

What did Addleshaw Goddard learn from Retail Week Live?

BRAND

Branding must be **unified** across all channels to ensure consistency. Retailers must be an **"everywhere brand"**, meaning they are:

- Customer-centric
- Actively managing digital knowledge
- Organised
- Providing real time updates
- Thinking granularly
- Listening to consumers
- Innovating



"70% of brand interactions take place away from a retailer's own website"

SOCIAL MEDIA CHANNELS

As retail increasingly moves online, it should be treated as the same as the shop floor, where customers are offered a personal service. Social media provides these capabilities...

Instagram

Used for story telling and consumer engagement. Instagram's algorithms unhelpful to retailers as do not want users to see content simply because they "fit the bill" but because they want to see it. Instagram helpful for giving consumers a personalised service. Useful for connecting with the 18-34 age group.

Influencers

Hard to track investment in influencers, research found that 48% of consumers believe what influencers say. Difficult to control but can be very beneficial to a brand.

Snapchat

Retailers work on projects with Snapchat to provide engagement with their products – useful for connecting with teenagers.

Twitter

Mainly useful for customer service.



- Huge differences between online/in-store shoppers, consumers want **omni-channel experience**.
- Older shoppers **browse more** than younger shoppers and therefore take longer to make a purchase.



- Technological advancements taking place at a rapid pace
 - consumers keeping up with but retailers are struggling.
 - Consumers looking for **daily interaction** with brands.
- Consumers want ability to do lots of research before purchase, and only buy once they find a product meeting all their needs.