

## BTS COMMUNICATION

### ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 8

Document 1. abridged from www.bopai.com. Januarv 2013

#### Digital Divas and why they matter

Knowing who they are is vital, but what they want is equally important. The top four things DD's value most when it comes to their shopping experience are: quality, price, service, and a multichannel experience. Knowing who they are is vital, but what they want is equally important. In their typical path to purchase, they gather product information before they buy. The Digital Divas are brand-conscious and more brand-loyal than non-Divas, valuing style over function, and they enjoy both the shopping journey as well as being in-the-know on retail trends, which they love sharing with anyone and everyone. They also boast higher incomes than non-Divas and are loyal to the in-store shopping experience, making them arguably the most desirable shopper segment for starved brick-and-mortar

Document 2. from Demandware, 2012



Document 3

#### Brands

Digital Divas are the world's most digitally connected, tech-savvy women. They were among the Internet's first settlers. They drove the blogosphere into the stratosphere, dominated social networks and surpassed teenage boys in online game playing. Now these digital addicts are leading a cross-channel shopping revolution in the process.

A groundbreaking Ogilvy and Microsoft study of more than 9,000 women worldwide reveals Divas and their digital devices are changing the way the world shops. Because where Divas go, the rest of the world follows.

#### The world's most connected, socially influential women

Digital Divas are hyperconnected. Their social networks are at least twice the size of other women's, and they use their social networks to shop and talk about everything from haircare to hotels.

#### Why brands should care

Digital Divas are the trailblazers of tomorrow's digital landscape. The way they're shopping now across channels shows us how everyone will be shopping in the blink of an eye.

Ultimately, nearly 7 in 10 Divas say their digital devices have brought them closer to brands. But certain boundaries can't be crossed. There are "go theres" and "don't you dares." Only well-informed brands will survive. And what makes a brand digitally informed through the eyes of a Diva isn't necessarily what you might expect. It's not having a Facebook profile. It's not tweeting. And it's not fun and games. They want more from brands online.

Abridged from Ogilvy and Mather, May 3, 2013