



#### **IMPLICATIONS**

Woke business strategies resonate with a far larger audience than just Millennials and Gen Z. Reducing your carbon footprint is becoming a status symbol for consumers of all ages – and brands should actively seek alternatives to problematic business practises. KFC teaming up with Beyond Meat is only one example.

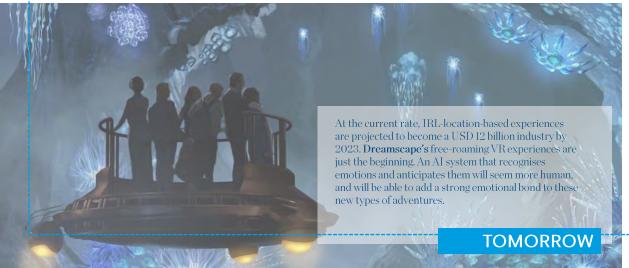












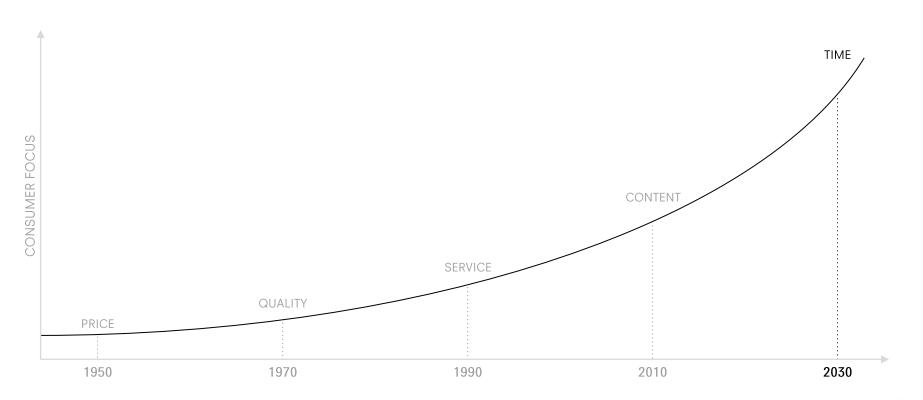
#### **IMPLICATIONS**

Experiential initiatives create emotional bonds between consumers and brands, frequently having 10x the RoI of digital marketing and building measurable loyalty, Even digital brands like **Spotify** have embraced the experience economy – as exemplified in their successful **Spotify Gigs** series.



### The consumer focus is accelerating, brands are under pressure.

Time is the most precious research.

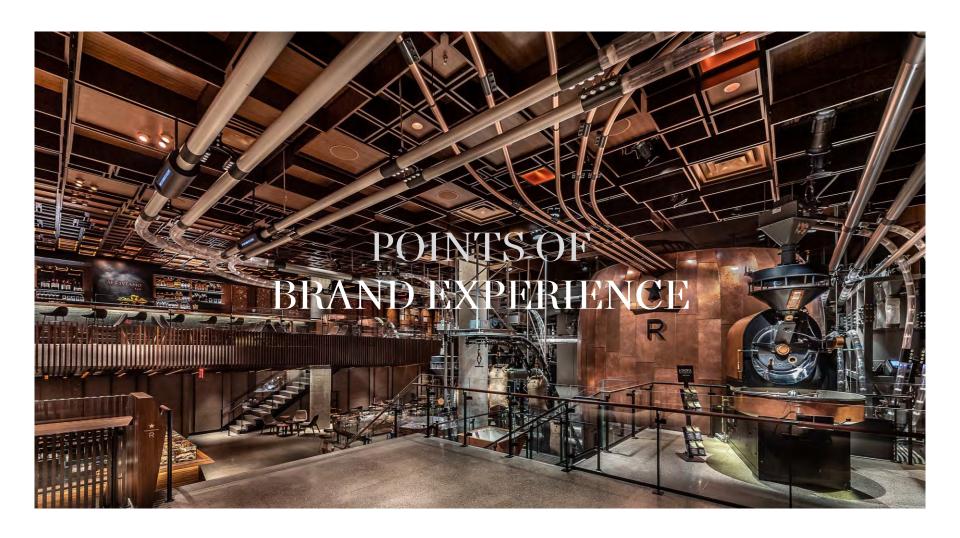


Source: Trendbüro, 2016

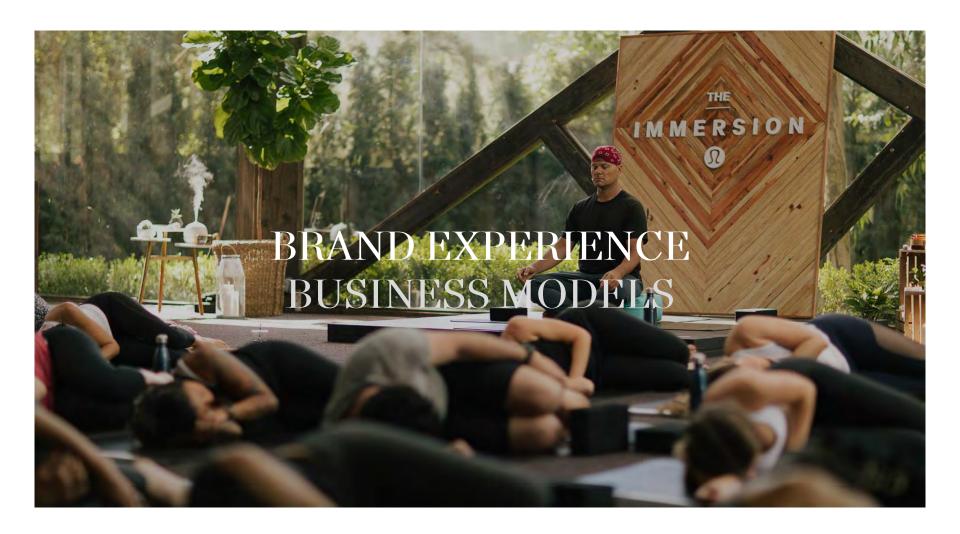
## EXPERIENCE ECONOMY

"Over the past few years, consumption expenditures on experiences have grown nearly 4x faster than expenditures on goods."

When time becomes consumers' most precious resource, connecting brands either save it or create valuable experiences.







## BRAND-CONSUMER RELATIONSHIP

The overall brand experience accounts for 75% of brand loyalty: No longer are your customers merely counting points obtained through purchase; they're counting time saved, convenience, incidents, flexibilities, and graces.



### Thinking relationship from a to a

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos
Founder and CEO of Amazon

### Trendbüro Analytics: Relevant Retail Trends 2020 and beyond

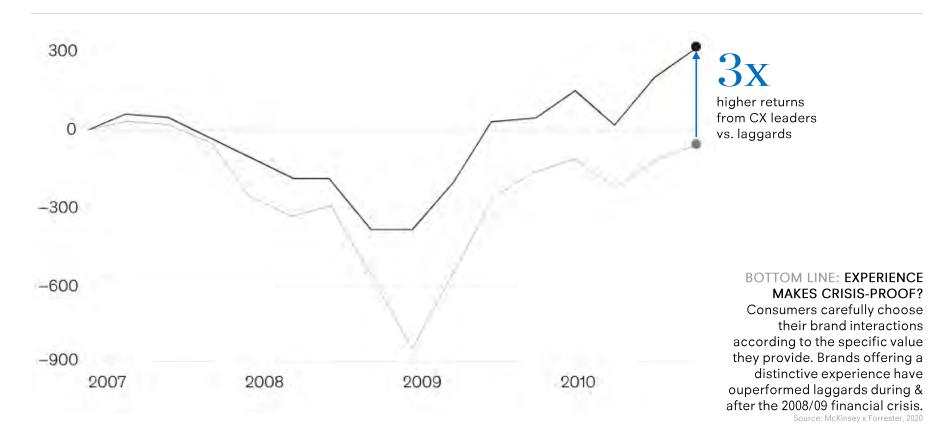
Different layers influence the ability of retail to meet consumer expectations.





### Experience leaders are more resilient during recessionary periods:

Financial performance (total shareholder returns) of CX leaders vs. laggards.





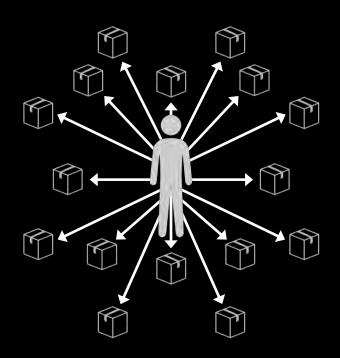


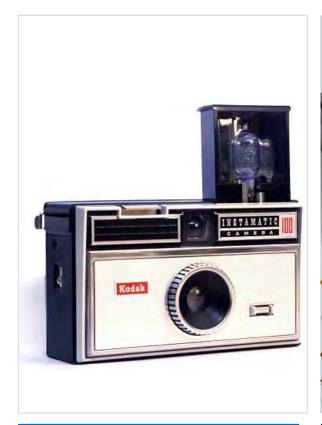


The power of information and choice has shifted to the consumer. Living in the consumer-centric age.

> **INDUSTRY ECONOMY**

NETWORK ECONOMY









CONSUMER RETAIL DOMINATION DEPARTMENT RETAIL

1920s to 1980s: top brands in more than 10 categories unchanged

DEMOCRATISATION D2C

since the 1990s: brands emerge on (expensively) borrowed supply chains

FEEDBACK DwithC

since the 2020s: collaborating with the community every step of the way

## DIRECT WITH CONSUMER

Consumers of tomorrow do not just want to be addressed, they want the to be the addressor.

# Neighborhood Goods Rising Department Store Star

All the more notable how Neighborhood Goods is able to write a success story. Their vision: a mall within a mall, arranged in "streets" with individual shops with a central "town square" as a meeting place to congregate with friends, have refreshments, and watch a cooking demonstration or fashion show. As such, the business model doesn't rely on tying capital up in massive amounts of inventory. Presented brands are selected carefully per location (as well as online) – and as they come with their own content, curation of offers makes sure to tell an overall comprehensive and consistent story. Precisely because of their "let's-meet" philosophy, Neighborhood Goods consciously decided against being among the first to reopen stores, but to take the time to create a concise concept that wouldn't compromise their brand nor their consumers' safety.



### Neighborhood Goods: Rising Department Store Star







SUPPORTING THE LOCALS

Supporting locals that are hit most by the crisis: Upon application and selection, brands receive free listing in ecommerce and physical stores. It opens its kitchens to local chefs and host happy hours featuring local musicians. It will also sponsor job fairs and feature local artists' work on the walls. The first "June Class" is already live.

ENABLING UNIQUE DISCOVERY

When time is the most precious resource, all brands trade in the currency of relevance. They focus on being "powerful consumer centers" for discovery of unique and locally relevant content and where relationships between brands, customers, and the local community are deepened.

PROVIDING A PLACE TO CONNECT WITH EACH OTHER

Neighborhood Goods is based on fostering deep connections within its local community and being a place where brands can shine in an ever-changing rotation, so guests have something new to discover in each shopping trip. And each store is anchored by a locally-tailored restaurant and event space.



## Everything-as-a-Service: Un- & Rebundling Retail

Retail is one of the most organic real-life touchpoints, but investment risk in D2C is high – at least as high as the negative brand spill over in unsuitable department store environments.

In the network economy, experience specialists offer RaaS to solve both challenges in one swift move: Real-life product experiences in authentic lifestyle settings. With The Latest, Avantgarde follows ist own journey of delivering state of the art experiential retail for it clients – big and small alike.

"Our experience based, curated concept store The Latest is a place of discovery for customers and a testing ground for brands." From logistics to (OOH) communication – every participating brands receives their individual package.

## **CURATED COOPERATION**

In China, for example, the number of transactions in grocery declined by 30% during the pandemic, while the average value per transaction increased by 69%.

# HOUSE OF VANS: Living and breathing skater & BMX culture

Always embracing and fuelling creative expression through art, music, skateboarding, BMX, street culture and fashion, the house is open to everyone interested and is hosting special events, like concerts, every weekend.

The House of Vans London is showcasing an art gallery, a VansLab artist incubator space, cinema, live music venue, premium café and bars, gifting suite and skater built and designed concrete bowl, mini ramp and street course.

The space is ready for both work and play; with a wide range of educational & learning activities on offer. Not forgetting, our cultural and sporting events that are attracting the best talent from across the globe ... from skateboarding and beyond.





#### Burberry Social Retail: Immersive Blending of Realities

In partnership with tech giant Tencent Burberry has started a pilot concept store that merges the brand's on- and offline presence.

In-store activities tied to the WeChat mini programme include store tours, product information, in-store appointment bookings, events and table reservations at the in-store Thomas' Cafe.

A customer's experiences are guided by a digital point system called 'Social Currency,' which accumulates a customer's in-store activity and social engagements with the brand. The currency then translates into an animal animoji that changes with interaction allowing customers to discover new characters, café menu items and other content.

## **HUMAN & IMMERSIVE EXPERIENCES**

Now, more than ever, brand interactions have to deliver distinctive value in order to connect to consumers.

Cultural connectivity is achieved through human interactions that transform immersive brand experiences into honest hood hubs.

# Nespresso Constantly Redefining Consumer Centricity

visualised in metal.

Always centred on letting the experience of coffee come to live, Nespresso has embraced this philosophy with the recent global redesign. It follows a clear set of principles:

Engaging all Senses: Upon entering boutiques, customers are invited to a tasting to immersively experience the product.

Masterclass offers lead customers deeper into the world of coffee.

Addressing Sustainability: Not only can capsules be returned instore, the materials also bring circular economy to live:

Countertops are made from used coffee grounds, shelf racks and coatings from recycled aluminium. The latter material is even used to localise stores: In Munich the Bavarian hash shapes are

**Showcasing partnerships:** Products born out of cooperations are available for trial or purchase. The Munich coffee bar offers coffeeto-go in reCups.



### Nespresso: Constantly Redefining Consumer Centricity







HUMAN | DESIGNING FOR WELL-BEING

Guillaume Le Cunff, President, Nespresso USA: "Guests now have an opportunity to enjoy the Ultimate Coffee Experience we are known for through an immersive, journey of discovery; the further you go inside the Boutique, the deeper and richer the experience."

MEANINGFUL | DISPLAYING COOPERATIONS

The RE:CYCLE bike, as available in stores, sports an aluminium frame made from coffee pleasure. Jimmy Östholm, CEO and Founder of Vélosophy says: We are proud to have cocreated a bike that takes on the future. It is beautifully designed, responsibly sourced and sustainably produced.

ACCESSIBLE | FLEXIBILISING SERVICE DEPTH

This London outlet features a self-selection service, with automatic checkout using RFID, enabling time-pressed customers to purchase products quickly and easily. When looking for an immersive coffee experience, specialists will virtually assist them in exploring the Nespresso range, with one-on-one coffee learning, tasting and machine demonstrations.

Tesco teams with Loop to introduce circular products to its eCommerce.

Only having started the first pilots in May 2019, the system has already expanded from the US (New York) to France (Paris) and has now opened operations in the UK partnering with Tesco. Here, customers can choose from over 150 refillable items.

Loop has reportedly witnessed double-digit growth during the Coronavirus crisis and is popular with its fans not only for its sustainable business model but also for the design of the containers. As CEO Tom Szaky puts it: "If you go back 100 years and look at what your cookies came in, it was a significantly greater investment in the package. As we make packaging lighter and cheaper, it becomes less recyclable, and as we spend less money, [packages] clearly become less exciting and less desirable."





## MEANINGFUL EXPERIENCES

As consumers are looking to brands to accept their role in supporting planet and people, successful retail has to underline meaningful interactions.

## House of Photography All things picture under one roof

This centre in London Covent Garden unites all business units of Fujifilm under one roof: from classical films to an Instax corner. Professional photographers should be inspired just as much as hobby photographers and photography art lovers. Each target group has their own designated corner, but the open space allows for networking among them all. As this house is photography first, store second, payment terminals are discretely dispersed around the store.



#### House of Photography: All things picture under one roof







GOOGLE WALK THROUGH

Consumers have 24/7 access to the store via a screen on the store front. When the store is closed, photo enthusiasts can roam through it digitally in form of a Google Walk Through.

TO EACH THEIR OWN

Level by level, consumers can either participate in an interactive video wall, can rent product for the day to get a feeling for it in dedicated places or simply view top artists newest pieces. Learning everything there is to learn about photography.

REAL PHOTOS

Next to a dedicated art gallery, the space is otherwise full of real photography prints to show the beauty of photography when not viewed on a screen at the same time as displaying the power of technology.

### PERSONAL EXPERIENCES

Reflecting the deep roots consumers find in their interest-communities, successful retail has to be personalised: 88% describe personalised experiences as THE key brand differentiator

#### 5G: 20 x the speed of 4G, low energy consumption & high reliability











CONNECTED SPACES

dynamic pricing, automated checkouts, connected fitting rooms, automatic replenishment

IMMERSIVE EXPERIENCES

immersive interfaces, gamification, wayfinding

HIGHER EFFICIENCIES

retail analytics, inventory visibility, demand forecasting, endless aisle

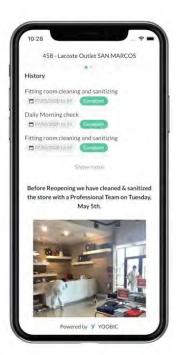
PERSONALISATION

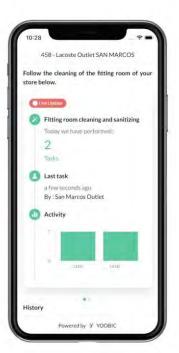
marketing automation, personalized promotions, Al recommendations, product search tools, clienteling

FULFILMENT

smart warehousing, robotics, automated vehicles







# Lacoste: Real-time information in the hand of consumers

In a cooperation with tech company Yoobic, Lacoste provides QR codes throughout the store as well as on store fronts. Customers who will be able to access up-to-date information on when the store was last professionally cleaned, what the current capacity is and where to find masks or sanitizer.

Scanning a QR code at the store front grants access to the store's stock on hand. Customers can click to purchase, have the order fulfilled by an associate and then receive items outside.

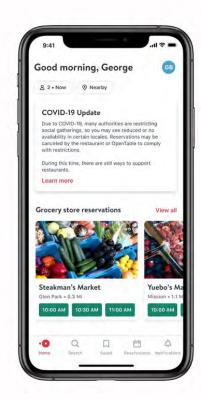
The essence: Tech-supported zoning provides consumers with the right level of interactive intensity at the right time.

## ACCESSIBLE EXPERIENCES

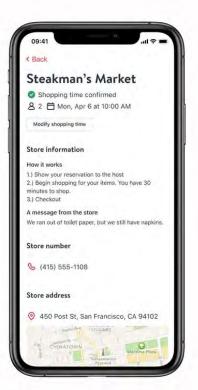
Digitalisation has proven to bring a new benefit: Security.

A brand that is always accessible presents itself as a strong partner for consumers.

Perfect timing: During the initial COVID19 outbreak, OpenTable turned from restaurant table reservations to booking slots for grocery shopping.







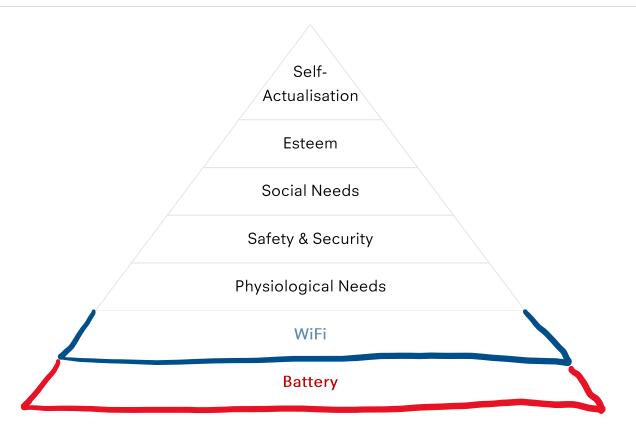
## INTUITIVE EXPERIENCES

As consumers are looking for affirmative experiences, intuitive solutions remove the frictions in brand-consumer relationships.

#### Maslow's Hiercharchy of Needs



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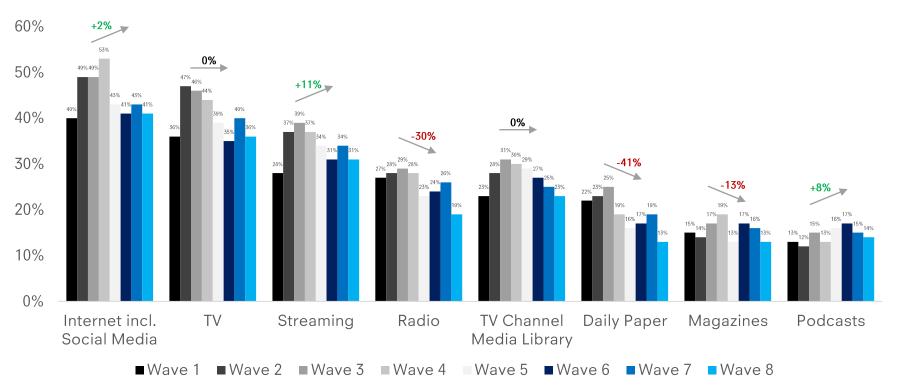


2020

#### Media usage\* skyrockets across the board in DE

Digital with long-term growth stability

Wave = Weekly Research Update

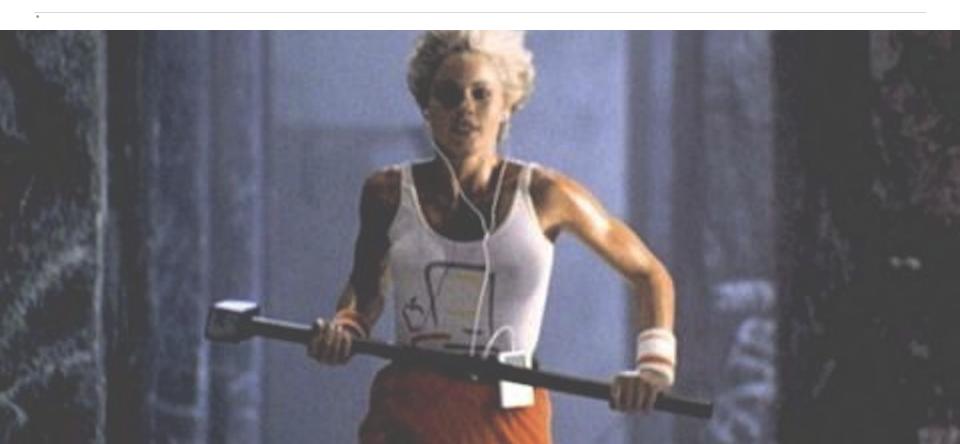


## CULTURAL BRANDING

Technological connectivity determines market participation. Cultural connectivity determines market success.

#### Cultural or value-based marketing is nothing new.

Think Apple's 1984 campaign – a nerdie tech garage turns mainstream.



Prof. Peter Wippermann

"Brands have to claim cultural change and

ultimately make it an integral part of themselves.

A successful brand is a credible embodiment

of consumer values."

Founder Trendbüro





executives found that those companies who both define and act with a sense of purpose outperformed the financial markets by a whopping 42%.

In 2018, a survey of 1,500 global C-Suite

DDI: Global Leadership Forecas, 2018



Whole Foods: Bringing to life the value, the necessity, of winding the clock back to a pre-industrial food culture in such a way that is irresistible for the upper middle class.



Whole Foods: Originally a counter-COVID19 measure only, Amazon has just opened the first online-only "Dark Store" following demand for instant grocery delivery.



# DOUBLE DOWN ON PURPOSE 71% will lose trust in brands forever if they place profit before people.

2020 Edelman Trust Barometer Brands and the Coronavirus



"Die KfW rettet Traditionsunternehmen mit Geschäftsmodellen von gestern mit Milliardensummen. Aber die größte deutsche Firma, nämlich alle Startups zusammen mit circa einer Million Beschäftigten, wird stiefmütterlich und bürokratisch behandelt."

Carsten Maschmeyer Venture Investor as CEO of Maschmeyer Group



"Already very present in food, responsible consumption will spread across all sectors, and brands must be ready for this new expectation of customers."

Amelie Poisson Director of Marketing, Brand & Customer Experience at La Redoute















## TREND®

BÜRO

## **AV\NTGARDE**

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