

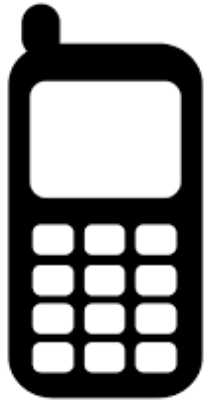
The connected consumer

Prepared for: MSRA Conference 2017



Stellah Nyagah – Telkom Kenya

10 years ago



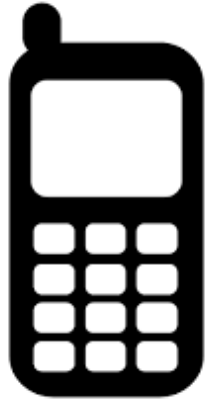
10 million subscribers



2 million subscribers



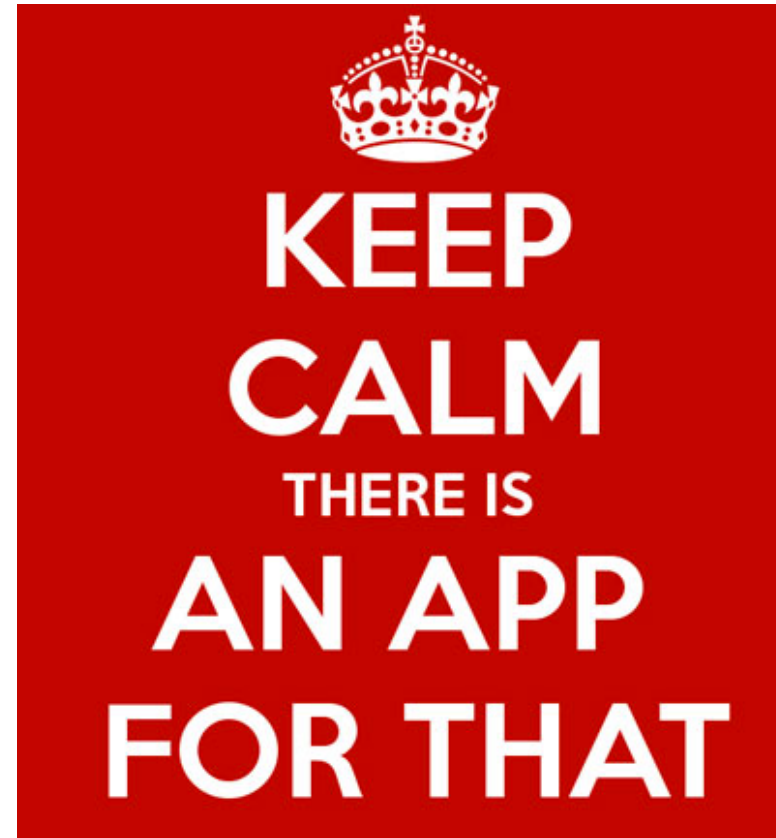
Today



40 million
subscribers



30 million
subscribers



The mobile phone is ubiquitous

2017 This Is What Happens In An Internet Minute



We know a lot our customers

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a white background.

- Your search history
- Your location
- Whether or not you have an internet connection
- Which apps you have on your mobile phone



- Where your kids go to school
- Where you shop
- Where you eat out
- How often you go

***And all this information is aggregated on a mobile device,
but do we know what to do with it?***



But the marketplace is getting more complex

The oldest millennial consumer is nearly 40 years, they are influencing how business is done, driving the economy

- They document everything they do on social media
- They want instant gratification
- Advertising does little to influence them
- They review blogs before making a purchase
- They have no loyalties
- They value authenticity



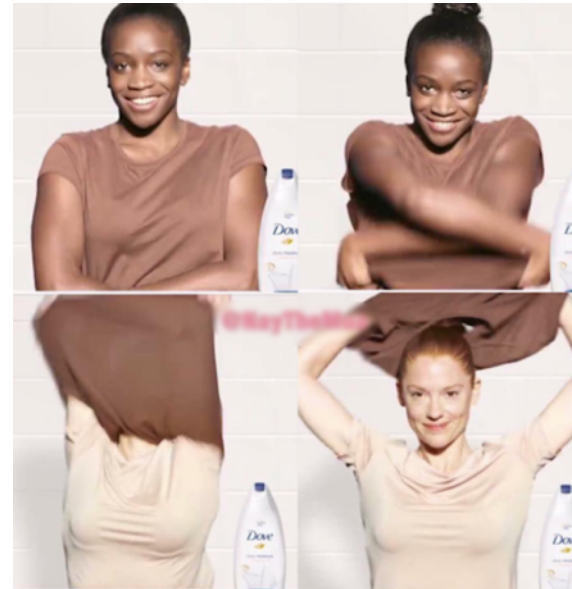
Rizzoli
Selfish (Exclusive Signed Edition)
\$60

KIM KARDASHIAN WEST:
SELFISH

"The key to a perfect selfie is all about knowing your best angle and good lighting."



Empowered consumers, they drive the agenda



Decision-making in the connected world

- Think like a millennial
 - What value are we adding to them
- Agility
 - Consumer needs are fluid
 - Be prepared to change course at a moment's notice
- Adaptability
 - Different segments have different needs, will be reached differently
 - Non-traditional approaches to research
 - What worked yesterday may not work today
- Collaboration
 - Big data
 - Social media



Thank you

