



WHAT'S IN STORE?

Experience retail in real time with an expert

Immerse yourself in the latest experiential shopping alongside a Ketchum retail expert. Discover *What's in Store?* sessions – your window into what's now and what's next in experiential retail.

There's no substitute for experiential research when it comes to understanding the customer experience. To let you see and feel best practices firsthand, Ketchum offers half-day, full-day or two-day experiential retail immersion tours in New York City to fuse observation and conversation – and to discuss your differentiated positioning in the fast-moving retail marketplace.

Do you want to learn more about artificial intelligence? Cashless? Tech-enabled showrooms and salespeople of the future? With *What's in Store?* sessions, you benefit from live research and modeling to help determine how best to put your brand on the cutting edge with techniques to try, test or take on.

Ketchum

CONSUMER NEEDS HAVE SHIFTED

1 Consumers want to experience brands firsthand through interactions in-store as well as online and through social media.

2 Customers expect innovation among their favorite brands through activations such as partnerships or pop-ups.

3 Consumers thrive on many channels. Retail now incorporates an omnichannel approach to give consumers a multi-platform, personalized experience.

4 Artificial intelligence gives consumers a way to interact with brands like never before, creating brand affinity and loyalty.

5 Expecting instant gratification, consumers demand convenience through shopping online, 24-hour delivery and in-store pick-ups.

ABOUT RETAIL AT KETCHUM

Ketchum helps put today's sophisticated consumer on the path to purchase by reaching them with the right message at the right time. We connect our clients to contemporary culture, decision makers and media through creative, measurable and business-driving communications.

Ketchum.com/whatsinstore

WE TAKE YOU TO THE FRONT LINES OF THE EXPERIENTIAL RETAIL REVOLUTION

Ketchum has conducted research across experiential stores based in New York City to witness how the retail industry's most creative brands are breaking the mold and meeting consumer demands for convenient, customized experiences.

From apparel to food to beauty, we found brands are offering customers a unique personalized atmosphere for shopping and spending time with friends – whether it's a trendy pop-up, in-store innovation or an omnichannel approach.

THREE OPTIONS FOR YOUR LEARNING EXPERIENCE

Ketchum will facilitate each NYC-based experiential retail immersion, customized by client wants and needs, to include research, vetting and choosing retailers. The service includes developing creative exercises for the retail outing mapped to goals and destinations – and coordinating overall event logistics, transportation and schedule of visits.



Retail Experience Half-Day Facilitation + Ideation

Personalized pre-planning and itinerary development, 3-4 retail location visits; includes brainstorming exercises, idea capture and delivery



Retail Experience Full-Day Facilitation + Ideation

Personalized pre-planning and itinerary development, 5-8 retail location visits; includes in-office workshop recap, brainstorming exercises, idea capture and delivery



Retail Experience Two-Day Facilitation + Ideation

Personalized pre-planning and itinerary development, 9-12 retail location visits; includes pre-, during- and post-visit interactive workshop, brainstorming exercises, idea capture and delivery

WHAT YOU TAKE BACK TO YOUR COMPANY

You return from your experience with insights, ideas and action plans to put your brand on an accelerated path to the latest in retail innovation. It's proof of concept of the experiential needs for your brand's future narrative.

Learn more about *What's in Store?* and book your dates now to start the planning process. Your Ketchum retail team is standing by to make retail immersion an experience you will not forget!



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