

THE PRESENT AND FUTURE OF MARKETING:

THE LATEST OMNICHANNEL
MARKETING TACTICS



OMNICHANNEL



UNIFIED COMMERCE



RAPID EVOLUTION

SINGLE CHANNEL



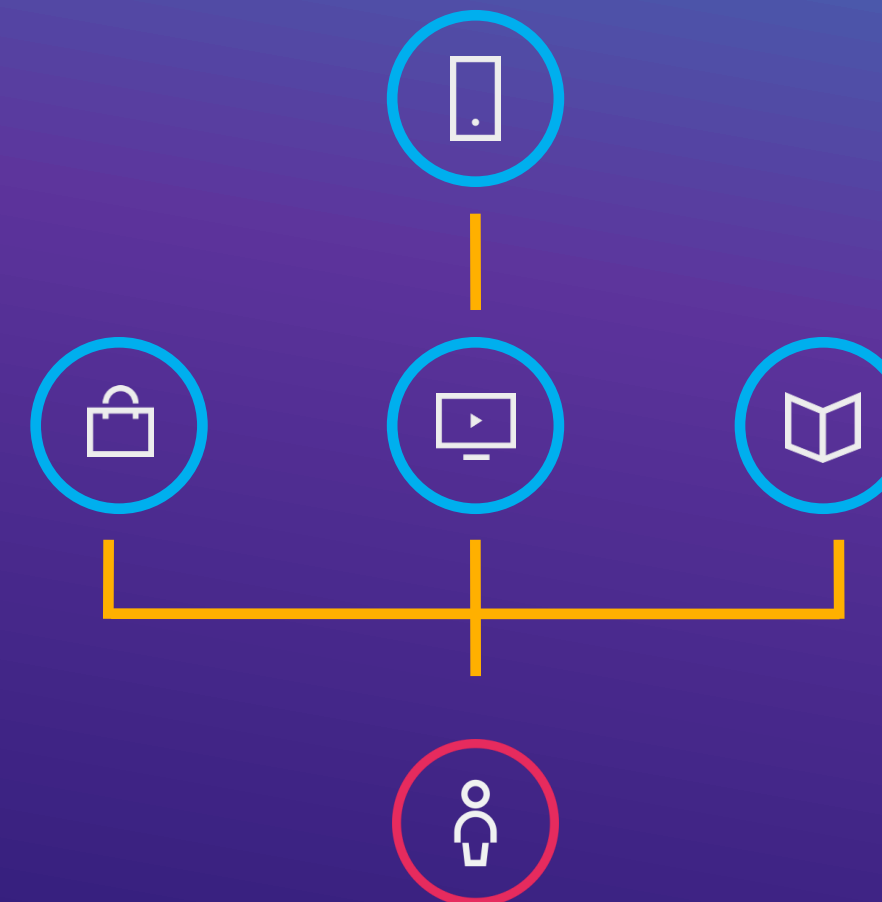
PROMOTIONS

MULTICHANNEL



SHOPPER MARKETING

OMNICHANNEL



ECOMM & SPECIALTY

END-TO-END

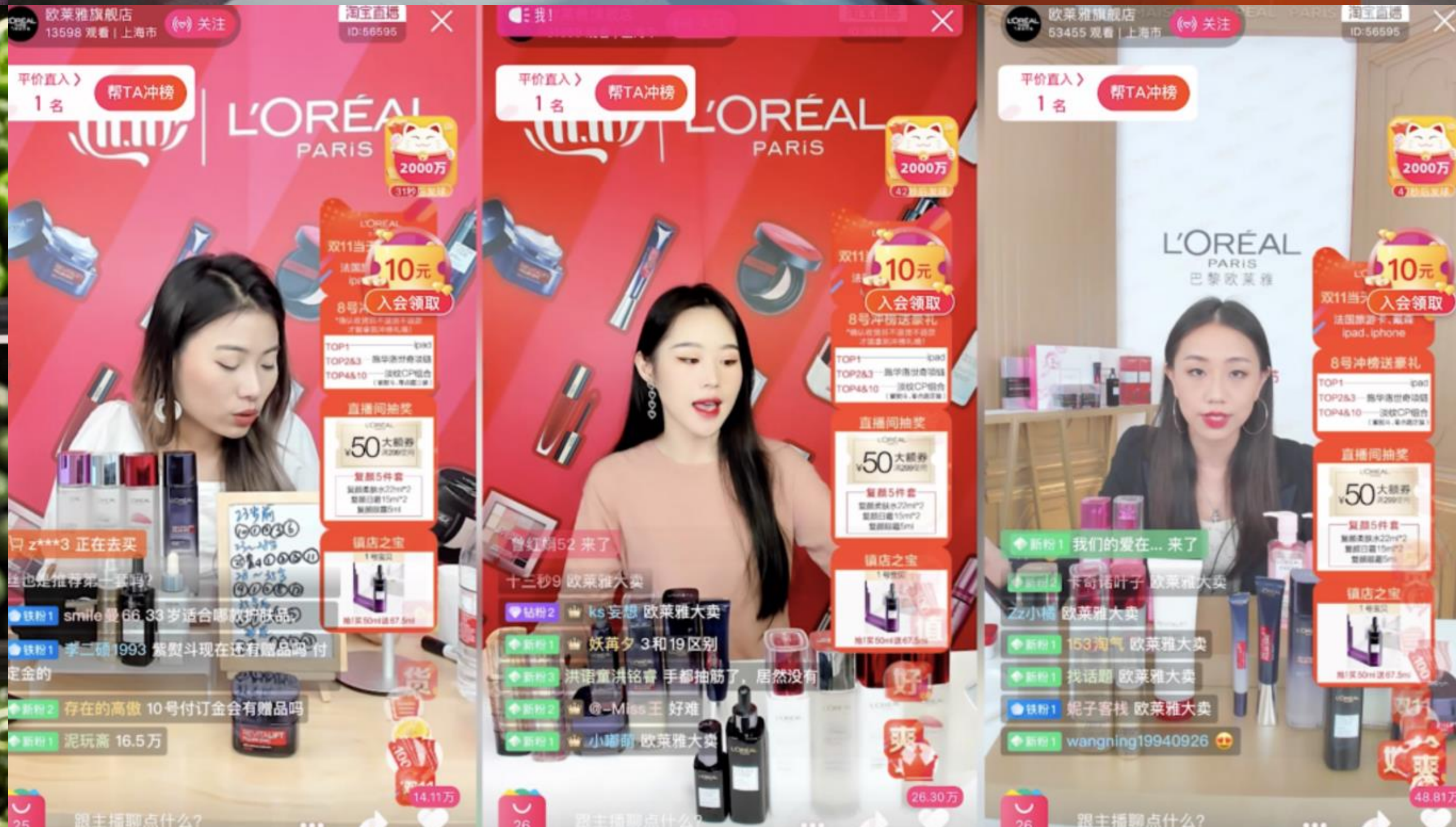


UNIFIED COMMERCE



TECH HAS PUT POWER INTO
THE HANDS OF SHOPPERS







DIGITAL IN-STORE @
NIKE RISE, WEST LONDON



NIKE X TIFFANY, U.S.



METaverse, Tmall LUXURY
PAVILION, CHINA



SHOPPABLE
TV ADS, U.S.



LIMITLESS AI @
AD/BK, BROOKLYN



AI GENERATED AVATAR,
CARREFOUR, FRANCE

Je suis un avatar

UNIFIED COMMERCE



**Seamless
Consumer
Experience**

**Culturally
Relevant
Creative**

**Moments
of
Magic**



SEAMLESS CONSUMER EXPERIENCE



“We don’t think the customer is loyal to channels. We don’t hear customers talk about channels very much. Customers value experiences.”

— James Nordstrom



40%

During the pandemic, consumers switched to new brands, exploring beyond their favorite products

60%

of consumers have purchased something from one brand over another based on the service they expect to receive

71%

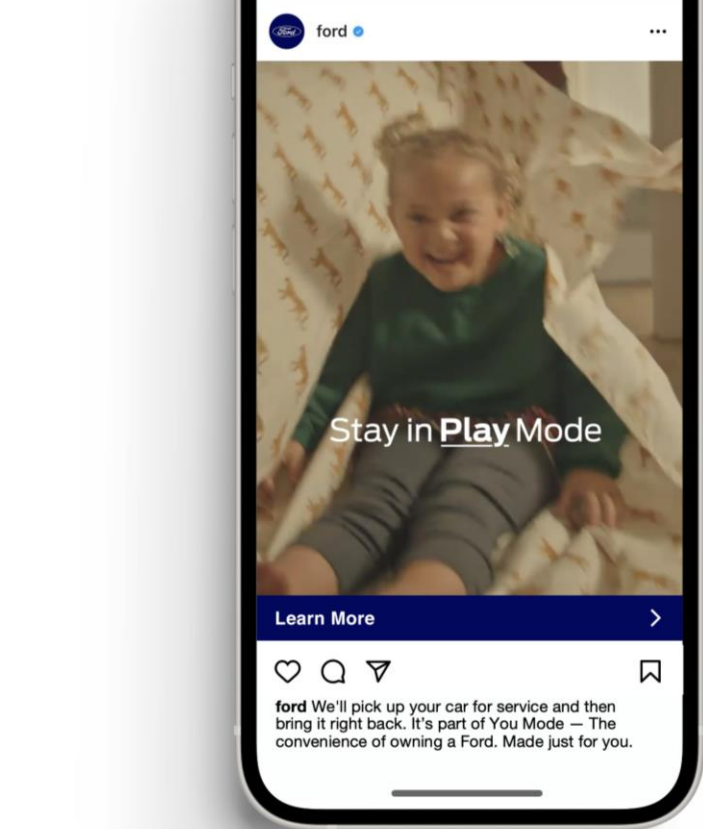
of consumers expect companies to deliver personalized experiences



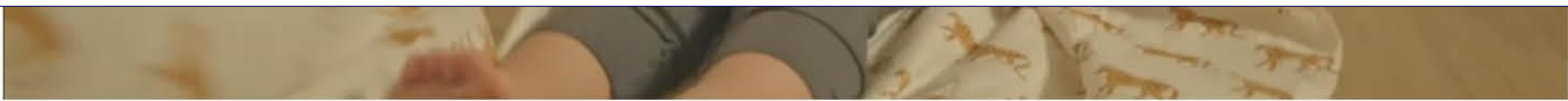
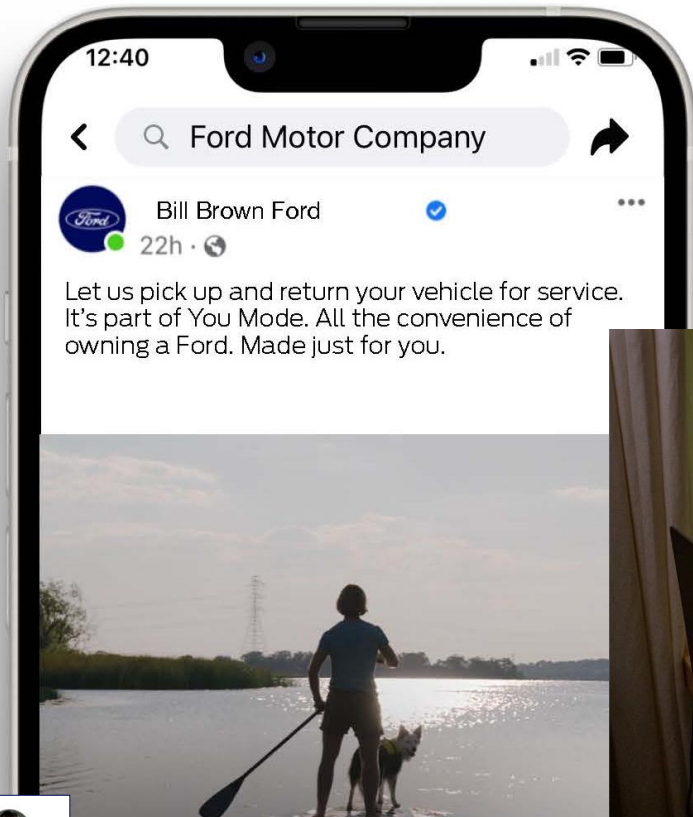
YouMode

The convenience of owning a Ford. Made just for you.





Next time, skip the wait with
Ford Pickup & Delivery.



Ford Pickup & Delivery

It's part of **You Mode**.

All the convenience of owning a Ford. Made just for you.



Here, Owners Mean the World

There are a lot of reasons to love being a Ford owner. Ford Pickup & Delivery is one more. Just tell us when and where you'd like to have your Ford picked up — home, work, or anywhere nearby — and we'll come get it, service it at the dealership and return it to you. And the round trip's on us for FordPass® Rewards^a members.

Schedule Ford Pickup & Delivery now

Ford Pickup & Delivery | You Mode

174,000 views Oct 24, 2022 Let us pick up your Ford, take it in for service and then bring it right back. It's part of You Mode — The convenience of owning a Ford. Made just for you. ...More

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Ford Motor Company

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THE ALL-NEW FORD BRONCO RAPTOR

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1.8M views · Streamed 1 year ago

33:55

Stay in **Play** Mode

With Ford Pickup & Delivery

Let us pick up and return your vehicle for service. It's part of **You Mode**. All the convenience of owning a Ford. Made just for you.

LEARN MORE

Important Ford Pickup & Delivery Program Details



Scheduling Service Is This Easy

Find a dealer to schedule service or you can even schedule right in the FordPass® App^a.

*Ford Pickup & Delivery service may be limited based on distance from the dealership. Does not include parts or repair charges. A nonoperational vehicle is not eligible and will require a roadside event. Same-day appointments are not available for this offer. Offer is nontransferable. Visit FordPassRewards.com for important program details and terms and conditions.

Find a Dealer



A Rewarding Experience

Ford Pickup and Delivery^a is complimentary for FordPass Rewards members. So, download the FordPass App^a and join today.

^aMust be enrolled in FordPass Rewards to receive FordPass Rewards bonus Points. Points are not redeemable for cash or check. See the FordPass Rewards Program terms and conditions at FordPassRewards.com for information regarding expiration, redemption, forfeiture and other limitations on FordPass Rewards Points.

^aFordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

Download FordPass



Stay in **Shopping** Mode

With Ford Pickup & Delivery

Now we'll pick up, service and drop off your vehicle.* It's part of **You Mode**. All the convenience of owning a Ford. Made just for you.

SCHEDULE SERVICE

Must be enrolled in FordPass Rewards to receive FordPass Rewards bonus Points. Points are not redeemable for cash or check. See the FordPass Rewards Program terms and conditions at FordPassRewards.com for information regarding expiration, redemption, forfeiture and other limitations on FordPass Rewards Points.



Hometown Motors

SCHEDULE SERVICE

800-444-1312

Stay in **Fun** Mode

With Ford Pickup & Delivery

A red Ford Mustang Mach-E is shown from a rear three-quarter view, driving on a multi-lane highway. The car is positioned in the center-left of the frame. Above the highway, there are several concrete overpasses. The background shows a clear sky and some distant greenery. The car's rear features, including the taillights and the Mustang logo, are visible. The license plate area is partially obscured by the text.

You Mode

Available feature. Includes a three-year connected service plan with regular map updates after which purchase is required. Requires FordPass® App and modem activation. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. Ford BlueCruise is a hands-free highway driving feature. Only remove hands from the steering wheel when in a Hands-Free Blue Zone. Always watch the road and be prepared to resume control of the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations. 2023 Ford Mustang Mach-E® Select includes a 90-day trial with the option to purchase a three-year connected service plan with regular map updates. Requires FordPass® App and modem activation.

CULTURALLY RELEVANT CREATIVITY



“Everyone is not your customer.”

— Seth Godin





THE GEN Z PARADOX



VMLY&R
COMMERCE

KEY TAKEAWAYS

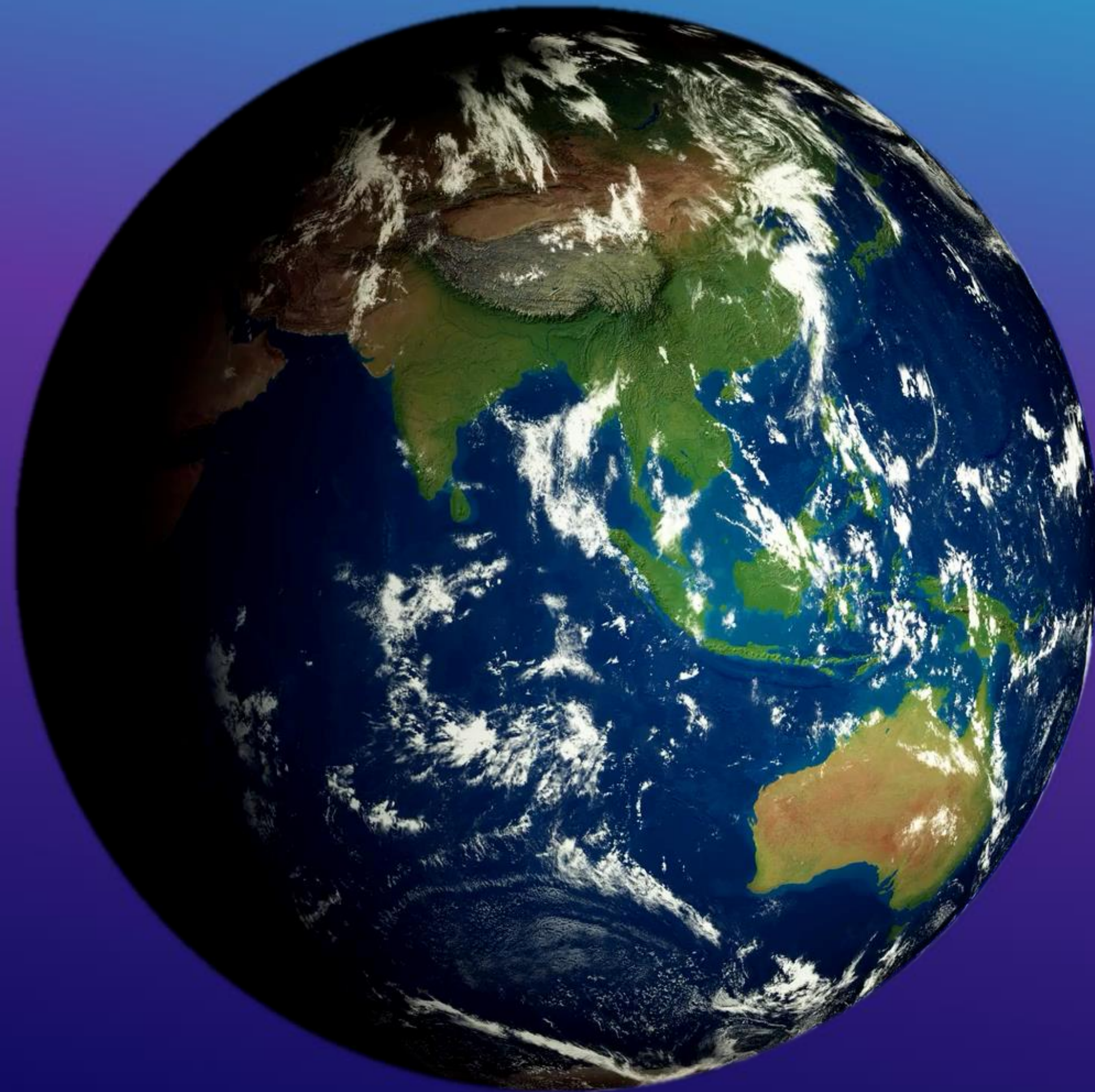




Mind The Gap

Remove the compromise

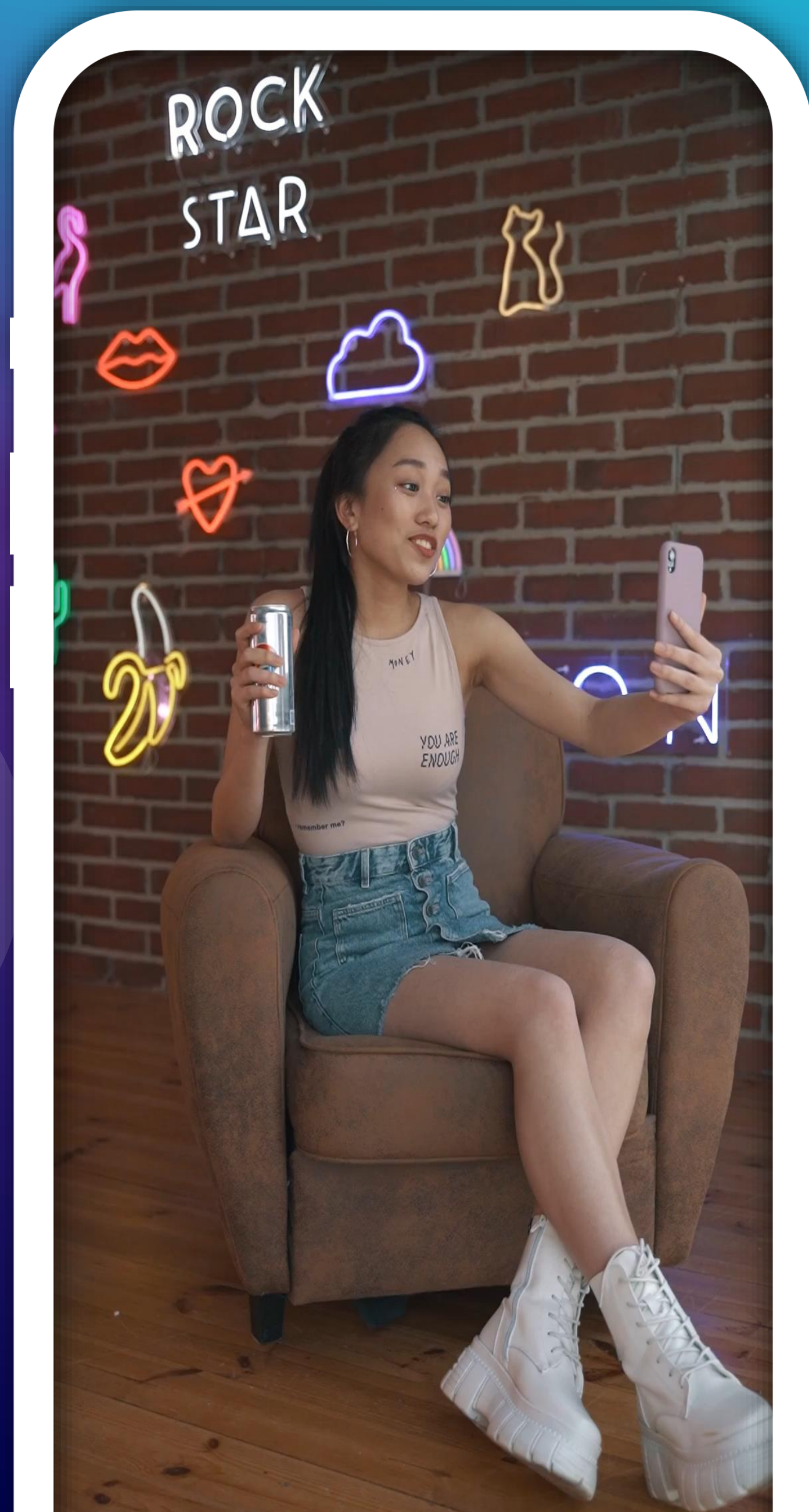




Know the Neighborhood

Don't treat Gen Z as
one homogenous group





Harness Crush Culture

Don't be afraid of
the power of Gen Z





A person wearing a VR headset is shown in a futuristic, neon-lit environment. The background features vibrant, wavy patterns in shades of blue, purple, and pink, creating a dreamlike atmosphere. The person is wearing a dark sweater and is positioned in the center-right of the frame.

4

Be Where They Are

Communicate your values
at the point of purchase

Be Authentic

Don't risk the wrath
of crush culture



“

I BOUGHT BREAD
ONLINE TODAY
BECAUSE I DIDN'T
WANT TO GO
DOWNSTAIRS
TO THE SHOPS.. ”

• MUMBAI

Be Convenient

Instant gratification rules



MOMENTS OF MAGIC





UNIFIED COMMERCE





LAURA KNEBUSCH
Marketing Transformation
Consumer Experience Leader
Georgia-Pacific LLC



DAVE SPINATO
Global Vice President, eCommerce
HARMAN International



CLINTON SUH
Head of eCommerce
On Running

PANEL SLIDEWARE



PANEL SLIDEWARE

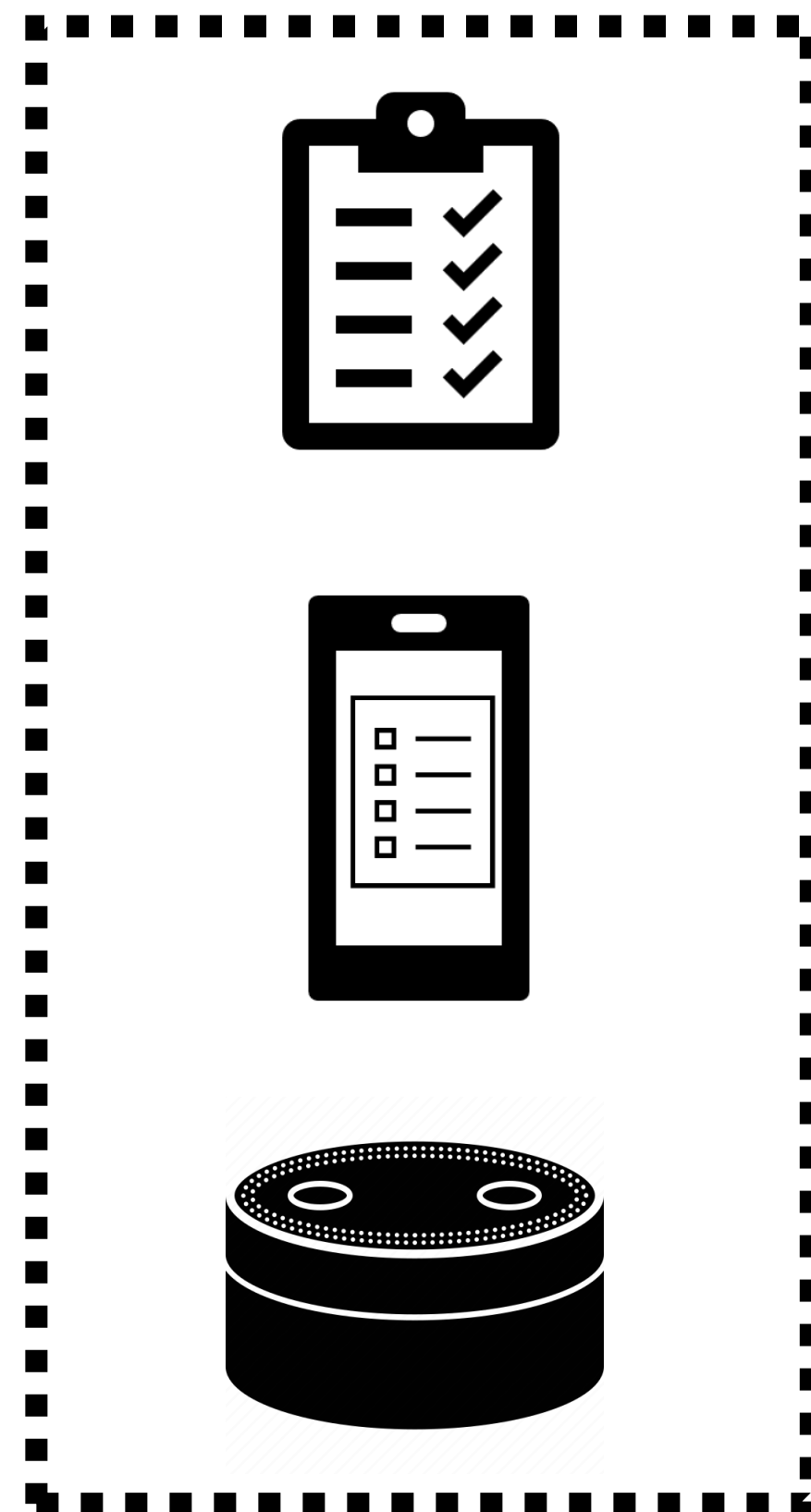


LAURA - GP

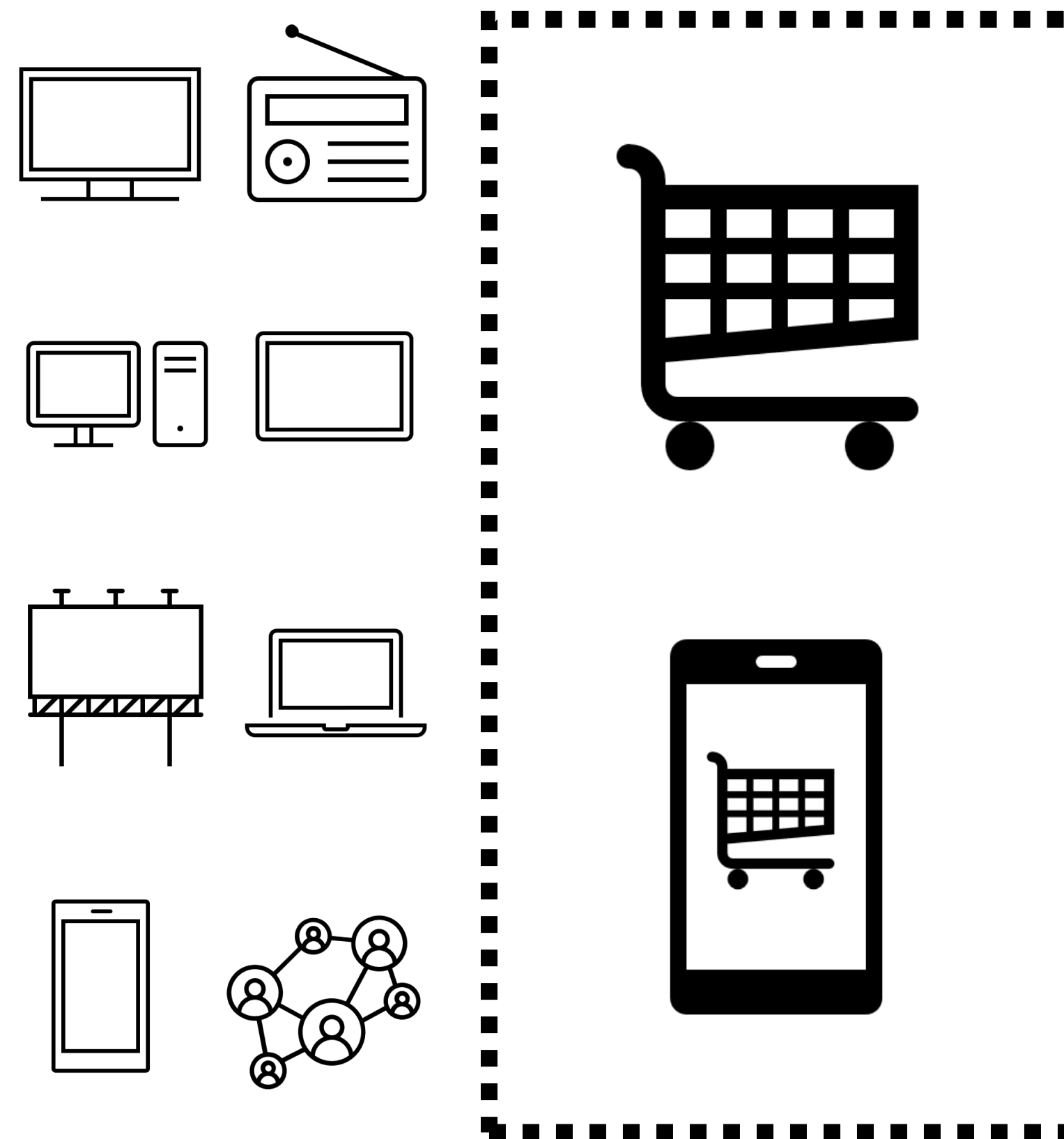


Removing Retail Rails

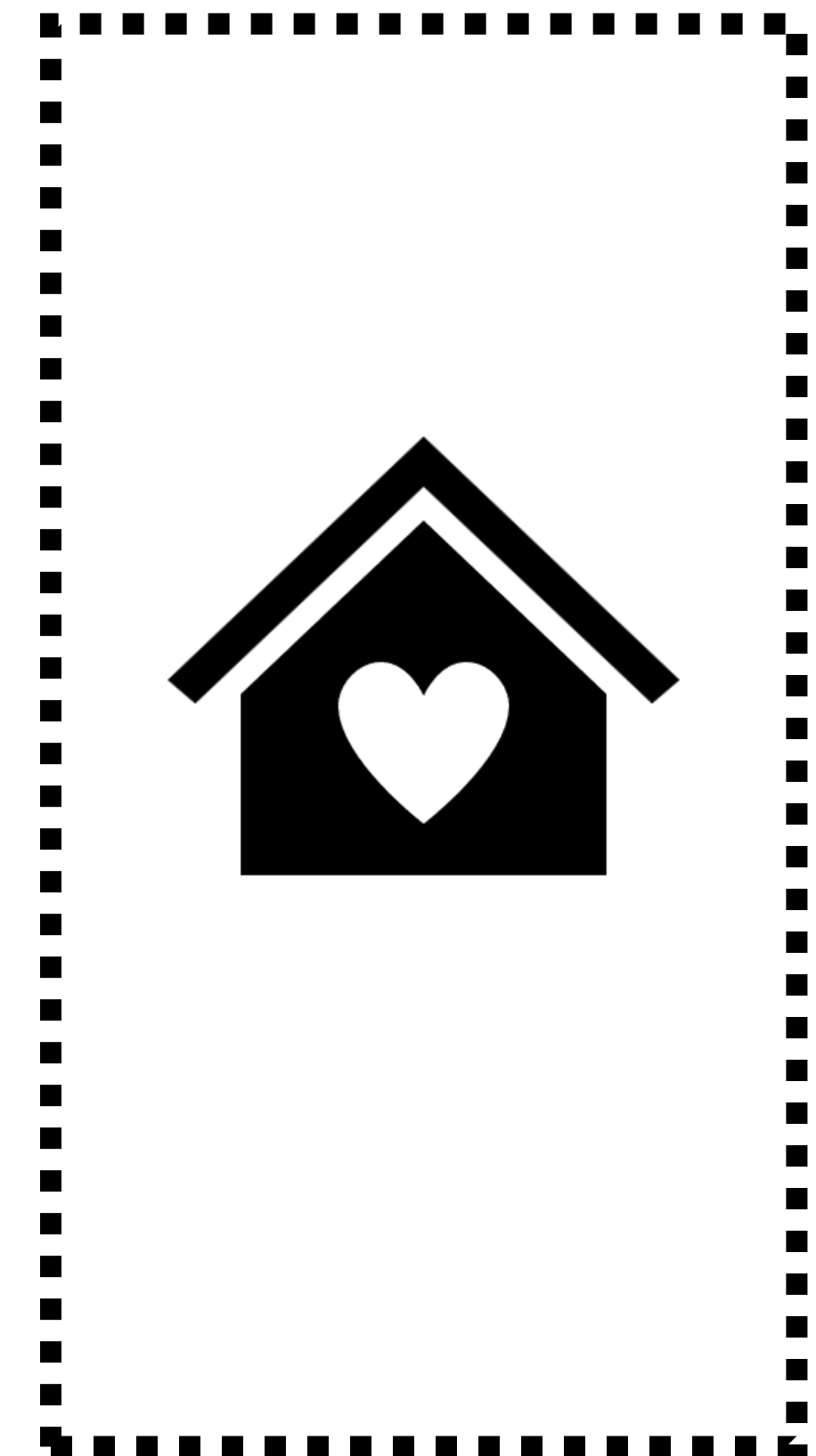
Get on the List



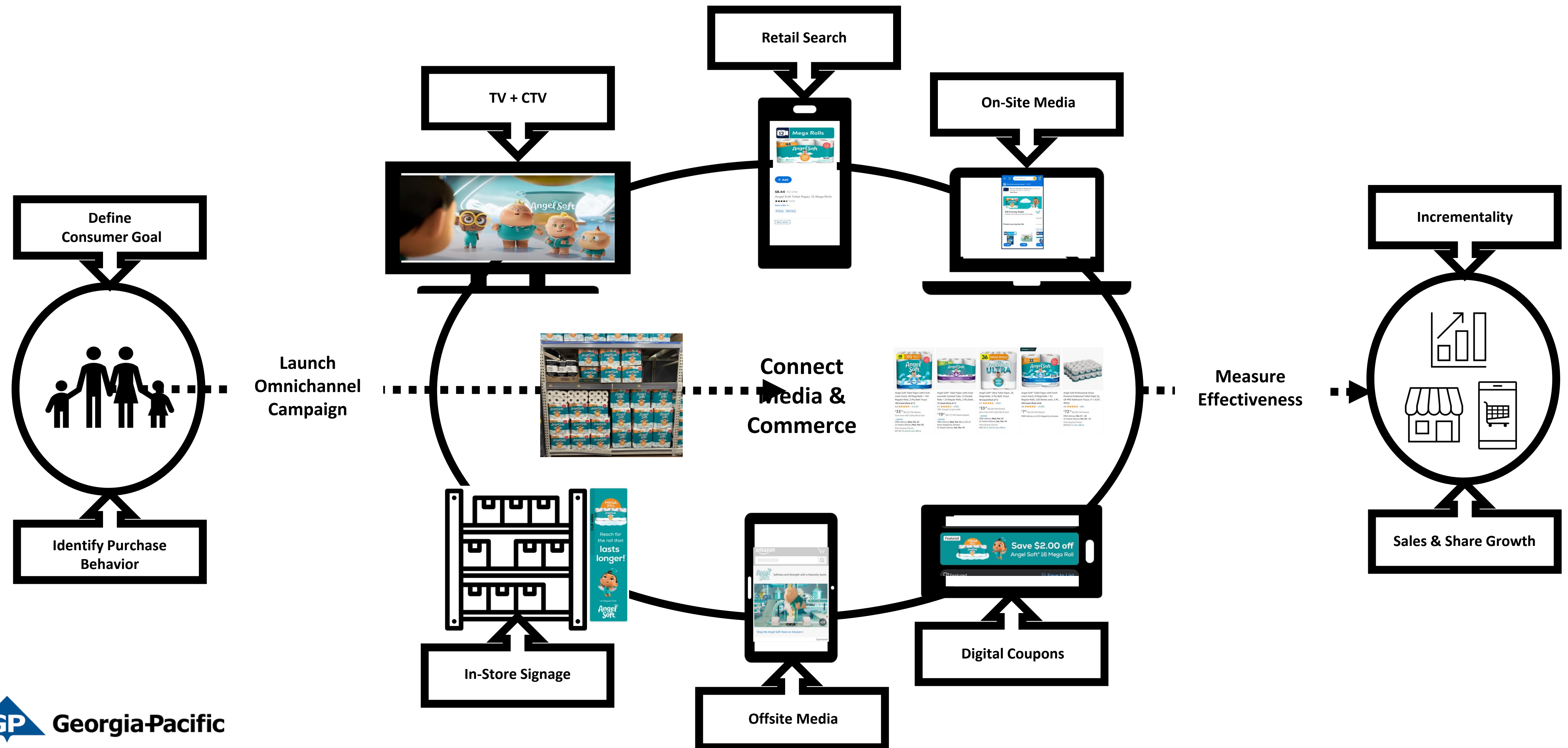
Get in the Cart



Get to the Heart



The Omnichannel Consumer Journey

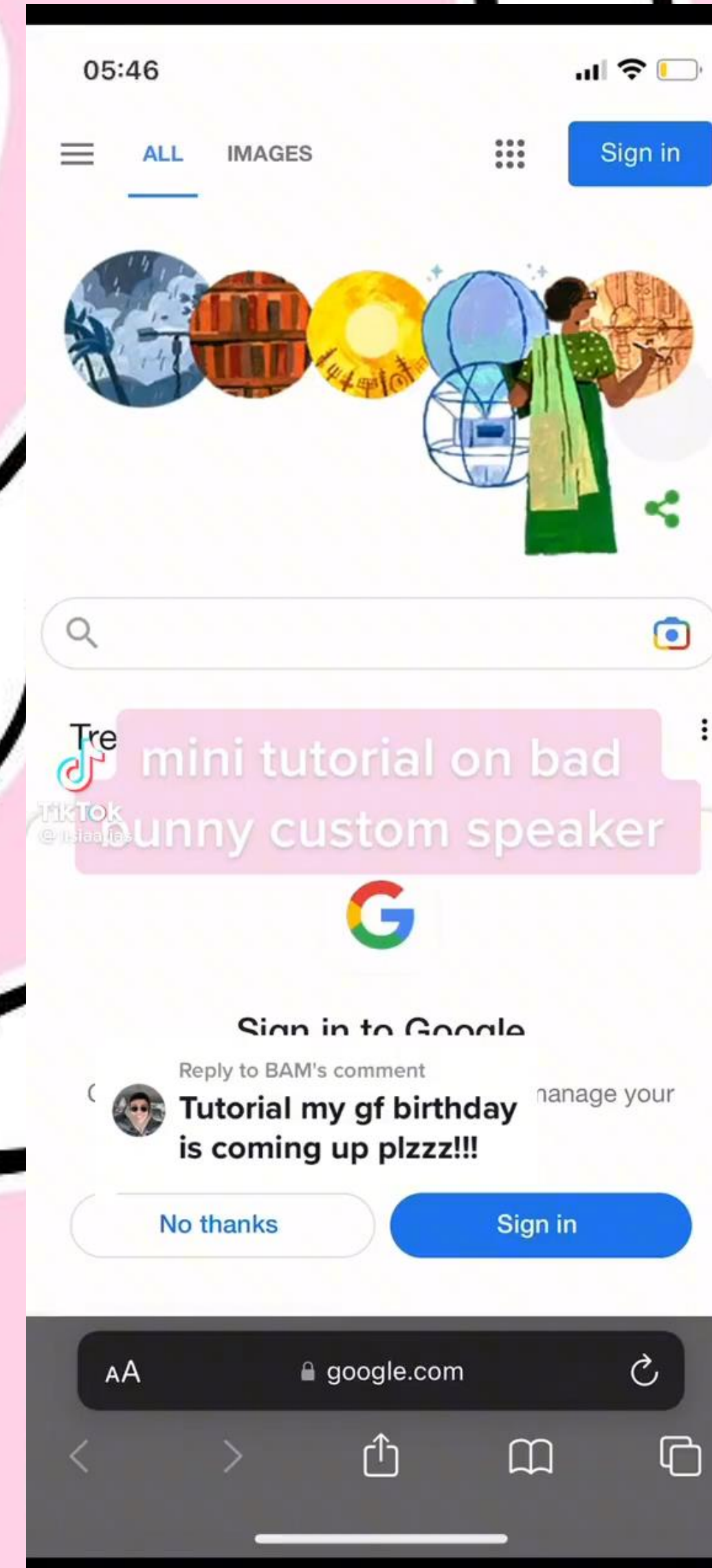


DAVE - HARMAN



BAD BUNNY GONE BAD

BAD
BUNNY



JBL X DOJA CAT CAMPAIGN



JBL X DOJA CAT CAMPAIGN

PROGRAM OVERVIEW



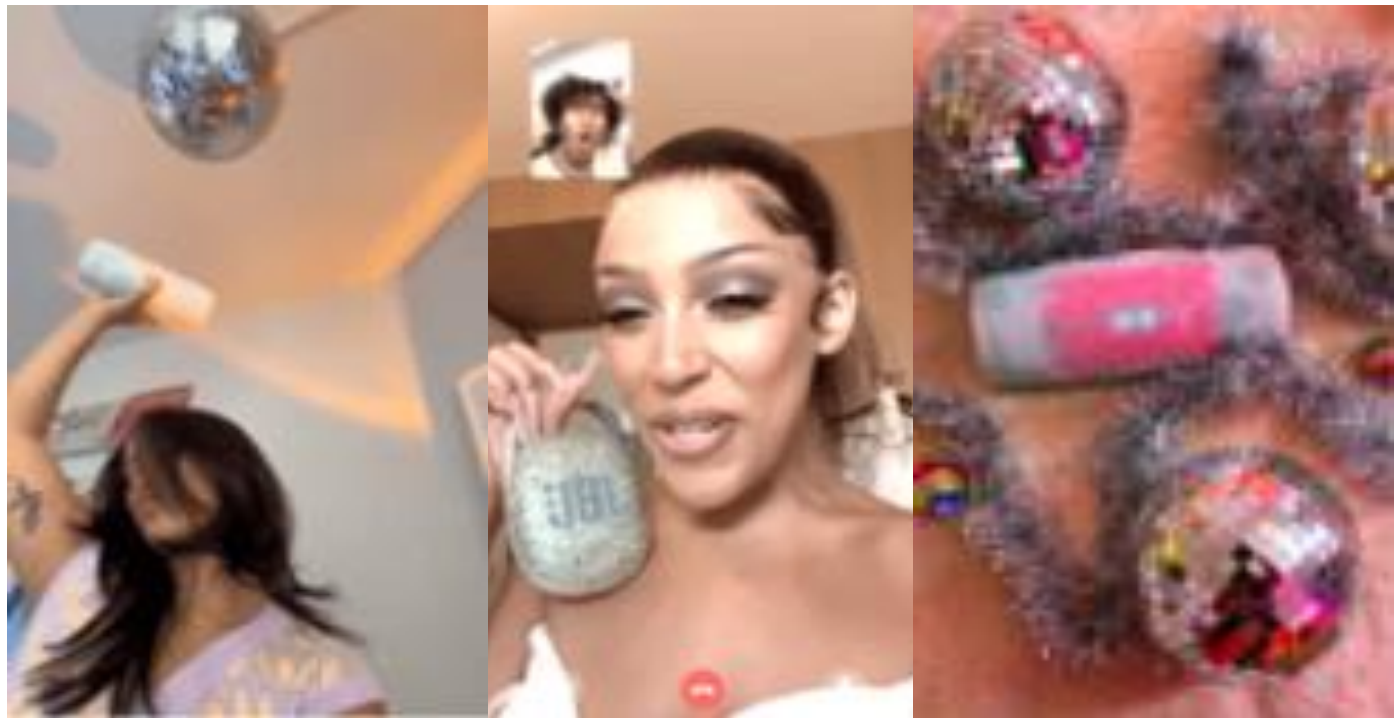
National Retail Promotion

The JBL Holiday program was a 360-degree campaign featuring JBL’s global brand ambassador, Doja Cat.

Tapping into Gen-Z consumers and retail customers through exclusive promotions, the launch of JBLxME and chances to win, we gave them a reason to be excited about JBL around the holidays.



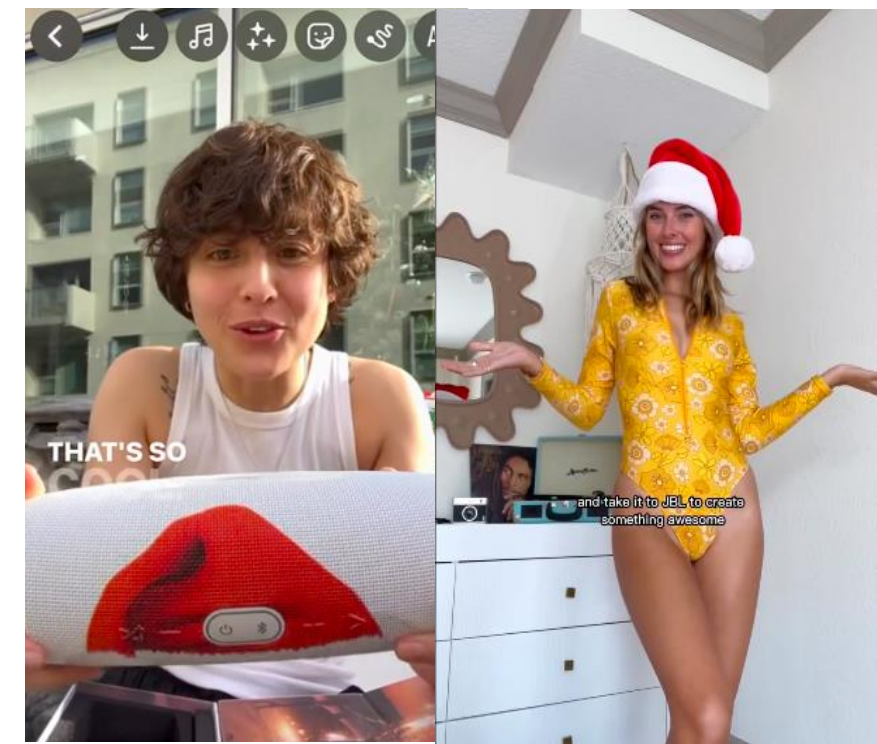
Social Media Design Challenge



Click to Buy Influencer Programming



JBLxME Launch



Custom Macro Influencer Content

JBL X DOJA CAT CAMPAIGN

KPI'S + RESULTS

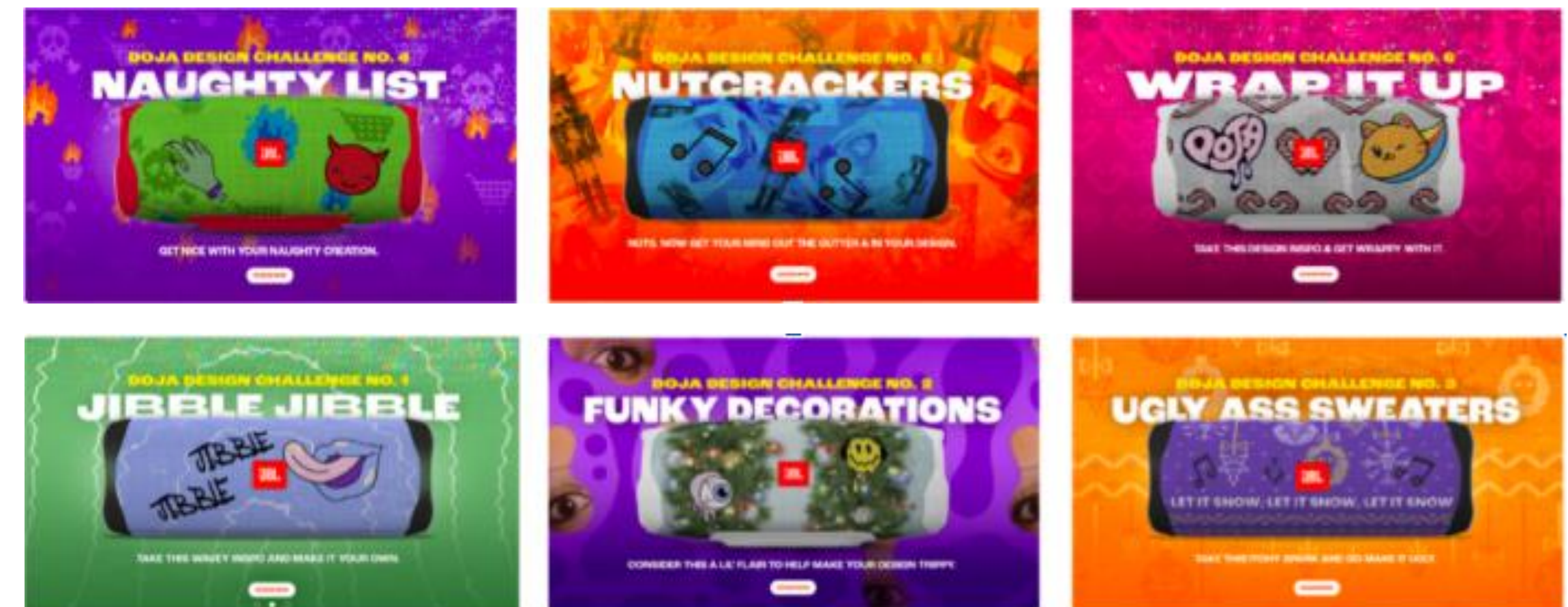


NATIONAL RETAILERS

1. Increase Brand Familiarity: +5% amongst Gen Z
 - +12% increase
1. Drive Incremental Sales: +15% (Big 4 + JBL.com)
 - +141% vs PY

DARE TO DESIGN - JBL.COM X ME

1. Increase (quality) site traffic +100%
 - +1405%
1. Increase Number of Orders
 - +200% Transactions



CLINTON - ON





“BE THE NUMBER ONE BRAND ON RUNNER’S BODIES”



“On is an innovation brand at heart. We aim to bring more brand association between On and innovation. Whether it’s through product, brand experiences or how innovation influences our internal culture”

Premium experience

*centered around products
and brand storytelling*



Strategic locations

*for brand awareness and
serving a 360 halo effect*



Intimate relationship

*with our local communities
for best customer insights*



Global network

*complementary to other
On sales channels*

