

MMA FORUM VIETNAM

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Online and Offline marketing integration

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MMA
MOBILE MARKETING ASSOCIATION

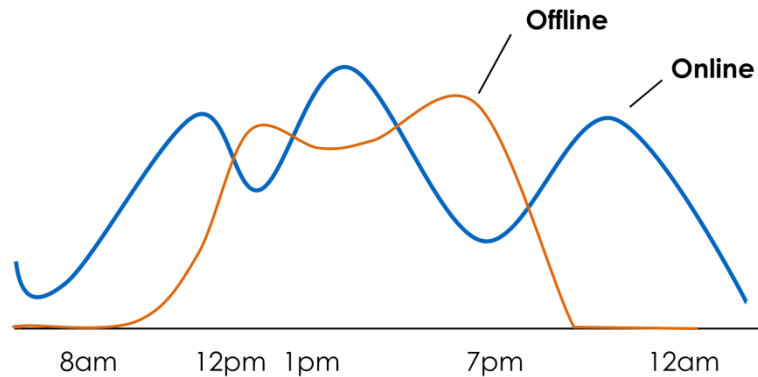
Online vs. Offline? -> Online + Offline

- Always connected: 22h with a mobile device
- Customers are shopping online AND offline: only 1-10% of retail is online
- How to market to these customers while providing a seamless customer experience?



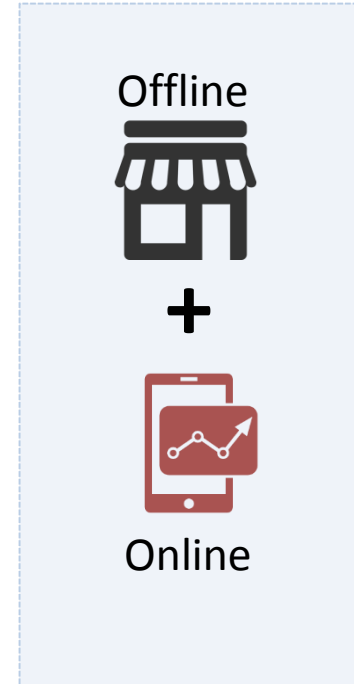
Offline and online are complementary

E-commerce sales per hour on weekdays

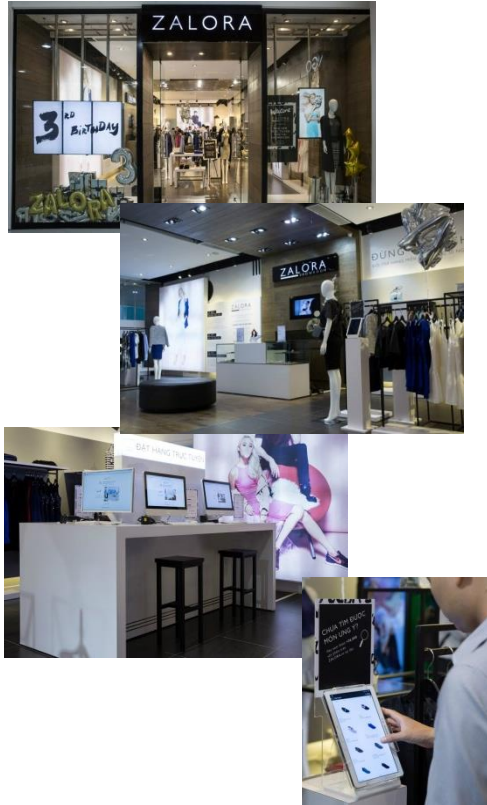


*“Retailers who do **business online** benefit from **better brand awareness**, access to **a wider market** and pick up custom from retailers who are not on the web” “ About **95% of sales of women’s dresses online** were in **addition** to spending in **physical stores**”*

How to build seamless customer experience across channels?



Pop-up store is a great marketing tool



- **Great customer acquisition: +90% of new customers acquired had never bought online**
- **Great marketing tool**
 - Great PR and media exposure
 - Mobile campaigns exclusively for pop-up store customers
 - Mobile tracking of customers in the shop
- **Seamless online offline customer experience through dedicated APP and website integration**
 - From 400 styles in the shop to >70,000 online with “1 click” in the phone
 - Fast checkout from mobile

Leveraging strengths from all parties



- ✦ Assortment strategy based on Zalora, Wing Tai and Arcadia input
- ✦ Common marketing strategy based on brand, Wing Tai and Zalora input

- ✦ Shop-in-shop for Wing Tai brands with full use of digital assets to express brand properly
- ✦ Full brand assortment available



- ✦ Tablets with brand-customized user interface, allowing customers and staff to place orders in the store
- ✦ All stores have access to the full assortment through the tablets



THANK YOU