

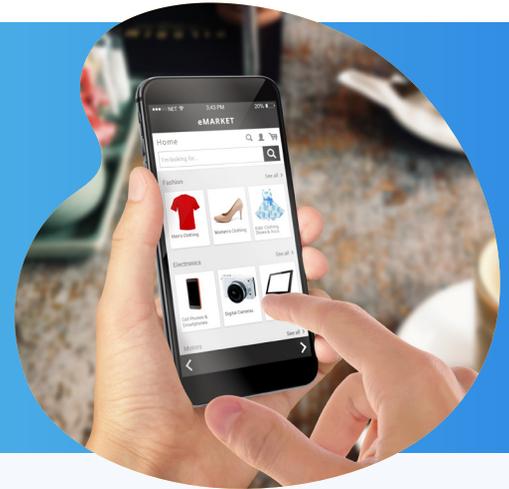
# FUTURE NOW

A WEBINAR SERIES PRESENTED BY  
**AdNews** | FACEBOOK

## EPISODE 3: THE DISRUPTORS

In a digitally accelerated world, the 'disruptors' of recent years now find themselves competing with rapidly evolving legacy businesses. To make sense of what lies ahead, our panel of Facebook's Chris Sarandos, Marketing Lead - Disruptors & Venture Capital, and Henry Kelly, Industry Head Digital Disruptors ANZ, are joined by Gai Le Roy, CEO, IAB Australia and Rob Ward, Founder, Quad Lock to delve into the next phases of growth.

Explore the Future Now Content Hub » [adnews.com.au/futurenow](https://adnews.com.au/futurenow)



## THE NEW DIGITAL LANDSCAPE



Owing to the effects of COVID-19, we've seen years of digital acceleration and growth condensed into mere months in Australia.

Online retail sales are skyrocketing. The NAB online retail sales index 2020 (pictured) showed YOY growth for the segment jumped 58.5% in April and reached a new YOY high of 62.6% in July<sup>1</sup>.

## WHAT'S DRIVING GROWTH FOR DISRUPTORS?



### ENABLING DISCOVERY COMMERCE

Discovery Commerce is where 'products find people' as today, businesses cannot wait for people to search and shop for them. Machine learning technology can help synthesise customer data to deliver personalised experiences wherever they are, whether it's on Live, Instagram shopping or Shops.



of Australian Gen Z's surveyed say they use Instagram Shopping<sup>2</sup>



### BUILDING CONNECTED BRANDS

The breakthrough businesses of tomorrow will have built an active and vocal community around their brand. A strong community also builds loyalty through word of mouth referrals and fosters the creation of better products.

"If I was a disruptor brand right now, I'd be focusing on my trial customers - how I communicate with them, what's making them want to try my brand, and how they'll become loyal customers."  
Gai Le Roy, CEO, IAB Australia



### EXPANDING CROSS BORDER BUSINESS

Businesses with a cross border strategy are more resilient to change and have more growth opportunities. Global shoppers may be even more open to shopping cross-border this year, posing a digital opportunity for Aussie businesses with the upcoming Mega Sales and Christmas period.



of consumers in the US have tried a new shopping behaviour since COVID-19 (a new brand, site, shopping method etc) while 54% of those in Australia did so<sup>3</sup>