Navigating New Horizons

Retail Marketing's Bright Future

rodmell & **company**

Every retailer must consider the influences of new horizons like AI, retail media, ESG, and integrated omnichannel experiences.

But what's critical to retail marketing success are the over-arching principals you use to take maximum advantage of these game-changing events.

Prepare to reshape your strategic framework to managing your brand and developing successful marketing campaigns!

rodmell & company

What I hope you get out of today…

1. See a few things you haven't seen before
2. Take away a few tactics to start exploring tomorrow
3. Get inspired to think a little differently
4. See opportunities to raise the bar for team marketing skillsets.

Artificial Intelligence is…

Artificial Intelligence is… nothing new

"I'm sorry, Dave. I'm afraid I can't do that."

Blade Runner

"The Top Idea in Retail Innovation"

Forbes

FAST COMPANY

"Amazon Proof Retail"

HOINTER

"High-tech Shopping"

The Economist

THE WALL STREET JOURNAL.

"Shop Tailored to Digital Age"

Patrick@rodmellandcompany.com

So, what happened?

"The Top Idea in Retail Innovation" **Forbes**

FAST COMPANY *"Amazon Proof Retail"*

HOINTER

"High-tech Shopping" **The Economist**

THE WALL STREET JOURNAL. *"Shop Tailored to Digital Age"*

what's cool vs what's **sticky**

Don't underestimate what it takes to shape new habits.

According to McKinsey,
the pandemic spurred **seven years of digital adoption** compressed into a matter of months.

AI for marketing has been driven by the need to **meet rising customer expectations** for personalized, seamless, and convenient shopping experiences.

AI = More personalized Retail Experiences

A report by Salesforce found that **64% of consumers expect personalized offers** from retailers…

and 52% are likely to switch brands if they don't receive personalized communications.

NETFLIX

Non-traditional retail businesses like Netflix and Spotify have set expectations for a personalized experience.

AI Solutions

Predictive Analytics
Seery and Plat.AI

Inventory Management
C3 AI and Visionify

Product Recommendation
- Collaborative Filtering
- Content-Based Filtering
- Natural Language Processing
Bluestone PIM

Personalized Marketing
Dynamic Yield and Personalize

Image Recognition
Google Lens and Alpoly Vision

Customer Segmentation
Peak AI and Aqurate.AI

Fraud Detection and Prevention
DataVisor, InscribeAI and Nethone

Product Descriptions
ChatGPT, Jasper and QuillBot

Chatbots and Virtual Assistants
Google Meena, EBI.AI and Chatfuel

AI Best-in-Class

Computer Vision, Deep Learning Algorithms, and Sensor Vision enable touchless checkouts

Wait times at checkouts are a top 3 Friction Point

ENVIRONMENTAL, SOCIAL GOVERNANCE

The issues can be overwhelming.

Make your ESG goals and initiatives relatable.

Audience Poll:
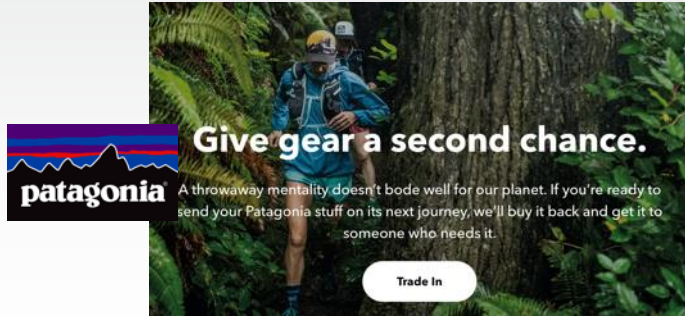
How big is one tonne of CO2?
$11m^3$ sphere

How many trees are needed to recapture one tonne of CO2?
50

How many tonnes of CO2 does the average Canadian produce each year?
15.22

ESG Best-in-Class

Patagonia's "Worn Wear" program, where customers can buy and sell used Patagonia clothing, promoting circular fashion and reducing waste

Costa Coffee's loyalty program, which lets members earn free coffees faster if they use a reusable cup in-store

ESG initiatives can integrate with sales promotion activities –
it's NOT just about a 'feel good' story

RETAIL MEDIA

It's about waaaaay more than screens in stores

"Retail media ad revenue to eclipse TV by **2028**"

Retail Insight Network

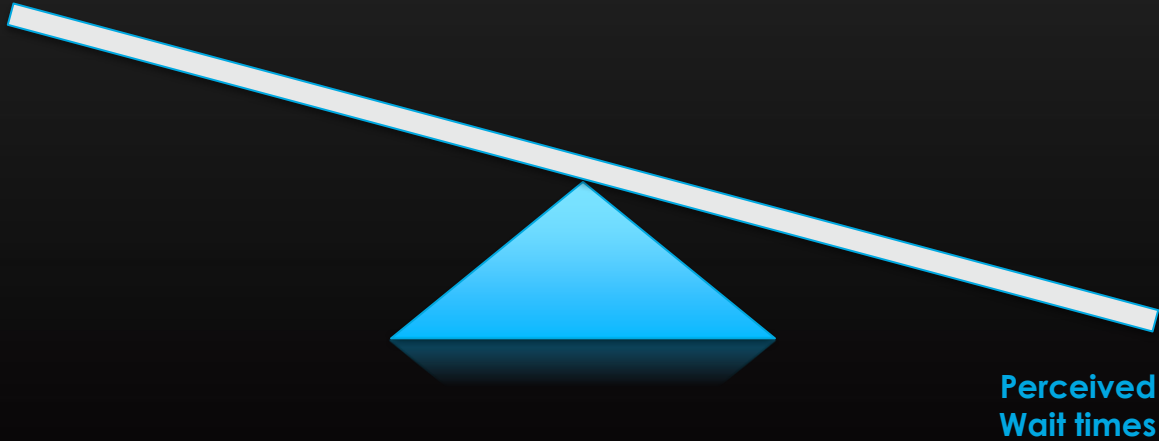# Managing Perceptions

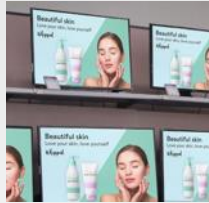Positive customer engagement

Perceived Wait times

Managing Perceptions

Positive customer engagement

Perceived Wait times

Engaging people at retail makes their perceived shopping time go down.

TV wall ads

Pick-up and
delivery sampling

Checkout ads

Walmart Connect

Community events

In store demos

In store audio ads

Retail Media Best-in-Class

Loblaw COMPANIES LIMITED

The screens will run a maximum of ten, six-second spots and focused on the front of stores

Kroger FRESH FOR EVERYONE™

EDGE - A clean energy, cloud-based digital signage solution for retail shelves

veeve

Is the shopping cart finally ready for the digital age?

It's **YOUR** theatre; so you **OWN** the message!
Make sure your content strategy aligns with your brand positioning.

OMNICHANNEL MARKETING

Delivering a consistent, integrated experience across all customer touchpoints.

Patrick@rodmellandcompany.com

71% of online households in Q1 2023 were considered omnichannel grocery households and delivered a basket size that is **9% higher** than that of strictly in-store shoppers
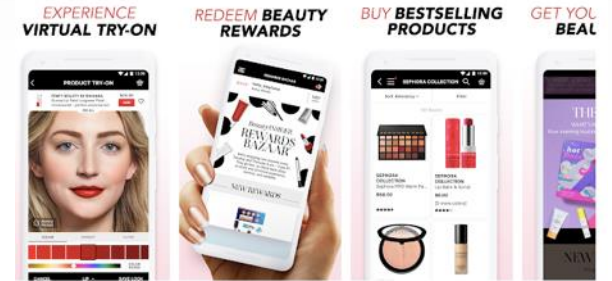
Omnichannel Best-in-Class

Incorporating Pinterest's Lens into their app; take a pic and see similar item Target has for you to buy

Consistent and seamless integration of the digital and in-store experience, including their Beauty Bag to see past purchases. Celeb gossip through app is effective on-brand engagement.

THE KEY: Effective Omnichannel strategies require marketers, merchants and store operators to drop the silo barriers

Omnichannel Best-in-Class

VCF VALUE CITY FURNITURE
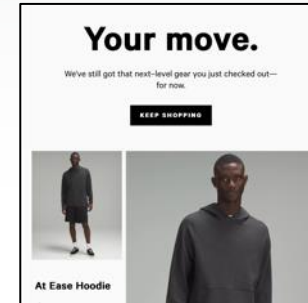
With Easy Pass, customers can shop for furniture online, then submit to store who will set it up, showroom style.

Follow-up reminders about online products that were considered, along with other suggestions based on unique fashion profile.

THE KEY: Identify CX challenges/opportunities FIRST; then explore how omnichannel can be leveraged to strategic (and brand) advantage.

TYPES OF MUSHROOMS

EVERYTHING YOU EVER WANTED TO KNOW ABOUT MUSHROOMS.

White

A mild flavour when raw, its taste becomes more distinguishable when cooked. Delicious in soups, sauces, stews, appetizers, salads, on pizza, and hamburgers. Excellent sautéed, stir-fried, grilled, microwaved, or baked.

Enoki

Mildly flavoured with a slightly crunchy texture when raw, this unique mushroom adds interest and texture to any dish. Excellent in stir-fried or soups, or when eaten raw in salads.

Oyster

Slightly sweet with a mild flavour, this lovely mushroom boasts a soft, velvety texture. Frequently used as a delicacy in Asian cooking, it is excellent in a stir-fry or when sautéed.

Shiitake

Rich and flavourful, this mushroom boasts a meaty texture when cooked. Delicious added to meat, poultry, or pasta. Excellent sautéed or stir-fried. (Remember to remove the tough stem prior to cooking!)

Portabella

An intensely robust flavour and texture, this wonderful meat alternative makes a great substitute for hamburger patties. Excellent when grilled, stuffed, barbequed, roasted, or sautéed. Or between a hamburger bun!

Mini Bella

Also known as the brown or cremini mushroom, its earthy flavour boasts a full-bodied taste. Delicious with beef, poultry, or vegetable-based recipes, and excellent when sautéed, stir-fried, grilled, or baked.

find more
ways to
wear it!

SCAN THIS

town shoes
for the love of shoes

Patrick@rodmellandcompany.com

BRAND EQUITY CYCLE

A framework to PRIORITIZE your targets and frame marketing efforts to specific goals

Patrick@rodmellandcompany.com

Brand Equity Cycle

The commercial opportunity within each Equity Segment is NOT equal….

And HOW you connect with each Equity Segment is very different.

Marketing focus (and spend) should be considered within the context of which Equity Segment you are trying to engage.

Influence

Influence

Influence

Influence

Aware & Curious

Exceeds Expectations

Emotional Connection

Believers
"We actively endorse your brand and are proud to wear it as a badge."

"BUY IN, WITH US"

Engagers
"We buy from you AND into you; we participate beyond transactions."

"BUY IN"

Transactors
"We buy from you, but don't think of you beyond a purveyor of goods."

"BUY FROM"

MIA
"We are unaware that you are an option."

Aware & Uninspired

Dismissers
"We know you exist, but consciously decide not to buy from you."

WHY?

Cautiously Converted

Influence

Marketing Communications Framework

Weighting your Functional and Emotional Attributes
helps shape your messaging in support of your overall brand image goals.

Weighting	Functional Attributes/ Proof Points
30%	Customer Experience
30%	Knowledge / Expertise
20%	Innovation
10%	Convenience
10%	Core Values

Weighting	Emotional Attributes
30%	Caring
20%	Progressive
20%	Committed
15%	Friendly
15%	Resourceful

CX:
Friction & Delight

Like going to the Doctor, you can't just focus on the good news

Audience Poll:

Do you **REALLY** know what your customers **LOVE** about your brand?

Do you **REALLY** know why customers choose **NOT** to shop with you?
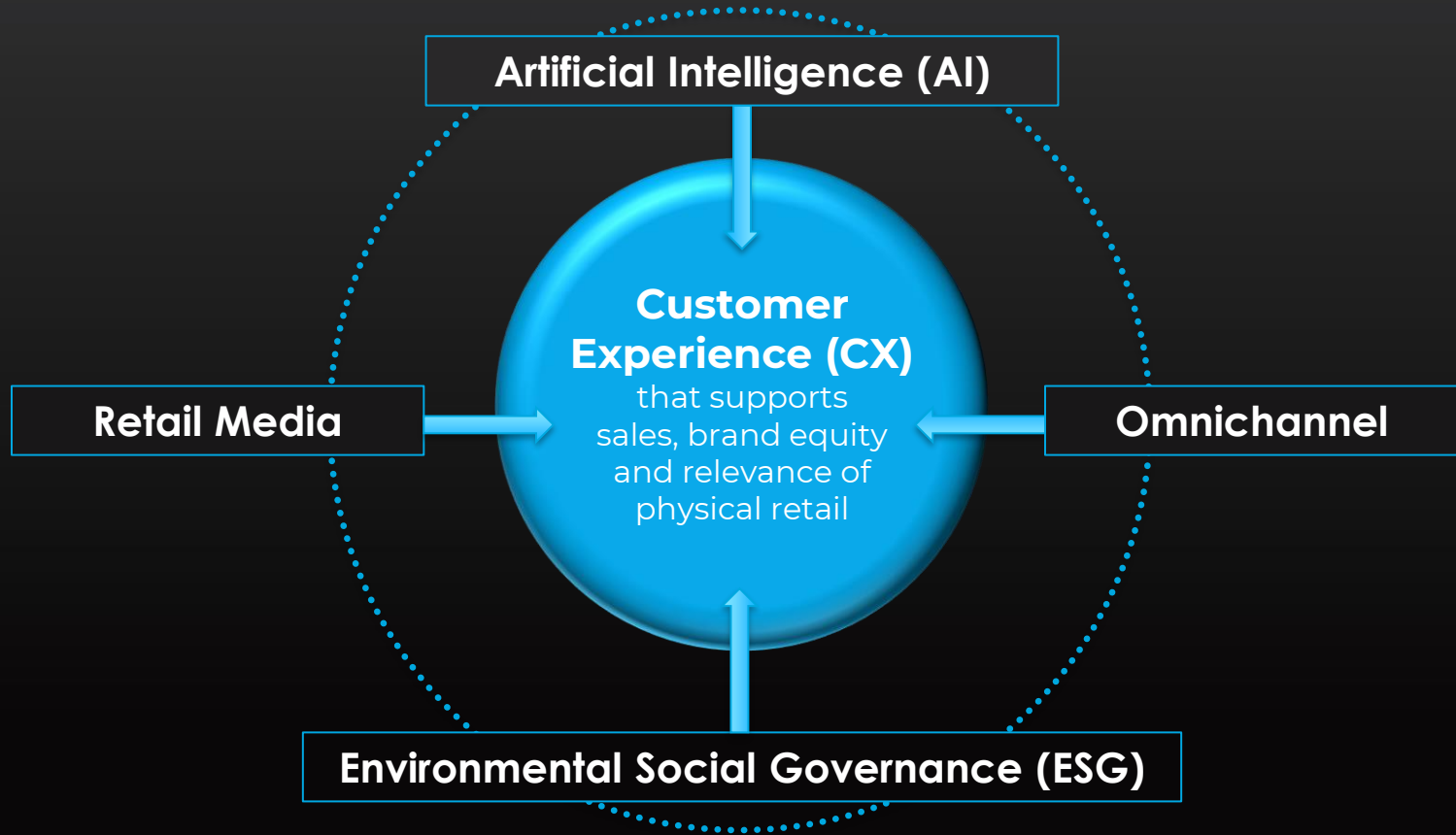
Are you telling the **TRUTH**?

According to a survey by Capgemini, **76% of customers expect companies to understand their needs and expectations**, while only 49% believe that retailers are currently doing so.

CX – Friction & Delight

CX Analysis involves an unbiased review of every customer touchpoint, benchmarked against competitors and focused on key moments of engagement ("Friction & Delight")

CUSTOMER TOUCHPOINTS

ONLINE BOOKING	SHUTTLE	CHECK-IN	EXIT	RETURN	BRANDING/ COMMS	PREFERRED (PROG MECH)
NAVIGATION	VERBAL COMMS/GESTURES	WAIT TIMES	PICK-UP	VEHICLE RETURN	FOCUS	BOOKING
CONTENT	SIGNAGE/BRANDING	PROCESSING	SIGNAGE/ WAYFINDING	RECEIPT	CONSISTENCY	LOT/PICK-UP
FUNCTIONALITY		SCRIPTING	UPGRADE/COMMS	FOLLOW-UP	LANGUAGE/TONE	RELATIONSHIP
DESIGN		UNIFORMS	IN VEHICLE COMMS		COPY	FOLLOW-UP
INTEGRATION		SIGNAGE/COMMS	LOT EXIT		MESSAGE EFFECTIVENESS	PREFERRED (CE FEATURES)
BRANDING		ANCILLARY/UPSELL			SUB-BRANDS	BRANDING
		KIOSK				PROMOTION
		DOCUMENTATION				ENROLLMENT
						TIERS
						POINTS/REWARDS

Key Takeaways…

1. Take a 'fast-follow' approach to adopting AI for marketing (think: Tortoise NOT Hare)

2. Retail Media must be developed in the context of brand guardrails

3. Make your ESG initiatives relatable

4. Use a Brand Equity Cycle framework to support your marketing plans

5. Use CX analysis to know – and prioritize – your moments of "*Friction & Delight*" before developing your Omnichannel strategies.

The future is bright and
exciting for retail marketing.

But only for those who pack
their running shoes.

MAKE GREAT RETAIL.

rodmell & **company**

rodmell & company

We are an **integrated retail agency**, helping clients optimize and market their brands and customer experiences.