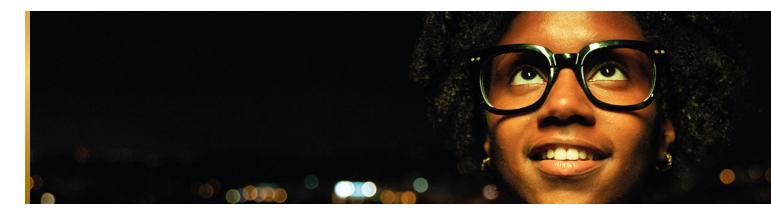
# **KANTAR**

# 10 June, 2020

# Digital commerce leadership virtual event

COVID-19 has accelerated the changing retail landscape. This Virtual Event will help inform, educate, and inspire you to reach greater digital heights during a time of immense uncertainty. You will learn innovative ways to deliver better customer experiences, launch new products, and drive consumer and shopper engagement in the face of digital upheavals and private label acceleration.



# Conference attendees will walk away with:

# **New Digital Shopper Research**

New routines COVID-19 has accelerated and how they impact the shopper journey

#### The state of ecommerce 2021

Key ecommerce trends in the retail, manufacturer, and digital commerce ecosystem from our landmark annual study

# Managing your ecommerce organization through COVID-19

The marketplace changes in omnichannel accelerated by COVID-19

# Cross-channel assortment, pricing, and promotion strategies

New strategies to create channel/retailer differentiation and redefine product value

#### The 3P seller opportunity

How to effectively assess and develop an action plan to remove bad actors, ensure product quality, and improve sales

#### Direct-to-consumer

Rethinking the opportunity and creating the business case

# Walmart competitive advantage through the COVID-19 recovery

Learn how Walmart's ecommerce investment strategy and ecosystem have paid off during COVID-19

## Kantar Presenters

#### Todd Szahun

Senior Vice President

#### Jonathan Young

Executive Vice President

# Prem Shunmugavelu

Senior Vice President

#### **Christina Anderson**

Senior Director

#### Reid Greenberg

EVP

#### **Rachel Dalton**

Director

#### Lei Duran

Senior Vice President

#### Rohan Mazumdar

Consultant

#### **Caroline Dumas**

Analyst

#### **Timothy Campbell**

Director

# **Guest Presenters**

# Kerry Curran

Executive Director, Catalyst

#### Michael Greenbera

Chief Executive Officer, Retina.ai

# Aisha Khan

Chief Strategy Officer, Pharmapacks

# Registration

Register today by emailing **events@kantarconsulting.com** or visiting **our event page** 



11:00 AM - 11:30 AM

#### Welcome and overview

Todd Szahun, SVP, Kantar

Rachel Dalton, Director, Kantar

- Evaluate ecommerce channel trends and projections considering the impact of COVID-19.
- Discuss how to optimize planning in a post-COVID world.
- Outline the top priorities for winning omnichannel.

11:30 AM - Noon

# New digital shopper research: Motivations, drivers, and routines

Caroline Dumas, Analyst, Kantar

- Define and leverage the new motivation hierarchy for online shopping.
- Analyze emerging drivers of ecommerce growth.
- Identify the new routines COVID-19 has accelerated and learn how they impact the shopper journey.
- Learn how subscription services and direct-to-consumer are disrupting traditional retail.

Noon - 12:30 PM

#### The state of ecommerce 2021

Todd Szahun, SVP, Kantar

Kerry Curran, Executive Director, Catalyst

- Identify key ecommerce trends in the retail, manufacturer, and digital commerce ecosystem from our landmark annual study.
- Reflect on the top actions and influences in the shopper's path to purchase, including the impact of digital advertising and retailer media.
- Highlight viewpoints from our peer brand manufacturer and agency communities with considerations for 2021 planning.

12:30 PM - 1:00 PM

#### Cross-channel assortment, pricing, and promotion strategies

Jonathan Young, EVP, Kantar

Rohan Mazumdar, Consultant, Kantar

- Explore how new digital capabilities have increased product pricing and promotion transparency and limited differentiation across channels.
- Review why traditional channel segmentation and price-pack models must evolve to combat the "race to the bottom."
- Learn new strategies to create channel/retailer differentiation and redefine product value.

1:00 PM - 1:10 PM - BREAK

1:10 PM - 1:40 PM

# The 3P seller opportunity

Reid Greenberg, EVP, Kantar

- Learn how to effectively assess and develop a marketplace strategy.
- Develop a road map to identify and remove bad actors.
- Build quality product detail pages, capture traffic, and accelerate sales.

Agenda 11:00 AM -3:30 PM

10 June

1:40 PM - 2:15 PM

# Panel: Unlocking the potential of a direct customer relationship

Aisha Khan, Chief Strategy Officer, Pharmapacks

Michael Greenberg, Chief Executive Officer, Retina.ai

- Explore the importance of building customer relationship skills for the future of marketing.
- Evaluate how deeper levels of investment unlock deeper levels of value.
- Gain actionable insights with best-in-class brand examples.

2:15 PM - 2:45 PM

#### The Walmart competitive advantage through the COVID-19 recovery

Lei Duran, SVP, Kantar

Timothy Campbell, Director, Kantar

- Learn how Walmart's ecommerce investment strategy and ecosystem have paid off during COVID-19.
- Discover how brands can find new growth with Walmart during this time of accelerated Online Grocery growth.
- Look into the future of Online Grocery as Walmart eyes new fulfillment methods to extend access and its competitive advantage.

2:45 PM - 3:15 PM

#### Managing your ecommerce organization through COVID-19

Prem Shunmugavelu, VP, Kantar

Christina Anderson, Senior Director, Kantar

- Evaluate organizational digital maturity today and discuss the marketplace changes in omnichannel accelerated by COVID-19.
- Look at how companies need to evaluate and align resources moving forward.
- Map out the near-term actions and commercial investment choices organizations should consider.

3:15 PM - 3:30 PM

# Wrap-up and final thoughts

Todd Szahun, SVP, Kantar Rachel Dalton, Director, Kantar

Agenda 11:00 AM -3:30 PM