

Finding your customer in a hybrid world

Dr. Thomas Robinson &
Dr. Sarah Seyr

Business

March 23, 2023

FH Zentralschweiz



Hybrid?



MULE



PUMAPARD



LIGER

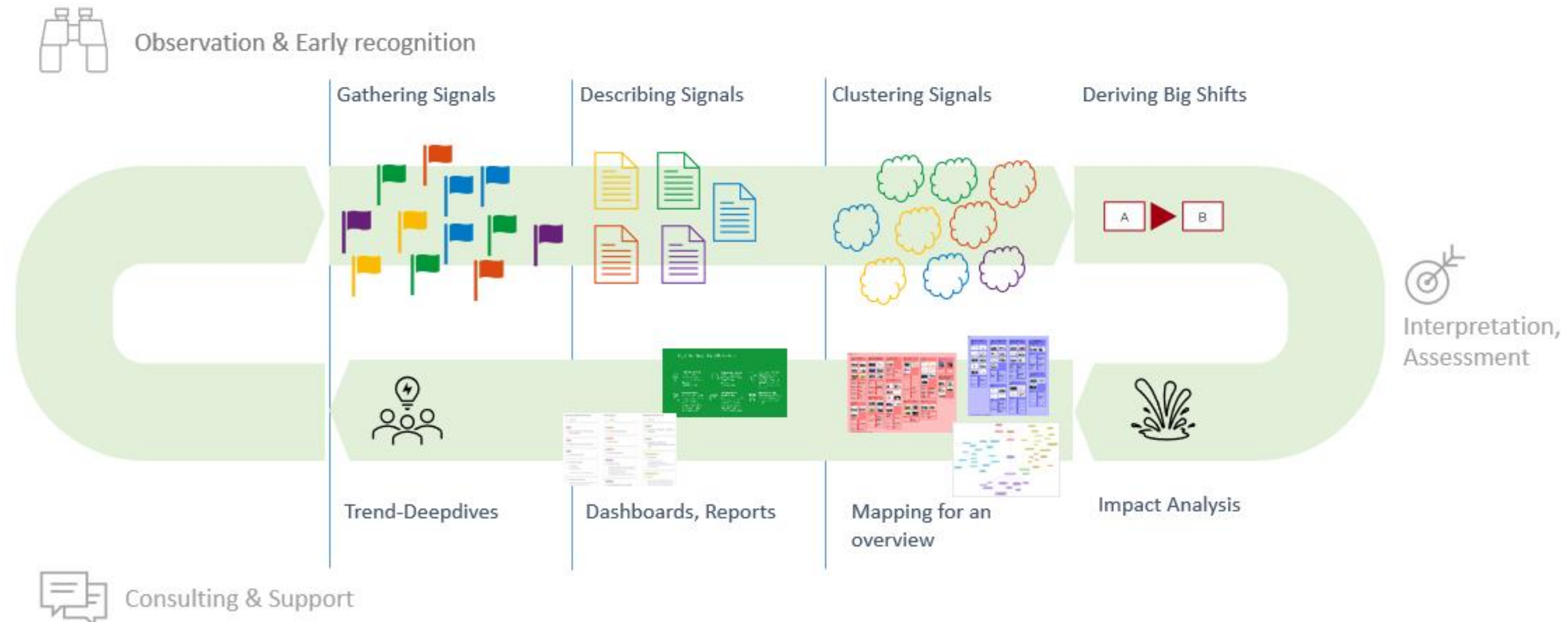
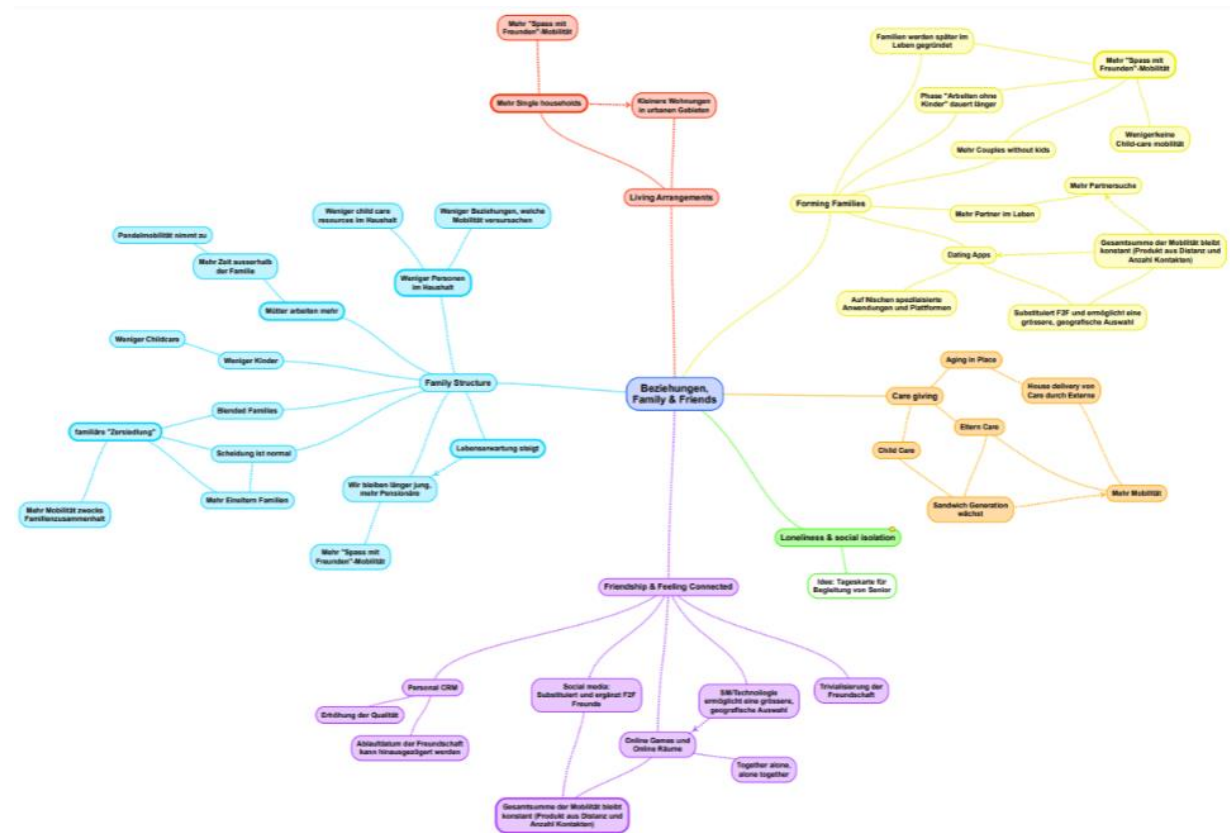
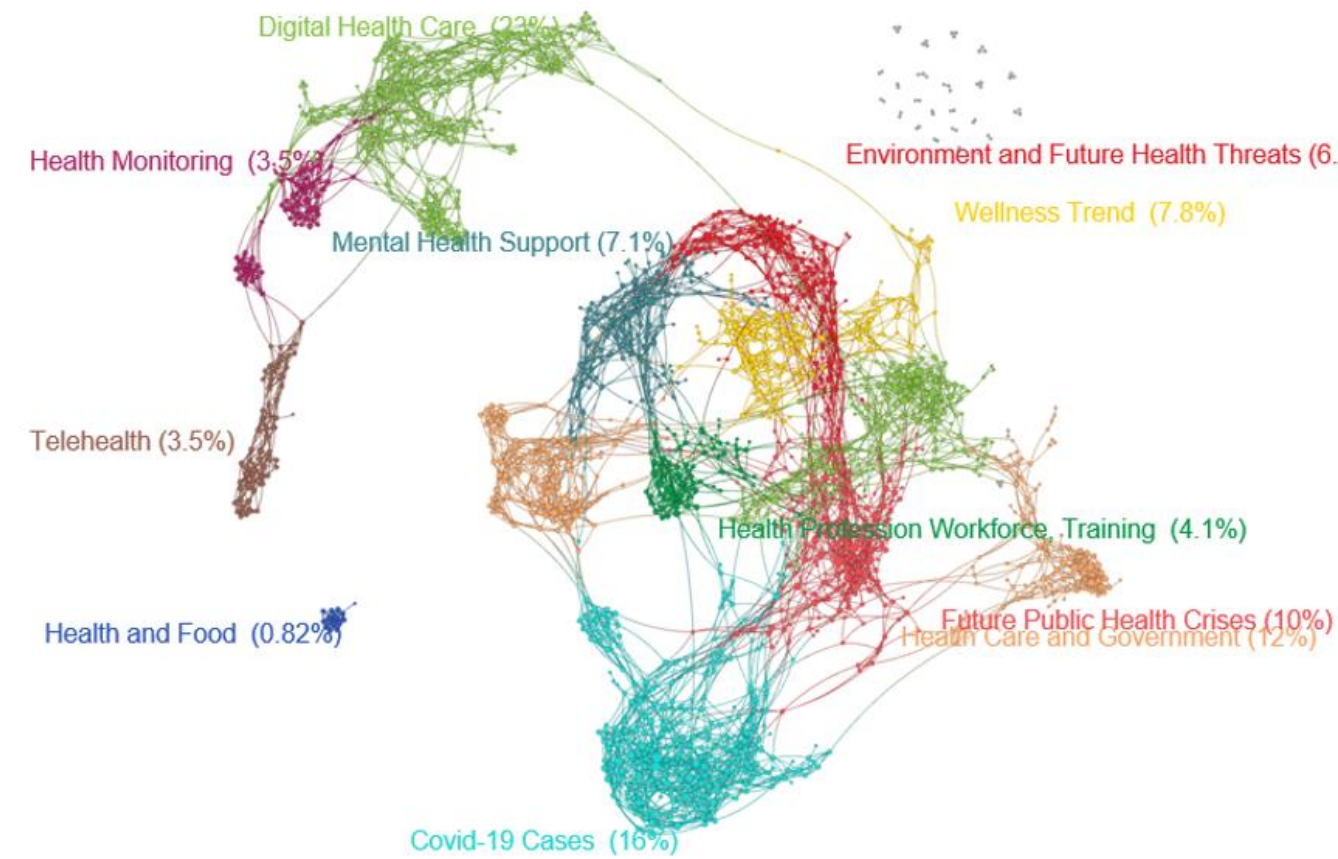


GEEP

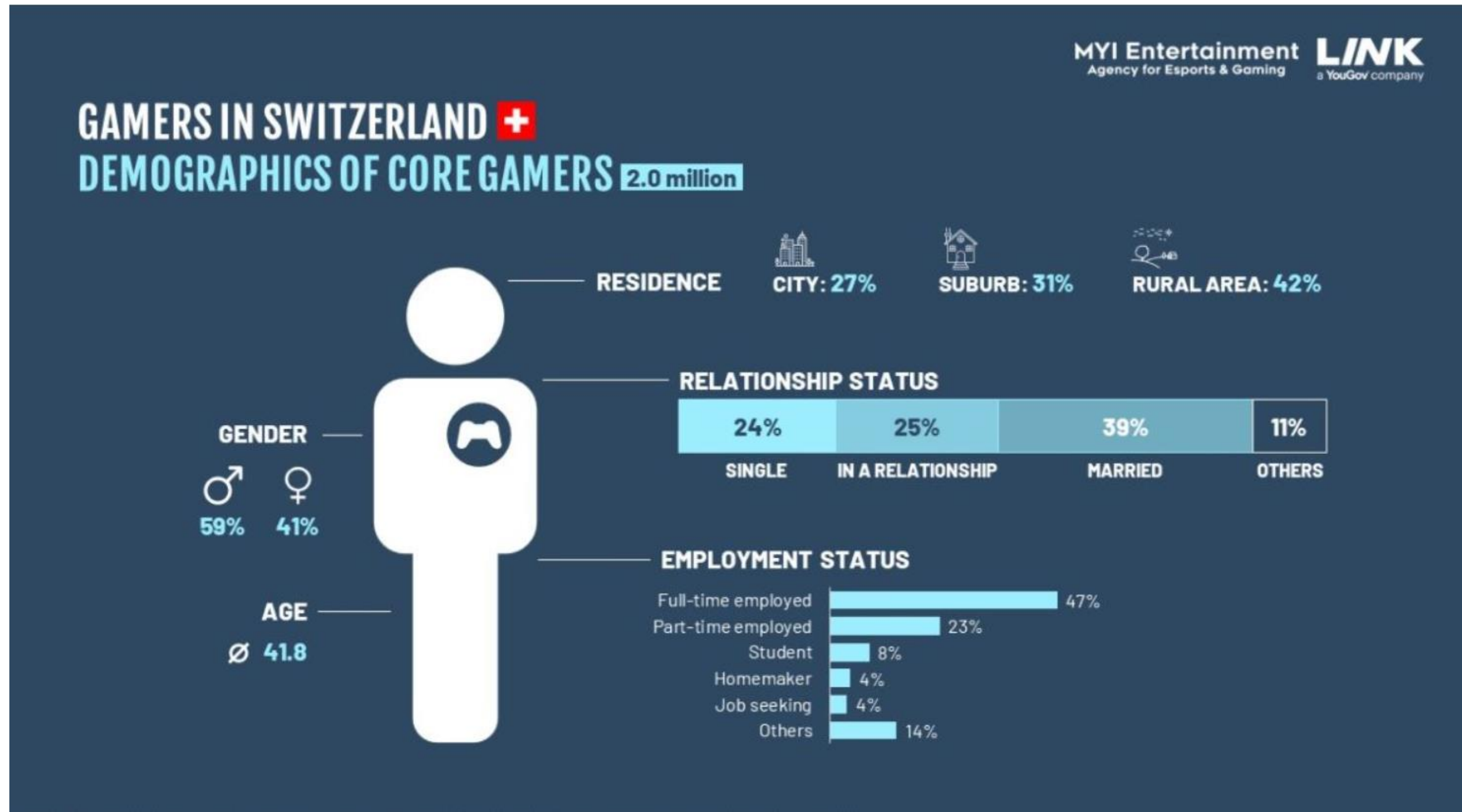
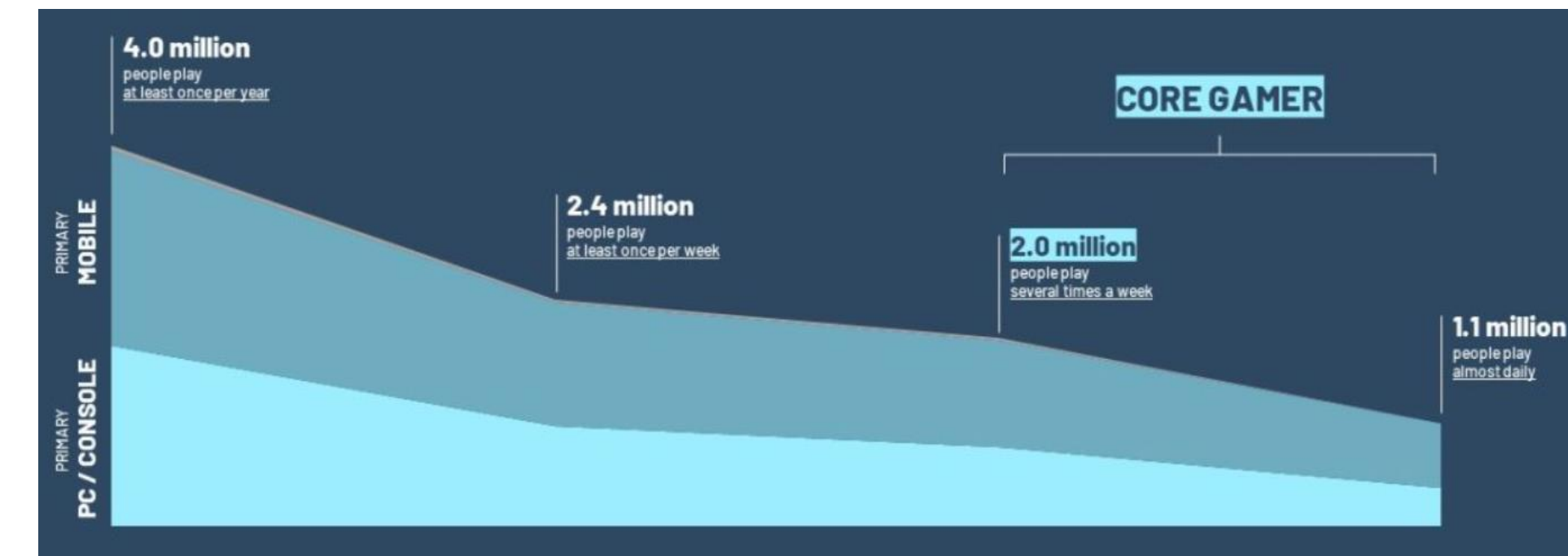
Swiss Center for Customer and Market Intelligence @HSLU IKM

Anticipating changes in markets and consumers

Identifying strong signals within key areas of consumer need

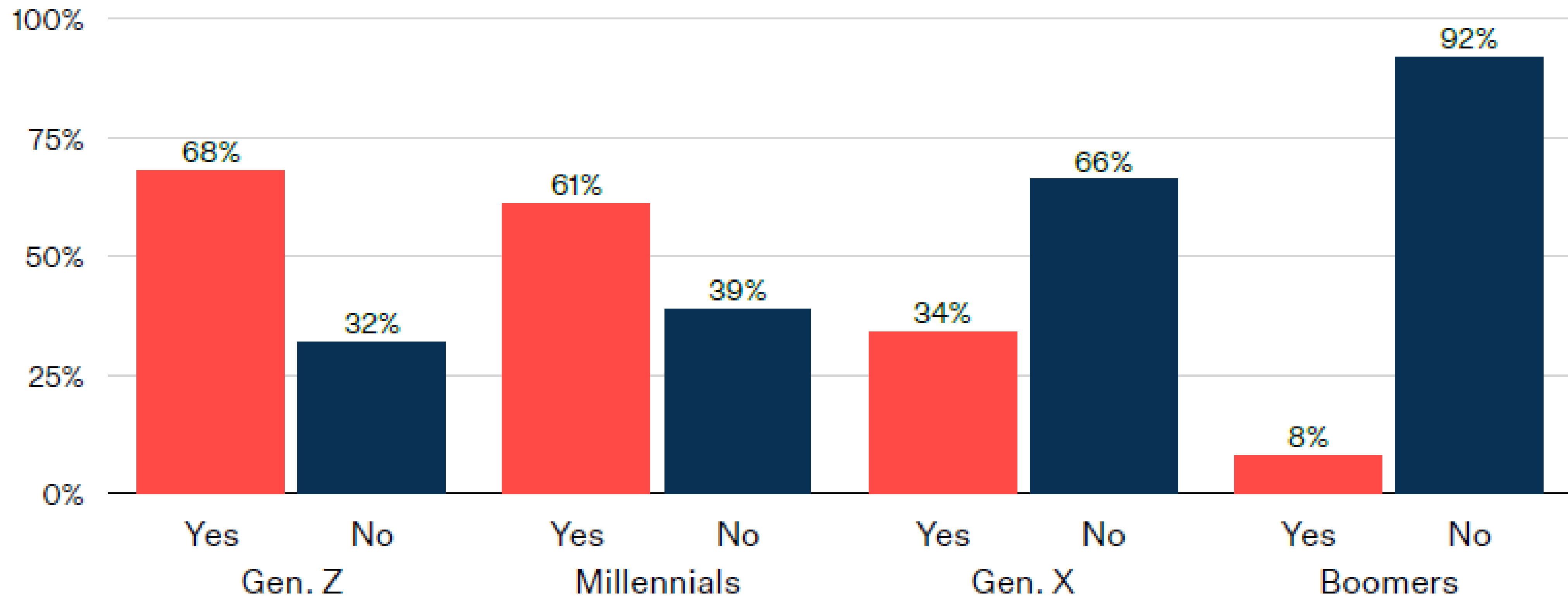


Gaming Nation Schweiz



Most Gen. Z and Millennials consider themselves a 'gamer' (US)

Percentage of responses by generation: Do you consider yourself a gamer?

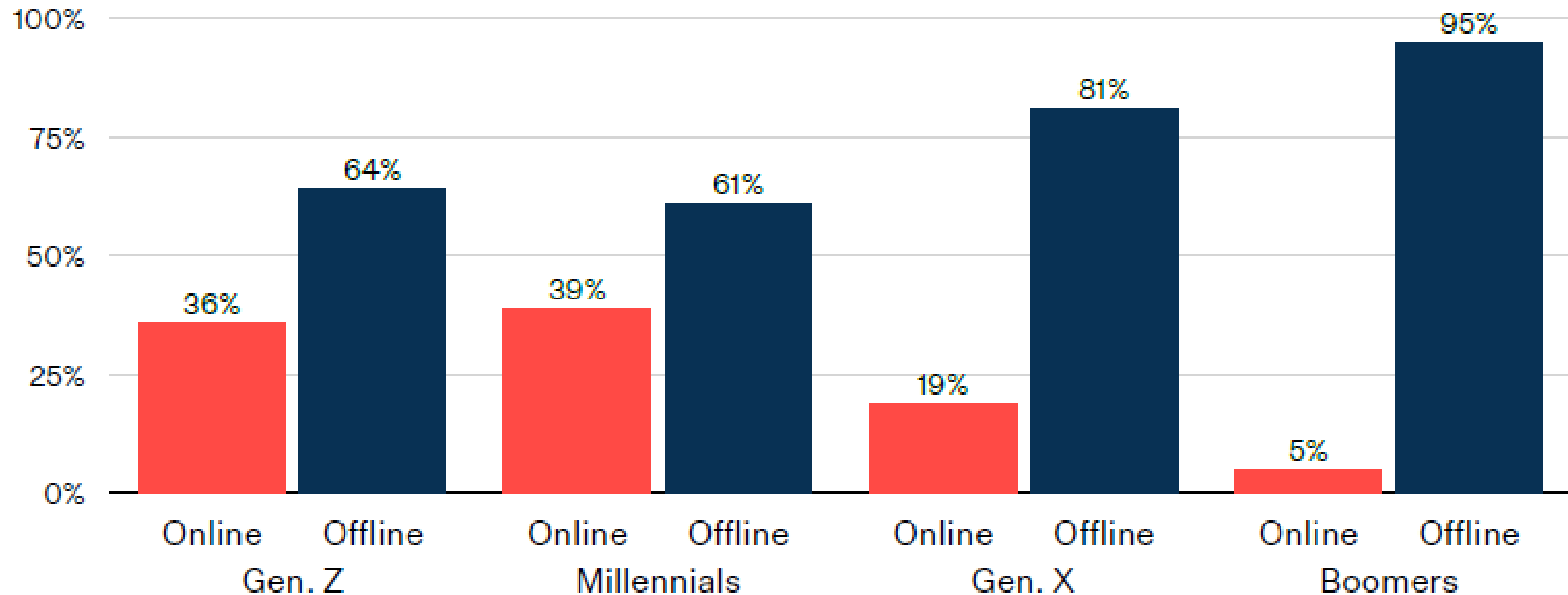


Fortnite's Rift Tour concert series



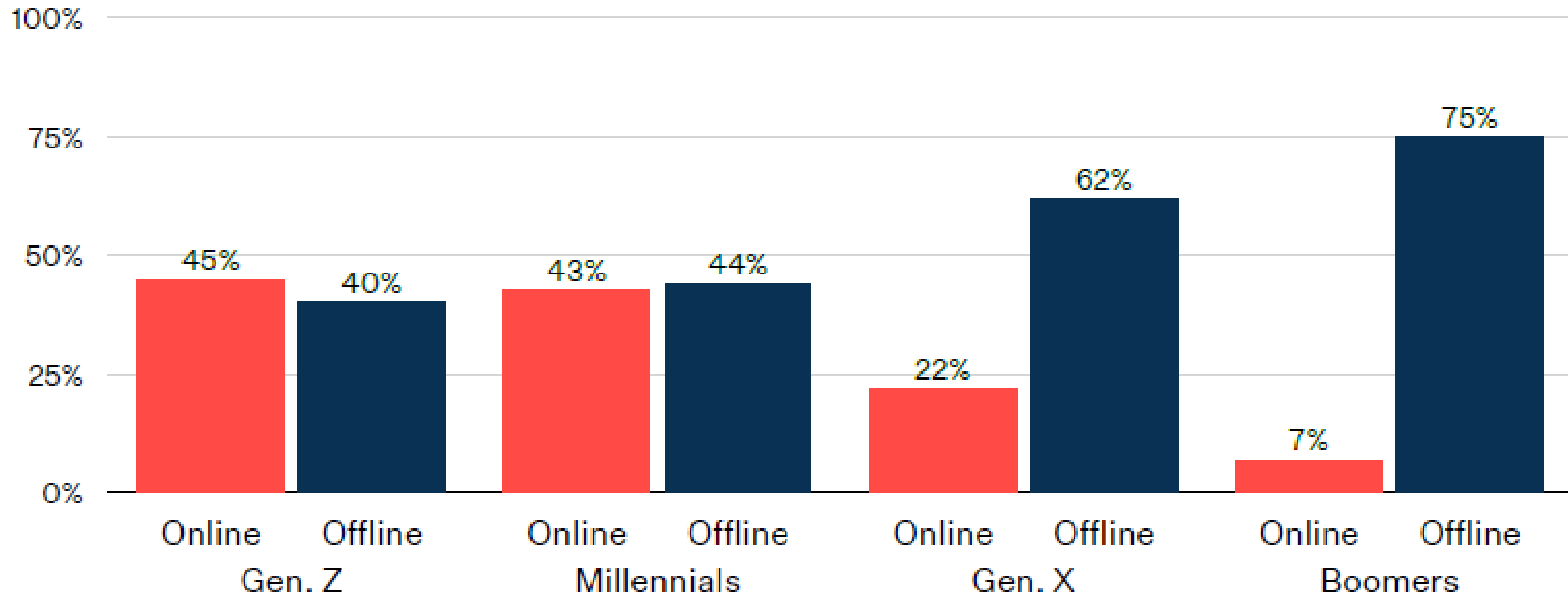
People still mostly meet their closest friends offline — but that’s changing

Percentage of responses by generation: Where did you meet your closest friends?



Gen. Z consumers (US) say they feel more like themselves 'online' than 'offline'

Percentage of responses by generation: Where do you feel most like yourself?



Ralph Lauren opens its first store in the virtual world

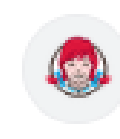


Ralph Lauren – digital collection with Fortnite



Wendy's – Home of fresh, never frozen beef since 1969



 Wendy's
<https://www.wendys.com> ⋮

Wendy's® | Home of Fresh, Never Frozen Beef Since 1969

\$1 for an Elite Eat · **Hamburgers** · Chicken, Nuggets & More · Fresh-Made Salads · Fries & Sides · Beverages · Frosty® · Bakery · **Wendy's Kids' Meal®**.

Super Wendy's World – Minecraft

The screenshot shows a YouTube video player interface. The video content is a Minecraft game where a player is interacting with a large structure made of blue ice blocks. In the bottom-left corner, there is a red overlay for a Wendy's promotion, featuring a Wendy's cup, a chicken nugget bucket, and a sign that says '\$4.99 4 for \$4'. The video player includes a play button, a progress bar, and a timestamp of 01:03. The chat on the right side of the player shows a list of user comments, including 'COME BACK!', 'I vote Roa\$t_mil', 'NO', '@bigboomerstatus good choice', '@patate_calice I am as well', 'Sorry for your loss, then', 'Still have a stock left o.o', 'Everyone ok till someone drops the nuggs', 'BOOOOOO', 'or not', 'oh gosh no pls win 3meals', '3MEALSADAY FTW!', 'GO ROAST MILL', 'Chicken nuggets', '@lonstar6624 I am as well', 'bot sigana ROaSr', 'GO ROAST MILL', 'This tune of', and 'ROAST MILLIIIIII'. The video player also shows the 'vimeo' logo in the bottom right corner.

Super Wendy's World – Fortnite



MOST WATCHED GAMES ON TWITCH

Ranked by average concurrent viewers for the last 7 days, March 2023

- UNIFIED RATING
- VIEWERS**
- CHANNELS
- HOURS WATCHED
- LIVE
- PEAK VIEWERS
- PEAK CHANNELS
- GAMES TO STREAM
- MORE GAMES STATISTICS

RANK	STREAMER	FOLLOWERS	GAMES PLAYED	COUNTRY
1st	Tyler "Ninja" Blevins	18.5 million	Fortnite, Apex Legends, Valorant, League of Legends, variety games	United States
2nd	Raul "auronplay" Alvarez	14.7 million	Minecraft, variety games	Spain
3rd	Ruben "Rubius" Doblas	13.5 million	Minecraft, Grand Theft Auto V, Among Us, variety games	Spain
4th	Ibai "Ibai" Llanos	12.5 million	Variety games, just chatting, events	Spain
5th	Felix "xQc" Lengyel	11.6 million	Grand Theft Auto V, variety games, just	Canada

RANK	GAME	VIEWERS	CHANGE	GLOBAL SHARE
#1	Just Chatting	371K	▲ 3.2% change	
#2	League of Legends	176K	▲ 6.4% change	
#3	Grand Theft Auto V	171K	▲ 21.7% change	
#4	VALORANT	113K	▼ 7.4% change	4.603% global share
#5	Diablo IV	112K	▲ 12.4K% change	4.604% global share
#6	Counter-Strike: Global Offensive	95.0K	▲ 28.5% change	3.913% global share

Wo finden Sie uns?

WBK Data-driven Content Marketing

Bessere Entscheide treffen mit KPI-Frameworks, Daten und Insights

Start 28.04.2023

WBK Transformation Process in Marketing

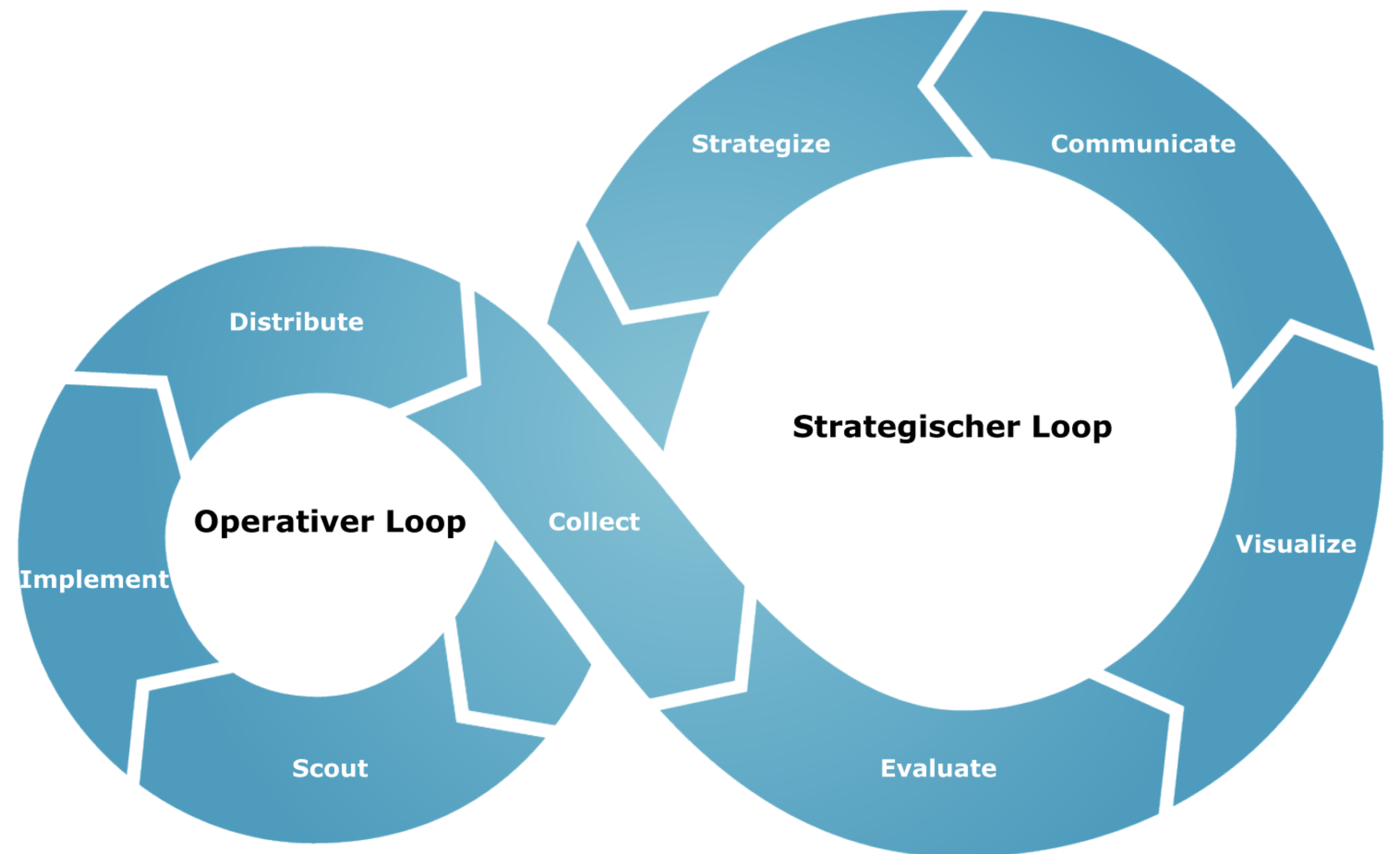
Digitalen Wandel im Marketing und in der Kommunikation begleiten

Start 05.05.2023

WBK Growth Funnels

Passende Strategien finden, um als Unternehmen schnell und umfangreich zu wachsen.

Start 09.06.2023



Vielen Dank!

Lucerne School of Business

Institute of Communication and Marketing IKM

Dr. Sarah Seyr

Lecturer

sarah.seyr@hslu.ch

Dr. Thomas Robinson

Lecturer

thomas.robinson@hslu.ch