

SELECTIONNIST

Bridging the gap between offline content & online experience

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A proprietary B2C mobile app that makes print digital

Fashion and especially luxury players historically have been very cautious about employing digital and e-commerce. But this attitude has changed profoundly in the past 10 years with the rise of texting, Instagramming, Facebooking and YouTubing.

The fashion industry has been transformed, forcing luxury brands to re-think their on- & offline business models.

Consumers today have increasingly high expectations for what they want in a shopping experience – in fact, they demand a seamless, digitally enabled, multi-channel experience.

But while online sales numbers show that luxury brands are overcoming their fear of digital, they are unfortunately not yet ready to deliver the streamlined service consumers expect.



THE CONSUMER'S JOURNEY

DECISION MAKING JOURNEY OF LUXURY CONSUMERS

To understand the transformative affect of digital technologies on fashion consumer's behaviors, we must look at what actually happens before a consumer decides to make a purchase. These critical points of contact, or touchpoints, define not just their purchasing decision, but their overall shopping experience. The key to leveraging this insight lies in understanding the increasing number of touchpoints, both online and offline, that create the fashion & luxury shopper's experience.

In fashion & luxury the initial consideration phase is of particular importance.

If you analyze the decision-making journey of luxury consumers across 21 different touchpoints – 11 are offline (such as print media or store visits) and 10 online (such as search, social media and the online brand store).

For instance, research shows that 42% of the computers purchased in the U.S. were part of the consumers' initial consideration set when the purchase was actually made, compared to the 76 % of luxury goods. One reason : buying a luxury item is often a high involvement endeavor ; therefore, it's not surprising that luxury buyers have long and complex decision journeys.

Thus, luxury players should leverage every possible touchpoint the consumer makes with the brand in order to increase the relationship with the consumer. **Again, a lot has been done online but very little offline especially on the print media.**

Luxury brands must bridge the gap between print and digital in order to be available whenever and wherever their customers want to have access to them.

But how can brands successfully manage this omnipresence without diluting their exclusive appeal ? One of the answers lies in creating a direct link between the exclusive luxury offline experience and the ubiquitous and efficient purchasing power of online sales.

With our mobile B2C app, we are merging on- and off line into one comprehensive conversation that brings brands and consumers closer together.



THE DIGITAL TRANSFORMATION OF PRINT

PRINT JUST GOT DIGITAL

Print is one of the last media still not transformed by the digital & tech revolution. The digitization of the big names of magazines & newspapers is to « replicate, » rather than to « recreate. » And the importance of these Internet supplements is actually very small. On average, the 30 French best-selling digital replica editions account for just 4% of total subscriptions.

At Selectionnist, we strongly believe that digital does not replace print ; it enriches print.

Our work at building a closer conversation with the consumer therefore starts with the printed media – building an ecosystem of media & technologies which initially achieves two objectives :

- 1 *Connecting print readers with the world's largest brands*
- 2 *Allowing brands to engage with readers and consumers in a more efficient way.*

Since launching our mobile app in November of 2015, Selectionnist has linked the 30+ top French magazines such as ELLE, Marie Claire and Madame Figaro and has been working with leading brands such as l'Oreal with Lancome, LVMH with Guerlain, Richemont with Piaget.

We are bridging the gap between the offline and **online experience.**



WHY MOBILE ?

That this is achieved with a mobile app is important : nearly all fashion and luxury buyers have at least one smartphone – globally, the figure is 95% and in most industrial countries, 100 %.

Mobile is the best way to connect print :

100 000

pictures are taken every seconds – the simple fact of taking a picture via Selectionnist is easy to understand / simple.

ABOUT SELECTIONNIST

key numbers

1 million flash

1st on appleStore

300 000 downloads

+20-50% new users/month

50% users repeat 10x and +/month



WHAT IT IS

THE NUTS & BOLTS

consumers

Selectionnist is a mobile application that enables consumers to locate and potentially purchase a product they spot in a magazine just by snapping a picture of it. Our unique image recognition technology then matches that picture with online content, continually updated on our data base by the brands themselves. In order to access this information, consumers must create a simple, free account and password, which tracks their online interactions with Selectionnist.

brands

Using **spotted** our SaaS analytics, brands can see in real-time how readers interact with their editorial & advertising in print magazines. Our SaaS analytics provides precise data on how readers are engaging with the brands they find in the print edition of their choice. It provides key information such as: which product is the most flashed, in which magazine the advertising most engages readers etc...

HOW IT WORKS ?

flash & explore

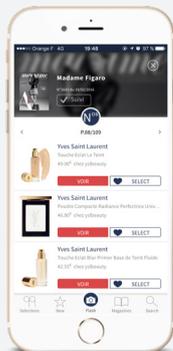
Romane Smith is reading Vogue magazine at her home. She reads an article in a magazine about an amazing dress where it's been featured editorially : she really wants it.

How to wear and care for it ?

- 1 Romane takes a picture of the dress with her smartphone via the mobile application Selectionnist
- 2 In less than 1 second, information appears : 360-degree photos of the dress, information on sizing, price, and where and how to buy it.



FLASH IT



FIND IT



BUY IT

The goal of Selectionnist is not to turn every magazines into a catalogue, but to increase the opportunity for brands to more closely engage and retain their customer base. Therefore brands using Selectionnist decide the content associated with their product.

It can be :

- A store-locator – to find the nearest store that has that dress
- A tutorial on how to wear it
- A link to share it with my friends on social media

By adding this online layer to printed images, print just went digital !



MONEY MONEY MONEY

THE BUSINESS MODEL

There are three main actors: brands themselves, publishers of print magazines, and the Selectionnist team of some 15 people based in France.

Brands pay for and receive from Selectionnist access to a proprietary software named SPOTTED that allows them to track real-time consumers interaction with their products featured in print magazines, in advertising or editorial and analyze the engagement.

They can then choose how to engage the consumer who has shown interest –for example, through follow up emails containing special offers of similar products in which the data indicates the consumer may be interested.

Publishers are non-paying partners who send to Selectionnist their magazines in advance of publication to be completely digitized and made accessible to customers who flash the magazine with the Selectionnist mobile app. Publishers also have access to SPOTTED where they can see in real-time how customers react to their editorial and advertising features. To-date, 30 magazines are partners, including the French editions of Glamour, Madame Figaro, and Elle.

MORE THAN **30** PRESS PARTNERS

PRESS PARTNERS

ELLE GLAMOUR GRAZIA

JALOUSE L'OFFICIEL *madame*
FIGARO

marie claire Parents VOGUE

B I B A COSMOPOLITAN *STYLIST*
MAGAZINE

...

SOME NUMBERS

PRESS MEDIA INVESTMENT IN 2014

FRANCE

total press
\$ **2,6** Billion

magazine

\$ **1** Billion

INTERNATIONAL

total press
\$ **69,1** Billion

magazine

\$ **22,3** Billion

BRANDS INVESTMENT IN PRINT MEDIA
in france

LVMH

185 millions/years

L'ORÉAL
PARIS

77 millions/years



BUSINESS MODEL

SaaS - SPOTTED

Analytic tools for brands



2 COLLECT DATA



Free app for users with useful content



1 CONNEXION



Editorial & Ads

3 CONVERSION



THREE RECURRING STEPS

1

CONNEXION

Selectionnist connects brands & consumers through flashable campaigns

2

COLLECT DATA

We collect & analyze data on print media & provide efficiency analysis

3

CONVERSION

Retargeting - Targeted Mobile Campaigns

CONCLUSION

The biggest challenge in this market is to be the #1 app that people think of when they want something or more info offline.

Magazines are the only offline content that consumers have in their hands nearly every week.

By tapping shopper's desire to shop when they read a fashion or luxury magazine, Selectionnist has a good chance of becoming the app consumers then use to flash a billboard or a catalogue. Selectionnist can become the reflex for connected images.

The same ELLE & Glamour are available everywhere in the world. With global brands – and global magazines - Selectionnist has the ability to reach a global market, while also being able to tap into the local buyers' market.

You may think about Shazam when you hear a song and want to learn more about it or buy it ... You will think about Selectionnist when you see an image and want more information .

By adding this online layer to printed images, print just went digital. And the link between the offline and online experience has been created.