

THE EXPERIENCE ECONOMY

ELEVATING RETAIL FOR THE
MODERN SHOPPER





THE CHALLENGE

IMMEDIATE GRATIFICATION



Modern consumers are accustomed to fast pace and have increasingly short attention spans

CONSUMER ENGAGEMENT



Traditional retail struggles to keep up with modern consumers, resulting in lower consumer engagement

SUPERIOR CONVERSION



Offline marketing budgets are under pressure as online campaigns deliver superior ROI metrics

IMMEDIATE
GRATIFICATION

A REAL-LIFE
EXAMPLE
OF
CHANGING
EXPECTATI
ONS



IMMEDIATE GRATIFICATION

THE MILLENNIAL AND GEN Z

GENERATION

80% OF PEOPLE MEANED TO
75% FOLLOW CREATORS
CREATED IN 2018 BY 2026
FOR PRODUCT
MEDIA FOR PRODUCT
REAGRI 1.4% IN 2021
ADVICE AND DISCOVERY



IMMEDIATE GRATIFICATION

ATTENTION
SPANS HAVE
DROPPED
DEMAND FOR
INSTANT
SATISFACTION
HAS GROWN.



TRADITIONAL OOH
HAS GONE FROM
STATIC TO STORY-
DRIVEN.

IF CREATING
AWARENESS HAS
BECOME



A wide-angle photograph of a cobblestone street at night. The street is flanked by multi-story buildings. The left side of the street is bathed in a warm, reddish-pink glow, while the right side is illuminated with a cool, blue light. The buildings on the right have large, brightly lit windows displaying various items, possibly in a shop or gallery. The street itself is made of dark cobblestones, and the overall atmosphere is one of a vibrant, modern urban environment.

RETAIL
NEEDS TO
CHANGE
TO STAY
RELEVANT...

CONSUMER ENGAGEMENT
EVERY HIGH
STREET LOOKS
THE SAME



CONSUMER ENGAGEMENT
EVERY HIGH
STREET LOOKS
THE SAME



CONSUMER ENGAGEMENT

HIGH STREET IS
VERY SLOW TO
REACT



CONSUMER ENGAGEMENT

THE MARKETING BUDGET IS SILOED



AWARENESS:
HIGH-IMPACT
OOH



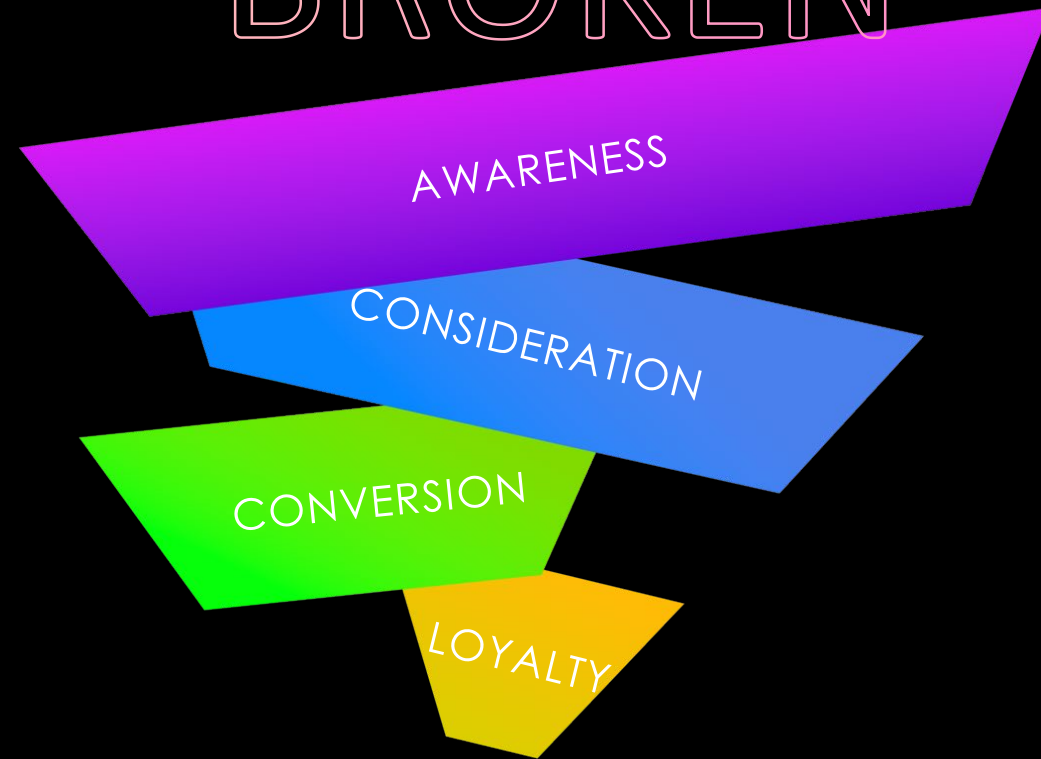
CONSIDERATION:
IMMERSIVE BRAND
EXPERIENCE



CONVERSION:
RETAIL

CONSUMER ENGAGEMENT

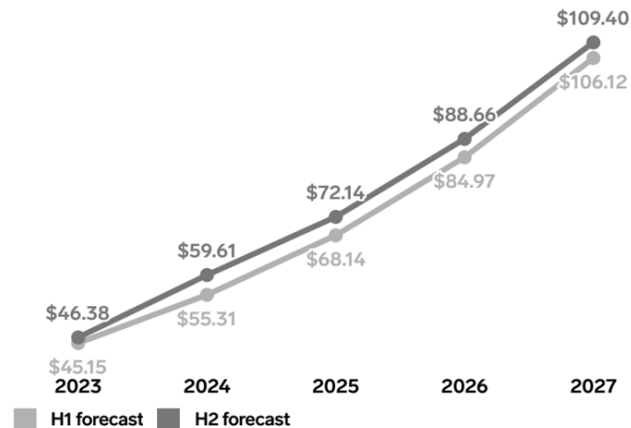
THE MARKETING FUNNEL IS BROKEN



CONSUMER ENGAGEMENT

THE METEORIC RISE OF RETAIL MEDIA

Our 2024 US Retail Media Ad Spending Forecast Is Over \$4 Billion Higher Than It Was This Spring
billions, 2023-2027



Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), appears on websites or apps that are primarily engaged in retail ecommerce, or is bought through a retailer's media network or demand-side platform (DSP)
Source: Insider Intelligence | eMarketer Forecast, Nov 2023

350686

Insider Intelligence | eMarketer

Source: Emarketer 12/04/23

Retail media is going to be the fastest growing ad channel across media through 2027, growing by more than 20% each year.

By 2027, retail media will nearly tie with social media as No. 2 ad spend channel, second only to search.

Retail media will be bigger than connected TV, digital audio, and traditional TV advertising combined in 2027.

Source: Emarketer 12/04/23

RETAIL DIVE Sign up

SPONSORED

Retail media in real life: stores are the next big retail media channel

Published Jan. 23, 2023

By Sumant Yeramilly

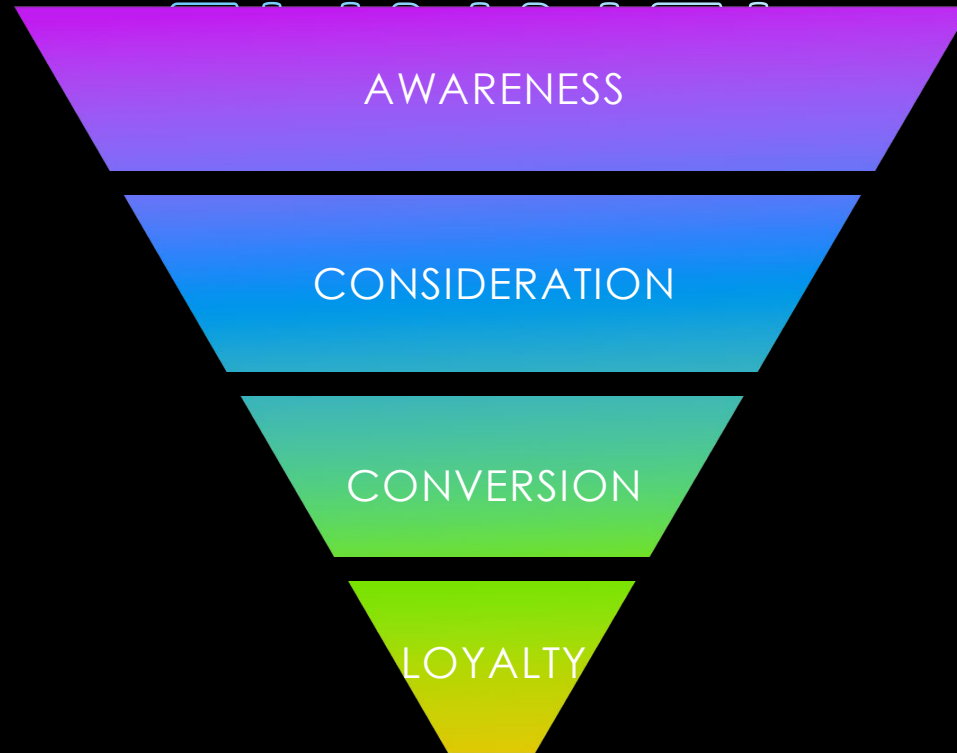
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GaudiLab/Shutterstock.com

Source: Retail Dive 01/23/23

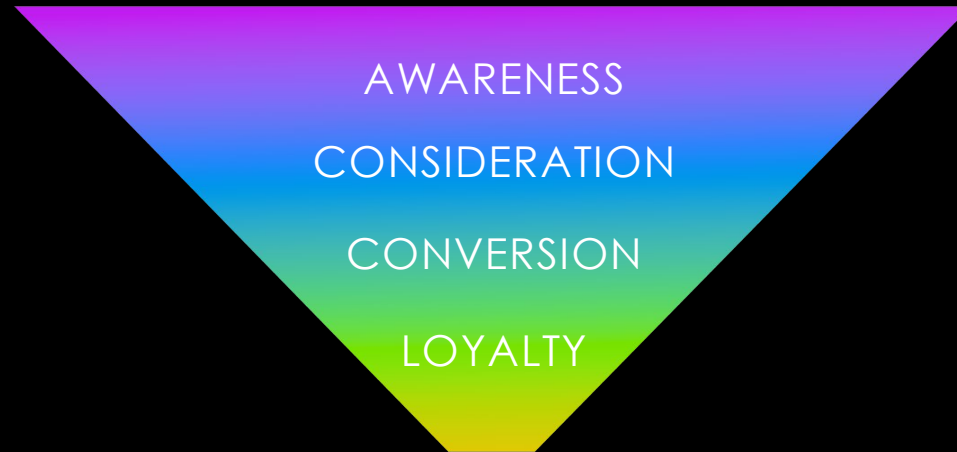
CONSUMER ENGAGEMENT

RETAIL MEDIA IS
FLATTENING THE



CONSUMER ENGAGEMENT

RETAIL MEDIA IS FLATTENING THE FUNNEL



SUPERIOR CONVERSION

CONVERGENCE OF 'ONLINE' AND 'IN-STORE' HAS ELEVATED CUSTOMER EXPECTATIONS

88% OF EXECUTIVES BELIEVE
CUSTOMERS ARE CHANGING
FASTER INFLUENCED BY CAN
CHANGE THEIR BUSINESSES

Source: Accenture, 10/12/2012

SO, WHAT IF HIGH
STREET COULD BE AS
DYNAMIC AS OUR
SOCIAL FEEDS?

A BLEND OF DIGITAL
& PHYSICAL
EXPERIENCES

7FUTURE STORES

The intel AI Experience





THINKING HOLISTICALLY ABOUT THE CONSUMER JOURNEY

EMBRACE TECHNOLOGY



Seamlessly integrate technology into the customer journey to elevate their experience

LEVERAGE DATA & ANALYTICS



What if we could bring online performance marketing metrics into the real world?

ENHANCE ENGAGEMENT



Moving as fast as the consumers change & react to the ever-changing dynamics of the marketplace

IMPROVE ROI



Offer customers exciting, memorable experiences that keep them coming back

AWARENESS



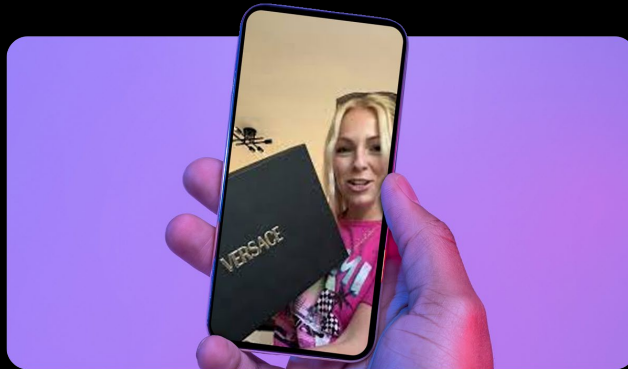
CONSIDERATION



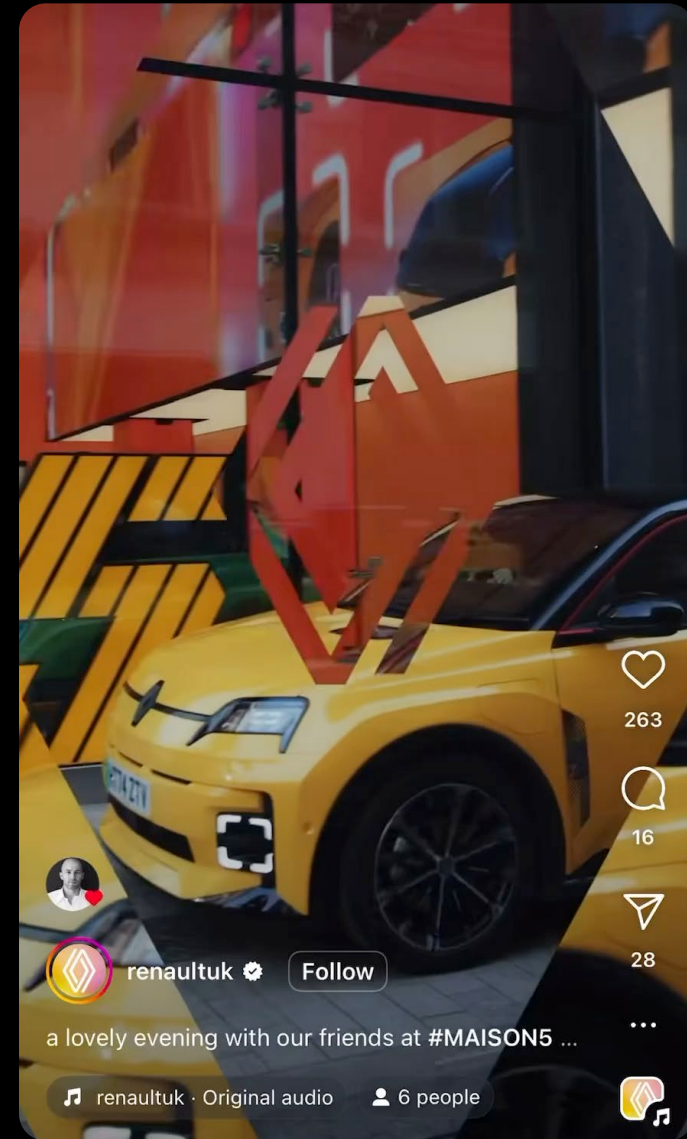
CONVERSION



AMPLIFICATION

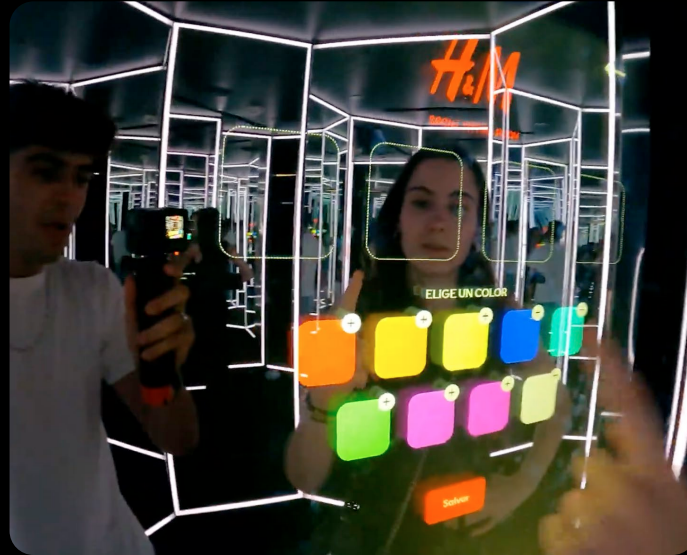


RENAULT SOCIAL AMPLIFICATI ON



H&M BARCELON A

11,000,000+
VIEWS
1,500,000+
LIKES
150,000+
SHARES
13,500+
COMMENTS



TO REVOLUTIONIZE
WHAT SHOPPING
SHOULD BE,
WE NEED TO THINK
DIFFERENTLY

THANK
YOU

ARIEL HAROUSH