

COMMERCE DISRUPTED:

*Thinking About an Omni-Channel
Physical/Digital Future*



PATH TO PURCHASE
LEADERSHIP
UNIVERSITY



CATERPILLAR
F A R M
CULTIVATING CHANGE



CHANGE
CULTIVATORS *Show*


dis·rup·tive  (dĭs-rŭp'tĭv)

adj.

1. Relating to, causing, or produced by disruption.
2. Radically reconfiguring a particular field of business, as by implementing new technologies or a more competitive business model: *potential high returns from investing in disruptive companies.*

dis·rup'tive·ly *adv.*

dis·rup'tive·ness *n.*

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**BUSINESS
GROWTH**



FAST CHANGING TIMES

Pace of Change Accelerating

MACRO FORCES



- Customer driven in store experiences
- Continued online shopping growth
- Improved shipping and delivery
- Shopping on Social Media



CONSUMER

- Digital Connectivity
- Meal Snackification
- Expanding Expectations

SHOPPER

- Shopping Multiple Channels
- Digital Convenience
- Shopping the Perimeter
- E-commerce

RETAILER

- Utilizing Data
- Convenience
- Curated Selections & Experiences

**FIVE NEW
CONSIDERATIONS
FOR IN-STORE
MARKETING
SUCCESS**

UNITE MARKETING AND COMMERCE

Commercial Marketing Framework

THINK WHOLE PERSON EXPERIENCES

Paradigm Shift from One or the Other to Both

ACTIVATE END-TO-END STRATEGY

Winning the Moments of Truth along the P2P

BE NIMBLE

Agility Wins

SEEK NEW SKILLS AND APPLY NEW BEHAVIORS

What worked before isn't enough



ACTIVATE END-TO-END STRATEGY

Winning the Moments of Truth along the P2P

Pre-Plan

- Experiencing
- Social Media
- Impulse exposure



Plan

- Needs & Occasions
- Missions
- Budgeting / Seek Info



Shop

- Retailer Choice
- Navigating
- Evaluating



Experience

- Transporting
- Storing/Installing
- Consuming
- Advocating/Criticizing



Buy

- Product Selection
- Checkout
- Payment



DIGITAL / PHYSICAL TECHNOLOGIES

TOP 2020 TRENDS



- **Experience is Everything**
 - Consumers are driven by experiences
- **Technology is more seamlessly integrated into the store**
 - Invisible Tech > Shiny Tech
- **Data Driven Retail**
 - Acronym's Rule: AI/ML, IOT, A/R and V/R
- **Mobile Engagement**
 - Driving in-store and at home use of mobile
 - Range of Mobile Technologies: QR, Digimarc, NFC, BLE Beacons (Footmarks), and RFID
- **Sustainability**
 - Sustainability from sourcing, ingredients, packaging, etc

DEEP CONSUMER / SHOPPER APPETITE TO CONNECT

Now With Digital!



- 64% of consumers are interested in Connected Packaging
- 93% of consumers want brands to connect with something



- 50% of US consumers will scan packs to learn more about Provenance
- Transparency influences 70% with their purchasing habits



- 34% of consumers now buy from brands based on their social and environmental impact
- 75% of shoppers would switch brands that offer more complete information

LOOKING FORWARD

CONVERGENCE!



5G is a bandwidth Accelerant

- Launch of iPhone 5G this month
- Ability to download “Rich” Media in-store
- Ability to communicate to the Shopper – Pre, During, Post Shopping- A/R, Navigation,
- Provide Brand context aware content- Anytime, Anywhere



Covid 19 is a Mobile Accelerant

- Shoppers much more familiar & comfortable with scanning QR codes for content, Menu's, Payment, etc
- 84 % of Consumers have scanned a QR code with 33 % within the last week.



Store and Display as Media

- Ability to unlock on-line Brand content in-store - integrated
- New Measured Media more effective than traditional media- newspapers, weekly circulars, radio, etc.
- New Shopper Data/Insights optimize both Physical and Digital content and messaging



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