

# Marketing, money and innovation

The world is changing.  
Marketing is changing.  
Money is changing.

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### EXPERTISE

- Innovation
- Strategy
- Customer Insights
- Marketing Capability
- Change Management

### INDUSTRIES

- FMCG
- Financial
- Pharma
- Tech

## CESAR LASTRA

## bash+build

Cesar helps people get “unstuck” when it comes to innovation. He promotes a learn-by-doing style of facilitation based on his Believe-Bash-Build platform.

It begins with a fundamental belief that innovation works and drives growth. Then it’s about bashing ideas in collaboration with others and being quick to build them into prototypes!

Bash and Build offers end-to-end innovation solutions to start-ups, SME’s and multinationals. Services include:

- Innovation Experience
- Innovation Catalyst
- Innovation Series
- Innovation Bridge
- BEL!EVE

Before founding Bash and Build, Cesar spent 20+ years working in both agency-side and Client-side roles in the U.S., Latin America, and Europe.

### CORPORATE EXPERIENCE



### CLIENTS



# Markets, marketing and money



Marketing drove growth..but bigger wasn't better



**TESCO**

# The world is changing



# How would you define a market today?

## POPULATION BY COUNTRY



## POPULATION BY MONTHLY ACTIVE USERS



# Quiz: Which market is bigger?

Monthly Active Users

1.415 billion



Population

1.39 billion

829 million



1.26 billion

347 million



326 million

300 million



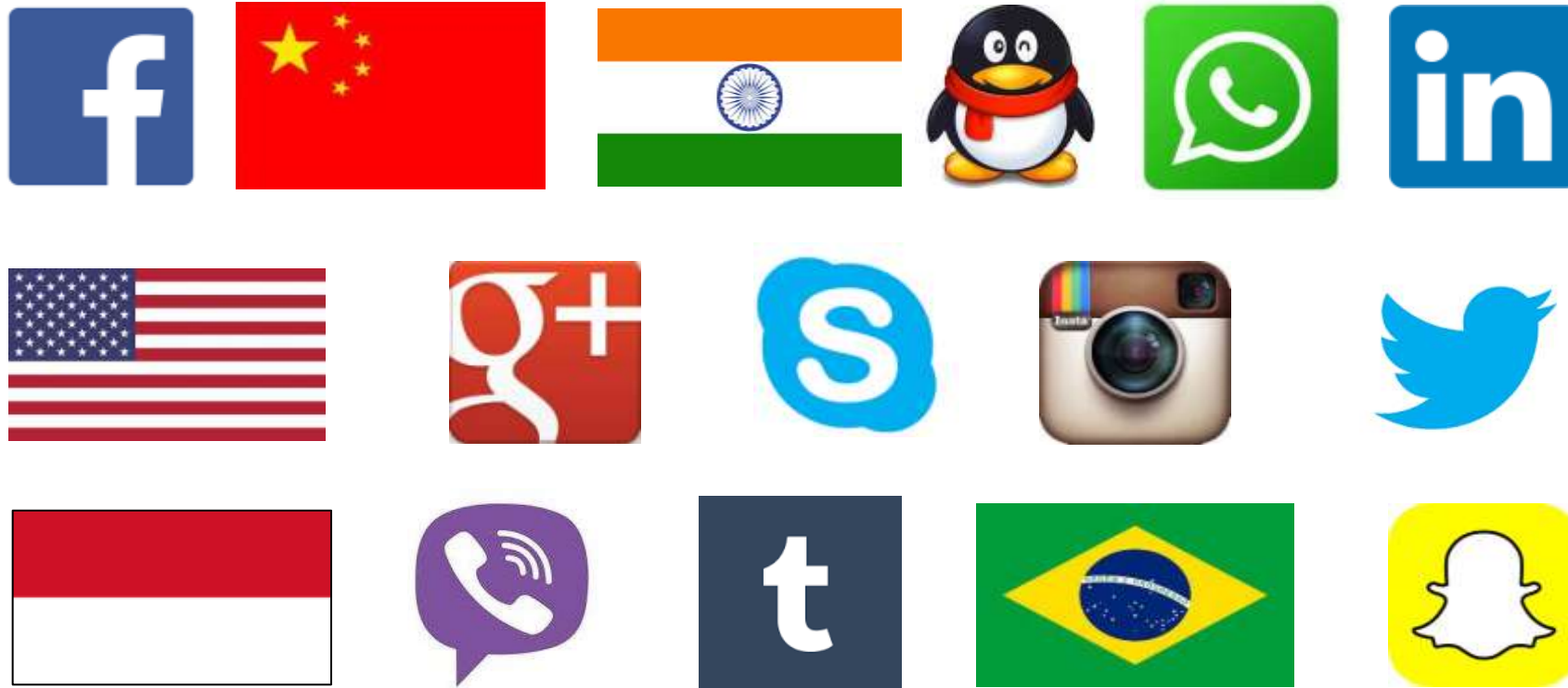
247 million

200 million



209 million

# The world is changing





## How we consume



## Where we shop



## How we get places



## Where we stay



# What is driving this change?



# Social

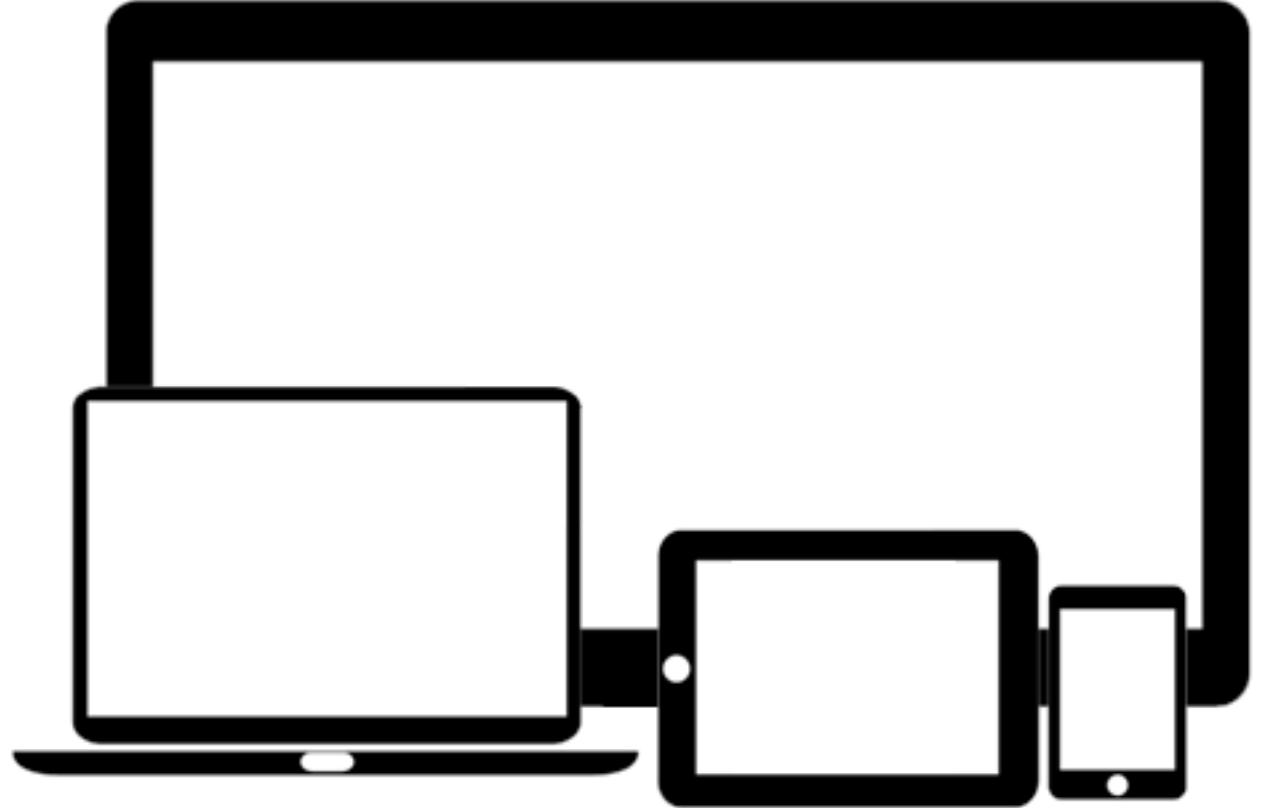


- Networked communities
- Different voice for different channels
- Shift from loyalty to advocacy
- Only 15% CMO's say they have reliable ROI metrics.



# Mobile

- Mobile > Desktop
- Access, interaction & connectivity
- On-the-go research
- 50% of websites still not optimized for mobile!





# Cloud

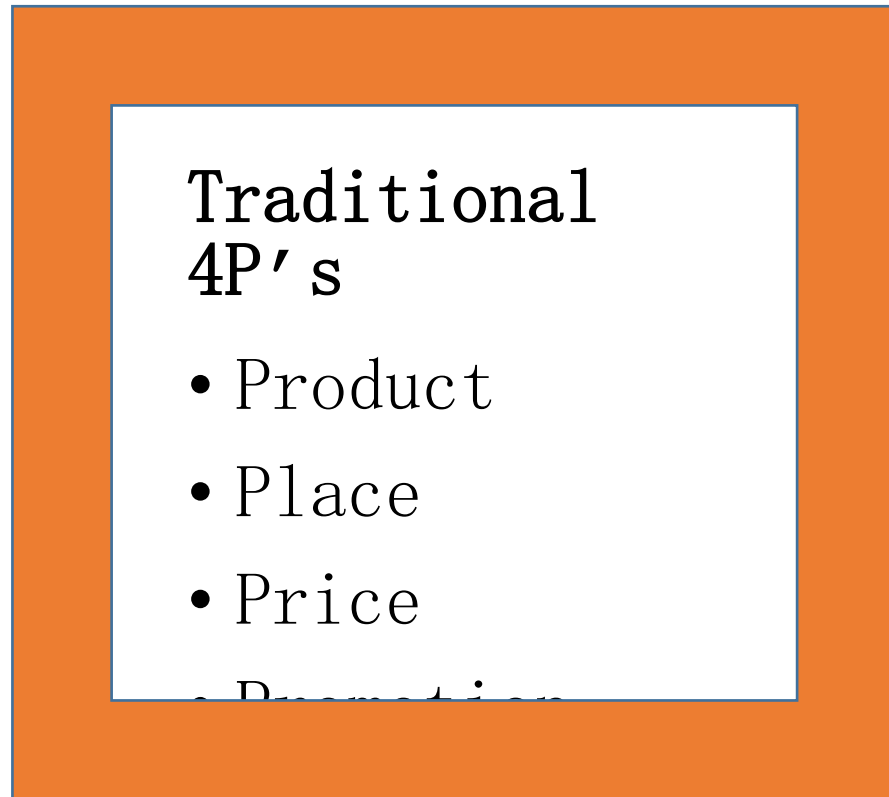
- Capture. Store. Retrieve.
- Connecting people and devices
- Knowledge transfer
- Scalability and flexibility





# Marketing is changing

# Marketing is changing



## New 4E' s

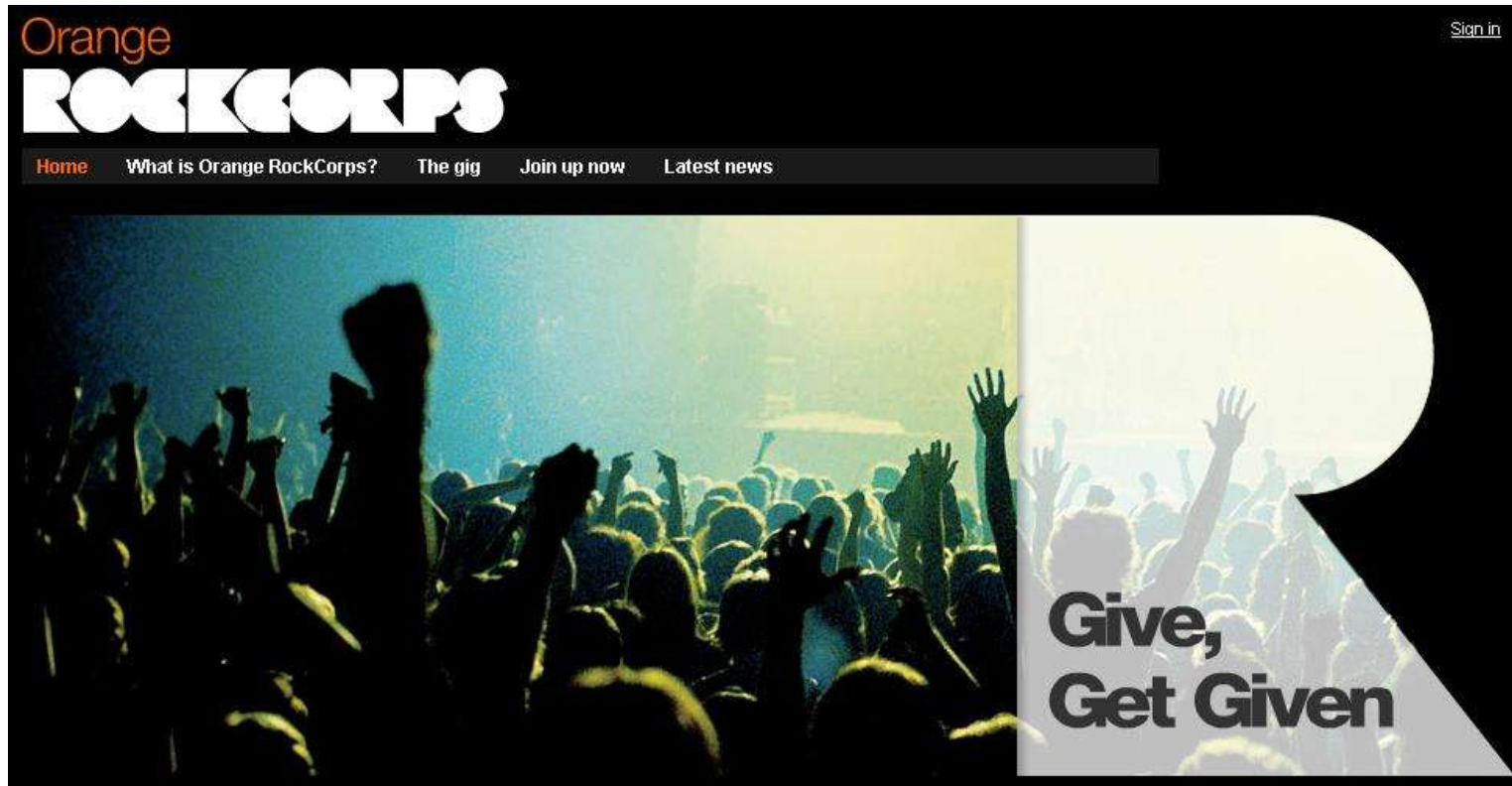
- Experience
- Everywhere
- Exchange
- Evangelism

# Who is the new consumer?

- What were the experiences that formed them?
- What are their aspirations?
- What is their attitude towards tech?
- How do they view money or career?
- What defines them?
- How do they communicate?

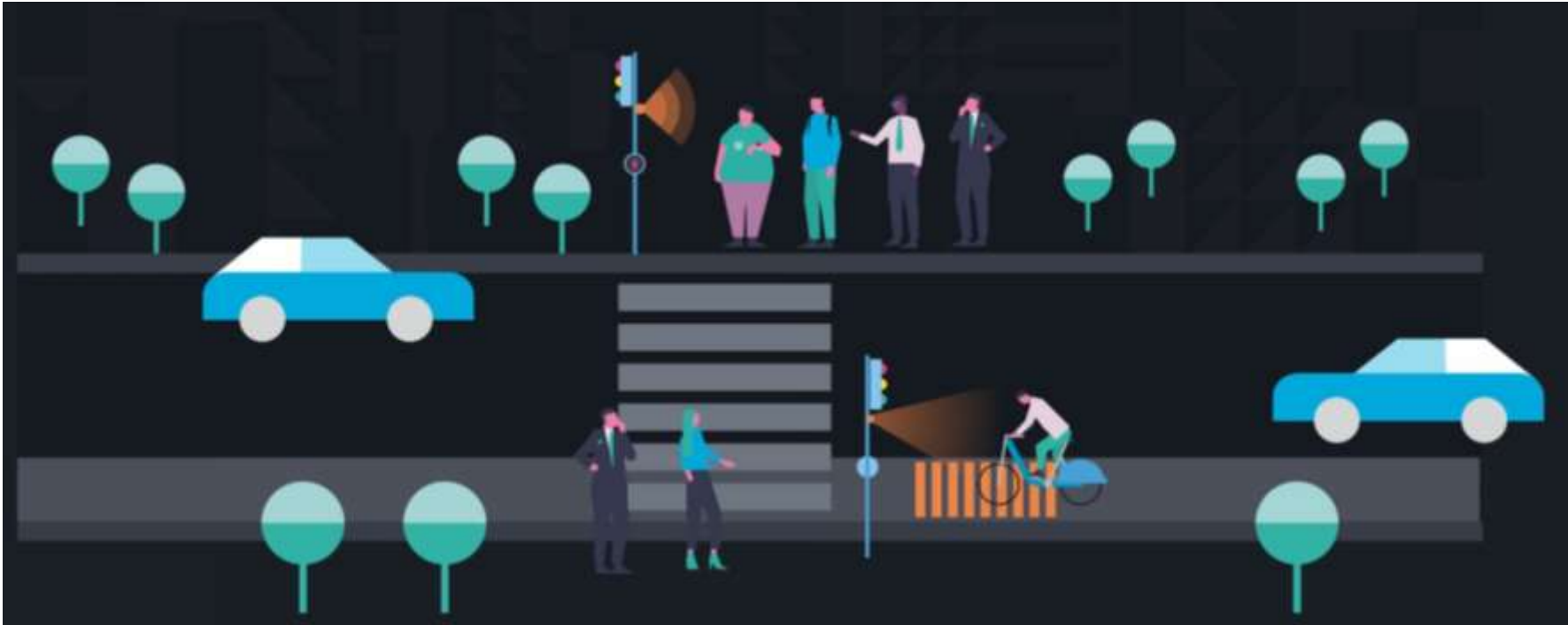


# How brands are connecting





# Catapult Future Cities



<https://futurecities.catapult.org.uk/>



# Palantir



- Asking predictive questions / crystal ball
- Using human intelligence and machine intelligence
- In-store applications (ex. Hershey chocolate sales rose when placed next to marshmallows!)
- More accurately price insurance policies (ex. Zurich)
- Detect fraud in transactions (ex. Santander)

# Money is changing

# What is the new currency?



"is the new currency"



- Data?
- Information?
- Bitcoin?
- Social?
- Energy?
- Time?
- Speed?
- Community?
- Convenience?
- Learning?
- Love?
- Transparency?

# Bitcoin and Blockchain



Billion dollar idea. What's the problem?

# Instagram









# Billion dollar days

**BLACK FRIDAY**

**CYBER MONDAY**



# Billion dollar hour?

## Alibaba

- \$1B = 8 minutes
- \$2B = 2 hours
- \$14B = 24 hours
  
- 659 million social media users in China
  
- Using social, mobile and analytics to power sales



# How innovation can help

# A simple roadmap for innovation

Believe.

Innovation is a culture, not a job description.  
It's in our DNA. Innovation drives growth when  
it's based on strategy and fed by insights.

Bash.

Ideas can come from anywhere. Collaboration and  
environment are needed for those ideas to collide  
and form even bigger ideas.

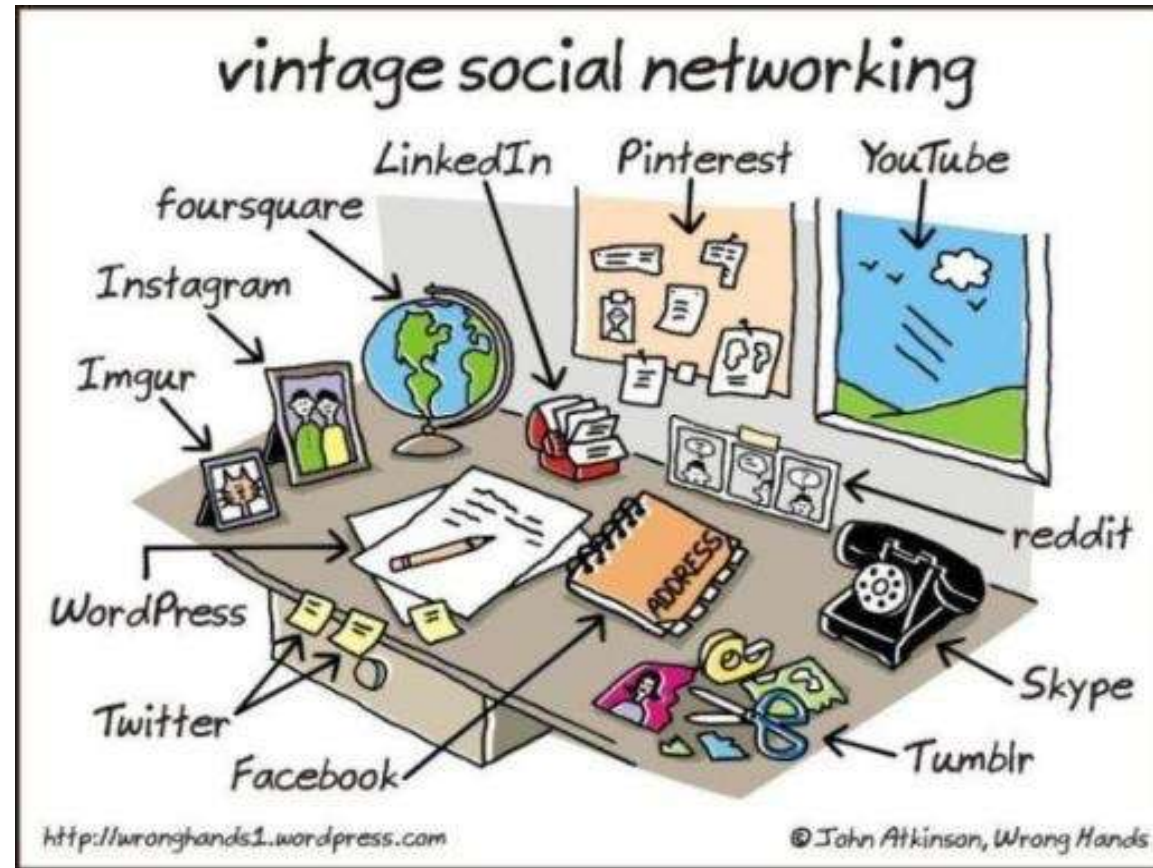
Build.

Test. Learn. Iterate!  
Rapid prototyping improves speed to market.  
Building innovation capability makes it stick.

# Why innovation begins with belief



# Technology doesn't create behaviors.





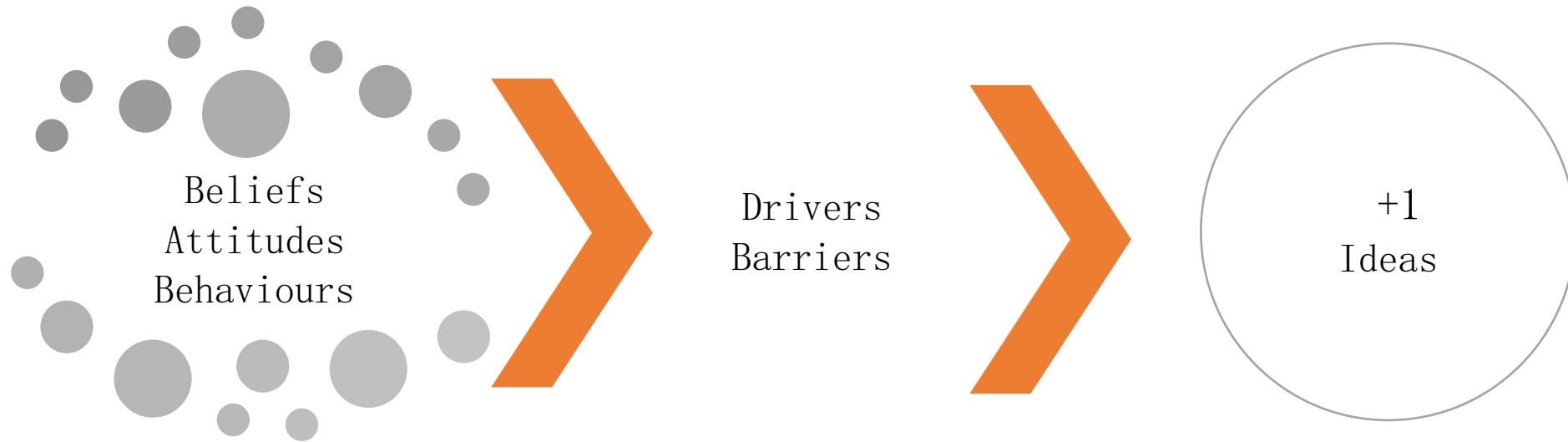
# Innovation is a "remix"



Kirby Ferguson  
*Embrace the Remix*

*"Copy, transform and combine. It's who we are, it's how we live and of course, it's how we create. Our new ideas evolve from the old ones"*

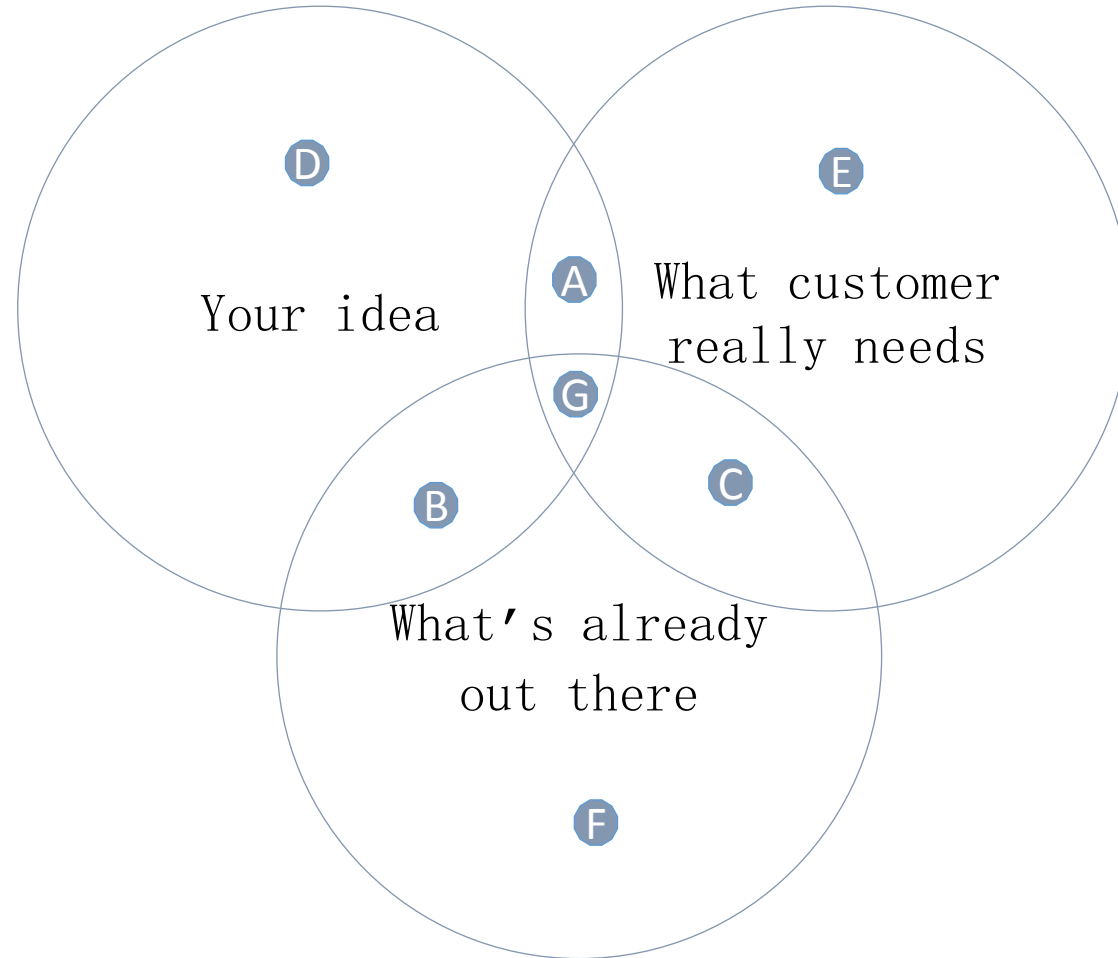
# From insights to ideas



New to the world or new to your world?



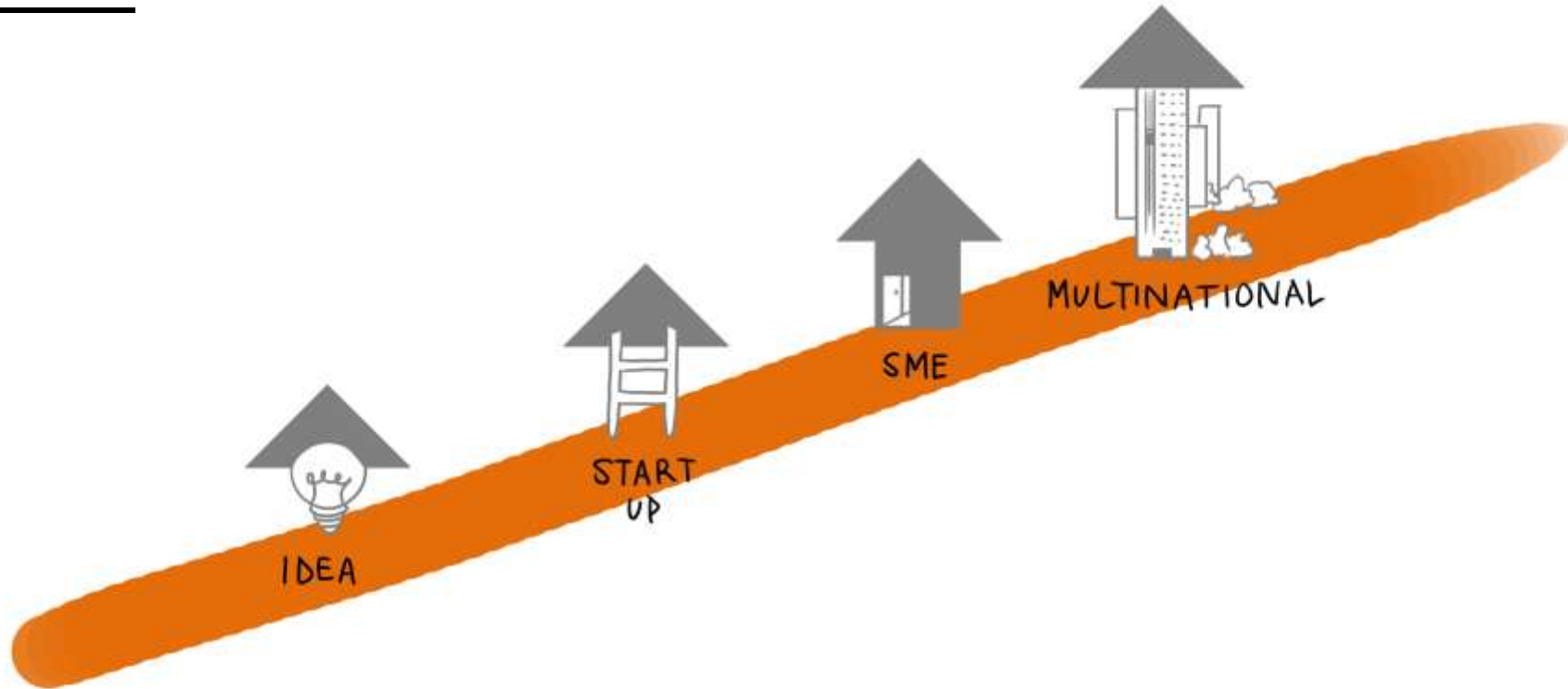
# Build and test your prototype



## Types of prototypes

- Paper
- Digital
- Physical / 3D Printed
- Test market

# You can innovate



# Case Study

## Insights to Inspire Innovation



Two-day bespoke workshop developed for Tesco Asia and delivered in Tesco Academy in South Korea in July 2015.



### Audience

- High potentials of the Tesco Global Employment Company based in Asia
- Colleagues from the Asia Global Management Programme
- Fast Track Supply Chain Team

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### Course Outline

- New World, New Insights
- Insights that Inspire!
- Competitor Insight
- Building your Insights Toolkit
- Be Inspired to Innovate!
- Retail Innovation
- Insight to Execution
- Developing Your Ideas

### Online Debriefs



@forrestgump



### Feedback

- "Learnt a lot and I feel like I can make more innovation when I am back to work."
- "I had fun and taking loads of things & tools to discover by myself to find insights."
- "Powerful innovation from relating belief, behaviour & attitudes."
- "Experience based examples of processes that led to great innovation"
- "Thought provoking. Very engaging, interactive and enjoyable."
- "Interactive, fun & insightful."
- "Appreciated that the course linked to everyday life & our business"

- 100% would recommend the course



...and one more thing!

# By 2025...

SOURCE: Peter Diamandis, Singularity

- **Speed:** A computer will process data as fast as a human brain and cost under \$1000.
  - **Connections:** IoT becomes IoE. 100 billion+ connected devices.
  - **Knowledge:** A trillion sensors lead to “perfect” knowledge
  - **People:** 8 billion hyper-connected people/
- **“CEO’s of our health”:** Healthcare disrupted.
  - **Augmented/Virtual Reality:** Displays and interaction transformed
  - **Artificial Intelligence:** Always listening, always learning.
  - **Blockchain:** Permanent digital record of any transaction or event

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BEST MARKETING EVENTS