



Marketing Futures

INNOVATE. ACCELERATE. GROW.

2019 Edition

CMO Trend Brief

Voice Marketing

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Voice Marketing?

Voice marketing is an emerging practice that harnesses the capabilities of AI-powered, natural-language-processing technology embedded within smart speakers and smartphones.

The practice of voice marketing encompasses voice search, voice-enabled product innovation, and virtual assistants like Siri or Alexa. Voice marketing provides a new channel for brands to interact with consumers.

Why Should Marketers Care?

By 2022, virtual voice devices are projected to process \$40 billion in purchases and have a presence in 55% of all U.S. households. As voice-enabled devices grow in popularity, their influence on consumer behavior is becoming apparent.

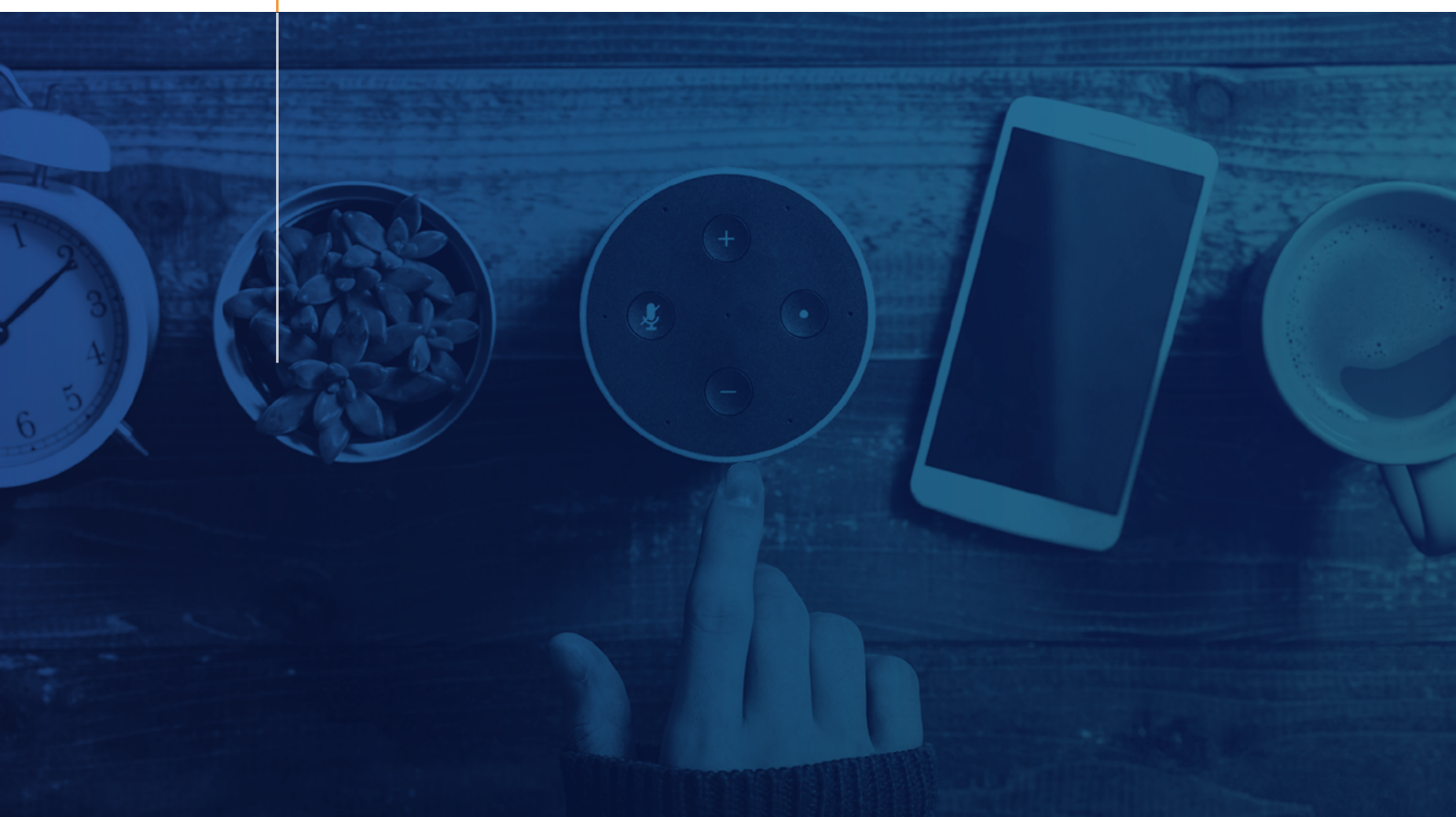
Rather than browsing a list of search results or visiting a webpage with pop-up or banner ads, consumers can simply ask Alexa to deliver a single answer to their question.

Marketers who understand the ways voice-enabled technology is disrupting search habits, consumer expectations, and communication channels can have a tremendous competitive advantage.

Key Voice Marketing Stat

Global smart speaker shipments reached 38.5 million units during the fourth quarter of 2018, achieving almost 95% year-over-year growth with a total of more than 86 million shipped. Amazon and Google are the market leaders.

Strategy Analytics



CASE STUDY

Hellmann's/Best Foods

Hellmann's/Best Foods identified an opportunity to do voice marketing by developing a skill to gain entry into homes with smart speakers. **The target audience for the Hellmann's/Best Foods recipe capability was Amazon Echo and Alexa users who were 18 years or older and who were food and cooking enthusiasts.**

Hellmann's/Best Foods developed a "best recipes" skill for Alexa. The voice-enabled skill provided utility and culinary inspiration to consumers who were voice searching for recipes. Hellmann's/Best Foods curated recipes from a database of ingredients to solve meal challenges for home cooks.

Find touchdown treats.

HELLMANN'S
BEST RECIPES

"Alexa, open Best Recipes."

Get started ▶

Find recipes for any occasion.

"Alexa, what should I make for my party?"

Get started ▶

This skill was supported by paid media, added-value merchandising on Amazon properties, and organically via the Alexa App. Media assets and content were developed as part of this voice initiative. "Summer grilling" and "Super Bowl party" were identified as seasonal and cultural events, and the brand developed assets around them.

Calls to action in paid media and merchandising that were culturally relevant included "Find Touchdown Treats," "Find Recipes for any Occasion," and "Find Thanksgiving Recipes."

CASE STUDY **Hellmann's/Best Foods**

Alexa's voice commands also adapted over time to include new and seasonally-relevant commands, such as "Alexa, what should I make for my party?" and "Alexa, it's Turkey Time."

Paid media on mobile featured images of food with clear calls to action that encouraged consumers to enable the Best Recipe skill by linking directly into the Amazon Alexa app.

Given the strong performance of the skill, Amazon promoted the program via added-value merchandise placements that lived within the Amazon app and online. Additionally, media promoting the Hellmann's Best Recipes skill ran across other Amazon devices, including the Fire Tablet.

These placements allowed the brand to reach consumers who were already loyal to Amazon products and likely owned an Echo device.

The skill was listed as a "Top 50 Most Useful" skill on the Alexa platform (out of over 30,000) by CNET, beating out Allrecipes, Food Network, Campbell's, and the newly-launched Betty Crocker skill.

Through the skill, the brand has collected over 35,000 emails at very low cost per acquisition. Media support for the skill drove statistically significant lifts across unaided brand awareness for Hellmann's (an increase of 8 percent), skill-brand association (an increase of 7 percent), and intent (an increase of 12 percent) for adults 18 years and older. **Lifts outpaced CPG market benchmarks. The Best Recipes skill has provided the basis for a broad learning agenda within the voice category at Unilever that is being implemented across other brands.**

Want to learn more?



ANA Members have access to the CMO Concierge Research Service, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.