

← OLD LIFE  
NEW LIFE →

**ENGAGING HEARTS AND MINDS IN THE NEW WORLD**

*EXPLORE, PLAY, CREATE*

A photograph of a carton of eggs, each with a different hand-drawn face. The faces show a variety of emotions: a smiling pig-like face, a surprised face with wide eyes, a sad face with a downturned mouth, an angry face with furrowed brows, a neutral face, a face with a wide grin, a face with a single tear, a face with a wide-open mouth, a face with a neutral expression, a face with a wide-eyed, intense look, a face with a wide-open mouth, and a face with a wide-eyed, intense look. The faces are drawn in black ink on the brown eggshells.

Achieving emotional and experiential engagement

“Colart brands are the first choice for Shoppers driven by an emotionally engaging shopping experience”

# The new world

48% are shopping online more frequently \*

Whether it's embracing home DIY, gardening or introducing a lunchtime yoga class - consumers are turning to online to source products and advice to suit their new lifestyles, consistent brand touchpoints will be ever more important to support this. \*\*

Shoppers go beyond looking for products but more for **experiential moments** that a brand can provide

## Return to traditional and local

But as stores start to reopen their doors, with an expectant stampede of Shoppers, what we must do is ensure our shopper needs are met and exceeded in store.

As shoppers adjust to life, one thing's certain — consumer shopping behavior has changed, as well as the environment they will shop in.

## Independent sector fastest growing \*\*\*

Many brands and retailers have responded by rapidly speeding up digitalisation. While online will inevitably play a bigger role, it is essential to recognise the role physical retail continues to play within the OMNI shopper journey.

Our sales were 80% in store pre the pandemic, we must ensure we are ready to fulfil the new figure, - with rewarding emotional engagement, this week the return to the high street has started. Shoppers not browsers and a higher basket spend. \*\*\*\*

# Challenges we need to embrace

The growth of online shopping

Shopping closer to home

Social distancing

Digital integration



Growth has been reported in the purchase of goods that make shoppers feel good. 'The Feel-Good Factor' such as Alcohol, chocolate, luxury products, beauty products and arts and crafts. Of course this can be seen as an opportunity for our brands. \*

*UK grocery online sales % has doubled to 13%, 25% of US customers have bought online in last month. \*\**

Brands that delivered well during the height of the pandemic will have gained strong Emotional engagement.

Changes in shopper behaviour such as shopping local, new loyalties and different spend priorities. And of course the health craze: Sporting goods sales have significantly risen \*\*\*



# Things will never be the same again or will they?

Shoppers, although now more exposed to online shopping, will have experienced frustration around product availability and delivery timescales. Some shoppers will also have missed the added dimension of physical retail and the experience and interaction it provides.

Stores are now starting to re-open across the globe. The initial signs are that shoppers want to go back to stores, in reduced numbers at first. Early results show that conversion and basket size is up, as shoppers are visiting stores with an intention to buy and visit less often. \*

Behavioral science indicates that many habits will revert to normal relatively quickly once social restrictions are lifted (just think how swiftly we've adopted a new way of life). After all, fundamental human needs don't change that much, just how we meet those needs \*\*

**What consumers plan to buy next: Books & Hobby #1 for over 36 year olds. \*\*\***

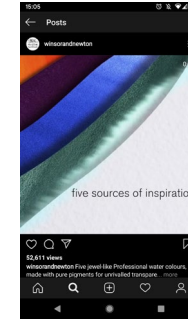
**Image:** Shoppers returning to the Highstreet in Birmingham last week.

# Attract, Engage, Convert equally relevant

## Attract

**“Understand me better than I do”**

Optimise consumer interaction through a targeted Social, digital, website and in store approach.



## Engage

**“Give me what I want when and where I want it”**

Optimise consumer engagement with relevant information and guidance at each touch point. Understand the consumer and communicate accordingly.



## Convert

**“Make sure I can buy It easily and where I want to”**

Optimise purchase options through Ecom's, Websites, Instagram and shoppable pins. Keep it simple in store.



# OMNI Engagement cycle more important than ever



-  Social Media
-  Online
-  Customer
-  Physical Store
-  Big Data
-  CRM
-  Mobile

# NEW WORLD TRENDS

# “Keep me safe”

Reassurance, Provenance, Trust, Cleanliness, Environment



Sunglasses personal shopping box for safety

Shoppers need reassurance that both brands and retailers make them feel safe when shopping. Shoppers desire to care for the environment comes with renewed enthusiasm post-covid, initiatives need to be affordable to have the desired impact.

colart

Trust, authenticity, community and sustainability are hot topics that have been around for some time, never before has their meaning been more important to consumers, and in turn they are central to the success of many brands and retailers.

## TRUST

Shoppers want to believe that brands will look after them; whether it's confidence in product, a no-nonsense returns policy or to provide a safe place to shop, shoppers will want to trust that brands will do the right thing.

With kindness, consideration and responsibility valued traits during the pandemic, shoppers want to have confidence that brands are what they say they are.



# Experience

Entertainment, Added value, Drive to store



The trend for in-store experience has continued to grow over the past few years, now it will be an added reason to ensure shoppers return to store

Service such as purchases **delivered to their house** immediately, so they don't have to deal with the inconvenience of carrying and cleanliness

Increasing time in a store is the key to increasing shopper spend. Retailers are creating stores with fun and interactive stations that allow shoppers to browse and explore as part of their journey.

Shoppers look for **experiential moments** that a brand can provide in-store.

Brands and retailers will need to make changes within physical retail to engage Shoppers, Entertainment, Service and Experience

Such as:

Higher value added service

Online buyer reviews

Curb-side collections

Mixed reality

Personalisation

In-store engagement



# Online / Offline

Added value service, Hands Free, Delivery, Livestreaming



Hema Supermarket  
Home delivery, robot servers, added value experiences.

Shoppers will expect a consistent experience when shopping in physical retail and online, aligned delivery and continuity of services regardless of how and where a consumer shops the brand.

Online buying with the convenience of **picking up in your nominated store** has seen significant growth in UK

Shoppers will take convenience as a given and will quickly reject brands who don't deliver. For shoppers this means products being available when they want it. Smartphone-powered experience – from home or in store.

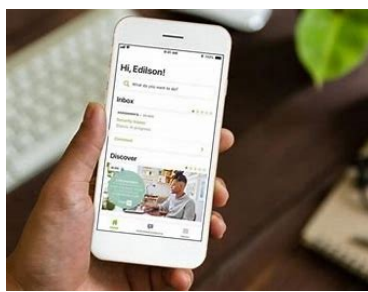
Curb-side pickups have become a key trend. From store to boot. US have seen success with BOPUS

Through livestreaming, shoppers are given an **immersive and informative shopping experience**, while retailers gain understanding of the level of interest in the market.

For instance, <https://zeekit.me/> offering an online “Try on” clothing experience in the absence of the changing room.

# Social Beings

Interaction, Customer service, advice & knowledge



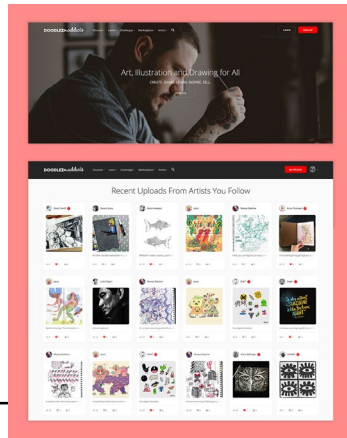
We might be social distancing when it comes to face to face interaction, but this couldn't be further from the truth when it comes to social media. Consumers are spending more time online and that means more time spent engaging with brands and digital communities.

## Community

As many communities were brought closer together during coronavirus, shoppers want brands to be community-minded, whether it's helping within the local area where they live, global or a community which the brand has created, to reinforce a sense of belonging and being part of something.

Consider partnerships, Shared spaces or collaborations with complementary brands, shared experiences – community spirit is often stronger when people work together.

Shopper values have taken on new meaning, emotional engagement is more important than ever to achieve brand loyalty. Win hearts and minds.



# Summary

## Driving loyalty engagement

### Keep me safe

Promote trust, authenticity and brand value.  
Ensure shoppers feel safe and relaxed in store  
Consider environmental issues

### Experience

Drive shoppers to store with added value and experience.  
Ensure an OMNI centric approach to fully deliver this.

### Online / Off line

Additional service. Curb side pickups.  
A consistent experience at each touch point. When, Where and How they want it.

### Social beings

Consider community and partnerships. Harness the social community activities through covid 19 both locally and globally.



What next, could it be?



**THANK YOU**

*EXPLORE, PLAY, CREATE*

# SOURCES

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