

# GETTING THE RIGHT VOICE FOR YOUR BRAND



**WAVEMAKER**  
MEDIA. CONTENT. TECHNOLOGY.

# THE POWER OF VOICE

Let me introduce you to Ralph...



# AUDI

More passive, ambient  
experience (radio/podcasts)



# VOIC

More action-based & interactive  
(Alexa/Google Assistant, Apple  
Siri)



# LONG TERM, THIS IS NOT ABOUT SMART SPEAKERS



# IT'S ABOUT VOICE AS THE ACCESS POINT TO ARTIFICIAL INTELLIGENC E



Google Assistant



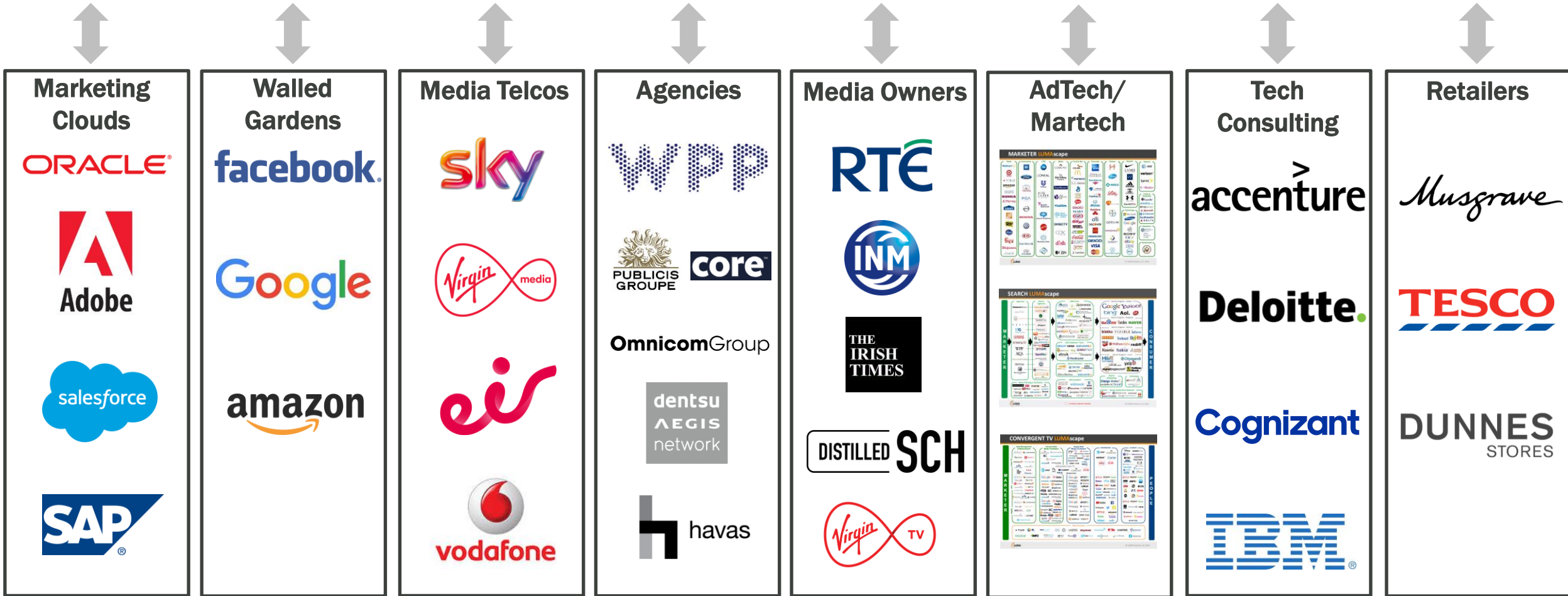
amazon alexa



HOUNDIFY

# BUT DO WE REALLY HAVE TIME FOR VOICE?

## MARKETERS



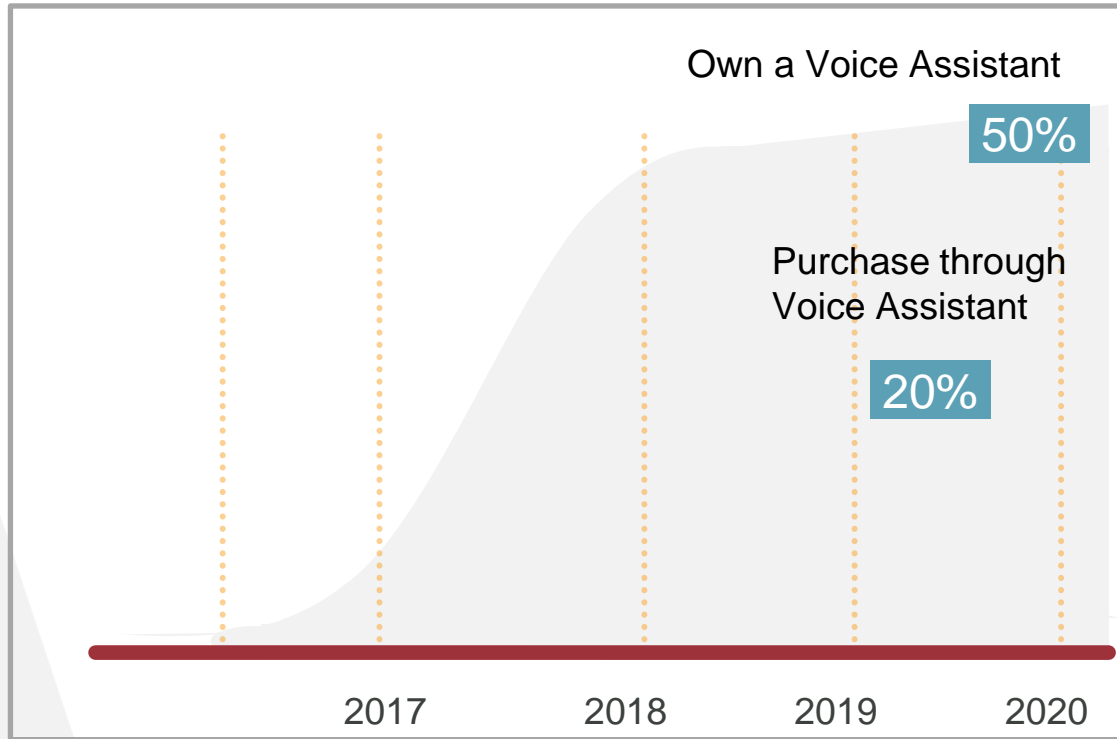


WE ARE ONLY AT THE  
START OF THE RACE

# THE GROWTH IN VOICE

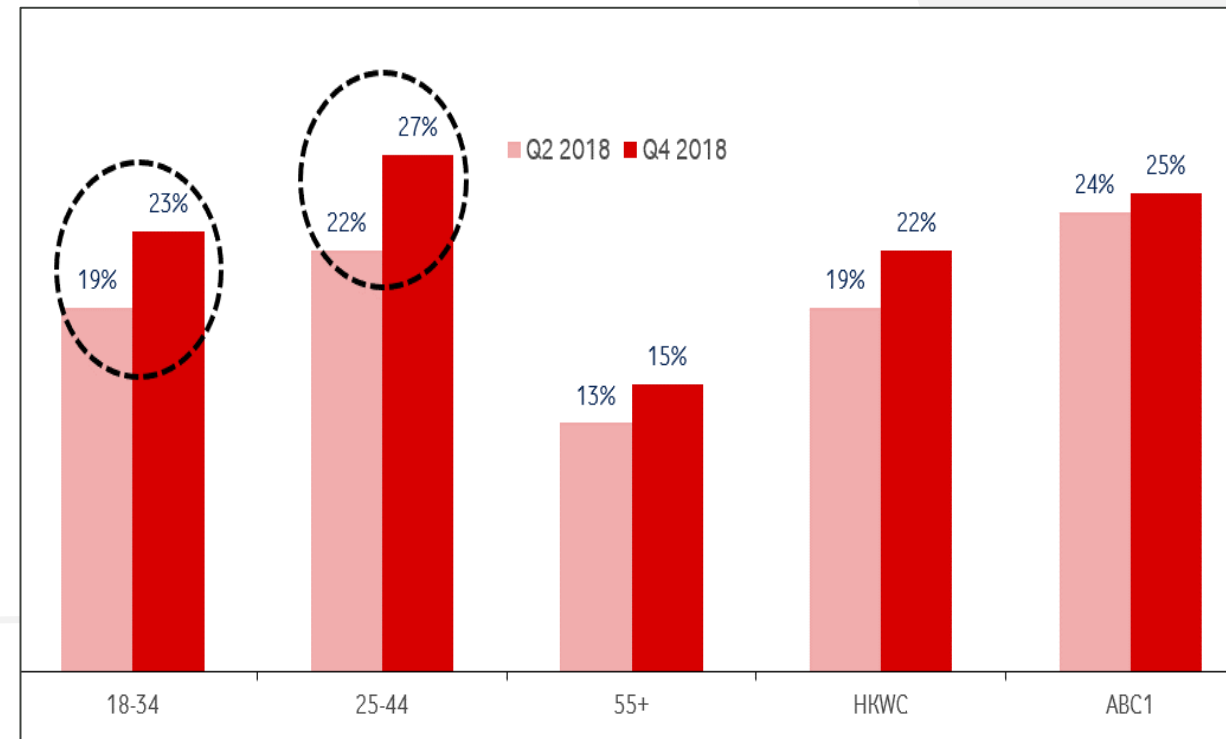
- WE ARE REACHING A TIPPING POINT OF MASS ADOPTION

## UK Predictions



Source: Wavemaker Voicemaker research June 18

## Ireland smart speaker ownership

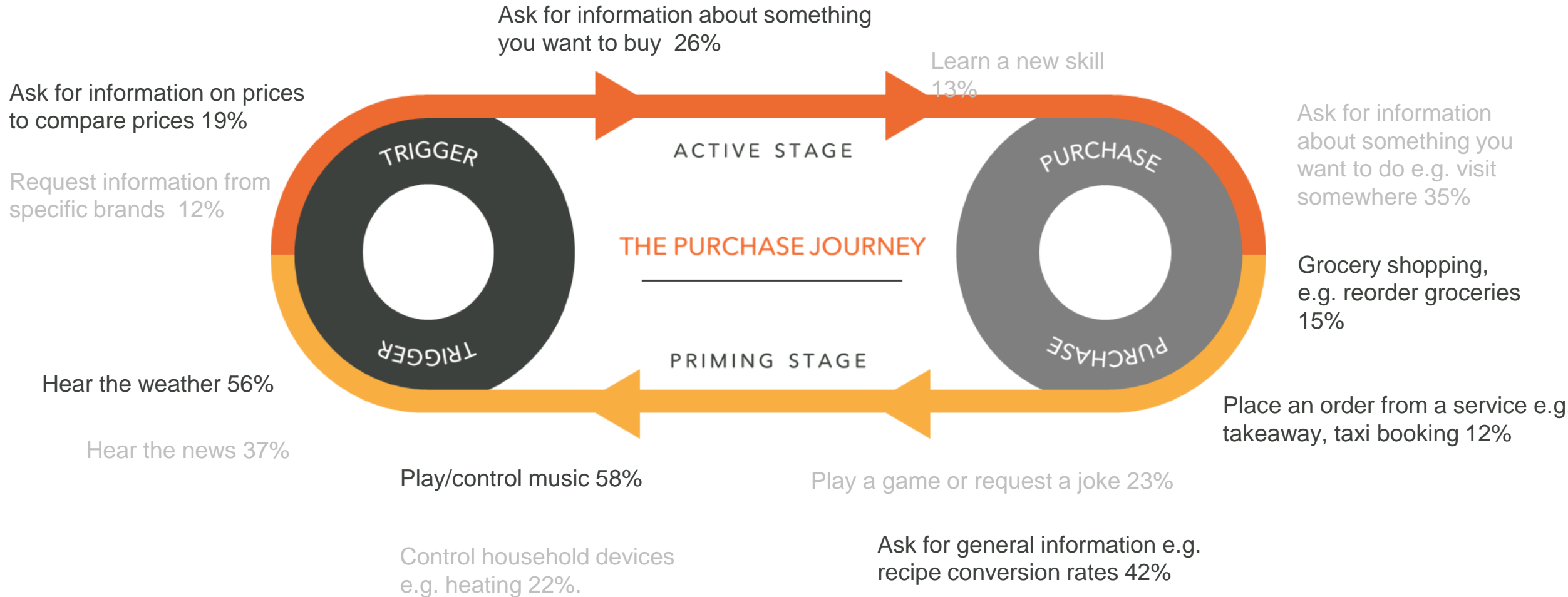


Source: GroupM Ireland Quarterly Tracker Q4 2018



# THE GROWTH IN VOICE

- CONVERSATIONAL COMMERCE ALREADY FEATURES THROUGH THE PURCHASE JOURNEY

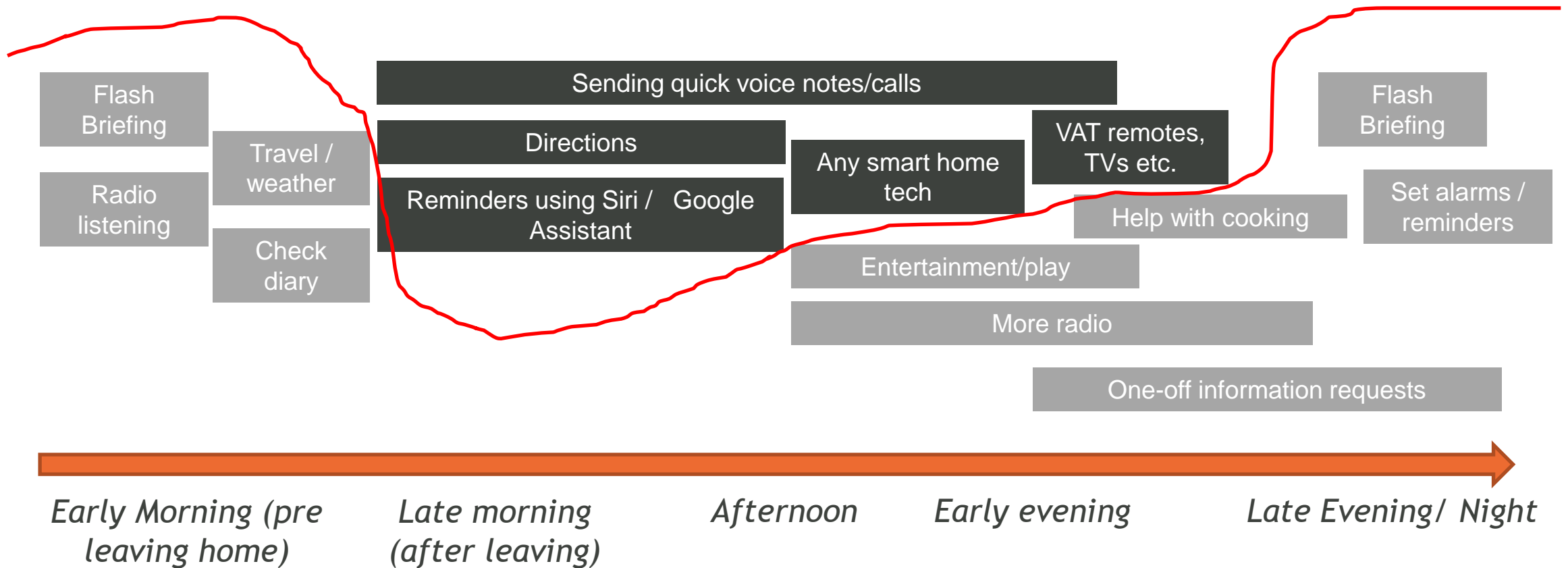


Source: Wavemaker Momentum/Voicemaker research June 18

# THE GROWTH IN VOICE

- VOICE IS USED ACROSS DEVICES AT EVERY TIME OF DAY

- = Smart speakers
- = Other voice driven devices



# THE GROWTH IN VOICE

- REDUCING SCREEN TIME IS BECOMING AN UNEXPECTED BUT WELCOME BENEFIT





# THE AUDIENCE AND USER OPPORTUNITI ES FOR VOICE

# THE AUDIENCE & USER OPPORTUNITIES FOR VOICE

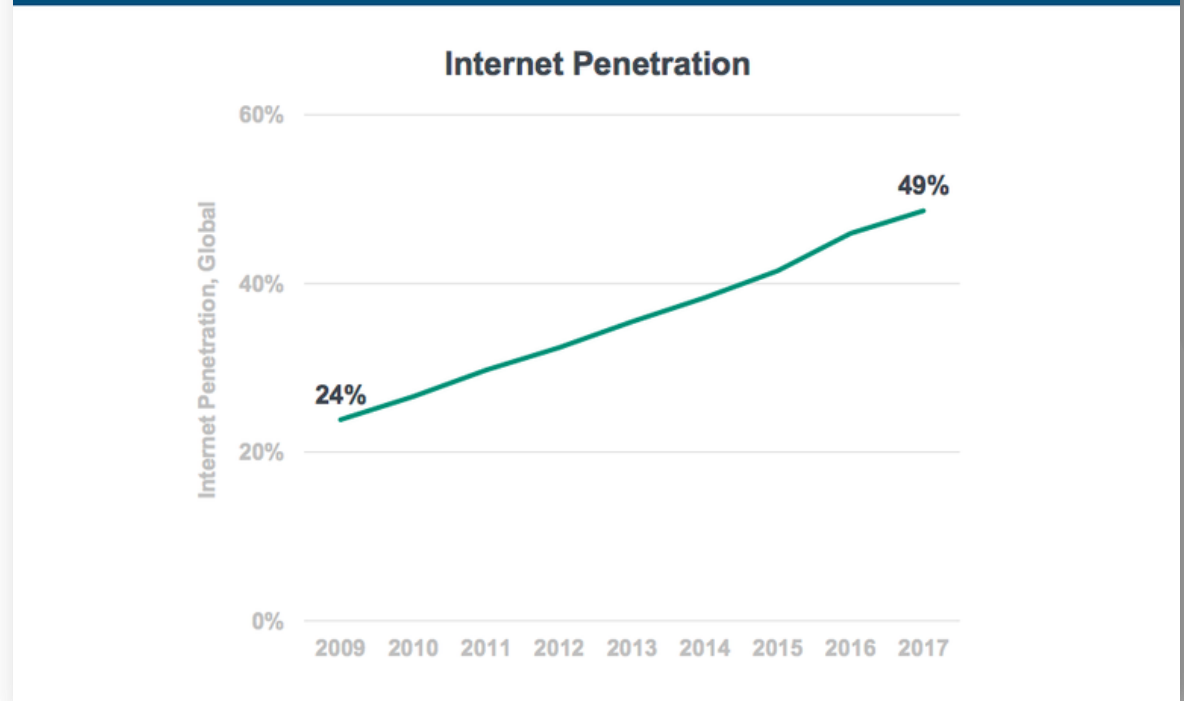
## 1. The half of the world who aren't on the internet yet

Just 50% of the global population is online today

Furthermore, 750m adults are illiterate

Voice-driven smartphones will help bridge those gaps  
*e.g. In India, currently, c.30% of searches are done by voice (Source: Google)*

Global Internet Users =  
3.6B @ >50% of Population (2018)



Source: Mary Meeker KPCB 2018 Internet trends..

# THE AUDIENCE & USER OPPORTUNITIES FOR VOICE

## 2. Kids

They have no inhibitions about talking to devices

Like swiping on a tablet, they find the process entirely intuitive

They have just been waiting for the tech to catch up with them

Play is a big new benefit of VAT\*

They really like Alexa\*



# THE AUDIENCE & USER OPPORTUNITIES FOR VOICE

## 3. Older audiences

The last generation who may not quite have got the hang of a smartphone or a laptop...

...but are now leapfrogging into voice



# THE AUDIENCE & USER OPPORTUNITIES FOR VOICE

## 4. People who drive cars!

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### Voice assistants see more usage in the car than on smartphones

Peter Sarnoff Nov. 28, 2018, 11:10 AM

*This story was delivered to Business Insider Intelligence Apps and Platforms Briefing subscribers hours before appearing on Business Insider. To be the first to know, please click here.*

A larger share of US consumers habitually use voice assistants in the car than they do on a smartphone, according to Voicebot's Voice Assistant Consumer Adoption Report. Among US consumers who have used a voice assistant in the car or on a smartphone, 68% do so monthly in the car compared with 61% on smartphones.

Consumers who use voice assistants in their cars can do so in a variety of ways: They can use a car's built-in proprietary assistant, connect a





# IN THE CURRENT LANDSCAPE THERE ARE TWO KEY COMMUNICATIONS OPPORTUNITIES FOR BRANDS

OPTIMISED  
ORGANIC SEARCH  
TO APPEAR IN  
FEATURED SNIPPETS

VOICE ENGAGEMENT TO  
IMPROVE CUSTOMER  
EXPERIENCE

# THE **SEARCH** OPPORTUNITY

OPTIMISED  
ORGANIC SEARCH  
TO APPEAR IN  
FEATURED SNIPPETS

VOICE ENGAGEMENT TO  
IMPROVE CUSTOMER  
EXPERIENCE

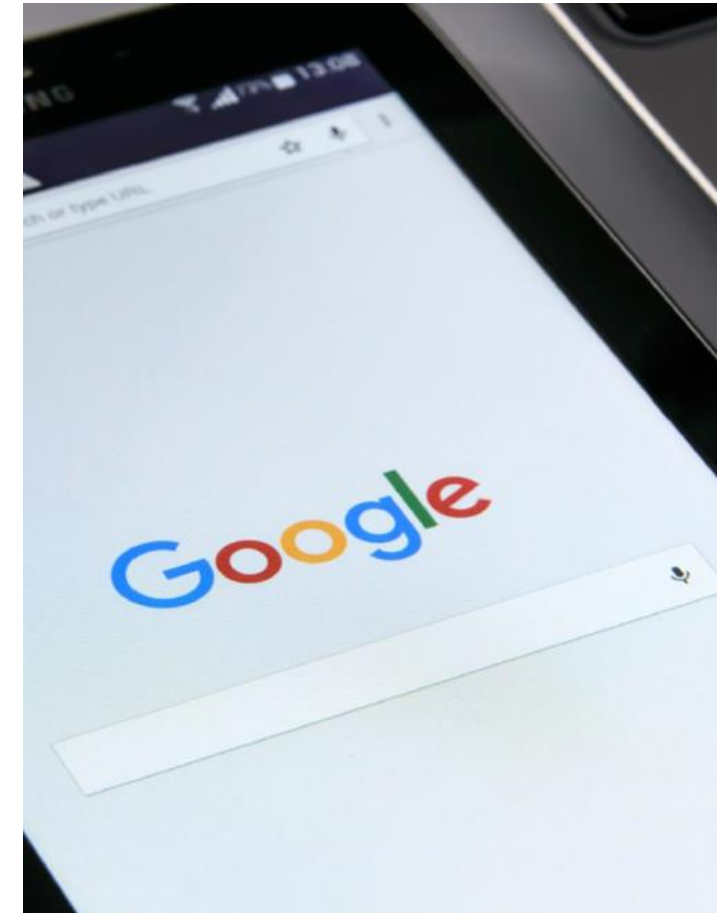
# HOW VOICE SEARCHES DIFFER FROM TEXT SEARCHES

## VOICE SEARCHES

- Mobile focussed
- More local relevance
- Conversational query
- Often question based
- Voice CTA (“Ok Google, show me..”)
- 5 or more word queries

## TEXT SEARCHES

- Typically 2-3 word searches
- Less local relevance
- More prescriptive
- Broad context search habit





From terms:

‘Dublin centre coffee’

Clement&Pekoe

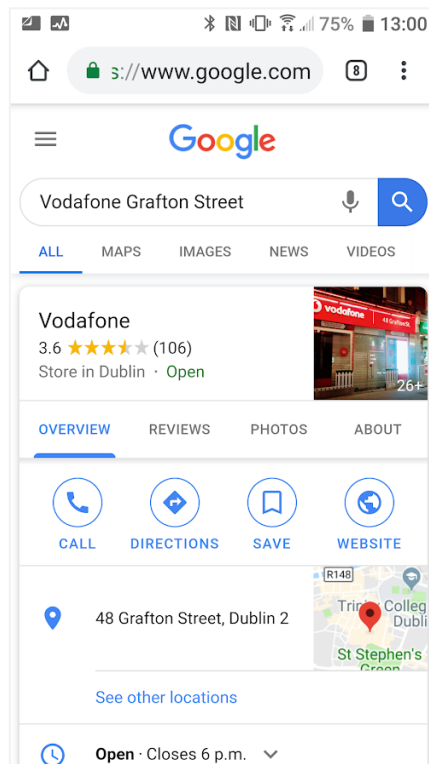
To phrases

‘What’s the best coffee in  
the centre of Dublin?’



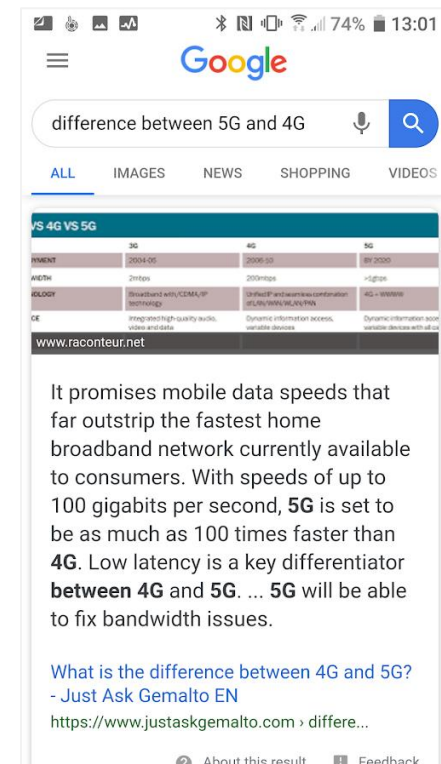
# HOW VOICE RESULTS ARE DELIVERED – TWO CORE WAYS

DIRECT FROM GOOGLE-OWNED SERVICES



Limited territory as Google provides the answer directly from their own platforms

FEATURED SNIPPETS (AKA 'ANSWER BOXES')



Backbone of the organic voice strategy as it's open to rank within

# USING SNIPPET ANSWERS TO GAIN ADVANTAGE

How brands can win –  
optimise site content to  
appear in the snippet –  
otherwise there’s no way  
for a brand to appear in a  
voice search answer



According to  
Vodafone 5G is  
currently being  
triallyed in Ireland

# THE **ENGAGEMENT** OPPORTUNITY

OPTIMISED  
ORGANIC SEARCH  
TO APPEAR IN  
FEATURED SNIPPETS

VOICE ENGAGEMENT TO  
IMPROVE CUSTOMER  
EXPERIENCE

# CURRENTLY VOICE ENGAGEMENT IS TYPICALLY BEING DELIVERED THROUGH UTILITY

Find touchdown treats.

Find recipes for any occasion.

"Alexa, open Best Recipes."

Need help packing? KLM has a Google-powered voice assistant just for you

JohnnieWalker Whatever your drink of choice, the Happy Hour Alexa skill has a recipe, a cheer or even a nearby bar for you. Available now: <https://bit.ly/alexahappyhour>

Hey there!

What can I help you find?

Looks like there's one musical on Sunday: Motown the Musical, 2 PM at Durham Performing Arts Center.

OK Google, add something to my Tesco basket

Ask Google Assistant to search for and add an item to your Tesco Basket. In the search it will prioritise any items you have in your usuals and favourites. If you have a slot already booked it will amend and checkout that order, if you don't then items will be added to your basket for next time.

Turn on

Tide Stain Remover Tips

The voice app by Tide on Alexa can talk users through how to remove a specific stain from items of clothing.

The Guardian Briefing

AMAZON ECHO'S ALEXA TO DELIVER LIFESAVING INFORMATION FOR CARDIAC AND STROKE EMERGENCIES.

Vitality

"Alexa, open Vitality."





# HOW VOICE ENGAGEMENT COULD WORK FOR YOU

## RE-DEFINING BRAND

- Having a dialogue-based interaction gives opportunity to re-define brand proposition using completely new variables
- New fresh brand approach with ability to be always on

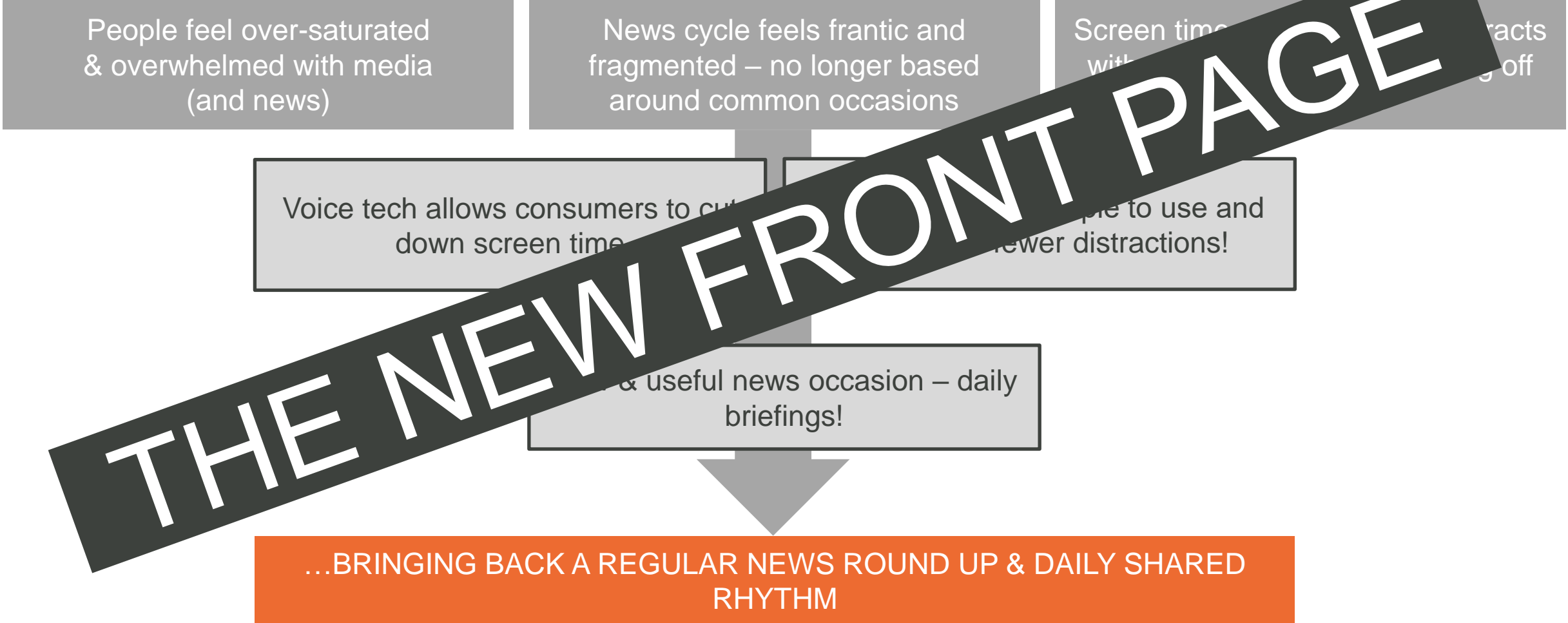
## NEW USES

- Smart speakers are slowly starting to make old hardware (radios) redundant and offer more diversified listening
- Also, new entry points for brands through more voice curation of music, sponsorship properties, events etc.

## NEWS

- There is still a voice opportunity in Ireland to dominate in news (*nobody yet does it in the way BBC do in the UK*)
- There's a window where one news brand could become the well-trusted and ubiquitous incumbent by dispelling suspicion around news origin

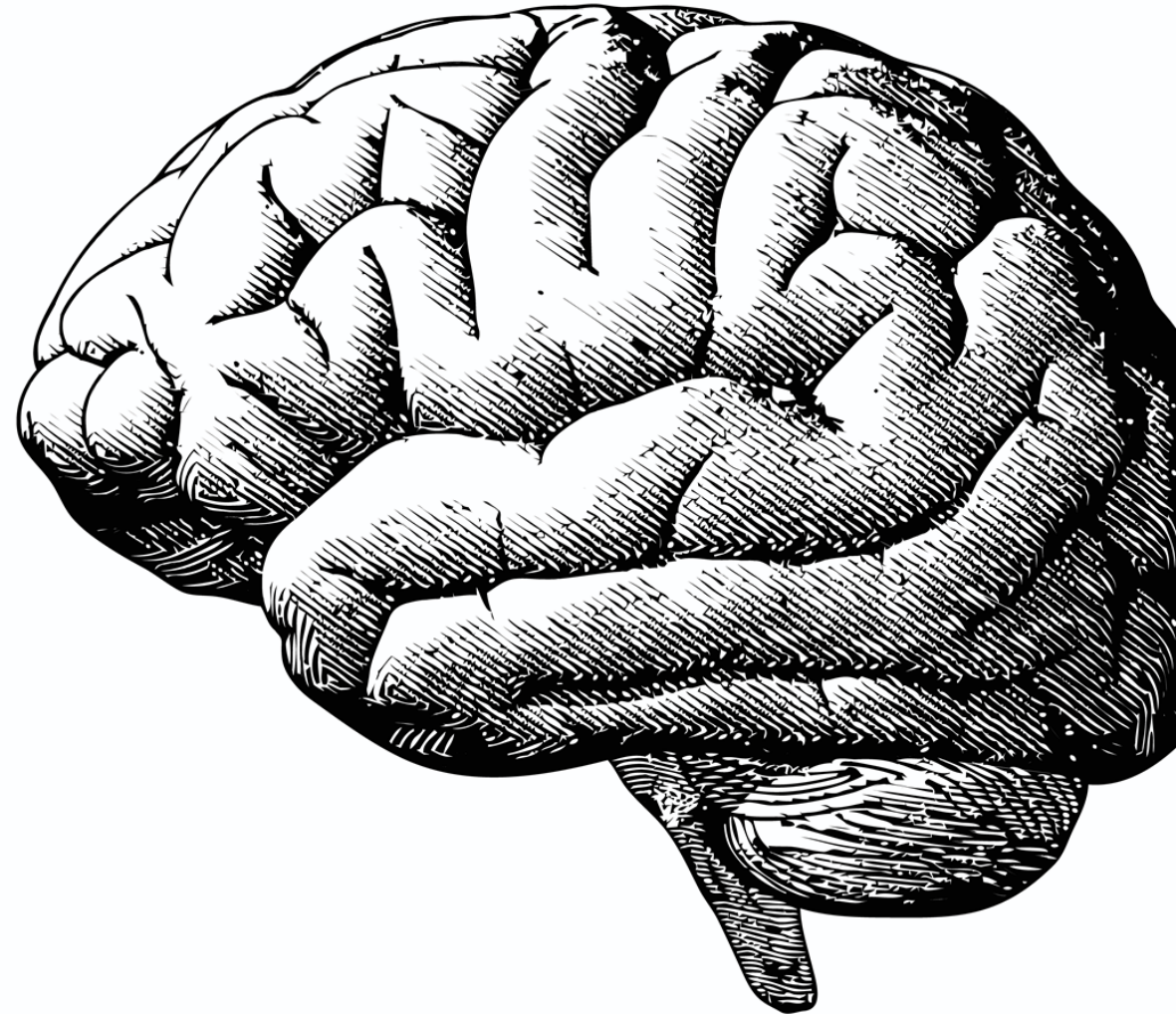
# THE VOICE NEWS OPPORTUNITY IN IRELAND



WHATEVER YOUR BRAND OR BUSINESS...

A BRAND'S **VOICE A.I.**  
WILL BECOME THE  
PRIMARY  
AMBASSADOR FOR  
THE COMPANY

**x2 emotional response in comparison to text**





# TOP WATCH-OUTS FOR VOICE TODAY

THE TECH IS  
NEW & HAS  
LIMITS

NO REAL  
ESTABLISHED  
STANDARDS

'DISCOVERY'  
IS  
DIFFICULT

COMMANDS  
ARE  
CRUCIAL

THERE'S A  
DEARTH OF  
DATA

WHAT'S THE  
ECONOMIC  
MODEL?

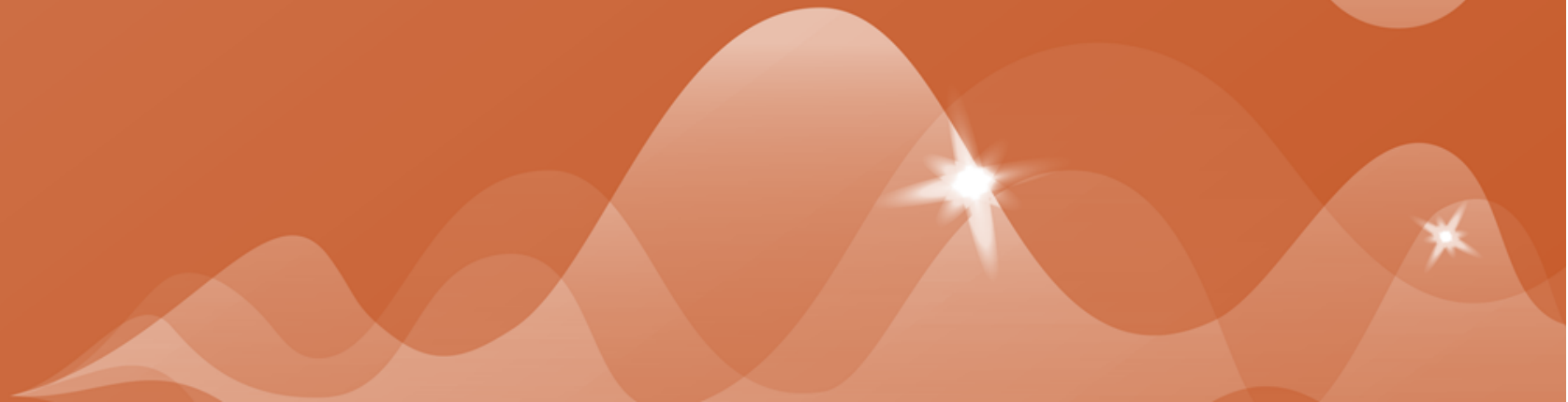
HOW DO  
YOU GET  
TRUST?

HOW DO  
YOU GET  
STAND  
OUT?

Voice + neuroscience + tech =  
Richer understanding of  
brand voice at scale

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WM VOICEMAKER

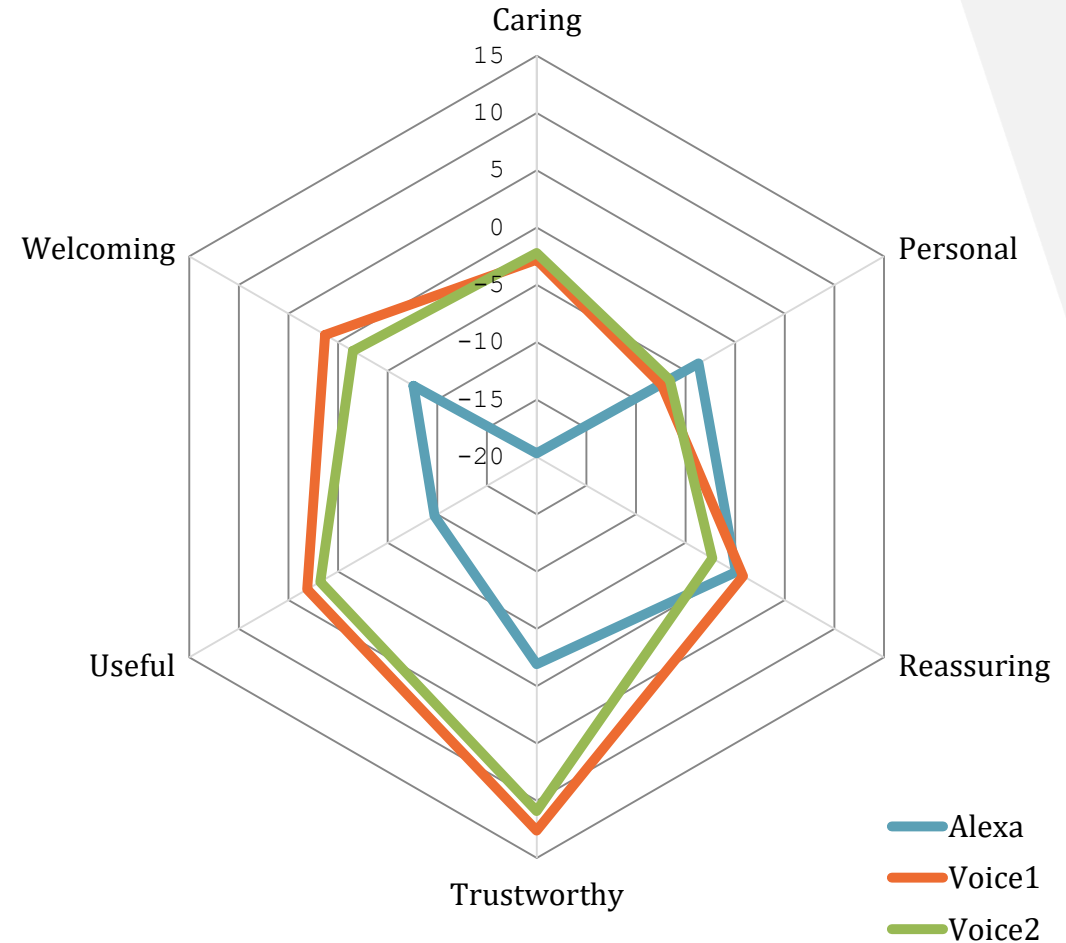


# TESTING FOR YOUR BRAND VOICE



Caring, Personal,  
Reassuring,  
Trustworthy, Useful,  
Welcoming

	Total	Male	Female
Alexa	9%	12%	5%
Voice 1	55%	54%	54%
Voice 2	38%	34%	42%



18-24 year olds  
Non-rejecters of Nationwide  
n=400

# BRAND IMPLICATIONS FOR VOICE

## SHORT-TERM

1. Consider how voice could genuinely augment the touchpoints on your customer journey
2. Learn the rules of conversational commerce
3. Identify your consumers' **Deciding Factors**
4. Experiment with voice user interfaces
5. Review whether your search activity is optimised for search

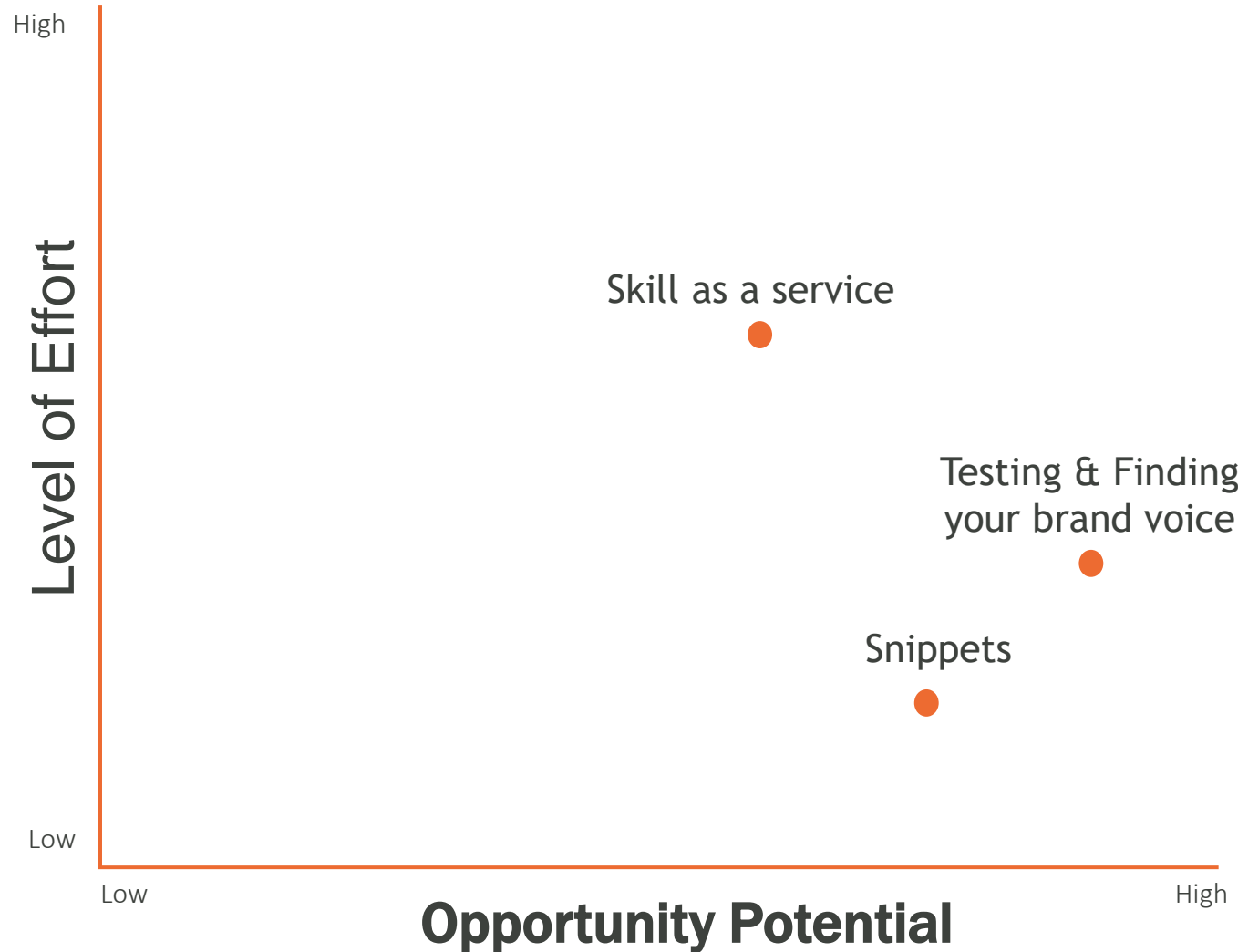
## LONG-TERM

1. Enhance your privacy credentials
2. Use Radio or interactive audio ads to develop your brand's voice
3. See what you can learn from how customers talk to your brand
4. Focus your PR efforts
5. Forge strategic partnerships for voice integration



# BRAND IMPLICATIONS FOR VOICE

THE EFFORT VS OPPORTUNITY POTENTIAL - WHERE'S THE UNMET NEED?



# FINAL THOUGHT ON VOICE

If you start small today, it's a **down payment** on being able to use these technologies and platforms for your brands in the future

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