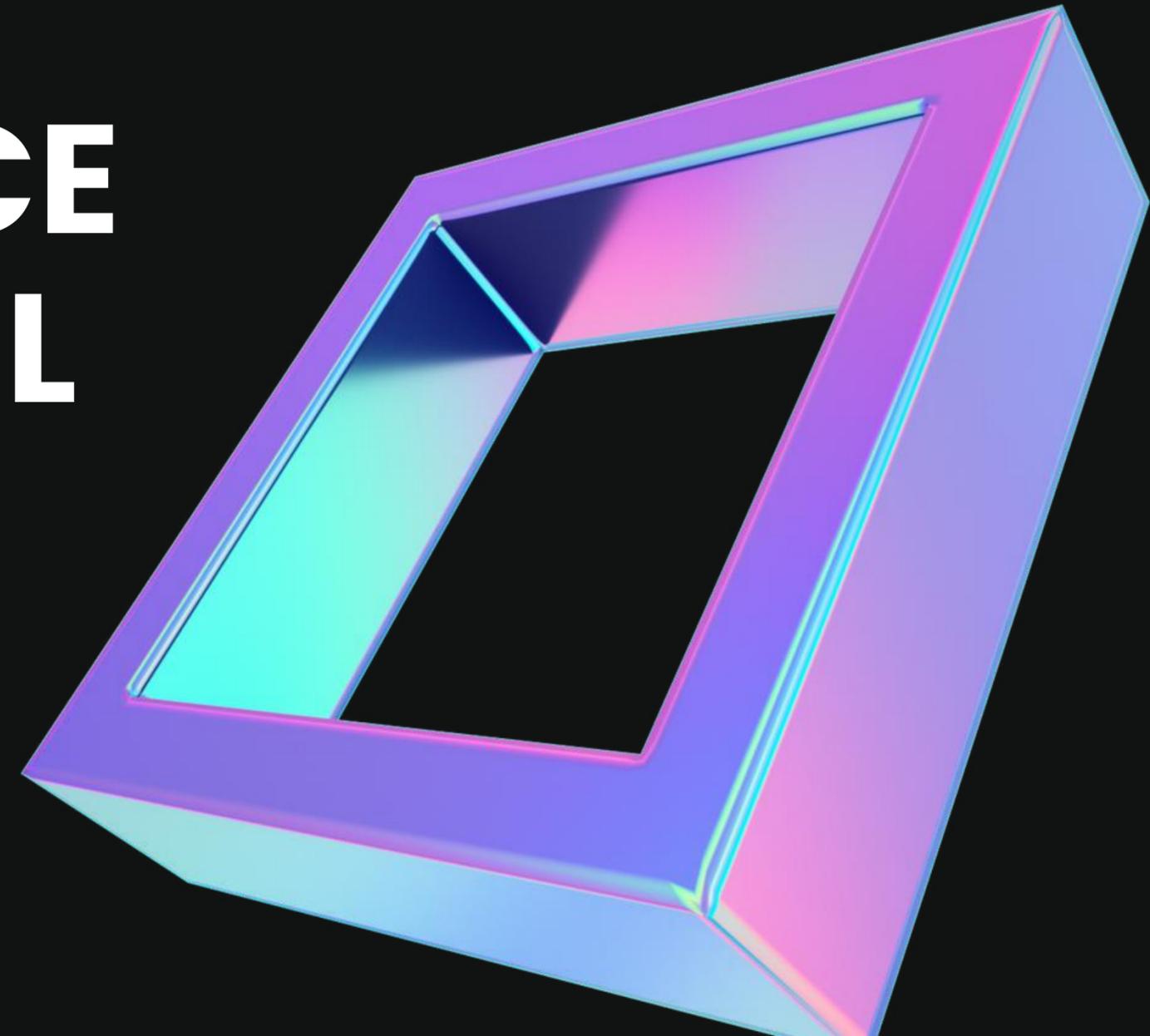


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4 TIPS TO TAKE BRAND EXPERIENCE TO THE NEXT LEVEL

Sep 2020 Industry Report



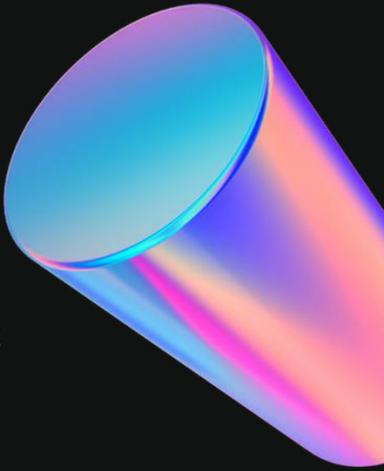
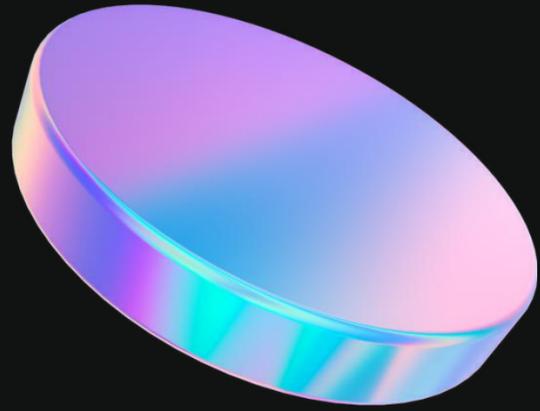


Experiential engagement is worth it for future-focused brands

Brand Experience Planning

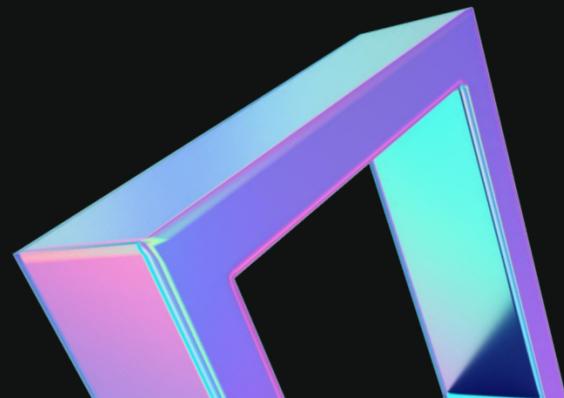
One of marketing's biggest difficulties rests in linking ads with sales and growth. Restricted access to consumer data limits brands' ability to target and reach customers accurately, resulting in frequently irrelevant advertisements that can be costly regardless of effectiveness. But what if brands looked beyond just conversion metrics in retail and looked toward building brand love and loyalty through engagement metrics?

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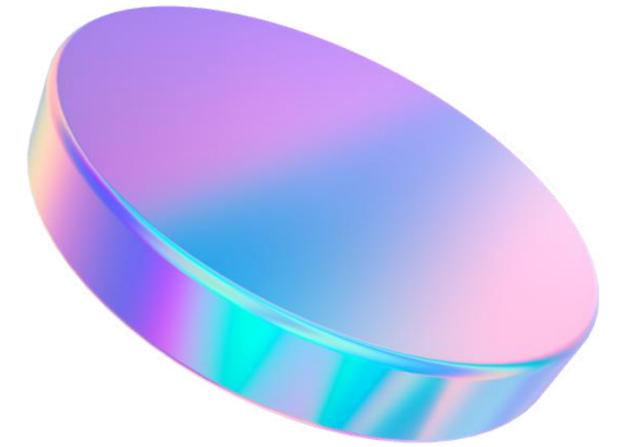
Future- Focused Brands

- Extend Your Focus on Engagement Metrics
- Use Digital to Power Emotionally-resonant Creative Experiences
- Implications and Future Impact
- Implications and Future Impact





HOW EXPERIENTIAL ECOMMERCE VIRTUALISES THE IN-STORE EXPERIENCE



01

EXPERIENTIAL ECOMMERCE BOOSTS
CONSUMER CONFIDENCE

02

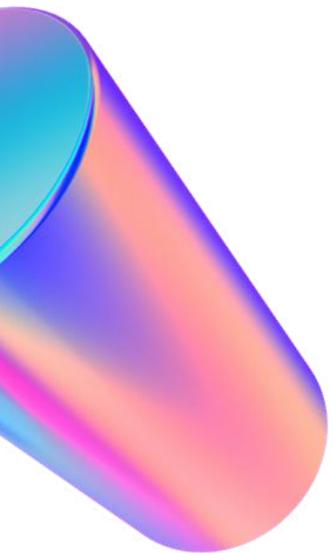
DELIVER PERSONALISATION AND
RELEVANCE WITH CONTEXTUAL
TRIGGERS

03

THIRD-PARTY MARKETPLACES MAKE
EXPERIENTIAL ECOMMERCE
ACCESSIBLE AND SCALABLE

04

NEW RETAIL THRIVES ON A UNIFIED
COMMERCE MODEL



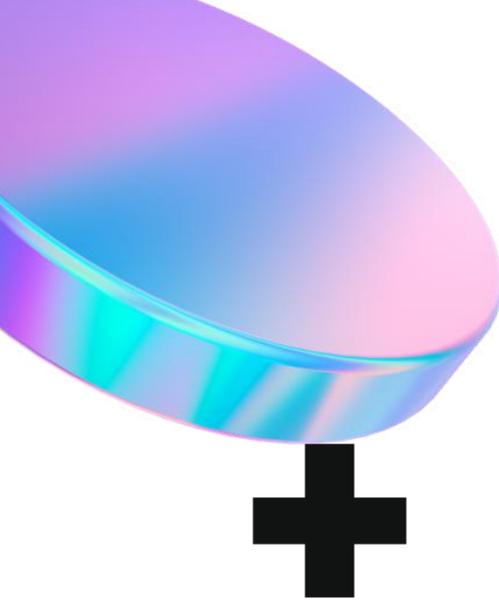
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How Experiential Ecommerce Boosts Consumer Confidence

One of the major benefits to experiential ecommerce is that it improves buyer confidence. The typical online shopping experience relies on product images or, if you're lucky, a video that provides a closer look at the product's uses or features. These are useful, but they don't answer all the questions customers might have about the item.

Experiential ecommerce is a customer-centric strategy that strengthens the bond between the brand and consumer through a virtualized shopping experience.



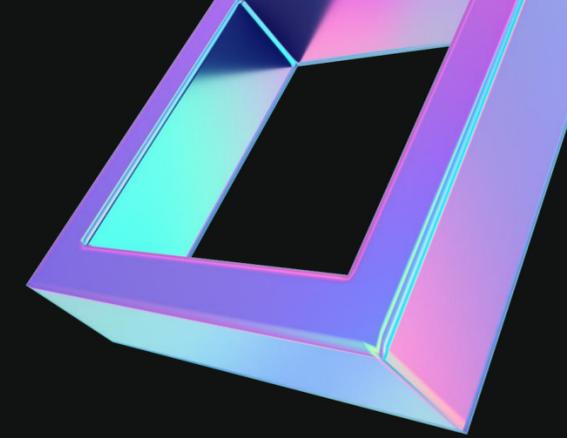
Deliver Personalisation and Relevance with Contextual Triggers

A strength of ecommerce that can't be understated is its use of personalization: based on interests, defined needs or previous shopping history, consumers can quickly find the exact product that they need on a website, in an app or even to collect in-store.

And as explored above, experiential ecommerce opens opportunities to take personalization and contextual shopping to the next level—even taking some of the more iconic features of brick-and-mortar retail and making them better online.



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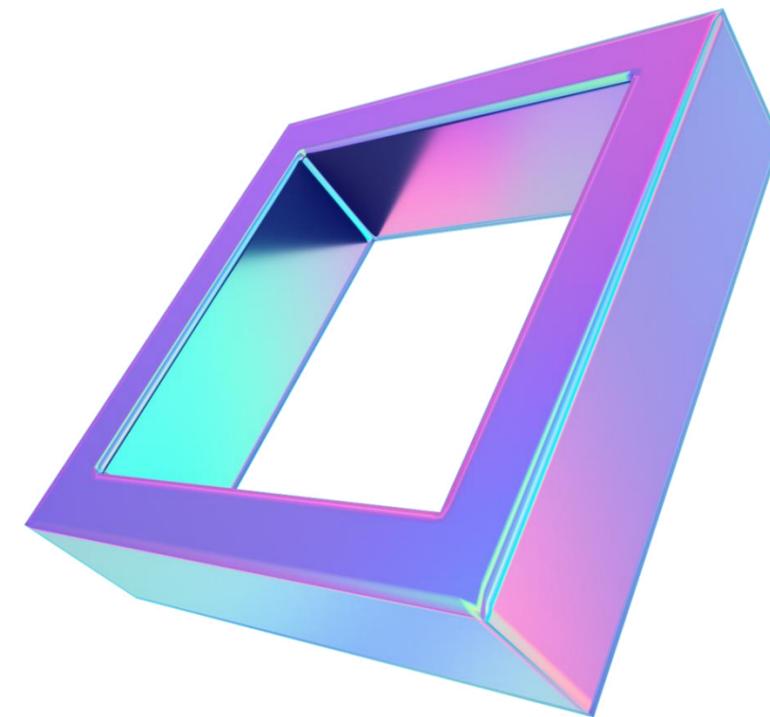
Third-party Marketplaces Make Experiential Ecommerce Accessible and Scalable

3D Experiences

These features are some of the latest in support of long-term New Retail strategies that build on customers' desire for highly personalized and intuitive shopping experiences. Supported natively by some of the most popular channels in China, experiential ecommerce has become much more accessible for businesses.



New Retail Thrives on a Unified Commerce Model



One way for brands to better connect with consumers anywhere and everywhere is to take a more unified approach to online and offline commerce, giving touchpoints equal weight in your strategy, while also optimizing the seamless and omnichannel customer decision journey with a performance-driven mindset. Succeeding with this strategy is key to using experiential ecommerce as a creative differentiator, offering an experience that's not only convenient, but engages customers in new, value-added ways.

As brands increase their investment in technologies that support mobile consumers, experiential ecommerce will become critical in meeting shoppers' expectations, increasing confidence and boosting engagement in digital shopping—helping brands differentiate through an unparalleled customer experience.

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LET'S CHAT ABOUT YOUR 2021 MARKETING PLAN



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