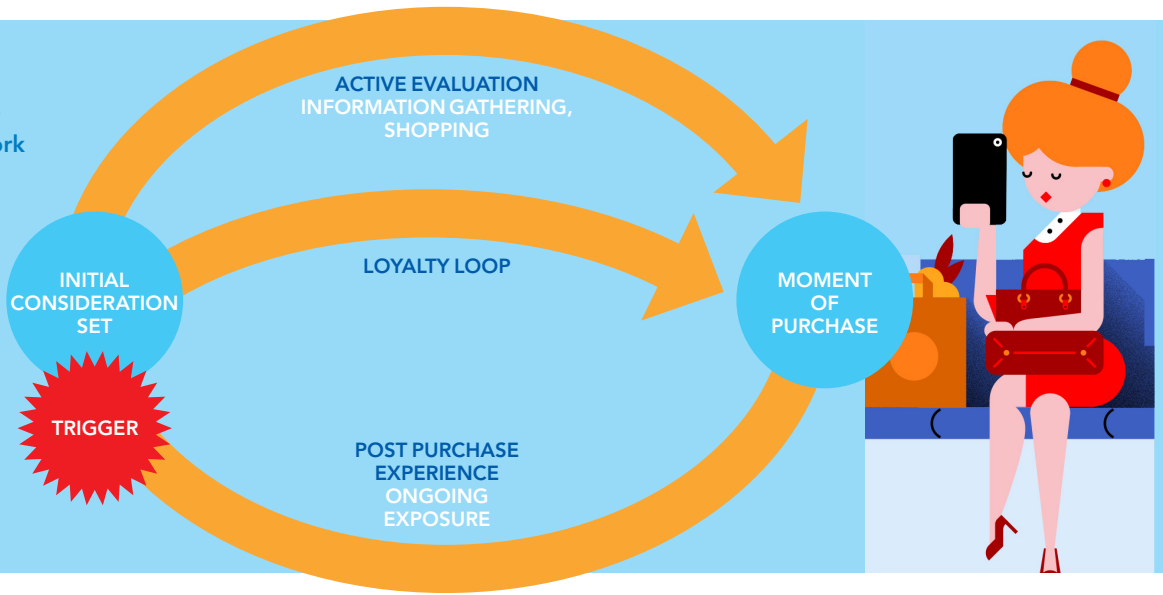




# REDEFINING THE CUSTOMER JOURNEY

## THE CONNECTED CONSUMER

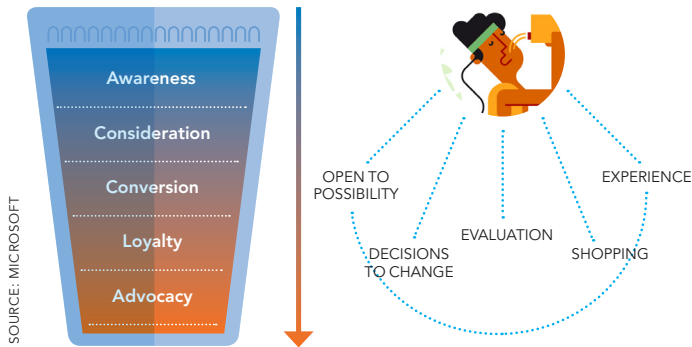
The customer journey is increasingly a non-linear process, involving a network of multiple touchpoints.



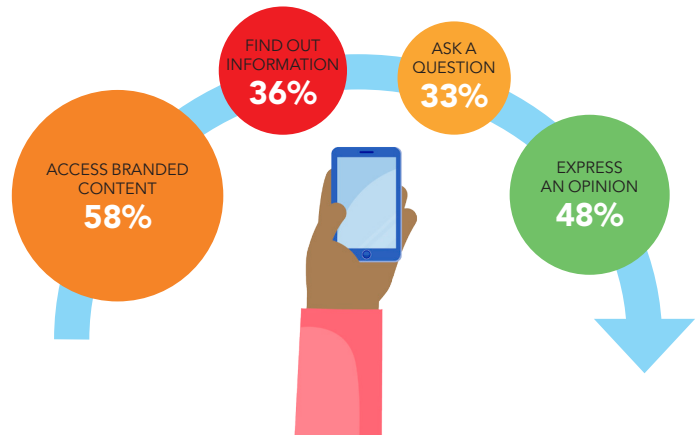
SOURCE: GENERAL ASSEMBLY

Empowered, digitally savvy consumers have shifted from a "push" to a "pull" information model, looking only at the information that matters to them, when it matters to them.

Social media plays a key role at every stage in the journey, connecting consumers both with brands and with other people who share similar views and opinions to them.

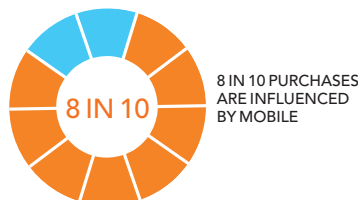
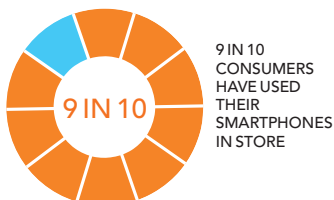
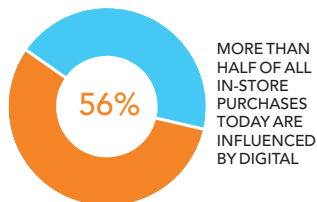
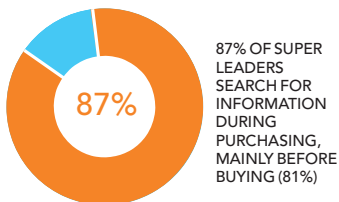


SOURCE: MICROSOFT



Regardless of where a purchase is made, connected consumers search for information before, during and after purchase across multiple sources.

And with e-commerce on the rise, forecast to reach 10% of all food and drink purchases worldwide by 2021, there's never been a better time to explore the exciting opportunities to engage with connected consumers.



SOURCE: DIGITAS/LBI

