



Bridgestone Champions

Capture the hearts, minds,
and wallets of today's
eCommerce shoppers.



Yesterday

Long-standing marketing principles that are still relevant today.



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1. Who is your **Brand**?

Premium, safety, community, giving?

2. Who are your key **Audience** segments?

Families with SUVs, Business tourers, performance car enthusiasts?

3. What should your **Tone of Voice** be?

Warm and conversational or brief and professional?

Today

Trends of today's customer expectations



Today

Trends of today's customer expectations

Did you know that ecommerce now makes up 38% of total UK sales¹?

What factors do customers need to consider when purchasing tyres online?

How does your ecommerce support these requirements?

Video



<https://share.synthesia.io/cdc1497b-2e0f-4222-aad8-c594b881eb15>





Discussion

What is your top takeaway from this video?

Digital Experience
Product Marketing: Enabling informed decision-making

Not everyone likes research, but many do.

You've worked hard to get a prospect to your ecommerce platform, so it's important not to overwhelm them with a lack of suitable product content that enables them to make an informed purchase decision.

PRODUCT SUITABILITY
It's established best practice for marketers to present the right solution to meet the unique needs of the customer.

To do so it's important to learn what those customer needs are. Let's take the example of a common journey within the tyre industry.

The prospect arrives at a website and is presented with an option to enter their registration to get a list of tyres suitable for their car. A good start. However, commonly the output of this search still presents hundreds of available tyre options to choose from.

Whilst some filtering is often available, many prospects simply do not know what these mean.

Consider their needs, such as motorway or city driving, seasonal frost because they live remotely, sporty responsive tyres as they seek performance and above all safety - such as wet breaking capabilities.

PRODUCT REVIEWS & ASSETS
It's also essential to consider detailed and relevant product descriptions, and multiple assets such as images, gifs and videos for each product and finally product reviews, such as those from third-party review platforms.

These all add trust and transparency. Enabling informed decision making and ultimately improving the customer journey and unlocking sales conversion in the process.

A Product Marketing take-away card will be available to download at the end of the presentation.



Tomorrow

The Rise of AI; what it looks like
and how to prepare for it



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Who has used AI?

What did you use it for?

Who uses it for online search?

Tomorrow The Rise of AI; what it looks like and how to prepare for it

Search Generative Experience

The screenshot shows the Google search interface with the query "what is the most common element on the periodic table". The search results are presented in a conversational, generative format. At the top, there's a search bar with the query and navigation icons. Below the search bar, there are tabs for "Converse", "Images", "News", "Reddit", "Videos", and "Maps". The main content area features a blue header with a warning: "Generative AI is experimental. Info quality may vary." The primary answer states: "Hydrogen is the most common element on the periodic table. It makes up around 74% of the detectable content of the universe and 91% of the atoms in the universe. Hydrogen is the simplest element in the universe, with just one proton and one electron. It's also the only element that doesn't have a neutron. Hydrogen has existed since atoms formed in the remnants of the Big Bang." Below this, a secondary answer says: "The other most common elements in the universe are helium, oxygen, carbon, and neon." To the right of the text are three image cards: "Hydrogen - Element information, p...", "Why Is Hydrogen the Most Commo...", and "Most Common Elements in the Universe & on...". At the bottom of the search results, there are follow-up question suggestions: "Ask a follow up", "What is the rarest element in the universe?", "What are the 3 uses of hydrogen?", and "What are the 3 m...".

 International Energy Agency
<https://www.iea.org> > energy-system


Hydrogen - IEA

Jul 10, 2023 — Hydrogen is a versatile energy carrier, which can help tackle various critical energy challenges. Today, hydrogen is mainly used in the ...

 Hydrogen Council
<https://www.hydrogencouncil.com>

Hydrogen Council

Hydrogen is the missing piece of the clean energy puzzle. The race to decarbonize our planet has begun. We need to embrace clean hydrogen as a global energy ...

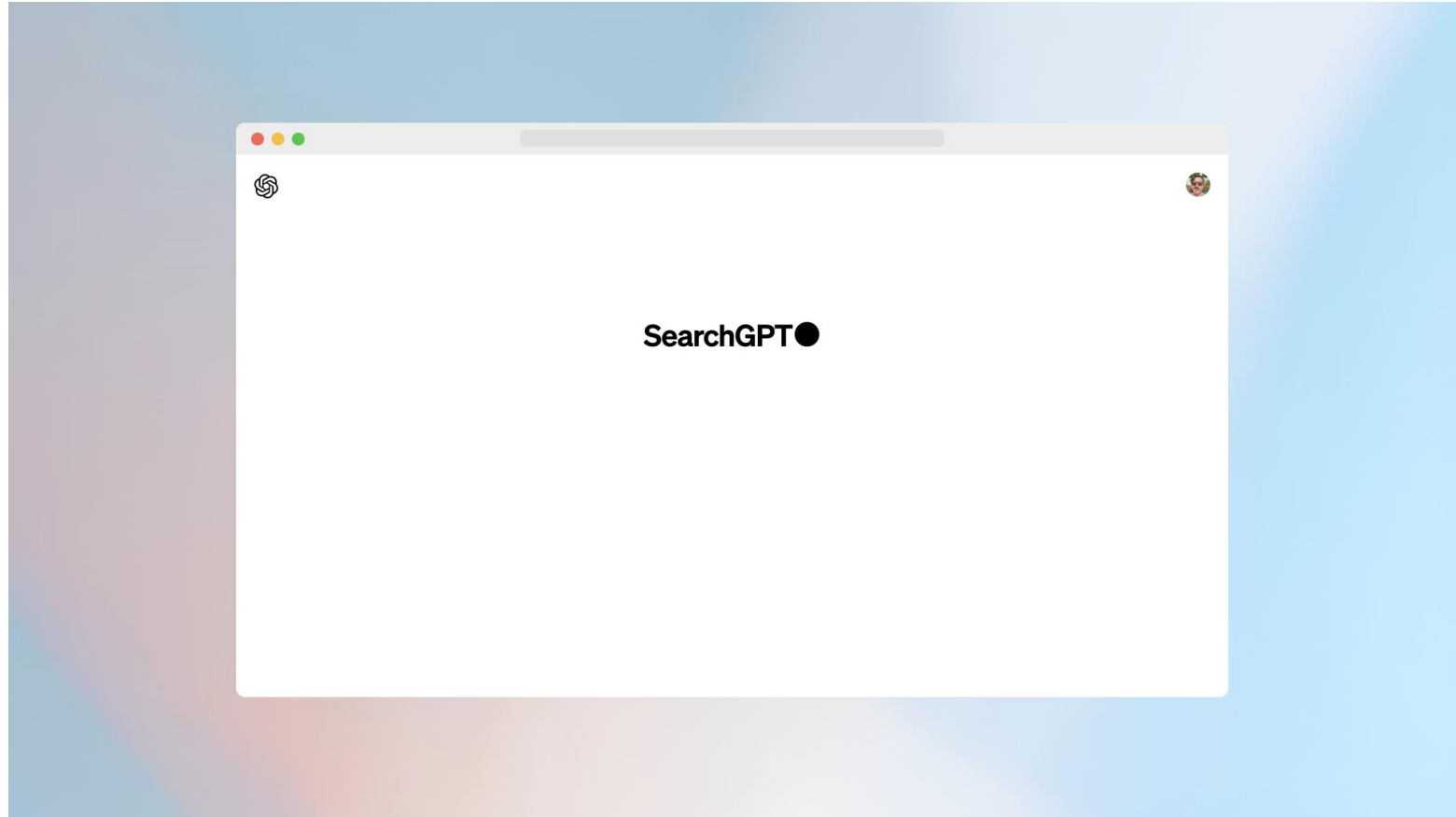
 BYJU'S
<https://www.byjus.com> > question-answer > what-are-the20...

Name the twenty most common elements?

Hydrogen, H ... Helium, He; Carbon, C ... Nitrogen, N ... Oxygen, O ... Sodium, Na; Aluminium, Al;

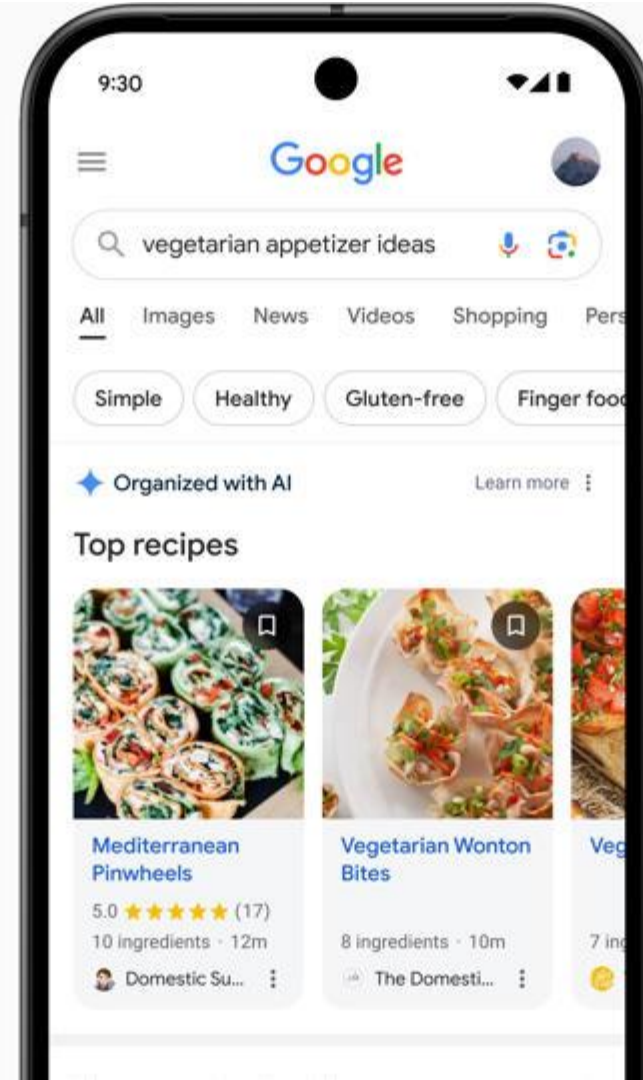
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SearchGPT from the makers of ChatGPT



AI-powered web search ranking

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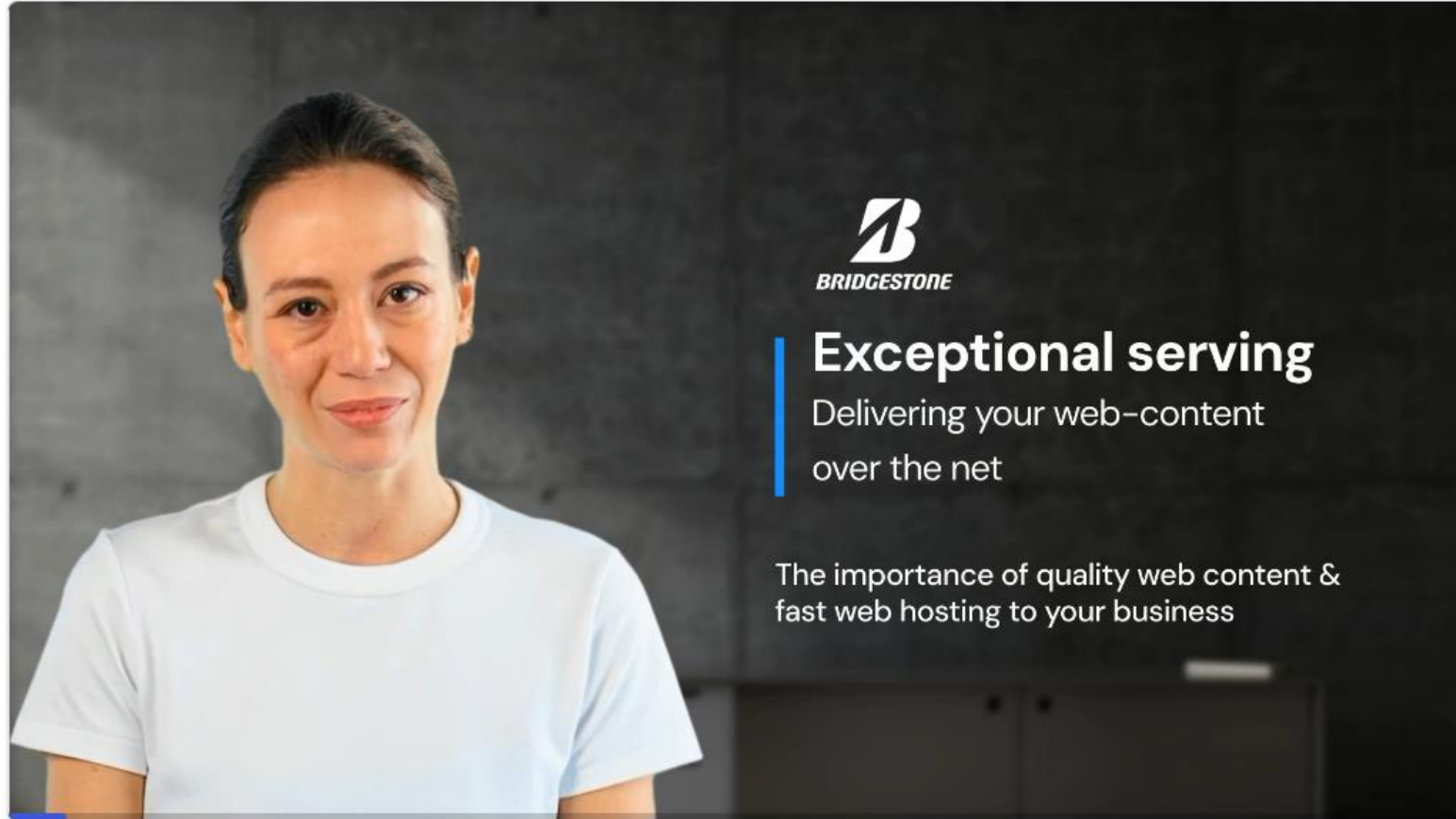
AI is everywhere and growing.

It will change how we buy.

Fast.

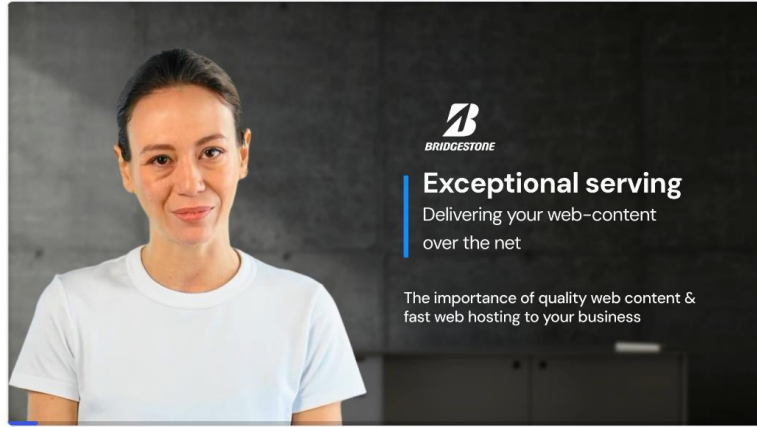
Content is key.

Video



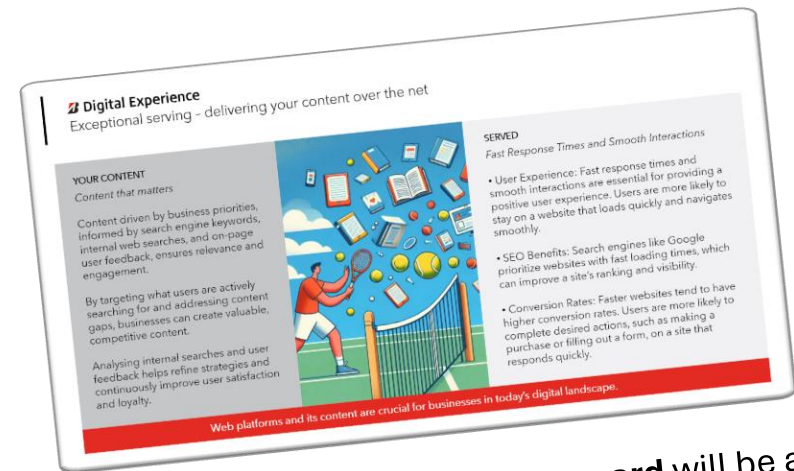
<https://share.synthesia.io/78e9ab89-0b2d-4ecb-a241-bac6e937094c>





Discussion

What is your top takeaway from this video?



A Content Delivery take-away card will be available to download at the end of the presentation.

THANKS!

Key Insights

- Ecommerce is growing, fast
- AI is growing, fast
- AI will change Ecommerce

Key Focuses



1. UNDERSTAND
YOUR
AUDIENCE



2. ENHANCE YOUR
CUSTOMER
EXPERIENCE



3. PRODUCE
ENGAGING
CONTENT

Key Action

Scan here for your takeaway cards. Share your knowledge.



Key Suggestion

What does AI know about your business?
Perhaps ask Gemini, ChatGPT, CoPilot.

How does your business hold up against the competition?