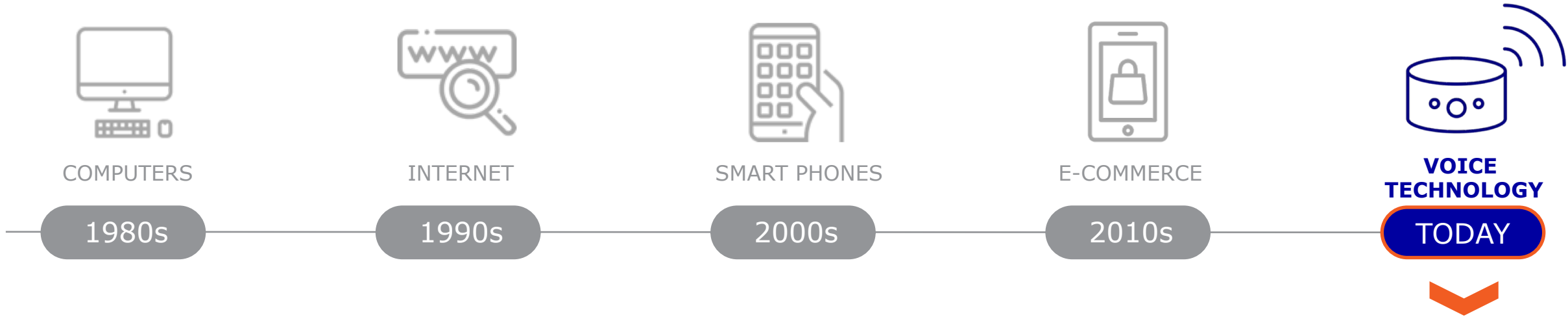




WHY SHOULD WE CARE ABOUT VOICE TODAY?

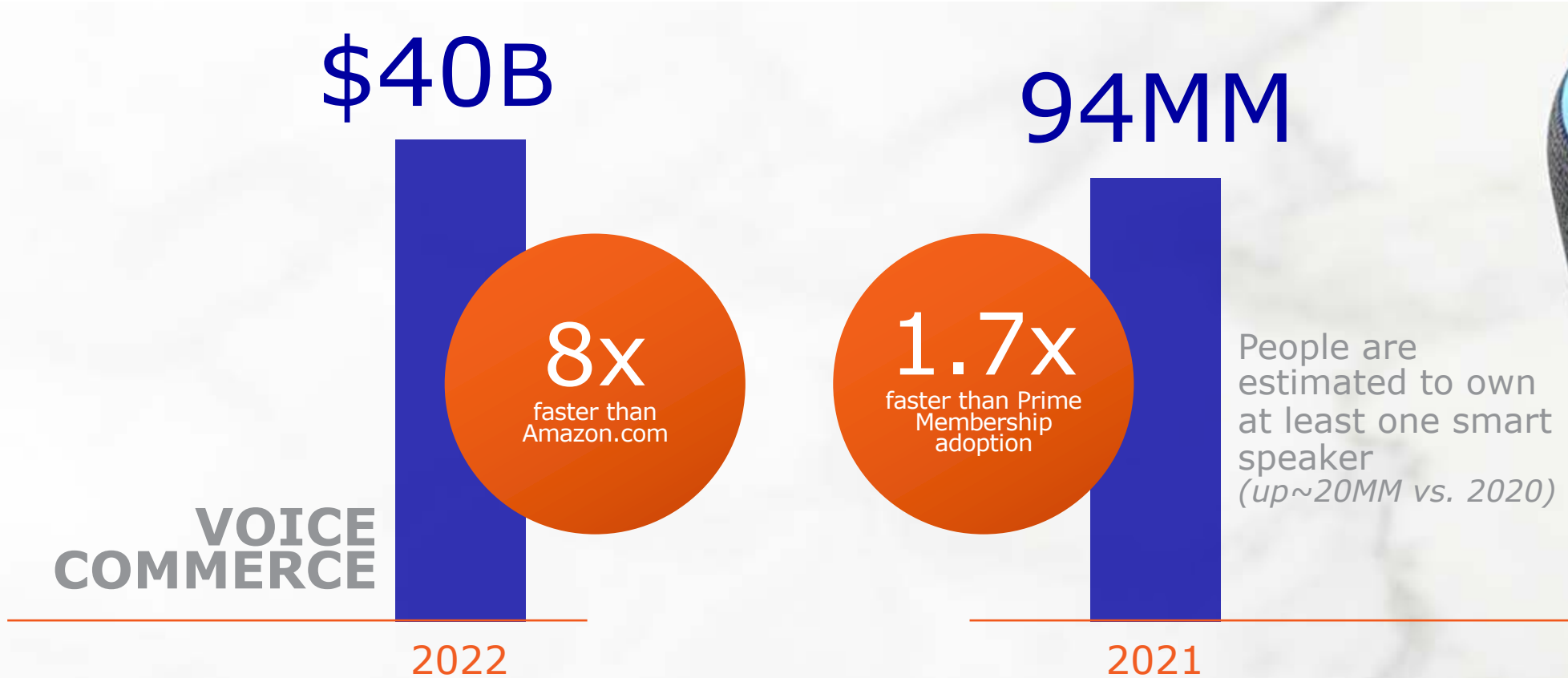
We are currently at the precipice of the next technological pivot

Voice Technology is the next disruption.



Just like the internet did, **Voice Technology** elevates ease and convenience to a new level.

Growth in Voice is set to outpace the rise of Amazon...



...AND **17%** of Alexa users are already adding the top 20 grocery items to their carts via Voice

...and big players are investing in Voice



If you don't venture into the Voice game, you will be left behind.



WHAT IS “VOICE” AND WHY IS IT SUCH A BIG DEAL?

The power of Voice sits at the intersection of 3 rapidly-evolving technologies

1
Artificial intelligence
Algorithms that learn, do tasks, and make recommendations based on your behavior



Apple's Siri Microsoft's Cortana Google's Assistant Amazon's Alexa

2
Smart device
Physical things we interact with



3
Voice recognition technology
Ability to recognize and decipher speech and speak back



Voice Technology is **INNATE**

We naturally use our voices in everyday life to...



...express our *needs*,
desires, and *preferences*



...express our *identities*,
beliefs, and *values*



...both *give* and *gain*
understanding



...both *raise* and
reconcile tensions

Voice Tech taps directly into those very drivers—it is a powerful extension of a behavior that **nearly everyone everywhere does each and every day.**

It's everywhere, always with us, always on, integrated, & growing

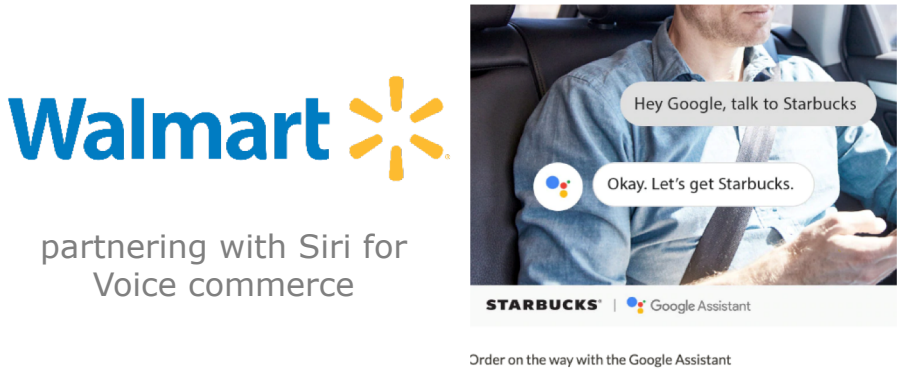
AT HOME



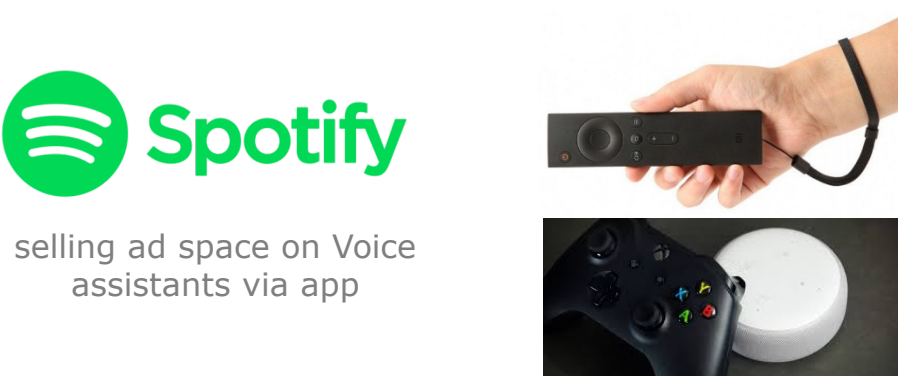
ON THE GO



WITH & AT RETAIL



FUN & ENTERTAINMENT



Consumers look to Voice to deliver on **five key needs**:



KNOWLEDGE

Answering questions
when and where
you need



PRODUCTIVITY

Doing more
with your time



ENTERTAINMENT

Being engaged and
delighted



UTILITY

Being in control of
your devices and
environment



COMMERCE

Making shopping
even more
accessible

Particularly in situations with **logistical constraints**



When you are
multi-tasking
and can't easily use a screen
or keyboard to type

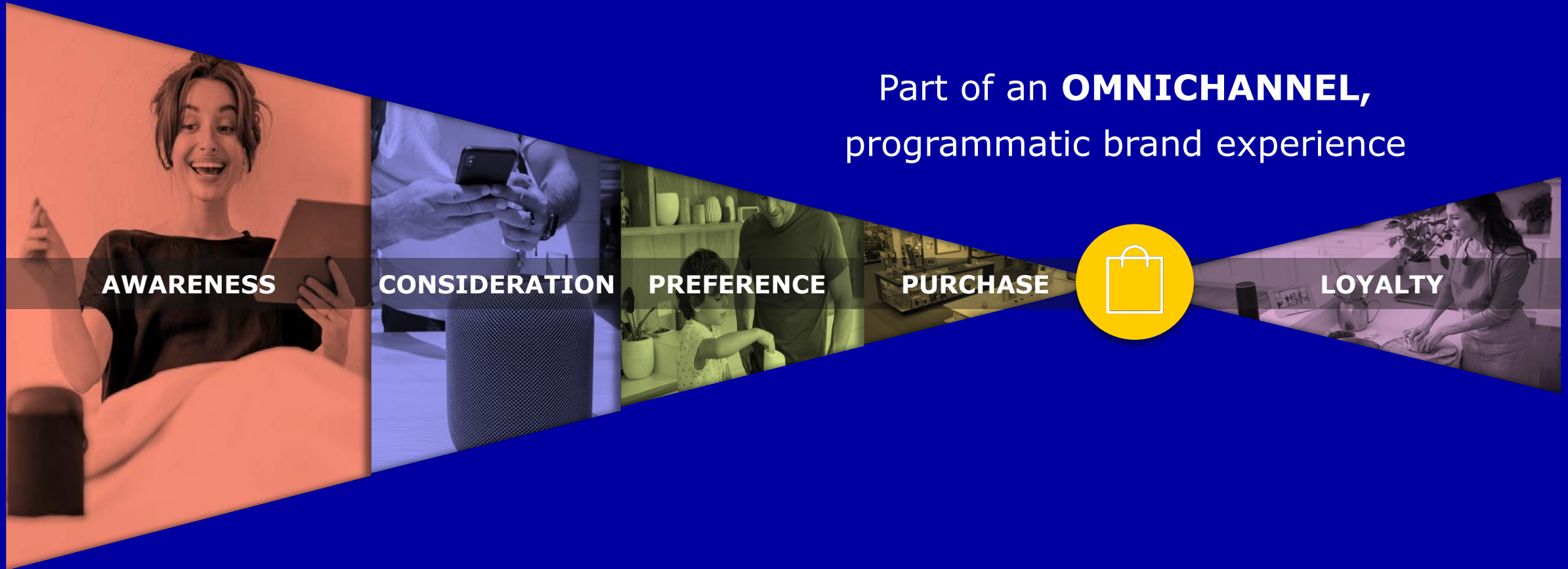


When you need to be
hands-free
and can't be engaging
via touch and sight



When it's
spur of the moment
and you don't want to forget a
question, product or reminder

Voice delivers on different phases of a consumer/shopper journey and plays part in an Omnichannel strategy



Specifically, Voice can be used as a lever to drive a range of business objectives

AWARENESS

Connecting to brand by answering questions asked via Voice or connecting to other Voice contexts



Michelob Ultra created a series of FAQs related to running that answered the question being asked and reminded the consumer to enjoy a Michelob Ultra after their workout.

CONSIDERATION

Voice Recommendation for product search



QUIP partnered with a top news publisher to integrate a coupon code and drive reach through a relevant morning routine – brushing teeth while listening to the news.

PREFERENCE

Allow for in-the-moment purchasing



Country Crock bought media to replace “butter” with “Country Crock” in ingredient lists on Allrecipes which allowed for easy “add to cart” functionality.

ENGAGEMENT

Voice activations or integrations into activations



Crest and Oral-B created a daily podcast to engage kids in the brushing process with music and games to guide kids through the 4 brushing quadrants. Results: 45% of people who downloaded Chompers use it daily.

LOYALTY

Everything from easy reorder to truly integrating into consumers’ lives, drive purchase and emotional loyalty



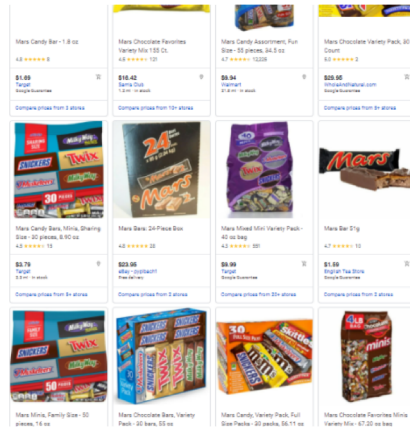
Zyrtec launched an Alexa skill that shares the daily pollen count for the user’s location and by recording a person’s reactions over time can learn and predict which types of pollen users are most sensitive to.

However, **Voice Commerce** requires a new lens as the number of products available through Voice interaction decreases dramatically from instore, online and mobile

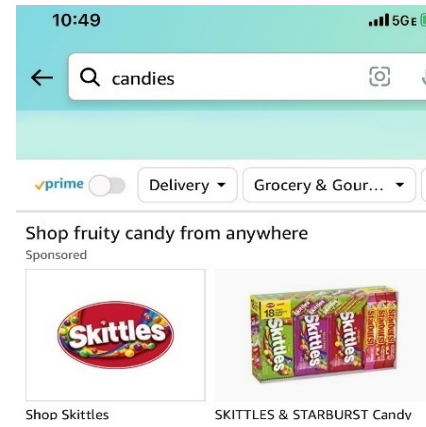
The infinite online shelf is a myth



Physical shelf
200+SKUs



Digital shelf
8+SKUs

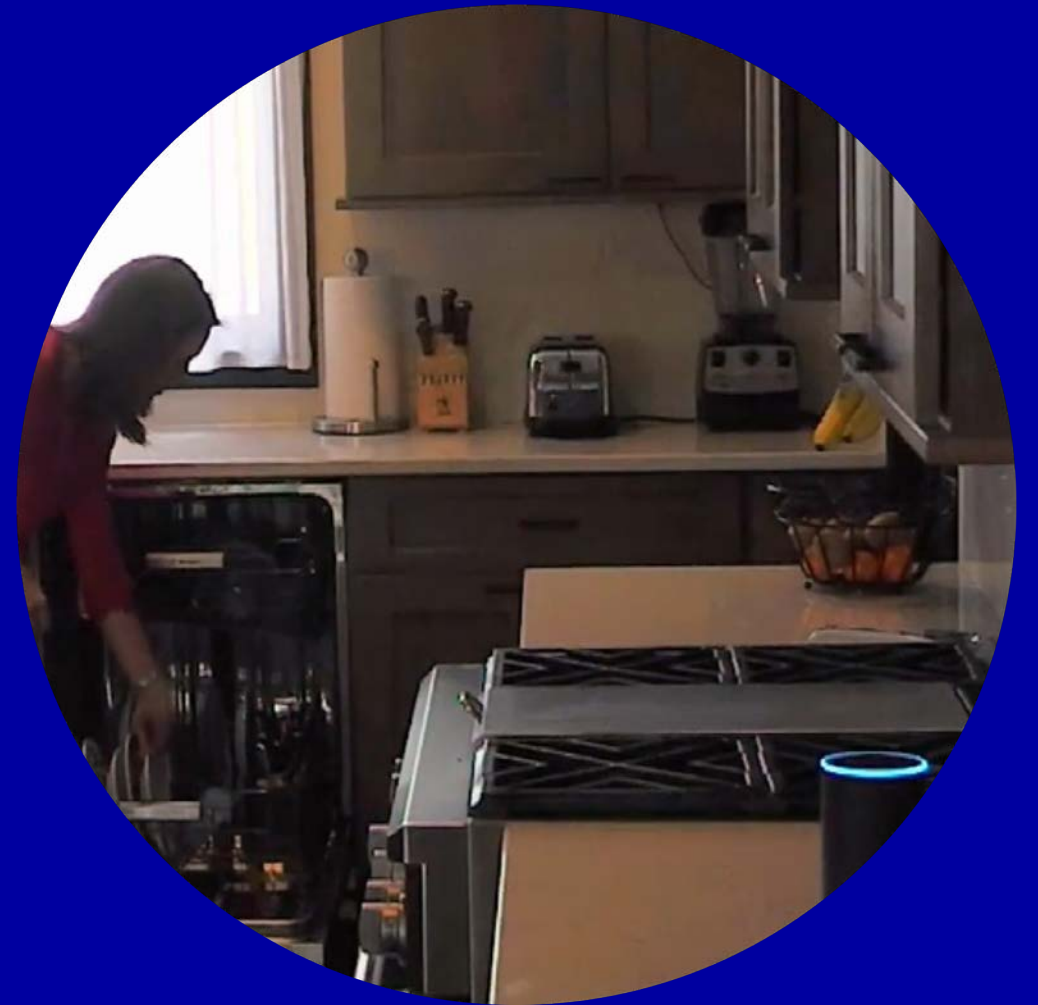


Mobile shelf
2+SKUs



Voice assisted shelf
1 SKU

Voice-activated surveys
fit naturally into every-
day activities



Voice Research Through Smart Speakers



Understand if their Voice Signature or Voice Solutions deliver a consistent brand image



Enhance CX or Satisfaction Studies with immediate feedback



Uncover pain points and new opportunities



Understand immediate reactions to new products or an unboxing experience

