

# FOCUS ON THE NOW

SEPTEMBER 2018 |



## LIGHTS CAMERA DISRUPTION



### An Idea Timed Perfectly

Blockbuster was an American-based offering home movies and video game rental services through various channels such as video rental shops, DVD-by-mail, streaming, video on demand, and cinema theater.

For a long time, Blockbuster reigned supreme and seemed infallible - until Netflix came along. Despite being small at the time, Netflix proved to be a highly disruptive innovation. In hindsight, Blockbuster could have avoided the fate of bankruptcy by taking a closer look at their then "As Is" business model and identified ways to improve their competitive advantage. This could have sparked ideas like collaborating with Netflix or innovate to create value for its consumers.

Blockbuster is not the only casualty to fall in the face of disruptive innovation. The fast pace of innovation and resulting disruption simultaneously accelerates and impacts markets, companies, businesses, and talents at a frequency never before seen. No company is immune to it. Have you thought about how to avoid your own "Blockbuster Moment"?

As new technologies emerge every day, we have to recognise that our customer's journey has evolved. Going full speed into 2019, here are some things to keep in mind while developing your business resolutions: 1. How do we win the moments that matter? 2. Learn about our customer journey using data analytics 3. Stay abreast with the ever changing digital marketing landscape and understanding how they can help overcome complex business challenges. Many more actionable strategies are required to navigate in the challenging business environments of today and tomorrow.

### WHAT'S IN STORE NEXT YEAR



Certain trends will make a mark on businesses in 2019. Even though 2019 is a quarter away, it is crucial that we make ourselves aware and stay ahead of the game.

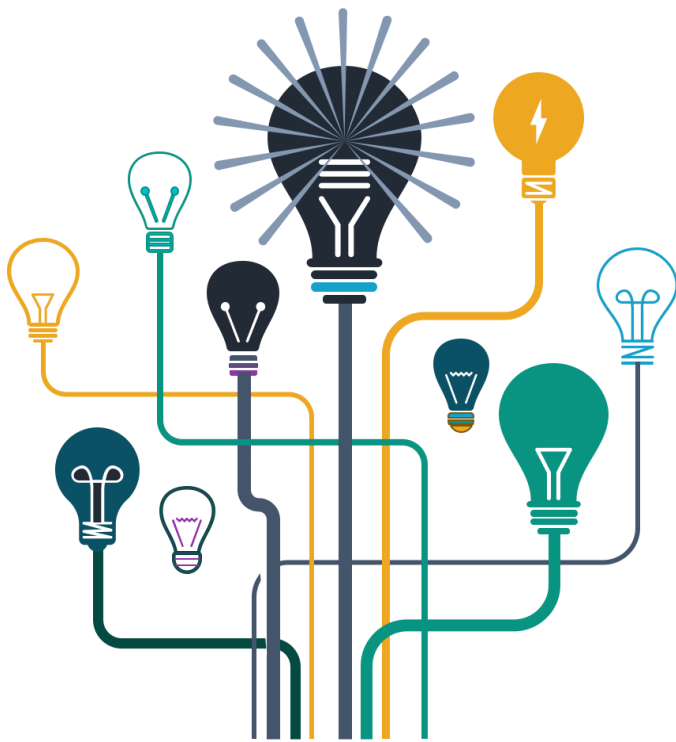
Some of these trends will be adopted at an increasing rate across the world include interconnected cloud (Public, Private, and Hybrid) for storage, networking, and managing workloads; increased investment in Artificial Intelligence & Blockchain.

The stability and price surge of bitcoin, Prominence of Video (mostly live) and chatbots, Integration of social media with other services, and lastly the stronger impact of GDPR Forces fuelled by rising data protection concerns by users and regulators.

### SOCIAL MEDIA TRENDS?



One million active users join various social media platforms everyday. Today, there are about 3.03 billion active social media users worldwide; out of which 1.3 billion are millennials. With millennials making up a large bulk of social media users, it is important to build up a presence and appeal to them. Looking ahead to 2019, social media marketing might remain an elusive concept as it is constantly evolving. Social media remains a myriad of ever-changing and evolving trends. How then do we stay relevant and attractive when targeting millennials? To pique and retain their interest, we need to place an emphasis on social listening, engage high impact influencers and empower our users through showcasing user-generated content. Sometimes, it's a matter of paying attention to the simplest things - ensuring that your content is mobile-friendly, genuine and interesting will inspire millennials to interact with your brand.



## WHY SHOULD YOU CARE?

The idea of too big to fail seems less relevant in today's scenario. According to a study, nearly 9 of every 10 Fortune 500 companies in 1955 are either gone, merged, or contracted. This demonstrates the force of creative disruption. No company is immune to these disruptive forces that constantly reform the way business is carried out. Industries that are in danger of disruption tend to be those where the gap in innovation between legacy enterprises and nimble startups has widened to a chasm. While large corporations are still struggling to answer the now years-old call for digital transformation; agile startups have moved far beyond – into the data-driven world of the Internet of Things, artificial intelligence, connected cars and more. Most executives fear digital disruption and categorize it as a primary threat. Is this keeping you awake at night?



## EMBRACING THE DIGITAL

Worldwide digital disruption is a trend which not only impacts CIO's and IT professionals but all businesses and functions. These trends will have an impact on everyone, beginning with the customer (omni-channel experience), the workforce, the internal operations and the leadership team.

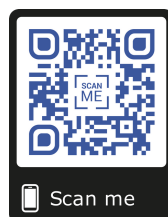
To be agile and digitally capable to survive in this environment, there is a need to embark on a digital transformation journey revolving around the change of mindsets and the way businesses are conducted. This evolution starts with the right investments in digital assets, the right partnership and the right leadership.

## ENGAGE WITH US TODAY!

If you're looking to transform and stay competitive, please feel free to find out how our marketing & sales transformation programs could help you.

For more information please go to: <https://www.vktransformation.com>. We would also like to learn about your vision and priorities over a cup of coffee, as well as explore how we can help you achieve your business growth ambition.

Sign up for our [coffee chat](#) here and [subscribe](#) to our monthly newsletter!



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