



# HOW TO BE A POWERFUL ONLINE BRAND

# RICH PALATINI


Director, Brand + Creative



[www.delianet.com](http://www.delianet.com)



**3 YEARS. 3 MONTHS.**



2020

The image features a central computer monitor with a dark screen. Surrounding the monitor are several other items: a smartphone in the top-left and bottom-left corners, another smartphone in the top-right, a credit card in the middle-left, a USB drive in the middle-right, a remote control in the bottom-left, and a film reel in the bottom-right. All these items have the text 'YOUR BRAND' displayed on their screens or surfaces. The background is a dark teal color.

# WHAT IS AN ONLINE BRAND?



**IT'S THE SAME AS A  
TRADITIONAL BRAND**

**(JUST DIFFERENT)**

online

offline

**THE BRAND SHOULD BE THE SAME**



**RADIO**

**POINT OF  
SALE**

**BILLBOARD**

**PRINT**

**NEWSPAPER**

**TV**

**MAGAZINE**



**UNFORTUNATELY,  
YOU'VE SURRENDERED CONTROL  
OF IT TO YOUR CUSTOMERS**



The background is a dark teal color. In the center, the word "WHY?" is written in large, white, bold, sans-serif capital letters. Surrounding the text are various icons and illustrations. At the top left, a hand holds a smartphone displaying a shopping cart icon. To its right are two interlocking gears (one red, one grey) and a magnifying glass. In the center, a hand points at a laptop screen showing a person's profile and a globe. To the right of the laptop is a yellow pencil. Further right, there are several vertical double-headed arrows and a blue eye icon. At the top right, a hand holds a smartphone with a glowing lightbulb icon. Below it, a hand holds a black calculator. In the bottom left, two hands are shown typing on a laptop keyboard. In the bottom right, a hand points at a tablet displaying a document and an envelope icon. The overall theme is digital technology and business operations.

**WHY?**

The background is a dark teal color with various white and orange icons. At the top, there are gears, a magnifying glass, a pencil, and a lightbulb. In the center, a hand holds a smartphone displaying a shopping cart icon. To the right, a hand holds a smartphone with a lightbulb icon. Below these, a hand holds a laptop, and another hand holds a tablet. The overall theme is digital technology and online commerce.

58%

of all people in the U.S. will shop  
online during the 2016 calendar year.



An illustration on a dark blue background showing two hands in black sleeves holding a white shopping bag. The hands are positioned in front of two computer monitors on stands. The text is overlaid on the scene.

Online shopping is forecast to grow to  
**\$370 billion in 2017**





WHO?



**EVERYONE**



## AGE:

Millennials are spending more money online in a given year than any other age group.

The image features a large crowd of diverse people, represented by stylized icons. The left half of the image is faded, while the right half is in full, vibrant color. The text is overlaid on the faded portion.

**SPEND:**  
\$2,000 annually



## AGE:

One in four  
mobile shoppers  
in the U.S. is over  
the age of 55




**GENDER:**  
Women control  
up to 80% of  
household  
spending



## GENDER:

Men are 25% more likely to make purchases on mobile devices



**GENDER:**  
**40%**

of men aged 18-34 say they would ideally "buy everything online"





**GENDER:**

**33%**

of women in the  
same age group  
say they would  
"buy everything  
online" "

**\$116.58**

AVERAGE VALUE  
OF AN ONLINE  
ORDER



**65.23%**

AVERAGE SHOPPING  
CART ABANDONMENT  
RATE



WHY WEB BUYERS ABANDON  
SHOPPING CARTS:

**44%**

HIGH SHIPPING COSTS

**25%**

HIGH PRODUCT PRICE

**22%**

DID NOT CLEARLY MENTION  
SHIPPING PRICE



**WHAT IS A  
POWERFUL  
BRAND?**



**ONE THAT CREATES  
EXCEPTIONAL VALUE  
IN THE FIVE PHASES  
OF THE SELECTION  
CYCLE.**



# AWARENESS

**I KNOW WHO THEY ARE.**



# RECOGNITION

**I UNDERSTAND THE BRAND AND ITS  
SCOPE OF GOODS AND SERVICES.**



# DISTINCTION

**I ACCEPT THAT THEIR OFFERINGS ARE  
OF A SUPERIOR AND UNIQUE NATURE.**





# RELEVANCE

**I BELIEVE THAT WE SHARE THE SAME PRINCIPLES AND VALUES AND A RELATIONSHIP WOULD BENEFIT OUR ORGANIZATION.**



# PREFERENCE

**AMONG THE MANY GOODS AND SERVICES PROVIDERS, THEY ARE THE RIGHT CHOICE.**

**IF YOU BUILD IT  
THEY WILL COME**

**AND YOU'LL BE READY FOR**

**2020**

**THANK YOU**

# RICH PALATINI

Director, Brand + Creative



[www.delianet.com](http://www.delianet.com)