

WPP | COMMERCE | geometry

COMMERCE IN A CONNECTED WORLD

EVENT WRAP-UP
& TREND OUTLOOK

FEBRUARY 24 - 26 | MIAMI



WPP COMMERCE 2020

WPP Commerce brings together the world's leading industry, marketing and media experts for an exclusive, two-day, immersive exploration of the future of the ever-evolving intersection of commerce, technology and retail.

Bringing together the deep and broad perspectives of WPP and other experts in the field, WPP Commerce examined future trends and today's realities including; insights, activations, design and experience, shopper marketing, DTC, creativity, strategy, measurement and analytics – no stone was left unturned. Today, commerce is everyone's business and the event was an open dialogue with the world's foremost experts who delivered actionable insights to transform businesses.

Housed at the magnificent Faena Complex on Miami Beach, WPP Commerce is an opportunity for inspiration unlike any other.



WHO WAS THERE

CO-HOSTS

Geometry, Global CEO, **Beth Ann Kaminkow**

RedFuse, Global CEO, **Carl Hartman**

SPEAKER HIGHLIGHTS

Dan Kauffman, Head of Engineering Google; **Nancy McKenzie**, Associate Director, Global eCommerce Marketing at Colgate Palmolive; **DeLu Jackson** from Conagra, Vice President of Precision Marketing; **Miri Rodriguez**, Brand Storyteller, Microsoft; **Marty Thomas**, Manager, Center of Excellence – Shop Phase/Promotions, Nestle; **Matty Lin** Managing Director, Monetization and Partnerships at TikTok; **David Heaney**, Head of Europe Shopper Marketing Beer Category at Diageo; **Katie Hunt**, the Co-founder of Showfields **Angel Bellon**, Director Creative Strategy and Cultural Intelligence at ViacomCBS and more.

See who else attended [here](#).

PARTNERS

Adobe, Amazon Advertising, Braze, Bryanthings, Chicory, Dataworld, Facebook, Kenshoo, Mirum, Microsoft, Pinterest, Prizelogic, Ripple Street, Roundel, Salesforce, ShopifyPlus, Subvrsive, TikTok, Triad, Valassis Digital, ViacomCBS, Verizon Media, and Yelp.

AGENCIES

Catalyst, Geometry, GroupM, Hogarth, Kantar, Mirum, Ogilvy, Red Fuse, Subvrsive, Triad Retail Media, VMLYR, Wavemaker, WPP Leadership, Wunderman Thompson Commerce.

TREND 1
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COMMERCE IS THE NEW CANVAS FOR CREATIVITY



Commerce today goes beyond a simple transaction. People can now buy anything, anytime, anywhere. This presents brands with a growing number of opportunities to use creativity to drive more meaningful connections. Layer on our access to data, and marketers have a trove of insights that can be harnessed to build relevancy and value at the emotional, cultural and human level.

As our co-host and Geometry Global CEO Beth Ann Kaminkow put it, "The future of retail is here. We know what consumers want. Removing the friction now becomes our imperative."

Memorable quotes:

"Consumer behavior tells us something very different from what we learned in the traditional world. Consumers want solutions - they are the ones driving demand for our products."

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- Conagra's **DeLu Jackson** on the convergence of commerce and media

"It's all about speed and customization. Technology is no longer the competitive advantage. It's how you use and leverage it that drives success."

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- Staples Canada's **Simon Rodriguez** on the power of technology

"Insights are created, not found. They need that human connection – that human faith - to connect the big ideas."

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- **David Heaney** of Diageo on the role of creativity in driving growth in commerce

"It's more than a pay for play in the world of social, it's about context to allow you to meet your audience in the most meaningful moments."

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- VMLY&R's **Christina Miller** on paid social commerce

We've gone from omnichannel to omnipresent and the need to deliver frictionless experiences has never been more important.

Brands and retailers are in agreement over the power of Experience. As technology has turned old-school brick and mortar into a thing of the past, the definition of retail has evolved way past a one-dimensional moment. Stores are seeking to create experiences that are instagrammable, meanwhile Instagram was onsite playing in the retail space with a unique immersive retail experience to woo attendees. The model of the future will belong to those who can bring the physical, retail and mobile consumer journey together as one.



Memorable quotes:

"Building an omnichannel organization is one of the greatest transformations happening right now."

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- Stephen Howard-Sarin, Walmart Media Group speaking on Retail: Unfiltered

"The same way D2C brands have moved into physical, technology and information companies are coming back to owning the tangible (e.g. Uber buying cars)."

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- Google's Dan Kaufman on the Fifth Wave of Computing

"Experience is the fourth dimension to consumers – they still want products they can touch & feel before purchasing."

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- Ryan Mayward, Amazon on their big bets in physical retail with Amazon-Go & Amazon 4-Star stores

"Physical retail, especially as a direct-to-consumer brand, is a fantastic way to super-charge your customer."

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- Katie Hunt from Showfields on retail 2.0 as a growth driver



TREND 3
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THE BRAND VERSUS PERFORMANCE DEBATE PLAYS OUT ONLINE



While DTC brands spent a good part of 2019 disrupting the well-known brand giants, 2020 is already seeing the gap narrowing. CPG brands have jumped in to harness the power of digital commerce that is driving D2C success. Shifting away from spending on brand acquisitions, marketers are forging deeper partnerships with social and ecommerce players to balance both brand and performance demands.

A great case study brought to the stage focused on how Colgate, in its partnership with WhatsApp and Redfuse, used technology to deliver smiles and get products directly to consumers in rural India.

Memorable quotes:

"69% of searches on Amazon are unbranded; during which 68% of consumers will discover a new brand and 74% of them will buy the brand again with another retailer."

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- Ryan Mayward, Amazon on the unprecedented scale of product discovery

"Big things are happening with CPG brands, yet ecommerce is often the lost leader."

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- MikMak's Rachel Tipograph on building a next generation brand

"You should be looking beyond ROAS to how your media is impacting your brand."

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- Kacie McKee of Wavemaker, on the measurable impact of commerce

TREND 4
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**BRANDS
STAY SMART BY
STAYING
WOKE**

With all the talk about data, content and channels, it's easy to lose sight of our audience. The most important consideration in today's increasingly automated world is to not get lost beyond reason. Marketers have no questions over the impact of a brand's ethics and values to its bottom line. But with the make-up of our population changing, we must stay woke to all generations of people.

According to Kantar's **J. Walker Smith**, "For the first time in human history, there are now more old people than there are young." So how do we use technology to create more meaningful connections with all consumers on a human scale?





FINAL WORDS

HOW TO MAKE IT ACTIONABLE

Nurture the multi-facted skills of all your people for a single holistic strategy

Open up the data flood gates to make it connected

Make technology your friend by unashamedly leaning into partners

Always remember, make it HUMAN



WPP is a creative transformation company. We build better futures for our clients through an integrated offer of communications, experience, commerce and technology.

Creativity is WPP's most important competitive advantage. We harness the strength of our marketing and advertising technology, and unique partnerships with technology firms, to transform our clients' businesses and ready themselves for future success.

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