

LIONS MARKETERS SERIES

Key Takeaways

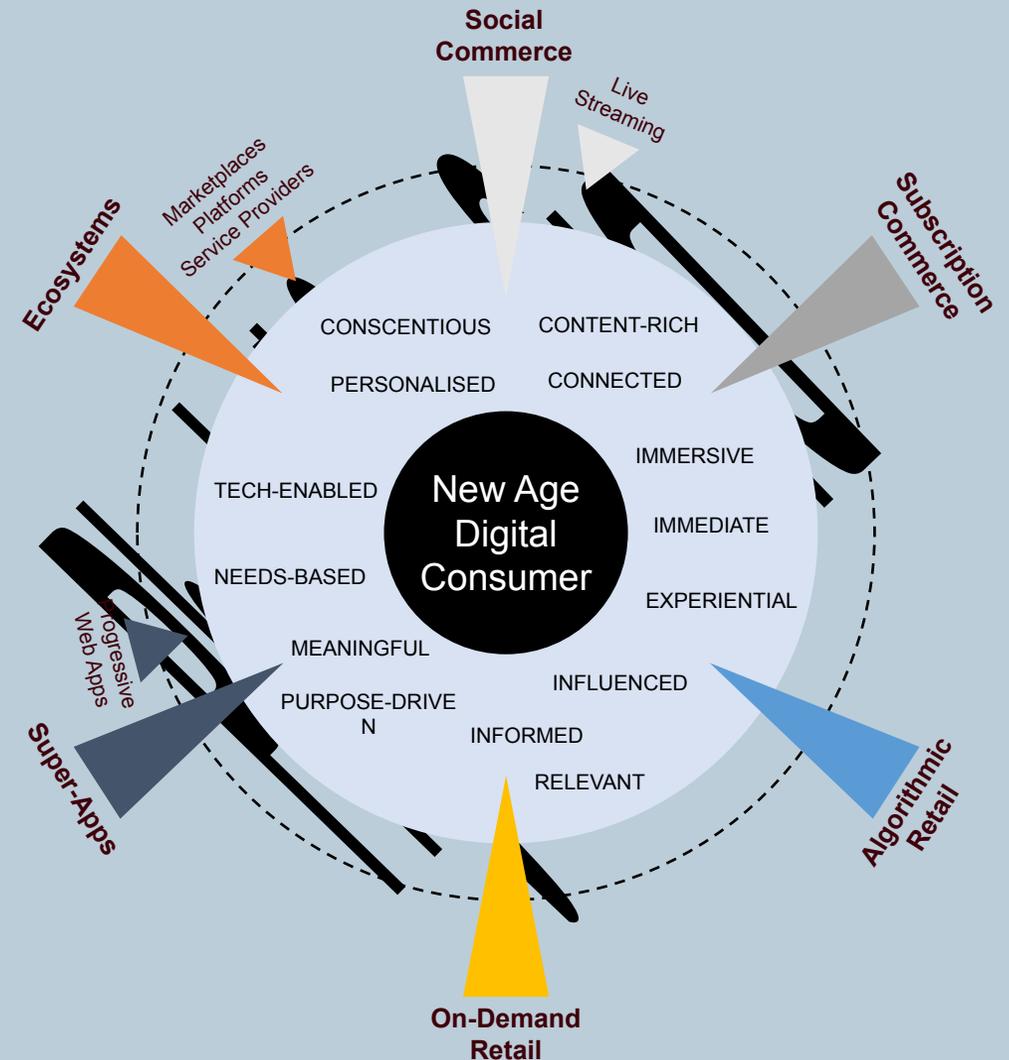
LIONS MARKETERS SERIES

THE DIGITAL TRANSFORMATION CHECKLIST

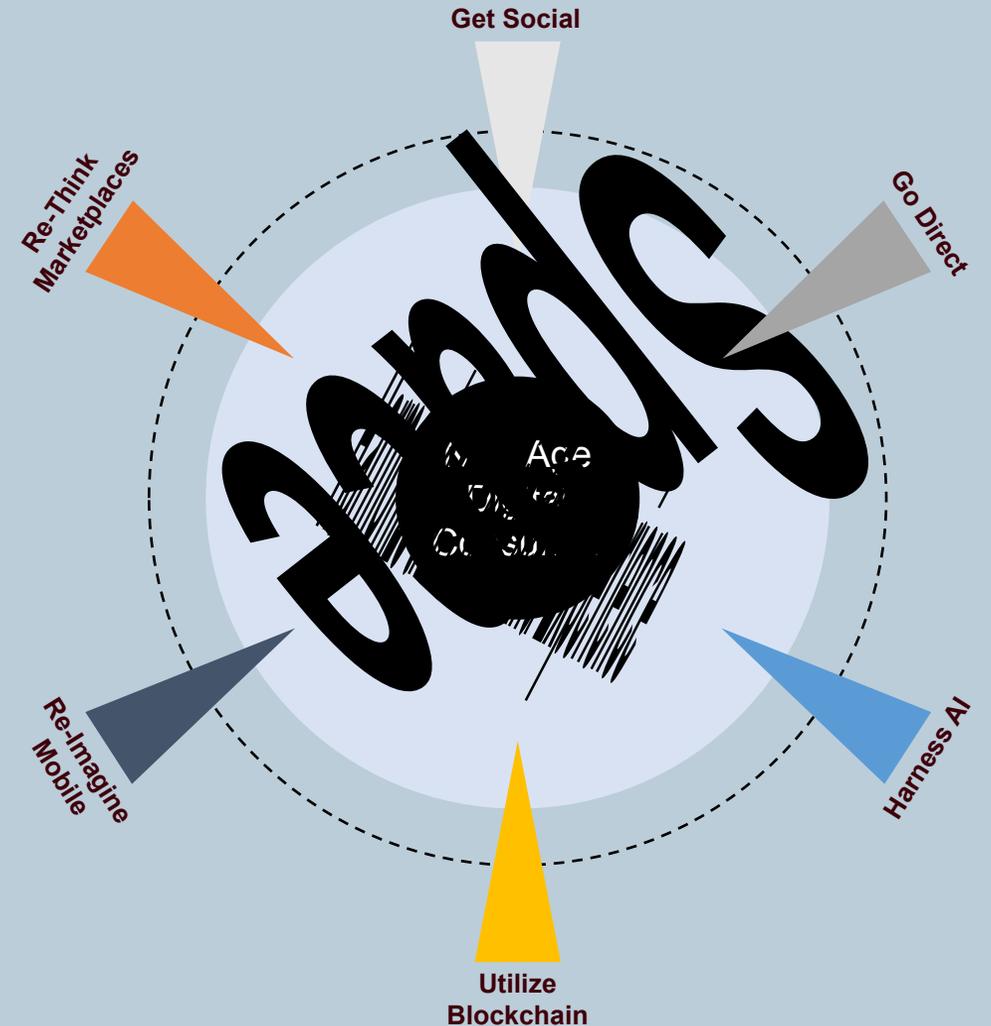
Malcolm Pinkerton, VP Retail
Insights, Kantar

KANTAR

Focus is shifting to capturing new missions and occasions over limiting plans to mainstream formats or channels.



Re-define 'digital'.
Become omnipresent
by relentlessly focusing
on harmonizing the
entire brand
experience.



Go Social

- The next few years is going to see a **significant step change** in the role of social platforms in creating and converting demand, and **the rising importance of being context minded** in how you build brand experiences and discovery
- The lines between commerce, entertainment, and community are blurred. As people spend more time on social networks, **maximising visibility and ultimately enabling an easy checkout experience will be essential.**
- Understanding the mission and mindset shoppers are in is very different when they're in social mode. Brands need to evaluate the features of consumer based platforms **to identify the right products and the right features.**
- Social commerce is not simply about being present, or embedding shopping functionality. It's about **enabling relevant and meaningful interactions and demonstrating you listen** and make consumers feel part of that conversation.
- Start thinking about your content assets to drive inspiration and discovery and build customer engagement to create that hype around new product launches.

Go Direct

- With retail in a dramatic state of flux, there is a growing need to leverage every single touch point as a sales and marketing opportunity **to take greater control of the consumer relationship and deploy new metrics of success.**
- Reaching increasingly purpose driven consumers is going to require **being precisely where the consumer is at the right time in the right channel with the right products** ahead of the competition with distinct products, services and solutions.
- Bring retail to the consumer with the products, solutions and services that **drive spend, engagement and loyalty**, while taking greater control of the consumer relationship and the data driven insights that derive from it.
- Brands need to **embrace new routes to consumers** through new digital touch points.
- Collect valuable data to help you innovate and take control of the lifetime value of your key consumers.

Harness AI

- The next five years will see the rapid acceleration of complete ecosystems, the consolidation of touch points and platforms into distributed value chains.
- In the past, retailers and marketers were about messaging interactions that drove demand to prompt people to spend and consume. Today we're beginning to see new channels and devices, **giving power to the consumers** with more opportunities to transact with greater choice.
- AI has potential to deliver **customised purchasing journeys and personalised experiences** by leveraging dynamic website content powered by real time behavioural analytics.
- AI signals a new sales opportunity using trends and innovations that will help streamline marketing **to improve the customer experience** and to perform critical tasks or operational efficiencies.
- AI will also enable you to gain **greater efficiencies** of inventory management or improve profitability.

Utilize Blockchain

- With demand increasingly coming from unfamiliar places and a greater need for efficient solutions, procurement sourcing and lead times, **Blockchain is all about understanding the scalability and sustainability of omni-optimised strategies.**
- It's about boosting engagement through integration of customer relationship management platforms to **allow brands to generate more value** by marketing to consumers or making them feel more user friendly.
- Alibaba's blockchain powered global trade platform, allows them to make **cross border more efficient, convenient and secure.**
- Block4Log is about building entire ecosystem encompassing all elements of the value chain **to make brands more efficient, effective and scalable** to realise and harmonise how to deliver against those needs for the omni-optimised or the omni channel consumer.

Re-Imagine Mobile

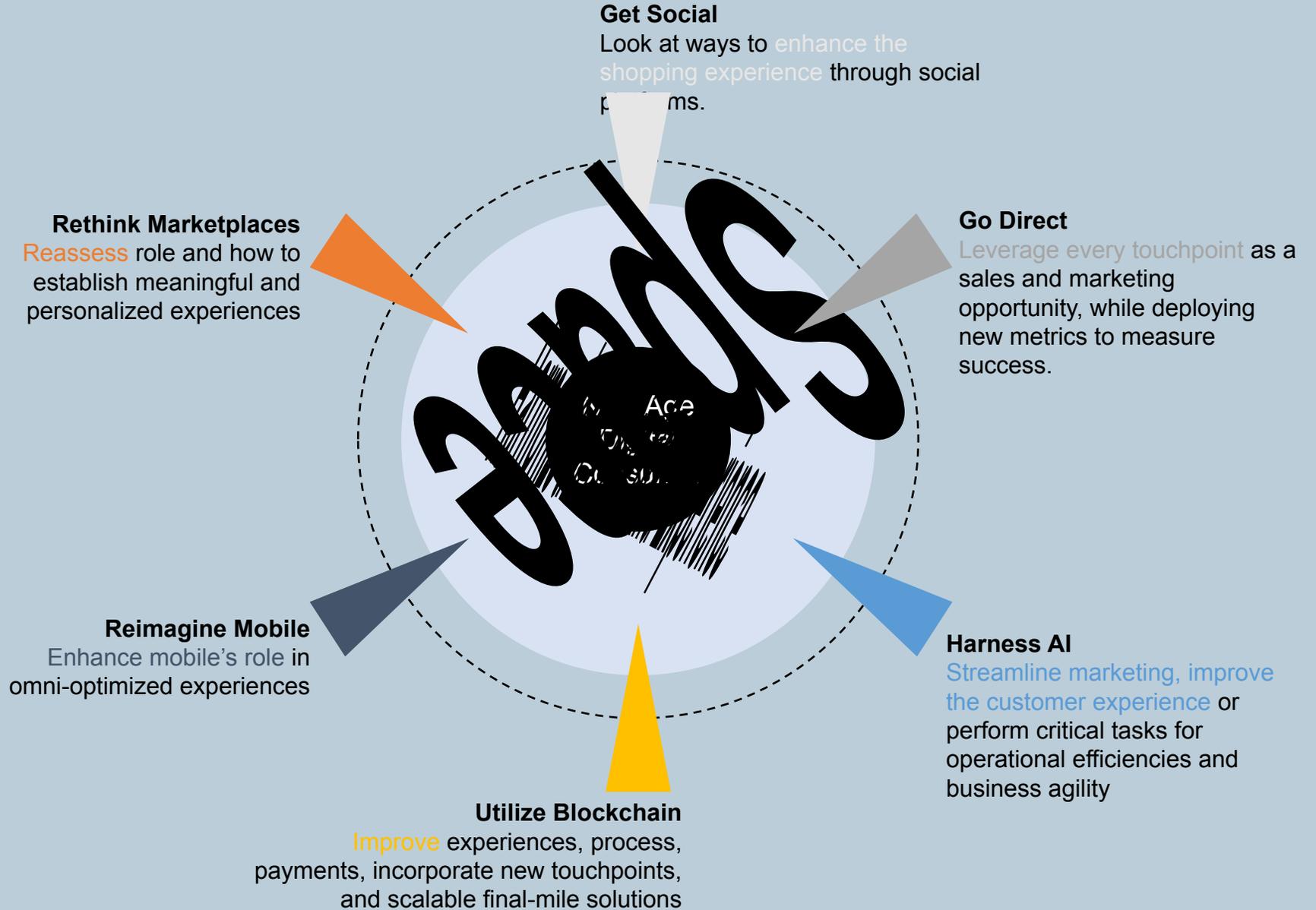
- Mobiles are going to play a **crucial role in enabling brands to connect** where their customers are.
- One of the key drivers and missions of this is going to be the rollout of 5G to enable mobile's optimised experiences to facilitate and incorporate AR, VR, voice, social media and mobile wallets **to create an indispensable tool in consumers day to day life.**
- Super Apps will allow the fusion of shopping payments and financial services into one app. It will become a micro ecosystem in the in the palm of a consumer's hand.
- By using and implementing progressive web apps to combine the best features of mobile apps with mobile web, **brands will be able to create valuable synergies in a user's satisfaction** by providing them with the right information and the right product at the right time.
- AR allows you to show you how your products fit into their lives from wherever they're browsing.
- With more retailers implementing messenger chat options, now is the time to **look at platforms to interact with consumers and engage consumers on relevant and meaningful terms.**

Re-Think Marketplaces

- Marketplaces are evolving into all encompassing ecosystems catering from all consumers needs and as they do so they are fast becoming saturated.
- Brands need to reassess the role of marketplaces in how you **establish closer, more meaningful, personalised, relevant consumer experiences.**
- There is a clear importance of enabling **enriched personalised experiences, encouraged co creation of content and products.**
- Seek alternative marketplaces from key customers that create **more human centred experiences** on social media or on demand platforms while establishing that direct consumer model through live streaming.
- It's about leveraging dynamic websites and website content powered by real time analytics and fashion shopping marketplace.
- When we start to think about marketplaces evolving, **brands need to create unique experiences.**

Key Takeaways

TO CREATE
HARMONIZED RETAIL
EXPERIENCES AND
BECOME OMNIPRESENT
FOR SHOPPERS,
RETAILERS AND
BRANDS SHOULD...



LIONS MARKETERS SERIES

WALMART'S VIEW ON BOUNDLESS COMMERCE

Lex Josephs, VP, Sales & Ad-Tech
Partnerships at Walmart

KANTAR

Walmart Connect Mission & Vision

- In Q1, Walmart Connect saw triple-digit growth for the quarter and an increase of more than 100% in new advertisers. Gaining momentum and shifting toward being solution-oriented for advertisers is working.
- Walmart are integrated into people's lives, while creating brand-safe, value-added innovative ways for suppliers to connect with their customers effectively and efficiently.
- To position their retail media company for continued growth, they recently unveiled an expanded strategic vision, which is to connect brands more meaningfully in customers' everyday lives to accelerate shared growth.
- This new vision demonstrates what Walmart is doing to create meaningful experiences and integrations that bring brands measurably closer to more customers.

Shifting Customer Behaviours & Expectations

01

Omni shopping: in-store, pickup & delivery

- Spending aided by stimulus checks
- Improvements in the grocery business
- Strength in re-opening categories like travel, celebration and personal care.

02

Accelerated in-store shopping

- Customer trip consolidation led to ~10% increase in average basket size with 3% fewer transactions.¹
- Strong sales trends were led by apparel, home and lawn and garden

03

Increased digital shopping

- Led by store pickup & delivery
- Strong marketplace sales
- Strength across categories, including apparel, home, hardlines and seasonal

Shifting Customer Behaviours & Expectations

- Over the last 18 months, customers have been coming to online platforms to search for items they need in their life. They want to be able to receive and buy products in-store, online, in-app or social media.
- It is key to deliver the most relevant and personalized shopping experience, to inform decisions and ultimately connect with clients at every touchpoint.
- Digital offerings from omni-channel experiences to custom activations, extend across every step of the shopper journey. They can work together in powerful ways, whether via automation at-scale or bespoke partnership.
- A Brand's mission today is broader and more meaningful than just saving money for our customers; it's also about Living Better. What Live Better means is constantly changing, given our changing world.
- Over the past year, it's important for customers that brands show up and positively impact their lives, there is a clear need for brands to serve their community

TEAM

R

YOU