

FUTURE NOW

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EPISODE 7: WHAT'S IN STORE FOR RETAIL?

The retail sector has undergone a rapid acceleration in 2020, with digital roadmaps fast tracked. In this episode, join Australian Retailers Association CEO Paul Zahra, Kate Box, Head of Retail, ANZ, Facebook, and Kate Bailey, General Manager Media, Sponsorships and Events for Coles, as they explore the evolving relationship between customers and stores and share trends and strategies to help retailers plan for 2021.

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THE CHANGING HABITS OF AUSSIE SHOPPERS

"I've been advising retailers to do two things. One is to reduce their physical footprint. The second is to invest heavily in digital because these are really exciting times in this changing landscape of retail." – Paul Zahra, CEO, Australian Retailers Association



FROM DIGITAL TRIALISTS TO LOYALISTS



of Australians surveyed ordered products online that they would have normally purchased in a store in the month leading up to mid September¹



ACTS OF CARE AND CONNECTION TO LOCAL COMMUNITIES



of Australians surveyed made a special effort to purchase from local/small business in the month leading up to mid September²



SHOPPERTAINMENT AS NEW FORM OF DISCOVERY



of Australians surveyed who shopped through social media* in the month leading up to mid September, did so for the first time³

KEY TAKEAWAYS

- » Enable serendipitous discovery commerce through 'shoppertainment' such as Live and Shopping in IGTV, and reach people at scale through mobile-first digital catalogues.
- » Facilitate rich omnichannel brand experiences through offering consumers flexible options (e.g. buy online pick up in-store), and adopt technology such as Conversions API to understand the ways customers are interacting across every channel.
- » Move to a "flexibility as usual" mindset through a customer-centric strategy and agility in channel planning which can adapt to evolving situations.



Download the new global Facebook IQ report [The Future of Shopping Has Come Early: Perspectives From the Industry](#).



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