

HYPER-CONNECTED

Winning Over The Hyper-Connected Customer

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Over the past decade we have witnessed a global phenomenon play out before our very eyes. Without rival, with nary a close contender, mobile has set the world ablaze, connected an entire planet, and rightly claimed its heavyweight title: The Master Of All Media—Of All Time.

But while our world is now awash in an array of mobile devices, it's become acutely clear that the real mobile revolution isn't about new devices, but new *behaviors*.

To be sure, this media's legacy won't be about how our culture dramatically changed to mobile, but about how mobile dramatically—*permanently*—changed our culture.

In ways both trivial and profound, mobile has left no area of our lives, and no aspect of our marketing, untouched.

Even our brands, which have always competed against one another for mindshare, now face a formidable new foe in the war for customer attention. . .

Enter The Hyper-Connected Customer: a new breed of app-happy, ad-blocking, screen-hopping, time-shifting, binge-watching, media-streaming, selfie-snapping, emoji-crazed, highly demanding, wholly distracted consumers.

Empowered by anytime-anywhere media, our hyper-connected customers have new values, preferences, and expectations from the brands they buy, buzz, and reward with their attention, and their loyalty.

They want all the world's goods and services available through the touch of a (mobile!) button. And they expect everything instantly. They demand simplicity. For they will not tolerate complexity. They favor predictive actions taken *for* them... vs. responsive answers fed *to* them.

They crave context, not just content. They desire the freedom to move across devices, platforms, and places, with their brands moving in lockstep with them. They value recommendations, services, and products—but only if they are truly personalized to them, and only to them.

Engagement is fine. But deeper *experiences* are sublime. They seek access over ownership, co-creation over consumption, and much more. Which begs the BIG question:

Your (hyper-connected!) customers have changed ... has your marketing?



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In This Session Attendees Learn:

- The true impact(s) of The Mobile Revolution
- The 10 attributes of the hyper-connected customer, including what they value, prefer, and expect from the brands they buy and buzz
- Key strategies for courting the new customer, including B2C and B2B case examples

Watch CK's Video Clip On Mobile Customers

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and entertaining 

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we were all mesmerized! 

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passion and engaging delivery 



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The Next BIG Things In Next-Gen Tech

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