

Ready for prime time?

New lessons on building the consumer product brand experience

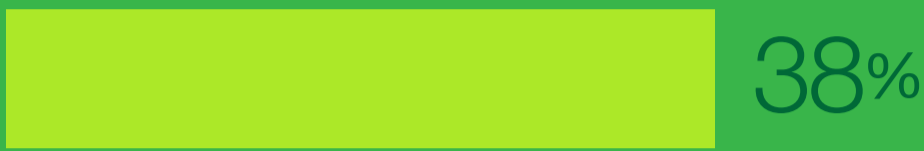
IBM Institute for Business Value

What makes the brand experience compelling?

A compelling brand experience is the top priority for 74 percent of executives we interviewed

Only 15% are *very effective* delivering a compelling brand experience

Lifestyle connection with product



Experience using the product

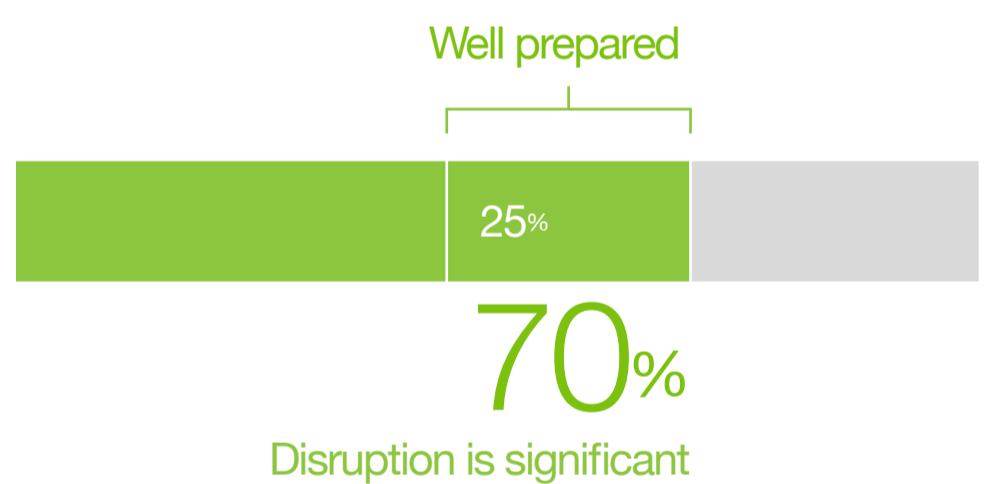
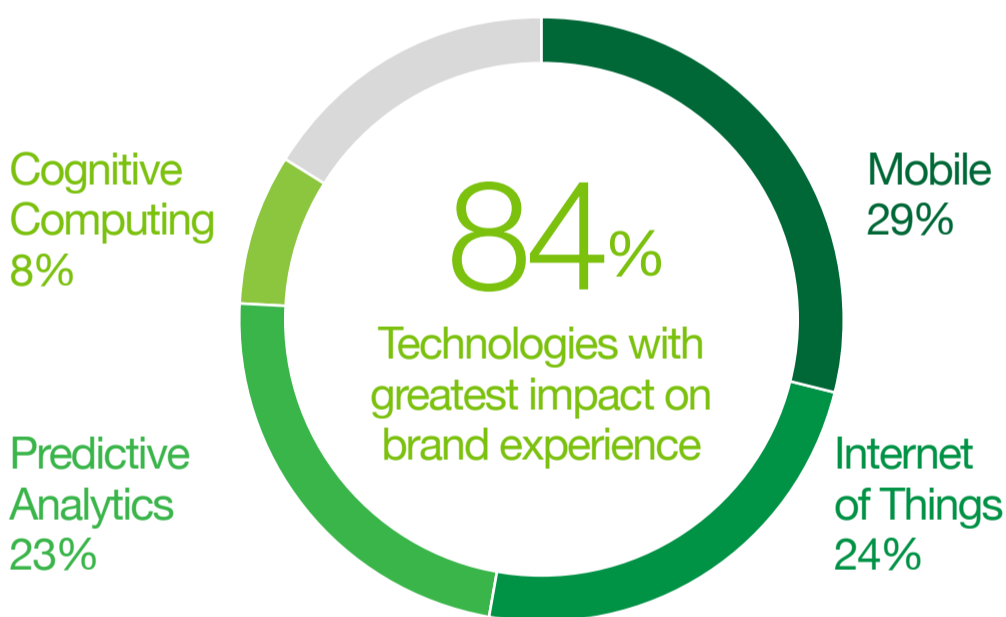


Marketing mix to engage consumers



Brand experience disruption

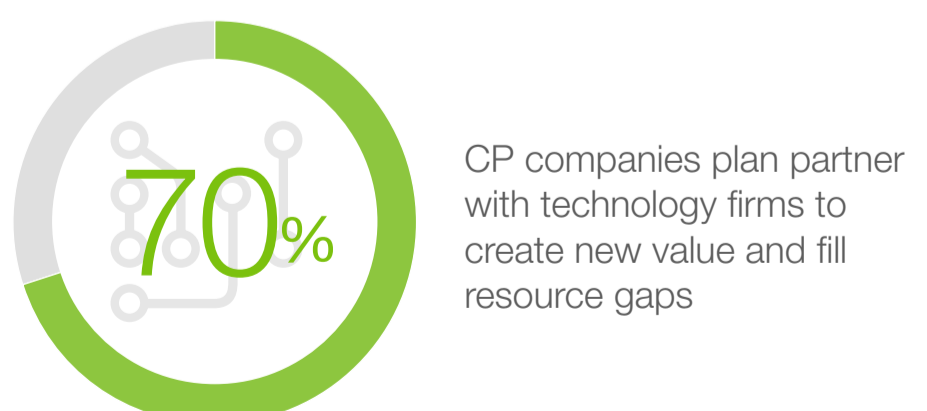
84% of respondents identified Mobile, IoT, Predictive Analytics and Cognitive Computing as having greatest impact on delivering on a compelling brand experience. But only 25% of them are well prepared to use these technologies.



Ecosystem impact

Ecosystems are essential for compelling direct-to-consumer business models and experiences.

Global average growth rate in consumer choice of purchasing in the next 1-2 years



To perform well in today's world, CP companies must adapt to changing consumer demands, adopt new, disruptive technologies and create synergistic partnerships.

To learn more, visit: ibm.biz/primetimecp