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The Heuristic Highway

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Objectives

Demonstrate the "human truths" of the modern purchase journey

Understand the role of brands and different media platforms

What this means for reimagining the path to purchase

The story of the deck

1

Today's customer journey is increasingly complex ('messy')

2

In this environment, consumers are surviving, not thriving

3

Emerging tech, product, and channel developments have the potential to make the shopper journey shorter and more direct

4


Shorter, more direct journeys must be underpinned by trust

The future shopper journey will be a heuristic highway – powered by trust

1. Where are we?

The mainstream shopper journey

Today's mainstream shopper journeys being increasingly complex



Streamlined
Linear
One-way

Fragmented
Omni-channel
Multi-directional

Complexity leaves people feeling more anxious

Shoppers are surviving not thriving



ANXIETY TRIGGERS

More options than you can possibly (humanly) manage

The internet is essentially infinite...
...but our ability to choose is finite
(*Finite time, mental capacity, etc.*)
leaving a sense of lingering unease



Two human strategies to deal with choice and decision making

1

Looking for the
“perfect choice”

Maximisation mindset

2

Looking for the
“good enough choice”

Satisficing mindset

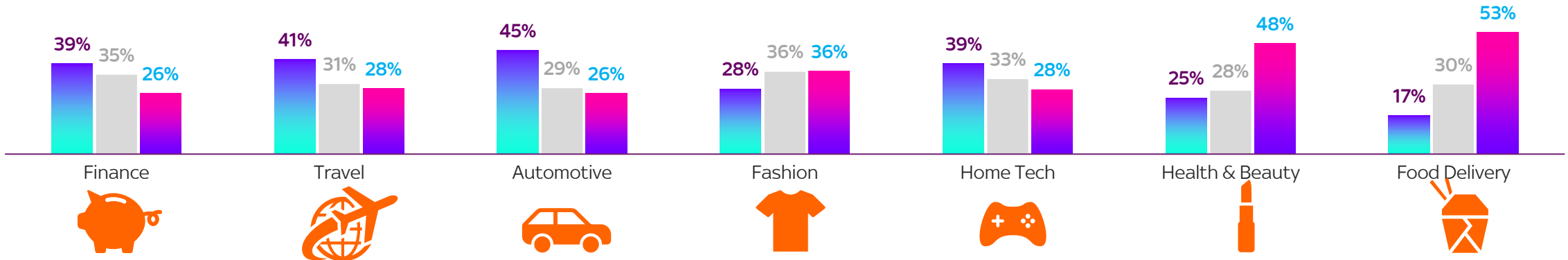
Two human strategies to deal with choice and decision making



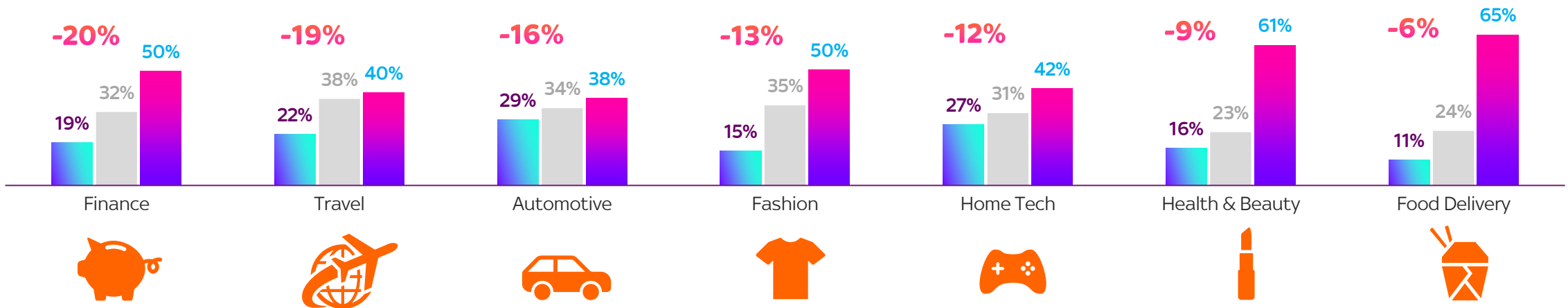
In a time poor world, consumers are *open* to time saving shortcuts

Time and effort spent on last purchase journey

■ A lot of time and effort
■ Some time and effort
■ Little time and effort



Time and effort would ideally spend



M2. Thinking about your most recent shopping journey, how much time and effort did the whole process take?

M3. How much time and effort would you ideally like it to take?

Base: N=500+ per product category

Satisficing and Maximising are coping mechanisms.

In an ideal world, all shoppers want a shortcut they can trust. A shortcut that saves time and effort.

A shortcut that feels safe and reassuring.

2. Where are we going?

The emerging shopper journey

The Good News: help is on the way...

Emerging trends, tech, channel and product developments are creating new & better shopping shortcuts (heuristics)

We discovered 4x key heuristics shaping the emerging journey



The emerging journey is shorter and more direct



Distance from desire to action to fulfilment is reducing

MAKING THE JOURNEY SHORTER



The time is indeed reducing from wish to reality, with people's patience disappearing fast. We live in a very much I want everything now/yesterday society"



Content providing an immediate, direct link to the purchase

MAKING THE JOURNEY MORE DIRECT



Recently when we were watching [a TV series], my wife really liked an outfit one of the ladies was wearing. If we were able to find out where it was from there and then, then I may have bought it for my wife because she really liked it"

The emerging journey has less risk and less commitment



Tech-enabled virtual ownership significantly increases peace of mind (confidence) and gives shoppers the sense that they own a product before they buy it (endowment effect)

MAKING THE JOURNEY LESS RISKY



"I think it would reduce the time to decide as if a decision is low risk you are going to spend less time making up your mind"



Allows greater experimentation and adaptability (especially as tech evolves, e.g. electric vehicles, etc.)

MAKING THE JOURNEY LESS COMMITTED



"Subscriptions give you that flexibility. As an example if you buy an EV car with a max range of 250 miles and then within two years this is 400 miles you will want to change"

Emerging tech, product, and channel developments are creating new & better shopping shortcuts (heuristics)

The new journey is: Shorter, More direct, with less risk and less commitment

3. The importance of trust

HIDDEN COSTS

INFLUENCERS ARE
COMPROMISED

When it
comes to trust,
shoppers have
reason to be
on-guard

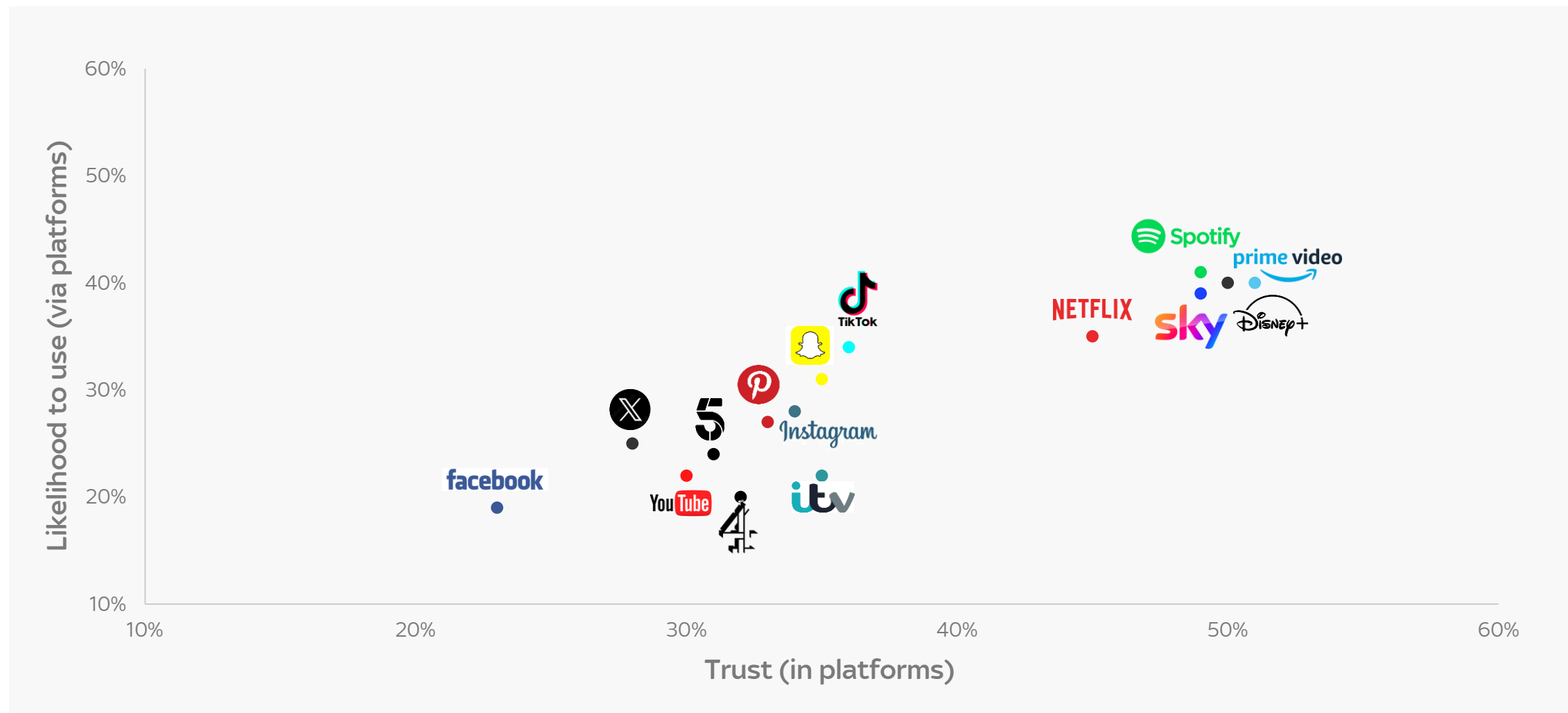
ONLINE-ONLY CAN BE
NEW TERRITORY

NEW, UNPROVEN BRANDS

So where do
consumers
turn for trust?



Some media environments are more trusted than others



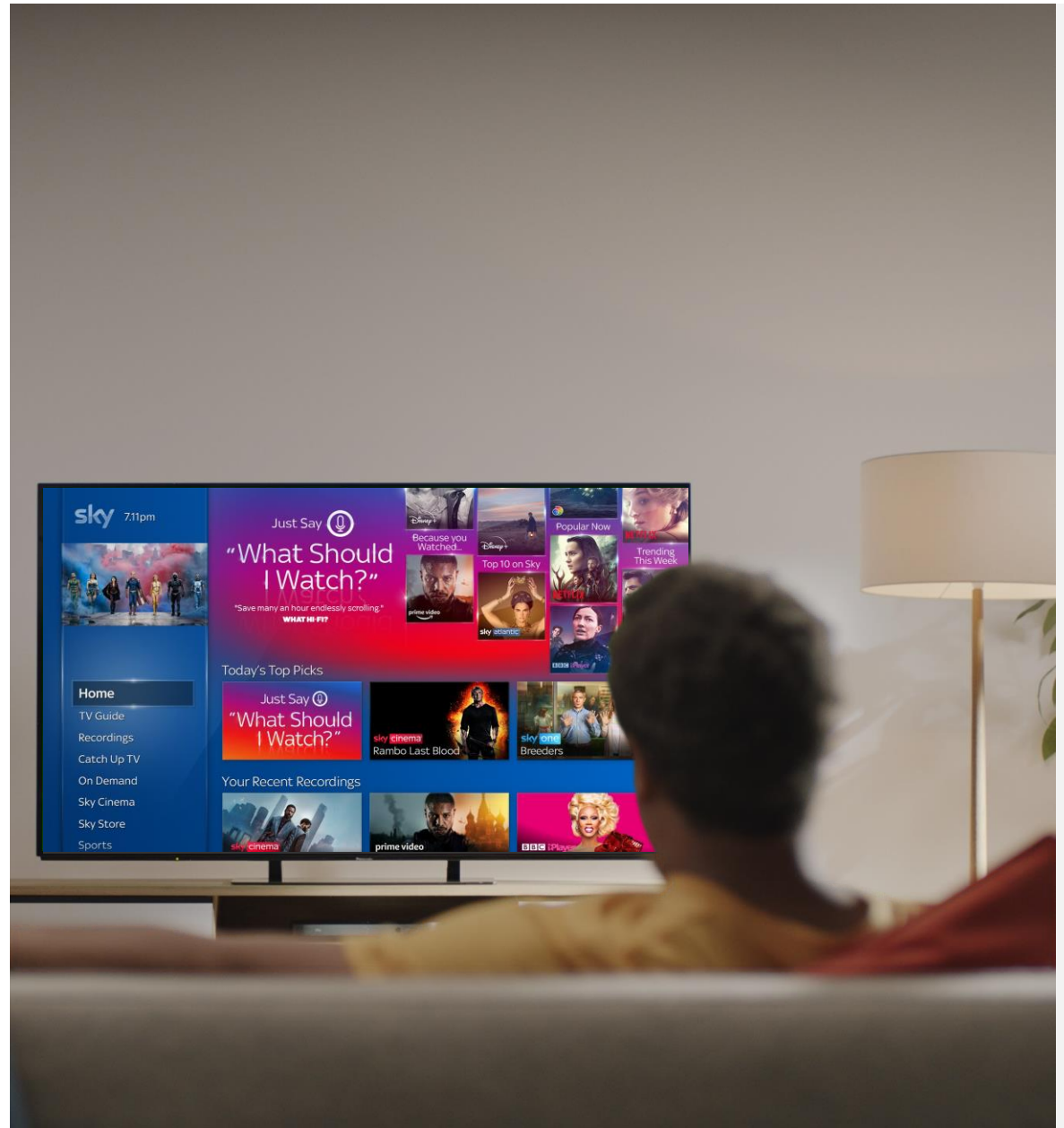
B6b. Regardless of how likely you would be to use a service like this, how trustworthy would you find this process if it was enabled / facilitated by the following platforms?

B6c. How likely do you think you are to consider using [process] when buying [category] (again), at some point in the future, if it was enabled / facilitated by the following platforms?

Base: all who have / use the specific platform: Netflix (1478), Amazon Prime Video (1958), Disney+ (1362), Spotify (843), Sky (1055), ITV (1449), Channel 4 (2941), C5 (2941), Facebook (1444), TikTok (1359), YouTube (1444), Instagram (1410), Snapchat (1264), Pinterest (1357), Twitter (1429)

Shopping shortcuts (heuristics) must be underpinned by trust

Some media brands are more trusted than others. Sky has the trust, experience and touchpoint capability to credibly deliver shorter, more direct journeys.



Commercial Impact

Implications

1

**Advertising
propositions**

2

**Sky Media Planning
Team**

3

Ad sales team

4

**Product
management team**

**Sparked cross-team
discussion about
purchase behaviours**



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Thank You