

Phygital Authenticity Marketing

Sergios Dimitriadis, Professor,
Marketing & Communication department, Athens University of Economics & Business



Phygital

1. Changes in the company-customer interactions *the covid-19 acceleration effect*

Phygital

1. Changes in the company-customer interactions

- *less human physical*
- *more human @ distance*
- *more digital interactions*

Phygital

1. Changes in the company-customer interactions

- *less human physical*
- *more human @ distance*
- *more digital interactions*

*less push
more pull approach*

Phygital

2. Reconsider the automation vs human mix

automation:

- *reach*
- *data management*
- *effectiveness*

Phygital

2. Reconsider the automation **vs** human mix

automation:

- *reach*
- *data management*
- *effectiveness*

human:

- *personalization*
- *customer care & advice*
- *interpersonal contact, trust*
- *decision making*

Phygital

2. Reconsider the automation vs human mix

- *respective roles*
- *data, systems, platform – related knowledge and skills*
- *investment in human capital*

Authenticity

1. Transparency, honesty, trustworthiness

your customers

- *expect it*
- *keep you accountable for it*
- *... in the long run (consistency)*

Authenticity

2. Who you are



Authenticity

2. Who you are

- *brand / company identity & values*
- *actions – what you do*

Authenticity

2. Who you are

- *brand / company identity & values*
- *actions – what you do*

*not only in business,
but also
for social and other
public issues*

Authenticity

=

the degree to which a person's actions are congruent with his or her beliefs and desires, despite external pressures to conformity (Wikipedia)

2. Who you are

- *brand / company identity & values*
- *actions – what you do*

*not only in business,
but also
for social and other
public issues*

Authenticity

2. Who you are

- *marketing principle of adaptation?*
- *chameleon vs authentic?*

Authenticity

2. Who you are

- *decide who you are*
- *be authentic*
- *expose your brand, company*
- *build on it*

Thank you

to keep in touch:



Sergios Dimitriadis



OPJA
AUEB