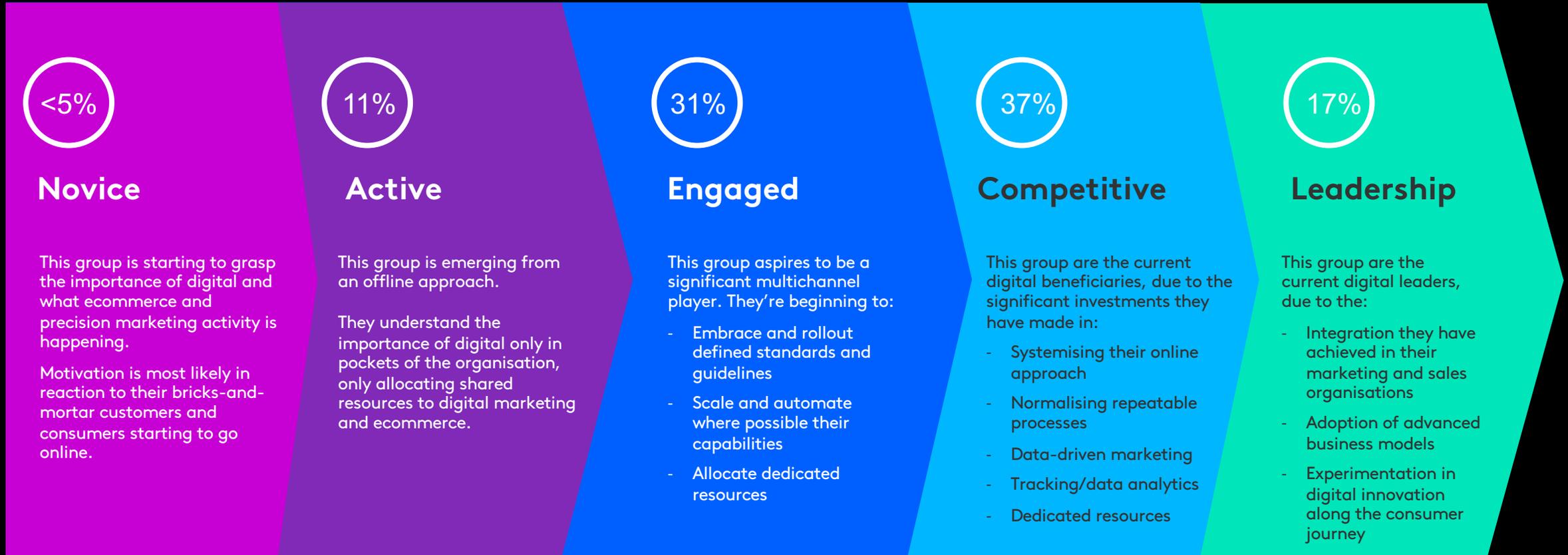


COVID-19 has caught Brands in different stages of Digital Activation Fitness

Winning requires “Fast evolution” to “Competitive” and “Leadership” behaviours



The 'digital surge' triggered by C-19 looks here to stay. Now, with a global economic recession on the horizon, it will be those with the highest digital fitness that will survive and thrive.

Brands who **play selectively** across the vast array of potential routes to consumer & touchpoints available.



Understanding the digital journey and moments that really matter - varying the mix by region, by market, by category or by strategic objective to win in the short term

Brands who see digital commerce not as just a new channel, but **as the new shop window**.



Engaging, influencing & executing where brands are being discovered, tried & critiqued by consumers now – reacting with agility to influence conversion fast

Brands who manage to **deliver the optimal consumer experience, digitally**



Connecting brand to consumer emotionally as well as physically. Building meaningful difference, then monitoring & evolving to keep it fresh.

Ultimately the digital activation winners are those who successfully navigate & simplify the breadth & complexity of digital commerce into targeted strategies that deliver a consistent customer experience at scale. Showing up in the right way, in the right places, at just the right time.

We're helping our clients accelerate their conversion through the sales funnel by solving their digital activation challenges.

We'd love to hear yours.



Identify your must win battles

Understand and optimise your digital customer journeys

Win the critical moments of truth

Monitor and optimise performance

Create the right operating model (including capabilities)



"Which are the channels, retailers and shopper groups essential to my short & long term success?". Quickly building a view of the omnichannel landscape to identify the must win battles to address

"How do we drive discoverability, conversion & continued engagement?" Understanding the moments that matter most and using them to optimise performance of existing touchpoints.

"How do we cut through vs the competition in a digital world?" Monitoring digital best practice. Understanding what engages your key audiences. Using this as inspiration to build stronger content that builds equity & sales.

"How do we get more surgical around learning what drives our sales and acting on it?" Presenting a single-source-of-truth, decision-making tool based on integrated, passive behavioural data

How do we create a strong consumer journey that drives conversion, but manage to do so with multiple teams with different responsibilities, data ownership, skillsets and interests?