





April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida





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# Technology Track: Engaging the Shopper





## What You Need to Do to Digitally Engage the Shopper

- *Understand the New Path to Purchase*
- *Create Ways to Inform and Influence*
- *Make Shoppers' Lives Easier – Not More Complex*
- *Personalizing Your Message*
- *Build Emotional Connections & Delight Shoppers*

*look at*  
**what's**  
**happened**  
*In a few short years*



# Los Angeles Times | BUSINESS

## Best Buy to downsize brick-and-mortar footprint

Amid weak sales and growing online competition, Best Buy plans to sublease space at its stores to smaller retailers, joining the ranks of big-box giants that are shrinking store sizes.



Customers play video games at a Best Buy store. The company plans to shrink the size of its stores by about 20%, and to sublease space to smaller retailers. Best Buy Mobile stores that focus on smartphones and tablets are also being opened.



**FINALLY...  
B&M STORES**

A photograph of a Walmart Express storefront. The building has a large blue sign with the Walmart logo and the word 'EXPRESS' in yellow. To the left, a blue banner says 'Now Open'. Below the main sign, there are signs for 'We gladly accept WIC & SNAP' and 'Welcome to your Walmart Express'. A group of people is gathered outside the entrance, some standing and some walking. A blue banner on the left side of the entrance says 'Country. We'll match it'.

**Walmart**  
**EXPRESS**

# BIGGEST GLOBAL RETAILERS GET SMALLER

WALMART EXPRESS | GENTRY, AR





# FIRST GLOBAL PHARMACY RETAILER EMERGES

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the babyregistry →

## Shop by:

### what's hot now

- Best of 2011
- \$3 off Huggies Slip-Ons
- Crane Humidifiers
- Footmuffs for Car Seats
- Nook Breathable Mattress

### top sellers

- Pampers
- Huggies
- Similac
- Enfamil
- Earth's Best
- Bravado
- Britax
- Carter's
- Chicco
- DaVinci Cribs
- Melissa & Doug
- Boppy

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# COMMODITIES EXIT GROCERY AISLES

DIAPERS.COM





# GROCERS CREATE NEW EXPERIENCES

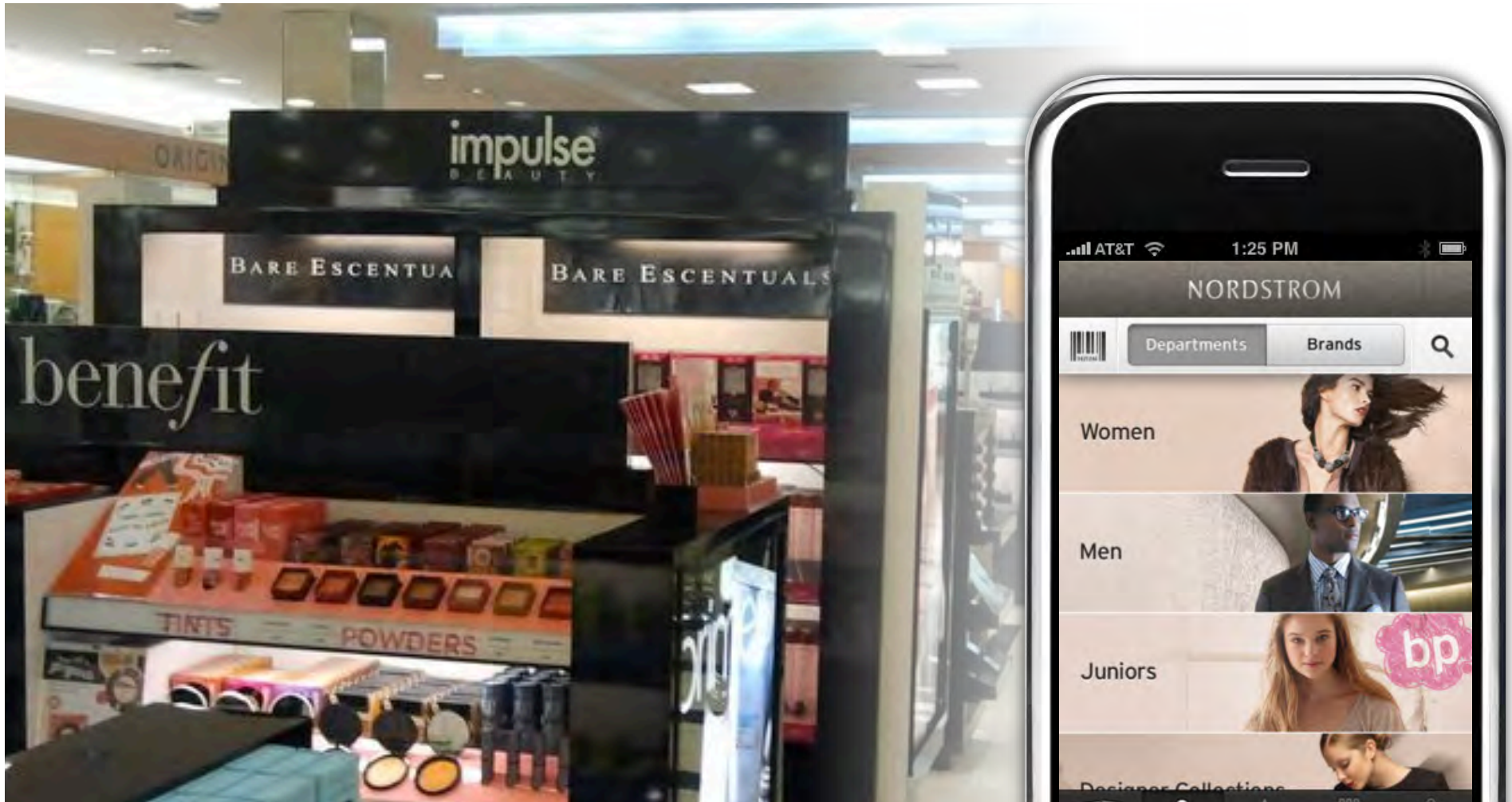
GIANT EAGLE MARKET | ROBINSON, PA





# EXPERIENTIAL RETAIL GROWS

SEPHORA @ MEATPACKING, NYC



# DEPARTMENT STORES ARE **MORE ACCESSIBLE**

MACY'S IMPULSE BEAUTY & NORDSTROM APP





# **“FRIENDS” BECOME THE NEW SALES ASSOCIATE**

FACEBOOK “LIKES” HANGER IN REAL TIME AT C&A | BRAZIL



re'skin  
REFRESH YOUR SKIN

행키닷컴  
가능성화장품 1위

빠른 제품 검색 + 전체 메뉴 보기

SHOPPING REVIEW GUIDE NOTICE EVENT ABOUT RESKIN COMMUNITY Q&A FAQ

# 가을 정기 세일!

풍성한 가을~ 풍성한 혜택~ 민감성 피부의 대명사 리스킨! 가을 정기 세일!

바로가기

for woman

비비의  
랩 시스템 세븐 라인

구지성의  
EGF 바머 라인

서효명의  
EGF 슈퍼 바머 라인

간미연의  
시스템 이매직 라인

정수영의  
더 오리엔탈

# ONLINE RETAILERS OPEN STORES

남성 추천 피부타입

RESKIN | SEOUL, KOREA





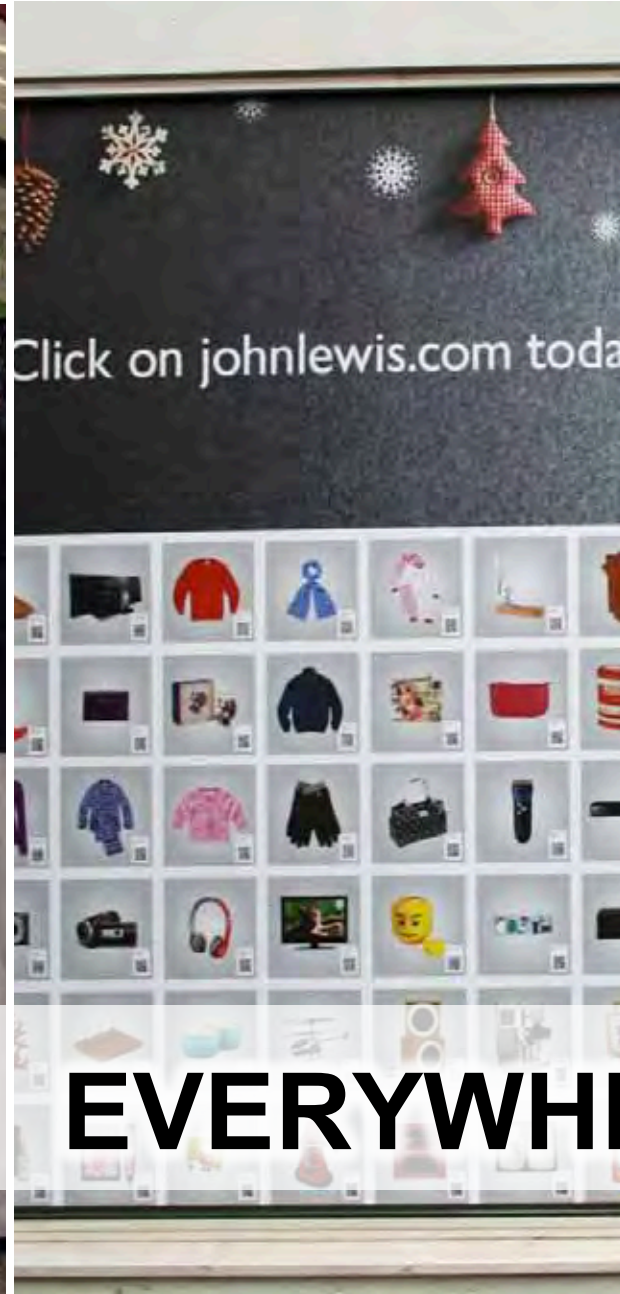
# RETAIL GOES **EVERYWHERE**

TESCO HOME PLUS SEOLLEUNG SUBWAY | SEOUL, KOREA





JUMBO SUPERMARKET IN SUBWAYS, CHILE



JOHN LEWIS AT WAITROSE, UK



WALMART HOLIDAY TOY STORE, CANADA

**EVERYWHERE FAST**

# *Snapshot*

- 1. NEW RETAIL ORDER**
- 2. NEW SHOPPER MINDSET**
- 3. DIGITAL CHANGES EVERYTHING**
- 4. NOW WHAT?**

1

# NEW RETAIL ORDER

***SHOPPERS ARE IN CONTROL***



**RETAILERS  
& BRANDS  
HAD THE POWER**

# OLD RETAIL HIERARCHY



**SHOPPER  
FOLLOWED**

# NEW FLAT RETAIL



**SHOPPERS ARE IN CONTROL**

...They are all seeing, all knowing



# NEW ON DEMAND RETAIL



SHOPPERS HAVE ***MORE CHOICES***

...and more and more and more choices





2

# NEW SHOPPER MINDSET

***THEY'RE VALUE OBSESSED***

# 80%

**ALL  
INCOME**  
groups  
agree

**The recession will last  
3 years or more**

National Internet Sample: Total U.S. Women  
HOW AMERICA SHOPS® MEGATRENDS 2012, "MOVING ON"



*their everyday mantra*

66%

\$150K+  
47%

“Is this a smart use of  
my money?”

National Internet Sample: Total U.S. Women  
HOW AMERICA SHOPS® MEGATRENDS 2012, “MOVING ON

# ***NEW*** **FRAGMENTED** ***RETAIL***



*they will now buy*  
**anything, anywhere,**  
**anyhow, anytime**

*they will now buy*  
**anything, anywhere,  
anyhow, anytime**  
&  
expect *brands & retailers  
to deliver*





# 3 DIGITAL CHANGES EVERYTHING

*IT ENABLES “SMART” SHOPPING*

Purchased there in last 3 months "Share of Shopper"	2012	vs. 2010	<\$75K	\$75K-< \$100K	\$100K-< \$150K	\$150K+
Base Women	%	ppts				
Supermarket	73	+4	77	78	76	85
Mass Merchandiser	73	0	82	72	73	71
Drug Store	68	+1	76	71	70	76

**Internet**

**59%**

**+12**

**59**

**61**

**67**

**79**

while internet  
**BUT** #4 channel  
 & growing fast

National Internet Sample: Total U.S. Women

HOW AMERICA SHOPS® MEGATRENDS 2012, "MOVING ON" | JANUARY 2012



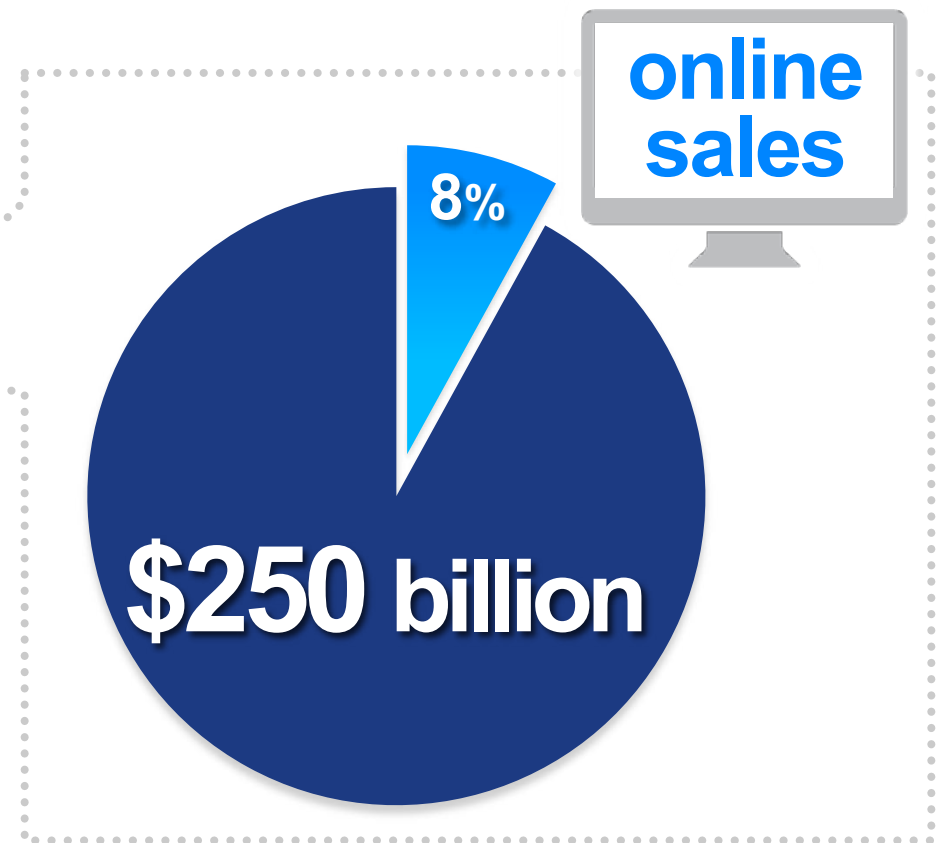
# BRICKS & MORTAR ARE NOT GOING AWAY





# E-COMMERCE TRANSFORMS RETAIL ...SLOWLY

*by 2015,*  
total US  
retail sales  
**\$3 trillion**



*the real power of*  
**DIGITAL** *is...*

*its power to*  
**influence sales**

*by 2015,*

**more than half**

of total retail sales will be

**influenced by digital**

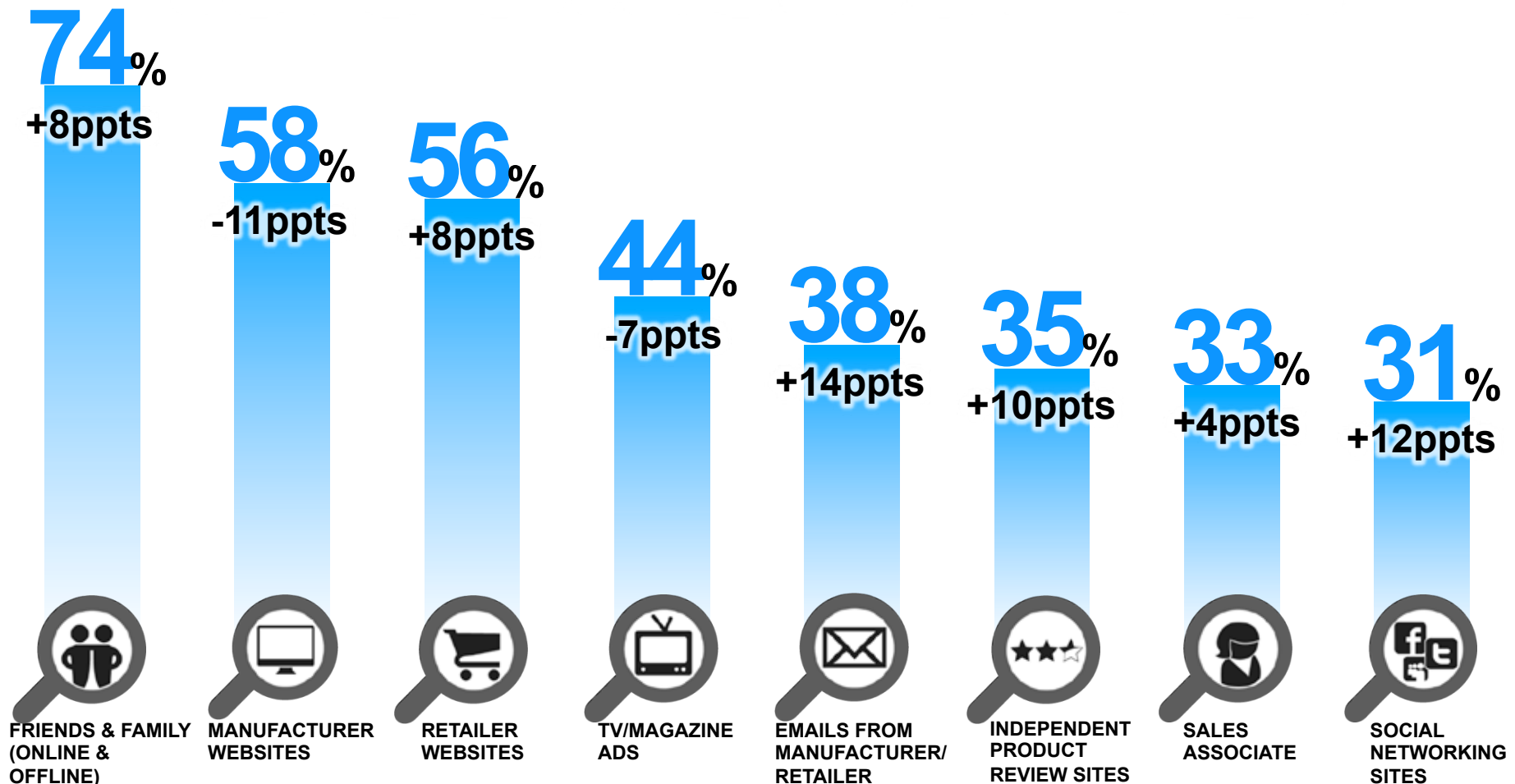




## HOW AMERICA SHOPS®

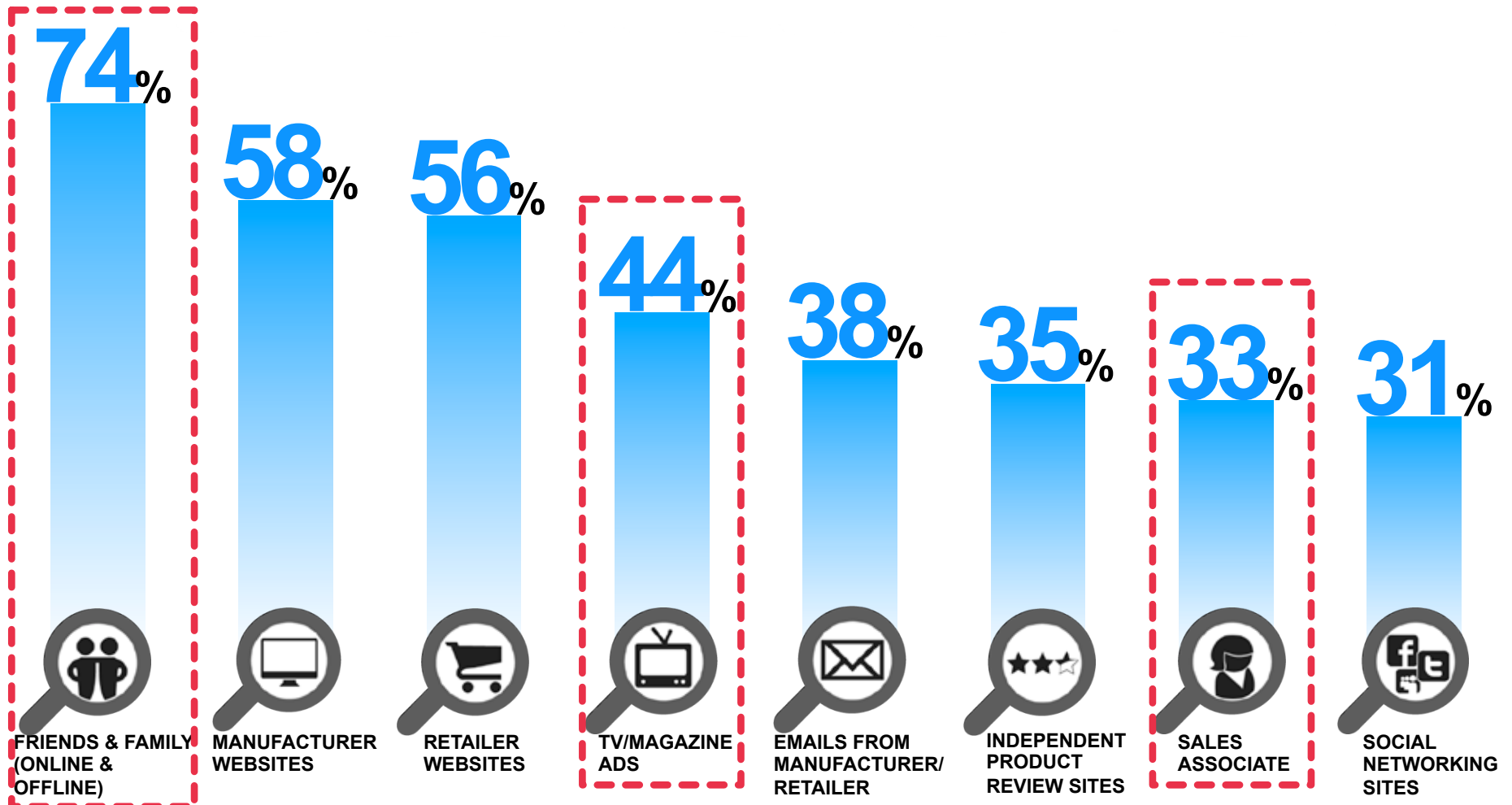


# WHERE THEY GO FOR SHOPPING INFORMATION



National Internet Sample: Total U.S. Women **HOW AMERICA SHOPS® FROM BUZZ TO BUY 3.0** | JANUARY 2013

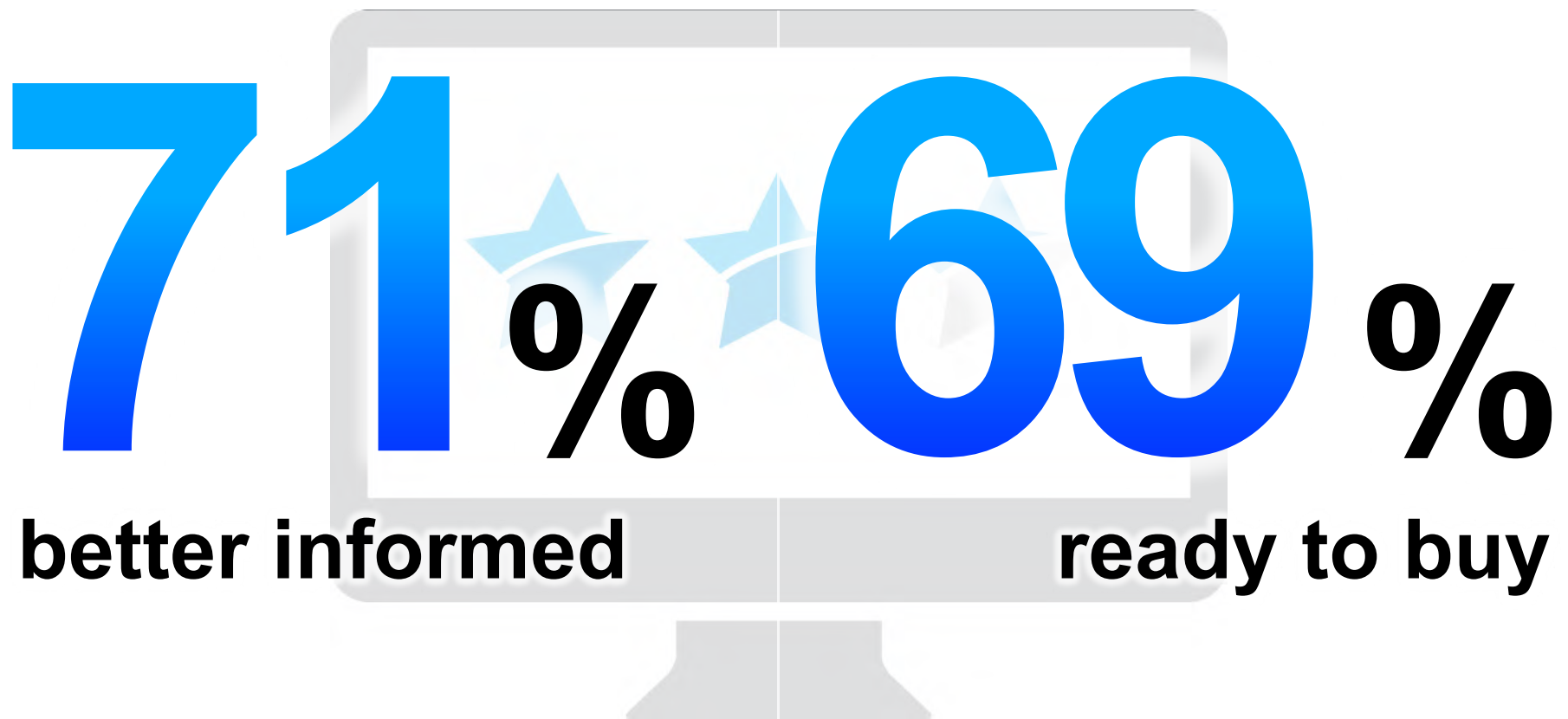
# MIXES OLD & NEW



National Internet Sample: Total U.S. Women **HOW AMERICA SHOPS® FROM BUZZ TO BUY 3.0** | JANUARY 2013



# ONLINE PEER REVIEWS DRIVE “THE BUY”



National Internet Sample: Total U.S. Women **HOW AMERICA SHOPS® FROM BUZZ TO BUY 3.0** | JANUARY 2013

# IN-STORE... MOBILE IS A SHOPPING BUDDY

41%

use smartphone  
in-store to shop



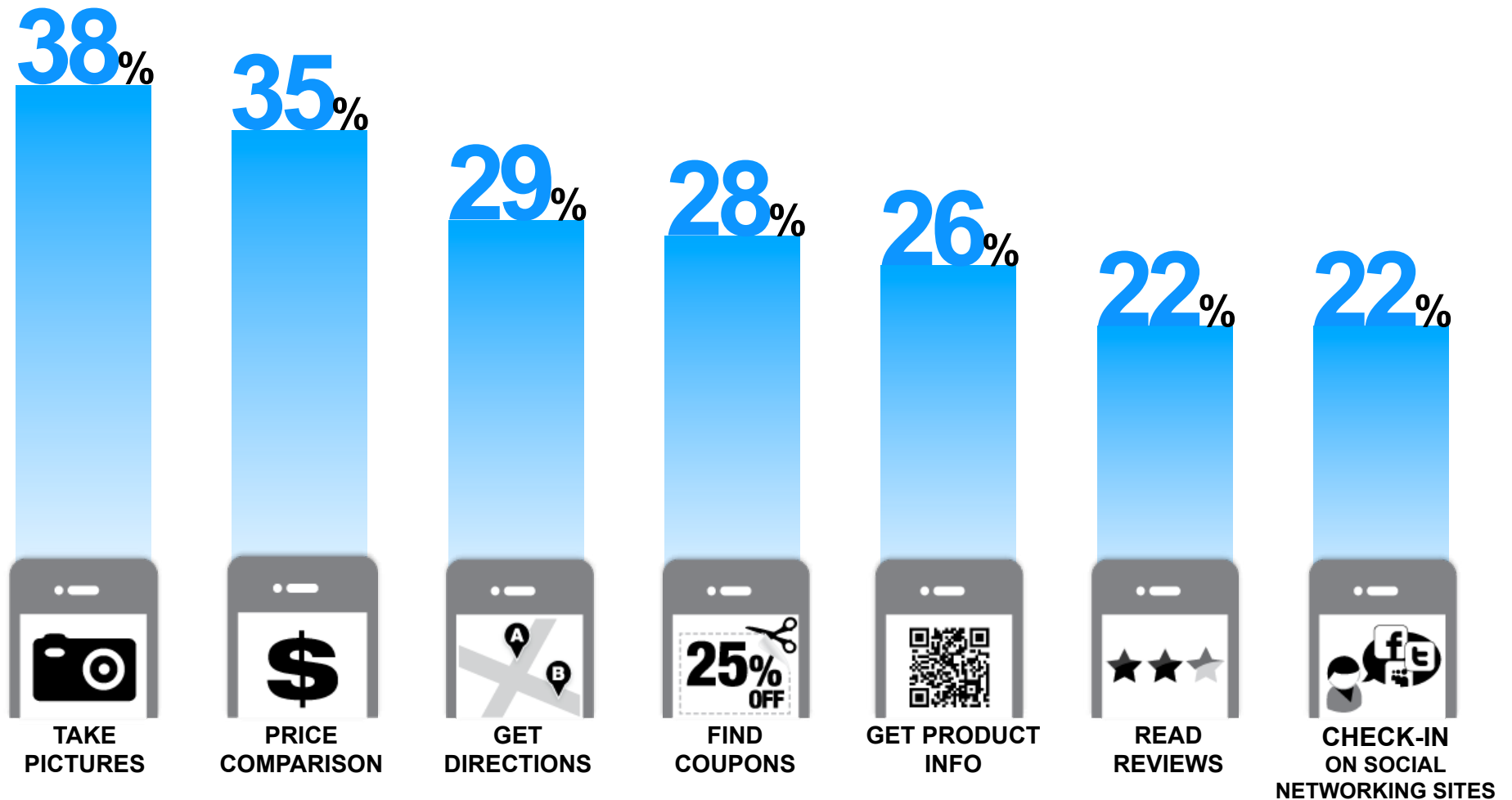
15%

use tablet/  
e-reader to shop



National Internet Sample: Total U.S. Women **HOW AMERICA SHOPS® FROM BUZZ TO BUY 3.0** | JANUARY 2013

## ...FOR LOTS OF REASONS



National Internet Sample: Total U.S. Women **HOW AMERICA SHOPS® FROM BUZZ TO BUY 3.0** | JANUARY 2013



# SHOPPER ENGAGEMENT PRINCIPLES



# SATISFY ENGAGEMENT

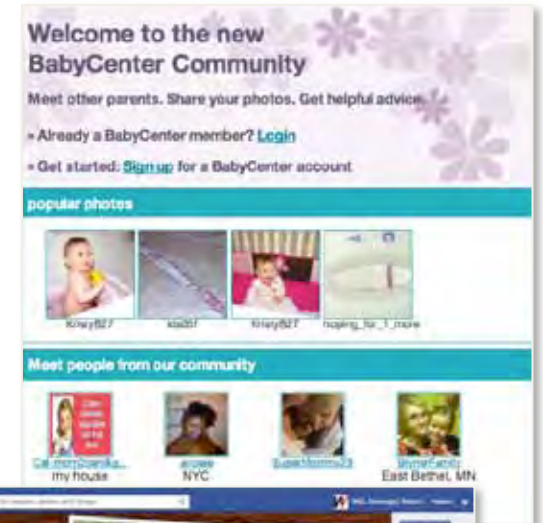
PRE SHOP



SHOP



POST SHOP



*but,*

**DIGITAL FOR  
DIGITAL SAKE**

***WON'T WORK***

(Subtext: Stick to the principles)

# *What does Success look like?*





# 4 NOW WHAT?

***6 STEPS TO MAKE IT PAY***

# CREATE AN **ENGAGEMENT** STRATEGY

**1. MULTI-CHANNEL EXPERIENCE**

**2. EVERY SHOPPER TOUCHPOINT**

**3. CUSTOMIZE THE OFFER**

**4. MORE REASONS TO BUY**

**5. DELIVER VALUE EVERYWHERE**

**6. EMOTIONAL RELATIONSHIP**



# *Welcome to the* **future**

ARE YOU  
ready ?