



National Retail Federation 2024

Lessons and opportunities from 'Retail's Big Show'

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Better decisions, faster.



Retail's Big Show

Retail Excellence at NRF 2024

NRF 2024 isn't just a trade show; it's a transformative experience consistently delivering enduring insights and connections.

Those who take meaningful action now will script the next chapter in an uncertain world. NRF 2024 proves to be a gateway to inspiration, connections, and actionable insights, with valuable lessons for all.

The NRF 2024 Expo brought the future of retail to life, offering new insights, products, and experiences shaping the future of retail.



Brands quickly shift from segmentation to personalization at scale to make themselves more entrenched in their customers' lives. Loyalty programs and deploying CRM insights into media are central to this, with swaths of first-party data coming into the ecosystem.

For many brands, including retail as a core data set, defining your customer and driving channel allocations has become table stakes for omnichannel retailers. Clean Rooms leveraging the value of first-party data and enabling new AI-powered use cases.

If consumers are not separating channel from message or message from the medium, personalization becomes a lynchpin in satisfying this need. This allows deeper content and contextual experience, building a community of brand engagers versus a consumer set of repurchasers – and post-purchase matters.

Brand agility is paramount to stay ahead of the curve, whether it's unique creative production, pricing, data organization, insight derivation, or automated customer service.

AI Unleashing Business Constraints

AI will and is playing a crucial role in expediting multiple processes from weeks to days and days to hours.

It is hardly an overstatement to say AI is everywhere and requires prioritization. It has sparked fundamental transformation of the retail business model and continues to drive changes to the customer experience.

OMG continues to focus on the future and is the first mover to access ChatGPT outside of Microsoft. While in the early testing phases, we see our working methods accelerated by integrating AI into our human processes.

Saks CEO Marc Metrick says, "Brands not embracing innovation and harnessing AI for data-driven personalization to enhance the customer experience is at risk of being left behind by competitors and category entrants." But a critical question that many brands are starting to ask...are we tech-ing for tech's sake?



Domino's is equally seen as a pizza and tech company due to revolutionary tech at the core of its success, but it ensures it's all in the effort of being where the consumers are.

Yet, 60% of consumers are skeptical of retailers using AI/Gen AI due to access to lack of trust and personal info concerns.

OMG takes great pride in our approach to audience-first planning. Omni helps us curate growth segmentation, and our integrated social listening and trends analysis tool, "Q," helps clients stay ahead of the culture. Consumers are pushing for efficient retail tech.

Better decisions, faster.



Frictionless Virtual to Offline Experiences

The speed of adaptation isn't confined to the digital realm; [it's equally crucial in translating experiences into in-person interactions](#).

Despite their digital influencer, Gen Z consumers crave [in-person buying experiences](#). Brands are challenged to merge virtual and in-person elements flawlessly.

H&M is [prioritizing seamlessness across the two](#) to round out the consumer journey, "delivering the best of both worlds such as virtual try-ons or Spotify playlists that change by retail store."

Rue21 knows that harnessing tech to extend to an obsession with the ["internal customer"](#) (sales floor associates) can build into loyalty. There is a shift to gamifying loyalty with varying tiers to help drive that engagement.



Amex is now offering [badges that offer experiences](#). While not directly targeted at Gen Z, this new form of [loyalty gamification](#) resonates with this cohort looking for new ways to interact with brands, allowing for deeper content and contextual experience.

A study by Superlogic suggests that 61% of brand purchase decisions happen outside of the brand's platform or rewards program. Loyalty programs must shift from traditional approaches to accommodate consumers' information overload.

To deliver personalization at scale means to connect the offline experience with the online one, creating a truly integrated experience for our audience. Adylic, our DCO capability, connects these strategies to enablement.

Through customer service chats, gamification, and social elements to sneak peeks into new collections and adapted search experiences, [AI gives retail commerce superpowers](#).

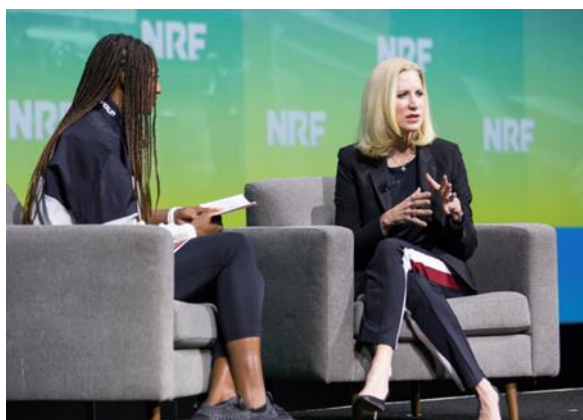
Retail Recap

It's important not to forget the basics. Value simplicity, convenience, and product quality are core to the best customer experience; the added bells and whistles set brands apart.

We are in a customer-led, technology-driven industrial revolution. The retail landscape demands a strategic and nuanced approach around the consumer.

Placing consumers at the center involves understanding their dynamic needs and adapting swiftly.

While a powerful enabler, technology should be approached cautiously, ensuring it enhances the human connection rather than overshadowing it.



Seamless experiences from virtual to in-person and the redefined future of loyalty underscore the industry's need to evolve.

Finally, the focus on brand equity reminds us that, amid innovation, staying true to core values is paramount. Navigating these themes requires continuous innovation, iteration, and a commitment to consumer-centric strategies.

By embracing these principles, brands can thrive in the competitive and ever-evolving retail arena.



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