

COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



**SPRING
SUMMIT 2018**

“Winning with TPx, Retail Execution,
and Advanced Analytics Capabilities
Across Channels”



**Personalizing Promotions through
Understanding Data, Insights, and Effectively
Executing via Omni-channel Retail**

“THE CONSUMER INDUSTRY IS GOING TO CHANGE MORE IN THE NEXT 10 YEARS THAN IT HAS IN THE LAST 40”

**WORLD ECONOMIC FORUM
DAVOS 2017**

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CONSUMERS HAVE CHANGED...

Connected.

Influenced by others.
Keen to share – good and bad.

Informed.

Know what they want and how to get the best deal.

Demanding.

Expect fast & personalised. Used to superior service.

Engaged.

Keen to co-create, personalise and to take control.

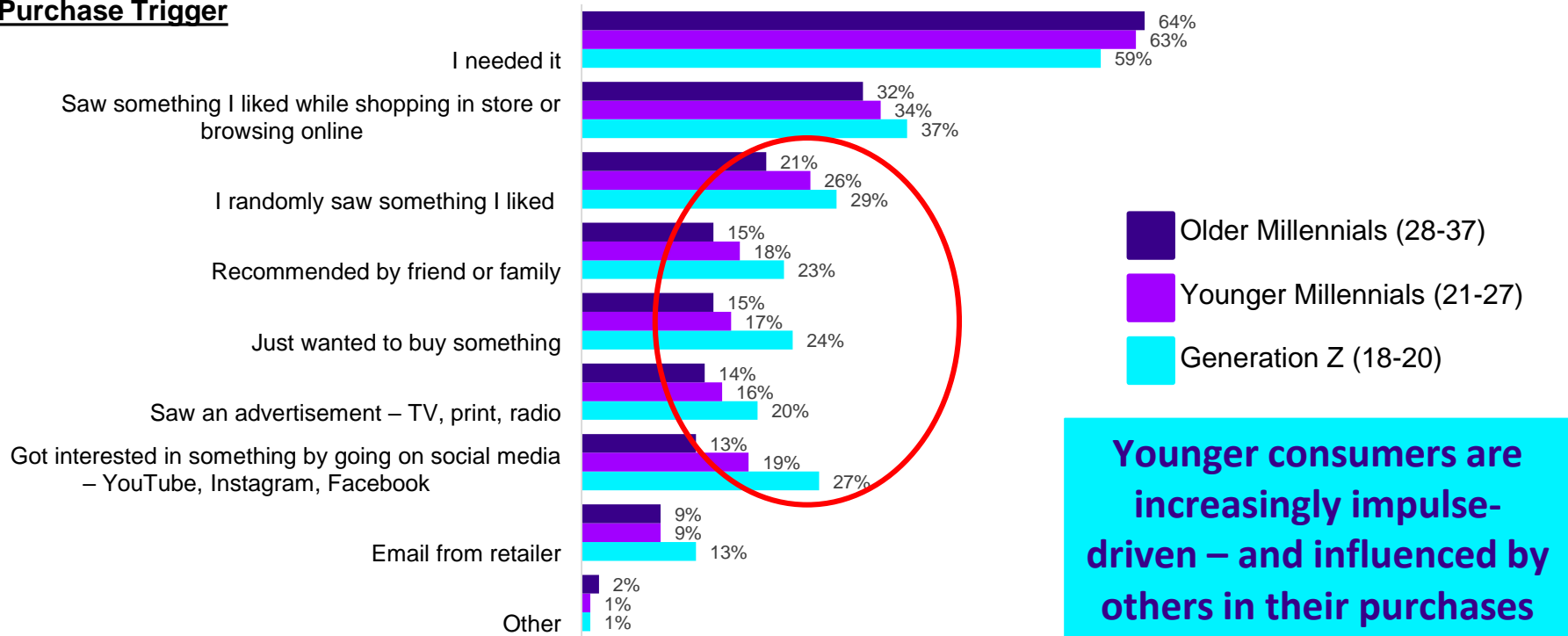
Responsible.

Take an interest in origin, sustainability and healthy choices.



CONSUMER PURCHASE HABITS ARE CHANGING FAST

Purchase Trigger



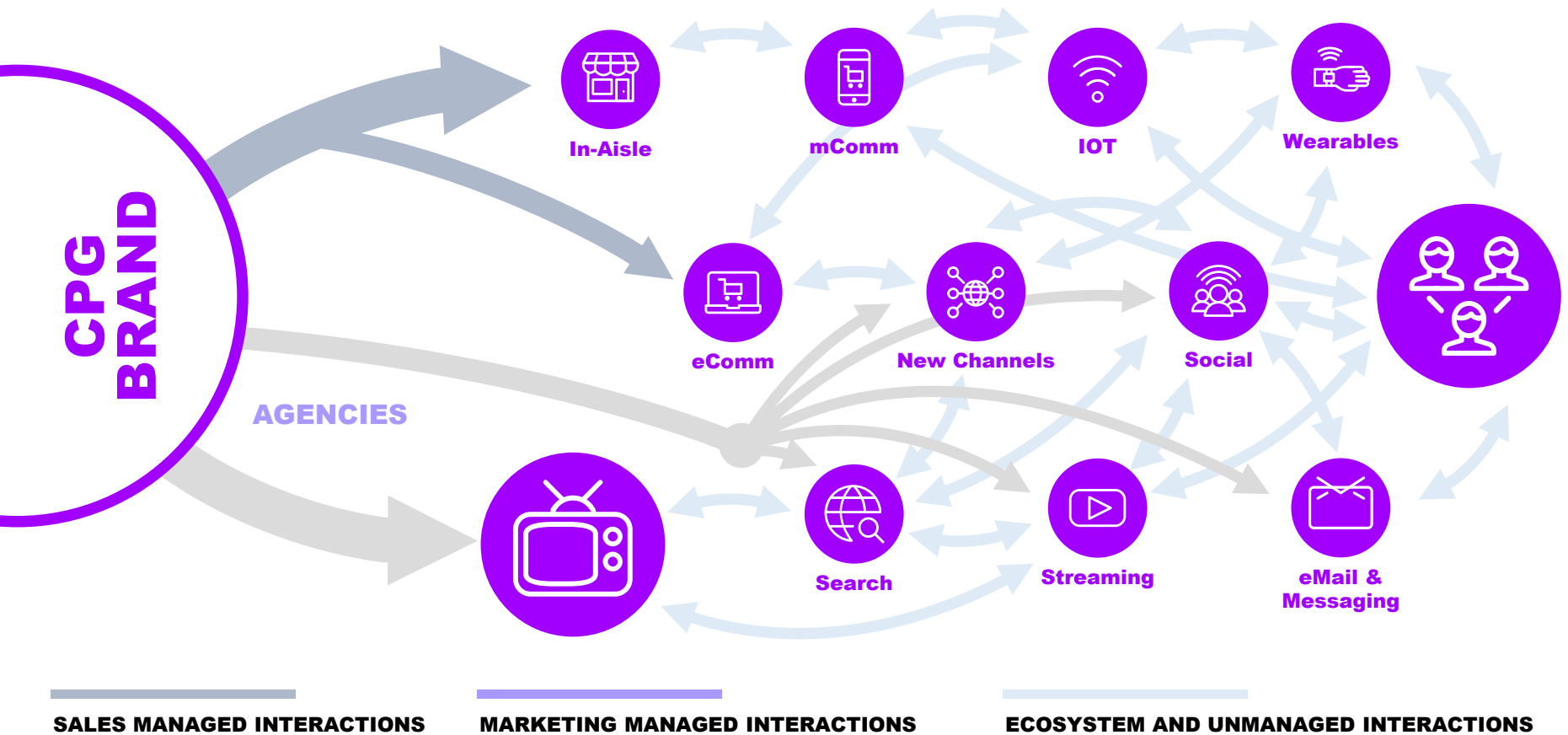
BRAND RELATIONSHIPS AND CONSUMER EXPECTATIONS REDEFINED



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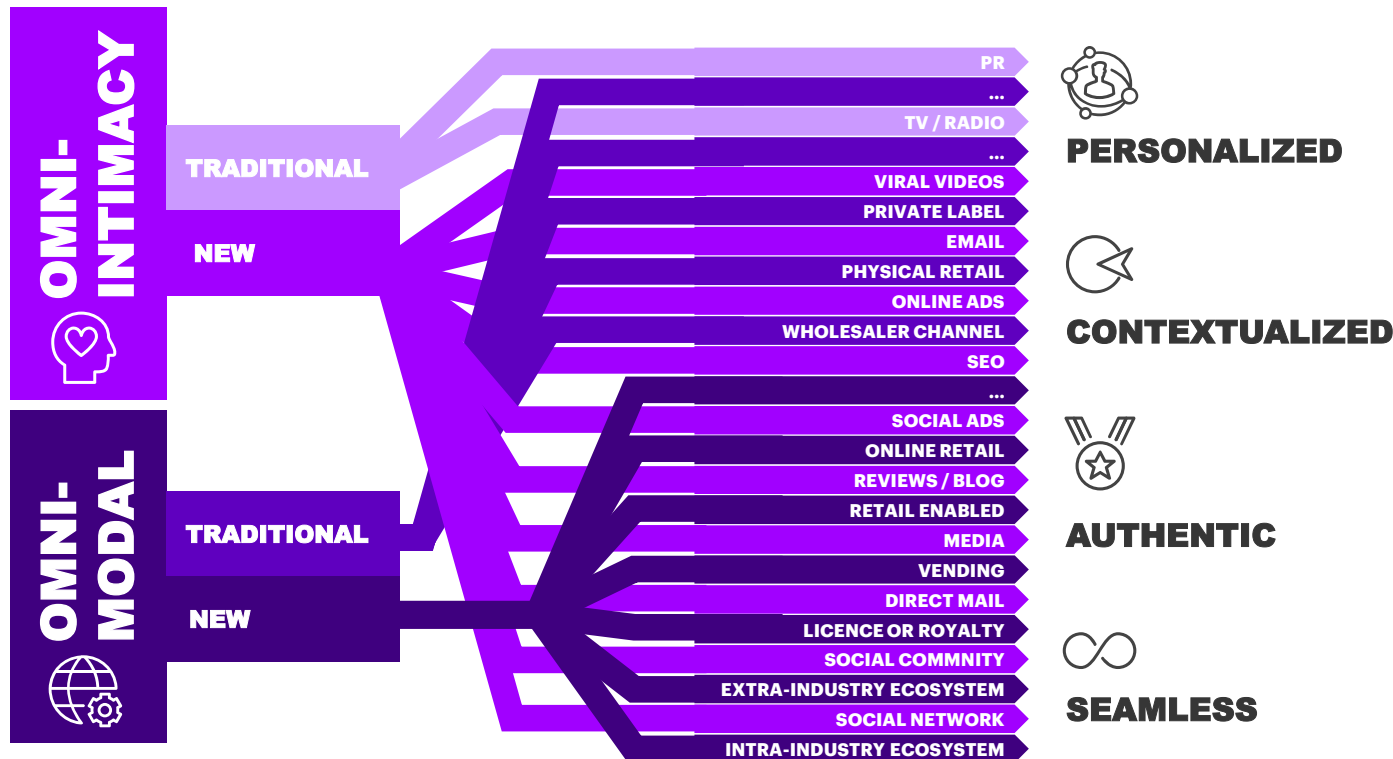
Source: Accenture Research analysis, CB Insights, Capital IQ

The new path to purchase...



MANUFACTURERS ENGAGE WITH END-CONSUMER

The "New Normal" Omni-Intimacy meets Omni-Modal

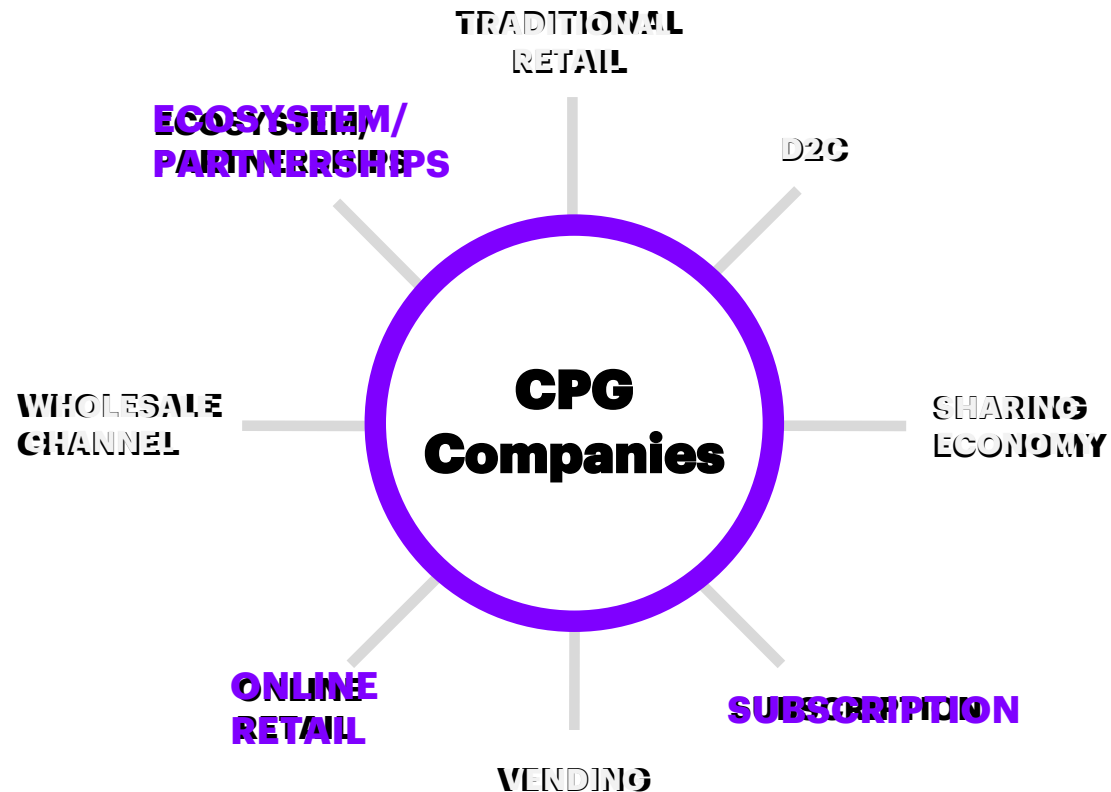


NOW

BECOME A MASTER OF MANY.....

Consumers expect to find and engage with their brands in multiple channels

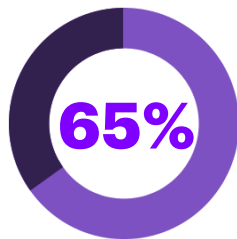
Digital CPG?



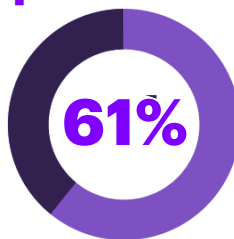
BE THERE! OR LOSE. THE CONSUMER IS LESS SKEPTICAL ABOUT NEW TECHNOLOGIES

According to a recent survey, the percentage of consumers who said they are likely to at least use this method as an "occasional way" of purchasing:

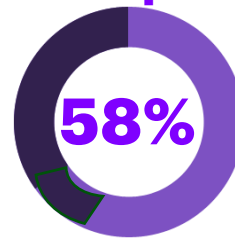
**Smart
Reordering
household
products**



**fresh
food**



Replenishment Subscriptions

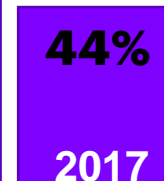
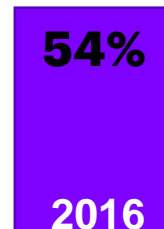
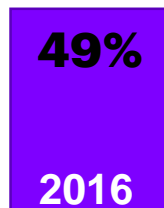


**personal
care
products**



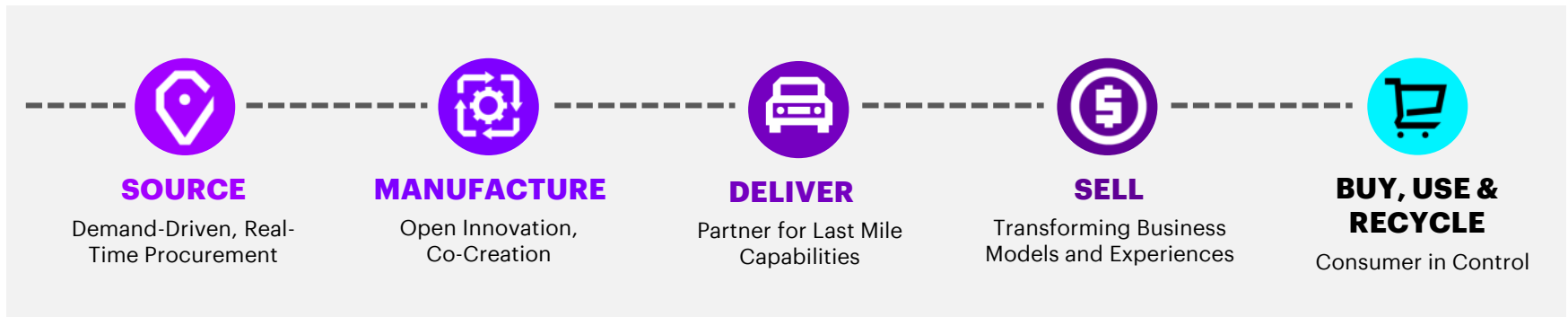
Consumers who reported mistrust as the reason they don't use these services is going down:

**Smart
Reordering**



**Replenishment
Subscription**

RELEASE THE VALUE CHAINS- BECOME A STRING OF PEARLS



DISRUPTORS



TRADESHIFT



Procurify

KICKSTARTER

indiegogo

naked

puretergent

Clean Well

ANGEA ORGANICS

Juice BEAUTY

THE ORGANIC SOLUTION

sensible organics



3D HUBS

BREWDOG

Quirky

replenish

Hampton Creek

LITTLE DUCK ORGANICS

bare

STAYERS KERO LUNCH

ANATWINE

NextOrbit

Impinj

veeQO

Shipwire

core

fulfillment

Fulfillrite

POSTMATES

DOORDASH

delightful delivery

shutl

PARCELBRIGHT

G

GROFERS

Instacart

amazon

DELIVEROO

youbeauty

BIRCHBOX

EBATES

Vivanda

Shopitize

truRating

buyapowa

reevoo

tagspire

olapic

shopkick

COUPONS.COM

蘑菇街

mogujie.com

poshly

graze

open sky

天猫 Tmall.com

youbeauty

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Panel Discussion