WHY IS THIS DUDE HERE?
DATA

SORTED

ARRANGED

PRESENTED VISUALLY

EXPLAINED WITH A STORY
TURNING DATA INTO SELLING STORIES
AND YOUR DATA IS PROBABLY THE MOST IMPACTFUL TRIGGER OF ALL.
OGILVY
AND YOUR DATA IS PROBABLY THE MOST IMPACTFUL TRIGGER OF ALL.
01. During check out, customers showed their Google Maps timeline.
GOOGLE MAPS TIMELINE

Your places

Your timeline

Traffic
Public transit
Bicycling
Satellite
Terrain
Google Earth
02.

THE TIME WAS CONVERTED INTO MONEY

(BASED ON THE AVERAGE FAMILY INCOME IN THE COUNTRY).
YOUR DATA IS PROBABLY THE MOST IMPACTFUL TRIGGER OF ALL?
Courage is beautiful
YOUR DATA IS PROBABLY THE MOST IMPACTFUL TRIGGER OF ALL?
BUT NOT JUST FOR ADS OR COMMUNICATION
THE STORY OF SELLING ELECTRIC CARS.
**HIP POPPERS: Attitudes & Media**

### Media Reach

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Most Used Media Channel</th>
<th>SoMe Most Used</th>
<th>Key Sources of Inspiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online video</td>
<td></td>
<td>Instagram, Search, Snapchat</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
<th>reach</th>
<th>Instagram</th>
<th>Facebook</th>
<th>Pinterest</th>
<th>TikTok</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index (Base: Total)</td>
<td>108</td>
<td>102</td>
<td>110</td>
<td>104</td>
<td>104</td>
<td>102</td>
</tr>
</tbody>
</table>

### Top Retailers

- asos
- ZARA
- Amazon
- H&M

### Most bought brand family in & out Zalando

- 66% Sport lifestyle brands
- 65% Fast fashion brands

---

**Sustainability Funnel**

- 55% It is important to me that the products I use do not harm the environment.
- 29% My purchase habits are affected by my concern for the environment.
- 10% Bought Secondhand
- 3% Bought Sustainable Brands
HIP POPPERS: Fashion & Lifestyle Female

Influencers
- Kylie Jenner
- Selena Gomez
- Chiara Ferragni
- Kim Kardashian
- Giulia de Lellis

Most Appealing Brands
- Bershka
- ZARA
- GUESS

Topics of Interest
- Travel
- Beauty and cosmetics

Leisure
- Films / TV
- Clubs / Discos

Top Sports
- Fitness / Bodybuilding
- Football

Top CGs on Zalando
- Heeled Sandals
- Sweatshirts, Hoodies & Jackets
- Bottoms

Top Brands on Zalando
- Even&Odd
- New Look
- PULL&BEAR

Highest scoring SKUs from zType model
THANK YOU

Ogilvy