

# Online to Offline

Retail Strategies



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The Covid-19 pandemic has seen the world drastically change and for the past year our day-to-day norm of chatting with friends and family, shopping, relaxing, sourcing entertainment and even working has been almost entirely through our phone and computer. As such we have had to challenge the traditional purpose of both online and offline retail spaces. Although the emergence of digital engagement within the retail world was prevalent before Covid, the pandemic has only been a catalyst for all brands to create a frictionless experience between online and offline journeys.

This bite size report shares with you our 6 top tips for approaching your multi-faceted consumer experience strategies.

**Be bold and  
authentic**

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## Online to Offline

Online shopping with a difference

Being bold and authentic should be any brand's key principle. Leveraging your brand values, shouting about your key DNA and really engaging with your consumers who truly believe in and relate to your brand values should be something that is so natural and is therefore top priority.





Whether it be sustainability or design innovation across both your products, in-store experiences and offline services, your key principles should be front and centre and in turn help you sustain and grow your audience.

**Get differentiated**

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As a brand you should frequently be questioning and challenging existing processes to discover opportunities of more value driven exchanges with your audience. Could this be done by exploring previously untouched channels and touch points, creating additional opportunities to grow and hold your audiences.



Timberland - Our City Our Nature - Seen Displays

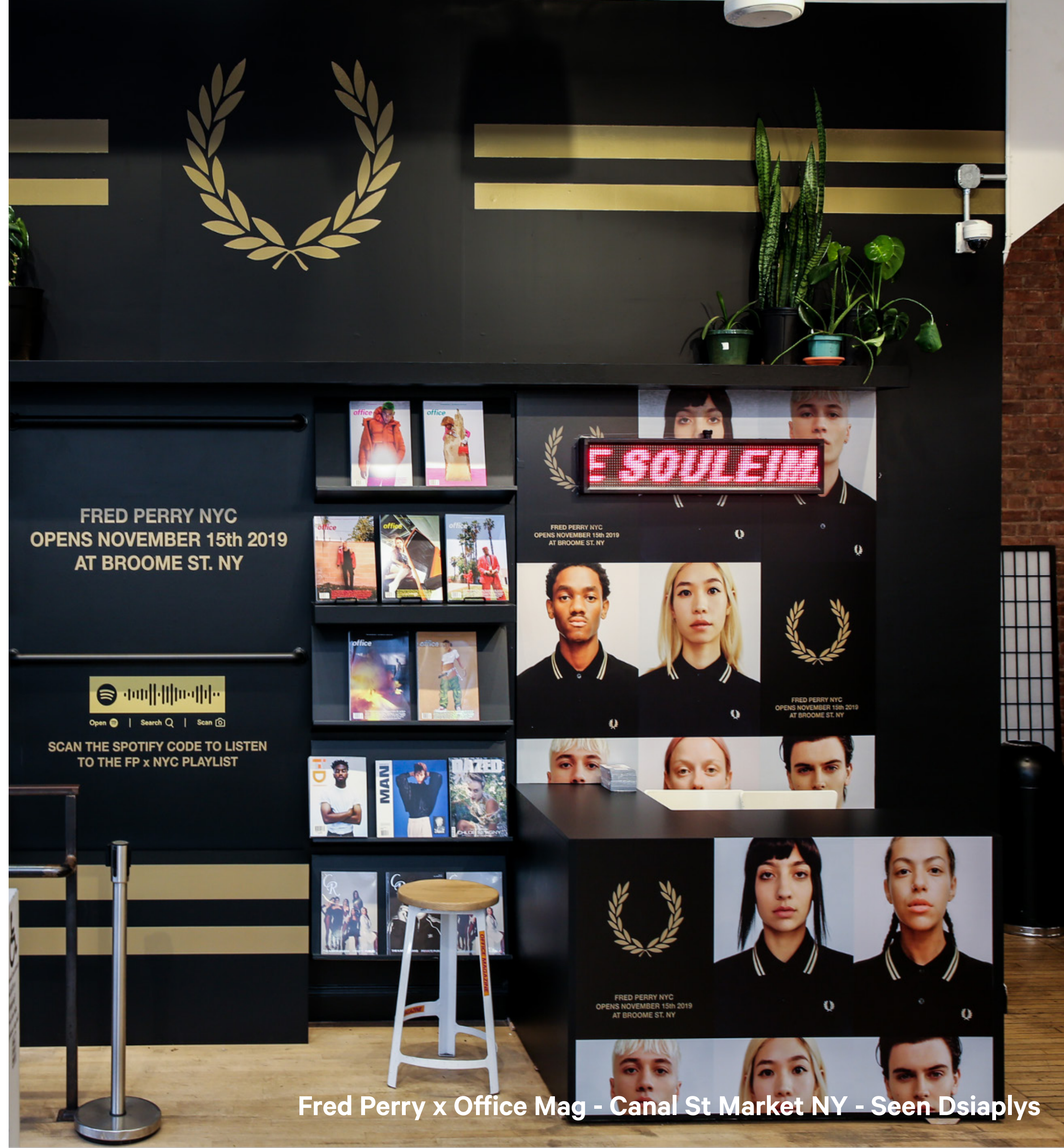


This could be by refreshing social and influencer strategies that show more meaningful interactions with your audience which is then mirrored in store – this is key in a world with overwhelming product options but with limited attention to consumer and loyalty.



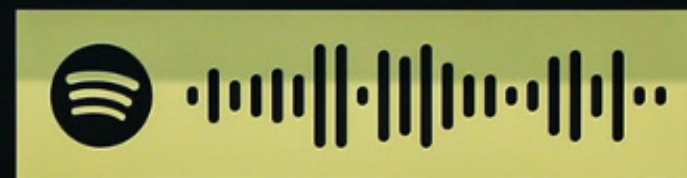
**Create a  
multi-sensorial identity**




Create an identity for your brand that is multi-sensorial. Explore experiences that immerse your audience in unique brand interactions and create an air of excitement.



Fred Perry x Office Mag - Canal St Market NY - Seen Dsiaplys

**FRED PERRY NYC  
OPENS NOVEMBER 15th 2019  
AT BROOME ST. NY**



Open  | Search  | Scan 

**SCAN THE SPOTIFY CODE TO LISTEN  
TO THE FP x NYC PLAYLIST**

Fred Perry x Office Mag - Canal St Market NY - Seen Dsiaplys

Compliment entertaining content that exists on your social channels, apps and OOH that goes beyond just usual visuals and goes into sound, touch or event scent.

**Innovate your  
customer experience**

To truly connect with consumers and create brand loyalty, brands must innovate their customer experience. To hit that sweet spot of brand advocacy and brand loyalty, supportive and empathic methods for customers' needs for private and personalised services must be developed.



Nike - Next % - Seen Displays

NIKE ZOOM X  
VAPORFLY NEXT %



A RACING SHOE FOR

02:01:39

NIKE ZOOM X

OUR FASTEST  
EVER.

NIKE ZOOM X  
VAPORFLY NEXT %

The classic chat bots we have all come to know extremely well have failed to reach the promises of scaled 121 customer support, brands need to explore more informal and private channels that can be sustained to meet customer expectations, particularly for those interactions that are less transactional and more emotional.

**Provide spacial  
elasticity**

Offline or IRL shopping has so many qualities that are simply irreplaceable, what is necessary for brands is to sustain those qualities whilst also evaluating spaces like online channels to function on the whole like a multimedia platform.



Nike - Nike Run Club - Seen Displays





The rapid flexibility designed for retail environments needs to compliment all online experiences and services creating a synergy between both online and offline spaces.

**Consider your  
experiential value**

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While the in-store brand experience has been key for so long and has become something consumers have grown to know and love, they simply aren't enough on their own anymore.





For a campaign or activation to truly make an impact, the consumer needs to feel they are part of the experience so opportunities should be developed that are equally as shareworthy as they are rewarding. Content needs to be able to seamlessly move between online and offline channels to create a harmonious and uninterrupted experience.

Get in touch to find out how we can help  
your brand stay ahead of the curve.

Thank you

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