

WHAT WE BELIEVE

THE DIGITAL REVOLUTION REPRESENTS ONE
OF THE GREATEST
OPPORTUNITIES, AND
CHALLENGES,
THE RETAIL INDUSTRY HAS EVER FACED



YESTERDAY

100%

EXPLORE



SHOP



BUY



GET



USE



SHARE

TODAY

<25%

EXPLORE

SHOP

BUY

GET

USE

SHARE

THE PARADOX

INFLUENCE & ORCHESTRATION



THE DIGITAL EXPERIENCE GAP

STORE

ONLINE

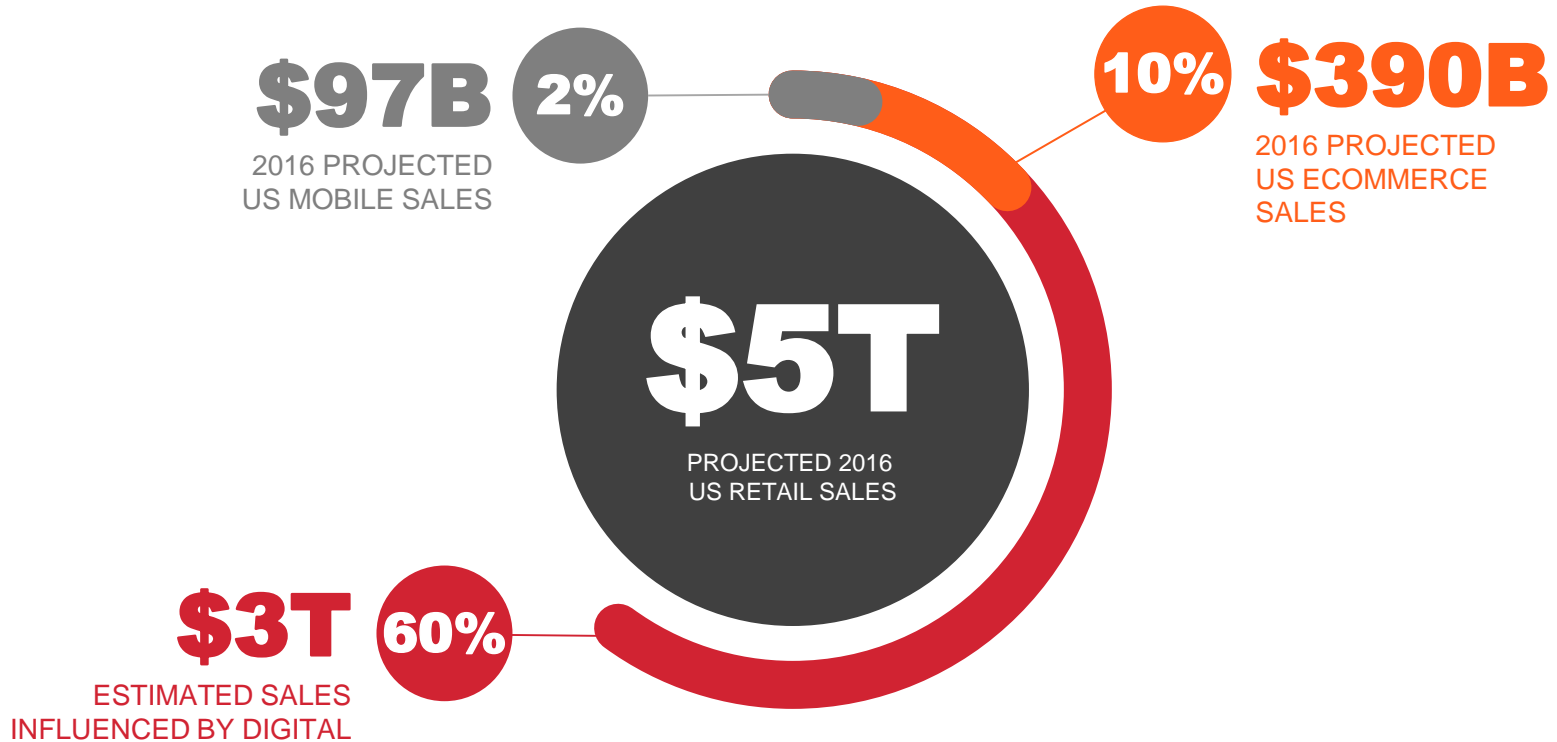
MOBILE

SOCIAL

MESSAGING

AI, AR, IoT

DIGITAL'S RISING INFLUENCE



SOURCE: Kurt Salmon Analysis, 2016.

AMAZON'S DOMINANCE



54M

AMAZON PRIME
MEMBERS
- BUSINESS INSIDER

60%

PERCENT OF ONLINE
SALES GROWTH
ATTRIBUTED TO AMAZON
- MARKET WATCH

44%

USE AMAZON AS
STARTING POINT FOR
PRODUCT SEARCH
(MORE THAN GOOGLE)
- BLOOMREACH

34%

PERCENT OF MILLENIALS
WHO STREAM VIDEO ON
AMAZON PRIME
- BI INTELLIGENCE

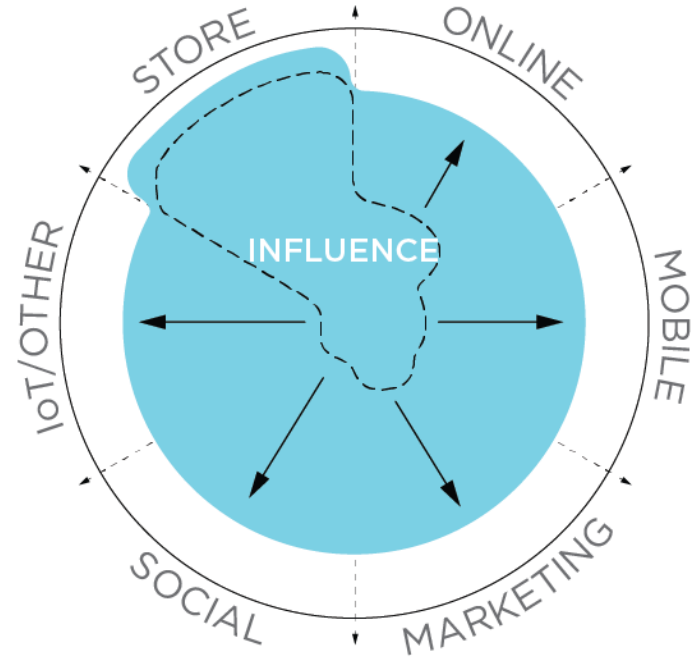


THE EPIC BATTLE FOR INFLUENCE

YESTERDAY



TOMORROW





**IN AN AGE OF
'CONTENT COMMERCE',
SHOPPERS CAN
SEE ANYWHERE,
BUY ANYWHERE**

CONSUMERS HAVE NEW EXPECTATIONS AND DESIRES

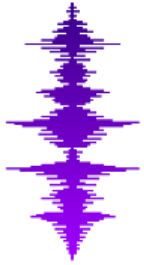
amazon echo

zipcar.
what you work from

airbnb

depop

jet



Ease



Access over
ownership



Experience



Community



Lower price

BEHAVIORS ARE CHANGING

Share of Grocery Spend by Channel



Respondents Choosing to Shop Online vs. Bricks & Mortar



THE PARADOX OF CHOICE

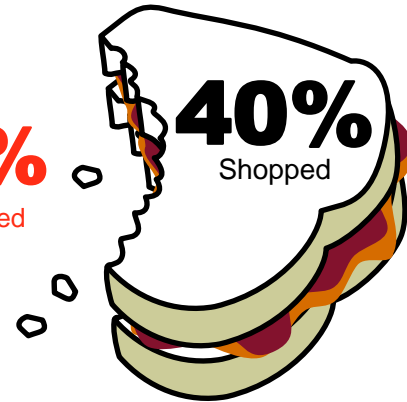
A broad assortment can drive traffic – but at the cost of conversion



3%
Purchased



30%
Purchased



**AMIDST ALL THIS CHANGE,
TRADITIONAL
RETAIL IS STILL
STUCK IN THE
20TH CENTURY**



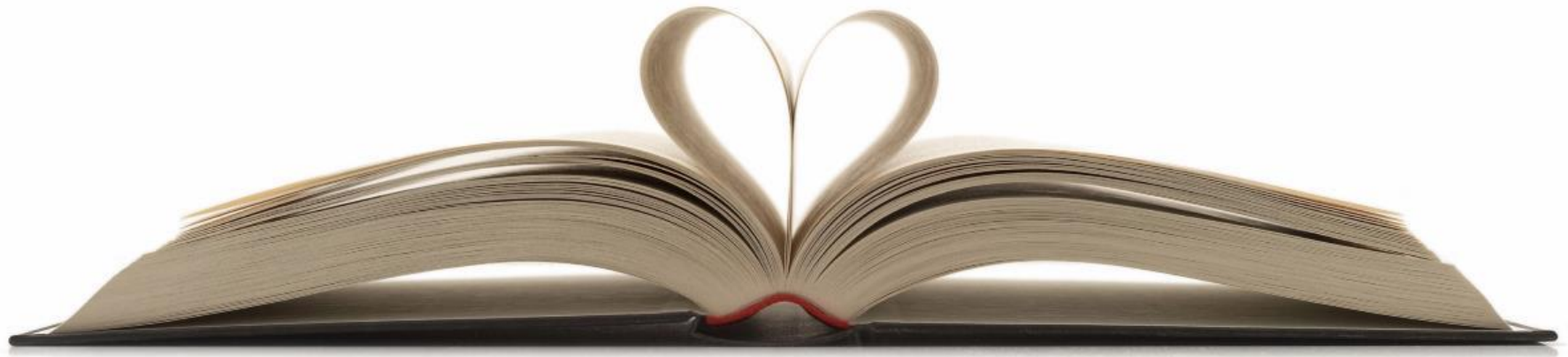
**ARE YOU READY
TO START A
REVOLUTION?**

**IT'S NO LONGER ENOUGH TO
CREATE SOMETHING PEOPLE LIKE...**

**YOU MUST BUILD
EXPERIENCES
THAT PEOPLE LOVE**



**EVERY RETAILER MUST FIND
THEIR PURPOSE**



A close-up photograph of a person's lower legs and feet. They are wearing bright, neon green and yellow sneakers with white laces and a thick green sole. The socks are also neon green with a horizontal pink stripe. The background is plain white.

**DON'T SELL
SHOES, MAKE
HAPPY FEET.**

**DON'T SELL
TOOLS, MAKE
A LOVE NEST.**





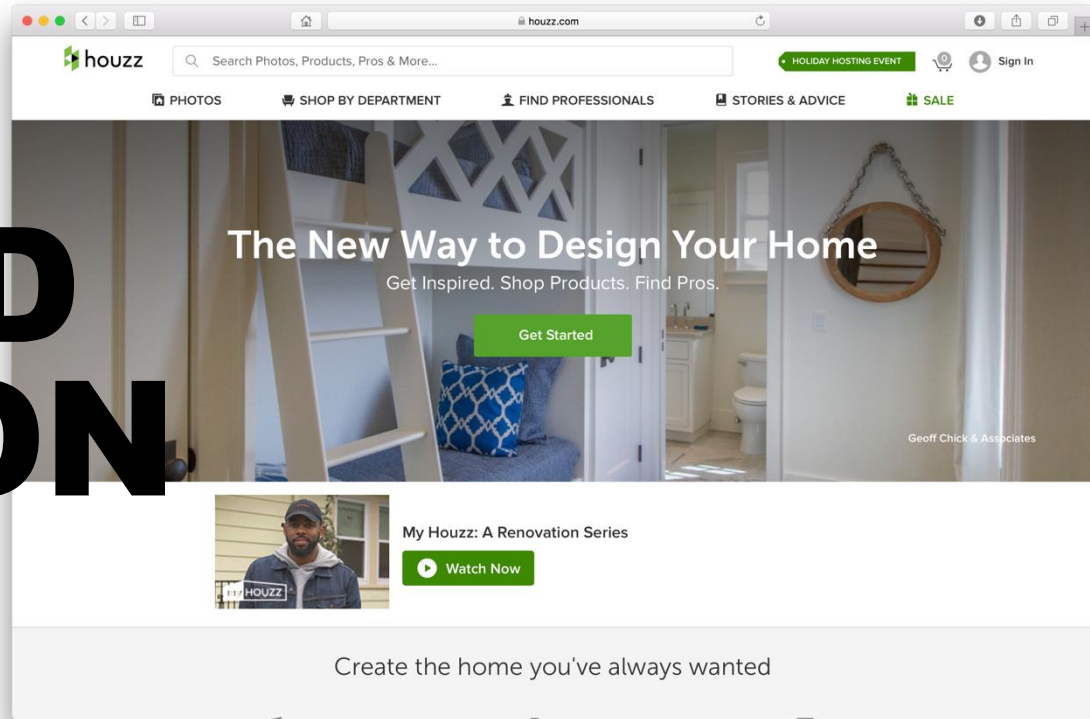
LEVERAGE

**INFLUENCE
MARKETING**

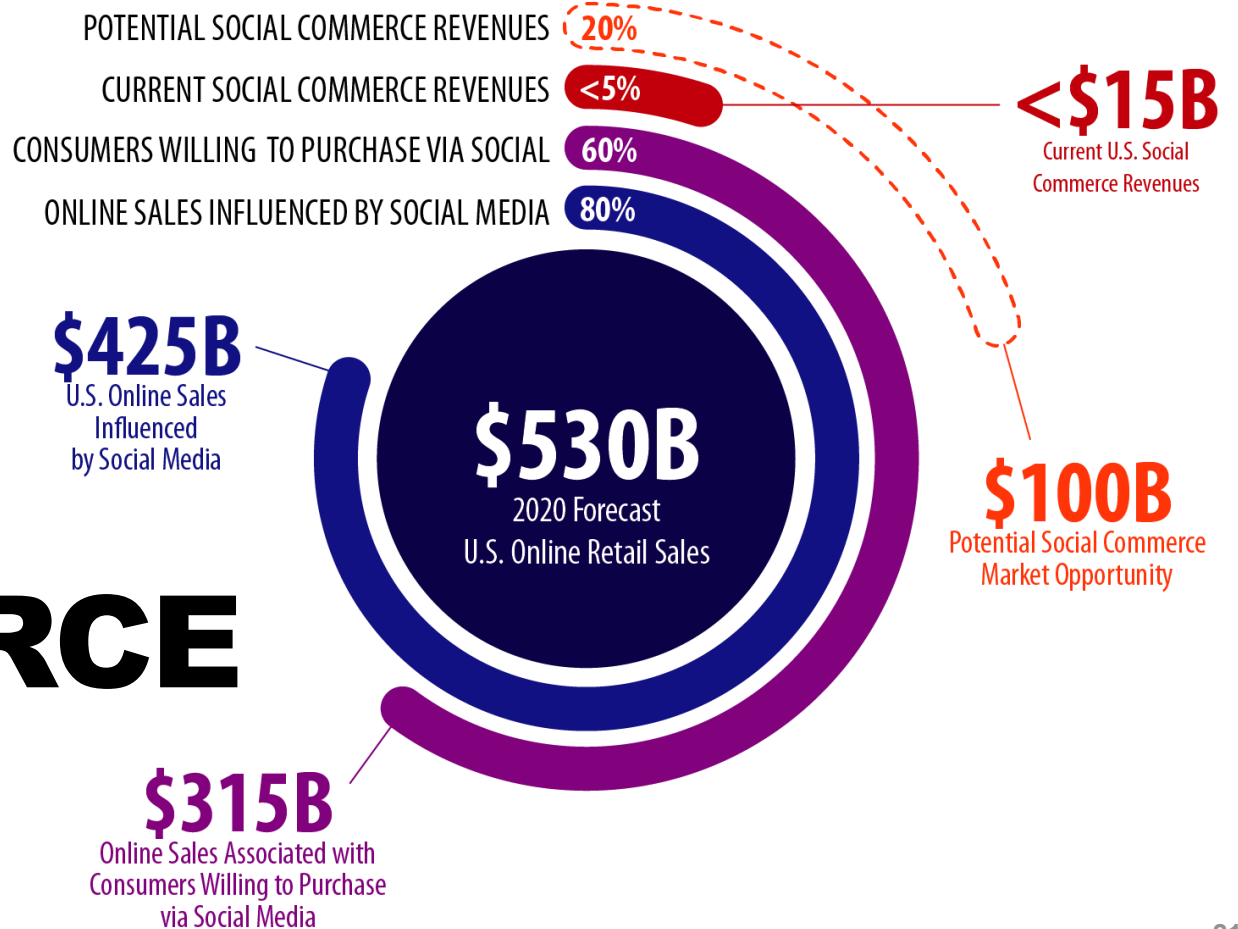
FIXER ★ UPPER

HCTV

PIVOT TO TRUSTED CURATION



LOOK TO SOCIAL COMMERCE



LOOK TO SOCIAL COMMERCE



Instagram

Tap the photo to see the links.

bit.ly/IKEA_PS_2014



YOUR IDEAS

IKEA PS 2014

ON THE MOVE



BENCHES

СКАМЕЇКИ

Tap the picture



TABLES

СТОЇЛИ

Tap the picture



STORAGE

ХРАПЕННЯ

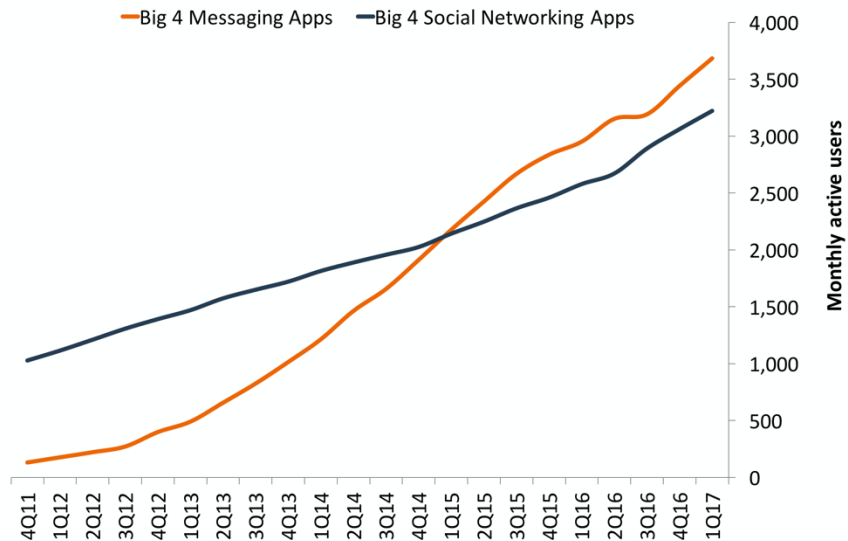
Tap the picture



EXPLORE CONVERSATIONAL COMMERCE

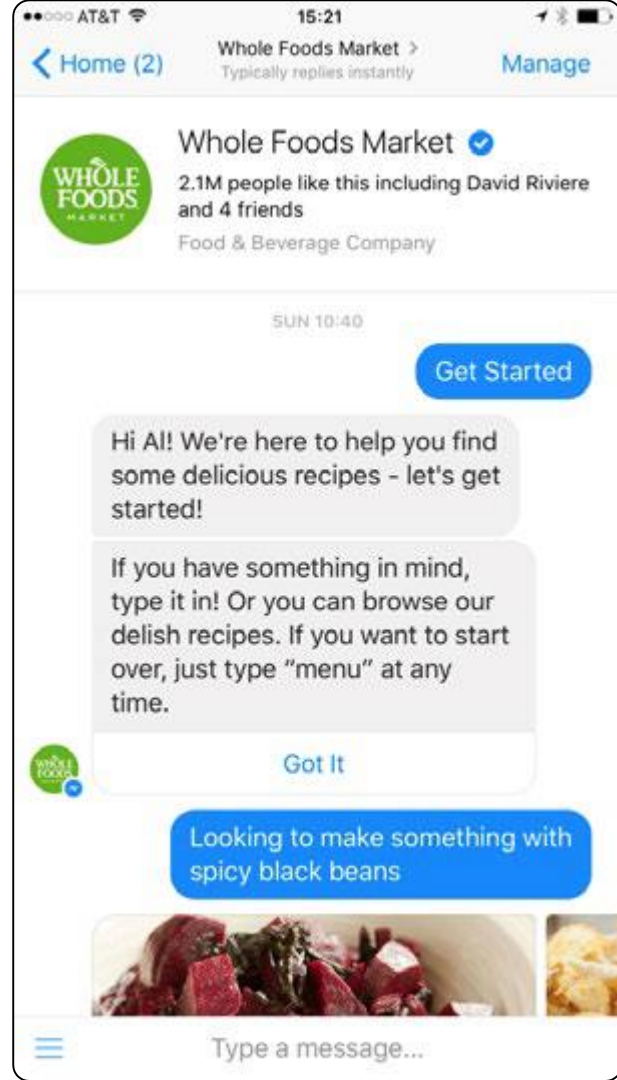
Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, In millions



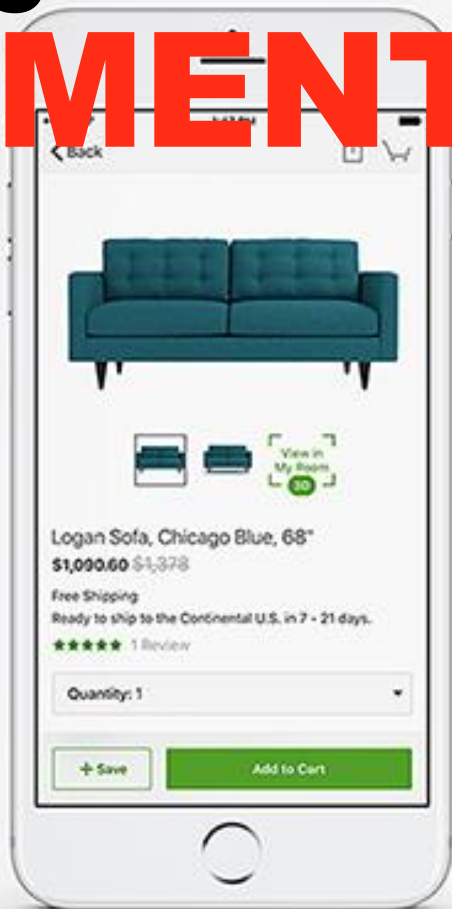
Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE



LEARN TO

AUGMENT REALITY



EXPLORE

**ALTERNATIVE
FORMATS**



CALL TO ACTION

- 1. Reinvent the Experience Around Purpose**
- 2. Leverage Digital Insights**
- 3. Boost Your Digital 'Brilliant Basics'**
- 4. Integrate, Integrate, Integrate**
- 5. Innovate to Influence**

**ARE YOU READY
TO START A**

REVOLUTION?



