



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Future of Retail

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Retail today?

On the surface, retailers seem to fall in either the online or traditional bricks-and-mortar model. Those who have roots in one model are finding ways to have a presence in the other. A deeper look reveals evidence of expansion from one model to the other, such as Amazon's acquisition of Whole Foods, or Walmart's race to match Amazon's online presence. The experts who contributed to this report provide insight into why this is happening. The future of retail isn't simply about making sure you have viable online and physical retail models. Instead, it is about engaging customers with your brand, on the ground of their choosing, in ways that create memorable customer experiences.

Why Should Marketers Care?

Many, traditional retail organizations feel that their survival is currently at stake. They are under tremendous pressure to fuse the digital and physical retail worlds. Therefore, understanding what and where the frontier is for retail is imperative. The future involves having the right culture, using innovative approaches and technologies, and having a willingness and the skills to use data to learn from customers. Retail marketers that blend these elements to create unique consumer experiences, rather than trying to prolong the status quo, will gain significant competitive advantages, grow brand awareness and customer loyalty.

Key Future of Retail Stat

According to **Statista**, from 2007 to 2017, the number of part and full-time employees at Amazon grew from 17,000 to 566,000.

Expert Perspective



Angelique Bellmer Krembs

Vice President of Marketing Activation
PepsiCo

“Despite the challenges, marketers can agree that the future of retail is heading toward a fusion of the digital and physical worlds, with brick-and-mortar and online stores learning from each other and brands playing to the inherent strengths of each. As the pace of innovation accelerates, brands and retailers need to act now to create experiences in the digital and physical spaces that support one another.”

CASE STUDY

YETI: Making Coolers Cool

YETI, which markets coolers and other products to outdoor enthusiasts, in early 2017 opened its first YETI Flagship store in Austin, Texas.

The 8,000 square-foot space allows the brand to connect with customers in a new way, immersing them in an atmosphere that embodies the YETI brand identity. This physical retail venue is creating customer experiences that are a competitive differentiator for YETI.

The company remodeled a historic 1930s warehouse to create the store, which features numerous, brand-specific visual displays, as well as scent and sound systems, designed to enhance the customer experience.

There's a film viewing area, a performance stage, a bar, and wall screens displaying moving images of YETI brand ambassadors. The store also includes artifacts from outdoor adventures, such as a shark suspended from the ceiling, and the first fishing skiff to ever cross the Everglades.

"We have so many inspiring layers and experiential components to our brand that it seemed natural to open a store, but present it more as an experiential event," says Tony Kaplan, director of consumer experience at YETI. "We intend to have a regular mix of events, from live music to speakers to film screenings. Through the lens of our ambassadors and steady stream of new, innovative products, we want to give our fans a memorable and shareable experience that will motivate them to come back often."

Want to learn more?



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