

Innovative Commerce Marketing @ Microsoft

The days of consumers following a straight path to their purchases are long gone. Even the circuitous “customer journey” is constantly being challenged by innovative new technology, consumer behavior and channel dilution. Whether you’re a packaged goods or a software-as-a service company, a considered purchase or an impulse buy, companies must continue to be innovative in the way they generate commerce, or they risk being outflanked by their competitors. This ANA INNOVATIVE COMMERCE conference will immerse you into the world of the latest innovations in Commerce that lead to brand growth, from industry leaders in URL to IRL, Direct to Consumer (DTC), Click and Collect / Buy Online Pick Up in Store (BOPIS), experiential flagships, social commerce and more.

When:

Start: Tuesday, October 29, 2019 at 8:30am

End: Tuesday, October 29, 2019 at 2:35pm

Where:

Microsoft
Building 92
15010 NE 36th St
Redmond, WA 98052

Agenda

TIME	EVENT DETAILS
8:30am - 9:15am	BREAKFAST
9:15am - 9:25am	OPENING REMARKS
9:25am - 10:05am	RETAIL REIMAGINED Has digital swallowed all retail economic activity? Where does customer experience fit into all of this? And is it true that the future of retail is a

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hybrid of physical and digital? In this contrarian point of view on retail, Head of Brand Studio for Microsoft Advertising's Geoffrey Colon explains why we should never ever believe articles saying "Retail is dead." It's better to write articles titled retail has been "Reimagined."

What you'll learn from this customer experience presentation focused on human-centered design:

Imagine knowing your customer so well you could predict every purchase they will make in the next six months.

Imagine empowering your store employees with data to instantly recognize a customer and hand them products before they even knew they wanted them.

Imagine delighting customers with lightning-fast fulfillment and real-time flexible delivery enabled by an efficient supply chain.

Imagine new retail store models that bring the ease of digital shopping and experience of brick and mortar together, enabling real-time personalized recommendations, click and collect, and in-store digital assistants.

Geoff Colon

Head of Brand Studio Microsoft

10:05am
- 10:45am

ADIDAS: CHANGING LIVES WITH THE CUSTOMER EXPERIENCE

At adidas, putting the athlete at the center of the experience with the brand is critical. And in this age of focus on the "customer journey", putting the athlete as a consumer in the middle of their journey to the product – with an experience that builds their understanding of the technology and their enjoyment of their sport – has never been more important. Hear from Matt, as he talks about how to build that consistent customer experience, whether it is in the direct to consumer adidas-owned flagship, via premium wholesale partners or even franchised partners, and how it contributes to the consumer's lifestyle.

TIME	EVENT DETAILS
	<p>Matt Kelly Global Director Procurement: Retail + Marketing adidas</p>
<p>10:45am - 11:05am</p>	<p>NETWORKING COFFEE BREAK</p>
<p>11:05am - 11:45am</p>	<p>THE WYZE WAY TO BUILD A BUSINESS & A BRAND</p> <p>Founded by four ex-Amazonians, Wyze Labs is on a mission to democratize smart home technology. Wyze operates on the core principle to treat our users as friends. That means we listen to feedback from our customers to build products that are easy to use and incredibly affordable, while working to build an emotional connection between our customers and us. Hear about how we've been successful in growing our business in a few short years from a viral product to a complete smart home solution that will continue to innovate and challenge the industry.</p> <p>Amie Hsu Director of E-Commerce Wyze Labs</p>
<p>11:45am - 12:25pm</p>	<p>ACCELERATING NEW BRANDS THROUGH E-COMMERCE</p> <p>Oars & Alps, a natural, non-toxic premium skin care line with an outdoorsy edge, catapulted to the wellness scene in recent years, launching on Amazon with sustained growth of 30-50% MoM, leading to distribution in other retailers, the most recent being Target. Hear from co-founder and CEO (Laura Cox) on how this brand disrupted the wellness space, with their innovative product line up targeted toward men, with a relentless approach to natural skincare ingredients. Co-Presenter, Joe Scartz from TPN's consultancy, Velocity Commerce Group to discuss how the evolution of CPG eCommerce, with specific Amazon examples, plus mention of the rise of direct to consumer will set up for our Case Study (Oars & Alps).</p>

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	<p>Laura Lisowski Cox Chief Executive Officer Oars & Alps</p> <p>Joe Scartz Chief Digital Commerce Officer Velocity Commerce Group, a TPN consultancy</p>
<p>12:25pm - 1:15pm</p>	<p>LUNCHEON</p>
<p>1:15pm - 1:55pm</p>	<p>FOR CPG, SMALL INNOVATIONS ARE THE BIG IDEA</p> <p>In the CPG industry, data-driven insights may help to drive media and retail considerations. However, when it comes to true marketing innovation, CPG brands tend to rely on human-centered insights to help drive a brand's next Big Idea and lead a consumer through the path to purchase. A cola and candy bar brand puts names on its packaging. A whiskey brand introduces a chatbot in-store to help guide shoppers to the right brand for their tastes. A challenger nut brand changes its packaging so that it stands up (and stands out) on shelves in-store.</p> <p>This presentation will show examples of what CPG brands are doing to innovate and remain relevant, while also keeping the consumer/shopper at the center. It will show how CPG brands use a human-centered approach toward innovation, and how they use technology to work with consumers (rather than alienating them).</p> <p>TBD Blue Chip</p>
<p>1:55pm - 2:35pm</p>	<p>ALEXA ON THE CONSUMER JOURNEY: AMAZON, CAMPBELL'S & THE MARS AGENCY</p> <p>Session TBD</p>

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Dan Murphy

Business Development & Strategy, Alexa Shopping Amazon

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