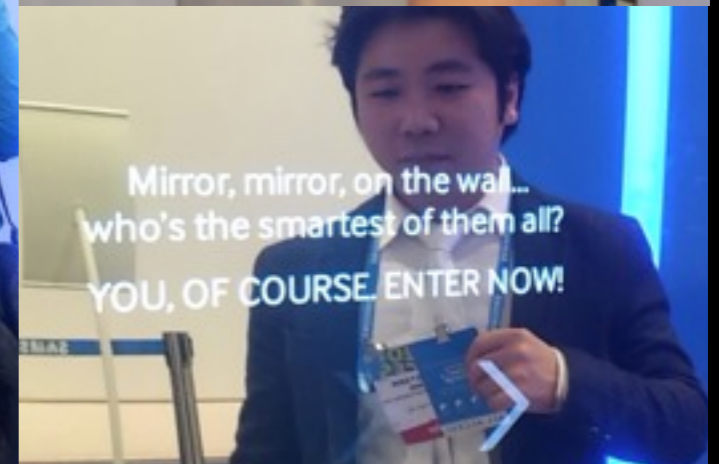
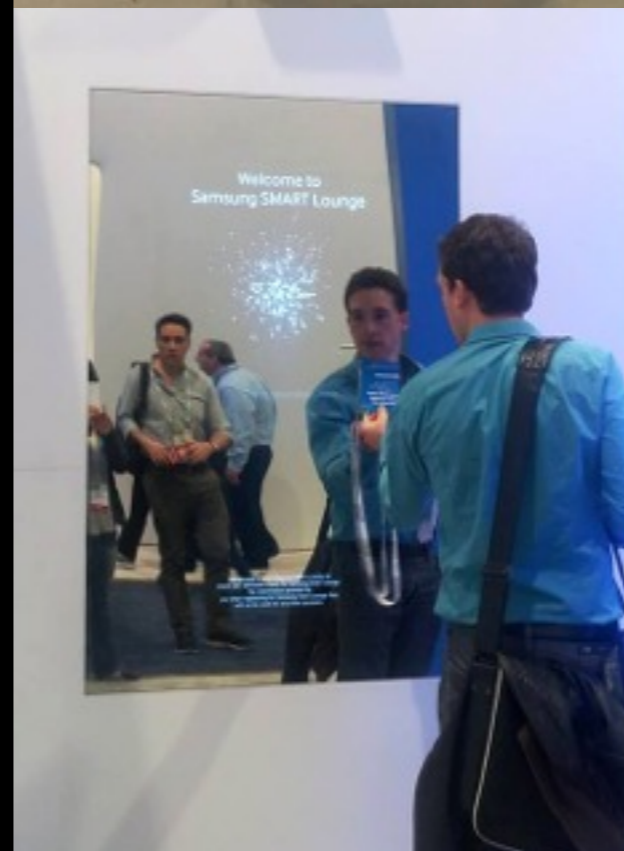
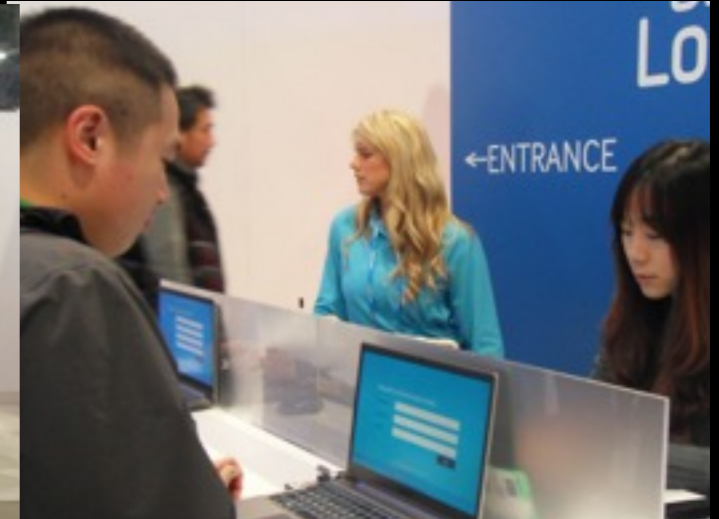
**BIG DATA**



## Case Study #3

# Smart Mirror

is an interactive installation to check-in to the Samsung Smart Lounge at CES.



## Case Study #3

# Smart Mirror

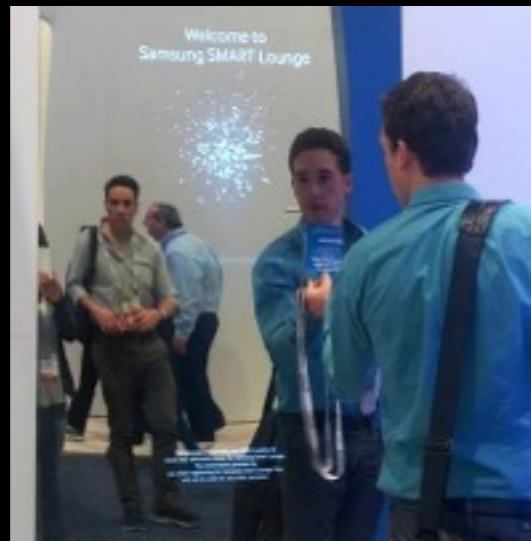
is simple and pleasant experience to complete a data gathering process.

### Check-in



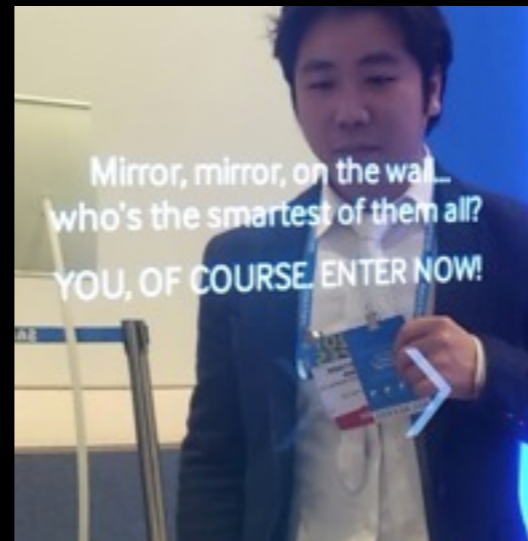
Check-in at the reception desk.

### Tap



Tap the conference badge (RFID sensor) on the mirror.

### Laugh



A humorous message appears to amuse the bloggers.

### Enter



Bloggers enjoy the message and enter the lounge.

### Collect



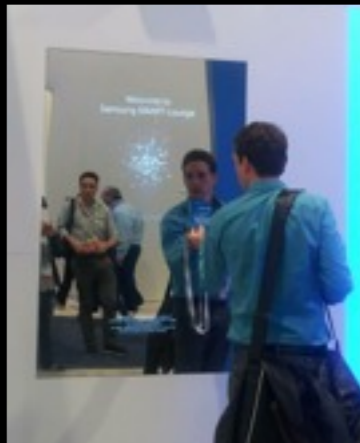
Data is collected.

## Analysis Tool



**Analyze** Data

## Smart Mirror



**Gather**  
Data

## Insight Reports

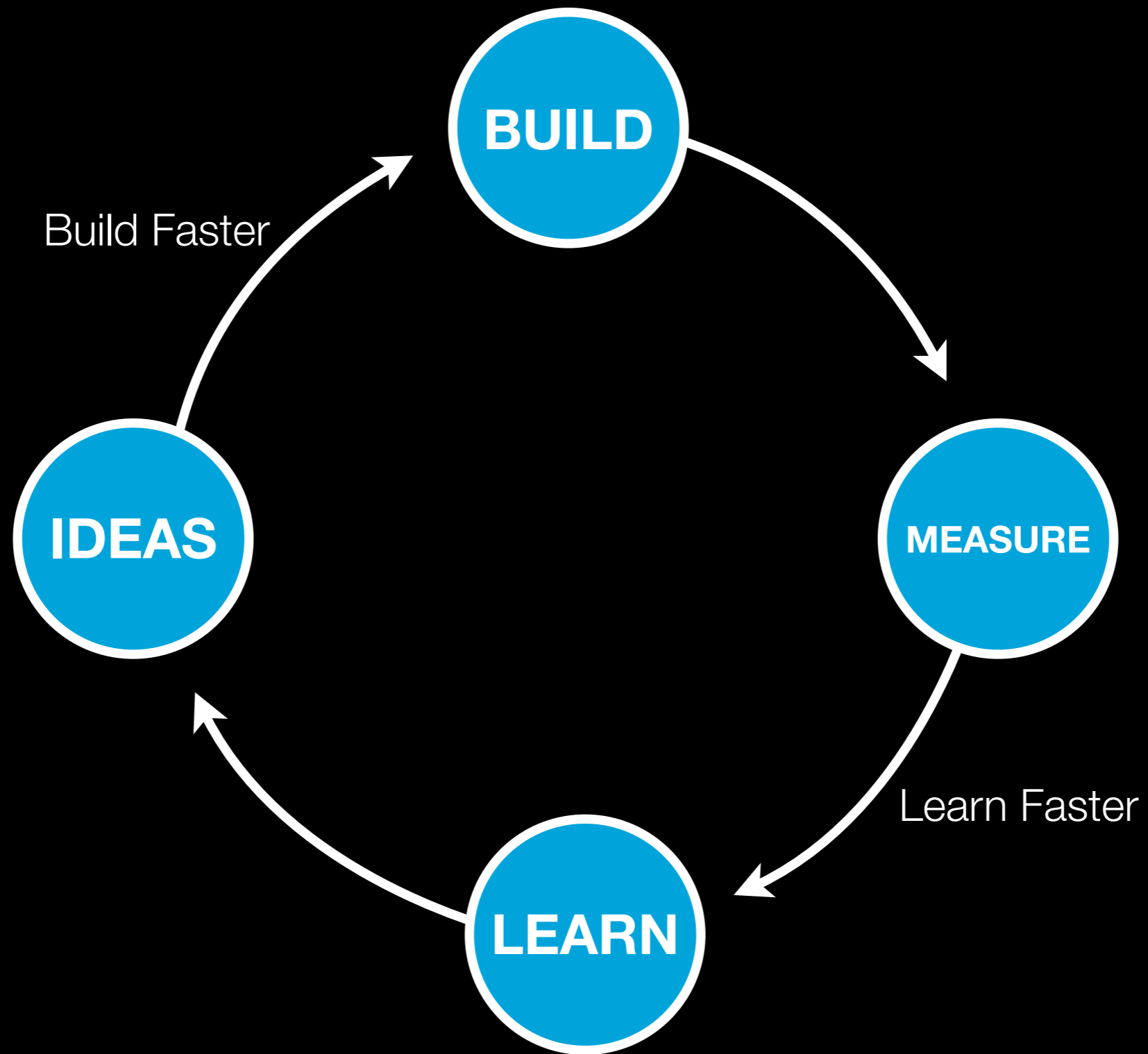


**Seek**  
Valuable Data

**Present** Valuable Data



## Better SMART Lounge





**Data-driven Solutions** drive  
**more relevant and valuable experiences.**

It gives **better experiences** to users.

# Amazon Dash

The New Way to Shop From Home



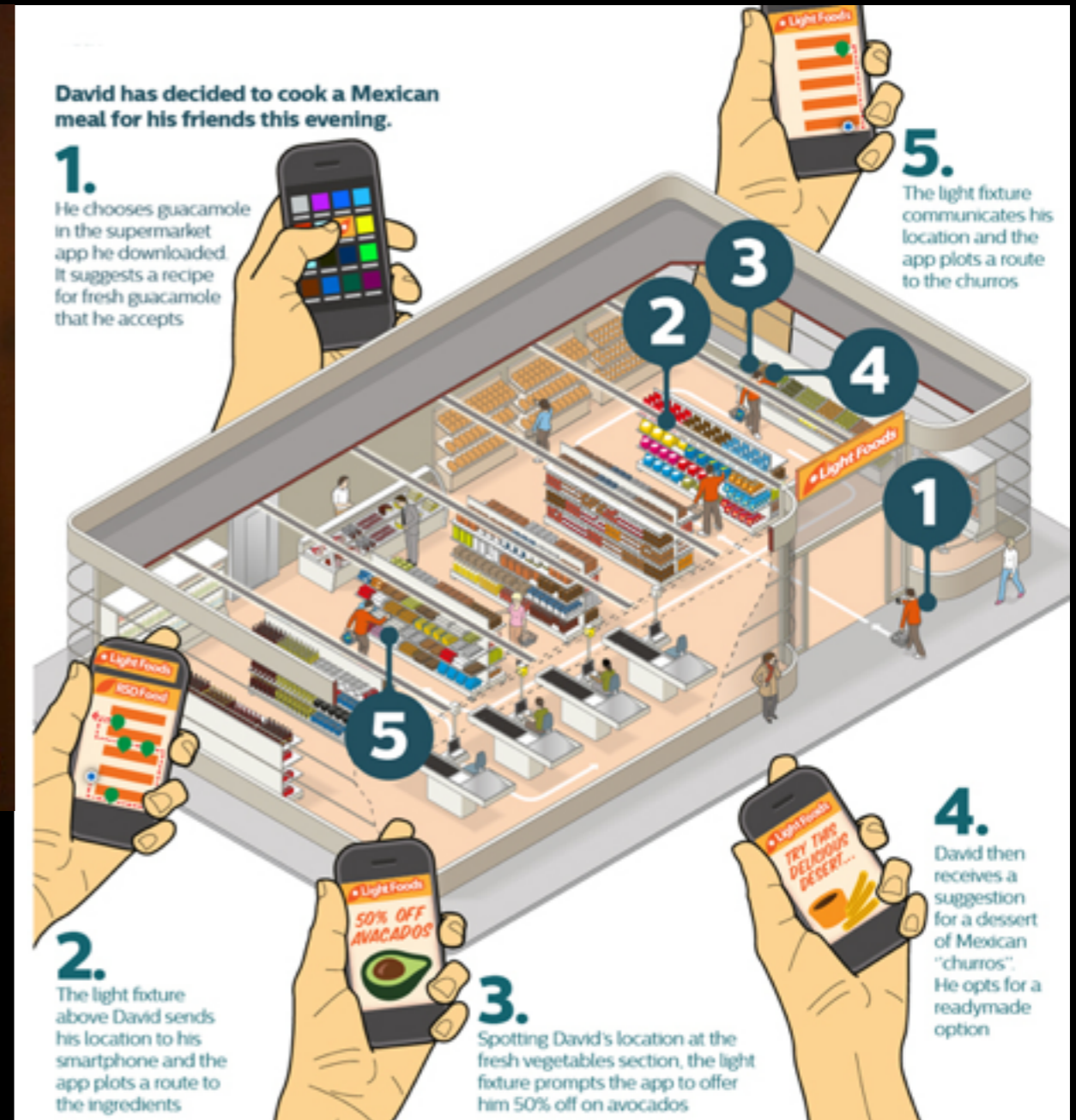
Simply say it or scan it — add items to your shopping list from anywhere in your home.  
Easy to use for the whole family — everyone can help.  
Add items as you go — shop effortlessly throughout your day.  
Never forget an item again — Dash remembers so you don't have to.

# Philips

## Visual Light Communications (VLC)



Philips pilots new system that uses intelligent LED in-store lighting to communicate with shoppers smartphones to deliver targeted offers and information based on their location.



Creating **data-driven solutions**  
Establishing **ecosystems**

Building **better experiences**

That's how UX can give Products  
(Services) an **edge**.

An advertising agency has to evolve into a  
**Marketing Solution Company.**

# Thank You