



IAB Retail Seminar

Flexibility, innovation and embracing digital:
The keys to success in modern retailing

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www.hollersydney.com.au

Agenda

1. The 'Challenge'
2. Innovate or Die
3. Brands
4. Retailers
5. Digital as a real time driver of effectiveness
6. Innovation and integration

The 'Challenge'

Consumers are changing...

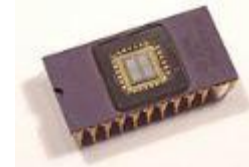


Case in point...

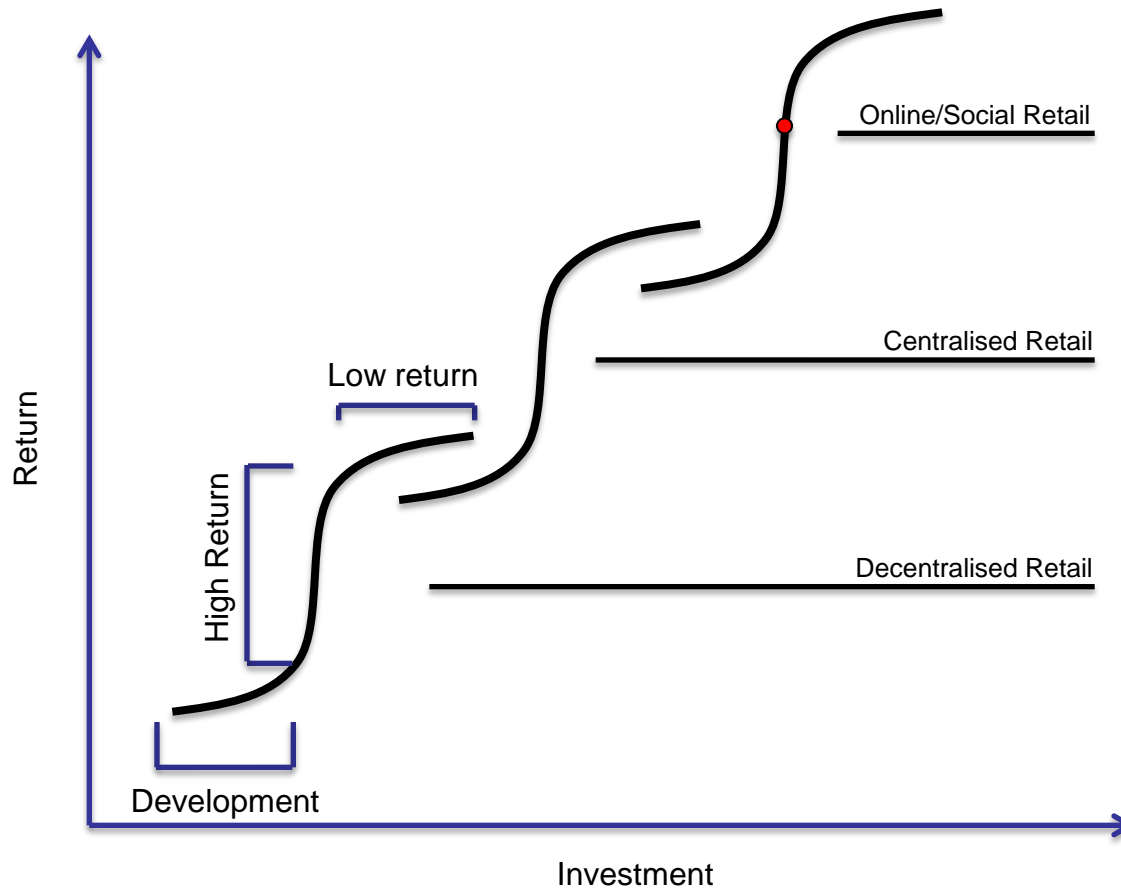
Innovate or die...

	1955 (Vacuum tubes)	1955 (Transistor)	1960 (Semi- conductor)	1965 (Semi- conductor)	1970 (Semi- conductor)	1975 (IC)	1980 (LSI)	1982 (VLSI)
1	RCA	Hughes	TI	TI	TI	TI	TI	Motorola
2	Sylvania	Transitron	Transitron	Fairchild	Motorola	Fairchild	Motorola	TI
3	GE	Philco	Philco	Motorola	Fairchild	National	National	NEC
4	Raytheon	Sylvania	GE	GI	RCA	Intel	Intel	Hitachi
5	Westing- house	TI	RCA	GE	GE	Motorola	NEC	National
6	Amperex	GE	Motorola	RCA	National	Rockwell	Fairchild	Toshiba
7	National Video	RCA	Clevite	Sprague	GI	GI	Hitachi	Intel
8	Rawland	Westing- house	Fairchild	Philco/Ford	Corning	RCA	Signetics	Philips
9	Eimac	Motorola	Hughes	Transitron	Westinghouse	Philips	Mostek	Fujitsu
10	Lansdale Tube	Clevite	Sylvania	Raytheon	American Micro	American Micro	Toshiba	Fairchild

17 From Vacuum Tubes to Semiconductors.
Technological transitions lead not only to the disappearance of individual product lines but to the demise of whole industries.



Case for innovation...



Brands

Creating Loyalty and influencing path to purchase...

Woolworths
the fresh food people



coles

Brands

Creating Loyalty and influencing path to purchase...

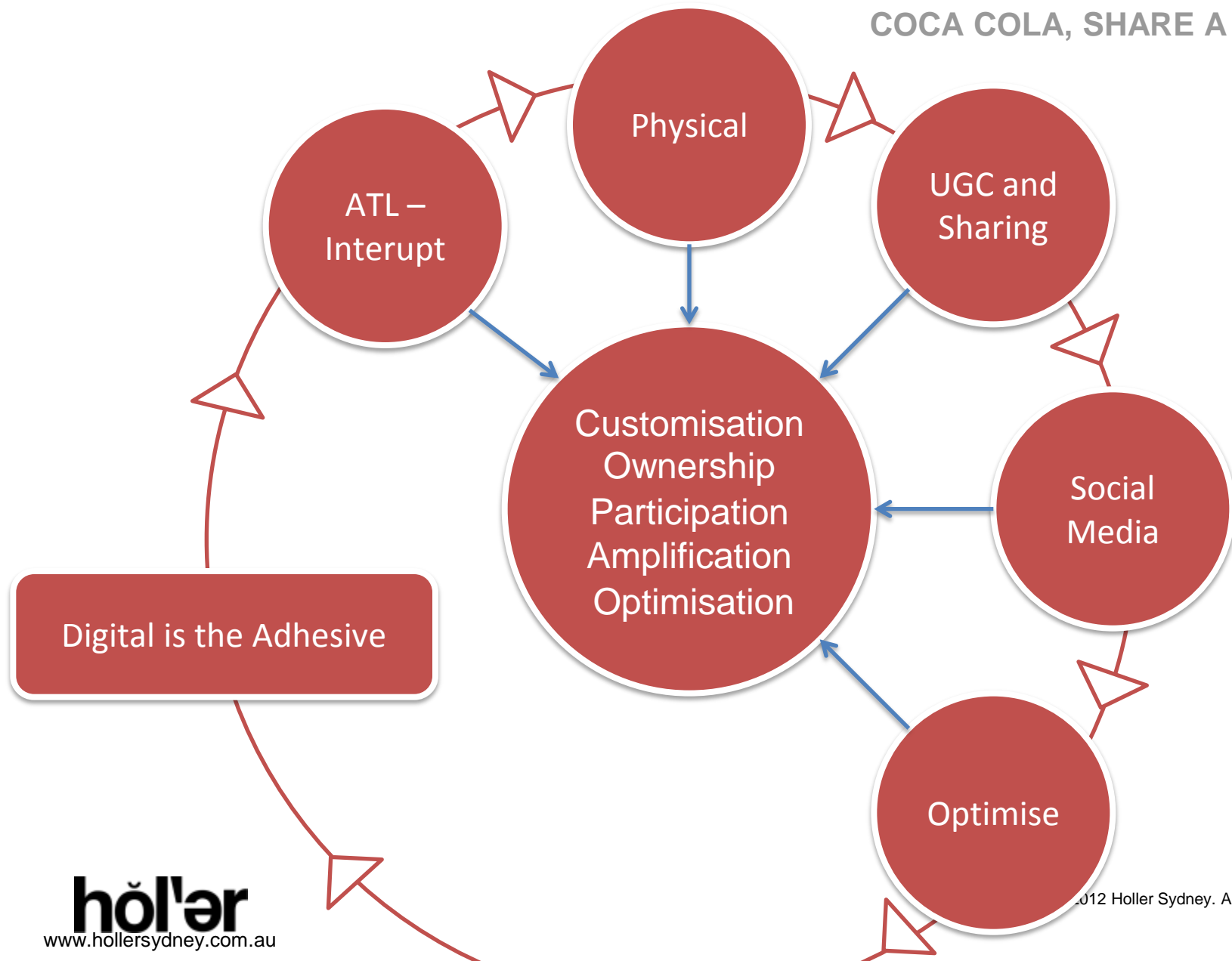


Coca Cola – Share a Coke

<http://www.youtube.com/watch?v=2X8Bd3-G6IU>

Digital as an adhesive.

USING DIGITAL AS AN ADHESIVE –
COCA COLA, SHARE A COKE



Bonds

Adapting in a changing environment...



Bonds

Everyday low prices...



BIG W



Bonds

E-Commerce and Baby Search



Bonds

E-Commerce and Baby Search

<http://awards.babysearch2011.its-a-honeyland.com/>

Race to the Bottom

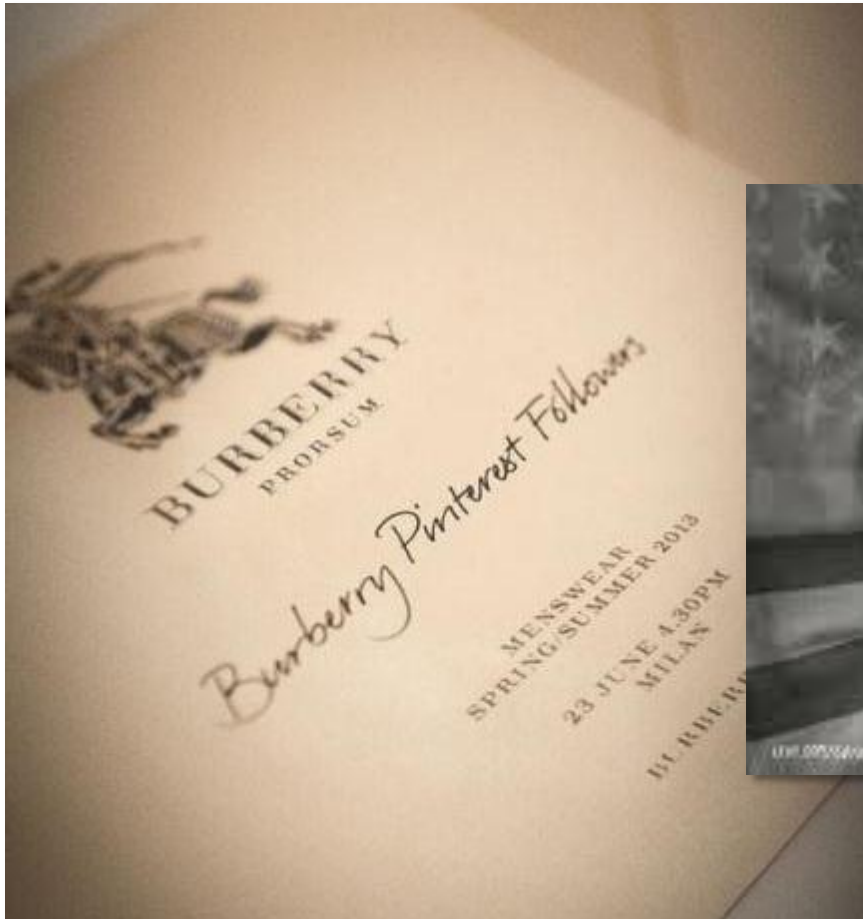
Unique is better than the biggest...

Burberry and Multiscreen:

<http://hollersydney.posterous.com/trendmultiscreen-media-consumption>

Levi's – Go Forth, US:

http://www.youtube.com/watch?v=WYUyXB_GCX0



Retail lives – but in what way?

Retail is dead, long live retail



Retailers – you are the destination

Macy's Believe o Magic...



Retailers – you are the destination

Macy's Believe o Magic...

Yes Virginia 2011:

http://www.youtube.com/watch?v=u89mFIMa5ZQ&feature=results_video&playnext=1&list=PLD8CCC9646678DBBD

Yes Virginia 2012:

<http://social.macys.com/believe/#/yesvirgina/macysTv/Tower>

Communicating with consumers...

The new landscape requires a value exchange. Not just yelling...



Integration is key...

The new environment requires a value exchange. Not just yelling...



Surprise and delight...

Be a three legged dog...

E-Mart in South Korea: <http://www.youtube.com/watch?v=7hxV79OOAT4>



Surprise and delight...

Be a three legged dog...



Surprise and delight...

Be a three legged dog...



Provocation isn't a bad thing

Innovation – Fall Fast, Forward and Get up quickly...



PUSH

60th UNI QLO LUCKY SWITCH

ブログパーツをクリックすると

そのサイトの画像が、くじに変わ

「当てた人」「ブログのオーナー」両方にプレゼント



Daily Notes

2009.12.27 Sunday

2009.12.27 Sunday

60th ANNIVERSARY

ON

LUCKY SWITCH

Case Study:

http://www.youtube.com/watch?v=ZCqj-Hyv_7M&feature=results_video&playnext=1&list=PL6A55FF1328DFEB7C

Entertain...

Digital is there to improve not complicate...

Case Study:

[http://www.youtube.com/watch?v=p_I5yUjU5Sw&feature=results_video
&playnext=1&list=PL96D1A8ADCA5159CE](http://www.youtube.com/watch?v=p_I5yUjU5Sw&feature=results_video&playnext=1&list=PL96D1A8ADCA5159CE)

Entertain...

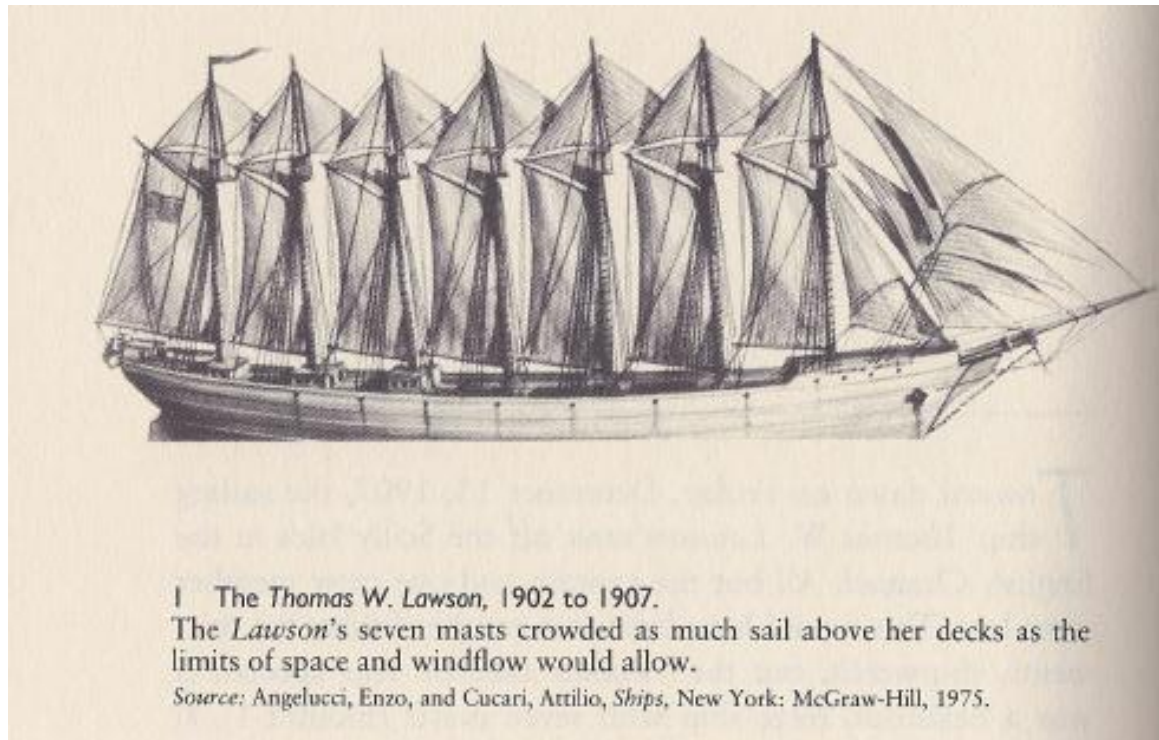
Digital is there to improve not complicate...

Case study: http://www.youtube.com/watch?v=NK8LU_22pMM

Modern day witch burning...

Shift and be flexible – don't dwell on your laurels...

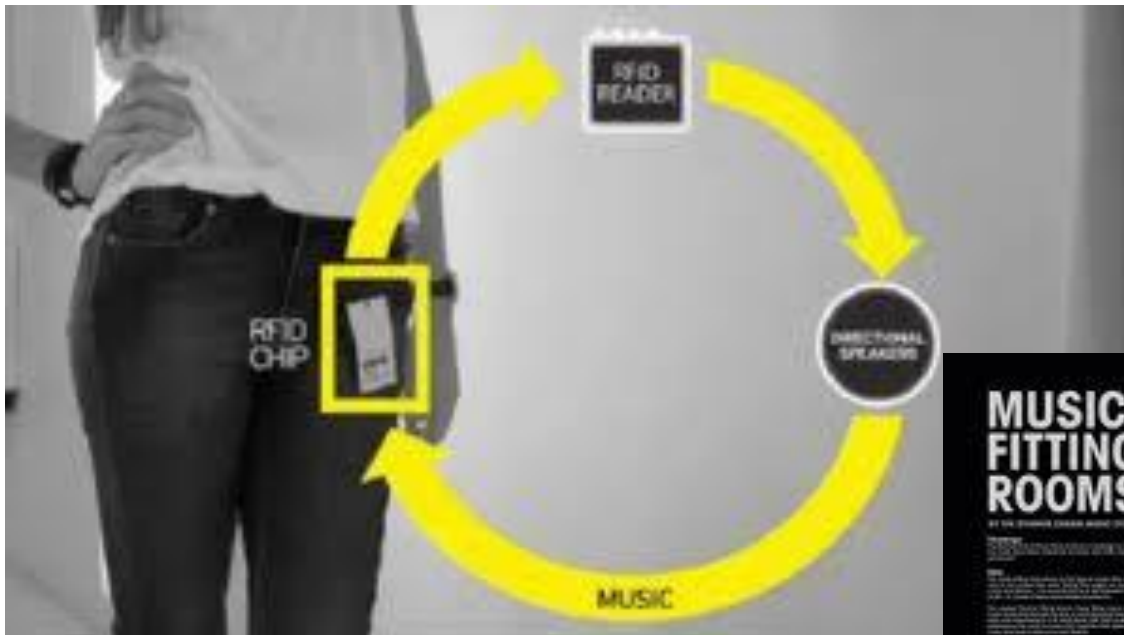
Example: Sailing ship builder's answer to the challenge of steam powered vessels



. . . why did they answer the challenge of steam like this, . . and what happened ?

Technology is your friend...

Experience – not just innovation the sake of it



Case Study:

<http://www.youtube.com/watch?v=HFmvxm-KDfQ>

Technology is your friend...

Experience – not just innovation for the sake of it

Puma – Fastest Purchase:

http://www.youtube.com/watch?v=mbOpC_UWH_U

Technology is your friend...

The internet of things



Vanquish RFID Hangers:

http://www.youtube.com/watch?feature=player_embedded&v=nu116YttzqA



Technology is your friend...

What is out there – how is it applicable...



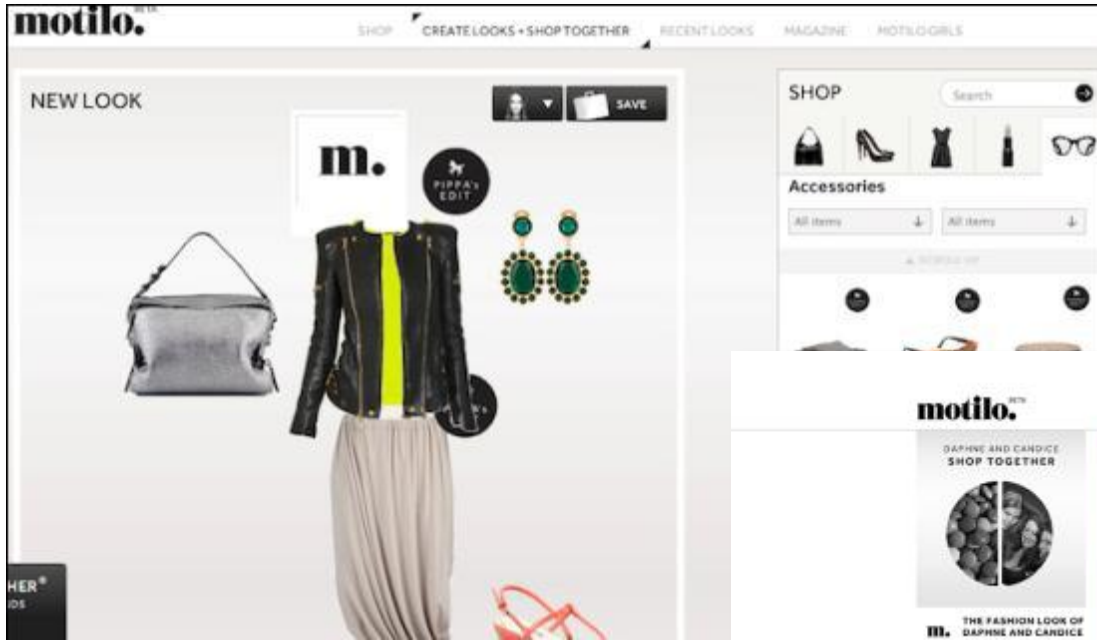
Bodymetrics:

<http://www.bodymetrics.com/>

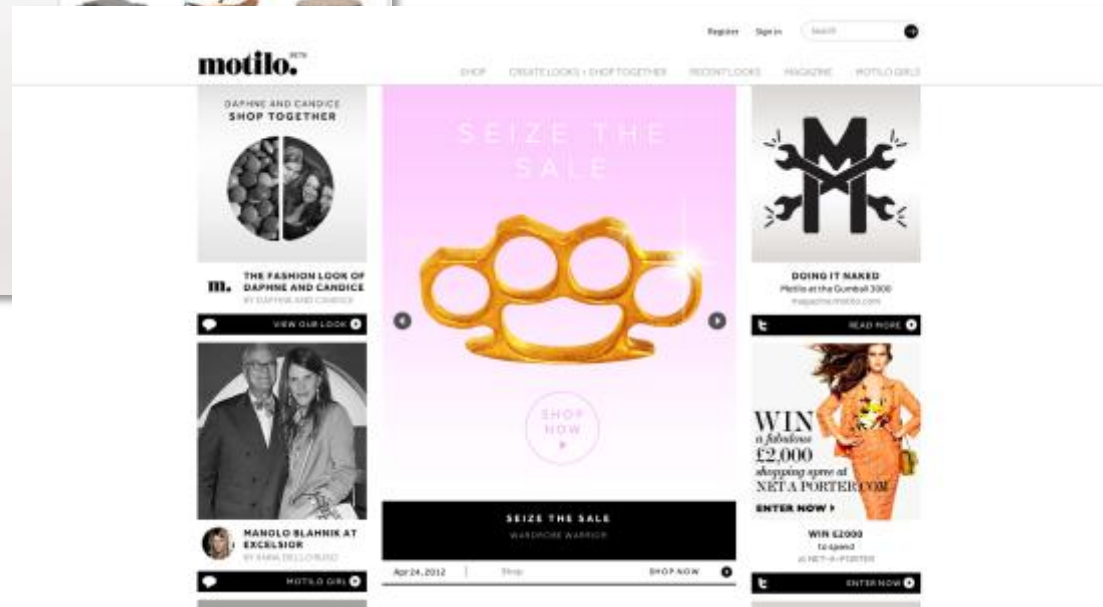


The Social Web...

Shopping is inherently social...



<http://www.motilo.com/>



Mobile – the new footfall driver...

LoSoPhoMo...



App: <http://www.wholefoodsmarket.com/apps/index.php>

Take outs

- There are black swans but for the most part strategy is key to business longevity and sustainability
- Consumers expectations will continue to change at an increasingly rapid pace. Innovation begets innovation.
- The key is having many fires but knowing when to throw gasoline on one or a few and water on the rest
- Learn from global leaders. No need to make the same mistakes.
- See your digital and bricks and mortar activities as complimentary not divisive.
- Being unique is better than being the biggest or the best.

Thank you...

Gual Barwell

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